

# Spanish Strategy for Culture and Development Cooperation



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Y DE COOPERACIÓN

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DIRECCIÓN GENERAL DE PLANIFICACIÓN  
Y EVALUACIÓN DE POLÍTICAS PARA EL DESARROLLO



# Spanish Strategy for Culture and Development Cooperation

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Secretary of State for International Cooperation  
Directorate-General for Planning and Evaluation of Development Policies

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# Preface

The 2005-2008 Spanish Cooperation Master Plan marks an important step forward in terms of the way it addresses culture as a dimension of development cooperation, which is evidenced in its striving towards greater specificity consistent with current trends relating to culture and development and the conceptual advances of organisations such as the UNDP and UNESCO, within a conceptual framework which is summarised in the first part of this publication.

These new trends build upon the experience gained but also consider new challenges and perspectives in response to the lukewarm treatment that culture has received in other plans. Perhaps what is needed is a major effort to put a more specific focus on the potential of culture as a driver of development and the implementation of goal-oriented methodologies and intervention systems in contrast to the somewhat rhetorical discourse which has been all too prevalent in recent decades.

For these reasons a special effort needed to be made in defining the cultural objectives of the Master Plan laid down in this sectoral strategy. Challenges need to be addressed in the practical execution of cooperation in response to doubts, scepticism and difficulty in visualising this new dimension.

Creating a strategy to foster culture and development requires, as in other fields, a clear definition of its applicable scope, given the many ways in which cultural issues may be addressed. It is therefore necessary to define some of the multiple lines of work available in this broad field with its different dimensions and approaches, both conceptual and practical. In this respect, an effort has been made to limit this scope while remaining open to other ways of striking a balance between more intangible factors of culture and the clear and explicit impact they can have on development.

This exercise of clearly defining Spanish Cooperation is consistent with a trend being followed by other agencies and with the importance given to cultural factors by beneficiary countries, and is reflected in its theoretical framework. Action must therefore be based upon certain proposals for new fields of action. What is most important is to take action along these lines and to analyse its effect and impact, on the basis of that action and subsequent reflexion and evaluation, with a view to seeking new working approaches.

The fact that this is Spanish Cooperation's first sectoral strategy focusing on culture and development points to the need for a spirit of trust and the fostering of new proposals from Cooperation's social players. The very preparation of this document, with wide-ranging participation from experts in the field, has launched a process which extends over and above the approval and publication of this Strategy and seeks to spark debate and reflexion which must be ongoing in order to enrich analysis of the experience and open the door to a field of specialised research.

The commitment made by the international community to the Millennium Development Goals and to the eradication of poverty calls for the mobilisation and contribution of all social sectors. The time is right to stimulate the cultural sector and ensure that it plays a greater role in development cooperation, providing its input and point of view to this mission.

It is our hope that this Strategy may be instrumental in enriching the dimensions and visions of development cooperation and in motivating its different players to assume it as their own, making it evolve in accordance with their experience and observation of its implementation.

Leire Pajín Areola  
Secretary of State for  
International Cooperation

# Drafting Process And Acknowledgements

A great many people have contributed to compiling this Strategy and we would like to especially thank those on the editing team: Alfons Martinell Sempere, Aina Calvo Sastre, Ana Muñoz Llabrés, and Fernando Vicario as coordinator. Also playing an active role in the drafting process were Mercedes de Castro, Gonzalo Guzmán, Consuelo Femenía, Lucía Chicote and Cristina Arenas López from AECI's Directorate-General for Cultural and Scientific Relations and José Antonio Gonzalez Mancebo, Nava San Miguel, Belén Sanz and Rocío Sánchez from the Directorate-General for Development Cooperation Policy. In the area of editing revision and design we have Susana de Funes Casellas from the Directorate-General for the Planning and Evaluation of Development Policies (DGPOLDE) and M<sup>a</sup> Carmen Luque.

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# 1

## Introduction



# 1 Introduction to the strategy



There are three major dimensions to Spain's cultural policy abroad:

- A **policy to bolster the projection and action of culture abroad** as an expression of the plurality of our culture providing a vision of Spanish culture in a globalised world.
- **Fostering cultural cooperation as a vehicle for sharing and mutual recognition** between countries and their cultures. This includes two-way actions facilitating a deeper understanding of others and of cultural relations between societies, such that they may serve as tools to build greater understanding and respect. Complementing other forms of international relations.
- **Enhance the potential of cultural action as development cooperation and as an element contributing to the fight on poverty and social exclusion** so that it may be used by communities as a tool to achieve social well-being, to raise income and social dignity and also as a defence of social groups whose special identity is faced with the threat of homogenisation.

The 2005-2008 Spanish Cooperation Master Plan (MP) was the first to establish the general objective of building the cultural capacity of individuals and societies allowing the latter to freely express their cultural identity and to take advantage of the possibilities offered by cultural action abroad as a factor of development. Cooperation must integrate the cultural perspective in its actions and content by putting available resources at the service of social change. To do this, those taking part in cooperation must seize the great potential of culture with a view to achieving the Millennium Development Goals. In this sense, Spanish Cooperation has joined forces with the different international organisations which are pulling in the same direction.

The MP includes the guidelines laid down in the 2004 Report of the United Nations Development Programme (UNDP) on respect for cultural diversity. It likewise seeks to guide Spanish Cooperation with a view to adhering to the principles of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions recently passed by an ample majority of countries at the United Nations Educational, Scientific and Cultural Organisation (UNESCO)<sup>1</sup>. These texts encourage one to view culture not only as a transversal dimension to be considered in all cooperation initiatives but also as a sector in and of itself: "culture and development".

In this connection, the MP envisages two priority areas of action which have given rise to the development of specific strategies. On the one hand, **cooperation with indigenous peoples**, given the specific consideration which these groups merit in terms of cultural diversity and the relationship between culture and development. And on the other hand, **cultural actions to foster development** focused on supporting cultural policies and practices linked to development objectives, an area further developed in this document.

Hence, the Strategy presented herein is envisaged as a process which, while integrating existing traditions and practices, seeks to open up a wide array of possibilities to cooperation actors with the aim of progressing towards a more specific use of the potential that culture has to offer as a major dimension in the fight on poverty and social exclusion. It also aims to involve the creators and entrepreneurs of cultural life in the dynamics of local and national development given that they should play an active role in the development and democratisation processes of their societies. The Culture-Development Strategy also pays special attention to youth and women, two groups which have not traditionally had a high profile in the cultural sector despite the important role they play in this connection.

In short, this is a wide-ranging strategy which seeks to harmonize, **unite and take full advantage of the synergies of culture and cooperation in meeting development objectives**.

Also, each one of the lines of action and instruments proposed in this Strategy must be adapted to the specific contexts of Spanish Cooperation intervention.

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<sup>1</sup> As well as other fundamental documents in this field.

A large, stylized graphic of a hand with five fingers, rendered in a light blue color against a dark blue background. The hand is positioned in the upper half of the page. The fingers are represented by rounded, elongated shapes, and the palm is a larger, rounded shape. The overall style is simple and modern.

# 2

## Background

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# 2 Background



## 2.1. World situation as concerns culture and development

All new lines of work may encounter reticence given the uncertainty associated with changing habitual practices. In this connection it is important to point out that this Strategy is not as novel as it may first appear. What it actually does is collect and organise knowledge and methods which have existed in Spanish Cooperation in different ways for quite some time. It has, however, incorporated new approaches into that existing base with a view to adapting to cultural changes characterising contemporary societies, to the new paradigms of international cooperation and to the priorities laid down in the MP.

A quick look at the world scenario<sup>2</sup> shows how international organisations have persevered in stressing the cultural dimension in their development actions. Since its creation in 1945, UNESCO has highlighted the importance of the multilateral perspective in culture and in what the latter can contribute to development. This organisation's first initiatives were mainly focused on recovering cultural heritage ravaged by the wars of the 20th century and on setting the stage for the protection of heritage in times of peace. Since that time its scope has evolved and now includes the study of the impact that cultural factors and parameters have on development. **Culture is no longer defined as an ancillary dimension of development but rather as the very fabric of society and the internal strength contributing to the latter's development.**

The end of world bipolarity and the globalisation process in international relations have contributed decisively to this new way of viewing development, ultimately sparking concern over the importance of addressing and conserving cultural diversity. A growing desire could be observed within the international community to safeguard the specificities of the cultural life of countries as a value in and of itself and an indispensable prerequisite for the economic, social and political development of societies.

The document entitled *Our Creative Diversity* (1996) compiled by the UNESCO Culture and Development Commission reinforced and stimulated this trend and introduced a specific agenda. It also served as the springboard for the Intergovernmental Conference on Cultural Policies for Development held in Stockholm in 1998, 16 years after the World Conference on Cultural Policies (MONDIACULT), (Mexico, 1982).

Stockholm '98 laid down an action plan with recommendations for Member States, situating cultural policy at the centre of development policy and promoting **"the integration of cultural policies into development policies, especially with regard to their interaction with social and economic policies"**.

These documents have thus been instrumental in putting respect for cultural diversity on the international agenda as a topic of debate and have likewise stressed the capacity of individuals to decide for themselves what their cultural needs and interests are. Equally important was the conceptual advance made thanks to the *Convention for the Safeguarding of Intangible Cultural Heritage* passed by UNESCO in 2003 insofar as it provided a new way to view heritage property as something more integrating and close to the everyday human experience, not circumscribed to tangible heritage, and incorporated a cultural facet into the actual construction of the present time.

As concerns the UNDP, its contributions in this connection are found in the Human Development Report 2004 entitled *Cultural liberty in today's diverse world*. This is the first time that a document has acknowledged the impact of cultural dimensions on human development and the cultural diversity characterising societies. It recognises that democracy and equitable growth are not enough to achieve full development; multicultural policies which take stock of differences, defend diversity and foster cultural freedom are needed as well if all people are to enjoy the right to communicate in their own language, practice their own religion and take part in the building of their culture.

This path taken by international bodies in the area of culture and development culminated in the adoption by UNESCO in October 2005 of the *Convention on the Protection and Promotion of the Diversity of Cultural Expressions*. In its introduction the Convention explicitly states that cultural diversity is one of the main drivers behind the sustainable development of communities, peoples and nations, and underscores its importance for the full achievement of human rights and fundamental freedoms proclaimed in the Universal Declaration of Human Rights.

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<sup>2</sup> See Annexes for further detail regarding the Conventions and Conferences alluded to here.

The most significant part of that document for this “Culture-Development Strategy” is the incorporation of Article 14, especially devoted to development cooperation, linking the Convention with the Millennium Development Goals: “...support cooperation for sustainable development and poverty reduction, especially in relation to the specific needs of developing countries, in order to foster the emergence of a dynamic cultural sector...”.

### 2.2. Precursors of the culture-development sector in Spanish Cooperation

Turning our focus now to Spanish Cooperation, we find the first precursors of cultural action abroad in the activities undertaken by what was known as the *Instituto de Cultura Hispánica* (Hispanic Culture Institute) which, in 1977, became the Iberoamerican Centre for Cooperation<sup>3</sup> and, one year later, the Iberoamerican Cooperation Institute<sup>4</sup> (ICI), featuring the word “cooperation” side by side with culture on the official documents of the newly established Spanish democracy.

Ten years later the Spanish International Cooperation Agency was created<sup>5</sup> as part of the Deputy Directorate-General responsible for culture. In the year 2000, following approval of the International Development Cooperation Act (Spanish acronym LCID), the Deputy Directorate-General for Cultural Cooperation was combined with the Directorate-General for Cultural and Scientific Relations, thus initiating a process seeking complementarity between the activities of public institutions<sup>6</sup>.

Culture has been a part of Spanish Cooperation development initiatives ever since the implementation of programmes such as Cultural Heritage, Cultural Centre Network and the development of handicraft work and small textile and cooking enterprises with indigenous women, to name but a few. Culture has also been directly included in programmes fostering creativity, in environmental programmes and in educational strategies.

**The culture for development concept being raised today seeks to integrate a number of the existing programmes and modes of action** in an attempt to systematise and organise them, to enhance budget efficiency and to promote a greater presence of culture to promote development.

The Cultural Centres, the Heritage Programme and Workshop Schools, the Scholarship Programme, the Training Centres, Inter-university Cooperation and the wide range of courses taught in each artistic discipline and the invitation of teachers to take part in congresses and seminars, have been the major benchmarks of the first line of action envisaged in this Strategy, i.e. human resources training. To date, these activities have been carried out in piecemeal fashion but as from now will form part of coordinated actions and handled as “action programmes”.

Hence, this Strategy acknowledges its roots and is well aware that it is the product of multiple efforts to use culture in the building of tools which strengthen development actions and fortify sustainable human growth. Today we must strive towards a specialised sector-specific Strategy which contributes to the overarching objective of the MP, i.e. to increase cultural freedom and potential and, in the process, achieve the rest of the objectives, which explores consistency and complementarity with Spanish Cooperation horizontal and sectoral priorities and which produces cultural action with an impact on development.

To this end, the Strategy will focus on the development cultural cooperation as specific work areas linked with development objectives and will likewise set up a series of mechanisms and guidelines so that the other actions of Spanish Cooperation take on this cultural dimension as a transversal priority.

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<sup>3</sup> Royal Decree 2305/1977. BOE 27.VIII. 1977

<sup>4</sup> Royal Decree 2411/1979 BOE No 249

<sup>5</sup> Royal Decree 1527/1988 BOE No 307

<sup>6</sup> Royal Decree 3427/2000, BOE No 301 of 16/12/2000.

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# 3

## Frame of reference

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# 3 Frame of reference



## 3.1 Regulatory and institutional frameworks

Owing to its length and complexity, an unedited version of the regulatory and institution parts of the frame of reference for this Culture for Development Strategy are included in the Annex at the end of this document as a fundamental part of the reference material contributing to the definition and strategic positioning of this sector strategy's intervention framework serving as a handbook and source of practical information for the different cooperation actors and for other people who will use this Strategy.

