Culture and Development Strategy Paper Spanish Development Cooperation

Executive summary

1. Presentation of the strategy

The *Master Plan for Spanish Cooperation 2005-2008* incorporates the cultural dimension not just as a strategic line, under the title *Increased Freedom and Cultural Abilities*, but also as a horizontal priority, which also draws our attention to the need for *Respect for Cultural Diversity* in all development actions which may be implemented.

The *Culture and Development Strategy Paper* is addressed as a process which, while including the existing tradition and practices, intends to open up a broad array of possibilities for the cooperation actors, which enable advancing towards a more specific approach to the potential of Culture, as a significant dimension of the fight against poverty and social exclusion.

The concept of culture from which we start is that assumed in the Mundiacult conference held in Mexico in 1982, which defines culture as *"the set of distinctive, spiritual and material, intellectual and emotional features which characterise a society or social group. In addition the arts, this includes lifestyles, fundamental rights of humankind, value systems, traditions and beliefs"*. Thus, working in cultural cooperation means contributing to improving people's freedom, expanding individual and collective opportunities for a better life.

This strategy includes the creators and entrepreneurs of cultural life in the local and national development dynamics, which need to play an active role in the progress and democratization of their societies, paying special attention to women and young people. This is, therefore, a wide-ranging strategy, which aims at harmonizing, uniting, and taking full advantage of the potential offered by the synergies between culture and cooperation and development goals.

2. Justification

The international documents used as reference for this strategy show that cultural policies based on general interest are a fundamental reference point for sustainable development. Such policies include those which highlight aspects concerning governance, administrative organization, community expressions, citizen participation, development and creativity, defence of identity and promotion of self-esteem, together with cultural policies which improve harmonious coexistence and include current cultural diversity and plurality.

This document describes the evolution of the concepts of culture and development in the international framework. The Strategy includes the guidelines of the 2004 Report of the United Nations Development Programme (UNDP) on respect for cultural diversity. Furthermore, it aims at guiding Spanish cooperation according to the principles of the *The Convention on the Protection and Promotion of the Diversity of Cultural Expressions*, adopted in 2005 by a large majority of countries in the United Nations Educational, Scientific and Cultural Organization (UNESCO).

This Strategy acknowledges its legacy and is a descendant of the many efforts which have been made to build, from culture, tools to reinforce development and sustainable human growth actions. The Cultural Centres, the Heritage Programme, and the Training Workshops, the Grants Programme, the Training Centres and the Interuniversity Cooperation of Spanish Cooperation are programmes which were already carried out and serve as a basis for the new actions suggested in this document.

3. Reference framework

INTERNATIONAL REGULATION FRAMEWORK

Universal Declaration of Human Rights, United Nations General Assembly, 1948

International Covenant on Economic, Social and Cultural Rights, UNHCR, 1966

Conference on Cultural Policies, UNESCO, Mundiacult, Mexico, 1982

Our Creative Diversity, Report by Javier Pérez de Cuellar, UNESCO, 1996

Action Plan on Cultural Policies for Development, Stockholm Conference, UNESCO, 1998

Convention for the Safeguarding of the Intangible Cultural Heritage, UNESCO, 2003

Human Development Report: Cultural Liberty in Today's Diverse World, UNESCO, 2004

Paris Declaration on Aid Effectiveness, 2005

Convention on the Protection and Promotion of the Diversity of Cultural Expressions,
UNESCO, 2005

NATIONAL REGULATION FRAMEWORK

Cooperation Act 1998
Master Plan 2005-2008

MAIN PRINCIPLES

The main objective of cultural cooperation for development is to contribute to collective welfare, and as a result, it must participate and have an impact on the processes aimed at fighting against poverty and at the reduction of social exclusion.

Cultural cooperation must help promote each person's abilities and increase their opportunities, both spiritual and creative and material, so that they take part and contribute to the improvement of their quality of life.

DEVELOPMENT APPROACHES

Sustainable Human Development promotes comprehensive balance which includes environmental sustainability, people's wellbeing and their economic and cultural prosperity. Within this comprehensive approach, culture gains specific weight, together with other areas such as education, health, or the environment.

MAIN CONCEPTS

We understand Culture as "the set of distinctive, spiritual and material, intellectual and emotional features which characterise a society or social group. In addition the arts, this includes lifestyles, fundamental rights of humankind, value systems, traditions and beliefs".

Mundiacult, UNESCO, 1982

4. Framework for action

GENERAL DEVELOPMENT GOAL

Contributing to promote each person's abilities and to increase their opportunities, both spiritual and creative and material, so that they take part and contribute to the improvement of their quality of life

SPECIFIC OBJECTIVE 1

Training human capital for cultural management, with particular emphasis on culture and development projects

STRATEGIC LINE

Enabling and promoting processes which contribute to the creation of human resources, boosting their autonomy regarding the management of the different dimensions of cultural life which affect development.

SPECIFIC OBJECTIVE 2

Strengthening the political dimension of culture in its contribution to development

STRATEGIC LINE

Underscoring the different contributions which can result from cultural policies in order to improve governance, promoting institutional cultural development, fostering citizen participation and thus helping to create citizens who are active in culture.

