

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 2018 to December 2018
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)

Culture and Development UNESCO Chair continued working systematically from professional and competence development processes concerning cultural planning to improve cultural policies management in the group of social actors who participate in the cultural strategies of the nation.

Its contribution to the net of Cuban UNESCO Chairs through training, research and documentations activities has mainly focused on interactions of cultural policies with the development of cultural research, economy of the culture, cultural industries, administration and management in the artistic and cultural environment. The management of recreational activities is comprised in the cultural tourism, as it is stated in the Article 2 of the agreement related to the creation of this chair.

The chair has been able to use different modalities for the professional development to widen its participation as a facilitator of teaching processes of well-known celebrities of the social, scientific and cultural spheres of the nation. This includes researchers, college managers, artists, intellectuals with whom permanent links are established for the main necessary cultural transformations identified in the model for the Cuban Socio-Economic Development.

Culture and Development UNESCO Chair continues participating in important management processes in events that characterize the cultural life of the country, reinforcing its influence in cultural research and the professional development of several artistic expressions and literature where The International Book Fair, Alicia Alonso Ballet and National Workshop of UNESCO Chairs stand out among others. Those events are related to University 2018 and other events from Peru, Argentina and Spain.

The TV Program Punto de Partida is consolidated as a permanent way to visualize the work of the Chair with topics of social and cultural interest such as:

- Communication in the art and the art to communicate
- 150th Anniversary of the beginning of the 10 Years' War
- The traditional popular cultural on the peephole.

2) Activities:

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

During the marked period, the Culture and Development UNESCO Chair has broaden 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 implied 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 maintained with Chair of Sciences for the 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 increased as professors of San Geronimo of Havana University in the career of Conservation Historic-Cultural Heritage Management, and one of them belongs to the working team for the organization of the Cultural Intangible Heritage Discipline. Three of them are part-time professors of the University of Arts.

The Culture and Development UNESCO Chair held 15 actions of professional development with 725 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.

The teaching services delivered were the following:

- 1- Postgraduate courses on Public Relations for cultural organizations
- 2- Postgraduate course "Traditional and Popular Culture."
- 3- Postgraduate course on Cultural Processes Management. A proposal for Cuban Tourism.
- 4 - Postgraduate course on Protocol and Ceremonies
- 5 - Postgraduate course. Content construction for the impact in the social media.
- 6- Postgraduate course. Legal Rules for Enterprise System.
- 7 – Cycle of Conferences: Cuban Cultural policy, antecedents and updating.
- 8- Seminar on Art, Literature and Cuban Films
- 9- Training on Project Implementation and International Cooperation
- 10- Workshop about the Cultural Industry and its Role in the Local and National Development
- 11- V Workshop about graveyards and funeral heritage of Havana and II Meeting of the Net of Cemeteries and Funeral Spaces Studies of Havana
- 12- Qualification Course on Analogical and Digital Sound in the Show Production
- 13- Qualification Course for Managers of Movie Theaters and Cultural Shows
- 14- National Workshop on Archive for the Culture
- 15- Punto de Partida TV Program (broadcasted weekly on Educativo Channel of The Cuban National Television)

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, and a course on Cultural Studies for Artex clerks.

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 presented research results: Public Relations. A look at postgraduate professional development in the culture sphere. It summarized 20 years of knowledge and good practices in the Congress of the Confederation of Inter-American Public Relations in Buenos Aires , Argentina</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><i>Juan Marinello</i> Economy of the Culture of the ICIC team keeps on cooperating in the development of 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.</p>

	<p>Members of the Chair participate in the Linea Street Cultural Passageway 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"> • Culture and Development UNESCO Chair: A permanent learning space • Heritage, history and contemporaneity in the educative audiovisual; The experience of <i>Punto de Partida</i> • In additions, specialist of the Chair continue researching for new publications regarded to contents like, management of cultural processes, international cooperation for 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

Key conferences and workshops hosted by the Chair

The Chair continues participating in the Managing Committee of the National Workshops of Cuban UNESCO Chairs

ii) Other conferences/organizational activities undertaken by the Chairholder

An activity of special interest was the participation, once more, of the members of the Chair of Lectures Cycle about Cuban Cultural Policy –antecedents and updating- delivered for principal managers of the Ministry of Culture and its institutions, as well as the postgraduate course on Legal Regulations for the Enterprise System

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

One of the academic coordinators of the Chair participated in the panel summoned by UNESCO Network of Cuban Chairs, during University 2018 International Congress where the work done by the Culture and Development Chair was exposed as well as the future developing perspectives.

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

d) Publications/Multimedia Materials

(major publications and teaching/learning materials)

<p><i>Please tick relevant fields of output and indicate volume of output:</i></p>	<p style="text-align: right;">[tick]</p> <p>[no.]</p> <p>Books</p> <p>Books (edited)</p> <p>Books (chapters) <input type="checkbox"/></p> <p>Monographs X</p> <p>Research Reports <input type="checkbox"/></p> <p>Journal Articles (refereed) <input type="checkbox"/></p> <p>Conference Proceedings <input type="checkbox"/></p> <p>Occasional Papers <input type="checkbox"/></p> <p>Teaching/Learning Materials X</p> <p>Multimedia Materials (CD-ROM) <input type="checkbox"/></p> <p>Multimedia Materials (Video) <input type="checkbox"/></p> <p>Multimedia Materials (Other) <input type="checkbox"/></p>
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Give details of major publications and materials including full citations.

i) Theses

ii) Publications

. Only for your eyes, more than photography. Article by M.Sc Aymee María Borroto Rubio

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e) Cooperation with UNESCO Headquarters, Field Offices

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f) Other <i>(any other activities to report)</i>
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(any other activities to report)

Culture and Development UNESCO Chair continues spreading its services in the Bolivarian Republic of Venezuela, as part of Corazon Adentro cultural mission, with the teachers' training project which manages professional development according to the needs of those linked to the cultural development in different states, communities, urban places, as well as other public scenarios of the nation.

There are 21 professors participating in 19 states. The priority is given to those extremely poor zones and new urban localities. In the year 2018, there was a total amount of 33,658 beneficiaries from these cultural services

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 Communication, Traditional and Popular Culture, 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

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

	[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		—

(*) **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.