

UNESCO Workshop on Creative  
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Approach to Culture and Development Aid,  
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# Danish Center for Culture and Development (DDCD)

Parastatal institution under the Ministry of Foreign Affairs. DCCD works in three main areas:

1. Culture and development aid
2. Images festivals
3. Support to culture exchange projects

# Culture and Development Aid

## Main Guidelines and Reference Documents:

- UNDP – Human Development report on Cultural Liberty, 2004
- Danida Strategy for Culture and Development, 2002
- Danida – ”The Power of Culture”, 2000
- UNESCO – “World Culture Reports 1998 and 2000
- UNESCO – ”Our Creative Diversity”, 1995

# Understanding of culture

Mexico Declaration (1982):

*“The whole complex of distinctive spiritual, material, intellectual and emotional features that characterises a social group – not only the arts and letters but also modes of life, fundamental rights of the human being, value systems and beliefs”*

# DCCD Strategic Priorities

1. Mainstreaming and promotion of culture into existing programmes
2. Strengthening culture as a tool for development
3. Direct support to arts and culture as an integrated part of democracy and poverty reduction

# DCCD Lines of Action

1. Formulation of Cultural strategies for Danish Embassies
2. Implementation of culture development projects in Africa, Asia and the Middle East
3. Promotion of cultural diversity, networking, advocacy and training



# Practical examples

- Democracy/rights: School newspapers in Ghana
- Income: Music industry in Senegal
- Social/Edutainment: Soap series on domestic violence in South Africa
- Human/Empowerment: children's literature and readers clubs in Vietnam
- Environment: Visual art to reflect consumerism and urbanisation in Vietnam
- Peace: Football tournament for reconciliation in Angola
- Gender: Community theatre with female actors in Bangladesh
- Ethnicity: Exchange of artists between Greenland and Bolivia to promote diversity and identity



# Multidimensional effects - Music

Music contributes to:

- Income generation
- Freedom of expression
- Mobilisation of youth
- Innovation/creativity
- Rethinking of social roles – e.g. jazz and improvisation

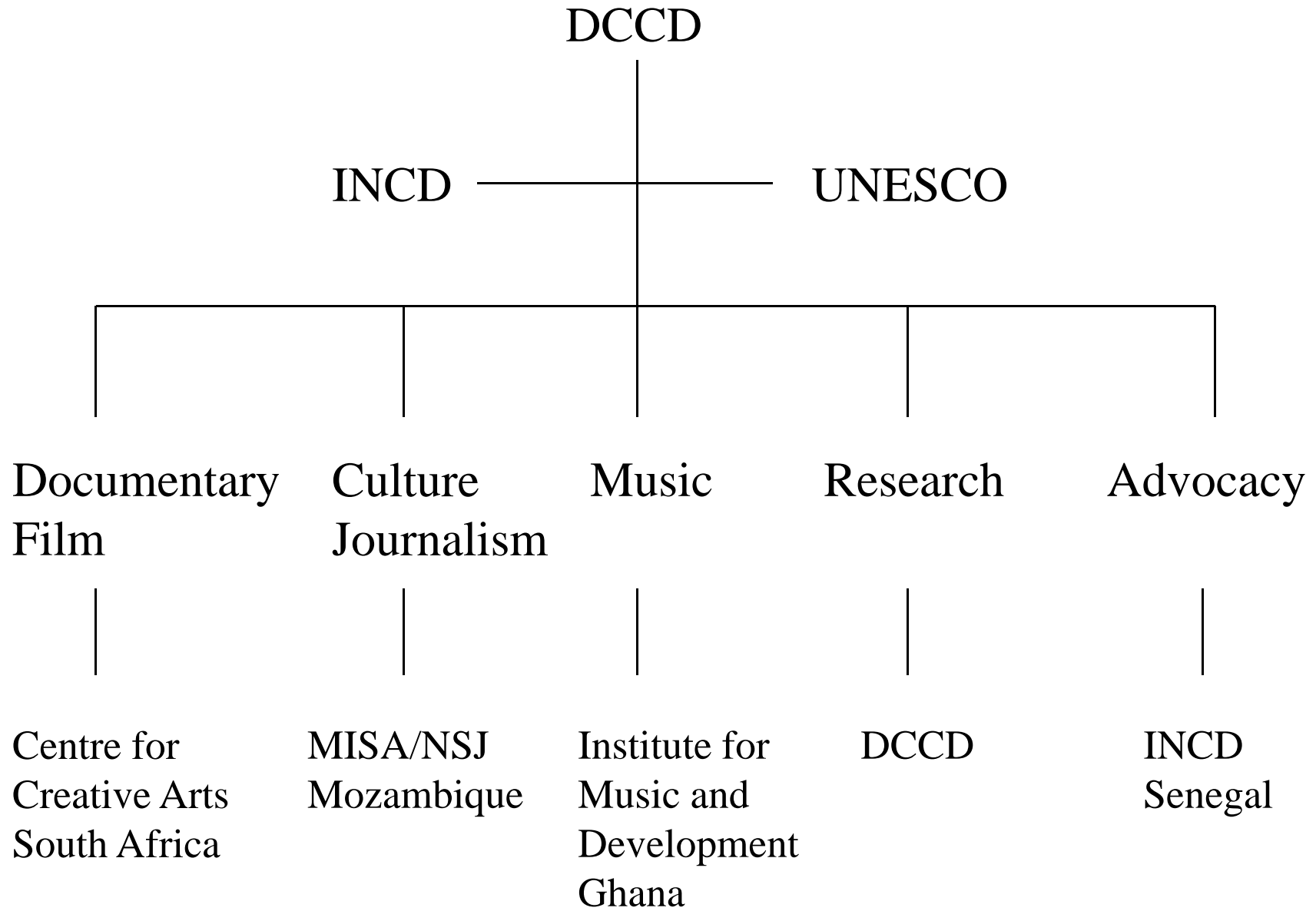
# Africa South-South Programme 2005-2007

Objective:

*Capacity development of artists and promotion of arts and culture in development aid*

Means:

*Advocacy, training and networking among artists, culture organisations and centres of excellence in Africa South of Sahara*



# Documentary Film

- Training of 6-8 film makers from production houses in different countries in scriptwriting, directing, editing and distribution/marketing
- Production of short pilot documentaries in 6-8 teams with cultural journalists
- National workshops for film makers and journalists and production of short documentaries organised around a cultural event

# Culture Journalism

- Training seminar for 10-15 culture journalists from different countries in art critics, reviews of cultural policies, art in a development perspective, etc
- Production of culture documentaries together with film makers
- National training courses together with documentary film makers

# Music

- Formation of music cooperative in Ghana
- Basic equipment for rehearsal and demo recordings
- Training in management, administration and contract matters
- Micro credit on a pilot basis
- Replication in other countries

# Research

- Collection of studies on creative industries in Africa
- Development of methodology
- Desk review of existing studies
- Pilot study on the music industry in Senegal. Focus on job creation and economic impact – baseline, opportunities and barriers

# Advocacy/Policy framework

- Awareness raising in Senegal on the new convention on cultural diversity
- International Conference on Culture and Development with presentation of best practices for human, social, democratic and economic development through arts and culture