



Action Plan on Cultural Policies for Development

I Policy Objectives Recommended to Member States

On the basis of the preceding principles, the Conference recommends that States adopt the following five policy objectives:

Objective 1: To make cultural policy one of the key components of development strategy

1. Design and establish cultural policies or review existing ones in such a way that they become one of the key components of endogenous and sustainable development.
2. Promote to this end the integration of cultural policies into development policies, in particular as regards their interaction with social and economic policies.
3. Contribute to the elaboration by UNESCO of guidelines for the development of an international research and training agenda with regard to culture and development.
4. Adopt and put into practice a broader vision of national cultural policy in accordance with the actual conditions in each country, and endeavour to encourage the participation of civil society, including the media.
5. Ensure the full involvement of creators and their professional organizations in the realization of this new vision.
6. Encourage the development and improvement of procedures conducive to cross-sectoral co-ordination of cultural policies.
7. Co-operate internationally and regionally in engaging in cultural activities to tackle the challenges of urbanization, globalization and ongoing technological changes.
8. Promote activities designed to raise the awareness of the population and decision-making bodies to the importance of taking into account cultural factors in the process of sustainable development.
9. Promote exchange and dialogue between individuals, the community and countries on the basis of shared values.

10. Endeavour to obtain, where necessary in co-operation with UNESCO, the recognition of the cultural dimension in the next International Development Strategy and to stimulate debate in both the Economic and Social Council (ECOSOC) and the General Assembly of the United Nations.

Objective 2: Promote creativity and participation in cultural life

1. Continue to treat the different components of the nation with the same respect and offer them equal opportunities to flourish, placing the emphasis on local initiatives which reflect the diversity of cultural profiles.

2. Ensure through cultural and urban cultural policies the development of a local, creative and participatory cultural life and pluralistic management of diversity.

3. Promote knowledge and understanding of cultural and linguistic diversity by strengthening the cultural content of formal and non-formal education, in particular by encouraging the learning of one or more foreign languages.

4. Promote new links between culture and the education system so as to ensure full recognition of culture and the arts as a fundamental dimension of education for all, develop artistic education and stimulate creativity in education programmes at all levels.

5. Recognize the need to give particular attention to the implementation of existing international human rights instruments such as the Universal Declaration of Human Rights, the International Covenant on Economic, Social and Cultural Rights and the Vienna Declaration on Human Rights and make an inventory of cultural rights by evaluating existing instruments which relate to cultural rights.

6. Further cultural policies, programmes, institutions and projects in order to ensure the full participation on equal terms of all individuals in society.

7. Pay greater attention to the role of culture in social transformation processes.

8. Give recognition to women's achievements in culture and development and ensure their participation in the formulation and implementation of cultural policies at all levels.

9. Review all cultural policies, programmes and institutions in order to ensure in particular respect for the rights of the child, as well as those of vulnerable groups with special educational and cultural needs; take into account the needs and aspirations of the young - whose new cultural practices in particular should be supported - as well as the elderly who are all too often left out of cultural life.

10. Allocate appropriate resources to education, cultural research and information necessary for devising and implementing cultural policies.

Objective 3: Reinforce policy and practice to safeguard and enhance the cultural heritage, tangible and intangible, moveable and immovable, and to promote cultural industries