The regulatory and institutional frameworks are structured as tables featuring precise information regarding the most significant documents and institutions which Spanish Cooperation as a whole, including the Central Government, must use as national and international benchmarks and information regarding development cooperation undertaken by the Autonomous Community Governments.

## 3.2. Theoretical framework: principles, approaches and concepts guiding Spanish Cooperation in the area of culture and development

As stated in the Introduction, **this Strategy is based on reflexions regarding culture and development** made by different international bodies stemming from the Universal Declaration of Human Rights and on considerations emerging from cultural actions themselves. Below are quotes from some of these which guide the conceptual approach of this Strategy:

*Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.*

**Art. 27 of the United Nations Universal Declaration of Human Rights, 1948.**

*The steps to be taken by the States Parties (...) shall include those necessary for the conservation, the development and the diffusion of science and culture (...) The States Parties to the present Covenant recognize the benefits to be derived from the encouragement and development of international contacts and co-operation in the scientific and cultural fields.*

**Art. 15 of the United Nations International Covenant on Economic, Social and Cultural Rights, 1966.**

*Cultural co-operation shall be carried on for the mutual benefit of all the nations practicing it. Exchanges to which it gives rise shall be arranged in a spirit of broad reciprocity.*

**Art. VIII of the United Nations Declaration of Principles of International Cultural Co-operation, 1966.**

*The essential aims of cultural policy are to establish objectives, create structures and secure adequate resources in order to create an environment conducive to human fulfilment.*

**Intergovernmental Conference on Cultural Policies for Development, UNESCO 1998**

*Human development is about individuals who are both the ultimate objective and main agent. (...) However, people are not independent atoms; they work together, compete, cooperate and interact in a number of different ways. Culture is what links us together and enables each person to develop. It also defines how people relate with nature and the environment.*

**Our Creative Diversity, UNESCO 1998**

*The cultural dimensions of human development require careful attention for three reasons: (...) cultural liberty is an important aspect of human freedom. (...) The critical issue is not just the significance of traditional culture - it is the far-reaching importance of cultural choices and freedoms. (...) cultural liberty is important not only in the cultural sphere, but in the successes and failures in social, political and economic spheres. (...) Adam Smith noted the close link between cultural deprivation and economic poverty.*

**UNDP 2004 Human Development Report**

*Cultural diversity creates a rich and varied world, (...) which nurtures human capacities and values, and therefore is a mainspring for sustainable development for communities, peoples and nations.*

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

In line with these reflexions, the “Culture-Development Strategy” is based on the following development principles and approaches:

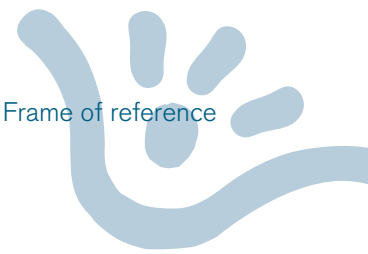
- **Sustainable human development** fosters a general balance between environmental sustainability, personal well-being and economic, social and cultural prosperity. It must therefore take stock of the **cultural dimension** considered as the “whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group. It includes not only arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs”<sup>7</sup>.
- The **main objective of cultural cooperation** for development is to contribute to collective well-being and, in that connection, it must take part in and have an impact on the fight on poverty and social exclusion.
- *The Convention on the Protection and Promotion of the Diversity of Cultural Expressions* seeks to preserve collective memory, languages, forms of expression, forgotten cultures, etc., which must be prioritised in **cultural policies and cooperation initiatives**.
- Culture, like other spheres with an impact on international cooperation, must seek **synergies with other sectors** if it is to develop in an integrated and sustainable fashion.
- Cultural policies must foster the **participation** of social agents in order to guarantee plurality and diversity in a democratic way of life. Culture engenders the participation of the population by the very nature of its activities (celebrations, carnivals, concerts, cinema, theatre, exhibits, etc.). Knowing how to harness this potential in the consolidation of citizenship contributes to development and social cohesion.
- Citizens' **access to culture** becomes a right and hence a responsibility of public institutions and civil society. It is likewise a way to prevent social exclusion, which is an important facet of poverty.
- Cultural cooperation must help to build capacities and **increase spiritual, creative and material opportunities** so that people can contribute to and participate in improving their standard of living.
- Cultural cooperation must reflect and demonstrate its achievements both in terms of impact and improvement of social aspects as well as the **economic value** obtained from the sustainable and rational use of its resources.
- Culture can provide a number of **elements fostering peaceful co-existence** and dispute prevention.

Taking these principles as a framework for action, **this Strategy delves deeper into the concepts of Culture and Development**, bearing in mind that this relationship is not free of difficulty because these two concepts have not always gone hand-in-hand and on many occasions have not been combined properly. Indeed, this binomial viewed from the perspective of international cooperation has only been implemented recently in Spain, which has presented a certain inadequacy when it comes to integrated approaches to sustainable development. With a view to standardising this perspective, the strategy **seeks to inter-relate these two terms with the general objectives of the MP**.

Culture, as a concept, has many meanings and facets which are constantly evolving, fruit of the dynamic interaction with developments taking place in our societies. Without prejudice to the many existing viewpoints and disciplinary approaches, **this theoretical framework embraces the definition proposed in Mexico in 1982** (UNESCO) and which has been a benchmark for many fora, documents and declarations: “*Culture is the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group. It includes not only arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs.*” **Two dimensions of culture can be gleaned from this definition: one is the culture to which one gains access over time while the other is the culture one simply possesses.** We must impact on both dimensions if we are to do a complete job focusing on the entire person and not just his/her expressions or acts.

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<sup>7</sup> MONDIACULT, UNESCO, 1982, quoted in the 2005-2008 Spanish Cooperation Master Plan, p. 63.



From this perspective **it is important to delve deeper into the development of human rights which impact on cultural life.** Here we must analyse cultural rights as an exercise for the entire citizenry and not only, as it is often assumed, for minority sectors of society. The greater the understanding and respect one acquires for the environment in which a person develops, the easier it is to understand how to collaborate in improving his/her standard of living.

The report entitled *Our Creative Diversity* holds that cultural diversity is World Heritage and that its conservation and maintenance is one of the objectives of the international community to stem the tide of homogenization. **Based on these considerations, one necessarily arrives at the conclusion that no standard response can be given to the culture-development binomial; responses must be contextualised.** Cultural life by its very nature calls for intervention based on the autonomy of citizens, who are responsible for responding to their own cultural needs.

**Hence, cultural policies at the service of the general interest are a fundamental point of reference for sustainable development:** policies which stress aspects affecting forms of governance, administrative organisation, community living, citizenship participation, creativity development, defence of identity and raising self-esteem; cultural policies engendering factors which improve co-existence and are inclusive of current cultural diversity and plurality.

In this context we must not lose sight of the fact that there are voices which propose exclusive and xenophobic views which do not represent diversity and which can manipulate cultural policy, turning it into a factor for exclusion and marginalisation. While these practices are mostly a thing of the past and are not widespread, we must make sure that culture is not used to justify violations of human rights and international conventions.

One of the most important factors to emerge over the last five centuries contributing to social development was the printing press, insofar as it gave broad sectors of the population access to knowledge and information, comparable only to the effects of today's information society. **Figures concerning access to cultural property in the 20<sup>th</sup> century bear witness to the importance of cultural consumerism and the latter's role in enhancing the possibility and capacity for growth.** Several studies on cultural production and industry likewise point to the important contribution culture has made to the development of economic factors. All of this builds capacity throughout society thus increasing the possibility of overcoming poverty<sup>8</sup> and social exclusion. Despite this progress, **there are still depressed areas and large sectors of the population without access to diverse and modern forms of culture for educational and recreational purposes.**

**The concept of Development has also evolved over the last several decades.** The economic dimension was given prime consideration when this notion was first employed as a social policy and bastion of international cooperation. Transfer of resources, credits, technological contributions and assistance of different types have been the most widely used tools from an economic growth perspective. However, the economic crisis of the 80s, which particularly affected developing countries, led to the search for a new concept and the re-thinking of the aims and methods of international development cooperation. Initiatives implemented at that time included fostering domestic saving, encouraging privatisation, promoting more open markets and helping less developed countries to take advantage of these types of actions.

These measures failed to produce the desired effects and the domestic and foreign debt of the countries of the southern hemisphere rose significantly, also leading to negative secondary effects in the environmental, social and cultural spheres. In the early 90s, the UNDP came up with a broader and more integrating concept of development, putting human beings at the centre of all actions: "A nation's true wealth lies with its people. The overarching objective of development is to create an atmosphere allowing human beings to enjoy a long, healthy and creative life."

Experience accumulated over the years pointed to the need to make development sustainable and all-encompassing and this was when culture took its rightful place alongside spheres such as education, health and the environment.

**This comprehensive concept underscores the potential of cultural cooperation in the economic, political and social facets of development.** Cultural industries generate employment which in some cases is focused on youth

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<sup>8</sup> **Poverty.** According to the Master Plan it is a situation characterised by a lack of personal opportunities and options to sustain a dignified standard of living. It covers areas such as health, education, social participation, employment and recognition of liberty and dignity.



or on areas where job growth is stagnant; they contribute to the swift transfer of technology and painless learning of how to use it and are also characterised by the rapid movement of capital, facilitating the latter's flow and distribution. Cultural sector employment data show stable 6% average growth per annum in Latin America according to data gathered from the Economic Commission for Latin America and the Caribbean (ECLAC)<sup>9</sup>, and show low gender discrimination indices.

**Also, the cultural rehabilitation of historic city-centres has not only generated economic benefits but also other related ones which are difficult to quantify.** For example, the fall in the delinquency rate, greater participation in democratic life and higher levels of social cohesion in defence of rights are attitudes which are gradually acquired thanks to a new awareness of social belonging sparked by the revitalisation of one's environment. Culture through heritage restoration has had a proven impact on populations where it has been applied directly. Sustained cultural action on the urban "environment" in the neighbourhoods of different cities has proven effective in lowering delinquency and crime rates and has helped to prevent social breakdown.

**These and other data encourage us to tap the potential of culture as a vital element in achieving sustainable development.** This approach must be linked up with all of the other segments forming part of the Master Plan: politics, economics, education, communication, science and technology, law and, of course, cultural structures such as those related to the subjects of heritage, identity and creation.

Bearing these considerations in mind, the Strategy first of all establishes a series of general guidelines to be considered in integrating respect for cultural diversity as one of Spanish Cooperation's horizontal priorities. Secondly, it implements seven strategic lines of action each with its own specific objectives and set of priority actions with possible initiatives and guidelines for their implementation.

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<sup>9</sup> See the 2004 Latin American Statistics Yearbook. ECLAC.



# 4

## Framework for intervention

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# 4.1 Methodological framework:

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# 4 Framework for intervention



## 4.1 Methodological framework:

### 4.1.1. Respect for Cultural Diversity as a horizontal priority

As noted in the UNDP's 2004 *Human Development Report*, if progress is to be made on the objective of reducing poverty, one must **first succeed in building inclusive and diverse societies from a cultural standpoint**. Cultural freedom and the right to diversity are a fundamental part of human development, given that to live a full life it is important to be able to select one's own identity without being shut off from alternatives. Recognition of cultural diversity is an ethical imperative, inseparable from respect for human dignity, as pointed out in UNESCO's Universal Declaration on Cultural Diversity.

Any action undertaken in the area of **development cooperation has a cultural effect on the beneficiaries**, making it vital to foster the participation of the latter in development processes while carefully considering their cultural frameworks. In this connection, the *Convention on the Protection and Promotion of the Diversity of Cultural Expressions* acknowledges the importance of traditional know-how as a source of tangible and intangible wealth, especially the knowledge systems of indigenous peoples and their positive contribution to sustainable development as well as the need to protect and promote these in a suitable manner.

As expressed in the MP, Spanish Cooperation must help individuals and groups with ethnic and cultural idiosyncrasies to be able to exercise their right to **freely express their ideas and keep their traditions**. In this context, cooperation with indigenous peoples, understood as the implementation of actions which foster their participation in development processes while acknowledging their cultural idiosyncrasies, is a key dimension of this horizontal priority.

Respect, protection and promotion of cultural diversity are essential conditions for sustainable development benefiting present and future generations. However, these principles should never be invoked in an attempt to legitimise cultural practices which violate human rights or fundamental freedoms.

Following are some general guidelines to facilitate integration of the cultural dimension into Spanish Cooperation actions:

- Conduct **a thorough analysis of the cultural reality** of the context in which intervention is to be carried out. This analysis must then be used in the identification, design and development of development cooperation actions.
- Introduce **cultural and social impact indicators** in Spanish Cooperation evaluations.
- Foster the **participation of the target population** in the identification and design of interventions and at the different stages of implementation.
- Analyse the **contribution of culture to the different development cooperation projects and programmes** as concerns intangible or symbolic dimensions (political life, social cohesion, co-existence, citizenship, identity, etc.) as well as the more tangible and material sectors (economics, employment, tourism, local development, etc.).
- Foster dialogue, acknowledgement and **mutual cooperation between cultures** through development assistance actions.
- Encourage respect for and **integration of languages** and minority cultural manifestations in those places where actions are implemented.
- **Integrate the concept of Cultural Diversity** as described in the UNESCO documents (especially in the report entitled *Our Creative Diversity*, 1996), in the 2004 UNDP Human Development Report and in the *Convention on the Protection and Promotion of the Diversity of Cultural Expressions*.
- **Do not allow** the defence of cultural identity to generate **defensive and exclusive stands** which fail to respect co-existence and respect for human rights.

The following table provides some cross-references between the Master Plan's horizontal priorities and the lines of work set out in this Strategy, showing how the approaches used in the lines of action contribute to achieving the priorities of the MP. A closer look at these relationships may reveal complementarities and develop guidelines for sectoral interaction consistent with the general objectives of Spanish Cooperation.

