



# QUADRENNIAL PERIODIC REPORT

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

## GENERAL INFORMATION

### 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.**

This periodic report was prepared by the Cultural Policy and Research Section of the Ministry of Culture, Sports and Youth, in collaboration with the National Cultural Foundation and the Barbados Museum and Historical Society. This report specifically speaks to Barbados' culture sector as it pertains to the objectives of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression. It does not provide a comprehensive or detailed review of the programmes, projects and activities implemented in the culture sector since the online reporting format and its word restrictions would not permit this; instead it serves as a snapshot of a few of the activities and programmes which are taking place within the sector.

This report presents some of the key achievements that occurred in Barbados' culture sector, specifically focusing on activities related to the 2005 Convention. There have been several achievements within Barbados' culture sector, however, within the sector's most recent journey the passing of the Cultural Industries Development Act and the establishment of the Cultural Industries Development Authority, can be identified as two key achievements. The Act, which was proclaimed in 2015, has given impetus to the sector, while providing several possibilities for engagement and employment opportunities for cultural practitioners. In a nutshell, this far-reaching piece of legislation encourages the sustainable growth and development of indigenous cultural industries, making these possible through the provision of funding for cultural projects, duty-free concessions and income tax benefits. The Act is implemented through the work of the Cultural Industries Development Authority which seeks to establish the cultural industries as a leading economic driver in Barbados via the introduction of economic stimuli including investment into the industry; increasing export and trade activity for creative goods and services and working with key partners in facilitating the establishment of Barbadian creative cultural brands for large scale commercial activity. The diligent efforts of the Cultural Industries Development Authority has resulted in cultural practitioners benefiting from training in sourcing finances, mentoring, pitching for investment and business development, as well as cultivating productive relationships for employment and commercial opportunities.

Looking towards the future the Ministry of Culture, Sports and Youth in collaboration with its agencies and civil society will continue to develop a culturally rich Barbadian society and a creative economy that will assist in fostering sustainable jobs, economic growth and a social fabric that speaks to positive living especially among youth. This would include several programmes and activities, of which the most immediate ones would be the review of the National Cultural Policy of Barbados, the hosting of the Caribbean Festival of Arts (CARIFESTA)

in August 2017, and the legislating of the Film and Digital Media Commission. In addition to this the Ministry of Culture, Sports and Youth would continue to utilise its cultural cooperation agreements to engage in cultural exchanges which promote diverse cultural expressions.

## Technical Information

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**Party:**

Barbados

**Date of ratification:**

2/10/2008

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

- Ministry of Culture, Sports and Youth
- Barbados Museum and Historical Society
- National Cultural Foundation
- Barbados Cultural Industries Development Authority

**Officially designated Point of Contact**

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**Name of stakeholders, including civil society organizations, involved in the preparation of the report:**

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

The multi-stakeholder consultation process utilised for the preparation of this report consisted of one to one discussions, review meetings and written reports. While some entities such as the Barbados Museum and Historical Society, were familiar with the preparation of reports for UNESCO, other cultural stakeholders and partners required one to one meetings. All entities however, were encouraged to submit written reports. The review meetings were used to fill-in any gaps observed in the written reports where the information was unclear or required further explanation. This process is in keeping with the Ministry of Culture, Sports and Youth's annual review process which forms an integral part of its annual budgetary process. However, in looking towards the future and the role which the preparation of the report played, the entire process to prepare this report can serve as a policy review mechanism which enables the Ministry to maintain consist dialogue with its key stakeholders.

## Overview of Cultural Policy Context

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**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.:**

The National Cultural Policy for Barbados was conceptualized and prepared with a focus on the future; with the intent of envisioning Barbados' cultural development beyond the present and with the understanding that Barbados, due to its large diaspora and as a result of technological advancements, is not limited to its geographical space of 166 square miles. The National Cultural Policy for Barbados therefore creates a framework for the continued positive development of Barbadian culture and it ensures that Barbadians and their culture are central to overall national development.

