

AFRICAN UNION

الاتحاد الأفريقي



UNION AFRICAINE

UNIÃO AFRICANA

3rd PAN- AFRICAN CULTURAL CONGRESS

Addis Ababa, Ethiopia

28th – 30th August 2012



LOGO

Theme: Culture, Societies and Sustainable Development

DRAFT CONCEPT NOTE

"The relationship between culture and development should be clarified and deepened in constructive and practical ways."

—from Our Creative Diversity: The UN World Commission on Culture and Development Report

I. INTRODUCTION

Africa has been endeavoring to realize its integration, build sustainable development and win the fight against poverty. Culture is seen as a sector which can greatly contribute to the sustainable development of African nations and the continent as a whole. For at least 40 years, the notion of the 'cultural dimension of development' - that culture is integral to development, and that cultural development and planning must be incorporated into and cut across other sectors such as economic, social and human development has been recognised internationally and within Africa.

In 1982, the World Conference on Cultural Policies produced the Mexico City Declaration on Cultural Policies in which the following was declared:

“Culture constitutes a fundamental dimension of the development process and it helps to strengthen the independence, sovereignty and identity of nations. Growth has frequently been conceived in quantitative terms without taking into account its necessary qualitative dimension, namely the satisfaction of people’s spiritual and cultural aspirations. The aim of genuine development is the continuing well-being and fulfillment of each and every individual”

The World Decade for Culture and Development (1988 – 1997) also went a step further in raising the profile of the role of culture in development. Nowadays, the global movements to recognize, acknowledge, enhance and strengthen the link between culture and development have gained further momentum. Some schools of thought recognize Culture as the fourth pillar for sustainable development, the other three being economic growth, social inclusion and environmental balance.

Culture as the fourth pillar for sustainable development addresses the relation between culture and sustainable development through dual means: firstly, the development of the cultural sector itself (i.e. heritage, creativity, cultural industries, crafts, cultural tourism); and secondly, ensuring that culture has its rightful place in all public policies, particularly those related to education, the economy, science, communication, environment, social cohesion and international cooperation.

At the end of 2010, global leaders met to evaluate progress made towards the achievement of the 2015 Millennium Development Goals, and passed a resolution at the United Nations that emphasized “the important contribution of culture for sustainable development and the achievement of national development objectives and internationally agreed development goals including the Millennium Development Goals.

It is against this background that the 3rd Pan-African Cultural Congress is being organized under the theme: “**Culture, Societies and Sustainable Development**”

For Africa to achieve its integration and development the incorporation of a cultural perspective into its development approaches and policies, backed up by sufficient financial and human resources it's very essential. Political awareness

should be raised amongst decision makers and further practical guidance should be developed on how to make culture central to development. The 3rd Pan-African Cultural Congress is thus an opportunity for cultural experts and practitioners to make a strong input on how culture can compliment government efforts in achieving growth and development on the continent.

II. HISTORICAL BENCHMARKS

The 2nd AU Conference of Ministers of Culture adopted the Plan of Action on Cultural and Creative Industries committing governments to the development and implementation of cultural policies, protecting the rights of artists, investing in cultural industries, developing leadership capacity, etc. As far back as 1976, the Heads of State and of Governments in the Organisation of African Unity (OAU) adopted the African Cultural Charter which committed African countries ‘to work out a national cultural policy’ and ‘integrate the cultural development plan in the overall programme for economic and social development.

Prior the OAU period, two Congresses of Black Writers and Artists were organized in 1956 and 1959. This was followed by the 1st Pan-African Cultural Festival in Algiers in 1969 and the UNESCO Conference on Cultural Policies in Africa 1975; the organization of four Conferences of Ministers of Culture from 1986 to 1993; and the adoption of the *Plan of Action for the Promotion of African Languages* in 1997 are historical benchmarks that contributed significantly to the harmonization of cultural development policies and programmes.

In general, the events and conferences listed above recommended the need to strengthen the visibility and the employability of African culture as well as to take more decisive public action in the promotion of African culture.

During the AU period, we could note the organization of the 1st and 2nd Pan African Cultural Congresses in 2006 and 2009 respectively and three Conferences of Ministers of Culture in 2005, 2008, and 2010. The adoption of the *Charter for African Cultural Renaissance* in 2006 constitute significant achievements for the promotion of cultural diversity and African cultural identity. The concept of the African Cultural Renaissance was recognized as the main engine leading to the realization of the AU’s vision for peace building, integration, democracy and active participation in the world’s joint effort towards sustainable development and mutual enrichment.