	Training	Policy and Culture	Economics and Culture	Education and Culture	Cultural Heritage	Communication and Culture	Cultural Rights
<b>Fight on poverty and social exclusion</b>	<ul style="list-style-type: none"> <li>- Developing a new sector as a source of wealth.</li> <li>- Training people with new professional potential.</li> <li>- Providing training to gain access to culture-related employment.</li> <li>- Obtaining greater municipal revenues through taxes.</li> <li>- Capacity building in municipal management.</li> </ul>	<ul style="list-style-type: none"> <li>- Promoting the participation of vulnerable sectors in cultural actions.</li> <li>- Fostering social cohesion.</li> <li>- Increasing citizen participation levels.</li> </ul>	<ul style="list-style-type: none"> <li>- Contributing to generate employment in the cultural sector.</li> <li>- Developing new activities are developed.</li> <li>- Helping to develop distribution networks for local cultural products.</li> <li>- Fostering cultural tourism and the use of ITC.</li> </ul>	<ul style="list-style-type: none"> <li>- Contributing to the improvement of the population's labour expectations.</li> <li>- Fostering creativity from an early age.</li> </ul>	<ul style="list-style-type: none"> <li>- Creating jobs.</li> <li>- Revaluating sites.</li> <li>- Generating economic activity.</li> <li>- Improving living standards.</li> <li>- Obtaining greater municipal revenues through taxes.</li> <li>- Capacity-building of municipal management</li> <li>- Contributing to local economic development.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering the population's access to communication networks.</li> <li>- Contributing to democratisation in the areas of culture and information.</li> </ul>	<ul style="list-style-type: none"> <li>- Improving standards of living in the case of minority groups.</li> <li>- Enhancing access to culture as a right.</li> </ul>
<b>Defence of Human Rights</b>	<ul style="list-style-type: none"> <li>- Training to foster respect for cultural minorities</li> <li>- Capacity-building in Human Rights management.</li> </ul>	<ul style="list-style-type: none"> <li>- Strengthening democratic participation.</li> <li>- Encouraging respect for copyright and intellectual property.</li> <li>- Contributing to the review of existing law.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering the right to dignified employment.</li> <li>- Guaranteeing the right to participate in economic life.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering the right to Education and Culture.</li> <li>- Contributing to instil respect for human rights.</li> </ul>	<ul style="list-style-type: none"> <li>- Contributing to the conservation of heritage property which reinforces cultural identity.</li> <li>- Facilitating access to, and use and enjoyment of Cultural Heritage paying special attention to marginalised groups.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering the right to media plurality.</li> <li>- Supporting local media.</li> </ul>	<ul style="list-style-type: none"> <li>- Respecting the cultural rights of individuals.</li> <li>- Defending the cultural identity of peoples.</li> </ul>



<b>Gender equality</b>	<ul style="list-style-type: none"> <li>- Respecting and fostering gender equality in our actions.</li> <li>- Developing training programmes that include awareness-raising aspects and are reviewed according to the gender equality approach.</li> </ul>	<ul style="list-style-type: none"> <li>- Seeking equality in political management responsibilities and processes.</li> </ul>	<ul style="list-style-type: none"> <li>- Prioritising aid for women entrepreneurs.</li> </ul>	<ul style="list-style-type: none"> <li>- Contributing to equal opportunity for boys and girls in education.</li> </ul>	<ul style="list-style-type: none"> <li>- Respecting and fostering gender equality in our actions.</li> <li>- Fostering the effective incorporation of women in traditionally male-dominated trades.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering equality in the creative voices and expressions of social life.</li> </ul>	<ul style="list-style-type: none"> <li>- Achieving equal rights for men and women.</li> </ul>
<b>Environmental Sustainability</b>	<ul style="list-style-type: none"> <li>- Recognizing and incorporating the environment where one is working.</li> <li>- Including aspects of awareness-raising as concerns environmental sustainability in training actions and programmes.</li> </ul>	<ul style="list-style-type: none"> <li>- Contributing to the creation of environmentally-friendly cultural policies.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering techniques which favour more sustainable development.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering the incorporation of environmental respect values in education.</li> <li>- Improving awareness-raising of environmental sustainability in school curricula.</li> </ul>	<ul style="list-style-type: none"> <li>- Identifying natural and intangible heritage for recovery and rehabilitation.</li> <li>- Implementing sustainable management of heritage sites.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering the incorporation of environmental respect values in communication.</li> <li>- Explicitly recognising links between cultural diversity and environmental diversity.</li> </ul>	<ul style="list-style-type: none"> <li>- Fostering the relationship between culture and the environment.</li> </ul>
<b>Respect for cultural diversity</b>	<ul style="list-style-type: none"> <li>- Encouraging professionals working in the area of culture to defend and support cultural diversity.</li> </ul>	<ul style="list-style-type: none"> <li>- Helping to introduce respect for cultural diversity in legal texts.</li> <li>- Fostering research on diversity in different areas.</li> </ul>	<ul style="list-style-type: none"> <li>- Supporting home industries and fostering local enterprise as opposed to global.</li> </ul>	<ul style="list-style-type: none"> <li>- Improving the portrayal of different cultures in school curricula.</li> </ul>	<ul style="list-style-type: none"> <li>- Diversifying actions seeking to identify heritage elements that reflect prevailing diversity.</li> </ul>	<ul style="list-style-type: none"> <li>- Supporting cultural diversity in the field of communication.</li> <li>- Fostering research and development of traditional know-how and techniques and traditional labour and social and political organisational systems.</li> </ul>	<ul style="list-style-type: none"> <li>- Respecting minority rights as a development asset.</li> </ul>

Line 1	<b>Training of human capital for cultural management, prioritising projects which focus attention on culture and development.</b>	Facilitating and fostering processes which contribute to the creation of Human Resources while encouraging autonomy in the management of the different aspects of cultural life having an impact on development.
Line 2	<b>Political dimension of culture as a factor contributing to development.</b>	Focusing on the impact that cultural policies can have on improving governance by fostering institutional cultural development, by stimulating citizen participation and by implementing better civil society participatory mechanisms thereby contributing to the creation of a citizenry which plays a more active role in its own cultural life.
Line 3	<b>Economic dimension of culture as a factor contributing to development.</b>	Enhancing Culture's contribution to the development of the economic sector through the promotion, creation and production of cultural and creative businesses, industries and institutions fostering cultural employment and stimulating the latter's ties with other productive sectors such as tourism and enhancing their versatility in the construction of productive creativity and dynamising an expanding field able to decisively contribute to social development.
Line 4	<b>Relationship and complementarity between Education and Culture.</b>	Reinforcing cultural structures and content in both formal and informal educational processes seeking better understanding and participation of students in contemporary cultural and artistic phenomena.
Line 5	<b>Sustainable management of Cultural Heritage at the service of development.</b>	Supporting and working with the many existing processes in the area of conservation, restoration, preservation and revaluation of heritage properties (tangible and intangible), taking advantage of the contribution that all of these efforts can make to sustainable development.
Line 6	<b>Relationships between Communication and Culture having an impact on development.</b>	Promoting communication processes within communities, contributing to the integration of the different sectors comprising the community and providing those who have traditionally been silenced with a voice through these new projects. Also contributing to the training of the general public, to the generation of new cultural industries and fostering the advance from cooperation to co-production.
Line 7	<b>Advocating processes leading to recognition of Cultural Rights.</b>	Further raising societal awareness of subjects relating to cultural diversity and the incorporation of human rights into the sphere of culture and encouraging studies on the different aspects of cultural legislation covering areas ranging from copyright to the conservation of heritage properties. This line of action will likewise reinforce social inclusion, which is vital in the multi-cultural project we are involved in nowadays as a result of globalisation.



### 4.1.2. Strategic lines of action

#### Line 1: Training of human capital for cultural management, prioritising projects which focus attention on culture and development

*Art, culture and related activities should be viewed not only as a social resource or an instrument of government but also as the real or potential human capital of individual people. These have an impact on people's capacity to face everyday challenges and to react to sudden changes in their physical or social environment (Council of Europe, In From the Margins<sup>10</sup>, 1997).*

#### Specific Objectives:

Facilitate and foster processes which contribute to the creation and improvement of agents and professionals working in the cultural sector while encouraging their autonomy in the management of the different aspects of cultural life having an impact on development.

Foster dissemination throughout the international community of shared cultural values and content able to generate tangible benefits and their own sustainable development.

#### Priority initiatives:

1. Support and boost actions focusing on the training and capacity-building of agents in the different areas and sectors of culture.
2. Promote the exchange of government officials and managers in the area of culture between countries with which cooperation is ongoing.
3. Stimulate and promote the development of specific training programmes in the different local, regional and national areas based on capacity-building done with cultural agents.
4. Foster cultural management training programmes at regional level with a view to contributing to integration processes.
5. Encourage the use of Information Technology and Communication (ITC) for human resources training relating to cultural management. Democratise access to knowledge by fostering networking among those involved in international cooperation in the areas of culture and science.
6. Develop teaching material, methodologies and research systems to build capacity among trainers in the field of management and cultural policy.

#### Possible actions to implement Priority Initiatives:

- Organise seminars and cultural management courses targeting local personnel and future cultural management trainers.
- Facilitate specific exchange programmes for cooperation professionals at regional and international level.
- Promote study visits and exchanges enabling professionals from different countries to visit Spain with a view to sparking true reciprocity with our cultural managers.
- Foster specialised publications targeting those in charge of cultural affairs in other countries.
- Provide consulting services to enhance training schemes and the design of curricula relating to cultural management.
- Compile manuals and teaching material to support sector-wide training initiatives.

<sup>10</sup> In from the margins, 1997. Council of Europe contribution to the World Decade for Cultural Development. Published in Spanish under this title (Ed. Península, Barcelona).



## Intervention Guidelines

- Promote gender equality in all activities and facets of training.
- Prioritise currently active trainers to encourage them to stay on thus contributing to a multiplier effect.
- Foster capacity-building among those responsible for the implementation of cultural policies at local, regional and national levels.
- Collaborate closely with the universities of the countries where work is ongoing with a view to establishing academic rigour and the possibility of degree recognition.
- Meet the needs of the rural population and of people from disadvantaged areas as well as of ethnic and cultural minorities.
- Foster the use of ITC in all training courses and programmes.
- Prioritise training programme material in line with the priorities laid down in this Strategy which are consistent with those of the MP.
- Conduct gender-based culture studies to analyse cultural identities in each context and those factors having a socio-cultural impact from the perspective of gender including the identification of existing inequalities between women and men.

## Line 2: Political dimension of culture as a factor contributing to development

*One of the most important qualities of culture and cultural policies is their impact on political development; i.e. Culture as an integrating mechanism. We must raise the awareness of governments and the private sector as to the important role played by the cultural sector in regional integration processes and global insertion. This is a far-reaching process encompassing much more than the mere economic dimension. (Néstor García Canclini)*

### Specific Objectives:

Assess the different contributions which cultural policies can make to contribute to better governance.

Foster institutional development in the cultural realm to defend general interests and to have an impact on social cohesion processes.

Stimulate participation among civil society by implementing better mechanisms.

### Priority initiatives:

1. Support the design of cultural policies at local, regional and national level putting a special accent on the potential that culture has to support development and on the importance of participation and citizen presence to contribute to social cohesion.
2. Provide advisory services for the constitution of a legislative framework specific to the cultural sector envisaging the implementation of integrating cultural policies which are respectful of the cultural options of citizens.
3. Support the development of ongoing diagnostic, information and evaluation systems focusing on cultural policies together with an analysis of the cultural sector at local, regional and national level.
4. Facilitate the improvement of mechanisms encouraging the civil society to participate in cultural life. Integrate cultural content and related possibilities in local development schemes.
5. Contribute to the strengthening of local cultural organisations and turn them into counterparts for Spanish cultural cooperation actions.



### Possible actions to implement Priority Initiatives:

- Support the institutional reinforcement of cultural bodies at local, regional and national level and relations between these and multi-lateral organisations and programmes.
- Create specific working groups to improve legislation in force in the countries where action is ongoing and look into possible harmonisation at regional level.
- Conduct research and provide advice and support for the construction of a body of legislation to help stimulate a more prevalent institutional presence of culture in the different countries.
- Provide consulting support for reform and adaptation processes targeting cultural policies.
- Conduct studies and assessments of the cultural sector.
- Foster new areas of dialogue between institutions and citizens helping to consolidate and represent civil society groups and their interlocutors (Observatories).
- Promote public spaces as multi-use cultural centres: street theatres, open-air exhibits in town squares, street dances, etc.
- Promote networks which encourage dialogue and activity sharing among citizens.
- Promote cultural manifestations from all groups, especially those encountering the greatest difficulty in disseminating their culture and participating.
- Support women's organisations as a way to get them more involved.
- Support the strengthening of local cultural organisations.

### Intervention Guidelines

- Foster the involvement and participation of all citizens, with a special focus on minorities, in decision-taking relating to cultural policy.
- Promote the active participation of women and their involvement in different representation and cultural dialogue fora.
- Reinforce new public and civil society structures.
- Foster relations between the local, regional and national levels.
- Prioritise actions in areas where social exclusion is prevalent with a special focus on children and adolescents.
- Seek an impact on citizenship-building, social participation and cohesion by supporting civil organisations.

### Line 3: Economic dimension of culture as a factor contributing to development

*The relationship between economy and culture goes beyond the simple (but vital) generation of capital in the short-term. In fact it goes well beyond. The relationship between economy and culture covers, studies and attempts to understand how changes brought about by essentially cultural phenomena have an impact on sustainable development, governance, citizenship, competitiveness, equality and the consolidation of an identity rooted in positive values (ADC 2005).*

### Specific Objectives:

Strengthen the contribution made by culture to economic growth by fostering the creation and production of cultural and creative enterprises, industries and institutions.

Stimulate the creation of cultural employment and the search for productive creativity and favour the latter's connection with other production and service sectors.