The National Cultural Policy serves as an instrument to empower Barbadians and create an environment which would enable them to freely develop their innate creativity to the fullest. The Policy therefore seeks to focus on Barbadian culture as the synthesis of experiences and practices which define who Barbadians are as people, and on the various manifestations of those cultural experiences and practices which have shaped the unique national identity of Barbadians. It highlights the positive aspects of Barbados' culture, to inculcate those values and norms which can contribute to the strengthening of Barbadian communities, to the empowerment of its people and to awakening and sustaining a sense of pride in Barbadian culture which is reflected in its acceptance and promotion at home and abroad.

**a) It is (or has been) the basis for changing one or more policies?:**

Yes

**How?**

The 2005 Convention is focused on within the National Cultural Policy for Barbados and forms a key part of the Government's agenda for ensuring cultural diversity and the promotion and protection of art forms with an emphasis on ingenious art forms and cultural practices across local communities. Specifically the National Cultural Policy in the area of cultural diversity notes that the key policy goals are: (a.) to promote and encourage opportunities which would allow the various communities in Barbados to highlight their cultural expressions; (b) to promote and to encourage cultural exchange programmes with countries of the Caribbean and the rest of the world, with a view to promote greater understanding of, and respect for, the diversity of cultures; (c) to implement and support programmes aimed at teaching Barbadians foreign languages; (d) to provide and support opportunities for Barbadians, especially the young ones, to interact with foreign cultures and (e) to implement and to support the terms and conditions of the UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions.

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

Yes

**How?**

The Government of Barbados is in the preparatory stages of reviewing the National Cultural Policy of Barbados 2010 and the process of collecting information and data for input into the Quadrennial Period Report has served as a platform for engaging in regular dialogue and consultations with cultural civil society organisations, cultural non-governmental organisations and cultural institutions. These discussions would form part of the framework for further interactions and discussions with Barbados' cultural community which would reinforce and strengthen the existing dialogue between the Ministry of Culture and its constituents and stakeholders in the culture sector. The process of preparing the report has also served as a tool to map the development of cultural groups and emerging artists and their progress over time. It also provides the Government with a situational analysis of Barbados' cultural sector which the policy seeks to develop and support.

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

Yes

**How?**

As the Government of Barbados prepares to review the National Cultural Policy for Barbados 2010, the 2005 Convention would play a key role throughout the process. Specifically in collaborating and sharing information with other State Parties who have reviewed their cultural policies with assistance and guidance from the Secretariat. The work of the Intergovernmental Committee would be instrumental throughout this process as new opportunities, strategies as well as challenges are discussed and presented, particularly those which speak to digital media, capacity building and the greater involvement of cultural civil society organisations. In addition to this, the work of the Committee and the Secretariat through its Global Report, have provided information on the best practices in monitoring and implementing programmes, projects and policies to support and sustain cultural expressions. The Convention therefore has and would continue to serve as a reference for ongoing policy development.

# POLICIES AND MEASURES

## CULTURAL POLICIES AND MEASURES

<b>Name of the measure</b>	<b>Scope of the measure</b>	<b>Nature</b>
Social Identity-Renewal and Integrated Upliftment Strategy (SIRIUS) : Mirror Image Media and Innovation Labs and Identity TV	National	Institutional
Cultural Industries Development Act	Regional, National, International	Legislative, Regulatory, Financial, Institutional
Cultural Policy and Intellectual Property Rights Workshop	Regional, National, International	Institutional
P.I.T.C.H Programme	National	Financial, Institutional
Mapping of the Cultural Industries in Barbados	National	Regulatory, Institutional
Emerging Directors' Residency	National	Institutional
Community Arts Development Programme	Regional, National	Institutional
BOYA- The Business of Your Art	National	Institutional
The Barbados Registry of Artistes and Cultural Workers	National	Legislative, Financial, Institutional
National Independence Festival of the Creative Arts (NIFCA) Performing Arts Ensemble	Local, Regional, National, International	Institutional

