

UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT FORM

Title of the Chair/Network:	Culture and Development
Host Institution:	National Center of Training for Culture
Date of establishment of Chair/Network: <i>(mm, yyyy)</i>	January 2002
Period of activity under report: <i>(mm, yyyy - mm, yyyy)</i>	January 2019 to December 2019
Report established by: <i>(name, position)</i>	Lic. Lidia Rosa Rivero Díaz Principal of the National Center of Training for Culture

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Or by mail to UNESCO, Division for Teacher Development and Higher Education,

Section for Higher Education

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1. Executive Summary:

Major outcomes, results and impact of the Chair, including on national policies, in relation to its objectives as stated in Article 2 of the Chair Agreement (between the Institution and UNESCO)
(Not exceeding 300 words)

2) Activities:

Overview of activities undertaken by the Chair during the reporting period

During the marked period, the Culture and Development UNESCO Chair has widened and consolidated its links to the rest of Cuban UNESCO Chairs and other social institutions, organisms, foundations, organizations and in particular to Universities. They all aim at preparing human resources of the sector and others involved in the strategies of cultural development of the nation based on the diagnose of its needs and professional development for the sake of qualified performance.

Links are broadened with other Sciences Chairs for Integral Conservation of the Cultural and Natural Heritage Assets of Latin America and The Caribbean (CRECI) and Intercultural Dialogue Chair in our America with the Commission for the safety of the Intangible Patrimony and UNESCO's Cuban Committee "Slave Route".

In this period the amount of teachers members of the Chair are maintained as professors of San Geronimo of Havana University in the career of Conservation Historic-Cultural Heritage Management, and one of them still belongs to the working team for the organization of the Cultural Intangible Heritage Discipline. Three of them are also part-time professors of the University of Arts and another in the Faculty of Arts and Letters of the University of Havana.

The Culture and Development UNESCO Chair held 15 actions of professional development with 867 participants and 32 facilitators from the system of cultural organizations and other social organizations linked to the strategies for the socio-cultural development of the nation. Disregarding the reception of the citizenship of the offer of *Punto de Partida* TV program.

The teaching services delivered were the following:

- 1 - Diploma Postgraduate Courses. Cuban Cultural Studies (start and end in 2020).
- 2 - Postgraduate course "Traditional and Popular Culture."
- 3 - Postgraduate course on Cultural Processes Management. A proposal for Cuban Tourism.
- 4 - Postgraduate course. Content construction for the impact in the social media.
- 5 - Postgraduate course. Cultural Processes Management.
- 6 - Training on Project Implementation of International Cooperation.
- 7 - Workshop about the Cultural Industry and its Role in the Local and National Development.
- 8 - VI Workshop about graveyards and funeral heritage of Havana and III Meeting of the Net of Cemeteries and Funeral Spaces Studies of Havana.
- 9 - Workshop about the identification and elaboration of proposals for international collaboration projects together with the British Council and the English Embassy in Havana .
- 10 - Malraux Cuba-France Seminar on Cultural Tourism coordinated with the French Embassy in Cuba.
- 11 - National Workshop on Archive for Culture.
- 12 - Management Guidelines for the Cultural Path of Línea Street Project of the European Union and the Government of Havana
- 13 - *Punto de Partida* TV Program (weekly broadcasts on Educativo Channel of Cycle: The Cuban National Television). Now with two cycles :
The Traditional Popular Culture on the Spyhole (continued). Program: Black Hands which built Havana.
Cycle: From the stone to the word.

For the next period, the work will continue on the guidelines previously mentioned and the preparation of human resources of the Cultural Enterprise System of the country is reinforced. It is also highlighted different sociocultural projects linked to the local strategies for the cultural development influencing the touristic development according to the goal 8.9 of nation of the Sustainable Development Objective number 8. To accomplish this, training actions are being and will be developed with workers from Artex Enterprise, Cuban Cultural Assets Fund, the Cuban Craftsmen and Artists Association through services

such as the postgraduate course on Legal Rules for the Enterprise System, a course on Cultural Studies for Artex clerks and a course on Cultural Processes Management for directors of the above mentioned Enterprise.