With regards to institutional and capacity building, three major achievements are worth noting: the creation of the African Academy for Languages (ACALAN) in 2005; the launching of the African World Heritage Fund (AWHF) in 2006; The creation of these cultural institutions had one crucial objective: the need to strengthen the professionalization of the African cultural development sector and to establish a sustainable enabling environment for the protection and the promotion of African cultural heritage as well as boost the contribution of culture to sustainable development.

Among the numerous policy and legal instruments developed, the following could be considered as particularly relevant to the theme of the 3rd Pan-African Cultural Congress:

- ✓ Africa Cultural Charter, 1976
- ✓ Charter for African Cultural Renaissance, 2006
- ✓ Plan of Action on Cultural and Creative Industries, 2008
- ✓ Tshwane Declaration: Declaration of Pan-African Audio-Visual and Cinema Professionals, 2006;
- ✓ Declaration of the 3rd AU Conference of Ministers' Of Culture, 2010
- ✓ Our Creative Diversity: The UN World Commission on Culture and Development Report;
- ✓ The 1982 Declaration on Cultural Policies issued at the World Conference on Cultural Policies, Mexico City
- ✓ UN Convention on Social, Economic and Cultural Rights;
- ✓ African Charter on Human and People's Rights
- ✓ UNESCO Convention for the Safeguarding of Intangible Heritage (Paris, 2003);
- ✓ The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (Paris, 2005).
- ✓ Declaration of the International Conference on Culture and Development, Gerona Spain 2010;
- ✓ UN resolution on the important contribution of culture for sustainable development and the achievement of national development objectives and internationally agreed development goals including the Millennium Development Goals, 2010;
- ✓ UNESCO Framework on Cultural Statistics, 2009
- ✓ Recommendations of the UNESCO Cultural Statistics Workshop, June 2011

It is expected that PACC3 will be providing a golden opportunity for the exchange of experiences, best practices, expertise and networking within the continent as well as with international and multilateral partners in the area of culture as an important tool to contribute towards the achievement of the Millennium Development Goals and Africa's sustainable development at large.

III. PURPOSE AND OBJECTIVES

The purpose of the PACC3 is to build upon the thematic areas discussed in the two previous editions (PACC 1 and PACC2) which dealt with the following themes: ***Culture, Integration and African Renaissance and Inventory Protection and Promotion of African Cultural Goods respectively***. The two prior themes will form part of the discussions of the PACC3 umbrella theme of: "***Culture, Societies and Sustainable Development***".

The specific objectives of the PACC 3 will be the following:

- Sensitize society actors including social, political, economic and decision makers on the importance of culture for the sustainable development of the continent;
- Strengthen the cross cutting nature of culture so that it is made part of the policies of all other sectors;

- Promote the preservation of positive cultural values while combating harmful ones
- Gather inputs and best practices for the formulation and implementation of cultural policies and programmes in Africa;
- Discuss the important role of cultural statistics to support the formulation of evidence based cultural policies:
- Advocate for the potential of Culture to be used as a tool for development
- Popularize the Plan of Action on Cultural and Creative Industries as a tool for the creative economy and sustainable development
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- Facilitate the exchange of ideas and experiences among professionals, researchers, cultural legal and development experts, creators/producers of culture, decision/policy makers and cultural promoters;
- Maintain and uplift the African consciousness and cultivate the spirit of Pan-Africanism among the young generation of creators and cultural promoters;
- Organize a thematic exhibition on *African shared values and the spirit of Pan-Africanism* to showcase Africa’s creative and cultural potential with a view to boosting sustainable development;

III. THE SUB-THEMES OF THE CONGRESS

The general theme of the Congress: “***Culture, Societies and Sustainable Development***” will be discussed in more focused sub-themes to facilitate in-depth discussion, formulation of recommendations and priority actions to be taken. A thematic reference document will be developed and presented for each sub-theme. The table below presents the seven (7) sub-themes and corresponding main orientation of the discussion for the thematic plenary sessions:

n.o	SUB-THEMES	Orientation for the discussions
1.	<i>Framework for Cultural Policies</i>	<p>The development and implementation of good cultural polices can bring real benefits to a society’s cultural sector and for assisting and maintaining a diversity of cultural expressions especially with regards to minority community groups. At the stages of drawing up/design and implementation of such policies a meaningful involvement of the grassroots and Civil Society is paramount to ensure ownership of the policies.</p> <ul style="list-style-type: none"> • What are the advantages and weakness of the different African cultural policies? • What are the challenges for the efficient financing and implementation of such