## INTERNATIONAL CULTURAL COOPERATION

<b>Name of the measure</b>	<b>Scope of the measure</b>	<b>Nature</b>
Cultural Agreement with the Government of Barbados and Latin American Countries - Case Study of Panama	Regional	Institutional
Cultural Agreement with the Government of Barbados and Caribbean States - the Case of the Republic of Cuba	Regional, National	Institutional

<b>Name of the measure</b>	<b>Scope of the measure</b>	<b>Nature</b>
Cultural Agreement with the Government of Barbados and Asian nations - the Case of the Government of the People's Republic of China	Regional, National	Institutional
Cultural, Technical and Scientific Cooperation Agreement between the Government of Barbados and African nations - the Case of the Government of the Republic of Ghana	National, International	Institutional

#### INTEGRATION OF CULTURE IN SUSTAINABLE DEVELOPMENT - AT NATIONAL LEVEL

<b>Name of the measure</b>	<b>Scope of the measure</b>	<b>Nature</b>
National Sustainable Development Policy	National	Institutional

#### YOUTH

<b>Name of the measure</b>	<b>Scope of the measure</b>	<b>Nature</b>
Digital Media Film Project	National	Institutional
Cultural Youth Exchange between the Government of Barbados and the Cooperative Republic of Guyana	Regional, National	Institutional
The Youth Achieving Results Performing & Visual Arts Programme	National	Institutional
Youth Entrepreneurship Scheme	National	Institutional
National Summer Camp- Cultural Programme	National	Institutional

# Cultural Policy and Intellectual Property Rights Workshop

## **b. Key objectives of the measure:**

The Cultural Policy and Intellectual Property Rights workshop focused on addressing the needs of the Caribbean artistic community with the central aim of placing cultural civil society organisations and practitioners at the nucleus of cultural policy throughout the region. It created a space for cultural civil society organisations and matters concerning their artistic development to be discussed. The Intellectual Property Rights component of the workshop was geared towards a frank and open discussion on: what these rights are, identifying these rights in artistic works, how to protect cultural works, and how to financially gain from these rights?

## **c. What is:**

### **c.1. the scope of the measure:**

Regional

National

International

### **c.2. the nature of the measure:**

Institutional

### **c.3. the main feature of the measure:**

The Cultural Policy and Intellectual Property Rights Workshop was a regional workshop for CARICOM countries. It created a space for cultural civil society organisations and matters concerning their artistic development to be discussed at a regional level. The workshop addressed issues in formulating, implementing and evaluating cultural policies in the Caribbean. The workshop was timely as Jamaica is currently reviewing its cultural policy, St. Vincent and the Grenadines is in the process of implementing theirs and Trinidad and Tobago, Guyana and Barbados would soon commence the revision of their respective cultural policies.

Likewise, the renewed emphasis on the cultural industries by CARICOM states necessitates the need for the formulation of strong cultural policies which accurately reflect and address the sector's needs, and which can guide the growth and development of the cultural industries. As it relates to the Intellectual Property Rights component of the workshop practical examples of success stories as well as stories of missed opportunities, business losses and best practices would also be presented from industry leaders across the region.

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

Yes

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

It is expected that this workshop would serve as a platform for further engagement and dialogue among Caribbean Directors of Culture and cultural civil society organisations. It was anticipated that the workshop would allow for the sharing of best practices, pitfalls and opportunities for partnerships and collaboration among regional colleagues and partners, particularly in the areas of engaging meaningfully with civil society organisations and capturing cultural data within the Caribbean.

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

The Cultural Policy and Research Section, Ministry of Culture, Sports and Youth

## **f.2 Financial resources allocated to implement the measure:**

The workshop was sponsored by the Caribbean Development Bank. The total cost of the workshop was US\$ 13, 500.

