



# Mock UNESCO

A Conversation on  
Cultural Diversity and  
the 2005 UNESCO  
Convention

Presented by Lisa Baroldi and  
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# Culture

- What does culture mean to you?
- Is there a difference between culture and race?
- What does culture include?
- Is it possible to lose culture?



# Cultural Diversity



- What does this idea mean to you?
- Is it important, why or why not?
- What are the benefits of cultural diversity?
- What are the challenges of cultural diversity?



# Personal Cultural Identity

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In an age where we all as individuals have multiple cultural identities which ones are most important to you? How would you describe yourself?

Gender

Sexuality

Ethnicity, tribe or race

Religion

Community

Provincial

National

Regional

International

Individual Preferences



# Cultural Encounters



Two examples through film of what can happen when cultures encounter each other:

*Bride and Prejudice*, adaptation of Jane Austin's Pride and Prejudice (Indian, British, American influences)

*Bon Cop, Bad Cop* (Canadian film portraying Francophone and Anglophone stereotypes)



# Cultural Expression

- How do you express your culture?
- How do you consume culture?
- How do you learn about other cultures?



# Should Cultural Goods and Services be treated differently?

## Cultural/Creative/Copyright Industries

Industries that produce goods or services which combine the creation, production, and commercialization of contents which are cultural in nature. These industries are usually protected by copyright and include:

Crafts

Design

Multimedia

Audio-visual (Film, TV)

Phonographic Arts (Music)

Publishing

Printing

Cinematography



# Who should “manage” culture?



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- Individuals?
  - Families?
  - Communities?
  - Local Government?
  - National Government?
  - Regional Government?
  - Markets?
  - International Initiatives?





# Background

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- UNESCO (United Nations Scientific Education and Cultural Organization)
- Declaration vs. Convention
- The 2001 UNESCO Universal Declaration on Cultural Diversity – “avoid a clash of cultures or civilizations”



# Background



- The 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- Protection & Promotion  
AND
- Cultural development
- Human rights
- Intellectual property



# Background



- Why Canada and the US?  
Similar countries with VERY different positions.
- 1997 WTO magazine split-run case and Convention origins  
Culture and trade  
WTO vs. UNESCO Convention



# Instructions

- Break out into groups and review your background sheet and the 4 points (15 minutes).
- Regroup and begin negotiations between the two countries (20-30 minutes)



# Negotiation Procedures



- Raise your hand to speak for your team
- You may pass notes within your own team
- Be polite and listen to your own team members and the other team members
- **HAVE FUN!**



# Convention Definition of Cultural Diversity

“Cultural diversity” refers to the manifold ways in which the cultures of groups and societies find expression. These expressions are passed on within and among groups and societies. Cultural diversity is made manifest through the varied ways in which the cultural heritage of humanity is expressed, augmented and transmitted through the variety of cultural expressions, but also through diverse modes of artistic creation, production, dissemination, distribution and enjoyment, whatever the means and technologies used.

Do you agree with this definition? Should anything be added or taken out?



## Convention Definition of Cultural Goods: What should this include, are there limits?

“Cultural activities, goods and services” refers to those activities, goods and services, which at the time they are considered as a specific attribute, use or purpose, embody or convey cultural expressions, irrespective of the commercial value they may have. Cultural activities may be an end in themselves, or they may contribute to the production of cultural goods and services.



# Cultural Policy Jurisdiction

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Principle: To reaffirm the sovereign rights of states to maintain, adopt and implement policies and measures that they deem appropriate for the protection and promotion of the diversity of cultural expressions on their territory.

Should there be limits on what kinds of policies states can enact in regards to culture?





# Relationship to Other Instruments

**Article 20:** Parties recognize that they shall perform in good faith their obligations under this Convention and all other treaties to which they are parties.

Should this Convention have the right to modify rights and obligations of related treaties to which signatories are parties e.g. WTO agreements related to cultural exemptions?



# Epilogue



- In October 2005, 148 members of the United Nations Education, Social, and Cultural Organization (UNESCO) ratified the Convention on the Protection and Promotion of the Diversity of Cultural Expressions; the U.S. was not one of them.
- The Convention on Cultural Diversity went into effect on March 18, 2007 after ratification by 30 countries
- Canada was the first country to ratify the Convention
- As of June 7, 2007, 63 countries and the European Community have ratified the convention



# Final Thoughts



- What did you learn/accomplish today?
- What was the most difficult part of the negotiations?
- What do you think are the next steps in an international conversation regarding cultural diversity?
- Do you think it is important to take advantage of the diversity available to you?



# Final Thoughts



- THANKS AND HAVE A GREAT CONFERENCE!