



**Address by Mr Getachew Engida,  
Deputy Director-General of UNESCO  
on the occasion of the opening of the Fourth Ordinary  
Session of the Conference of State Parties to the 2005  
Convention**

**UNESCO, 11 June 2013**

“Let’s put culture on the agenda now!”

This is the strong message of the Hangzhou Declaration, adopted a few weeks ago at the International Congress on Culture: a Key to Sustainable Development.

A number of you, Excellencies, Ladies and Gentlemen, contributed to this



New partnership-driven approaches emerge and they give recipients greater autonomy in the design and implementation of cultural cooperation programmes – this is an alternative to the donor-driven model that has dominated the field until now.

There is also growing awareness of the potential of culture for economic and social development that is backed with resources allocated within Official Development Assistance budgets.

The periodic reports have also provided a wealth of new information on **national development strategies** in developing countries that put culture and the creative industries for the first time on their agendas.

For example in Namibia, the recent Medium Term National Development Plan seeks to optimize the economic contribution of the arts and culture, and to support artists, cultural organizations.

Burkina Faso's 2015 *Stratégie de croissance accélérée et de développement durable* identifies the creative industries as a key

These measures – as we see also in Argentina, Jordan, Oman or Peru – show a rising confidence in the economic and social potential of the creative sector.

However, despite these concrete results, much work remains to be done.

Overall, the share of Official Development Assistance (ODA) allocated to culture today is less than 1%.

A number of policy-makers are yet to be convinced of the development potential offered by the cultural sector.

While in some countries civil society is actively engaged in designing and implementing the Convention, this is not the case everywhere.

Therefore, we need a **stronger communication campaign**



la télévision de San Antonio de los Baños, avec le soutien du gouvernement de l'Espagne.

J'y vois le symbole de l'immense énergie positive de la culture, de la créativité, de l'innovation, pourns 1 0 0 rg/T532 -81.2 reW nBT0 0 0 r