SPECIFIC OBJECTIVE 3

Reinforcing the economic dimension of culture in its contribution to development

STRATEGIC LINE

Promoting the contribution of culture in the development of the economic sector by means of the promotion, creation, and production of cultural and creative companies, industries and institutions, fostering cultural employment and connections with other economic sectors.

SPECIFIC OBJECTIVE 4

Strengthening the relationship and complementarity between Education and Culture

STRATEGIC LINE

Reinforcing cultural structures and contents within formal and non-formal education processes, seeking to achieve better understanding by and participation of students in contemporary cultural and artistic events.

SPECIFIC OBJECTIVE 5

Sustainable management of cultural heritage for development

STRATEGIC LINE

Supporting and working with the multiple existing processes dealing with the conservation, restoration, preservation and revaluation of heritage, regarding both tangible and intangible assets, seeking to enable these efforts to contribute to sustainable development.

SPECIFIC OBJECTIVE 6

Strengthening the relationships between communication and culture which affect development

STRATEGIC LINE

Promoting community processes regarding communication, thus contributing to the integration of the different sectors which make up the community. Contributing to the creation of audiences, generating new cultural industries, fostering coproduction.

SPECIFIC OBJECTIVE 7

Promoting processes for the recognition of Cultural Rights

STRATEGIC LINE

Raising society awareness of issues regarding cultural diversity and the development of Human Rights in the field of culture, supporting studies on the diverse aspects concerning cultural legislation.

INSTRUMENTAL FRAMEWORK OF THE STRATEGY

OWN INSTRUMENTS

- Specific programmes which develop each of the strategic lines
- Bank of Good Practices of Cultural Cooperation Projects
- Subsidies for cultural projects with development aims

MULTILATERAL INSTRUMENTS

- Contributions to international organizations which affect the priorities of the strategic lines and geographic areas of Spanish cooperation
- Projects and work in international networks
- Observatories of Cultural Policies

Basic elements for the transversality of respect towards Cultural Diversity in the development actions promoted by Spanish cooperation

- Carrying out specific diagnoses of cultural realities in the context of such actions
- Using indicators of cultural and social impact in the evaluations carried out by Spanish cooperation
- Promoting dialogue, appreciation, and mutual cooperation among cultures based on development actions
- Fostering respect and integration of minority languages and cultural manifestations
- Preventing the defence of cultural identity from giving rise to defensive and exclusive positions which do not respect coexistence and Human Rights

COMPARISON TABLE WITH THE MASTER PLAN'S HORIZONTAL PRIORITIES	
HORIZONTAL PRIORITY	**BASIC ACTION GUIDELINES**
Poverty	• Prioritizing actions in areas of social exclusion, particularly aimed at young people and children. Job creation. • Promoting the creation of resources and labour markets parallel the tourism and culture sector, which may generate wealth from the diversity of the region.
Human Rights	• Promoting the inclusion and participation of all citizens and, more specifically, of minorities in decision-making regarding cultural policies. • Fostering respect for cultural rights within the framework of human rights.
Gender	• Promoting the active participation and the integration of women in the different forums of representation and cultural dialogue. • Analyzing and promoting gender equity regarding the creation of resources and labour markets, linking them with other relevant services and resources for the life of women and their creative and business activity.
Environmental Sustainability	• Using mechanisms to preserve and promote the environment as part of the cultural heritage or the people. • Intensifying the ties between cultural diversity and environmental diversity: "Cultural Landscapes".
Cultural Diversity	• Conducting diagnoses of the cultural sector which enable, in every context, the analysis of cultural identities and socio-cultural impact factors. • Seeking to stress citizenship building, social participation and cohesion, through support for cultural diversity.

COMPARISON TABLE OF THE STRATEGY WITH SECTORIAL PRIORITIES

SECTORIAL PRIORITIES	INTERSECTORIAL ACTIONS BETWEEN THE STRATEGY SECTOR AND OTHER SECTORS
Democratic governance, citizen participation and institutional development	• Supporting the drawing up and design of inclusive cultural policies, with special attention to development potential, promoting social participation and cohesion. Institutional reinforcement in the cultural sector.
Food sovereignty and fight against hunger	• Recovery and revaluation of local crops, cooking and food-producing methods. Generation of economic resources from cultural potential.
Health	• Promoting cultural activities as a vehicle to raise awareness and prevent sexually transmitted diseases.
Education	• Strengthening the implementation of programmes of artistic education for young people who are at risk of social exclusion. Increasing cultural spaces in educational spheres.
Environmental Sustainability	• Fostering training and the creation of feasibility plans for the different uses of heritage for socio-economic and cultural purposes, within the framework of environmental respect and sustainability.
Sustainable Economic Development	• Promoting independent artists and creators, particularly among the young, in projects which may generate self-employment.
Gender in Development	• Balancing gender presence in those activities which are implemented.
Cooperation with indigenous peoples	• Fostering the production and dissemination of diversified content through communication networks and local information networks which respect cultural diversity.
Protection of most vulnerable groups	• Ensuring equal opportunities for individuals, groups, and communities regarding access to participation in cultural life, freedom of speech and communication, cultural action, and creativity in an environment of respect and progress.
Conflict prevention and peace building	• Promoting dialogue. Fostering emergency measures to work in postconflict areas with young people by means of cultural activities and recovery of leisure areas for social participation.

