

## UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT FORM

<b>Title of the Chair/Network:</b>	Culture and development
<b>Host Institution:</b>	Centro Nacional de Superación para la Cultura.
<b>Date of establishment of Chair/Network:</b> <i>(mm, yyyy)</i>	December 2001
<b>Period of activity under report:</b> <i>(mm, yyyy - mm, yyyy)</i>	January 2015 to December 2015
<b>Report established by:</b> <i>(name, position)</i>	Lic. Lidia Rosa Rivero Díaz, Director of the Centro Nacional de Superación para la Cultura

To be returned by electronic mail to both: [unitwin@unesco.org](mailto:unitwin@unesco.org) and [i.nichanian@unesco.org](mailto:i.nichanian@unesco.org)

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

Section for Higher Education

7, place Fontenoy – 75352 Paris 07 SP, France

Fax: 33 (0)1 45 68 56 26/27/28

### **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)*

The Chair UNESCO **Culture and Development** consolidates the creation of abilities regarding the cultural approach of the development, cultural management and policies, as well as the promotion of the network of Cuban UNESCO departments. This will be done through the formation, investigation and documentation that have been carried out by them, mainly focusing in the interactions of culture and cultural policies with the development, of cultural research with statistics, of economy with culture, cultural legislation, cultural industries, administration and management of the artistic and cultural environment and the management of recreational activities. All this qualifies as Cultural Tourism, according to the Article 2 of the Agreement about the creation of this Chair.

The modalities for the professional self-improvement diversify, to which we can add the role as professors of distinguished personalities in the social, scientific and cultural life of the nation in order to guarantee the permanent links with the cultural policy and the efficiency of the process to come.

It was increased the variety of the social actors linked to the main cultural transformation identified within the Cuban development model, as participants in the services of the Chair. There is also a gradual increasing of international requests for the services that have been promoted.

The department fell within the process of managing important events that characterize the cultural life of the country, thus reinforcing its influence in those related to cultural research and professional self-improvement in the different artistic expressions.

*Punto de Partida* television program dealt with different dimensions of Cultural and Natural Heritage which helped to diversify the audience because of the importance of its contents and its strong link with the essence of our identity.

## 2) Activities:

*Overview of activities undertaken by the Chair during the reporting period*

During the established period of time, the Chair **Culture and Development** continued to strengthen its relationships with the rest of the Cuban UNESCO chairs as well as other social institutions, organizations, foundations, and mainly, with universities in order to prepare the human resources of this sector and others involved in it with the strategies of the cultural development of the nation, starting from the diagnosis of their needs of professional self-improvement and in favor of describing their work.

Some of the institutions where we carry out activities of professional self-improvement are: Cuba's Ministry of Culture, University of Arts, Cuban Music Institute, Cuban Book Institute, Cuban Film Institute (ICAIC), National Council of Cultural Heritage, National Council of Performing Arts, National Council of Plastic Arts, National Council of Cultural Arts Center, Cuban Institute of Cultural Research Juan Marinello, Fernando Ortiz Foundation, Ludwig de Cuba Foundation, Association of Cuban Artists and Writers (UNEAC), Hermanos Saiz Association, Center of Research and Development of Cuban Music, National Museum of Fine Arts, CIERIC, Cuban Fund of Cultural Assets, Artex S.S., Casa del Alba Cultural, Cuba's National Circus, EGREM, and D'Arte Agency.

Sixteen actions of professional self-improvement were carried out, all called by the Chair UNESCO **Culture and Development**; they included the participation of 245 members and 64 professors coming from the system of cultural institutions linked to this department.

The teaching services were the following:

- 1- Postgraduate training course "Management of cultural processes".
- 2- Postgraduate course "Popular and traditional culture".
- 3- Postgraduate course "Cultural management and promotion: experiences and challenges".
- 4- Postgraduate course "Cultural / Natural heritage and tourism. Historic matters, present (--) and perspectives.
- 5- Postgraduate course "Cultural rights".
- 6- Postgraduate course "Culture and contemporary times in Cuba".
- 7- Course "Formation in comprehensive management of cultural heritage".