## **h. Was this measure introduced or revised in order to:**

**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

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

National



# National Independence Festival of the Creative Arts (NIFCA) Performing Arts Ensemble

## **b. Key objectives of the measure:**

The key objectives of the NIFCA Performing Arts Ensemble are:

- To offer interested NIFCA awardees an important 'next step' opportunity in their career development as artists
- Provide advanced training in drama, dance and music principally, and also in areas of arts management and the business of the arts, including cultural entrepreneurship, intellectual property issues in performing arts, and personal development
- Develop members performing and presentation skills, by affording opportunities to stage, or participate in , local and overseas performance events
- Provide members with an opportunity to use arts-in-education techniques to respond to community needs for alternative pedagogies which empower and foster self-expression
- To form a repertory company with a variety of theatrical works for performance

## **c. What is:**

### **c.1. the scope of the measure:**

Local

Regional

National

International

### **c.2. the nature of the measure:**

Institutional

### **c.3. the main feature of the measure:**

Following a successful run of the Theatre Arts Internship Programme, the NIFCA Performing Arts Ensemble was launched in 2016. The programme targets performing arts awardees from the National Independence Festival of the Creative Arts. It includes training in various styles of theatre from conventional stage performance to site-specific work. The programme targets approximately 30 interns between the ages of 16 -30 years. Upon selection, all members will be contracted for a period of two years, at the end of which they will be appraised. Non-adherent members, and/or members wishing to leave, will be rotated out at the end of the two-year cycle to make way for new membership

The aim is to cultivate a body of regularly employed quality performers. As the NIFCA Performing Arts Ensemble develops a repertoire, performances will be available for hire. Apart from the developmental aspect of the programme, much of the Ensemble's output will be marketable cultural products.

## **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?:**

The guiding principle of the NIFCA Performing Arts Ensemble is to put performing artists together with teaching artists and arts managers to advance the quality of the performers' work, and also to create a repertoire of developmental and performance events that can be applied in a variety of settings where semi-professional/professional performing arts is wanted. The Ensemble would therefore create a team of players

groomed and ready for performance opportunities. Further, it is proposed that the NIFCA Performing Arts Ensemble is expected to function s as an income-generating performing repertory company, available for local and overseas work.

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

National Cultural Foundation

**f.2 Financial resources allocated to implement the measure:**

USD 8,875

**h. Was this measure introduced or revised in order to:**

**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?:**

No

## P.I.T.C.H Programme

### **b. Key objectives of the measure:**

The PITCH programme aims to teach cultural and creative business practitioners how to present their business proposals and market their businesses to potential investors. The programme enables cultural practitioners to define their product and create and/or improve their financial documents. It provides a platform and safe learning environment for creative product owners and developers to test and develop their selling skills to investors.

### **c. What is:**

#### **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 PITCH programme was created in response to findings which indicated that investors are often approached by cultural industries practitioners who lacked the key skills required to promote (pitch) their products or services to secure funding. This often resulted in several cultural businesses losing investment opportunities, which could have had a positive impact on the development of their business and the cultural industries in general.

In response to these concerns the PITCH programme was designed to bring the potential investor and the creators of the products together much earlier in the production process. The private sector has played an integral role in collaborating with the Cultural Industry Development Authority in executing this project, acting as assessors of the investment potential of cultural practitioners and providing much need financial support and advice.

The P.I.T.C.H. Programme has had four editions since its inception in November 2015.

### **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?:**

The expected results from the implementation of the PITCH programme are:

1. An increase in the investment opportunities for cultural practitioners
2. An increase in the growth of cultural entrepreneurs who have secure funding
3. The growth of sustainable cultural enterprises that are export ready

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

Cultural Industries Development Authority

### **f.2 Financial resources allocated to implement the measure:**

USD 15,000

### **h. Was this measure introduced or revised in order to:**

#### **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?:**

P.I.T.C.H. has grown and improved over the last 4 months. Using the feedback from the evaluation forms from 1st and 2nd edition, the 3rd edition of the programme PITCH was expanded to include an extra day for financials (financial planning, etc) as well as a day dedicated to PITCH practice before meeting the assessors. These revisions proved highly beneficial as the assessors noted that this was the most prepared and well informed cohort they had seen and this translated to increased interest from investors. To this end, it has been concluded that given the success of the participants, funding should continue for the PITCH programme.

