

QUADRENNIAL PERIODIC REPORT

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

General information

Technical Information

Name of Party:

Cuba

Date of ratification:

21/12/2016

Officially designed Point of Contact:

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Organization(s) or entity(es) responsible for the preparation of the report:

culture Ministry

Describe the multi-stakeholder consultation process established for the preparation of this report:

The process for the preparation of the Report began with work meetings among stakeholders to update the level of information and knowledge regarding the 2005 Convention, a necessary preamble to the evaluation of its implementation and fulfilment.

Each stakeholder then examined and systematised the results of the analysis made in the different spheres of competence, which generated collective debates on these issues based on the projection and exercise of the cultural policy principles upheld by the Ministry of Culture.

It was an enriching experience which made it possible to visualise achievements, difficulties and challenges in the cultural work undertaken since the very triumph of the Cuban Revolution.

Executive Summary

Please summarize in max 3500 characters the main achievements and challenges in implementing the Convention and the outlook for the future. Please note this is not an introduction to the report or an annotated table of contents.:

At the time the Convention was signed, Cuba's cultural policy was already in line with the aims and principles of the agreement. In the area of creativity, the policy for the protection of artists has been reinforced and the curricula at all the levels of arts education have been updated, focusing particularly on promoting the role of youth. Graduates in arts education, which is completely free of charge and provides an opportunity for all young talents, secure the vitality of the professional artists' sector ensuring the sustained growth of the cultural services offered. There is no unemployment in the artistic sector. In addition, nearly a million amateur artists are involved in dance, music, the theatre and visual arts as a means to improve their quality of life, even as they work or study in other sectors. As part of the efforts to provide for the spiritual growth of the overwhelming majority of the population, the services offered at libraries, houses of culture and TV halls are given free of charge, and the access to museums, cinemas, theatres, as well as the price of books are generously subsidised. This policy has been maintained despite the existing economic juncture. The network of cultural institutions, which reaches the most remote areas in the country, continues to expand in order to offer those services to the majority of the population. At present there are 2,234 institutions in the country providing their services in all areas of creation. In terms of production and distribution, the marketing of cultural goods and services has been reinforced, for example, through the introduction of new forms of electronic payment. At the same time, infrastructure investments have allowed a stronger link between culture and tourism. In order to provide greater access, various cultural institutions have been inaugurated and restored. All the proceeds are channelled to sustain the cultural services that are subsidised or given free of charge, in particular the system of arts schools, whose 40 centres extend to every region in the country, and whose system was substantially refurbished during this period to gain in rationality and quality. Moreover, joint actions with civil society, as well as its involvement in community projects, have multiplied. New channels for cultural dissemination, promotion and debate have been created. Furthermore, Cuba has promoted new ties of international cooperation on cultural issues. Lastly, the country has advanced in the systematisation and evaluation of the policies adopted for the protection and promotion of the diversity of cultural expressions. Nevertheless, the country has identified different challenges in this sphere. First, despite the great opportunities currently in existence, the digital era implies challenges, particularly regarding infrastructure and the mass use of ICTs. It would also be important to strengthen the system of statistical information and culture indicators, especially at the territorial level, as well as the exchange of good practices with other countries. In addition, the workers in the culture sector need to have more direct contact with the text of the Convention. Likewise, the contribution of culture to sustainable development could be further exploited. The process of preparing the report began with work meetings with stakeholders to update the information and knowledge of the Convention, a necessary preamble to evaluating its implementation and fulfilment. Next

Overview of cultural policy context

Parties shall describe the key objectives and priorities of their current cultural policy and the impact the Convention has had in their formulation or reformulation. They will also report on the opportunities and challenges to promote the diversity of cultural expressions in a digital environment.:

In compliance with Article 9 of the 2005 Convention, Cuba submits its Second Periodic Report, which contains the measures adopted during the 2012-2016 quadrennial.

In its elaboration, the essential role culture is to play in the process of updating the Cuban economic model was taken into account.

For the full preparation of this Second Periodic Report, with the support of the UNESCO Regional Office and for Culture in Latin America and the Caribbean, and the Cuban National Commission for UNESCO, and as part of the *Capacity-building on Periodic Reporting* project, the Ministry of Culture of Cuba invited governmental and civil society actors to participate in the preparation of the Report, informing them of its importance and characteristics.

A multisectoral consultation followed, with the presence of numerous governmental and civil society agencies, for which two international facilitators from the Pool of Experts on the Convention were selected, who accompanied the entire process of elaborating the Report.

The Ministry of Culture then convened the governmental institutions and civil society organisations in the field of culture, which were given by Deputy Minister Fernando Rojas ample information on the work that would require their contribution and cooperation.

The National Team was formed, which continued to receive the contributions of governmental and civil society institutions, and an initial three-day capacity-building workshop was conducted on data collection, the definition of indicators and, in general, the elaboration of the Report.

A technical meeting was then organised, with the participation of governmental and civil society institutions, headed by the UNESCO Office, where attendees were oriented and trained on the use of a "practical" *Data-collection methodology* specifically designed by an International Consultant in collaboration with International Experts.

A second meeting of the National Team followed, conceived as a workshop basically dedicated to the elaboration of the first draft of the Second Quadrennial Report to be submitted by Cuba.

Once the document was approved by the Board of the Ministry of Culture, a public presentation was made to all governmental and civil society institutions participating in its preparation, an activity which became a great and multi-faceted opportunity to celebrate the submission of the Report to UNESCO and to design the work strategies that would follow the recommendations made in the Report on the need to increase efforts to provide capacity-building activities for officials, civil society and the private sector, and particularly, the provincial governments and municipal administrations, aimed at enhancing their knowledge of the Convention.

Of special importance are the relations with organisations of writers and artists, such as the Union of Writers and Artists and the Hermanos Saiz Association of young artists, which group over 12,000 creators and systematically make a critical appraisal of cultural policies. Writers and artists work as professors in arts schools and are involved in 317 community projects. During this period, writers and artists, together with technicians in the field of culture –19,942 of whom are art instructors– have participated in animated discussions on the economic model being designed in the country, making substantial contributions concerning the organisation of cultural life, which have always been centred on the protection of its divers

Convention integrated:

a) It is (or has been) the basis for changing one or more policies?: No

b) It is (or has been) a tool to promote policy discussion?: Yes

How:

The rapprochement and in-depth study of the 2005 Convention has promoted a greater awareness of aspects that the very exercise of its postulates in Cuba at times hinders in relation to the systematisation of impacts and the identification of difficulties.

c) It is (or has been) a reference for ongoing policy development?: Yes

How:

It favours ongoing policy development by contributing to identify the results obtained and Cuba's projections as a country. The analysis of the letter and spirit of the Convention, particularly in the process of elaborating the report on its fulfilment, has even helped to identify the opportunities offered to countries within its framework.

Likewise, based on the parameters established, it makes it possible to analyse Cuba's place in the region within the framework of this theme.

MEASURES TO IMPLEMENT THE CONVENTION

CULTURAL POLICIES AND MEASURES

Name of the measure	Scope of the measure	Nature
Restructuring of the Network of Professional Arts Education Centres	National	institutional

INTEGRATION OF CULTURE IN SUSTAINABLE DEVELOPMENT - AT NATIONAL LEVEL

Name of the measure	Scope of the measure	Nature
La Casa de la Guayabera sociocultural project, a local municipal development initiative in Sancti Spíritus	Local	institutional
Channelling my Neighbourhood	Local	institutional
Culture-based local development programme in Cuban municipalities	Regional	institutional
Eco-Art, a path toward possible sustainability in the culture sector	National	financial, institutional
Capacity-building programme for integrated development actors	National	institutional

INTEGRATION OF CULTURE IN SUSTAINABLE DEVELOPMENT - AT INTERNATIONAL LEVEL

Name of the measure	Scope of the measure	Nature
Third Meeting of Ministers of Culture of the Latin American and Caribbean States (CELAC)	International	institutional

EMERGING TRANSVERSAL ISSUES: Resolution 5.CP 9b

Name of the measure	Scope of the measure	Nature
Development, implementation and maintenance of the website for the collaborative cultural newsletter La Papeleta	National, International	institutional
Development of information contents and services through the implementation and hosting of portals and websites in the CUBARTE	National, International	institutional

network

Development of contents and information services through the distribution of specialised newsletters and the publication of information on the CUBARTE digital newspaper.	National, International	institutional
Development, implementation, hosting and maintenance of the Todo de Arte repository of digital resources	National, International	institutional
Creation of e-commerce payment gateways for cultural activities, goods and services in institutions linked to the Ministry of Culture	National, International	institutional
Increase in the connectivity and number of users in cultural institutions and directly among artists and writers through the culture network – CUBARTE Network	National, International	institutional
Development of contents through the production of multimedia materials and other audiovisuals (produced by Ediciones CUBARTE)	National, International	institutional
Cultural news programme on Cuban television	National	institutional