### Priority initiatives:

1. Support small and medium enterprise by fostering the circulation and marketing of cultural products in national and international markets. Foster processes by which to create home-grown cultural industries and enterprises through junior and cultural entrepreneur schemes.
2. Support independent artists and creators, especially youth and women, in projects liable to generate self-employment, paying specific attention to aspects relating to the production, processing and marketing of cultural goods and services and new technologies applicable to cultural industries.
3. Protect both individual and collective intellectual property. Guarantee copyright and related rights with a view to fostering the development of creativity and fair remuneration for creative work.
4. Support the presence of local cultural creation and production at international fairs and markets.
5. Foster and develop cultural tourism.
6. Support employment in the rehabilitation and regeneration of integrated cultural heritage.

### Possible actions to implement Priority Initiatives:

- Promote the network needed to spark business growth in the cultural sector and the activity of autonomous artists and entrepreneurs.
- Reach agreements with the corresponding authorities to facilitate the implementation of cultural tourism companies.
- Raise the awareness of economic experts as to the important role played by the cultural sector in economic development.
- Facilitate the distribution of local products by generating new distribution and dissemination channels, creating different sales and consumer outlets and capturing new consumers.
- Foster industries related to the tourist sector which could create wealth based on regional diversity: gastronomic endeavours, handicrafts, etc.
- Foster market and feasibility studies of cultural projects in coordination with the economic sector of the country.
- Raise awareness regarding aspects relating to intellectual property and copyright.

### Intervention Guidelines

- Prioritise employment problems facing young people and women when implementing the aforementioned measures.
- Analyse and foster gender equality when creating labour resources and markets, linking these with other services and resources relevant to women and their creative and entrepreneurial efforts.
- Foster the transfer of technological know-how and its ongoing use.
- Promote joint public-private sector initiatives.
- Assess culture from a gender perspective allowing for analysis, in each context, of cultural identities and socio-cultural factors having an impact on gender; existing inequalities between women and men and recognition of the potential of the different cultures to gain greater insight into and understanding of each reality, ever aware that every development intervention has cultural implications.



#### Line 4: Relationship and complementarity between Education and Culture

*Education is more than equipping students with the knowledge and technical skills they need to earn a living. It should help young people to use their free time creatively, to respect others, other cultures and beliefs; to become outstanding citizens; to think for themselves; to adopt a healthy lifestyle and, equally important, to respect themselves and their accomplishments* (Deartig, R., *The National Curriculum*, School Curriculum and Assessment Authority, London, 1994).

#### Specific Objectives:

Reinforce cultural structures and contents through basic education and literacy processes with a view to heightening students' understanding of and participation in contemporary cultural and artistic phenomena and fostering the presence of cultural content in the different formal and non-formal levels of education while also remaining mindful of respect for collective memory, cultural diversity, cultural rights and constitutional values.

#### Priority initiatives:

1. Stimulate the creativity of young people from an early age. Promote new way of learning which include creativity and facilitate insertion through school into a changing world.
2. Use education to encourage awareness of the positive value of cultural diversity and, in this connection, enhance school curricula and teacher training.
3. Close the gap between formal education and the prevailing cultural reality.
4. Bolster the implementation of artistic education programmes for youth in risk of social exclusion.
5. Facilitate access to information technologies in education, and in accessing reading materials and cultural services. Use virtual multimedia educational techniques to improve intercultural education, artistic education and training in traditional crafts and trades.
6. Foster programmes providing access to culture through reading by creating traditional and multimedia public libraries.

#### Possible actions to implement Priority Initiatives:

- Develop educational programmes which help to provide insight into current cultural reality using novel methods to transmit knowledge.
- Understand and gain access to new cultural languages, especially audiovisual, through education. Understand the new codes used to transmit knowledge, etc.
- Make learning enjoyable and more tailored to the everyday reality of students (mostly children and adolescents) offering creative and instructive leisure time<sup>o</sup> activities.
- Train teachers so that they gain the aptitudes needed to understand the sort of teaching related to cultural development called for today; involve them in the main transformation processes and also as concerns gender based cultural roles.
- Use ICTs as much as possible in educational processes.
- Support reading through the creation of traditional and multimedia public libraries.

#### Intervention Guidelines

- Foster direct action with teaching staff and trainers.
- Bear gender-based cultural roles in mind in educational processes and emphasis fostering equality.

- Advocate a leadership role for women in culture.
- Reinforce actions implemented in schools with especially difficult students.
- Prioritise action taken in marginalised areas.
- Foster and showcase multicultural education.
- Act in consonance with the Educational Strategy.
- Conduct gender-based culture studies to analyse cultural identities in each context and those factors having a socio-cultural impact from the perspective of gender including the identification of existing inequalities between women and men.

## **Línea 5: Sustainable management of Cultural Heritage at the service of development**

*Today we recognise that tradition has an active selection and invention mechanism activated by a social group when the latter reinterprets certain aspects of its past to legitimise its present thus inevitably reconstructing and assigning new meaning to the past from the perspective of the present (Martha Blanche).*

### **Specific Objectives:**

Support the many existing processes in the area of conservation, restoration, preservation and revaluation of heritage properties (tangible and intangible), analysing the contribution that all of these multisectoral efforts can make to sustainable development.

Intervene promptly and as a matter of priority in cases of conflict or natural disaster contributing, through the recuperation and conservation of heritage, to re-establishing social, economic and cultural development and regenerating the identity and historical ties of the inhabitants of the affected region.

### **Priority initiatives:**

1. Support the identification, inventory and study of heritage elements, taking advantage of the economic, social and cultural elements these have to offer societies from a comprehensive standpoint envisaging the different manifestations comprising heritage.
2. Encourage the direct participation of citizens and local communities in heritage and collective memory programmes, compiling a list of best practices for heritage policies.
3. Respect and protect traditional know-how, especially that of indigenous peoples, acknowledge the contribution made by traditional know-how to environmental protection and natural resource management and promote synergies between modern science and local knowledge.
4. Support the creation of instruments to enhance capacity-building and employment related to the rehabilitation and revaluation of heritage.
5. Intervene swiftly in the event of disasters to rebuild those areas with special social and heritage significance.
6. Help to preserve new 20th century heritage material such as celluloid, audio tapes, hard disks, video tapes, etc.

### **Possible actions to implement Priority Initiatives:**

- Recover and revalue traditional uses of rehabilitated properties and likewise foster new uses making them part of society.
- Encourage social appreciation of heritage.



- Analyse heritage law in each country with a view to unifying criteria in the face of controversial topics: illicit trafficking in works, undeclared excavations and marine salvage, etc.
- Promote new public and private uses of the locations where actions have been undertaken.
- Intervene in the recovery of heritage properties facing crisis, conflict and/or disaster situations.
- Foster the participation of youth in the recovery of heritage through awareness-raising processes and educational programmes.
- Raise awareness regarding the contribution made by traditional know-how as part of the heritage of societies where Spanish Cooperation is working.

### Intervention Guidelines

- Foster social participation in the selection of actions to be undertaken, mainly those of local authorities.
- Seek the incorporation of rehabilitated properties into the daily lives of local citizens.
- Implement measures allowing local populations to maintain the sustainability and productivity of the projects undertaken.
- Seek possible benefits of heritage recuperation actions.
- Prioritise projects in marginalised or very run-down areas.
- Encourage the recuperation of heritage as an asset contributing to citizen security and the integration of the disadvantaged into the everyday activity of cities and their surroundings.
- Conduct gender-based culture studies to analyse cultural identities in each context and those factors having a socio-cultural impact from the perspective of gender including the identification of existing inequalities between women and men.

### Relationships between Communication and Culture having an impact on development.

*The inalienable aspiration towards the expansion of culture and communication which concurrently acts as an economic driver (...) and includes the democratisation of culture and information, not only in terms of consumer's ability to choose (from among different goods) but also real citizen pluralism based necessarily on the maximum diversity of creative voices and expressions of social life (ideology) accessible to the entire society (Enrique Bustamante, *Comunicación y cultura en la era digital*).*

### Specific Objectives:

Support autonomous processes in the area of communication depending on the reality of each context.

Contribute to the involvement of the different sectors comprising the community in the different dimensions of communication dynamics and processes.

Work on the training of audiences and better distribution and access to the media. Generate new cultural industries and stimulate processes which evolve from cooperation to co-production.

### Priority initiatives:

1. Foster communication networks and the use of information technologies so that they contribute to the construction of cultural and educational benchmarks for the population.
2. Stimulate the production and dissemination of diverse content (including gender equality and other topics) in the media and local, regional and national information networks.

3. Increase measures contributing to social awareness-raising regarding the importance of the cultural component in development actions.
4. Foster and contribute to the production, dissemination and distribution of all formats and genres of cinema and audiovisual production. Promote co-production at regional level.
5. Stimulate the editing and printing of materials which foster and aid reading with respect to newspapers and special editions of publications. In this connection, stimulate different forms of local writing as well as the use of local languages.
6. Facilitate access to cultural sources regardless of their type or origin, fostering the use of available media and the creation of new ones in accordance with the context.

### Possible actions to implement Priority Initiatives:

- Promote community communication processes.
- Create cultural programme networks.
- Foster the co-production of mass-market audiovisual products for educational and cultural purposes paying special attention to young audiences.
- Encourage social participation in the media.
- Create measures to support the publication of digital and traditional newspapers, magazines and books and the promotion of series of cultural products.
- Institute prizes, idea contests and support for creative activity.

### Intervention Guidelines

- Encourage active participation in local cultural communication processes.
- Promote values and principles stressing respect for cultural diversity and plurality and for gender equality in all messages created.
- Train new communication professionals able to incorporate these action guidelines in the future.
- Show different cultural realities, beliefs and lifestyles while avoiding stereotyped messages.
- Assess culture from a gender perspective allowing for analysis, in each context, of cultural identities and socio-cultural factors having an impact in terms of gender; existing inequalities between women and men and recognition of the potential of the different cultures to gain greater insight and understanding of each reality, in full awareness that every development intervention has cultural implications.

### Línea 7: Advocating processes leading to recognition of Cultural Rights

*Cultural liberty is about allowing people the freedom to choose their identities—and to lead the lives they value—without being excluded from other choices important to them (such as those for education, health or job opportunities) 2004 Human Development Report.*

### Specific Objectives:

Reinforce actions promoting social inclusion and intercultural dialogue needed to face the new challenges of everyday co-existence.

Encourage studies targeting different aspects of cultural legislation and actions related to access to and participation in cultural life, freedom of expression, equal opportunity, heritage and copyright.



Reinforce sensitivity to cultural rights throughout society by focusing on topics relating to cultural liberty and diversity arising from the Declaration of Human Rights (Article 27) the International Covenant on Economic, Social and Cultural Rights (Article 15) and other instruments of international law.

### Priority initiatives:

1. Promote the unified participation of the international community in cultural rights issues to facilitate the normalisation and harmonisation of co-existence and opportunities for dialogue.
2. Contribute to facilitating access to cultural life and participation as the cornerstone of cultural rights in a proactive environment favouring community action and help instil in people a sense of cultural responsibility towards (cultural) communities and their members.
3. Defend international agreements and other legal instruments having an impact on cultural rights with a view to ensuring cultural liberty and preserving diversity and its expressions in the face of market liberalisation projects which pose a threat to cultural diversity.
4. Guarantee equal opportunity for individuals, groups and communities in terms of their participation in cultural life. Also guarantee freedom of expression and communication, cultural action and creative expression in a climate of respect and progress.

### Possible actions to implement Priority Initiatives:

- Compile user manuals for cultural operators on the design and implementation of programmes focusing on access to and participation in cultural life, freedom of choice and sustainability.
- Create mechanisms guaranteeing access to information, local heritage, the Internet, cultural activities and cultural cooperation.
- Conduct capacity and knowledge-building initiatives focusing on cultural rights issues; encourage the participation of vulnerable groups in cultural activities.

### Intervention Guidelines

- Incorporate respect for diversity in all sustainable development actions undertaken.
- Foster respect for cultural rights within the framework of human rights.
- Incorporate the principles of the *“Coalition for the defence of diversity”* in cultural product marketing, distribution and dissemination.
- Ensure respect for the rights of women in the area of culture and foster their access to and participation in cultural life.
- Incorporate mechanisms to preserve and promote social responsibility and ways of participating in cultural life.
- Protect and promote compliance with regulations concerning cultural liberty and the diversity of human expression.
- Involve art and culture in the relationship between cultural practices, social inclusion and sustainable development.
- Support local know-how and the participation of women in the design of actions.
- Foster equal opportunity and raise awareness of cultural manifestations.
- Conduct gender-based culture studies to analyse cultural identities in each context and those factors having a socio-cultural impact from the perspective of gender including the identification of existing inequalities between women and men.



### 4.1.3. Intersection of strategic lines of action with the horizontal priorities and sectorial strategies of the Master Plan

Following is a preliminary view of the possible relationships of this sectorial strategy with some especially important parameters contemplated in the drafting of the Master Plan for Cooperation with a view to highlighting interrelationships and potential synergies in the management of development cooperation projects.

This table is an open working tool which may be subsequently supplemented with the different interventions of Spanish Cooperation and the dynamic process of implementing this Strategy.

