



United Nations  
Educational, Scientific and  
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pour l'éducation,  
la science et la culture  
Organización  
de las Naciones Unidas  
para la Educación,  
la Ciencia y la Cultura  
منظمة الأمم المتحدة  
للثقافة والعلم والتربية  
联合国教育、  
科学及文化组织

**Address by Director-General,**

**Irina Bokova**

**on the occasion of the sixth session of the Intergovernmental Committee  
for the Protection and Promotion of the Diversity of Cultural Expressions**

**10 December 2012**

Merci beaucoup Monsieur le Président, et félicitations pour votre élection,

Madame la Présidente du Conseil exécutif,

Excellences,

Mesdames et Messieurs,

C'est un plaisir de vous accueillir aujourd'hui à l'UNESCO, pour la 6<sup>ème</sup> session de ce comité.

C'est un plaisir d'autant plus grand que les résultats de nos travaux montrent à un niveau de détail de plus en plus fin les effets tangibles de la Convention, et son impact dans les pays.

Je voulais être parmi vous aujourd'hui pour partager cette énergie positive.

Les rapports périodiques que nous avons pu analyser montrent à quel point investir dans la créativité transforme les sociétés durablement.

La diversité des expressions culturelles est une source d'emploi.

C'est une force de cohésion sociale.



This is why this session of the *Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions* is so important.

The decisions you will take on the 13 new projects to receive funding will develop policies, markets and training opportunities, to ensure that cultural industries in developing countries are locally conceived, owned and managed.

In this respect, let me take this opportunity to commend the UNESCO/EU project providing expert assistance to 13 countries – this project has crafted new ways of working to sustain the development of national legislation and policies to support creative industries at the local level.

As a spin-off of this project, we have launched a new pilot programme in Africa, which I have supported also through UNESCO's Emergency Fund.

The goal of this programme is two-fold – to foster a new generation of local expertise for cultural strategies, and, also, to deepen South-South cooperation.

The fact is, and we are showing this in all our work, every country can develop dynamic cultural sectors, but it needs the right policies to do so.

We have strong achievements, and I wish to pay tribute to all Members States who have come today and who are playing such a key role in the development of this Convention.

My special thanks go to the Members of the European Union.

The European Union was instrumental in the adoption of the 2001 *Universal Declaration on Cultural Diversity* that first proclaimed cultural diversity as a wellspring of creativity. The Union also helped pave the way for the adoption of the 2005 Convention.

It is a special pleasure to say this on the day when the European Union is awarded the *Nobel Peace Prize* for more than six decades of work to advance peace and reconciliation, democracy and human rights in Europe.

We are making headway in securing recognition of the power of culture – but I believe its full power remains still largely untapped.

We can do more to harness culture's power to help societies grow beyond crisis, to strengthen social cohesion, to share understanding and lay the foundations for lasting peace.

This is the determination that brings us together today.

Culture works.

Our job is to make sure that this is acknowledged and that we build on all of all encouraging achievements to show that investments in culture and creativity make a difference.

In this spirit, Ladies and Gentlemen, it is great pleasure to be here at the opening of the 6<sup>th</sup> session of the *Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions*.

Thank you.