CURRENT UNESCO GLOBAL PRIORITY: GENDER EQUALITY

Name of the measure	Scope of the measure	Nature
Gender Equity Programme with a National Incidence	National, International	institutional

YOUTH

Name of the measure	Scope of the measure	Nature
Hermanos Saíz Association artistic creation grants for young artists and writers	National	institutional
Preparation of young art instructors as members of a talent pool for institutions of the Ministry of Culture	National	institutional
Expansion of capacities to access contents and navigate in the country's public library system and navigation halls of the Hermanos Saíz Association.	National	institutional

List of measures

Restructuring of the Network of Professional Arts Education Centres

b. Key objectives of the measures:

Establish a new organisational structure for arts education and improve procedures and development programmes for arts specialties, including the visual arts and the performing arts.
Regionalise artistic-pedagogical training for those specialties where it is feasible.
Adapt the general education curricula at the professional intermediate level of the arts to give graduates the possibility to continue their studies in other specialties of higher education

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Improves artistic training.
Allows for the enrolment of a greater number of students.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Higher enrolment of students in arts schools.
Adjustment of enrolment figures to the training needs of the territories.

f.1 Name of agency responsible for the implementation of the measure:

National Centre for Arts Education (CNEART) Ministry of Culture

f.2 Financial resources allocated to implement the measure:

N/A

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

UNEAC, AHS

Type of Entity:

NGO

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Capacity-building programme for integrated development actors

b. Key objectives of the measures:

- Update the inventory and characterise the sociocultural projects which can revitalise the local development processes in the country.
- Update the identification of the capacity-building needs of local development actors who work as managers of socio-cultural projects.
- Systematise the information obtained for its use in designing programmes for the comprehensive preparation of local development actors who promote, from sociocultural projects, the prosperity of territories where they carry out their work.

Programme for the comprehensive preparation of local development actors who promote, from social projects, the prosperity of the territories where they work.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

The project meets the need to update information on the characteristics of sociocultural projects that revitalise the local development processes in the country in order to diagnose the training needs of its leading figures and propose a comprehensive capacity-building programme for them which will promote the qualification of their performance and the achievement of the expected transformations in the country's cultural reality.

The above constitutes an unprecedented attempt whose importance lies in the fact that it will enable the Ministry of Culture, in coordination with its institutions and organisations, to make a greater contribution to the country's development through the impact of sociocultural projects on the prosperity of municipalities and provinces.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

1. The inventory and characterisation of sociocultural projects which revitalise the country's local development processes is updated.
2. The identification of the capacity-building needs diagnosed in local development actors who work as managers of sociocultural projects is updated.
3. The information obtained is systematised.

A programme for the comprehensive preparation of local development actors who promote, through sociocultural projects, the prosperity of the territories where they work is designed.

f.1 Name of agency responsible for the implementation of the measure:

National Training Centre for Culture Juan Marinello Cuban Institute for Cultural Research

f.2 Financial resources allocated to implement the measure:

N/A

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">The inventory and characterisation of the sociocultural projects was updated, concluding the work of revitalising the development processes nationwide. Likewise, the capacity-building needs were updated, the information obtained was systematised, and a programme was designed for the comprehensive preparation of local development actors who promote, through sociocultural projects, the prosperity of the territories where they work.

i.3 Which indicators were used to determine impact?:

Projects constituted.

Capacity-building workshops held.

La Casa de la Guayabera sociocultural project, a local municipal development initiative in Sancti Spíritus

b. Key objectives of the measures:

Develop sociocultural activities in the community with children, youth and adults.
Creation, design, production and marketing of the traditional Cuban *guayabera*.
Promote exchange on themes linked to social and sustainable development.
Development of annual theoretical events on culture and local sustainable development.
Stimulate marketing through self-employment and artists and artisans of the Cuban Fund of Cultural Assets (FCBC).

c.1. the scope of the measure:

Local

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

The project falls within the framework of the resolution of the Ministry of the Economy and Planning to support municipal local-development initiatives which generate income, substitute imports and create jobs. The Municipal Local-Development Initiative (MLDI) promotes the active participation of governments in the development strategy through the management of economic projects that are self-financed, generate income by substituting imports, especially foodstuffs, and obtain profits that will benefit local communities in a sustainable manner. It consists in a CUC and CUP fund to finance municipal initiatives through credits. Once they are approved, there is a commitment to return the initial investment and give a previously negotiated percentage of the profits to the municipal government to be reinvested in social sustainable development actions.

La Casa de la Guayabera is a local development initiative in the province of Sancti Spíritus registered as an MLDI. It is located in a house where cultural and recreational activities are held with different age groups, nautical activities along the Yayabo River are organised, and theoretical events on culture and sustainable development are conducted. It has a museum with *guayaberas* donated by national and international figures, as well as a shop where artisans and self-employed workers can sell their products. There is also a cafeteria-restaurant managed by a self-employed worker and a bar managed by the ARTEX Paradiso agency.

The project is self-sustainable and generates employment constituting an example of a joint state and non-state venture.

The country has 19 MLDIs in the culture sector.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Implement initiatives showing the value of culture as a driver for local sustainable economic development

Generate sustainable joint management models.

Use state and non-state resources to generate employment and financial gain.

Promote the creation, marketing and consumption of local cultural activities, goods and products (the *guayabera* and local crafts)

Add a cultural MLDI to the municipal development strategy of Sancti Spíritus

f.1 Name of agency responsible for the implementation of the measure:

Provincial Office of Culture in Sancti Spíritus Provincial Office of Economy and Planning

f.2 Financial resources allocated to implement the measure:

N/A

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Type of Entity:

UNEAC and CIERIC

NGO

Type of Involvement:

Name:

As well as self-employed workers, artists and artisans

Type of Entity:

Private company

Type of Involvement:

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:ES;mso-bidi-language:AR-SA">The La Casa de la Guayabera Municipal Local Development Initiative (MLDI) has allowed the active participation of creators and artists in the local economic development strategy, promoting self-financing and the generation of economic income thereby substituting imports, enabling access to identity products, such as the normal">guayabera and other autochthonous artistic expressions. Likewise, it has contributed to the incorporation of different population sectors and age groups, and to capacity-building and development in certain trades and activities closely linked to culture contributing to sustainable social development.

i.3 Which indicators were used to determine impact?:

Economic and financial reports.
Statistics and control of the number of visitors.
Report to municipal government on activities.

Channelling my Neighbourhood

b. Key objectives of the measures:

Contribute to reinforce the cultural dynamics and initiatives of the El Canal People's Council in Cerro, Havana province.

c.1. the scope of the measure:

Local

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Increase the participation and impact of the community and of the cultural actors in the cultural artistic development of the El Canal People's Council by facilitating the exchange of international experiences and the access to culture of the most vulnerable youth

Project for social transformation through art and popular education to enhance social participation and the cultural artistic development of the El Canal community in Cerro municipality.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

The population in general, focusing on youth.

e. What are the results expected through the implementation of the measure?:

Community managers have been given a work methodology to participate and dialogue with the communities through culture.

The relationship between the inhabitants of El Canal and their traditions increased and their identification with the community was strengthened.

The use of the community's cultural potentials improved.

The exchange of experiences in the production and management of audiovisuals between the Hermanos Saíz Association (AHS) of Havana, young people from El Canal, as well as Cuban, Italian and European professionals was facilitated.

f.1 Name of agency responsible for the implementation of the measure:

Hermanos Saíz Association

f.2 Financial resources allocated to implement the measure:

258,451.70 CUC

70,196.00 CUP

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Civil Volunteer Group (GVC) of Italy

Type of Entity:

NGO

Type of Involvement:

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

After integrating the information obtained by evaluating the indicators, and by assessing the activities, the interviews to social actors and beneficiaries, the following changes were achieved:

- Families have joined the project and have increasingly formed part of the Workshop for the Comprehensive Transformation of the Neighbourhood as cultural managers.
- The family participates in recreational-educational spaces.
- The family discusses community problems at the wall-cinema.
- Better communication among persons in the community. Different neighbourhood groups have joined in the activities of the project.