Contents related to heritage come across our training proposal in agreement with the State Cultural Policy and the objective 11 for Sustainable Development, goal 11.4 related to conservation and safeguard of the natural and cultural patrimony. Therefore, we shall continue strengthening the links with the National Council of Cultural Heritage, the Cuban Commission for the Safeguard of the Intangible Heritage, San Geronimo of Havana College, University of the Arts, and the Cuban Committee of UNESCO Slave Route.

a) Education/Training/Research

(key education programmes and training delivered and research undertaken by the Chair during the reporting period, target group and geographical coverage)

<p>i) Education (leading to certificate)</p>	<p>A Member of the Culture and Development UNESCO Chair participated in the International Book Fair of Guadalajara.</p> <p>Other members of the Chair go on with their search to systematize outcomes and some of the teaching actions with several editions during the last years. Those actions are sponsored by the Chair for the importance of the themes treated to improve the professional development of actors who participate in several cultural processes.</p>
<p>ii) Training (short term)</p>	<p>Juan Marinello Economy of the Culture of the ICIC team and the Center for the International Cooperation for the Cultural Development keep on cooperating in the fostering learning scenarios where professionals and experts on this branch systematize their experiences and construct theoretical and methodological rationale useful for the updating of cultural policies. Other research processes are carried out related to cultural rights and cultural tourism and industries.</p> <p>Members of the Chair keep on participating from the qualifying sphere in the <i>Linea</i> Street Cultural Corridor Project managed by Havana Government and the Ministry of Culture</p>

<p>iii) Research</p>	<p>There have been presentations of several scientific results referred to the following topics:</p> <ul style="list-style-type: none"> . The audiovisual as a teaching space. <i>Punto de Partida</i> experience and the management of Cultural Heritage. .The contribution of qualifying actions to the professional development in the cultural management and promotion of the Cuban culture. • Culture and Development UNESCO Chair: A permanent learning space • In addition, specialists of the Chair continue researching for new publications regarded to contents like, management of cultural processes, international cooperation for Cuban culture.
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<p>b) Conferences/Meetings <i>(key conferences and meetings organized by the Chair or to which its Chairholder contributed)</i></p>
<p>i) Key conferences and workshops hosted by the Chair</p> <p>The Chair continues participating in the Managing Committee of the National Workshops of Cuban UNESCO Chairs</p> <p>ii) Other conferences/organizational activities undertaken by the Chairholder</p> <p>An activity of special interest was the participation the Chair members in the development of qualifying processes, in the whole country, on contents about management of cultural processes, workers' cultural studies in shops and cultural centers of ARTEX Enterprise SA.</p> <p>iii) A selection of conference presentations by the Chairholder and other colleagues</p> <p>Again, our Chair presented the results of our work in 2019 in the National Workshop of Cuban UNESCO Chairs and three of our members presented the research outcomes in the Workshop of Branch Schools sponsored by the Ministry of Higher Education.</p>

c) Interuniversity Exchanges/Partnerships

(principal exchanges/partnerships between the Chair and other institutions including UNESCO Chairs/UNITWIN Networks)

During the period, exchanges and relations are getting deeper through:
Cuban National Commission of the UNESCO
Juan Marinello Cuban Cultural Research Institute
Fernando Ortiz Foundation
Havana Historian's Office
UNESCO Chair of Sciences for the integral conservation of the cultural and natural heritage assets of Latin America and The Caribbean
Cuban Ministry of Culture
National Council of Cultural Patrimony
National Council of Culture Houses
National Council of Drama Arts
National Council of Plastic Arts
Cuban Cultural Assets Foundation
Cuban Institute of Music
Cuban Institute of the Book
Cuban Institute of Arts and Cinematographic Industry
House of the Americas
National Union of Cuban Artists and Writers
Hermanos Saíz Association