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

The PITCH programmes were evaluated base on: (1).the number of cultural practitioners trained to approach investors and (2) the number of investors who supported the business proposals and projects of the cultural practitioners trained in the programme.

# Social Identity-Renewal and Integrated Upliftment Strategy (SIRIUS) : Mirror Image Media and Innovation Labs and Identity TV

## **b. Key objectives of the measure:**

The Mirror Image Media and Innovation Labs (MMIL) is a broad programme in media, images, innovation and identity designed to explore the Rt. Excellent Errol Walton Barrow's notion of mirror image to build identity and national confidence. It challenges young artists to use this concept to produce innovative but indigenous music and accompanying videos firmly rooted in Barbadian history, culture, aesthetics, geography and tangible and intangible cultural heritage.

From these labs Identity TV was developed as an entirely web-based TV channel which delivers visually engaging video programming that entertains, educates and provokes meaningful discussion amongst Barbadian youth. The channel consists of a combination of breaking news with live video coverage, entertainment- drama, comedy, reality shows, lifestyle features, profiles, mini-documentaries, festivals, events and educational content.

## **c. What is:**

### **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 Social Identity-Renewal and Integrated Upliftment Strategy (SIRIUS) is a leadership and innovation crucible. It is the first of three planned innovation centres. The SIRIUS promotes and develops several "centres of innovation" by encouraging existing entities to refocus themselves into creative spaces of originality.

One of the components of the SIRIUS programme is the Mirror Image Media Lab (MIML) which provides training in animation, film-making, app design, coding, Robotics, Artificial Intelligence and Computer Aided Design (CAD). The Mirror Image Media Lab is aimed at empowering young participants to develop critical life skills and to start up their own businesses.

Other components of the SIRUS programme include:

- writing project proposals to access grant funding;
- sensitization to the importance of Intellectual Property Rights - this will be managed by a volunteer who is an Attorney and who will guide participants in issues related to copyright, patents, trademarks and negotiating strategies.
- Africa Trade Centre - to explore opportunities for the development of trade with Africa;
- Projects in specific areas such as Cell phone manufacture, Computer Programming, Drum Manufacture, Alternative Energy, Health and Wellness, Agriculture, Fashion/Design, etc.

## **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?:**

The expected outcomes from the implementation of the SIRUS programme are:

- The development of key leadership skills, innovative approaches to problems, self-confidence and a strong sense of identity among youth partners and clients.
- The creation of an inter-agency approach to the building of stronger communities.
- The beneficiaries would be using their skills and innovation to build successful businesses in high quality products and services which are export ready.
- The beneficiaries routinely trade with the African Continent and Diaspora and generate foreign exchange.
- More specifically, the SIRIUS is working to achieve the following strategies/ objectives stated in the National Youth Policy
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#### Strategy 1: Employment

Encourage and support young people to become more entrepreneurial in their approach to employment. The talents and energy of young people will be channelled towards the potential growth areas of ICT's, Sports, the Cultural Industries and Agriculture.

#### Strategy 2: Education

Explore and develop other learning methodologies, such as "experiential learning".

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

The Commission for Pan African Affairs

#### **f.2 Financial resources allocated to implement the measure:**

US\$ 40, 000

#### **h. Was this measure introduced or revised in order to:**

##### **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?:**

No

# Mapping of the Cultural Industries in Barbados

## **b. Key objectives of the measure:**

The main objective of the proposed mapping exercise of the Barbados Cultural Industries is to give greater visibility to the creative sector through the identification of the value of the sector, for social, cultural and economic purposes. The mapping will concentrate on the core Cultural Industries of Barbados, and will explore production, distribution, exhibition and export of cultural goods, services and the role of intellectual property in the process.