The way the community has accepted the different cultural proposals and artistic languages that had been new to them.

i.3 Which indicators were used to determine impact?:

Number of persons forming part of the project.

Number of activities carried out.

Initiatives presented by local dwellers.

Culture-based local development programme in Cuban municipalities

b. Key objectives of the measures:

Strengthen the capacities of municipal governments to enhance development through cultural resources.
Generate employment through the creation, production, distribution and access to cultural activities, goods and products.
Strengthen local identities and promote cultural diversity.
Stimulate citizen participation in cultural management processes.
Undertake sustainable cultural initiatives in the municipalities.
Generate economic income for cultural activity in municipalities.

c.1. the scope of the measure:

Regional

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

The programme builds capacities among local government officials and the system of institutions in the territory to manage cultural processes in the municipality. The territory's cultural potential and its contribution to the development and generation of employment and financial gain at the local level are examined. The programme provides financial and methodological support for 14 projects and initiatives in 12 municipalities in 4 provinces in the country: Villa Clara, Camagüey, Holguín and Guantánamo. The programme promotes spaces for community participation and dialogue at the municipal and community levels.
The cultural perspective is added to municipal development strategies as a pivotal tool for sustainable development. The programme contributes to the methodological conception of cultural development programmes of the Ministry of Culture in each municipality where the programme interacts.
This programme is financed by the Swiss Agency for Development and Cooperation (SDC).

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Cultural managers, especially at the territorial/community level.

e. What are the results expected through the implementation of the measure?:

Introduce the concept of culture as a driver for sustainable development at the local level. Communities have the capacity to manage projects and initiatives which generate resources for their sustainability.
Decentralise the processes for generating employment and financial gain, and promote the participation of civil society in decision-making and in the social transformation processes.

f.1 Name of agency responsible for the implementation of the measure:

Provincial and municipal governments involved.

f.2 Financial resources allocated to implement the measure:

N/A

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

UNEAC and CIERIC

Type of Entity:

NGO

Type of Involvement:

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

Biannual evaluations are made from the beginning (2013) to evaluate the implementation of the programme.

i.3 Which indicators were used to determine impact?:

Number of jobs created disaggregated by gender

Economic income for cultural entrepreneurship

Degree of participation by age group

Access of the people in the municipality to the cultural activities, goods and services generated by the programme.

Quality and quantity of officials and groups trained in the sector.

Eco-Art, a path toward possible sustainability in the culture sector

b. Key objectives of the measures:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:ES;mso-bidi-language:AR-SA">Contribute to show that culture covers all the process of human activity; that it expresses humanity's degree of development and is able to create goods and services which result in the activation of the economy of human groups and territories; and is associated with the capacities, values and relations that improve the quality of life of human beings.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

institutional

c.3. the main feature of the measure:

The project expresses the will of Cuban institutions to boost participative proposals which favour the capacity-building of cultural actors for their proactive contribution to the transformations and changes that take place in Cuban society, enhancing the role of culture and its possibilities to promote sustainable management focusing on the economic dimension.

For this purpose, it implements capacity-building processes, spaces for exchange, experiments with sustainability guidelines focusing on the economic dimension. The project is aimed at generating new models of sustainable development based on four cultural initiatives with consolidated results which provide points of reference and methodological guidelines that can be replicated in the country's current context. It enables the dialogue of a wide range of actors and articulates their practices. It systematises the process visualising potentialities and obstacles, and uses audiovisual means to stimulate proactive participation.

The four initiatives are:

1. UNEAC silkscreen workshop coordinated by artist and Visual Arts President Lesbia Vent Dumois.
2. Image III Project coordinated by visual artist Cecilio Avilé Montalbo.
3. Yeti Artistic Community Project coordinated by visual artist Agustín Villafaña.

Caminos, audiovisual production company of the Martin Luther King Memorial Centre.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Economic management proposals have been made for the participating initiatives.
Artists and creators have been trained in the management of economically sustainable projects.
Increases artistic creation.

f.1 Name of agency responsible for the implementation of the measure:

CIERIC, UNEAC, Martin Luther King Memorial Centre

f.2 Financial resources allocated to implement the measure:

N/A

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Type of Entity:

Type of Involvement:

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

The Project has favoured the preparation of local cultural actors and their active role in the transformation of the community focusing on the role of culture.

i.3 Which indicators were used to determine impact?:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:ES;mso-bidi-language:AR-SA">Number of projects submitted

Third Meeting of Ministers of Culture of the Latin American and Caribbean States (CELAC)

b. Key objectives of the measures:

- Promote the integration of the countries in the area
- Elaborate strategies for cultural development in the region
- Adopt the Cultural Action Plan for 2016-2020 (See Additional Annex 2.)

c.1. the scope of the measure:

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Exchange of experiences and good practices

The six projects adopted were noted and given follow-up: Travelling Caribbean Film Showcase; Caribbean Capacity-Building Programme (CCBP) Regional Office for Culture in Latin America and the Caribbean (ORCALC); Virtual Museum of Latin America and the Caribbean; Caribbean Festival of Arts (CARIFESTA) (Haiti); CARICOM Children's Website Project (Guyana); Portal of Culture of Latin America and the Caribbean; MERCOSUR Cultural Information System (SICSUR) (Presidency Cultural MERCOSUR)

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

All Latin American and Caribbean countries.

e. What are the results expected through the implementation of the measure?:

Adoption of the 2016-2020 Cultural Action Plan.
Follow-up of ongoing projects.
Adoption of the creation of the Regional School of the Arts.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:ES;mso-bidi-language:AR-SA">The Ministry of Culture covered the logistics of the event: facilities, personnel, technical services, printing, accreditation, decoration, gastronomy, accommodations, which amounted to CUC 54,489.45. UNESCO covered the travel expenses of the person heading the delegation of each country attending the event.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

UNEAC, AHS, Martin Luther King Memorial Centre, Pablo de la Torriente Brau Centre, Ludwig Foundation, New Latin America Cinema Foundation, Caguayo Foundation.

Type of Entity:

NGO

Type of Involvement:

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

International

i.2 What were the main conclusions?:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:ES;mso-bidi-language:AR-SA">Each country is evaluated. The case of Cuba has been evaluated and in view of the actions proposed under the Cultural Action Plan, the meeting From creation to consumption: Cultural development and entrepreneurship will take place in Havana from 6 to 8 September.

i.3 Which indicators were used to determine impact?:

N/A

Development, implementation and maintenance of the website for the collaborative cultural newsletter La Papeleta

b. Key objectives of the measures:

color:windowtext;mso-ansi-language:EN-GB">Promote cultural programming from all over the country, with the possibility of dividing it according to territory, cultural expression, the public's age group.

mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";

mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Enable institutions and artists themselves to feed the information on cultural programming and update it through sources close to the cultural event.

c.1. the scope of the measure:

National

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

color:windowtext;mso-ansi-language:EN-GB">It consists in the web application that secures the promotion of daily cultural programming with the possibility of collaborative work. It adds other information means such as the distribution of the newsletter through the network and Short Message Service (SMS) for mobile phones.

mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";

mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">It foresees the development of an application to provide support for mobiles from the website itself.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

color:windowtext;mso-ansi-language:EN-GB">Place the cultural programming within reach of the public as immediately as possible.

mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";

mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Provide tourists with information on cultural programming through the INFOTUR communication system of the Ministry of Tourism.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture; Centre of Informatics for Culture; INFOTUR

f.2 Financial resources allocated to implement the measure:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:

Arial;mso-ansi-language:EN-GB;mso-fareast-language:ES;mso-bidi-language:AR-SA">The website is developed with resources allocated by the Cuban State in the budget of the institution.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

color:windowtext;mso-ansi-language:EN-GB">The promotion of cultural programming has increased throughout the country, with the possibility of dividing it according to territory, cultural expression, and the public's age group. mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman"; mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">In addition, cultural institutions and artists provided information for the cultural programming and updated it through sources closer to the cultural event.

i.3 Which indicators were used to determine impact?:

color:windowtext;mso-ansi-language:EN-GB">Webpage update mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman"; mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Access to webpage by the population

Development of information contents and services through the implementation and hosting of portals and websites in the CUBARTE network

b. Key objectives of the measures:

mso-fareast-font-family:"Arial Narrow";mso-bidi-font-family:"Arial Narrow";

color:windowtext;mso-ansi-language:EN-GB">1.