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- 9- Course “Stock list system of Cultural Heritage”.
- 10- Course “The publications from Fernando Ortiz Foundation as a methodological source of anthropological studies”.
- 11- National Workshop of Professional Self-improvement in Culture.
- 12- Workshop “Gender, violence and equity”.
- 13- Workshop “Themes of economy in Culture”.
- 14- Seminar “Cuban art, literature and cinema”.
- 15- Workshop-course “Economical feasibility of socio-cultural projects”.
- 16- Cycle of meeting for the debate “The processes in Culture: from creation to consumption”.
- 17- *Punto de partida* television program. Cycles: a) Assets declared as Cultural heritage of the Cuban nation (24 episodes) and b) Cultural heritage sites and monuments of the Cuban nation (17 episodes).

### **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)*

#### **i) Education (leading to certificate)**

During 2015 it was finished the project called **Program for the all-round training of actors of the cultural development in the territories**, whose results allow:

- the updating of the stock list and the description of the socio-cultural projects in every province of the country;
- the identification of the needs of professional self-improvement already diagnosed in the social actors that take part in the management of such projects;
- the design of the program for the all-round preparation of the actors of the local development that promote prosperity in the territories they work from sociocultural projects’ perspective.

	<p>These results were held in the special session of the 2<sup>nd</sup> Symposium of cultural Research that took place in the Cuban Institute of Cultural Research Juan Marinello in June of 2015.</p>
<p><b>ii) Training (short term)</b></p>	<p>We work in collaboration with the research team dealing with the Economy of Culture from the Juan Marinello Institute in the development of learning scenarios where that area professionals and experts systematize their experiences on these issues and build theoretical and methodological referents, useful for updating cultural policies.</p>
<p><b>iii) Research</b></p>	<p>It continues the research <i>El choteo cubano, patrimonio cultural vivo de la nacion</i> (Cuban <i>choteo</i>, living cultural heritage of the nation) as a work of a professor who is member of the Department for the degree of Doctor of Sciences on Art.</p>

**b) Conferences/Meetings**

*(key conferences and meetings organized by the Chair or to which its Chairholder contributed)*

**i) Key conferences and workshops hosted by the Chair**

**ii) Other conferences/organizational activities undertaken by the Chairholder**

**iii) A selection of conference presentations by the Chairholder and other colleagues**

**c) Interuniversity Exchanges/Partnerships**

*(principal exchanges/partnerships between the Chair and other institution,s including UNESCO Chairs/UNITWIN Networks)*

Relationships and exchanges deepened during this period of time with:  
Cuban Commission of UNESCO

Cuban Institute of Cultural Research Juan Marinello  
Fernando Ortiz Foundation  
Foundation Ludwig de Cuba  
Office of the Historian of Havana city  
Department UNESCO Sciences of the Integral Conservation of Cultural and Natural Heritage in Latin America and the Caribbean  
Cuba's Ministry of Culture  
National Council of Cultural Heritage  
National Council of Cultural Arts Centers  
National Council of Performing Arts  
National Council of Plastic Arts  
Cuban Fund of Cultural Assets  
Cuban Music Institute  
Cuban Book Institute  
Cuban Film Institute  
Casa de las Americas Cultural Center  
Casa del ALBA Cultural center  
Association of Cuban Artists and Writers  
Hermanos Saiz Association  
Cuban Institute of Radio and Television  
Slave Route Project – UNESCO  
Casa de Africa center  
National Museum of Fine Arts  
Jose Marti National Library of Cuba  
University of Havana  
University of Arts  
New Latin American Cinema Foundation