<b>STRATEGIC LINE 1: Training of human capital for cultural management, prioritising projects which focus attention on culture and development</b>				
	<b>Relationship with horizontal priorities</b>	<b>Relationship with other sectorial strategies</b>	<b>Observations</b>	
<b>Support and boost actions focusing on the training and capacity-building of agents in the different areas and sectors of culture.</b>	<ul style="list-style-type: none"> <li>- Fight on poverty</li> <li>- Respect for cultural diversity</li> <li>- Gender equality</li> </ul>	<ul style="list-style-type: none"> <li>- Raising of social and institutional capacities</li> <li>- Raising economic capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Creates employment in the cultural sector</li> <li>- Trains a given number of women</li> </ul>	
<b>Promote the exchange of officials and managers in the area of culture between countries with which co-operation is ongoing.</b>	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> <li>- Fight on poverty</li> </ul>	<ul style="list-style-type: none"> <li>- Raising of social and institutional capacities</li> <li>- Increasing freedom and human capacity-building</li> </ul>	<ul style="list-style-type: none"> <li>- Heightens opportunities and sectorial professionalism</li> </ul>	
<b>Foster cultural management training programmes in geopolitical regional environments with a view to facilitating integration processes.</b>	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising of social and institutional capacities</li> <li>- Raising economic capacities</li> <li>- Conflict prevention and peace building</li> </ul>	<ul style="list-style-type: none"> <li>- Contributes to reinforcing regional relations and integration processes</li> </ul>	
<b>Encourage the use of ITCs for human resources training related to cultural management and democratise access to knowledge by encouraging networking.</b>	<ul style="list-style-type: none"> <li>- Fight on poverty</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> <li>- Raising of social and institutional capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Improves access to ICTs through its democratisation</li> </ul>	



STRATEGIC LINE 2: Political dimension of culture as a factor contributing to development.			
	Relationship with horizontal priorities	Relationship with other sectoral strategies	Observations
Support the design of cultural policies putting a special accent on the potential of development fostering social cohesion.	<ul style="list-style-type: none"> <li>- Gender equality; defence of human rights</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising of social and institutional capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Contributes to social cohesion</li> <li>- Increases participation in cultural activities</li> </ul>
Provide advisory services for the constitution of a legislative framework specific to the cultural sector envisaging the implementation of integrating cultural policies in defence of the cultural options of counterparts.	<ul style="list-style-type: none"> <li>- Defence of Human Rights</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising of social and institutional capacities</li> <li>- Raising economic capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborates in improving the legal situation of creators and artists</li> </ul>
Facilitate the improvement of mechanisms encouraging the civil society to participate in cultural life.	<ul style="list-style-type: none"> <li>- Gender equality</li> <li>- Environmental sustainability</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising of social and institutional capacities</li> <li>- Raising economic capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Encourages environmentally friendly development</li> <li>- Respect for cultural identity is encouraged</li> </ul>
Help strengthen local cultural organisations making them counterparts in Spanish Cooperation actions.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> <li>- Gender equality</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> <li>- Capacity-building and empowerment of women</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborates to enhance the local cultural sector</li> <li>- Supports women's participation in local cultural organisations</li> </ul>

STRATEGIC LINE 3: Economic dimension of culture as a factor contributing to development				
	Relationship with horizontal priorities	Relationship with other sectoral strategies	Observations	
Support small and medium enterprise by fostering the circulation of cultural products in national and international markets.	<ul style="list-style-type: none"> <li>- Fight on poverty</li> <li>- Respect for cultural diversity</li> <li>- Gender equality</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> <li>- Capacity-building and empowerment of women</li> </ul>	<ul style="list-style-type: none"> <li>- Se apoya la labor de las mujeres emprendedoras</li> <li>- Supports women entrepreneurs</li> <li>- Fosters new ways of generating income</li> <li>- Stimulates the creation of business incubators</li> </ul>	
Support independent artists and creators, especially young people, in projects which can generate self-employment.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> <li>- Respect for human rights</li> <li>- Fight on poverty</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Contributes to raising artists' revenues</li> </ul>	
Support the presence of local cultural creation and production at international fairs and markets.	<ul style="list-style-type: none"> <li>- Fight on poverty</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborates in enhancing the economic growth of countries</li> </ul>	
Foster and develop cultural tourism.	<ul style="list-style-type: none"> <li>- Fight on poverty</li> <li>- Environmental sustainability</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> <li>- Capacity building to improve environmental sustainability</li> </ul>	<ul style="list-style-type: none"> <li>- Fosters environmentally friendly tourism</li> <li>- Raises awareness of cultural diversity in the countries where work is ongoing</li> </ul>	



STRATEGIC LINE 4: Relationship and complementarity between Education and Culture				
	Relationship with horizontal priorities	Relationship with other sectoral strategies	Observations	
Use education to encourage awareness of the positive value of cultural diversity and, in this connection, enhance school curricula and teacher training.	<ul style="list-style-type: none"> <li>- Defence of Human Rights</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising human capacities Education</li> <li>- Raising of social and institutional capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Improves knowledge of cultural diversity</li> <li>- Favours the integration of different cultures</li> </ul>	
Bolster the implementation of artistic education programmes for youth in risk of social exclusion.	<ul style="list-style-type: none"> <li>- Fight on poverty</li> </ul>	<ul style="list-style-type: none"> <li>- Raising human capacities Education</li> <li>- Conflict prevention and peace building</li> </ul>	<ul style="list-style-type: none"> <li>- Attention focusing especially on youth</li> <li>- Contributes to decreasing social exclusion</li> </ul>	
Foster teaching services facilitating access to information technologies in education to gain access to reading materials and cultural services.	<ul style="list-style-type: none"> <li>- Fight on poverty</li> </ul>	<ul style="list-style-type: none"> <li>- Raising human capacities Education</li> <li>- Raising economic capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Helps narrow the technological gap</li> </ul>	
Foster programmes providing access to culture through reading by opening traditional and multimedia public libraries.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising human capacities Education</li> <li>- Raising of social and institutional capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Contributes to strengthening local culture</li> </ul>	

STRATEGIC LINE 5: Support for the restoration, conservation and research of Cultural Heritage				
	Relationship with horizontal priorities	Relationship with other sectoral strategies	Observations	
Support the identification and study of heritage elements, taking advantage of the economic, social and cultural elements these can generate.	<ul style="list-style-type: none"> <li>- Fight on poverty</li> <li>- Environmental sustainability</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Conflict prevention and peace building</li> <li>- Raising of social and institutional capacities</li> <li>- Raising economic capacities</li> <li>- Increasing freedom and cultural capacity-building</li> <li>- Contributes to the social and participatory</li> </ul>	<ul style="list-style-type: none"> <li>- use of heritage</li> <li>- Involves the population in heritage conservation</li> </ul>	
Foster studies which facilitate data and inventory on the status of the heritage of a country or region.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising of social and institutional capacities</li> <li>- Increasing freedom and cultural capacity-building</li> </ul>	<ul style="list-style-type: none"> <li>- Gaining of knowledge on intangible heritage</li> <li>- Defence of cultural identity</li> <li>- Protection and conservation of cultural heritage</li> </ul> <p><b>Encourage training and feasibility studies on</b></p>	
the different uses of heritage for socio-economic and cultural purposes.	<ul style="list-style-type: none"> <li>- Fight on poverty</li> <li>- Environmental sustainability</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> <li>- Capacity building to improve environmental sustainability</li> <li>- Raising of social and institutional capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Generates new sources of income</li> <li>- Institutional capacity-building</li> </ul>	
Support the creation of capacity-building and employment instruments related to the rehabilitation and revaluation of heritage.	<ul style="list-style-type: none"> <li>- Fight on poverty</li> <li>- Environmental sustainability</li> <li>- Gender equality</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Creates employment</li> <li>- Reinforces cultural identity</li> </ul>	



STRATEGIC LINE 6: Relations between Communication and Culture having an impact on development			
	Relationship with horizontal priorities	Relationship with other sectoral strategies	Observations
Foster communication networks and information technologies so that they contribute to the construction of cultural and educational benchmarks for the population.	<ul style="list-style-type: none"> <li>- Gender equality</li> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising human capacities Education</li> </ul>	<ul style="list-style-type: none"> <li>- Contributes to cultural democratisation</li> </ul>
Stimulate the production and dissemination of diverse content in the media and local, regional and national information networks.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Increasing freedom and cultural capacity-building</li> </ul>	<ul style="list-style-type: none"> <li>- Helps reinforce cultural identity</li> </ul>
Increase measures contributing to social awareness-raising regarding the importance of the cultural component in development actions.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising human capacities Education</li> </ul>	<ul style="list-style-type: none"> <li>- Contributes to reinforcing social integration</li> </ul>

STRATEGIC LINE 7: Advocating processes leading to recognition of Cultural Rights				
	Relationship with horizontal priorities	Relationship with other sectoral strategies	Observations	
Promote the joint participation of the international community on the basis of cultural rights to facilitate the normalisation and harmonisation of co-existence and opportunities for dialogue.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> <li>- Defence of Human Rights</li> </ul>	<ul style="list-style-type: none"> <li>- Conflict prevention and peace building</li> <li>- Raising of social and institutional capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Improves social cohesion and co-existence</li> </ul>	
Contribute to enhancing access to cultural life and participation as the cornerstone of cultural rights in a pro-active environment favouring community access, participation and action.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> <li>- Fight on poverty</li> </ul>	<ul style="list-style-type: none"> <li>- Raising of social and institutional capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Fosters participation in cultural life</li> </ul>	
Guarantee equal opportunities for individuals, groups and communities in their access to cultural life, freedom of expression and communication, cultural action and creative expression in a climate of respect and progress	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> <li>- Gender equality</li> </ul>	<ul style="list-style-type: none"> <li>- Raising human capacities Education</li> <li>- Raising of social and institutional capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Contributes to democratisation in access to culture</li> </ul>	
Defend international agreements and other legal instruments having an impact on cultural rights with a view to preserving diversity and its expressions in the face of market liberalisation projects.	<ul style="list-style-type: none"> <li>- Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Raising economic capacities</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborates in the protection of diversity and cultural identity</li> </ul>	



#### 4.1.4 The actors taking part in Spanish Cooperation

In line with the criteria laid down in the MP, each sectoral strategy is designed to bolster the participation and integration of the different public and private actors so that their contributions are channelled towards achieving the general objectives of Spanish Cooperation.

The set of actors potentially collaborating in the implementation of this Culture and Development Strategy possess special characteristics due to the content and scope of their actions. We find cooperation development professionals who, because of their practical and analytical experience, focus their attention on the strategic objectives of this work. Also, a necessary space should be opened so that the different actors of the cultural sector can act, within the framework of the objectives, to increase the cultural capacity of the countries where cooperation work is ongoing.

With this approach, **this Strategy seeks to act as a channel whereby to raise awareness and promote the participation of cultural actors** who have not previously taken part in the implementation of development policies, by incorporating new sectors with specific contributions into this common objective.

If these actions are to be effective, it will also be necessary to stimulate greater collaboration among crucial actors in development cooperation. The following table shows the main bodies which can take part in this strategy. This list can be extended and changed depending on the sort of dynamics generated through its implementation.



	Possible actors in Spain	Actors (units) abroad	Actors in counterpart countries	Multi-lateral bodies
Line 1. Training of human capital for cultural management, prioritising projects which focus attention on culture and development	<ul style="list-style-type: none"> <li>- Universities</li> <li>- Specialised institutes</li> <li>- Cultural Management professionals</li> <li>- Autonomous Communities</li> <li>- City Councils</li> <li>- NGOs</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural centres</li> <li>- TCO / AECI</li> <li>- AECI training centres</li> <li>- Embassy / Cultural Attaché</li> </ul>	<ul style="list-style-type: none"> <li>- Local counterparts: administration and tertiary sector</li> <li>- NGOs</li> <li>- Beneficiary population</li> <li>- Municipal offices, Historic centres</li> <li>- Specialised universities and institutes</li> <li>- Culture Management professionals</li> </ul>	<ul style="list-style-type: none"> <li>- International organisations</li> </ul>
Line 2. Political dimension of culture as a factor contributing to development.	<ul style="list-style-type: none"> <li>- Culture Management professionals and researchers</li> <li>- Universities</li> <li>- Specialised institutes</li> <li>- Autonomous Communities</li> <li>- City Councils</li> <li>- NGOs</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural centres</li> <li>- TCO / AECI</li> <li>- AECI training centres</li> <li>- Embassy / Cultural Attaché</li> </ul>	<ul style="list-style-type: none"> <li>- Local counterparts: Public administration</li> <li>- Universities</li> <li>- Beneficiary population</li> <li>- NGOs</li> <li>- Specialised institutes</li> <li>- Culture Management professionals and researchers</li> <li>- Specialised institutes</li> </ul>	<ul style="list-style-type: none"> <li>- International organisations</li> </ul>
Line 3. Economic dimension of culture as a factor contributing to development.	<ul style="list-style-type: none"> <li>- Autonomous Communities</li> <li>- City Councils</li> <li>- Universities</li> <li>- NGOs</li> <li>- Specialised institutes</li> <li>- Cultural Management professionals</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural centres</li> <li>- TCO / AECI</li> <li>- Training centres</li> <li>- Workshop schools</li> <li>- Embassy / Cultural Attaché</li> </ul>	<ul style="list-style-type: none"> <li>- Local counterparts: Public administration</li> <li>- Universities</li> <li>- Beneficiary population</li> <li>- Municipal offices, Historic centres</li> <li>- NGOs</li> <li>- Culture Management professionals</li> <li>- Specialised institutes</li> </ul>	<ul style="list-style-type: none"> <li>- International organisations</li> </ul>
Line 4. Relation and complementarity between Education and Culture.	<ul style="list-style-type: none"> <li>- Universities</li> <li>- Specialised institutes</li> <li>- Teachers</li> <li>- Autonomous Communities</li> <li>- City Councils</li> <li>- NGOs</li> <li>- Culture Management professionals</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural centres</li> <li>- TCO / AECI</li> <li>- Training centres</li> <li>- Workshop schools</li> <li>- Embassy / Cultural Attaché</li> </ul>	<ul style="list-style-type: none"> <li>- Local counterparts: Public administration</li> <li>- Universities</li> <li>- Beneficiary population</li> <li>- NGOs</li> <li>- Culture Management professionals</li> <li>- Specialised institutes</li> </ul>	<ul style="list-style-type: none"> <li>- International organisations</li> </ul>