Support the promotion and dissemination of information relative to different public institutions and the activity of artists and writers in different spheres of cultural life: arts education, community culture, visual arts, cinema, literature, music and heritage.

mso-fareast-font-family:"Arial Narrow";mso-bidi-font-family:"Arial Narrow";

color:windowtext;mso-ansi-language:EN-GB">2.

Offer a wide range of cultural contents to the population and the world regarding the Cuban culture system.

mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";

color:windowtext;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Keep the network Directory of the main cultural sites updated. (See Additional Annex 3, Table 4.)

c.1. the scope of the measure:

National

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

color:windowtext;mso-ansi-language:EN-GB">The servers of our institution provide the service of hosting portals and websites belonging to the network of institutions attached to the Ministry of Culture, to writers and artists, as well as to NGOs such as the Hermanos Saíz Association, the Alejo Carpentier Foundation, the Nicolás Guillén Foundation and the Yoruba Cultural Association of Cuba, among others. Mention should be made of the CUBARTE Portal of Cuban Culture, available in three languages (Spanish, English and French), online for 15 years, which offers a digital news medium dedicated to promote what is happening in Cuban culture, not only from an artistic and literary standpoint, but also the transversal dimension of heritage.

mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";

color:windowtext;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Development of related websites and applications related to culture.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

color:windowtext;mso-ansi-language:EN-GB;mso-fareast-font-family:Calibri;mso-bidi-font-family:

color:windowtext;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;

color:windowtext;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Place at the disposal of the national and international public, in three languages (Spanish, English and French) varied information on institutions, cultural expressions, artists, writers and the Cuban culture sector in general.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture, Centre of Informatics for Culture-CUBARTE

f.2 Financial resources allocated to implement the measure:

An important part of the development and implementation process is carried out through the funds allocated by the Cuban State to the budget of the Centre of Informatics for Culture. The rest is obtained through commercial management as a result of the development, implementation or hosting of websites for institutions or artists and writers.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Hermanos Saíz Association (AHS), Antonio Núñez Jiménez
Foundation of Nature and Humanity, Fernando Ortiz
Foundation, Alejo Carpentier Foundation, Nicolás Guillén
Foundation, Yoruba Cultural Association of Cuba

Type of Involvement:

have developed their own websites and the CUBARTE Network implements and hosts its platforms.

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

No

Development of contents and information services through the distribution of specialised newsletters and the publication of information on the CUBARTE digital newspaper.

b. Key objectives of the measures:

mso-fareast-font-family:"Arial Narrow";mso-bidi-font-family:"Arial Narrow";
color:windowtext;mso-ansi-language:EN-GB">1.

color:windowtext;mso-ansi-language:EN-GB">Generate articles in three languages (Spanish, English and French) and disseminate information on the different spheres of cultural activity: arts education, community culture, visual arts, literature, music and heritage.

mso-fareast-font-family:"Arial Narrow";mso-bidi-font-family:"Arial Narrow";
color:windowtext;mso-ansi-language:EN-GB">2.

color:windowtext;mso-ansi-language:EN-GB">Publish the magazine Lettres de Cuba, which basically reflects the links of our culture with the French-speaking world and refers to the life and works of intellectuals and artists from North America, Latin America, Europe, the Caribbean, Asia and Africa, and the new generations of visual artists.

mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";

mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">(See Additional Annex 3, Table 5.)

c.1. the scope of the measure:

National

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

color:windowtext;mso-ansi-language:EN-GB">The newsletter service ensures that all information on the cultural sphere reaches the most remote areas in the country and thousands of persons in the world.

color:windowtext;mso-ansi-language:EN-GB">The following publications are distributed mainly to CUBARTE users, as well as others: CUBARTE Cultural Newsletter, Por Cuba newsletter with information on national cultural activities, and normal">Entorno newsletter, with information on international cultural activities.

color:windowtext;mso-ansi-language:EN-GB">In addition, several newsletters are sent in Spanish, English and French.

mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";

mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Information on current cultural news, written by outstanding national intellectuals, is made available in those three languages, and works from other news media linked to our editorial profile are also reproduced.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:

"Times New Roman";mso-ansi-language:EN-GB;mso-fareast-language:EN-US;

mso-bidi-language:AR-SA">Maintain the most extensive dissemination possible of national and international cultural news.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture, Centre of Informatics for Culture-CUBARTE

f.2 Financial resources allocated to implement the measure:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:

Arial;mso-ansi-language:EN-GB;mso-fareast-language:ES;mso-bidi-language:AR-SA">Resources allocated by the Cuban State to the budget of the Centre of Informatics for Culture

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">It has allowed the access of different sectors of the population to updated cultural information. Likewise, it provides spaces for the promotion and dissemination of the institutional work and the creative initiative of artists and writers and their main achievements and results. Presence on the network of different thematic axes and of the NGOs working for culture.

i.3 Which indicators were used to determine impact?:

color:windowtext;mso-ansi-language:EN-GB">Number of specialised newsletters created.
mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";
mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Amount of information published.

Development, implementation, hosting and maintenance of the Todo de Arte repository of digital resources

b. Key objectives of the measures:

1. Count with a unified centre of digital resources which can be autonomously used, from other informatics applications, and which can be the main repository of digital contents for the CUBARTE Portal of Cuban Culture.
2. Count with a reusable platform for other projects of similar characteristics.

(See Additional Annex 3, Table 6.)

c.1. the scope of the measure:

National

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Development, implementation, hosting and maintenance of the repository of digital resources related to the different spheres of culture, available since 2015, whose resources are offered with the possibility of autonomous consultation from other informatics applications and which additionally serve as support for the CUBARTE Portal of Cuban Culture and other spaces on the web.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Count with a repository in the national network and in the CUBARTE network which acts as a unified centre of digital resources for culture.

Count with a downloading platform of digital resources related to the cultural sphere.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture, Centre of Informatics for Culture-CUBARTE, other cultural institutions which supply contents.

f.2 Financial resources allocated to implement the measure:

Development carried out based on the resources allocated by the Cuban State to the budget of the institution.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

No

Creation of e-commerce payment gateways for cultural activities, goods and services in institutions linked to the Ministry of Culture

b. Key objectives of the measures:

Digital promotion and marketing of the sector's cultural offer.
Facilitate online shopping of cultural goods and services for Cuban and foreign buyers.
Increase in the marketing of cultural activities, goods and services.
Greater outreach and visibility on a global scale of cultural activities, goods and services.

c.1. the scope of the measure:

National

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Digitally promotes and markets the sector's cultural offer.
Facilitates online shopping of cultural goods and services for Cuban and foreign buyers.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Increase in visits to the pages being marketed
Growth of purchases made.
Inclusion of the national public in the purchases.

f.1 Name of agency responsible for the implementation of the measure:

Artex S.A.

f.2 Financial resources allocated to implement the measure:

N/A

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:
Arial;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:
AR-SA">Online shopping of cultural goods and services, both for Cuban and foreign buyers, was facilitated. There was an increase in the outreach and visibility of cultural activities, goods and services on a global scale.

i.3 Which indicators were used to determine impact?:

Control of the marketing of cultural goods and services, comparative statement of current and prior stages.

Increase in the connectivity and number of users in cultural institutions and directly among artists and writers through the culture network – CUBARTE Network

b. Key objectives of the measures:

1. Extend the structure of the connectivity and services offered to cultural institutions, artists and writers to all the municipalities in the country.
2. Establish the infrastructure required to improve the access of institutions, artists and writers to different contents through the CUBARTE network.

Ensure the creation of at least one means for creators to not only to access contents, but also publish contents on the network. (See Additional Annex 3, Table 1.)

c.1. the scope of the measure:

National

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:"Times New Roman";mso-ansi-language:EN-GB;mso-fareast-language:ES-AR;mso-bidi-language:AR-SA">Promotes the access, through the CUBARTE network, of different cultural institutions, national centres, institutes and other centres, workers of cultural institutions, writers and artists as outstanding figures of our culture. This is of particular importance for persons who live in isolated or remote areas, since only a telephone line is needed to gain access to this service. Connectivity to the network is offered mainly through dial-up connection or through ADSL. In the case of institutions, it is mostly provided through ADSL, or through an optical fibre connection, with a greater bandwidth.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

workers in cultural institutions, outstanding figures of our culture, both writers and artists, professionals in arts education

e. What are the results expected through the implementation of the measure?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Ensure the access of an important part of the personnel engaged in different spheres of culture to the services and contents of national and international networks. Secure a channel which will enable addressees to promote their cultural production.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture. Centre of Informatics for Culture-CUBARTE

f.2 Financial resources allocated to implement the measure:

The network is developed with resources allocated by the Cuban state to the Centre of Informatics for Culture-CUBARTE.