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<b>d) Publications/Multimedia Materials</b> <i>(major publications and teaching/learning materials)</i>		
<i>Please tick relevant fields of output and indicate volume of output:</i>		
	[tick]	[no.]
	<b>Books</b>	
	<b>Books (edited)</b>	
	<b>Books (chapters)</b>	<input type="checkbox"/>
	<b>Monographs</b>	X
	<b>Research Reports</b>	<input type="checkbox"/>
	<b>Journal Articles (refereed)</b>	<input type="checkbox"/>
	<b>Conference Proceedings</b>	<input type="checkbox"/>
	<b>Occasional Papers</b>	<input type="checkbox"/>
	<b>Teaching/Learning Materials</b>	<input type="checkbox"/>
	<b>Multimedia Materials (CD-Rom)</b>	<input type="checkbox"/>
	<b>Multimedia Materials (Video)</b>	<input type="checkbox"/>
	<b>Multimedia Materials (Other)</b>	<input type="checkbox"/>
<i>Give details of major publications and materials including full citations.</i>		
<b>i) Theses</b>		
<b>ii) Publications</b>		
"Another viewpoint, in first person..."		
Author: Julia Carrera Martinez		
Topic: Culture and development		



Address: <http://www.cubarte.cult.cu/periodico/opinion/otro-punto-de-vista-en-primera-persona%E2%80%A6/25409.html>

“Profession and privilege”

Author: Julia Carriera Martinez

Topic: Cultural management

Address: <http://www.cubarte.cult.cu/periodico/opinion/oficio-y-privilegio/25519.html>

“From the soul and reason”

Author: Julia Carriera Martinez

Topic: Cultural promotion

Address: <http://www.cubarte.cult.cu/periodico/opinion/desde-el-alma-y-la-razon%E2%80%A6/25696.html>

“About t2015 academic year...”

Author: Julia Carriera Martinez

Topic: Culture, professional self-improvement

Address: <http://www.cubarte.cult.cu/es/articulo/prop-sito-del-o-acad-mico-2015/7167>

**e) Cooperation with UNESCO Headquarters, Field Offices**

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**f) Other**  
*(any other activities to report)*

The Chair keeps extending its services in the Bolivarian Republic of Venezuela, from **Corazón Adentro** Cultural Mission, with the Project **Formación de Formadores** which manages the performance of self- improvement process, in response to the needs of those linked to the cultural development in communities and other popular scenarios of that nation.

It took part in it 157 professors in 16 states with priority in the areas of extreme poverty and New urbanization, reaching an amount of 38 438 beneficiaries in the year.

**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)

We will continue helping to the professional development of different social actors linked with the cultural development strategies for improving their skills in order to have a better individual and organizational performance.

It will be reinforced all related to Cultural Management and Promotion, Cultural Rights, the Economy of Culture, Cultural Communication, Popular and Traditional Culture, Information and Communication Technologies in terms of cultural development among others. We will continue dealing with the issues related to cultural heritage, with particular emphasis on its television implications with *Punto de partida* television program that this year will focus on the Cuban assets included in UNESCO's Memory of the World Programme.

We will continue strengthening the system of relations with other chairs, starting from concrete actions, the certification of educational services and the socialization of our communication products. Similarly, we will expand our network of relations with institutions, entities and organizations involved—or nearly involved—with the strategies of the nation's cultural development in order to add them to our professional self-improvement services; we will also maintain our collaboration in the realization of educational activities and counseling diploma works, master's and doctoral degrees in universities from the experience of the members in this Chair dealing with issues related to cultural development.

In 2016, the Chair will carry out a wide program of activities to celebrate its 15th anniversary.

