



# ORGANIZATION OF AMERICAN STATES

Inter-American Council for Integral Development  
(CIDI)



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INTER-AMERICAN COMMITTEE ON CULTURE  
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## **PROPOSAL - SUPPORT PROGRAM FOR THE INTER-AMERICAN CONFERENCES OF CULTURE MINISTERS AND CULTURAL AUTHORITIES**

**(USE OF OAS SUBFUND RESOURCES TO SUPPORT CIDI'S SECTORAL AREAS)**

## **PROPOSAL**

### **SUPPORT PROGRAM FOR THE INTER-AMERICAN CONFERENCES OF CULTURE MINISTERS AND CULTURAL AUTHORITIES**

#### **Use of OAS Subfund Resources to Support CIDI's Sectoral Areas**

*We consider the cultural diversity that characterizes our region to be a source of great richness for our societies. Respect for and value of our diversity must be a cohesive factor that strengthens the social fabric and the development of our nations.<sup>1</sup>*

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#### **INTRODUCTION**

The Third Summit of the Americas, held in Québec City in 2001, paid particular attention to the promotion of cultural diversity in the Americas and gave cultural issues special importance within the Summits process by dedicating an entire chapter of its Plan of Action to “cultural diversity” (Chapter 17).

At the same time, respect toward and promotion of culture and cultural diversity in the Americas gained particular momentum following the first Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities, which was held in Cartagena, Colombia, in July 2002. In adopting the Declaration of Cartagena de Indias, the member nations of the Organization of American States emphasized the role of culture as a driving force behind equitable and sustainable development, and they recognized the need for closer inter-American cooperation to extract the maximum benefit from globalization and to mitigate its negative effects on the preservation and promotion of cultural diversity.

At Cartagena, the culture ministers and cultural authorities adopted a Plan of Action covering their priority actions and areas of mutual interest; this is, together with the Plan of Action of the Third Summit of the Americas, one of the basic guides that point out the path to follow in the cultural sphere at the hemispheric level.

To enable the inter-American dialogue on cultural issues to continue yielding specific strategies and activities, the OAS's Unit for Social Development, Education, and Culture, in its

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<sup>1</sup> Declaration of the Third Summit of the Americas, signed by the Heads of State and Government of the Americas in Québec City, April 2001.

capacity as the technical secretariat of the meetings of ministers of culture, hereby submits the attached program, called "Pro-Culture," to the Inter-American Committee on Culture.

Pro-Culture aims to make good use of the funds that the Organization of American States recently granted<sup>2</sup> to the cultural area for the execution of projects in pursuit of the mandates of the Summit of the Americas and of the ministerial meetings. This funding amounts to USD \$190,833.33 and, in this proposal, it is seen as a tool for mobilizing resources from other international agencies and from the individual member states. The projects must meet the following requirements:

- They must pursue mandates from the Summit of the Americas or from the Inter-American Cultural Conferences.
- They must address sectoral issues with which the OAS has recognized competence.
- Their scope must be hemispheric, although subregional components are permissible.
- They must be capable of mobilizing external resources.
- They must contain an evaluation component.
- When appropriate, they must incorporate other IACD cooperation mechanisms, particularly those dealing with training, fellowships, and scholarships.
- They must be of an appropriate technical standard.

The Pro-Culture program, set forth in this document, has taken pains to cover all those requirements.

## **II. GENERAL OBJECTIVE OF THE PROGRAM**

The aim of this program is to strengthen the culture ministries and cultural authorities of the Americas, to enable them to:

- Consolidate the cooperation mechanisms that exist among them, and between them and civil society, the private sector, and international organizations.
- Have their agendas incorporated into national and hemispheric development policies.
- Continue consolidating the design and implementation of cultural policies for promoting and preserving cultural diversity.

## **III. COMPONENTS AND ACTIVITIES**

Pro-Culture is a hemispheric initiative with five components, largely defined by the priorities and goals set forth in the Declarations and Plans of Action reached at Cartagena de Indias and at the Summit of the Americas, and partially informed by the objectives that are being set for the upcoming ministerial meeting.<sup>3</sup>

### **3.1 INTER-AMERICAN CULTURAL POLICY OBSERVATORY**

This program's first component deals with the initiative for the Inter-American Cultural Policy Observatory, which is currently being defined.