The cost of the services offered is financed partly by CUBARTE's own budget and partly by institutions and outstanding figures.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Type of Entity:

Members of NGOs such as the Union of Writers and Artists of Cuba (UNEAC and the Hermanos Saíz Association (AHS) among others, also receive these services.

NGO

Type of Involvement:

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">The knowledge of network access is still insufficient.

i.3 Which indicators were used to determine impact?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Number of users and institutions connected per year and bandwidth used.

Development of contents through the production of multimedia materials and other audiovisuals (produced by Ediciones CUBARTE)

b. Key objectives of the measures:

1. Elaborate materials of a biographical nature (on cultural figures and institutions).
2. Recover in digital format journals and collections that are now unavailable, though a facsimile edition, when the original documents cannot be accessed either because they are inexistent or seriously deteriorated.
3. Design a line of multimedia products based with a cultural outlook, for children, of an eminently educational nature.
4. Extend to the entire population through multimedia and audiovisual productions the localisation of contents with heritage value (ranging from specific publications to longstanding community events).
5. Rescue the historical memory of our country adopting a cultural approach.

(See Additional Annex 3, Table 3.)

c.1. the scope of the measure:

National

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Ensures the production and dissemination of multimedia materials and audiovisuals which recover publications, events, locations, collections and other aspects, related mainly to heritage, without being restricted only to them. A considerable amount of the productions part from a process of digitising, cleaning and indexing analogical contents from different sources in order to make the digital product.

The measure counts with the participation of institutions with an important cultural heritage, such as the José Martí National Library, the Museum of Music, the EGREM record company, among others.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Dissemination through digital products dealing with heritage contents, biographies (on outstanding figures and institutions), history, as well as others specifically designed for children, as a means to diversify production with a cultural outlook promoting the recovery of values among the entire population.

Availability of a wide range of magazines, collections and other materials which cannot be accessed through any other means.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture, Centre of Informatics for Culture-CUBARTE

f.2 Financial resources allocated to implement the measure:

"Arial Narrow", sans-serif; mso-fareast-font-family: Calibri; mso-bidi-font-family:

Arial; mso-ansi-language: EN-GB; mso-fareast-language: EN-US; mso-bidi-language:

AR-SA">It is developed through funds allocated by the State to the budget of the Centre of Informatics for Culture.

Part of those resources is reimbursed through the commercial sale of productions.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

UNEAC, AHS

Type of Entity:

NGO

Type of Involvement:

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

No

Cultural news programme on Cuban television

b. Key objectives of the measures:

Report on and promote important events in national culture.
Count with a space for debate on artistic and cultural themes.
Raise public awareness of new cultural expressions.
Create new publics.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Daily 30-minute news programme on cultural topics. Includes spaces for interviews, opinions and artistic promotion. On the air at 6:30 p.m. and broadcast again on another channel at 8:30 p.m.
First aired on 7 April 2014. Inter-institutional synergies (public sector and civil society; the Cuban Fund of Cultural Assets (FCBC) helps with the wardrobe and other accessories; *RTV Comercial* designed the furniture and the equipment appearing on stage).

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Greater amount of information reaching the public.
Larger TV audience.
Greater presence of the general public in cultural events and activities throughout the country.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture, Cuban Radio and Television Institute (ICRT)

f.2 Financial resources allocated to implement the measure:

"Arial Narrow", sans-serif; mso-fareast-font-family: Calibri; mso-bidi-font-family: Arial; mso-ansi-language: EN-GB; mso-fareast-language: EN-US; mso-bidi-language: AR-SA">N/A

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

UNEAC, AHS

Type of Entity:

NGO

Type of Involvement:

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">The technical team conducts monthly TV rating studies. It has been evaluated through three diploma theses presented in the School of Journalism and Social Communication.

i.3 Which indicators were used to determine impact?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">TV ratings

Gender Equity Programme with a National Incidence

b. Key objectives of the measures:

- Socialise audiovisual works by Cuban producers favouring gender equity and focusing on social activism.
- Promote the interaction and exchange of ideas and feelings among professionals in favour of creating a harmony that will benefit a culture of peace and sustainable human development.
- Convene representatives of Cuba's social, cultural and economic life in favour of "Peace Actions".
- Disseminate in the development of the collective consciousness the concept of human diversity, based on the Pedagogy of Peace which promotes a culture of peace.

c.1. the scope of the measure:

National

International

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

The work of the programme is represented by the *Palomas* Project, in addition to other institutions. It addresses different themes, where generations and artistic trends fuse based on a gender approach: gender – climate change – good living. Sexually transmitted diseases and HIV/AIDS, prevention of different types of addiction. The integration of persons with different capacities, support for those who suffer social exclusion. Priority given to audiovisual materials and workshops for women and men who have survived different forms of violence. Attention to male offenders. Sexuality, sexual and reproductive rights. Human rights. Gender equity. Adults, children, adolescents and youth.

The dissemination of these themes takes place through traditional and alternative media, in order to prevent, form, disseminate, sensitise, promote and reproduce good practices, among other actions, in favour of good living and respect for Mother Earth.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

The public in general, rural and urban communities. Educational and religious research centres and institutions

e. What are the results expected through the implementation of the measure?:

- Contribute to reduce the existence of harmful social phenomena based on violence and exclusion, which marginalise and affect social development and gender equity today in Cuba.
- Promote the quality and excellence of audiovisual materials as a contribution of culture to social development and gender equity at the national and international levels.

Influence policies, legal regulations and social research which favour and assist the more vulnerable and underprivileged populations and communities.

f.1 Name of agency responsible for the implementation of the measure:

SDC and OXFAM, through the Palomas Project, the Audiovisual Production Company for Social Activism.

f.2 Financial resources allocated to implement the measure:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Human and economic capital required for its implementation.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Swiss Agency for Development and Cooperation
(SDC),OXFAM,UNFPA,UNDP,UNIFEM,UNICEF,CIERIC,Cuba Sí
Solidarity Group of the German Socialist Party,CIPC Panama,
BIOCOLOMBIA.SA,AECID,Ellas Crean of the Spanish Embassy
Canada-Cuba Local Initiatives.

Type of Entity:

NGO

Type of Involvement:

Spanish Cultural Centre of the Dominican Republic and Florida, U.S.

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

Production of over 20 audiovisuals from 2012 to 2016.
Workshops, presentations on radio, TV and cinema halls, lectures, master classes, tutorship and collaboration in sociocultural studies at universities, Centres for Social, Psychological, Communicative, Anthropological, Philosophical and Cultural Research.
Collaboration in campaigns and programmes linked to other institutions and non-governmental organisations in their social work. Creation of the Chair of Gender and Audiovisuals at the International Film and Television School of San Antonio de los Baños.

i.3 Which indicators were used to determine impact?:

Academic implications and practice of producers and other professionals in promoting and creating the project.
Use of public media spaces with high national TV ratings for calls and the projection of documentaries

Preparation of young art instructors as members of a talent pool for institutions of the Ministry of Culture

b. Key objectives of the measures:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Develop competencies required for executive tasks in the culture sector and in others linked to the nation's cultural development within the framework of the process of updating the country's economic model.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

color:windowtext;mso-ansi-language:EN-GB">Implementation of graduate training in the management of cultural processes by the National Training Centre for Culture in coordination with the Department of the Ministry of Culture.
mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";
mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Contribution to the training of representatives from the different areas of the institutional system of culture.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Young instructors

e. What are the results expected through the implementation of the measure?:

color:windowtext;mso-ansi-language:EN-GB">Benefit art instructors in their preparation as members of the reserve of cadres in the sphere of culture throughout the country.
mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";
mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Incentivise the development of community and/or institutional projects linked to cultural development.

f.1 Name of agency responsible for the implementation of the measure:

National Council of Houses of Culture, Ministry of Culture

f.2 Financial resources allocated to implement the measure:

N/A

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

A total of 67 art instructors from all the provinces in the country and the special municipality of the Isle of Youth have been benefited in their preparation as members of the cadres reserve of the Ministry of Culture.

12 out of the total number of youth who were prepared carry out executive functions in institutions of the culture sector and 23 of them have worked as art instructors in the Corazón Adentro Culture Mission in the Bolivarian Republic of Venezuela.

Increase in the number of amateur artists.

i.3 Which indicators were used to determine impact?:

The main indicators to determine impact are the number of youth carrying out executive functions and the number of those who have participated at different levels in the Corazón Adentro Culture Mission.

