

UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT FORM

Title of the Chair/Network:	Culture and Development
Host Institution:	National Center of Training for Culture (Centro Nacional de Superación para la Cultura)
Date of establishment of Chair/Network: <i>(mm, yyyy)</i>	January 2002
Period of activity under report: <i>(mm, yyyy - mm, yyyy)</i>	January 2017 to December 2017
Report established by: <i>(name, position)</i>	Lic. Lidia Rosa Rivero Díaz, Directora del Centro Nacional de Superación para la Cultura (Principal of the National Center of Training for Culture)

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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)

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 by relevant figures from the cultural, scientific and social life of the nation who act 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.

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 Scientific Conference of the University of Arts of Cuba 2017 with the participation of a group of professors who presented three working experiences and a panel that socialized the formative experience in the Bolivian Republic of Venezuela.

The television program *Punto de Partida* continues 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 of the sector and others 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 other institutions, we did some professional development activities in the following institutions: Ministry of Culture of Cuba, University of Arts, 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 Saíz 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, National Circus of Cuba, 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 developed 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 “the cultural and natural heritage as an economic result”.
6. Postgraduate course “Media control of the contemporary society”.
7. Cultural tourism. Historical issues, current events and perspectives”.
8. Course “Management of cultural events.”
9. Course “Artistic direction.”
10. Course “Artistic production.”
11. Course “Museology: necessary skills.”
12. Seminar “Cuban art, literature and cinema.”
13. Cycle of Conferences: Cuban Cultural policy, antecedents and updating
14. TV Program *Punto de Partida* (weekly broadcasted on the Educational Channel (Canal Educativo) of the Cuban National Television.

Cycles: Retrospective 15th Anniversary of Punto de Partida

programs, first season

Treasures of the National Archive of Cuba

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

- 10th Meeting of Unesco’s Chairs in Cuba (January 2017)
- World Day of Jazz (April 2017)

a) Education/Training/Research

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

i) Education (leading to certificate)

Member of the UNESCO’s Culture and Development Chair were involved in the research needed for the systematization of studies on Public Relations in Latin America and the Caribbean to be presented in the 32nd Inter-American and Caribbean Congress of Public Relations in the University of San Agustín

	<p>de Arequipa. Peru.</p> <p>In addition to this, there has been an improvement in the processes focused on the collection of the teaching activities with several editions 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 the updating of cultural policies. Other research processes are being done in areas such as Cultural Rights and Cultural Tourism.</p>
iii) Research	<p>Professors participated in the scientific Conference of the Branch Schools sponsored by the Ministry of Higher Education of Cuba on the following topics:</p> <ul style="list-style-type: none"> • Professional training and postgraduate education. The Venezuelan experience. • UNESCO’s <i>Culture and Development</i> Chair: a permanent space for learning. • Heritage, history and contemporaneity in the educational audiovisual: the experience of the television program <i>Punto de Partida</i>. • 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.

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 National Workshop of UNESCO Cuban Chairs. It also served as its venue.

ii) Other conferences/organizational activities undertaken by the Chairholder

An activity of special interest was the participation of members of the Chair in the series of conferences Cuban Cultural Policy, background and updating intended to the main executives of the Ministry of Culture and its institutions.

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 during the International Congress Pedagogy 2017. 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
 Cuban Association of Social Communicators
 National Archive

d) Publications/Multimedia Materials <i>(major publications and teaching/learning materials)</i>		
<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

- Experiences, some results... and new challenges. “The UNESCO’s Culture and Development Chair: a permanent space for learning”
- Heritage, history and contemporaneity in the educational audiovisual: the experience of the television program *Punto de Partida*.
- Investing in the homeland
- The design and a better country
- Professional training and postgraduate education. the Venezuelan experience.

e) Cooperation with UNESCO Headquarters, Field Offices

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f) Other

(any other activities to report)

UNESCO's *Culture and Development* Chair keeps its services in the Bolivian 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 in the different states, in communities and urbanizations, besides 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 2017, a total of 33,658 people were 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 collaboration as to carry out teaching activities and mentoring diploma and master dissertations as well as postgraduate specialties 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

Please tick sources of financial contribution and specify the amount in U.S. dollars

	[tick]	Amount (\$)
Host Institution	X	
(*) _____	<input type="checkbox"/>	
Partner Institution		_____
Government Body	<input type="checkbox"/>	_____
Other Public Institution/Body (incl. Research Councils)	<input type="checkbox"/>	_____
UNESCO		_____
Other UN Agency	<input type="checkbox"/>	_____
IGO	<input type="checkbox"/>	_____
NGO	<input type="checkbox"/>	_____
Industry	<input type="checkbox"/>	_____
Other Private	<input type="checkbox"/>	_____

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

Give details of financial contributions, material resources and space.