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<sup>2</sup> Resolution CEPCIDI/RES 89 (LXXXIX-O/03)

<sup>3</sup> The proposal also aims at supporting the next Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities, to take place in Mexico in 2004.

During the preparations for the Cartagena Ministerial, and particularly at the expert seminar on cultural diversity organized by the Department of Canadian Heritage in Vancouver, proposals were made for the creation of an Inter-American Cultural Policy Observatory (IACPO) in order to

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“Undertake a feasibility study on the establishment, within the framework of the Inter-American Committee on Culture, of an Inter-American Cultural Policy Observatory.”

*Plan of Action of Cartagena*

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consolidate cultural policies as public policies. The ministers gathered in Cartagena placed particular priority on the IACPO proposal and, for that reason, included a specific mandate for a feasibility study into its creation.

In pursuit of that mandate, the UDSE/OAS coordinated a feasibility study, which was financed by a generous contribution from the Department of Canadian Heritage and the Andrés Bello Convention. The study was conducted by Prof. Raj Isar, with support from an advisory committee comprising experts from each subregion of the hemisphere.

The study is to be presented and discussed at the first meeting of the CIC, to take place in Mexico City on September 4-5, 2003. That meeting will decide the shape to be adopted by the Observatory from the options proposed by Prof. Isar: (1) An informal, autonomous network (not directly administered by the CIC), (2) a more formal “managed” network, and (3) an independent entity to be supervised by the CIC. The CIC’s decision will be based on one of these alternatives or on a combination thereof.

Prof. Isar also proposes a three-year pilot phase, at the end of which the following results would be obtained: (1) A review of the preliminary map drawn up during the feasibility study, (2) a database bringing together the member states’ cultural information systems, (3) methodological tools and guidelines, including harmonized criteria and categories, for the creation of two or three cultural indicators, (4) two or three sound subregional studies into priority issues, (5) an analytical database covering issues such as *the economic behavior* of distinct cultural subsectors, the contribution of culture to social wellbeing, the *distribution* of cultural products and services, *culture and trade*, the creation and protection of *copyrights and other intellectual property rights* in the cultural sector, (6) an interactive portal interconnecting the institutions and individuals found in the existing cultural information infrastructure, with attention focusing on best practices, (7) an operational network of users and collaborators – in other words, a large number of permanent correspondents in each member state.

Since there are many decisions to be taken with respect to the IACPO, this proposal is not exhaustive in terms of the resources that could be assigned to it from the OAS Subfund. However, the attached budget identifies funds for the pilot phase of the IACPO; these have been calculated on the basis of the preliminary costs quoted by Prof. Isar and in consideration of the fact that joint financing with other international organizations is highly feasible, given the importance of this initiative. The joint funders of this pilot phase could include the Andrés Bello Convention, the IDB, the OAS, UNESCO, the World Bank, and perhaps some others.

### **Resources Needed for the Inter-American Cultural Policy Observatory**

To be determined according to the CIC’s decision regarding the IACPO.

### 3.2 HORIZONTAL COOPERATION STRATEGY

The second component of Pro-Culture is the horizontal cooperation strategy that has been designed and is currently being put into practice by the UDSE. This strategy is in response to the need to generate and consolidate broader channels for collaboration among the hemisphere's cultural authorities that was identified at the Cartagena meeting. The strategy's aim is to promote a more effective and efficient use of resources through sharing of knowledge, most particularly through the analysis and critical transfer of exemplary programs that are being developed by the region's cultural authorities.<sup>4</sup>

The strategy allows cultural authorities to learn from each other and to strengthen their policies and programs in light of their different experiences. Within this process, which is to be managed by the countries, the authorities will adapt and transfer the experiences of others to their own local contexts, applying critical judgment of common elements and particular differences, after having had the opportunity of closely analyzing the programs on-site at knowledge-sharing workshops. The different stages of the strategy are outlined below.

#### *a. Identification of exemplary programs*

The horizontal cooperation process began when the UDSE contacted the member states's culture ministries and cultural authorities, asking them to identify their exemplary, consolidated programs for promoting cultural diversity. To be considered an exemplary program, a governmental initiative must meet certain criteria of continuity, sustainability, and close analysis, in order to ensure that its critical transfer to other contexts will be worthwhile. Identifying programs is a continuous task that involves the cultural authorities and the UDSE.