Expansion of capacities to access contents and navigate in the country's public library system and navigation halls of the Hermanos Saíz Association.

b. Key objectives of the measures:

mso-fareast-font-family:"Arial Narrow";mso-bidi-font-family:"Arial Narrow"; color:windowtext;mso-ansi-language:EN-GB">1.
color:windowtext;mso-ansi-language:EN-GB">Progressively improve the connection of the public library system to the national network and Internet through the CUBARTE network.
mso-fareast-font-family:"Arial Narrow";mso-bidi-font-family:"Arial Narrow"; color:windowtext;mso-ansi-language:EN-GB">2.
color:windowtext;mso-ansi-language:EN-GB">Improve the access of public libraries to local digital contents by providing them with informatics equipment for this purpose.
mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman"; mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Progressively improve the capacity of the navigation halls in NGOs. (See Additional Annex 3, Table 2.)

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

mso-fareast-font-family:"Arial Narrow";mso-bidi-font-family:"Arial Narrow"; color:windowtext;mso-ansi-language:EN-GB">1.
color:windowtext;mso-ansi-language:EN-GB">It is a project characterised by its continuity, which consists in distributing and updating the informatics equipment in public libraries, which includes the National Library, and provincial and municipal libraries. They are all already connected to the CUBARTE network.
mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman"; mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Likewise, the equipment in the navigation halls of the Hermanos Saíz Association (AHS) has progressively improved.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

The population in general with respect to the public library system and the members of the NGO Hermanos Saíz Association (AHS).

e. What are the results expected through the implementation of the measure?:

Improve access to contents both through the navigation of the network and the digital contents of the public library system, as well as the navigation halls of the AHS.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture; Centre of Informatics for Culture-CUBARTE

f.2 Financial resources allocated to implement the measure:

Resources allocated by the Cuban State in the budget of the institution and income for the purchase of equipment, only in CUPs.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

color:windowtext;mso-ansi-language:EN-GB">The connection of the public library system with the national network and Internet improved.

i.3 Which indicators were used to determine impact?:

color:windowtext;mso-ansi-language:EN-GB">Connection availability in public libraries.

color:windowtext;mso-ansi-language:EN-GB">Quality of the connection.

mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";

mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Number of users.

Hermanos Saíz Association artistic creation grants for young artists and writers

b. Key objectives of the measures:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Stimulate artistic and literary creation among youth

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

color:windowtext;mso-ansi-language:EN-GB">Annual calls are launched for the following grants:
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
color:windowtext;mso-ansi-language:EN-GB">Frenesis mso-ansi-language:EN-GB">, to stimulate the writing of novels
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
color:windowtext;mso-ansi-language:EN-GB">La Noche mso-ansi-language:EN-GB">, to promote the creation of works for children and youth
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
color:windowtext;mso-ansi-language:EN-GB">Milanés mso-ansi-language:EN-GB">, an incentive for creation in the performing arts
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
color:windowtext;mso-ansi-language:EN-GB">Chicuelo mso-ansi-language:EN-GB">, for writing documentary film scripts
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
font-family:"Arial Narrow",sans-serif;color:windowtext;mso-ansi-language:EN-GB">Ignacio Villa, for music composition.
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
font-family:"Arial Narrow",sans-serif;color:windowtext;mso-ansi-language:EN-GB">Ernesto Che Guevara's Thought
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
font-family:"Arial Narrow",sans-serif;color:windowtext;mso-ansi-language:EN-GB">Juan Francisco Elso Creation Visual Arts Grant
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
font-family:"Arial Narrow",sans-serif;color:windowtext;mso-ansi-language:EN-GB">Juan Francisco Elso Research Grant
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
font-family:"Arial Narrow",sans-serif;color:windowtext;mso-ansi-language:EN-GB">Antonia Eiriz Creation Grant
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
color:windowtext;mso-ansi-language:EN-GB">The Kingdom of This World color:windowtext;mso-ansi-language:EN-GB"> Artistic and Research Grant
Symbol;mso-bidi-font-family:Symbol;color:windowtext;mso-ansi-language:EN-GB">·
font-family:"Arial Narrow",sans-serif;color:windowtext;mso-ansi-language:EN-GB">Rita Longa, for sculpture.
mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";
mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Juries are constituted by outstanding artists and young talents of renown. (See Additional Annex 4.)

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Youth (up to 35 years of age)

e. What are the results expected through the implementation of the measure?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">Recognition of young talents and dissemination of their work.

f.1 Name of agency responsible for the implementation of the measure:

Hermanos Saíz Association

f.2 Financial resources allocated to implement the measure:

"Arial Narrow",sans-serif;mso-fareast-font-family:"Times New Roman";mso-bidi-font-family:Arial;mso-ansi-language:EN-GB;mso-fareast-language:ES;mso-bidi-language:AR-SA">Each winner receives a monthly payment of 600.00 CUPs . In the case of the Antonia Eiriz Creation Grant and the Juan Francisco Elso Visual Arts Grant, the winner receives 1,000.00 CUCs.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Hermanos Saíz Association

Type of Entity:

NGO

Type of Involvement:

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

"Arial Narrow",sans-serif;mso-fareast-font-family:Calibri;mso-bidi-font-family:"Times New Roman";mso-ansi-language:EN-GB;mso-fareast-language:EN-US;mso-bidi-language:AR-SA">These grants have benefited talented youth regardless of their social standing and professional training, by enabling them to develop and gain access to creative circles and visualizing their work and its results. They have contributed to the participation and insertion of these actions in the country's cultural life and social transformation processes.

i.3 Which indicators were used to determine impact?:

Number of grants awarded

Insertion of benefited youths in social projects.

Artistic development reached by benefited youths

CIVIL SOCIETY

Have you taken or supported initiatives involving civil society in activities::

Promote the objectives of the convention through awareness raising and other activities:

Yes

Please explain how:

The Ministry has designed a Dissemination Plan for the 2005 Convention which includes interviews with artists and intellectuals (projects, foundations and associations), news reports and news items to disseminate through the mass media: television, radio broadcasts and the written press. The dissemination plan has been designed and is being implemented. The plan involves associations, foundations and groups of artists engaged in the country's cultural industries.

Different institutions linked to the Ministry of Culture (ISA, ICAIC, Office of the Historian of Havana, CNAE) belonging to the cultural industries sector have invited UNESCO specialists to participate in activities and theoretical forums to sensitise civil society on this theme.

Collect data and share and exchange information on measures adopted at local and international level:

Yes

Please explain how:

The new economic management model promotes the improvement of the country's social and economic context. This implies modifying and examining cultural policies linked to the creative industries sector. The implementation plan of the model was begun early in 2011, but it is a constant redesign and implementation process.

The process entails consultation with associations, creators and artists on the new measures and resolutions adopted by the Ministry of Culture, for example, res. 13 of 27 January 2014; res. 14 of 27 January 2014; res. 108 of 30 November 2015; res. 19 of 27 February 2014. (See Additional Annex 5.) These measures and resolutions are being implemented and imply changes in the way cultural activities are created, produced and marketed. All the measures adopted to improve the artist's condition, modify the social purpose of the companies in the sector, and in general all those measures which improve conditions for the creation, production, distribution and dissemination of cultural activities, goods and services have been adopted after consultation with civil society organisations. The consultations have been made through fora and technical meetings. In addition, all the projects and new measures have been discussed at UNEAC and AHS National Councils. Other representatives of civil society, foundations and associations linked to the sector are invited to attend these councils.

The large associations of artists and creators in the country (UNEAC, AHS) participate in the National Assembly, and thereby take an active part in prior consultations held relative to the legislation of new measures.

The international agreements subscribed in this respect are also consulted with the organisations of artists and writers.

Provide spaces where ideas of civil societies can be heard and discussed while developing policies:

Yes

Please explain how:

The Ministry calls on all NGOs in order to listen to their opinions and ideas regarding the achievements, challenges and opportunities of the sector in general. Two specific meetings convened to discuss themes of the 2005 Convention were held to inform civil society of the process of elaborating the 2016 Second Periodic Report of Cuba and to share the methodology to be used in the data collection for the report. These two meetings have taken place within the framework of the implementation of the project promoted by the 2005 Convention Secretariat.

Every year meetings of the institutional system are held with each civil society organisation. In some cases, especially at the meetings with the six foundations linked to the sector (Antonio Núñez Jiménez Foundation of Nature and Humanity, New Latin American Cinema Foundation, Ludwig Foundation, Fernando Ortiz Foundation, Alejo Carpentier Foundation and Caguayo Foundation) the measures on the implementation of the 2005 Convention have been discussed.