<p><b>Line 5. Sustainable management of Cultural Heritage at the service of development</b></p>	<ul style="list-style-type: none"> <li>- Autonomous Communities</li> <li>- City Councils</li> <li>- NGOs</li> <li>- Universities</li> <li>- Specialised institutes</li> <li>- Culture Management professionals</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural centres</li> <li>- TCO / AECI</li> <li>- Training centres</li> <li>- Workshop schools</li> <li>- Embassy / Cultural Attaché</li> </ul>	<ul style="list-style-type: none"> <li>- Local counterparts: Public administration</li> <li>- Universities</li> <li>- Beneficiary population</li> <li>- Municipal offices, Historic centres</li> <li>- NGOs</li> <li>- Culture Management professionals</li> <li>- Specialised institutes</li> </ul>	<ul style="list-style-type: none"> <li>- International organisations</li> </ul>
<p><b>Line 6. Relations between Communication and Culture having an impact on development</b></p>	<ul style="list-style-type: none"> <li>- Universities</li> <li>- Enterprise and the media</li> <li>- Communication professionals</li> <li>- Autonomous Communities</li> <li>- NGOs</li> <li>- Specialised institutes</li> <li>- Science professionals</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural centres</li> <li>- TCO / AECI</li> <li>- Embassy / Cultural Attaché</li> </ul>	<ul style="list-style-type: none"> <li>- Beneficiary population</li> <li>- Universities</li> <li>- Specialised institutes</li> <li>- Communication professionals</li> <li>- Science professionals</li> <li>- Enterprise and the media</li> <li>- NGOs</li> <li>- Local counterparts: Public administration</li> </ul>	<ul style="list-style-type: none"> <li>- International organisations</li> </ul>
<p><b>Line 7. Advocating processes leading to recognition of Cultural Rights.</b></p>	<ul style="list-style-type: none"> <li>- Universities</li> <li>- Autonomous Communities</li> <li>- City Councils</li> <li>- NGOs</li> <li>- Specialised institutes</li> <li>- Culture Management professionals</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural centres</li> <li>- TCO / AECI</li> <li>- Workshop schools</li> <li>- Training centres</li> <li>- Embassy / Cultural Attaché</li> </ul>	<ul style="list-style-type: none"> <li>- Local counterparts</li> <li>- Beneficiary population</li> <li>- Universities</li> <li>- Municipal offices, Historic centres</li> <li>- NGOs</li> <li>- Culture Management professionals</li> <li>- Specialised institutes</li> </ul>	<ul style="list-style-type: none"> <li>- International organisations</li> </ul>



## 4.2 Instrumental framework

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## 4.2. Instrumental framework

### 4.2.1. Programmes specific to the culture and development sector

Given the breadth and scope of the cultural sector and the novelty of this specific Strategy in Spanish Cooperation, it is not possible at this time to provide a detailed description of the exact instruments to be used in its implementation. The majority of the sources which confirm the impact and potential of culture on development and the fight on poverty likewise attest to the lack of proven experience in this field.

All of this points to the need to incorporate the instruments which have been successfully employed up to now in Spanish Cooperation with an **emphasis on consistency, inclusion and complementarity with the approaches laid down in the MP and this Strategy.**

**Specific AECl programmes:** each of this Strategy's seven lines of action could give rise to specific programmes in accordance with the scope of their content.

- a) Cooperation and Cultural Heritage Programme  
- (long sFince in operation)
- b) The Acerca Human Capital Training Programme in the culture-at-the-service-of development sector  
- launched in 2006
- c) Governance Programme in the cultural sector  
- launched 3Q 2007
- d) Culture and Economy Programme  
- launched in the second half of 2006
- e) Communication and Culture Programme  
- launched in 2006 and expanded in 2007
- f) Education and Culture Programme  
- launched in 2007
- g) Cultural Rights Programme- launched in 2007  
- launched in 2007

### 4.2.2. Specific actions relating to Bilateral Agreements and Joint Cooperation Committees

Actions arising from the Joint Committees

- Specific actions relating to counterpart country identification processes.
- Incorporated into specific programmes of this Strategy.

### 4.2.3. Network of Cultural Centres and Technical Cooperation Offices (TCOs)

Through their annual plans and programming, the Cultural Centres incorporate projects, actions and activities in line with MP objectives and the guidelines laid down in this Strategy. Countries and cities where Cultural Centres are established play an important role in implementing these lines of action, acting as local agents and AECl representatives.

The TCOs, units established abroad which report to the AECl, are called upon to identify and manage actions arising from this Strategy within the Framework of the programmes or the monitoring of bilateral agreements, depending on their structure and capacity.

#### 4.2.4. Contributions made to international organisations supporting Spanish Cooperation's strategic lines of action and geographical areas.

If the objectives of this Strategy are to be achieved, multilateral actions in the field of culture must be bolstered through contributions designed to enhance the effectiveness of the international agenda. Special attention should likewise be given to regions and areas where Spanish Cooperation has little influence or real presence by contributing to action programmes in these areas.

#### 4.2.5. Grants to DNGOs and other organisations through Spanish Cooperation calls for proposals

Despite the fact that DNGOs have limited experience in incorporating culture into their initiatives, this Strategy includes a specific dissemination and capacity-building stage enabling different cooperation actors to submit projects and agreements to AECI's calls for proposals in this field.

These instruments may be summarised as follows:

- **Technical Assistance.** In practical terms, Spanish Cooperation has only limited experience with the concept of Culture and Development. Perhaps that is why it is necessary to look to experience gained in other disciplines and try to use this know-how to support our new vision. Technical assistance will encompass different perspectives and work modes: publications, conferences, specialised visits, teaching, consultation, assessments, compiling of methodologies, etc. Diversity will be sought in this process in terms of both geographical origin and discipline so as to include broad sectors of society.
- **Infrastructures** in locations where these exist. Spanish Cooperation has different models for its headquarters. The Cultural Centres, Technical Cooperation Offices, Training Centres, Cervantes Institutes and diplomatic delegations sometimes have their own sites to hold meetings, seminars and cultural activities. This is a practice which has been employed for many years and which this Strategy plans to take advantage of through agreements with those directly responsible for these infrastructures.
- **Workshop schools.** These schools have traditionally been Spanish Cooperation's most constant and successful way of generating employment and achieving labour market integration. Making best use of accumulated know-how, experience and networking developed over such a long period of time thanks to the Workshop Schools is vital to the success of this Strategy.
- **Supporting national and international networks.** A number of networks have been years in the making and have accumulated a valuable body of knowledge. The work undertaken to date is of vital importance for the initiatives envisaged under this Strategy. It is therefore essential to involve these networks in this new development cooperation model.
- **Projects to take inventory of properties.** Knowing what one has and clearly defining one's point of departure is key to the success of any initiative. Hence, we should take into account the inventories already made, especially in the field of heritage, and support their updating and extension to many other activities in the world of culture and creation.
- **Assessment and standardisation of research.** This work is not starting from scratch but rather is the fruit of a long tradition of research and documentation from different sources culminating in the conclusions we are now summarising. Gathering these data and creating a documentation depository to aid in compiling and disseminating this information is another key element in the implementation of this Strategy.
- **Exchange of professionals.** Gaining insight into other realities and taking part in them for a period of time and operating under models and structures which are different from those customarily used will contribute to enriching work processes. Exchanges help to forge lasting and stable relationships through professional ties, fostering mutual contribution and learning.
- **Specialised programmes.** These effectively contribute to the implementation, monitoring and assessment of this Strategy. A good example is the Heritage and ACERCA Programmes which have generated a series of very useful tools and aids. The creation of other programmes targeting specific areas could be of great benefit and operability in the implementation of this document.



- **Financial assistance.** Different types of financial assistance can be made available to this Strategy. Grants and loans can contribute to building a solid economic structure to help consolidate work undertaken. Awarding of financial assistance will consider those actions which are consistent with the guidelines and lines of work outlined in this document.
- **Scholarships.** Scholarships have a long tradition of success in Spanish Cooperation. The current MAEC-AECI scholarship programme includes a chapter focusing on cultural management scholarships at cultural centres and Spanish embassies abroad.
- **Publications and dissemination.** The Agency has a publishing line targeting “Culture and Development” which will incorporate works discussing in greater depth the lines of work proposed here and will theoretically and conceptually supplement this Strategy.
- **Best Practices Bank.** A database will also be compiled of the most successful projects undertaken to date in the field of cultural cooperation. This instrument will identify cultural cooperation actions and assess their results and impact and will likewise serve as a diagnostic tool.
- **Projects.** Projects will be developed by the different actors based on the identification and formulation of actions in accordance with needs and options detected.



## 4.3 Geographical framework



### 4.3 Geographical framework:

As evidenced by the details of this Strategy, immediate benefits and results cannot be expected from cultural development cooperation. This sort of development strategy is designed to bear fruit in terms of sustainability and solid results over the medium and long-term. Considering that the criteria used in geographical allocation laid down in the MP and developed in Country Strategy Papers (CSP) or Special Attention Plans (SAP), special consideration is given to “commitments made by the target countries to the design and execution of policies designed to achieve participatory, fair and inclusive development which is environmentally and culturally sustainable” to take maximum advantage of efforts made.

To this end, attention will be paid to geographical distribution while bearing **socio-cultural poverty indicators** in mind, adding to those already gathered through the CSP and SAP, and responding mainly to three factors:

- First of all, consideration must be given to Spain’s comparative advantage in its cultural relations throughout the world. In this connection the MP sets out especially close ties with Latin America and North Africa.
- Those places where Cultural Cooperation is compatible with other development actions undertaken will likewise be identified with a view to consolidating sustainability and helping to insert new cultural modes of action arising from actions taken while remaining respectful of the cultures of beneficiary countries.
- And lastly, aware that culture is universally cross-cutting work involving different administrations and other agents will be undertaken and will especially focus on cultural particularities and their fledgling institutional basis.

Based on political dialogue and the concept of associationism, the aim is to build a stable and flexible framework for cooperation which, over the long-term, allows actors and beneficiaries to eventually assume ownership of development processes.

For the reasons outlined in the foregoing and due to clear budgetary factors, the Culture and Development Strategy will primarily focus on three major geographical areas: Latin America, the Maghreb and the Middle East, and Sub-Saharan Africa. Priority will then be given to a series of countries within these three major blocks.

As concerns **Latin America** and in accordance with the Master Plan, we have a commitment to undertake cooperation based on the main public policies and strategies aimed at reducing poverty throughout Latin America carried out at three interrelated levels: bilateral, i.e. based on direct dialogue with each country; sub-regional, i.e. fostering cross-border integration and cooperation; and regional, i.e. basically through the Iberoamerican Cooperation System. In this connection, the programmes arising from Latin American Summits will be closely monitored.

In Latin America, the issue of mixed races, the rural-urban binomial and the influence of modern life and resulting cultural interruptions are key issues in the development of a cultural action capable of contributing to the resolution of these problems and the forging of modern societies. There is also a long history of Spanish cultural cooperation in Latin American countries featuring many experiences which it would be worthwhile to continue forward with.

The **Arab and Mediterranean world** is another cooperation priority area. The MP breaks this cooperation down into three sectors: The two major sub-regions of the Maghreb and the Middle East, and a third pillar which is the Mediterranean region.

The Maghreb is of great importance in Spanish foreign policy. Its priority status stems from its proximity and the enormous repercussions that the migratory phenomenon has had over the last several years. Cultural cooperation can contribute in these countries to social cohesion, increasing citizen participation and ultimately social peace and conflict resolution.

The Mediterranean world takes on a new dimension in the MP with the support received from the Barcelona Process, whose objectives include the strengthening of cultural ties and reevaluation of historical heritage. In this region, Spanish Cooperation can make the most of the comparative advantage of its position in the Mediterranean.

And lastly, special attention will be given to **Sub-Saharan Africa** which includes most of the “Least Developed Countries” (LDC), whose distinctive characteristics reside not only in the extreme poverty of their inhabitants but also in the weakness of their economic, institutional and human resources often combined with geophysi-



cal characteristics hindering development. Considering the multi-ethnic background of many of the African countries where actions are planned, it would make sense to reinforce and foster the unifying function of culture. Also, cultural cooperation activities that are undertaken should be used to reinforce the identity of predominantly young African nations which are sometimes undergoing internal strife.

One of the five major lines of action forming part of the Africa Plan is the strengthening of cultural cooperation and the quest for mutual awareness and appreciation.

It is important to advance further in actions promoting the production, marketing and distribution of local cultural production with a view to helping introduce local products in the international market circuit. Many Sub-Saharan African countries have their own festivals and long-standing cultural traditions. In this connection, it would be advisable for Spanish Cooperation to support these initiatives with a view to giving them greater projection and continuity. These types of actions will prove helpful in deepening relations and improving the synergies of Spanish Cooperation with actors of the local cultural sector for future interventions.

Hence, a series of countries is prioritised in each of these geographical areas based on a combination of criteria. The first is being designated in the MP as a Spanish Cooperation priority country. Those for which a Special Attention Plan has been developed for the purpose of preventing conflict, remedying democratic weaknesses or helping to deal with a financial or social crisis which could have a negative effect on poverty levels are likewise prioritised. Another factor is being able to count on active and involved counterparts and representatives of the AECI structure abroad through the Technical Cooperation Offices and Cultural Centres or diplomatic representatives of Spain abroad. Therefore, implementation of actions in countries where there is existing Spanish Cooperation infrastructure which can serve as a springboard is considered positively.

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# 5

## Practical implementation of the Strategy and transfer to actors in the field

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# 5 Practical implementation of the Strategy and transfer to actors in the field



## 5.1. Design of the dissemination and awareness-raising phase

As has been explained, Spanish Cooperation does not have a tradition of cultural action targeting development. It therefore requires technical support in the form of publications drafted by experts providing thorough development of the work lines proposed.

An effort also needs to be made to identify and evaluate actions already undertaken to accompany this Strategy. To this end, a Best Practices Bank is under construction for the purpose of identifying cultural cooperation actions and assessing their results and impact. This study will take a more in-depth look at the actions and lines of work proposed in this document, identify the successful ones already undertaken and assess the possibility of replicating them.

This Culture and Development Strategy must, in turn, be accompanied by a dissemination process among actors in the field who, in the final analysis, are the ones entrusted with implementing it. In this connection, presentation conferences and training on Strategy content will need to be organised at the AECI's structures abroad targeting personnel at the Technical Cooperation Offices and Cultural Centres, and even personnel responsible for cultural affairs at the diplomatic missions.

This Strategy needs to be worked on with the Autonomous Communities and municipalities, and hence previously distributed to them. It is a strategy which strives to integrate and therefore seeks synergies with all of the components of Spain's rich plurality.

