

UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT FORM

Title of the Chair/Network:	Culture and Development
Host Institution:	
Date of establishment of Chair/Network: <i>(mm, yyyy)</i>	01/2002
Period of activity under report: <i>(mm, yyyy - mm, yyyy)</i>	01/ 2016 – 12/2016
Report established by: <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 and 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)

Thanks to its professional training processes, UNESCO's *Culture and Development* Chair consolidates its contribution to the development of competences focused on cultural planning for development, policies and cultural management. In addition to this, it has played a major role in the promotion of the Cuban Network UNESCO Chairs. Key in this sense have been the training, research and informational activities done with particular focus on interactions between cultural policies and culture with development; cultural research, economy, legislation, industries, cultural and artistic management with the management of recreational activities, including cultural tourism, as stated in Article 2 of the agreement related to the foundation of the Chair.

The methods to strengthen the professional training are being diversified for relevant figures from the cultural, scientific and social life of the nation are included as professors. This guarantees the permanent links with the cultural policy and the efficiency of future processes.

The number and diversity of social actors linked to the main cultural changes identified within the Cuban socio-economic model of development continues to grow as users of the services of the Chair. An increase in the amount of international applications for the promoted services is also evident.

UNESCO's *Culture and Development* Chair was able to participate in the management processes of important events that typify the cultural life of the country thus reinforcing its impact in events about cultural research and professional training in different expressions of art and literature. Worth of being highlighted here is the *University 2016* International Congress of education in which a panel organized by the Cuban Network of UNESCO Chairs shared their experiences with the participants.

On the other hand, television program *Punto de Partida* discussed different dimensions of the Natural and Cultural Heritage thus diversifying its audience due to the relevance of the topics covered and its strong relation to the very same essence of our identity.

2) Activities:

Overview of activities undertaken by the Chair during the reporting period

In the reporting period, the *Culture and Development* Chair widens and consolidates its ties with the rest of Cuban UNESCO chairs and other social institutions, organizations, foundations and universities, in particular, with the purpose of training the human resources involved in the strategies of cultural development of the nation. Therefore, a diagnosis is made in order to determine the needs of the professional training and, in consequence, improve the skills necessary for a better performance.

Among others, we did some professional development activities in the following institutions: Ministry of Culture of Cuba, University of Art, Cuban Institute of Music, Cuban Book Institute, Cuban Institute of Cinematographic Art and Industry (ICAIC), National Council of Cultural Heritage, National Council of Stage Arts, National Council of Plastic Arts, National Council of Houses of Culture, Cuban Institute for Cultural Research "Juan Marinello", Fernando Ortiz Foundation, Ludwing Foundation of Cuba, National Union of Writers and Artists of Cuba (UNEAC), Hermanos Saiz Association (AHS), Center for the Research and Development of the Cuban Music, National Museum of Fine Arts, Center for Exchange and Reference on Community Initiatives (CIERIC), Cuban Fund of Cultural Goods, Artex S.A., ALBA's Cultural House, Cuba's National Circus, EGREM (national record label of Cuba) and D'Arte Agency.

The UNESCO *Culture and Development* Chair made 15 different activities of professional training that benefitted 433 participants and 21 facilitators of the system of cultural institutions and other social organizations tied to those processes.

The teaching activities were the following:

- 1- Postgraduate course "Cultural Management and Promotion: experiences and challenges."
- 2- Postgraduate course "Traditional and Popular Culture."
- 3- Postgraduate course "Culture and Contemporaneity in Cuba."
- 4- Postgraduate course "Copyright and related rights: their management in today's Cuban and international context."
- 5- Postgraduate course "Legal protection of the cultural heritage: copyright and defense of the traditional popular culture."
- 6- Course "Management of cultural events."
- 7- Course "Artistic direction."
- 8- Course "Artistic production."
- 9- Course "Museology: necessary skills."
- 10-Seminar "Cuban art, literature and cinema."
- 11-Seminar "Necessary training for the work of Cultural Mission *Corazón Adentro* (Heart Within)"
- 12-Series of Conferences "Cultural Communication."
- 13-Series of Conferences "Cuban cultural policy: its causes and current state."
- 14- Series of Debates "Economy, Law and Culture."
- 15-Television program *Punto de Partida*(weekly broadcast on Canal Educativo of the Cuban National Television)

Series: Cuba en la Memoria del Mundo de la UNESCO (Cuba in UNESCO's Memories of the World) (Sequel) and Patrimonio Cultural de la Universidad de La Habana (Cultural Heritage of the University of Havana).