#### *b. Compilation of a Permanent Portfolio of Exemplary Programs in Culture*

After presentation to the UDSE, the programs were analyzed, organized, and compiled in a Permanent Portfolio of Exemplary Programs in Culture. This Portfolio was prepared by the UDSE in late 2002 and currently contains 29 programs from 11 countries in the hemisphere.

The Portfolio is available on line in the CIC's "horizontal cooperation" section: [http://www.oas.org/udse/cic/ingles/fr\\_temas.html](http://www.oas.org/udse/cic/ingles/fr_temas.html).

Given that it is permanent in nature, the Portfolio must be updated constantly and remain available for consultation by the nations of the Americas, international organizations, and other interested observers. The Portfolio allows the ministries and their technical support teams to identify, at any time, those countries in the hemisphere with adaptable experiences, and it gives them the opportunity to open up a dialogue and a cooperative working relationship between the two countries.

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"Support the efforts being made by the Organization of American States, in the framework of the Inter-American Council for Integral Development and the General Secretariat, to foster greater cultural cooperation in the Americas. To that effect, we request that the Technical Secretariat, among other initiatives, gather and disseminate information to be included in the **permanent portfolio of exemplary programs**, composed of best experiences in cultural diversity that shall be contributed by the cultural ministries and entities of the Hemisphere."

Plan of Action of Cartagena de Indias.

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<sup>4</sup> This strategy is also being pursued by the UDSE in the areas of education and work.

**c. *Correlating supply and demand***

*The Permanent Portfolio of Exemplary Programs in Culture will be distributed, at least once per year, among all the ministries and cultural authorities, enabling them to identify the programs of greatest interest to them and report back to the UDSE. Using this information, the UDSE identifies the programs to be analyzed in exchange activities, based on the level of interest expressed by the member states and taking into consideration their strengths and the extent to which the programs coincide with the priority areas defined by the Summits and the ministerial meetings in their Declarations.*

**d. *Knowledge-sharing workshops***

After defining the workshops that are to take place, the UDSE and the offering countries organize and host them. The workshops, which generally last a week, include presentations by program coordinators, field trips, interviews with the program's target public and other interested parties, and sessions to enable the critical transfer of the program. Workshops are ideally attended not only by participants from ministries and cultural authorities, but also by international experts on the workshop's central topic.

**e. *Lessons learned, follow-up, and designing pilot projects***

Availing itself of the Internet, the UDSE will follow up on the horizontal cooperation activities by means of its Knowledge and Advisory Network System (CONARED). CONARED is a forum for publicizing the lessons learned at the knowledge-sharing workshops and for enabling the workshops' participants to remain in constant communication. In addition, this Network is linked to the Permanent Portfolio of Exemplary Programs, provides participant profile information, grants access to important workshop documents and information, and offers on-line discussion forums for continued dialogue among program administrators, experts, and participants.<sup>5</sup> It is here that the participants are encouraged and supported in designing pilot projects for their countries, based on the lessons learned during the workshop and on their critical adaptation to each individual national context.

**f. *Evaluation and follow-up***

The evaluation of these horizontal cooperation experiences will be carried out by specialists from the OAS and other international experts, working in permanent conjunction with the ministries and agencies involved in the process. This mechanism will enable us to study practical aspects, reflect critically on the goals attained, reflect on and reconstruct the process, reveal matters that are not obvious, compare the initial proposal for the Program with the new version, and thereby analyze the conceptual and practical diversity found in our countries. In addition, horizontal cooperation will enable us to identify: strengths and weaknesses, achievements and challenges, facilitators and hinderers, allies and enemies (those helped, those harmed), lessons learned during the process, weaknesses in the proposals and weaknesses in execution, what should have been expected, and the research needs that emerge for the continental agenda.

**Resources needed for the horizontal cooperation strategy**

Each of the exchange workshops requires the following activities and inputs:

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<sup>5</sup> The following website, published for the knowledge-sharing workshop on Intercultural Bilingual Education, is offered as a reference point: <[www.oas.org/udse/eib](http://www.oas.org/udse/eib)>.