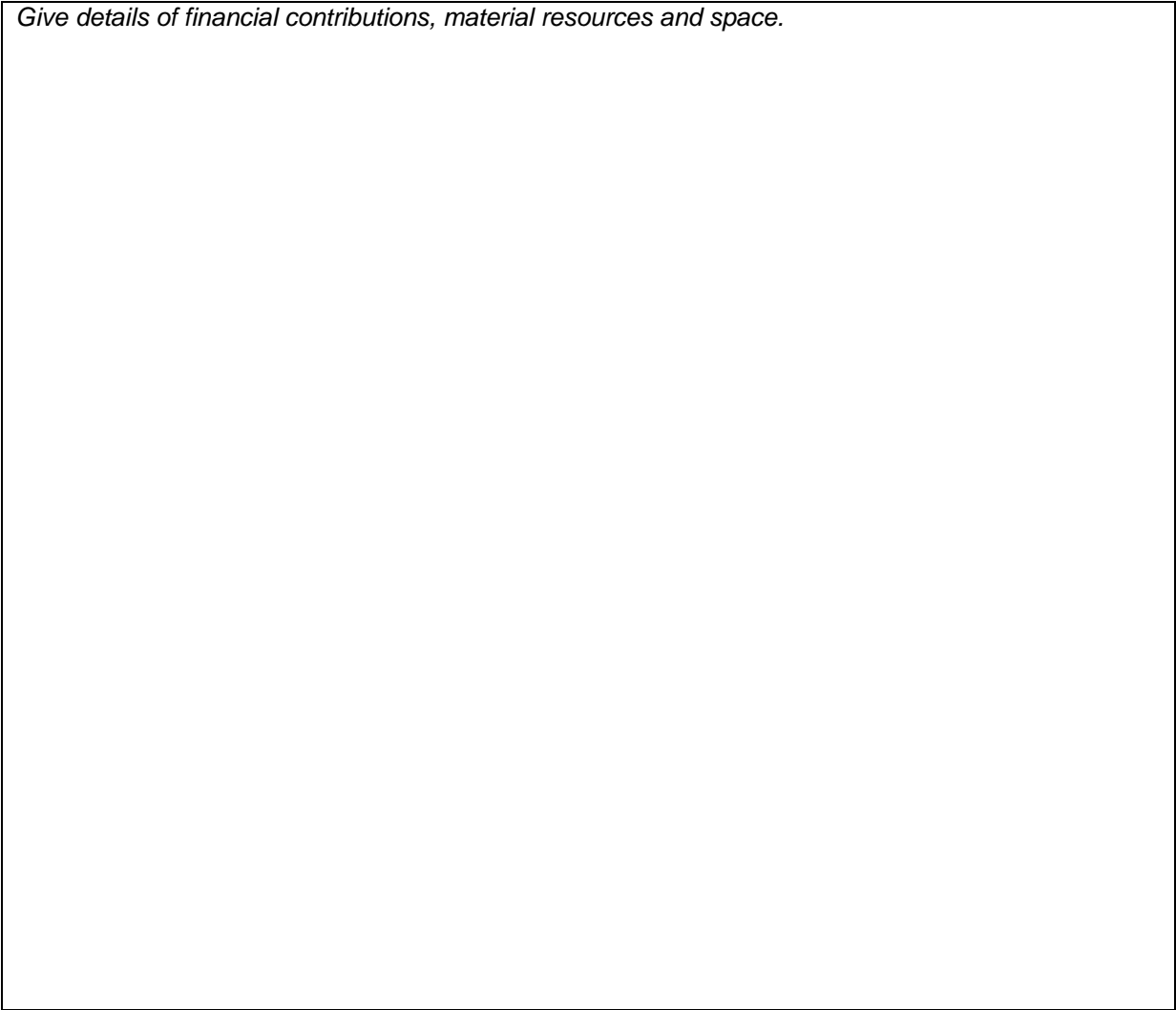
**Appendix:****1) Human Resources**

Coordinator of the department, academic coordinators, guest artists and intellectuals, professors and researchers, specialists in information and social communication, technicians in information.

2) Financial Resources		
<i>Please tick sources of financial contribution and specify the amount in U.S. dollars</i>	[tick]	Amount (\$)
Host Institution	X	(*) _____
Partner Institution	<input type="checkbox"/>	_____
Government Body	<input type="checkbox"/>	_____
Other Public Institution/Body (incl. Research Councils)	<input type="checkbox"/>	_____
UNESCO	<input type="checkbox"/>	_____
Other UN Agency	<input type="checkbox"/>	_____
IGO	<input type="checkbox"/>	_____
NGO	<input type="checkbox"/>	_____
Industry	<input type="checkbox"/>	_____
Other Private	<input type="checkbox"/>	_____
<p><b>(*) <u>Because the reorganization process with the new economical model the amount is in a global calculates for now.</u></b></p>		



*Give details of financial contributions, material resources and space.*



**End of the Form**