Technical workshops have been organised with associations and foundations to provide information and guidance in applying for the International Fund for Cultural Diversity (IFCD) and the International Fund for the Promotion of Culture. Members and representatives of the associations and foundations were invited to attend the sessions of the Third Meeting of Ministers of Culture of the Community of Latin American and Caribbean States to discuss the Cultural Action Plan adopted by the meeting and linked to the 2005 Convention.

Implement Operational Guidelines: No

Please explain how:

Other: No

Please explain how:

Is Civil Society contributing to this report?:

Yes

Name of the Organization(s):

UNEAC, AHS, Eco-Art Project CIERIC ARTICULARTE Juan Marinello Cultural the Martin Luther King Jr. Memorial Centre and the Pablo de la Torriente Brau Centre.

In addition, social organisations promote dialogue and cultural exchange between creators, artists and cultural managers and the new forms of non-state management. The Road Map, an event sponsored by the branch of the Hermanos Saíz Association

Contribution from Civil Society

This section is to be completed with information provided by civil society:

Has the civil society taken initiatives to::

Promote the principle and the objectives of the Convention locally and internationally: Yes

Please explain how:

Different civil society organisations promote actions to methodologically accompany the programmes and projects linked to cultural industries and the 2005 Convention implemented in municipalities throughout the country. Some examples are the Eco-Art Project "A possible road to sustainability in the culture sector", managed by the Union of Writers and Artists of Cuba (UNEAC), the Centre for Exchange and Reference-Community Initiative (CIERIC) and the Martin Luther King Jr. Memorial Centre, and the ARTICULARTE Network project, "Strengthening cultural actors for sustainable human development in Cuba", managed by UNEAC, CIERIC, the Juan Marinello Cultural Research Institute, the Martin Luther King Jr. Memorial Centre and the Pablo de la Torriente Brau Centre.

In addition, social organisations promote dialogue and cultural exchange between creators, artists and cultural managers and the new forms of non-state management. For this purpose, UNEAC and CIERIC manage internships in community projects where creators and cultural managers from Cuba and other parts of the Latin American and Caribbean regions participate. Likewise, in the Sustainable Cultural Practices Laboratories, sponsored by the University of the Arts and managed by UNEAC and CIERIC, reflection and debate on themes associated with culture and economic development are promoted. The Road Map, an event sponsored by the branch of the Hermanos Saíz Association in the municipality of Baracoa in Guantánamo, and the AHS Artistic Crusade in Cienfuegos conducted in the Guamuhaya Mountains also promote the principles and objectives of the 2005 Convention.

Promote ratification of the Convention and its implementation by governments: Yes

Please explain how:

The country ratified the Convention in 2007. Since then, for the purpose of its implementation, spaces for discussion and exchange have been promoted by UNEAC and CIERIC as well as international NGOs such as the International Committee for the Development of Peoples (CISP), with the participation of specialists from the UNESCO Regional Office for Culture and the Cuban National Commission for UNESCO, to study in-depth and design implementation strategies where Cuba's civil society may actively participate. These actions have also facilitated the access of civil organisations to bibliography and documentation concerning the implementation of the Convention. In general, these activities have favoured decision-making and awareness-raising on the use of the Convention as an instrument to conceptualise and implement actions linked to the sustainable development of cultural industries.

The programmes and activities derived from these meetings and, in general, those hosted by AHS, CIERIC, UNEAC, the Martin Luther King Memorial Foundation, the New Latin America Cinema Foundation and other NGOs linked to the sector, have made it possible to increase local capacities for the creation, production and distribution of cultural goods and services, fostering the enjoyment of the population and the participation of culture in the social transformation within Local Development Strategies. Examples include the *Casa de la Guayabera* sociocultural project, the AHS Literary Promotions *Claustrofobias* project, in Santiago de Cuba, the Image III project, sponsored by UNEAC, and the UNEAC Imprints sociocultural project in Playa municipality.

Bring the concerns of citizens, associations and enterprises to public authorities, including vulnerable groups:

Yes

Please explain how:

The Participative Diagnosis exercises in the municipalities managed by the Municipal Administrative Councils (CAM), accompanied by CIERIC and UNEAC, where the mass organisations, the Municipal University Centres (CUM) also participate, gather the main concerns of the population, including the demands of vulnerable groups (seniors, women, persons with special care needs, among others).

Before determining the Local Development Strategies in each municipality, valid over a two-year period, the Participative Diagnoses are reviewed, which will serve as a baseline to implement the plans and strategies determined.

These diagnoses have been used to examine the potential of culture in the sustainable development of each municipality, where the value of cultural industries in generating income and employment is of fundamental importance.

UNEAC, together with CIERIC, submitted to the National Assembly of the People's Power in 2012 a diagnosis on the potential of community cultural work, particularly in cultural industries, for local cultural development in the territories. The conclusions of the annual National Councils of both the AHS and UNEAC are presented to the Ministry of Culture. In addition, integrated visits are made to the provinces and municipalities to ensure that the agreements reached between civil society organisations and local authorities are fulfilled. Reports evaluating the results of each visit are made, and later analysed by the Board of Directors of the Ministry of Culture. Members of cultural authorities also participate in these visits.

UNEAC's Permanent Commissions for Community Cultural Work constitute advisory bodies where the problems of culture, literary artistic creation and the implementation of Cuban cultural policy and its impact on society are examined and discussed. Local authorities, executives of the Ministry of Culture and officials of the political and mass organisations in the territory are invited to attend.

Contribute to the achievement of greater transparency and accountability and accountability in the cultural governance:

Yes

Please explain how:

Civil society organisations such as UNEAC, AHS, CIERIC and the Ludwig Foundation actively participated in the meetings held to elaborate Cuba's Quadrennial Periodic Report on the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. During the process civil society organisations facilitated updated information on their activities, and also discussed and examined the main measures and policies implemented by the government in the sector.

UNEAC and CIERIC have facilitated spaces for dialogue where the institutional system was requested to adopt concrete actions relative to cultural management, in particular the creative industries. Some of the pertinent themes dealt with have been the creation and review of adequate legal frameworks for the management of enterprises linked to the creation, production and marketing of cultural activities, goods and products; non-state management forms and their articulation with already existing state forms; the need for improvements in infrastructures and access to the new technologies; ways of increasing citizen participation in the management of cultural industries and their processes; economic sustainability of cultural projects; and the importance of youth participation in all these themes.

In addition, the AHS promotes spaces for reflection on themes linked to cultural industries such as *Pensamos Cuba* and *Dialogar-Dialogar* in Havana, and *La Caldera* in Villa Clara. These spaces promote debates and discussions where representatives from public institutions are invited. All discussions are recorded and uploaded to the AHS website.

Monitor policy and programme implementation on measures to protect and promote diversity of cultural expression:

No

Please explain how:

Build capacities in domains linked to the Convention and carrying out data collection: No

Please explain how:

Create innovative partnerships with the public and private sectors and with civil society of other regions of the worlds:

No

Please explain how:

Challenges encountered or foreseen to implement the Convention:

Lack of statistical information and indicators, especially at the territorial level.

Solutions found or envisaged:

Activities planned for next 4 years to implement the Convention:

Supporting attachment provided by the Civil Society:

Achievements, challenges, solutions and next steps

Describe main results achieved in implementing the Convention:

- The policy for the protection of creators and artists has been reinforced through specific contributions to their activity, income tax initiatives and work contracts.
- The access of artisans and artists to raw materials and imported inputs has been facilitated.
- Different cultural institutions have been inaugurated and restored.
- The link between culture and tourism has been strengthened, through investments in infrastructure.
- The marketing of cultural goods and services has increased due to the addition of new forms of electronic payment.
- The arts education curriculum at all levels has been modernised.
- New spaces for the distribution, exhibition and marketing of cultural goods and services have been inaugurated.
- New channels for cultural dissemination, promotion and debate have been created.
- New links for international cooperation on cultural themes have been fostered.
- Cultural management measures in favour of sustainable development have been promoted.
- Joint actions with civil society have been intensified.
- Initiatives aimed at enhancing the role of youth in the entire cultural process have been implemented.
- Community work projects directed by artists (professionals and amateurs), state institutions and civil society have increased.
- New monitoring tools and cultural statistics have been added.
- Participation in different calls of the International Fund for Cultural Diversity (IFCD). During the period, the *Quisicubana* project was benefited.
- Winner of World Summit Information Society (WSIS) 2014 Prize in cultural diversity and identity, linguistic diversity and local content, with special mention of the CUBARTE Portal.
- The event Cuban Culture in Digital Means has been held annually for several years to promote the debate and exchange of ideas among Cuban digital media in the cultural sphere.