Due to important anniversaries of events for UNESCO the following special programs were broadcasted:

- World day for cultural diversity for dialogue and development (May 20, 2016)
- Francisco de Albear Bicentenary(I and II, September 2016)

- The Centennial of *Black Slaves* by Fernando Ortiz (October 15, 2016)
- Tenth Meeting of UNESCO's Chairs in Cuba (in production)

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)	<p>Members of UNESCO's <i>Culture and Development</i> Chair were involved in the necessary research for the systematization of the work done during the last lustrum with the purpose of making a presentation at the XVIII Scientific Conference about Art and Culture the Art University in Cuba is organizing.</p> <p>In addition to this, there has been an improvement in the process focused on the collection of the teaching activities hosted by the Chair in the last years because of the importance of the topics covered for the professional and human training of the actors leading a great variety of cultural processes.</p>
ii) Training (short term)	<p>We continue our collaboration with the research team of the Cuban Institute for Cultural Research "Juan Marinello" specialized on the Economy of Culture. We work on the development of learning scenarios where professional and experts systematize their experiences and develop useful methodological and theoretical referents for cultural policies update. Other research processes are being done also, especially, in areas such as Cultural Rights and Cultural Tourism.</p>
iii) Research	<p>Research called <i>El choteo cubano, patrimonio cultural vivo de la naci3n (The Cuban choteo, living cultural heritage of the nation)</i> is done by a professor who is a member of the Chair as her PhD dissertation in Art Sciences. Our professors participated in the XVIII Scientific Conference of the University of Arts with presentations on the following topics:</p> <ul style="list-style-type: none"> • Institutional management: challenges and strategies. • Professional training and postgraduate education. The Venezuelan experience. • The management of cultural processes and the professional training. A vision for the future. • UNESCO's <i>Culture and Development</i> Chair: a permanent space for learning. • Heritage, history and contemporariness in the educational audiovisuals: the experience of television program <i>Punto de Partida</i>. • Challenges of the cultural management for the development of Cuban traditional popular culture from a legal perspective.

	<ul style="list-style-type: none">• Professional training and postgraduate education. The Venezuelan experience.• In addition to all these, experts of the Chair continue with their research aimed at publishing articles about the management of cultural processes and the International Cooperation for the Cuban culture.
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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

The Chair worked on the organization of the X National Workshop of UNESCO Cuban Chairs. It also served as its venue.

ii) Other conferences/organizational activities undertaken by the Chairholder

An activity that received a special emphasis was the development of a series of debates focused on Economy, Law and Culture. Apart from this, members of the Chair participated in the series of conferences “Cuban cultural policy: its causes and current state.”

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

One of the academic coordinators of the Chair participated in a panel hosted by the Cuban network of UNESCO Chairs in the University 2016 International Congress. He talked about the work made by the *Culture and Development* Chair and its plans for future development.

c) Interuniversity Exchanges/Partnerships

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

During the reporting period our relations and exchanges were strengthened with:

Cuban National Commission for UNESCO
 Cuban Institute for Cultural Research “Juan Marinello”
 Fernando Ortiz Foundation
 Ludwing Foundation of Cuba
 Office of the Historian of the city of Havana
 UNESCO Chair in Sciences of Conservation of Latin America and Caribbean Natural and Cultural Heritage
 Ministry of Culture of Cuba
 National Council of Culture Heritage
 National Council of Houses of Culture
 National Council of Stage Arts
 National Council of Plastic Arts
 Cuban Fund of Cultural Goods

Cuban Institute of Music
 Cuban Book Institute
 Cuban Institute of Cinematographic Art and Industry
 Casa de las Américas (House of the Latin American countries)
 ALBA's Cultural House
 National Union of Writers and Artists of Cuba
 Hermanos Saíz Association
 Cuban Institute of Radio and Television
 Slave Route Project –UNESCO
 House of Africa
 National Museum of Fine Arts
 National Library of Cuba José Martí
 UNESCO Chair in Sciences of Conservation of Latin America and Caribbean Natural and Cultural Heritage
 University of Havana
 University of Art
 Centro de Estudios Martianos (Center for the Study of José Martí)
 New Latin American Cinema Foundation
 International School of Cinema
 Cuban Network of UNESCO Chairs

d) Publications/Multimedia Materials

(major publications and teaching/learning materials)

Please tick relevant fields of output and indicate volume of output:

[no.]