This dissemination process must necessarily include the DNGOs and representatives of civil society both in Spain and local ones in the countries where projects are set up. The mainstay of this Strategy is its implementation through specific projects and actions. To make this possible, the people in charge of proposing actions and implementing them must be familiar with and adhere to this document. In this connection, we will study the need to compile explanatory manuals for those responsible for development cooperation.

## 5.2. Implementation process and transfer to actors in the field

**The Culture and Development Strategy was designed with the vocation of serving as a working tool at the disposal of the different actors of Spanish Cooperation.** Within AECI's internal structure, this strategy will serve as a benchmark in establishing the parameters of the calls for proposals and priorities in granting grants or aid. In this way, the geographical and sectoral guidelines arising from the Master Plan will be effectively implemented.

In addition to the traditional actors of development cooperation, the content of the Strategy encourages greater participation of cultural agents both in Spain and counterpart countries, many of which have not been involved to date in achieving these objectives. For all of these reasons, this Strategy is an invitation to creators, artists, public and private cultural organisations, cultural groups, etc. to consider their participation in this common project against poverty and social exclusion. In a different sense, it also calls for the participation of cultural administrations at local and regional levels.

In line with best practices and the lessons learned through the implementation of the Strategy, a general operational scheme will be developed to define guidelines for annual Culture and Development programming in countries where Spanish Cooperation is acting and the responsibilities of the different actors in its implementation.



# 6

## Follow-up and evaluation process

# 6 Follow-up and evaluation process



Follow-up and evaluation of development cooperation policy is an essential analysis tool furnishing information on the performance and results of Spanish Cooperation intervention. Moreover, evaluation is a learning instrument to learn lessons from the experience and provide input for better planning of future interventions.

This is equally important in the area of culture and development intervention where follow-up and evaluation must form part of an integrated reflexion and communication system supporting the implementation of the sectoral strategy.

Bearing in mind the specificity of the cultural sector and the limited prior experience or specialised studies, a preliminary phase will include reflexion and analysis work for the purpose of identifying and defining cultural impact indicators able to quantitatively and especially qualitatively measure the results of cultural cooperation actions implemented within the framework of this Strategy. This will enable the development of evaluation processes adapted to the reality of the cultural sector but which are also integrated into Spanish Cooperation evaluation methodology.

The follow-up and evaluation system of this Strategy will be mainly based on 3 criteria concerning the elements which justify the strategy, its design and organisation.

**Appropriateness:** Involves review of the diagnosis on which the Strategy design was based, quality assessment, definition of objectives, strategic lines and priority actions and analysis of the relationship between these elements and the problems detected.

**Internal consistency:** Defined as the appropriate internal organisation of the Strategy, relating problems to their causes and the relationship between the hierarchy of objectives, strategic lines and proposed actions.

**External consistency:** The combination of the sectoral strategy with other policies and programmes with which synergies and complementarity are possible, especially in three different areas of planning: Spanish cooperation policy strategic planning level, i.e. Master Plan and Geographical Strategies; initiatives promoted by international organisations; and national policies applied in each of the recipient countries. Also, their integration in Spanish Cooperation initiatives.

At least two types of indicators will be defined to measure these criteria: baseline indicators and application indicators. The following are possible baseline indicators:

**Diagnosis and context indicators:** these compile information from elements within the context where the Strategy is implemented which can have an impact on its development and are among the main variables characterising the sector and which can serve as the basis for subsequent assessment of the effects of the strategy. To do this, they should be grouped according to the established objectives.

To harmonise follow-up of the different instruments of Spanish Cooperation and given that in the Geographical Strategic Documents indicators of this type have already been compiled, the latter may be used within the framework of this sectoral strategy provided they are reviewed and updated. This will facilitate Strategy follow-up in the field and its aggregation and comparison on a world scale.

**Application indicators.** In view of the strategic nature of this document, the objective of these indicators is to compile information on the process of integrating the Culture and Development Strategy into the rest of Spanish Cooperation's programme documents (strategic and operational), on the ownership by the recipient country of the proposal, on its coordination with sectoral strategies of other agencies and donor organisations and on the effects it may have had.

**Follow-up** on the application of these sectoral strategy documents (SSD) will take place every time the different instruments of the Spanish Cooperation system are monitored and evaluated.

**Evaluation** of the sectoral strategy will be undertaken at geographical level by analysing its application within the framework of the countries and regions where Spanish Cooperation is acting, by cross-referencing with the geographical strategies (CSP or SAP) and measuring managers' degree of involvement in adopting the defined guidelines.

This evaluation should allow a judgement to be made concerning the degree of integration of the priorities laid down in the Strategy into cultural cooperation actions in the different countries, their degree of flexibility and capacity for adaptation to the prevailing reality, focusing effort on *assessment of the contribution made in adapting the objectives laid down in the Culture and Development Strategy to the level of each country*. In this connection, analysis will especially focus on Strategy results.

Once the duration of the Strategy has concluded, a sector-wide evaluation must be conducted with a dual objective in mind: to determine a benchmark against which to measure the suitability of the Strategy and to have a global assessment in terms of accomplishments and achievements.



# Annexes

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## ■ Regulatory framework

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## I. Regulatory framework

### I.1. International regulatory framework

ORGANISATION	DOCUMENT	CONTENTS	RELEVANCE TO THE STRATEGY	LINK
<b>UNESCO</b>	<i>Conference on Cultural Policies, Mondiacult, Mexico 1982</i>	Highly significant document adopting an agreed definition of culture.	The concept of culture adopted in this document is taken as the starting point.	<a href="http://portal.unesco.org/culture/es/ev.php-URL_ID=12762&amp;URL_DO=DO_TOPIC&amp;URL_SECTION=201.html">http://portal.unesco.org/culture/es/ev.php-URL_ID=12762&amp;URL_DO=DO_TOPIC&amp;URL_SECTION=201.html</a>
<b>UNHCR</b>	<i>International Covenant on Economic, Social and Cultural Rights 1966</i>	International agreement on the economic, social and cultural rights of human beings.	Article 15 refers to cultural rights and, more specifically, the right to take part in cultural life.	<a href="http://www.unhcr.ch/spanish/html/menu3/b/a_cescr_sp.htm">http://www.unhcr.ch/spanish/html/menu3/b/a_cescr_sp.htm</a>
<b>UNESCO</b>	<i>Our Creative Diversity, 1996. Javier Pérez de Cuéllar.</i>	This document marked the close of the World Decade for Cultural Development and put respect for cultural diversity on the international debate agenda and underscored the importance of people deciding their cultural interests for themselves.	The CULTURE AND DEVELOPMENT Commission chaired by Pérez de Cuéllar created a document featuring chapters of importance for us, such as Pluralism, Global Ethics, Creativity and Productivity, which have provided inspiration for this Strategy.	<a href="http://www.unesco.org/culture/development/html_sp/index_sp.shtml">http://www.unesco.org/culture/development/html_sp/index_sp.shtml</a>
<b>UNESCO</b>	<i>Action Plan on cultural policies at the service of development, Stockholm Conference 1998.</i>	Document approved at this inter-governmental conference containing a set of observations and objectives for countries regarding cultural policy matters.	Objective 1 states the need to design and define cultural policies as one of the main components of development policy.	<a href="http://unesdoc.unesco.org/images/0011/0011163/116393So.pdf">http://unesdoc.unesco.org/images/0011/0011163/116393So.pdf</a>

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ORGANISATION	DOCUMENT	CONTENTS	RELEVANCE TO THE STRATEGY	LINK
<b>UNESCO</b>	<i>Convention to safeguard intangible cultural heritage, 2003.</i>	Among the objectives of this Convention is that of promoting the respect for and safeguarding the intangible cultural heritage of peoples and of raising awareness at local, national and international levels as to its importance.	It defines intangible cultural heritage and the specific areas where it is expressed.	<a href="http://unesdoc.unesco.org/images/0013/001325/132540s.pdf">http://unesdoc.unesco.org/images/0013/001325/132540s.pdf</a>
<b>UNDP</b>	<i>2004 Human Development Report, Cultural Liberty in today's diverse world.</i>	Document by which cultural liberty is shown to be a basic ingredient of human development.	The first document to discuss the social indicators of cultural liberty and stimulating cultural capacity.	<a href="http://hdr.undp.org/reports/global/2004/espanol/pdf/hdr04_sp_complete.pdf">http://hdr.undp.org/reports/global/2004/espanol/pdf/hdr04_sp_complete.pdf</a>
<b>UNESCO</b>	<i>Convention on the Protection and Promotion of the Diversity of Cultural and Artistic Expressions, 2005</i>	This recently adopted document seeks to provide a legal basis for governmental measures promoting cultural diversity through rules adapted to the cultural sector.	Considered an important element for the conservation of identity and the defence of development measures.	<a href="http://unesdoc.unesco.org/images/0014/001416/141610e.pdf">http://unesdoc.unesco.org/images/0014/001416/141610e.pdf</a>
<b>United Nations World Commission on Environment and Development.</b>	<i>Our Common Future (Brundtland Report), 1987</i>	The first document to refer to the concept of sustainable development.	The new concept of development should be based on the three pillars forming the sustainability triangle: environmental, economic and social issues (the latter encompassing cultural aspects).	<a href="http://www.brundtland.net.com/brundtlandreport.htm">http://www.brundtland.net.com/brundtlandreport.htm</a>

## I.2. Regional regulatory framework

ORGANISATION	DOCUMENT	CONTENTS	RELEVANCE TO THE STRATEGY	LINK
Organisation of Ibero-American States for Education, Science and Culture (OIS)	<i>Cultural Charter for Iberoamerica, 2005</i>	Presented at the October 2005 Salamanca Summit.	Joint regional working instrument to foster cooperation and an Iberoamerican cultural area.	<a href="http://www.oieies/xvcumbrecom.htm">http://www.oieies/xvcumbrecom.htm</a>
Economic Commission for Latin America (ECLAC)	<i>Development with Equity, 1994</i>	Document produced by the Economic Commission for LA on factors impacting the development of societies, highlighting the importance of cultural factors.	Strategically important in that it marks one of the first times that an economic organisation refers to cultural factors in regional development policies.	
Inter-American Development Bank (IADB)	<i>Development and Culture Forum, Paris 1999.</i>	Seeking the mission of culture among the factors of economic development of peoples.	The IADB called a meeting in Paris which produced many of the ideas which today form part of the Spanish Cooperation Master Plan.	
Development Assistance Committee of the OECD	<i>Paris Declaration, 2005</i>	The aim of this document is to harmonise policies and procedures among donor states.	Establishes clear objectives to be followed in international development cooperation	<a href="http://www.oecd.org/dataoecd/61/20/34605377.pdf">http://www.oecd.org/dataoecd/61/20/34605377.pdf</a>



### I.3. National regulatory framework

#### a) State regulatory framework

ORGANISATION	DOCUMENT	CONTENTS	RELEVANCE TO THE STRATEGY	LINK
	<i>International Development Co-operation Act, Law 23/1998.</i>	National legal framework for Spanish Cooperation.		<a href="http://www.aecies.es/4-Legislacion/ley_cooperacion/1exposicion.htm">http://www.aecies.es/4-Legislacion/ley_cooperacion/1exposicion.htm</a>
<b>Secretary of State for International Cooperation (SECI)</b>	<i>Spanish Cooperation Master Plan 2005-2008</i>	Plan guiding Spanish Cooperation featuring a series of horizontal priorities and sectoral strategies on which the action of Spanish Cooperation is based.	This document implements part of strategic line No. 5, i.e. "Greater liberty and cultural capacity" and provides a series of mechanisms to establish horizontal priorities in the other Spanish Cooperation strategies.	<a href="http://www.aecies.es/14-Documentacion/Publicaciones/docs/secipi/docs_coop/plan_director.pdf">http://www.aecies.es/14-Documentacion/Publicaciones/docs_secipi/docs_coop/plan_director.pdf</a>

**b) Regional (Autonomous Community) regulatory framework**

AUTONOMOUS COMMUNITY	TYPE OF DOCUMENT	CONTENTS
<b>Extremadura</b>	<p><i>Cooperation Act 1/2003 of 27 February.</i></p> <p><i>Master Plan 2004-2007.</i></p>	<p>Article 3(4) outlines the Act's target areas: Cultural heritage protection with special focus on the defence of those aspects which define cultural identity linked to internal development, provided full respect is given to the higher rights and freedoms listed</p> <p>4. PREFERENTIAL AREAS OF ACTION 4.3. Sectoral priorities. f) Protection of the environment and historical and artistic heritage</p>
<b>Navarre</b>	<p><i>Development Cooperation Act 5/2001 of 9 March.</i></p>	<p>Article 13. Areas of action.</p> <p>a) "... human, integral, participatory and sustainable development in all dimensions, i.e. socio-cultural, institutional..."</p>
<b>La Rioja</b>	<p><i>Development Cooperation Act 4/2002 of 1 July.</i></p>	<p>Art. 2. Governing Principles of Development Cooperation.</p> <p>f. [...] Promote access to healthcare, educational and cultural services.</p> <p>Art. 3. Objectives.</p> <p>a. [...] promote access to healthcare, educational and cultural services and general welfare.</p> <p>g. Foster cultural exchange and mutual enrichment between peoples and countries.</p> <p>Art. 7. Sectoral priorities.</p> <p>f. Fostering of culture [...]</p>