Challenges encountered or foreseen to implement the Convention :

- Lack of statistical information and indicators, especially at the territorial level.
- Need for greater systematisation in identifying and disseminating good practices in the field of cultural policies at the international level.
- Although Cuba's cultural policy is closely linked to the objectives and principles of the Convention, it would be necessary for workers in the culture sector to become more directly familiar with the text of the agreement (articles, practical guidelines, etc.).
- It would be important to intensify the sustainable development projects concerned with culture.

- Capacity-building at the local level for the protection and promotion of cultural expressions (concepts, approaches and management tools).
- Creation of permanent spaces for the dissemination and socialisation of local initiatives which support the implementation of the Convention.
- Use of local dissemination means to socialise creative initiatives, actions and proposals inspired by the Convention.
- Implementation of the main informatics projects in the culture sector, among them, the improvement of the navigation halls and the processing capacity of the Public Library Network (continuity project); creation of points for audiovisual promotion and dissemination using ICTs in places where many people gather; instalment of wireless connection services with access to local contents in public institutions such as theatres, cinemas and other cultural centres; re-dimensioning of the central node in the CUBARTE Network (continuity project); introduction of advanced information and communication technologies in the arts education system.

Solutions found or envisaged to overcome those challenges:

- Strengthen the direct support of artistic and literary creation projects.
- Strengthen cultural information areas.
- Increase the instances of exchange and methodological support in themes dealing with cultural policies and measures.
- Disseminate capacity-building workshops relative to the implementation, evaluation and monitoring of the Convention.
- Stimulate practices which increase the contribution of culture to the economy and sustainable development.

Steps planned for the next 4 years:

- Highlight in international forums the need to implement article 16 of the Convention, in favour of developing countries.
- Diversify the country's options in the field of cultural cooperation.
- Initiate a data collection scheme, on the part of the Ministry of Culture, together with its system of institutions, provincial departments and civil society organisations, with a view to the next periodic report in 2020.
- Strengthen the platform of cultural actors for sociocultural development at the local and national levels.
- Promote spaces for reflection, the exchange of experiences and dynamic knowledge management groups in themes relative to culture and sustainable development.
- Production of methodological tools to design evaluation indicators in sustainable cultural processes.
- Strengthen the scope of cultural policy and the linkage between state and non-state sectors in cultural management processes at the local level.

SOURCES AND STATISTICS ANNEXES

1. Economy and Finance

When reporting data in this section, it is important to define the "cultural sector" for statistical purposes and apply that definition consistently. For guidelines, please refer to the [2009 UNESCO Framework for Cultural Statistics \(FCS\)](#)

1.1. Total Flows of Cultural Goods and Services

1.1.a Cultural Goods

(a) Exports in cultural goods	<input type="text" value="6020.11"/>	<input type="text" value="2015"/>	<input type="text"/>
(b) Imports in cultural goods	<input type="text" value="22411.40"/>	<input type="text" value="2015"/>	<input type="text"/>

1.1.b Cultural Services

(a) Exports in cultural services	<input type="text" value="85511.79"/>	<input type="text" value="2015"/>	<input type="text"/>
(b) Imports in cultural services	<input type="text" value="310.50"/>	<input type="text" value="2015"/>	<input type="text"/>

1.2. Contribution of cultural activities to Gross Domestic Product (GDP)

(a) Total GDP	<input type="text" value="0.00"/>	<input type="text"/>	<input type="text" value="N/A"/>
(b) Share of cultural activities in GDP	<input type="text"/>	<input type="text"/>	<input type="text" value="N/A"/>

Which methodology was used to calculate the share of culture in total GDP?

[More information about text formats](#)

1.3. Government expenditure on culture (If not available, please use government expenditure on Recreation and Culture)

(a) Total government expenditure	<input type="text"/>	<input type="text"/>	<input type="text" value="N/A"/>
(b) Share of culture in government expenditure	<input type="text"/>	<input type="text"/>	<input type="text" value="N/A"/>

2. Books

	Num	Year	Source
(a) Number of published titles	<input type="text" value="1558"/>	<input type="text" value="2014"/>	<input type="text" value="Cuban Book Institute statis"/>

(b) Number of publishing companies

Total all companies	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>
Small Size Companies	<input type="text" value="73"/>	<input type="text" value="2014"/>	<input type="text" value="Cuban Book Institute statis"/>
Medium Size	<input type="text" value="17"/>	<input type="text" value="2014"/>	<input type="text" value="Cuban Book Institute statis"/>
Large Size	<input type="text" value="6"/>	<input type="text" value="2014"/>	<input type="text" value="Cuban Book Institute statis"/>

(c) Bookshops and sales

Bookstore chains	<input type="text" value="223"/>	<input type="text" value="670515.06"/>	<input type="text" value="2014"/>	<input type="text" value="Cuban Book Institute statis"/>
Independent Book stores	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="N/A"/>
Book stores in other retail	<input type="text" value="14"/>	<input type="text" value="1318.85"/>	<input type="text" value="2014"/>	<input type="text" value="Cuban Book Institute statis"/>
Online Retailers	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="N/A"/>

d) Translation flows

Number of published translations	<input type="text" value="163"/>	<input type="text" value="2014"/>	<input type="text" value="Cuban Book Institute statis"/>
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3. Music

(a) Production / Number of albums produced:

	Num	Year	Source
Physical Format	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="N/A"/>
Digital format	<input type="text" value="54673"/>	<input type="text" value="2016"/>	<input type="text" value="Areito Factory"/>
Independent	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="N/A"/>
Majors	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="N/A"/>

(b) Sales / Total number of recorded music sales:

Physical format	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="N/A"/>
Digital format	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="N/A"/>

4. Media

(a) Broadcasting audience and share

Year	Source
<input type="text" value="2014"/>	<input type="text" value="ONEI"/>

Programme type	Audience share	Type of ownership	Type of access	Remove
Cubavisión		Public ▼	Free ▼	
Telerebelde		Public ▼	Free ▼	
Canal Educativo		Public ▼	Free ▼	
Canal Educativo 2		Public ▼	Free ▼	
Multivisión		Public ▼	Free ▼	
Cubavisión Internacional		Public ▼	Free ▼	

(b) Broadcasting media organizations

Year

2014 ▼

Source

ONEI

Number of domestic media organizations providing

Ownership:	Radio channels	Television channels	Both radio & television channels	Total
Public	26	22	0	48
Private				0
Community	70	21	91	
Not specified			0	
Total	96	43	0	139

(c) Newspapers (excluding online newspapers only)

Year

2014 ▼

Source

ONEI

<i>Publishing format</i> PRINTED	Daily newspapers	Non-daily newspapers	Total
Free Only	273	16	289
Paid Only	0		0
Both Free and Paid	273	16	289

BOTH PRINTED & ONLINE

Free Only			0
Paid Only			0
Both Free and Paid			0
Total	546	32	578

5. Connectivity, infrastructure, access

	Num	Year	Source
(a) Number of mobile phone subscribers per 1000 inhabitants	271	2014 ▼	ONEI
(b) Number of households with Internet access at home		▼	N/A
(c) Number of individuals using the Internet	3048	2014 ▼	ONEI

Percentage of people participating in cultural activities at least one time during the last 12 months

6. Cultural Participation

Activity (in %)	Female	Male	Total
Cinema	0.00		38.00
Theatre			65.00
Dance (including ballet)			16.00
Live concert/musical performance			28.00
Exhibition			28.00
All activities			0.00






Is there any available data on the reasons for the non participation in cultural events?
 No Yes

Main reasons for non participation (in %)	Female	Male	Total
Too Expensive			0.00

Lack of Interest			
Lack of time			
Lack of information			
Too far away			
Other			

7. Additional clarifications:

Additional Annexes (if any):

Attachment	Size
 annex_1.docx	13.8 KB
 annex_2.pdf	149.09 KB
 annex_3.docx	22.32 KB
 annex_4.docx	24.25 KB
 annex_5.docx	29.35 KB

SUBMISSION

Title:

Mr

First Name:

Fernando

Family Name:

Rojas Gutiérrez

Organization:

Ministry of Culture

Position:

Deputy Minister of Culture

DATE OF SUBMISSION: 21/12/2016