Cuban Institute of Radio and Television
 UNESCO Slave Route Project
 House of Africa
 Bellas Artes National Museum
 José Martí National Library of Cuba
 University of Havana
 University of Arts
 New Latin American Cinema Foundation
 Movies International School
 Cuban Network of UNESCO Chairs
 Cuban Association of Social Communicators
 National Archive
 San Gerónimo de La Habana College
 International Cooperation Center for the Cuban Culture

d) Publications/Multimedia Materials (major publications and teaching/learning materials)		
<i>Please tick relevant fields of output and indicate volume of output:</i>	[no.]	[tick]
	Books	
	Books (edited)	
	Books (chapters)	<input type="checkbox"/>
	Monographs	X
	Research Reports	<input type="checkbox"/>
	Journal Articles (refereed)	<input type="checkbox"/>
	Conference Proceedings	<input type="checkbox"/>
	Occasional Papers	<input type="checkbox"/>
	Teaching/Learning Materials	X
	Multimedia Materials (CD-ROM)	<input type="checkbox"/>
	Multimedia Materials (Video)	<input type="checkbox"/>
	Multimedia Materials (Other)	<input type="checkbox"/>

Give details of major publications and materials including full citations.

i) Theses

ii) Publications

- . The audiovisual as a teaching space. *Punto de Partida* experience and the management of Cultural Heritage
Author: MSc. Aymée Ma. Borroto Rubio
- . Africa and The Caribbean, meetings for discussions.
Author: MSc. Aymée Ma. Borroto Rubio
- . Original languages of America and the International Book Fair from Guadalajara 2019.
Author: MSc. Aymée Ma. Borroto Rubio
- . Upgrading and professional development contribution to foster cultural processes of management and promotion of Cuban Culture.
Author: Elisabeth Loyda Sarduy Linares

e) Cooperation with UNESCO Headquarters, Field Offices

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f) Other

(any other activities to report)

The Culture and Development UNESCO Chair supervises training of internationally financed projects such as: *Juntarte* (Joining You), *La Casa de Todos* (Everybody's House) and *El Corredor Cultural de la Calle Línea* (The Cultural Path of Línea Street)

3. Future Plans and Development Prospects:

Outline of action plan for the next biennium and short/medium and long-term development prospects. Please do not hesitate to refer to difficulties that the Chair has experienced

(Not exceeding 300 words)

Treatment will go on to the issues related to Management and Cultural Promotion, Economy of Culture, Cultural Processes Management, Cultural Communication, Traditional and Popular Culture, Creative and Cultural Industries, Cultural Tourism, Information Technologies and communication to foster the cultural development, among others, including the issues concerning Cultural Patrimony in agreement with the CRECI Chair.

Training actions will be developed taking into account the performing frame and the identified objectives of big UNESCO programs with emphasis in the program for culture in its objectives 7 and 8.

For next period, human resources' preparation of the Enterprise Cultural System of the country will be reinforced, and also of the different sociocultural projects linked to the strategies of local cultural development, with an influence in tourism, in agreement to the goal 8.9 of the objective 8 referred to the sustainable development. To accomplish this, teaching actions are developed with workers from Artex Enterprise, Cuban Cultural Assets Funds, and the Association of Cuban Artists and Craftsmen, through the postgraduate course on legal regulations for the enterprise system and the cultural studies course for Artex clerks.

The relationship among chairs will continue strengthening through concrete actions, training service certification and socializing communicative products. Meanwhile, we shall spread the relating network with institutions, entities, and organizations involved in the strategies of cultural development of the nation, aiming at including our services in the professional development. We shall maintain our cooperation on training actions, supervising, and mastery postgraduate courses, university postgraduate courses based on the experience of the members of Culture and Development UNESCO Chair for those issues related to cultural development.

Appendix:

1) Human Resources

Coordinator of the Chair, academic coordinators, invited artists and intellectuals, professors and researchers, social communication and information specialists, documentation technicians.

2) Financial Resources

<i>Please tick sources of financial contribution and specify the amount in U.S. dollars</i>		[tick]	Amount (\$)
	Host Institution	X	
	(*) _____	<input type="checkbox"/>	
	Partner Institution		
	_____	<input type="checkbox"/>	
	Government Body		
	_____	<input type="checkbox"/>	
	Other Public Institution/Body		

	(incl. Research Councils)		
	UNESCO		
	_____	<input type="checkbox"/>	
	Other UN Agency		
	_____	<input type="checkbox"/>	
	IGO		
	_____	<input type="checkbox"/>	
	NGO		

	Industry	<input type="checkbox"/>	
	_____	<input type="checkbox"/>	
	Other Private		—

	(*) <u>Because the reorganization process with the new economical model the amount is in a global calculates for now.</u>		

Give details of financial contributions, material resources and space.