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AUTONOMOUS COMMUNITY	TYPE OF DOCUMENT	CONTENTS .
<b>Catalonia</b>	<p>Cooperation Act 26/2001 of 31 December</p> <p><i>A Master Plan for Cooperation has recently been passed in this Autonomous Community, which is why we do not yet have detailed information but this will serve as a benchmark.</i></p>	<p>Article 4. Aims</p> <p>2. Activity undertaken by the Generalitat (regional government) in target countries.</p> <p>e) Defence and promotion of the cultural identities of all peoples including universal linguistic heritage and respect for cultural plurality.</p> <p>h) Contribute to eradicate social tensions and conflicts and their causes and promote the culture of peace and inter-cultural and inter-religious dialogue.</p> <p>Article 5. Priorities</p> <p>3. c) Defence and promotion of identity and cultural pluralism as part of universal heritage.</p>
<b>Aragon</b>	<p><i>Development Cooperation Act 10/2000 of 27 December.</i></p> <p><i>I Aragon Master Plan for Development Cooperation 2004-2005.</i></p>	<p>Article 7. Priorities.</p> <p>2. [...] preference will be given to countries with the lowest human development indices and, among these, to those with which historic and cultural relations are ongoing.</p> <p>3. d) Respect and promotion of the cultural identity of peoples.</p> <p>6. Sectoral priorities:</p> <p>d) Respect and promotion of the cultural identity of peoples.</p>
<b>Andalusia</b>	<p><i>International Development Cooperation Act, Law 14/2003 of 22 December.</i></p>	<p>Article 4. Priorities.</p> <p>3. Sectoral priorities shall be: g) Promotion of culture, historic heritage and values, especially concerning those aspects directly related with the identity of peoples and favouring their internal development.</p>

	<p><i>International Development Cooperation Act, Law 14/2003 of 22 December.</i></p>	<p>Article 2. Principles governing International Development Cooperation policy</p> <p>b) Respect for and defence of human rights and fundamental freedoms, especially the right to equality of all human beings regardless of sex, race, culture or religion.</p> <p>d) Foster dialogue, peace and co-existence and respect for the social and economic development models of other peoples and for their cultural idiosyncrasies.</p>
<p><b>Madrid</b></p>	<p><i>Cooperation Act 13/1999 of 29 April.</i></p>	<p>Article 3. Priority action areas</p> <p>4. Priority areas of action in cooperation development target countries: (...).g) Culture, with particular focus on those aspects which define cultural identity and related to internal development.</p>
<p><b>Asturias</b></p>	<p><i>Four-year Plan of Asturias Development Cooperation 2004-2007 (Provisional draft)</i></p>	<p>2. Guiding Principles</p> <p>From a sectoral perspective:</p> <p>"... such as health, education, culture, social participation, infrastructure, the environment and vulnerable sectors such as women and children."</p> <p>4. Priorities</p> <ul style="list-style-type: none"> <li>• Projects focusing on defending the rights of ethnic and cultural minorities and combating their marginalisation while also respecting their identity.</li> </ul>
<p><b>Galicia</b></p>	<p><i>Development Cooperation Act, Law 3/2003 of 19 June.</i></p> <p>Article 3. Principles.</p>	<p>The need to promote global, interdependent, sustainable and participatory human development while respecting gender equality and preventing all forms of discrimination by reason of culture, race or religion.</p> <p>... Acknowledgement of the right of peoples to decide on their political structures and the defence and promotion of their culture, language and identity and the values relating to their multi-cultural co-existence.</p> <p>Article 8. Sectoral priorities</p> <p>Strengthening of democratic structures and the participation of peoples and their representative organisations; fostering of respect and protection of all human rights.</p> <p>Respect and promotion of the cultural identity of peoples.</p>



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AUTONOMOUS COMMUNITY	TYPE OF DOCUMENT	CONTENTS .
<b>Basque Country</b>	<i>Development Cooperation Master Plan 2005-2008 (Draft version)</i>	<p>4.5.- Sectoral Area: Cultural Identity</p> <p>The first dimension gives rise to the broadest and most essential definition of culture as the set of values, knowledge, experiences, beliefs, lifestyles, attitudes and aspirations shared by a specific human community at a particular time in their history.</p> <p>The second dimension features a more specific definition which views culture as the field of artistic, intellectual and moral manifestations –academia, literature and fine arts – which give rise to cultural assets, cultural institutions, cultural industries, etc.</p>





## II ■ Institutional framework

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## II. Institutional framework

### II.1. International Institutional Framework

INSTITUTION	RESPONSIBILITIES	SCOPE	RELEVANCE	LINK
<b>UNESCO</b>	UN specialised agency for Education, Science and Culture, spearheading regulatory production in the cultural sector.	Universal	Undoubtedly the most important and innovative body with the greatest leadership capacity in the area of culture and development.	<a href="http://www.unesco.org">www.unesco.org</a>
<b>UNDP</b>	UN special Agency for Development	Universal	Organisation specialised in development of societies which introduced the cultural dimension of development in its 2004 report as a specific line of work.	<a href="http://www.undp.org/spanish/">www.undp.org/spanish/</a>
<b>World Bank (WB)</b>	The WB is a UN body with 148 members. Its aim is to reduce poverty through the granting of low-interest loans, interest-free bank loans and economic support for developing nations.	Universal	While it does not specifically include cultural cooperation, many of its programmes address the cultural dimension.	<a href="http://www.bancomundial.org">www.bancomundial.org</a>



II.2. Regional Institutional Framework.

INSTITUTION	RESPONSIBILITIES	SCOPE	RELEVANCE	LINK
<b>European Union (EU)</b>	Supra-national European organisation whose aim is to contribute to economic and political integration and enhance cooperation among its Member States.	European Union countries	This organisation has policies and programmes which support the cultural sector. It is an important source of funding for cultural cooperation actions.	<a href="http://europa.eu.int/index_es.htm">http://europa.eu.int/index_es.htm</a>
<b>Council of Europe</b>	Supra-national European organisation created in 1949 for the purpose of achieving a greater degree of cooperation among Member States.	European countries	It has a cultural commission whose purpose is to implement local and regional socio-cultural initiatives in support of inter-culturality, audiovisuals and cinema and to foster creation on the part of young artists.	
<b>Andrés Bello Convention</b>	Convention for educational, scientific, technological and cultural integration concluded in January 1970 between Bolivia, Colombia, Chile, Ecuador, Peru and Venezuela; subsequent accession by Spain, Panama and Cuba.	Andean countries	Regional organisation which began to take interest in the economic value of culture in the mid-90s, conducting the first comprehensive research giving rise to a collection of studies on this subject.	<a href="http://www.cab.int.co/">http://www.cab.int.co/</a>
<b>Organisation of Ibero-American States for Education, Science and Culture (OIS).</b>	International governmental organisation for cooperation among Iberoamerican countries in the field of education, science, technology and culture in the context of comprehensive social and democratic development in Latin America.	Latin American countries	Of vital importance to the commencement of cultural development capacity-building processes.	<a href="http://www.oie.es">www.oie.es</a>

<b>Inter-American Development Bank (IADB).</b>	Multi-lateral institution to finance development whose mission is to reduce poverty and contribute to economic and social development.	Latin America	Since Dr. Enrique Iglesias became Director, culture was given a prominent place in development cooperation schemes.	<a href="http://www.iadb.org/index.cfm?language=spanish">http://www.iadb.org/index.cfm?language=spanish</a>
<b>Economic Commission for Latin America (ECLAC)</b>	Regional UN Commission whose aim is to contribute to the economic development of Latin America.	Latin America	Relevant due to its specialised studies on the contributions made by cultural industries to the economy.	<a href="http://www.eclac.cl/">http://www.eclac.cl/</a>
<b>United Nations Economic Commission for Africa (UNECA)</b>	Regional UN Commission whose mission is to support the economic and social development of its 53 members, foster regional integration and promote international cooperation for development throughout Africa.	Africa	Focuses on taking advantage of local traditional know-how as an asset for sustained growth.	<a href="http://www.uneca.org">www.uneca.org</a>
<b>African Union (AU)</b>	Organisation created in 1999, as a result of the transformation of the Organisation for African Unity, for the purpose of accelerating continent-wide integration. This organisation was designed to play its role in the global economy while also addressing the economic and political problems arising from globalisation.	Africa	Today this is one of the institutions stressing the importance of modernising cultural policies throughout Africa with a view to fostering social cohesion, participation and generating esteem and respect for local assets and culture.	<a href="http://www.africa-union.org/">http://www.africa-union.org/</a>

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INSTITUTION	RESPONSIBILITIES	SCOPE	RELEVANCE	LINK
<b>European Institute of the Mediterranean (IEMED)</b>	Establishes dialogue between the European Union and the rest of the Mediterranean countries fostering know-how through research and study, promoting participation in co-operation and development projects and acting as an observer of reality in the Mediterranean.	Mediterranean countries	One of the most important bodies assessing cultural construction forming part of conflict prevention and settlement.	<a href="http://www.iemed.org">www.iemed.org</a>
<b>Science and Technology for Development (CYTED)</b>	Cross-cutting international science and technology programme focusing on Latin America. Fosters integration of the science and technology community throughout Latin America by promoting the transfer of know-how and technology and the mobility of scientists and experts.	Latin American countries	Created under the aegis of the Latin American summits, this institution has been instrumental in gaining credibility and respect by participating in actions having to do with sustainable development.	<a href="http://www.cytcd.org">www.cytcd.org</a>

### II.3. National institutional framework

INSTITUTION	RESPONSIBILITIES	RELEVANCE	LINK
<b>Secretary of State for International Cooperation (SECI)</b>	Body responsible for international cooperation under the auspices of the Ministry of Foreign Affairs and Cooperation (MAEC).	The Secretary of State for International Cooperation is also President of the AECI.	<a href="http://www.maec.es">www.maec.es</a>
<b>Spanish International Cooperation Agency (AECI)</b>	Autonomous institution attached to the MAEC responsible for implementing Spanish international development cooperation policy.	Framework for the Directorate General for Cultural and Scientific Relations	<a href="http://www.aecies.es">www.aecies.es</a>
<b>Ministry of Culture</b>	Body entrusted with safeguarding national cultural policy.	Liaises with the Directorate-General for Cooperation and Cultural Communication.	<a href="http://www.mcu.es/">www.mcu.es/</a>
<b>Cervantes Institute</b>	Institution created in 1991 to promote and teach Spanish language and disseminate Spanish and Spanish-American culture. Centres located in Europe, Asia, America and Africa.	Language as a cultural asset contributing to identity, cohesion and inclusion has always been the guiding principle of this institution.	<a href="http://www.cervantes.es">www.cervantes.es</a>
<b>Ministry of Education and Science</b>	Body entrusted with safeguarding educational and scientific policies at national level.	Plays a vital role in drawing up policies and actions in the scientific-technological field.	<a href="http://www.educ.es">www.educ.es</a>

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(Continúa)

INSTITUTION	RESPONSIBILITIES	RELEVANCE	LINK
<b>Public Research Bodies</b>	These form part of the research and innovation system, managing R&D&I programmes and implementing a great many research, development and innovation activities financed with public funds.	Cutting edge in the development and implementation of scientific-technological actions.	<a href="http://www.mec.es/ciencia/jsp/plantilla.jsp?area=organismos&amp;id=3">http://www.mec.es/ciencia/jsp/plantilla.jsp?area=organismos&amp;id=3</a>
<b>Higher Council for Scientific Research (CSIC)</b>	Public research body whose functions include multidisciplinary scientific and technical research, scientific-technical consultation and the transfer of results to the business sector.	Highest research body in Spain as concerns scientific-technological policy and research.	<a href="http://www.csic.es">www.csic.es</a>
<b>Carolina Foundation</b>	Institution for the promotion of cultural relations and cooperation in the fields of education and science between Spain and Latin America and with other countries having special historic, cultural or geographical ties with Spain.	Organisation supporting projects having to do with education, science and training.	<a href="http://www.fundacioncarolina.es">www.fundacioncarolina.es</a>
<b>Universities</b>	Institutions of higher learning with the authority to grant academic degrees.	These institutions conduct analysis studies and undertake important academic research to delve deeper into their major fields of work.	<a href="http://www.crue.org">www.crue.org</a> <a href="http://www.crue.org/com-ceuri.htm">www.crue.org/com-ceuri.htm</a>
<b>Tertiary sector foundations and organisations</b>	Bodies representing civil society working in the cultural sector.	Depending on the area of action, there are tertiary sector foundations and organisations undertaking work in the cultural sector acting as important agents in our sphere of action.	
<b>Spanish Federation of Municipalities (FEMP).</b>	Association of local entities (City Councils, Regional Governments, Councils and Island Governments).	Culture is included among their areas of management, and has the main objective of agreeing on action principles and management models as applied to culture at local levels.	<a href="http://www.femp.es/">http://www.femp.es/</a>



# Acronyms





## Acronyms

<b>ABC</b>	Andrés Bello Convention
<b>ADC</b>	Andean Development Corporation
<b>AU</b>	African Union
<b>CC</b>	Cultural Centre
<b>CIF</b>	Latin American Training Centre
<b>CSIC</b>	Higher Council for Scientific Research
<b>CSP</b>	Country Strategy Paper
<b>CYTED</b>	Science and Technology for Development
<b>DAC</b>	Development Assistance Committee of the OECD
<b>ECLAC</b>	UN Economic Commission for Latin America and the Caribbean
<b>FAMP</b>	Andalusian Federation of Municipalities
<b>FEMP</b>	Spanish Federation of Municipalities
<b>IADB</b>	Inter-American Development Bank
<b>ICT</b>	Information and Communication Technologies
<b>IEMED</b>	Mediterranean Studies Institute
<b>IPO</b>	International Planning Office
<b>LDC</b>	Least Developed Countries
<b>MP</b>	Master Plan
<b>NGO</b>	Non-governmental Organisation
<b>OAS</b>	Organisation of American States
<b>OCPA</b>	Observatory of Cultural Policies in Africa
<b>OECD</b>	Organization for Economic Cooperation and Development
<b>OIS</b>	Organisation of Ibero-American States
<b>PACI</b>	Action Plan for Inter-university Cooperation
<b>SAP</b>	Special Action Plan
<b>SECI</b>	Secretary of State for International Cooperation
<b>SEGIB</b>	Iberoamerican General Secretariat
<b>TCO</b>	Technical Cooperation Office
<b>UNDP</b>	United Nations Development Programme
<b>UNECA</b>	United Nations Economic Commission for Africa
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>UNHCR</b>	Office of the United Nations High Commissioner for Refugees
<b>WB</b>	World Bank



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web pages of interest



## Bibliography and web pages of interest

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