Objectives of the consultation

1. Validating the results of the first baseline study of cultural industries in Lao PDR
2. Contributing to the periodic reporting of Lao PDR to the UNESCO 2005 Convention
3. Identifying strategic priorities for cultural industries in Lao PDR (short, medium and long term)
4. Strengthening networking between various actors involved in cultural industries (government, private sector, NPA, international institutions)

United Nations Education, Science and Culture Organization
UNESCO Conventions in the field of Culture

- 1952 – Revised 1971: Universal Copyright
- 1954 – Protection of Cultural Property in Armed Conflict
- 1970 – Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property
- 1972 – Protection of World Cultural and Natural Heritage *
- 2001 – Protection of Underwater Cultural Heritage
- 2003 – Safeguarding Intangible Cultural Heritage *
- 2005 – Protection and Promotion of Diversity of Cultural Expression *

* Conventions ratified by Lao PDR

Cultural Industries
And
Diversity of Cultural Expressions

What do We Mean by…

- Cultural expressions
  the result of the creativity of individuals, groups and societies (with cultural content).
- Cultural industries
  produce and distribute cultural goods or services
- Cultural policies and measures
  policies that have an effect on the creation, production, dissemination, distribution of and access to cultural goods and services at all levels

Cultural expressions ↔ cultural and creative industries
Currently studies are finalised in nine countries: Bulgaria, Croatia, Finland, Hungary, Lithuania and Albania, Romania, Russia, Slovenia, and Ukraine. Studies in progress are being carried out in Lithuania and Albania.

6.1. Africa

Share of GDP in Kenya and balanced shares of employment in Egypt, South Africa.

6.2. Europe and Sudan.

Progress is carried out in five countries: Bulgaria, Croatia, Finland, Hungary, and Slovenia.

6.3. Asia and Australia: Studies are being finalized in nine countries: Colombia, Jamaica, Mexico, Panama, and Australia, Brunei, China, Lao PDR, and Thailand.

6.4. Latin America and Central America:

Studies are being finalized in Brazil, Trinidad and Tobago, and the East Caribbean States (the OECS).

Promotion of Cultural Creativity and Industry: an agenda item in the ASEAN Socio-Cultural Community Blueprint (E3)

First baseline study on cultural industries in Lao PDR

Conducted by UNESCO with funding from Korea

- Understanding the context: legal environment, infrastructure, education
- Overview of 11 sub-sectors
- Analysis of industry potential and weaknesses

Key findings

- Cultural industries already contribute increasingly to socio-economic development and have the potential to grow
- High competition from more mature cultural industries from other countries: need to identify its competitive advantage and develop its strengths
- Major areas for interventions:
  - Networks and collaboration among various actors
  - Enabling environment (infrastructure, finance)
  - User-friendly legal framework
  - Education and training

First baseline study on cultural industries in Lao PDR – Key findings

2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

2001 – 2005

Need for an international law recognising that while cultural goods, services and activities have important economic value, they are not mere commodities or consumer goods that can be regarded as objects of trade

- the distinctive nature of cultural goods, services and activities as vehicles of identity, values and meaning


Cultural and creative industries: an important and growing economic sector in Asia

Promotion and Protection of the Diversity of Cultural Expressions
2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

Milestones
- Adopted - 20 October 2005
- Entered into force - 18 March 2007
- As of February 2013 - 124 Parties have ratified
  - Asia-Pacific: 13 Parties
  - ASEAN region: 4 Parties
- Lao PDR ratified in 2007

Stakeholders of the Convention
- Parties (Government)
- Citizens
- Parlementarians
- Private sector
- Artists, cultural entrepreneurs
- Civil Society

Key message 1
All citizens, especially artists, cultural professionals & creative practitioners can **create, produce, disseminate & enjoy** a broad range of cultural goods, services and activities, including their own.

Broadcasting in multiple languages in Lao PDR
Lao National Television and Lao National Radio broadcast news and programmes in Lao, Hmong and Kmhmu languages to reach diverse populations.

Key message 2
Governments have the right to create **policies** to support their CCIs.

Existing laws impacting on cultural industries in Lao PDR
- Law on National Heritage (2005)
- Tax Law (2005)
- Law on Enterprise (2005)
- Law on Handicraft (2008)
- Law on Media (2008)
- Law on Printing and Diffusion (2008)
- Law on Investment Promotion (2009)
- Statistical Law (2010)
- Law on Library (2011)
- Law on Cinema (TBA)
- Regulation on Performing Arts (TBA)
- Law on Inspection of Fine Arts (TBA)
Key message 3

Encourage international cooperation and preferential treatment to facilitate the mobility of artists as well as the flow of cultural goods and services in helping developing countries.

2005 Convention Periodic report: a statutory obligation for member states

Purpose: To gather information on what is being done locally and globally to implement the 2005 Convention.
Expected result:
- To benefit from the shared experiences and good practices of others.
- To spot areas where more needs to be done.

Every 4 years
Lao submission due in April 2012, deferred to April 2013.

Workshop structure

**Day 1: Thursday 14 March**
- a.m.: Plenary Presentation of the Baseline Study
- p.m.: Working Groups Identifying and prioritizing key issues for the sector

**Day 2: Friday 15 March**
- a.m.: Working Groups Identifying Strategic priorities
- p.m.: Plenary Presentation of priorities and opportunities for collaboration

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Media Lab (2010)

Ecoles d’arts Luang Prabang – Vientiane – Bourges (France)

- Intensive exchange of technological knowledge
- within a creative process
- taking into account the local economic context

Baseline study

Content of the periodic report

Measures to promote cultural expressions
Cultural policies and measures
1. International cooperation
2. Integration of culture in development policies
3. Protection of cultural expressions under threat

Awareness raising and participation of civil society
Main results achieved and challenges encountered during implementation process
Annexes (data, etc.)

Consultation with civil society
Thank you