- Coordination within the offering country and from the UDSE, which means preparing the workshop, issuing invitations, selecting participants, and defining topics.
- Traveling expenses, including return air fare to the host country and six days' per diem expenses for the participants and renowned experts.
- Translation of materials, and simultaneous interpreting during the workshop.
- Design, administration, and updating of the follow-up websites.

The OAS, through THE UDSE and Department of Fellowships, could assume some of the coordination costs and could offer bursaries to cover the air tickets of 10 to 15 participants from culture ministries and cultural authorities. It could also shoulder the cost of designing the follow-up websites, albeit not their updating.

The remaining in-country coordination costs, participants' per diems, traveling expenses for experts, translating and interpreting, and website administration/updating will be covered by the OAS Subfund and contributions from other agencies, as described in the attached budget.

We propose holding at least three knowledge-sharing workshops under the aegis of Pro-Culture.

### **3.3 PRESERVATION OF CULTURAL HERITAGE**

The third component of Pro-Culture is the conservation of cultural heritage, with particular reference to "the advisability of establishing in the framework of the Organization of American States, a list of the cultural heritage sites of the Americas that reflect the fullness of our cultural diversity and foster mutual cooperation to preserve and protect these sites," as stipulated in the Plan of Action of Cartagena.

In addition to determining the advisability of such a list, the cultural authorities should bear in mind at least the following three issues: (1) Defining the contents of the list. Are only heritage sites to be included, or are other spaces and manifestations admissible? (2) Establishing the criteria to be met by these artifacts of cultural heritage for inclusion on the list. (3) Deciding who can nominate sites for inclusion.

According to a document submitted by the government of the United States to the CIC on-line forum, the criteria that heritage sites must meet for inclusion on the list could be established by meetings of specialists convened by ICOMOS Americas, in consideration of that agency's proven capacity and experience in guiding processes toward consensus at the national and international levels.

The authorities that make up the CIC must define the steps to be taken in establishing this list; however, the UDSE/OAS states that it would be willing to manage the heritage list by means of the on-line map that it has already designed for the CIC and that can be found on: <[http://www.oas.org/udse/cic/ingles/fr\\_paises.html](http://www.oas.org/udse/cic/ingles/fr_paises.html)>.

#### **Resources needed for a cultural heritage list of the Americas**

The specific activities and resources needed will be defined by the cultural authorities at the first meeting of the CIC. In any event, at the very minimum the following will be required to set up the list:

- Determination of the content, criteria, and candidates for the list; this could be achieved at the first meeting of the CIC and at a later meeting of experts under the leadership of ICOMOS Americas.
- Management of the list: collecting candidates, checking compliance with criteria, and publishing the list.
- Design and management of the on-line map, which would be used to promote the heritage sites appearing on the list.

The design of the on-line map has already been contributed by the UDSE/OAS, but resources are needed from the OAS Subfund for the other items identified and for the collaborative work with ICOMOS.

### **3.4 CULTURE AND CIVIL SOCIETY**

The fourth component of Pro-Culture is the participation of civil society in defining and implementing cultural policies, an issue that received particular attention at Cartagena and that should be strengthened.

Before the meeting, the OAS launched an on-line forum on cultural diversity in the hemisphere, as an open area for analysis and civil society participation in preparing the Declaration and Plan of Action of Cartagena de Indias. This on-line forum is still open and could serve as a channel for encouraging continued dialogue between cultural authorities and civil society organizations.

In addition, consideration could be given to organizing and hosting a seminar for exchanging experiences on how foundations, charities, and other civil society organizations can help the development and implementation of cultural policies.

#### **Resources needed to support civil society participation**

To strengthen the on-line forum and for organizing the seminar with civil society organizations, the following are required:

- Coordination of the on-line forum, the responsibility of a webmaster who will keep it up to date, invite new organizations to join, and moderate the discussions.
- Organization of the seminar, which entails coordination costs, traveling expenses for participants and experts, translation of documents, and simultaneous interpreting.

These resources are itemized in the attached budget and would ideally be covered by the OAS Subfund and by contributions from the member state hosting the seminar.