[tick]

Books

Books (edited)

Books (chapters)

Monographs

Research Reports

Journal Articles (refereed)

Conference Proceedings

Occasional Papers

Teaching/Learning Materials

Multimedia Materials (CD-ROM)

Multimedia Materials (Video)

Multimedia Materials (Other)

Give details of major publications and materials including full citations.

i) Theses

ii) Publications

Palabras “calientes” (“Hot” Words)

Author: M.Sc. Julia Carriera Martínez

Topic: Cultural Management

Location: <http://www.cubarte.cu/es/articulo/palabras-calientes/43414>

Procesos culturales: ideas y paradojas...(Cultural Processes: ideas and paradoxes)

Author: M.Sc. Julia Carriera Martínez

Topic: Cultural Management

Location: <http://www.cubarte.cult.cu/es/articulo/procesos-culturales-ideas-y-paradojas/41676#>

Los procesos de la Cultura...”. Reseña de aprendizajes (The processes of Culture...”. A learning Report.

Author: M.Sc. Julia Carriera Martínez

Topic: Cultural Management

Location: <http://www.cubarte.cult.cu/es/articulo/los-procesos-de-la-cultura-rese-de-aprendizajes/46510>

El saber, la historia y la memoria: Universidad de La Habana (The knowledge, the history and the memory: University of Havana)

Author: M.Sc Aymee María Borroto Rubio

Topic: Cultural Management

Location: www.cnsc.cult.cu

e) Cooperation with UNESCO Headquarters, Field Offices

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

UNESCO's *Culture and Development* Chair keeps its services in the Bolivarian Republic of Venezuela with Project *Formación de Formadores* (Educational Training) as part of the Cultural Mission *Corazón Adentro*. The Project coordinates the training processes based on the needs of those involved in the cultural development of communities, centers of population and other popular scenarios of this nation.

25 professors and 24 states participate in the project and they prioritize areas of extreme poverty and new centers of population. In year 2016, a total of 23,738 people benefitted from the cultural services provided.

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 keep our support for the professional training of the different social actors involved in the strategies of cultural development so that they improve their skills and, in consequence, their personal performance in the institutions as well as in other scenarios where cultural processes take place.

We will make more emphasis on the way some topics are covered, especially those related to Cultural Management and Promotion, Cultural Rights, the Economy of Culture, Cultural Communication, Traditional and Popular Culture, among others. We will also keep our usual approach to deal with topics related to Cultural Heritage in coordination with CRECI Chair.

In addition to all these, strengthening the system of relations with other chairs will be a continuous effort. We will implement concrete actions, certify teaching services and socialize our communicative products. Likewise, we will widen our network of relations with institutions, entities and organizations involved in the strategies of cultural development of the nation with the purpose of including them in our services of professional training. We will keep our assistance in teaching and mentoring graduation and master dissertations as well as specialties and PhDs in universities by using the experience of the members of UNESCO's *Culture and Development* Chair in the topics related to cultural development.

Appendix:

1) Human Resources

Chair coordinator, academic coordinators, invited artists and intellectuals, professors and researchers, experts on information and social communication, archive technicians.

2) Financial Resources																									
<i>Please tick sources of financial contribution and specify the amount in U.S. dollars</i>	<table border="0"> <thead> <tr> <th style="text-align: left;">[tick]</th> <th style="text-align: left;">Amount (\$)</th> </tr> </thead> <tbody> <tr> <td>Host Institution</td> <td><input checked="" type="checkbox"/> (*) _____</td> </tr> <tr> <td>Partner Institution</td> <td><input type="checkbox"/> _____</td> </tr> <tr> <td>Government Body</td> <td><input type="checkbox"/> _____</td> </tr> <tr> <td>Other Public Institution/Body</td> <td><input type="checkbox"/> _____</td> </tr> <tr> <td colspan="2"><i>(incl. Research Councils)</i></td> </tr> <tr> <td>UNESCO</td> <td>_____</td> </tr> <tr> <td>Other UN Agency</td> <td><input type="checkbox"/> _____</td> </tr> <tr> <td>IGO</td> <td><input type="checkbox"/> _____</td> </tr> <tr> <td>NGO</td> <td><input type="checkbox"/> _____</td> </tr> <tr> <td>Industry</td> <td><input type="checkbox"/> _____</td> </tr> <tr> <td>Other Private</td> <td><input type="checkbox"/> _____</td> </tr> </tbody> </table> <p><u>(*) Because the reorganization process with the new economical model the amount is in a global calculates for now.</u></p>	[tick]	Amount (\$)	Host Institution	<input checked="" type="checkbox"/> (*) _____	Partner Institution	<input type="checkbox"/> _____	Government Body	<input type="checkbox"/> _____	Other Public Institution/Body	<input type="checkbox"/> _____	<i>(incl. Research Councils)</i>		UNESCO	_____	Other UN Agency	<input type="checkbox"/> _____	IGO	<input type="checkbox"/> _____	NGO	<input type="checkbox"/> _____	Industry	<input type="checkbox"/> _____	Other Private	<input type="checkbox"/> _____
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Give details of financial contributions, material resources and space.

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