5. Communication and implementation process

The *Culture and Development Strategy Paper* is designed to be a work tool for the diverse actors involved in Spanish cooperation. Therefore, it must be accompanied by a process of dissemination and publicity among the actors in the field, the Autonomous Communities and DNGOs, which are ultimately responsible for its implementation.

In addition to the traditional actors of development cooperation, this strategy calls for a more intense participation of cultural agents, inviting creators, artists, and public and private cultural organisations to join this common project which deals with the fight against poverty and social exclusion.

Cultural action with development objectives, as set out in this strategy, does not have any precedent within Spanish cooperation. Thus, it will need theoretical support, with publications by experts that expound on and develop the mentioned lines of work.

Moreover, it is necessary for this strategy to be accompanied by an effort aimed at the identification and evaluation of actions already undertaken. In order to do this, a Bank of Good Practices is already under way, which will allow the identification of cultural cooperation actions and the evaluation of their results and impact. This study will allow for greater precision in the actions and lines of work suggested in this document, for the evaluation of the successful actions already undertaken and for considering the advisability of their replication.

6. Follow-up and evaluation

The follow-up and evaluation of this document are essential analysis tools for obtaining information on the performance and results of the actions regarding culture and development.

Taking into account some of the specificities of the cultural sector and the scarcity of precedents and specialised studies, the first step will consist in reflecting and analyzing in order to identify and define cultural impact indicators, which can measure both quantitatively and qualitatively the results of cultural cooperation actions implemented within the framework of this strategy.
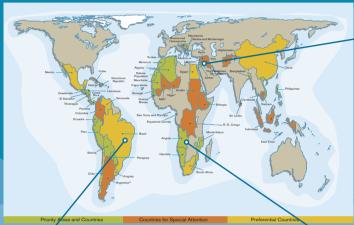
This effort will make it possible to draw up evaluation processes that respond to the reality of the cultural sector while at the same time are part of the evaluation methodologies of Spanish cooperation.

Geographic framework

In terms of geographical distribution, poverty indicators of a socio-cultural nature which complete the indicators already included in the geographical planning documents of Spanish cooperation will be taken into account. Moreover, other factors, such as the following, will be considered:

– The comparative advantage of Spain regarding its cultural relationships with the rest of the world.
– The complementarity of cultural cooperation with other actions implemented in order to promote development.
– The existence of active and involved counterparts, as well as representatives from Spanish cooperation abroad.

For these reasons, this strategy will focus its geographical priorities on three main areas: Latin America, the Maghreb, the Middle and Near East, and sub-Saharan Africa.

Priority Areas and Countries   Countries for Special Attention   Preferential Countries

* Niger and Mali became a Country for Special Attention in PACI 2006.
** Argentina moves from Preferential Country to Country for Special Attention in PACI 2005.

THE MAGHREB, THE MIDDLE AND NEAR EAST

The Maghreb is a highly relevant region as regards Spanish foreign policy. It is considered as priority due to its proximity and to the enormous dimension that the migration issue has attained in recent years. Cultural cooperation may contribute in this area to social cohesion, to the increase of citizen participation and to conflict resolution.

The Mediterranean gains a new dimension in the Master Plan, supported by the Barcelona Process, among whose objectives, are the reinforcement of cultural links and the revaluation of historical heritage. In this region, Spanish cooperation can make the most of the comparative advantage provided by its Mediterranean location.

LATIN AMERICA

Cooperation will be based upon complementarity with the main public policies and strategies of poverty reduction in Latin-American countries, in three interrelated levels:

- bilateral: through joint committees.
- sub regional: fostering integration and crossborder cooperation
- regional: with special follow-up of the programmes agreed in Ibero-American Summits.

Support for local cultural industries will be stressed. Skill-building of human resources within the cultural sector.

SUB-SAHARAN AFRICA

- The Africa Plan states as one of its five main lines of action the strengthening of cultural cooperation, as well as the pursuit of mutual knowledge and appreciation.

- Taking into account that many of the African countries to which the action is aimed have a multiethnic nature, it seems important to strengthen and promote the function of culture as an agent for social cohesion. The cultural actions are implemented must be used as identity reinforcement for African states, which are mostly young and occasionally struck by internal strife.

- It is also advisable to intensify actions which promote the production, marketing, and distribution of local cultural production, thus contributing to introduce local products into the international market circuit. For such purpose, it is important to provide support for festivals and cultural events which have a long tradition and are very popular in some African countries.

Other guidelines for cultural cooperation will be also taken into consideration, such as:

- Bilateral joint committees
- Country Strategy Documents of the Priority Countries Special Attention Programmes of Special Attention
- Countries and Preferential Countries