		<p>policies?</p> <ul style="list-style-type: none"> • What experience and best practices could be shared in African Cultural Policies?
2	<i>Promoting Positive Cultural Values while combating Harmful Traditional Practices</i>	<p>Traditional cultural practices reflect values and beliefs held by members of a community for periods often spanning generations. Every social grouping in the world has specific practices and beliefs which often have strong cultural underpinnings. There are positive cultural practices which are beneficial to all members such as those which promote development in its broad sense.</p> <ul style="list-style-type: none"> • What should be combated? • What approaches should be used in the promotion of positive cultural values? • How can best practices in the promotion of positive cultural values be best shared and disseminated? • How can ACALAN and CELHTO better disseminate their work in the promotion of these positive values?
3.	<i>African Culture a as a Vehicle for Development</i>	<p>Culture can be used as a tool in various development interventions. For instance the use of road shows, theatre plays, popular songs and music can be a powerful tool to communicate and spread key health and governance messages as well as promote intercultural dialogue. Development practitioners are increasingly realizing the need of working with cultural experts and within a cultural context if they are to reach new audiences. This can mean using oral techniques in areas of high rates of illiteracy or translating messages into a variety of local African Languages</p> <ul style="list-style-type: none"> • What are the priority actions and recommendations for the use of culture as a tool for development? • What are the main areas to be tackled for the efficient promotion of African Languages
4.	<i>The Creative Economy and Sustainable Development</i>	<p>National and regional economies can achieve great benefits through the boosting, financing, promotion and</p>

		<p>support of their creative and cultural industries; to that effect there's need to provide the right atmosphere and capacity building programmes to cultural experts including: curators, film makers, actors, designers, musicians, dancers etc.</p> <p>The promotion and popularization of the Plan of Action on Cultural and Creative Industries at national, regional and continental levels is of paramount importance in order to serve as a guide in this regard.</p> <ul style="list-style-type: none"> • What are the strengths, weakness and challenges of building the capacity of African cultural development stakeholders? • What kind of capacity building and training programme should be strengthened or developed? • What kind of partnership should be initiated at national, regional and international levels to boost the African cultural and creative industries?
5.	<i>Cultural Statistics: The Missing Link</i>	<p>Very Few cultural statistics exist in the African Continent. Cultural Statistics are viewed an important data to support the formulation of evidence based cultural policies. There's need to raise awareness on the importance and role of cultural statistics for development.</p> <ul style="list-style-type: none"> • What cultural statistics exist in AU Member States? • What capacity building is required in this culture area? • What indicators need to be developed for the gathering of cultural statistics? • What lessons are there to be learned?
6.	<i>Culture as the fourth Pillar for sustainable development</i>	<p>Way Forward: How can the relationship between culture and development in Africa be clarified and deepened in constructive and practical ways?</p>

IV. FORMAT OF THE CONGRESS

The Congress will be divided into two parts

Part 1

Thematic Sessions: The three-day Congress will be conducted in thematic presentations and plenary discussions encouraging participatory interactive discussions moderated by carefully selected moderators. The presentations will be prepared by experts in each of the proposed seven sub-themes.

Part 2

Cultural Event: The cultural part will feature the exhibition titled: Promoting Together the African Cultural Renaissance and exhibitions to showcase the work of the African Academy of Languages (ACALAN) and the Centre for Linguistic and Historical Studies through Oral Traditions (CELTHO) as the AU flagship institutions in the promotion of African languages, oral traditions and values. In addition cultural groups/troops selected from the Member States will perform their traditional dances and music.

V. PARTICIPANTS

The 3rd Pan African Cultural Congress will bring together Cultural experts and practitioners, Social Scientists, Development Studies experts; Representatives from Governments Agencies, African Traditional Institutions, Civil Society Organizations amongst other.

V. DATE AND VENUE

The 3rd Pan-African Cultural Congress will take place from 28 to 30 August 2012 in Addis Ababa, Ethiopia.

VI. LANGUAGES

Simultaneous interpretation will be provided in the following African Union languages: English, French, Portuguese and Arabic.

VII. DOCUMENTATION

The main working documents will be the finding papers produced for the Congress in the above mentioned six (6) thematic areas. Other working AU policy documents as well as UNESCO and other partners documents relevant to the theme of the Congress.

VIII. CONTACT PERSONS

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