1. Renew and reinforce national commitments to applying UNESCO's Conventions and Recommendations on the conservation of the moveable and immovable heritage, on the safeguarding of traditional and popular culture, and on the status of the artist and linked issues.
2. Strengthen efficiency in the cultural sector through training schemes for national specialists and cultural administrators and managers, and provide equal opportunities for women in these fields.
3. Renew the traditional definition of heritage, which today must be understood as all natural and cultural elements, tangible or intangible, which are inherited or newly created. Through these elements social groups recognize their identity and commit themselves to pass it on to future generations in a better and enriched form.
4. Acknowledge the emergence of new categories in the area of cultural heritage, such as the cultural landscape, the industrial heritage and cultural tourism.
5. Strengthen the study, inventory, registration and cataloguing of heritage, including oral traditions, so as to permit the design of adequate and effective instruments for the implementation of traditional as well as scientific conservation policies.
6. Encourage through all possible legal and diplomatic means the return and/or restitution of cultural property to its countries of origin.
7. Include and ensure the protection of buildings, sites, ensembles and landscapes of cultural value in urban and regional development plans, programmes and policies.
8. Directly involve citizens and local communities in heritage conservation programmes and establish a list of best practices for heritage policies.
9. Ensure that tourism is respectful of cultures and of the environment and that the income it generates is also used for equitably preserving heritage resources and for strengthening cultural development.
10. Give priority to the creation of a network at the national, regional and international level involving artists and administrators of projects and cultural amenities in order to improve access to culture in both quantitative and qualitative terms.
11. Assist artists, designers and craftspeople by clarifying, safeguarding and improving the rights of creators and consolidate these rights in relation to the market, both locally and worldwide, by preventing commercial abuses.
12. Promote the idea that cultural goods and services should be fully recognized and treated as being not like other forms of merchandise.

13. Intensify co-operation between government, the business sector and other civil society organizations in the field of culture by providing the latter with appropriate regulatory frameworks.

14. Prevent illicit traffic in cultural property on a worldwide basis and in particular the acquisition of unprovenanced objects by museums and private collectors.

Objective 4: Promote cultural and linguistic diversity in and for the information society

1. Provide communication networks, including radio, television and information technologies which serve the cultural and educational needs of the public; encourage the commitment of radio, television, the press and the other media to cultural development issues, such as the promotion of local, regional and national cultures and languages, exploration and preservation of the national heritage and promotion of the diversity of cultural traditions and indigenous and national cultural identities, while guaranteeing the editorial independence of the public service media.

2. Consider providing public radio and television and promote space for community, linguistic and minority services, particularly at the local level and with a view to promoting non-violence.

3. Adopt or reinforce national efforts that foster media pluralism and freedom of expression.

4. Take measures to promote the education and training of children in the use of new media technologies and to combat violence and intolerance, by contributing in particular to the activities of centres or institutions specializing in exchanges of information on children and violence on the screen.

5. Promote the development and use of new technologies and new communication and information services, stress the importance of access to information highways and services at affordable prices and the equal use of languages, and encourage the use of new technologies in public services.

6. Promote in addition education conducive to the mastery and creative use of new information technologies among the younger generations as users and producers of messages and content, and give priority to education in civic values and the training of teachers in new technologies.

7. Elaborate policies for the preservation and development of archives, museums, libraries and other information generated and/or collected by governmental and non-governmental institutions, when possible by digitalization, and establish mechanisms to facilitate access to that content, including the promotion of these institutions as centres for information, education and lifelong learning.

8. Promote knowledge of the cultural and natural heritage by the virtual means provided by the new technologies.

9. Recognize the significance of the new media technologies for the work of creative people as well as the key role of artistic creation in building the information society.

10. Co-operate in the domain of audiovisual media, particularly as regards training, and the development and distribution of audiovisual productions.

11. Encourage cultural co-operation, particularly through joint projects in the field of cultural industries (production, investment and transfer of rights).

12. Encourage research on the relationship between culture and its dissemination in the media and through new communication services, and support efforts to co-ordinate, and possibly harmonize, methods of measurement and evaluation of cultural programming in the media.

Objective 5: Make more human and financial resources available for cultural development

1. Seek to maintain or increase investment at the national level in cultural development and commit, where appropriate, a certain percentage of the government budget for this purpose, in accordance with overall development objectives, priorities and plans.

2. Invite local authorities to commit more funds to cultural activities and encourage them to strengthen their role in the field of cultural development.

3. Devise and develop fiscal frameworks for cultural activities in order to promote business support for cultural development, and elaborate mechanisms such as public endowments and revenue-earning projects by cultural institutions and the tourism and sports sectors.

4. Examine all appropriate measures to ensure that government policies take into account their effect or likely effect on the process of cultural development of another country.

5. Invite the United Nations' funds and programmes, in particular the UNDP, the specialized financial institutions and the national and regional financing bodies to increase the financial assistance they provide for development projects with a significant cultural component.

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