



**ORGANIZATION OF AMERICAN STATES**  
Inter-American Council for Integral Development  
(CIDI)



**SECOND INTER-AMERICAN MEETING OF MINISTERS OF  
CULTURE AND HIGHEST APPROPRIATE AUTHORITIES**  
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**PLAN OF ACTION OF MEXICO**

**(Adopted at the sixth plenary session, held on August 24, 2004)**

We, the Ministers and Highest Appropriate Governmental Authorities responsible for cultural policy or for the support for cultural activities in the Americas, assembled in Mexico City under the auspices of the Organization of American States (OAS), acknowledge the progress achieved in implementing the joint initiatives undertaken in Cartagena de Indias, Colombia, in 2002, and value the important role of the Inter-American Committee on Culture (CIC) in following up on these initiatives; and we commit ourselves to implementing the following Plan of Action.

**With respect to national commitments**

1. States should conduct studies to examine the economic impact of culture, in areas such as the music industry and cultural tourism associated with cultural heritage, festivals, and the arts, among others, and submit these studies to the CIC. The CIC is to report on the conclusions of these studies at the Third Inter-American Meeting of Ministers of Culture and recommend inter-American cooperation activities in this field.
2. States should work toward the development of cultural indicators capable of measuring the contribution of culture to the social and economic development of the countries of the Hemisphere, in particular in the fight against poverty and in job creation. States should share these results through the CIC to further cooperation in this area.
3. To urge member states to consider mechanisms for supporting job creation in the cultural sector through horizontal cooperation pilot projects aimed at developing management and commercial skills and report on these initiatives at the next Meeting of Ministers of Culture.
4. To urge states to design educational and cultural policies and programs that will ensure an environment in which creative expression and cultural industries may flourish and in which our peoples, particularly the young, may strengthen their identities. In addition, to urge states to take measures to generate public interest by encouraging artistic creativity. States shall report on these programs at the next Meeting of Ministers of Culture, in 2006.
5. Intensify inter-American cooperation in the identification, documentation, preservation, and appreciation of movable and immovable cultural resources vulnerable to pillage, illicit trafficking and possession of cultural objects through existing mechanisms, including, bilateral and multi-lateral agreements and treaties. Integral to fulfillment of the goals of agreements are national and regional capacity-building efforts for professionals in heritage stewardship and law enforcement, and public education programs.

6. To design and implement public policies or programs geared toward educating and promoting our peoples' understanding of the benefits of intellectual property, as well as to increase awareness of traditional knowledge, popular culture and folklore. To acknowledge the work carried out by the World Intellectual Property Organization (WIPO).
7. To continue strengthening regular consultative mechanisms, through the pertinent organs of the OAS, so as to ensure that civil society plays an active role in decisions on cultural policy and in the implementation of strategic programs at the hemispheric level.
8. States shall report on their activities pursuant to the items in this Plan of Action to the Technical Secretariat six months prior to the next Meeting of Ministers of Culture, in 2006, in accordance with the guidelines to be drawn up by the CIC.

#### **With respect to the Inter-American Committee on Culture**

9. The Inter-American Committee on Culture will be responsible for monitoring fulfillment of the commitments made in this Plan of Action. We acknowledge the excellent work carried out thus far by the Committee and by the Unit for Social Development and Education of the OAS, in its capacity as Technical Secretariat.
10. The Inter-American Committee on Culture shall consider and review the recommendations submitted by civil society to Ministers in Mexico City and, where appropriate, undertake to implement those measures that are consistent with this Declaration and Plan of Action of Mexico City.
11. Entrust the Inter-American Committee on Culture to give guidelines on the creation and compilation of a list of significant cultural heritage sites of the Americas to facilitate local and regional efforts to recognize, preserve, and protect these sites. This list will allow heritage sites to be considered in development schemes at the local and national levels.
12. To request the Inter-American Committee on Culture (CIC) to draw up a proposal for cooperation with UNESCO for a workshop on the UNESCO Universal Declaration on Cultural Diversity, before the 2005 UNESCO General Assembly.
13. To request that the CIC, with support from the Technical Secretariat, monitor the establishment of the IDB Inter-American Culture and Development Foundation, with a view to determining potential areas of cooperation, such as:
  - Supporting interested OAS member states in the development of cultural satellite accounts<sup>1</sup> and providing, where appropriate, technical assistance in connection with indicators, through a partnership with the UNESCO Institute for Statistics.

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1. Cultural satellite accounts are conceptual frameworks geared toward determining the link between the economy and culture. They are part of national accounting systems, analyze the contribution of the cultural sector to the GDP, and are a means of developing a harmonious measurement system for the sector. There are two types of satellite accounts: (1) reorganization of the main classification of national accounts and introduction of additional components; and (2) expansion of consumption and production concepts and/or the scope of assets.

- Establishing a program to promote micro, small, and medium-sized cultural enterprises.
- Support the Inter-American Cultural Policy Observatory.
- Strengthen strategic alliances with governments, private institutions, and private enterprise, in support of cultural activities and industries.

**With respect to the Technical Secretariat**

14. To request the Technical Secretariat to develop the first phase of the Cultural Policy Observatory, funded by external contributions, which will be based on a virtual model and take existing observatories into account. Progress made during this first phase will be reported on at the next meeting of the CIC, in 2005. We also request the Technical Secretariat to explore the possibility of establishing a partnership with the World Bank's Development Gateway Foundation (DGF), with the Observatory's autonomy remaining intact and under the supervision of the CIC.
15. To request the OAS General Secretariat to continue strengthening the Strategy for Horizontal Cooperation and continue updating the Permanent Portfolio of Exemplary Programs in Culture with experiences that reflect the themes of this ministerial meeting, with special regard for the cultural wealth of the indigenous peoples and people of African descent, among other marginalized groups.
16. To request the Technical Secretariat to carry out expert workshops on the relationship between new technologies and cultural and creative industries and to develop skills in the use of these technologies.
17. To request the OAS to continue, through the Unit for Social Development and Education and in accordance with the Strategic Plan for Partnership for Development of the Inter-American Council for Integral Development (CIDI), to strengthen cooperative actions in support of this Plan of Action.

**With respect to international agencies**

18. To call upon international organizations and agencies to continue establishing joint collaborative strategies to support, in a coordinated and efficient manner, implementation of this Plan of Action.
19. To request the Inter-American Development Bank and other international financial institutions to strengthen programs that promote micro, small, and medium-sized cultural enterprises, in response to the commitment expressed at the Special Summit of the Americas and in partnership with the private sector.