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“Support member states, through the competent bodies of the General Secretariat, in the development of regular consultative mechanisms to ensure that civil society may actively engage with governmental and other experts on cultural policies, in a manner that ensures effective participation in hemispheric deliberations on cultural diversity and policy.”

*Plan of Action of Cartagena*

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### **3.5 SUPPORT FOR THE NEXT MINISTERIAL MEETING**

The final component of this program deals with the forthcoming ministerial meeting, which is to take place in Mexico in mid-2004. The central topics for the meeting will be defined by the CIC; in any event, this proposal aims to reserve some resources from the OAS Subfund for supporting the pursuit of those central topics.

We expect that three central topics will be analyzed and discussed at the Second Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities. As has been seen at other major meetings, it is extremely useful and valuable to have expert studies available on the different topics that are to be addressed, in order to guide and enrich the debate.

#### **Resources needed to support the forthcoming ministerial meeting**

- Preparation of three studies by renowned experts on the topics chosen for the Second Meeting of Ministers of Culture and Cultural Authorities.

### **IV. BUDGET – Attached**

**BUDGET**

Activity	Unit	Quantity	Unit Cost	Total Cost	Cofinancing		
					Subfund OAS	Other sources	Sources
<b>COMPONENT 1</b>							
<b>Inter-American Cultural Policy Observatory</b>							
To be determined by CIC - pilot project				\$150,000	\$50,000	\$100,000	CAB, IDB, WB, OEI
<b>COMPONENT 2</b>							
<b>Horizontal Cooperation Strategy</b>							
<i>Workshops (3 -10 participants - 1 week) (*a)</i>							
- Translation of Materials (*b)	Mat. p/workshop	3	\$5,000	\$15,000		\$15,000	Host country - other
- Simultaneous Interpretation (*b)	Int.p/workshop	3	\$8,000	\$24,000	\$12,000	\$12,000	Host country - other
- Travel for participants (tickets)	Ticket p/part.	30	\$1,200	\$36,000		\$36,000	Dept. of Fellowships OAS
- Room and board expenses for participants	Perdiem / 1 week	30	\$800	\$24,000	\$24,000		
- Coordination of the workshop	Cost p/workshop	3	\$4,000	\$12,000		\$12,000	Host country, UDSE
- Travel expenses for experts (*c)	Travel p/expert	6	\$2,000	\$12,000		\$12,000	International agencies
- Website design	Web p/workshop	3	\$4,000	\$12,000		\$12,000	UDSE/OAS
- Website follow-up and maintenance	Cost p/workshop	3	\$4,000	\$12,000	\$12,000		
<b>COMPONENT 3</b>							
<b>Preservation of cultural heritage</b>							
- Meeting to determine criteria etc. of the list (10 experts)	Meeting	1	\$15,000	\$15,000	\$10,000	\$5,000	ICOMOS - other
- Management of the list	Manager p/year	1	\$12,000	\$12,000	\$6,000	\$6,000	UDSE/OAS
- Design of the on-line map for the list	Design	1	\$4,000	\$4,000		\$4,000	UDSE/OAS
- Management and update of the on-line map	Webmaster p/yr	1	\$12,000	\$12,000	\$12,000		
<b>COMPONENT 4</b>							
<b>Culture and civil society</b>							
- Coordination of the on-line forum	Webmaster p/yr	1	\$12,000	\$12,000	\$12,000		
- Organization of the seminar							
- Tickets and room and board for 40 participants	Cost p/participant	40	\$1,600	\$64,000	\$32,000	\$32,000	Participating countries
- Coordination and logistics of the meeting	Coordination of Sem.	1	\$6,000	\$6,000		\$6,000	Host country, UDSE
- Translation of documents and simultaneous interpr.	Translation costs	1	\$10,000	\$10,000	\$5,000	\$5,000	International agencies
<b>COMPONENT 5</b>							
<b>Support for the next ministerial meeting</b>							
- Studies by renowned experts	Cost per study	3	\$5,000	\$15,000	\$15,000		
<b>TOTAL</b>				<b>\$447,000</b>	<b>\$190,000</b>	<b>\$257,000</b>	

(\*a) Three workshops of 1 week with 10 participants each  
 (\*b) Considered to be an in-kind contribution  
 (\*c) Two experts per workshop