Some of the objectives of mapping of the creative economy of Barbados are:

- The provision of a better understanding of the impact of the creative sector on the economy
- Identifying the direct impact of the sector in terms of economic and employment effects.
- The provision of the necessary data that would enhance decision-making and policy formulation so as to strengthen the creative industries; and facilitate the formulation of appropriate development strategies;
- The designing of methods and techniques to be applied for measuring the economic and social contribution of the cultural industries;
- Identifying the strengths and weaknesses of the sector;
- Identifying the organisations of relevance to the growth of the sector, including those which may not be already existing;
- Recommending the best approach to the formation of clusters.

## **c. What is:**

### **c.1. the scope of the measure:**

National

### **c.2. the nature of the measure:**

Regulatory

Institutional

### **c.3. the main feature of the measure:**

The mapping is intended to provide an economic assessment of the following sub-sectors to the Barbadian economy in terms of employment, exports of goods and services and intellectual property and to GDP, depending on the availability of data:

- The music industry, including recording, live performance and music publishing
- Film and television, including on-location productions
- The book and magazine publishing industry
- The performing arts
- The visual and plastic arts
- Festivals and cultural tourism
- Fashion
- Collective management of copyright and related rights

It is expected that a national assessment of the subsector will be undertaken, covering the growth of the sector, its market size, organisation and competitiveness. It is also expected that institutions supporting the creative industries will be examined.

A strategic analysis with respect to the strengths, weaknesses, opportunities and threats will be explored and any critical issues confronting the sector will be highlighted. Additionally, any specific strategies to mitigate these issues will be developed.

**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?:**

The results of the cultural industries mapping exercise will be used to determine the following:

- Value of sector's gross production
- Primary revenue generated by the sector
- Sector productivity (income generated by each worker)
- Value of sector's imports and exports
- Number of persons employed in the sector
- Rate of growth for all variables over an identified period to be agreed on (eg 2005 to 2010 and 2010- to 2015).

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

Cultural Industries Development Authority, Ministry of Culture, Sports and Youth

**f.2 Financial resources allocated to implement the measure:**

USD 25,000

**h. Was this measure introduced or revised in order to:**

**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?:**

No



# Emerging Directors' Residency

## **b. Key objectives of the measure:**

The key objectives for the Emerging Directors' Residency are as follows:

- Partner with local and regional arts platforms to offer developmental opportunities for artists
- Provide a forum for emerging directors to research their craft through mentorship, and through access to documented and archived material.
- Provide emerging directors with a secure and rigorous environment for practice, and the resources with which he or she may develop emerging work, and/ or experiment with new ideas.
- Provide opportunities for actors to work with emerging directors in a developmental and experimental workshop setting.

## **c. What is:**

### **c.1. the scope of the measure:**

National

### **c.2. the nature of the measure:**

Institutional

### **c.3. the main feature of the measure:**

Residency programmes afford professionals time and space away from the demands of daily work life to do much needed professional development. Outside of traditional longer term training and development, a paid residency allows artists time, however short, for contemplative study and exploration. In the Barbadian context, there is much focus on the training of performers, however there are considerably fewer opportunities for those theatre artists with a special interest in directing to hone and develop their skills. Highly skilled, culturally aware and visionary directors are needed, as we move nationally to advance our cultural industries sector, and to enrich the quality of small and large scale staged events, whether drama, music, dance, or indeed the multi media event. The Emerging Directors' Residency responds to these training and developmental needs.

The Emerging Directors' Residency is a paid artist residency partnership for early career theatre directors, which provides them with an opportunity to conduct much needed research into Caribbean theatre and to explore and create through theatre form and style. The residency sponsors two emerging Barbadian directors. Each residency is based at Fresh Milk Arts Platform in Workman's, St. George.

The residency runs for 50 hours which the residents must complete in two weeks. There are two fortnightly time frames scheduled and each candidate may choose which frame is suitable. A mentor will spend 10 hours in total with each resident over each 50 hour session. Each resident will have access to two actors for 15 hours to experiment and/or create work. At the end of each period, there will be a short showcase where the residents share aspects of the work they have been contemplating.

## **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?:**

The Emerging Directors' Residency is mentored over the course of the programme by a noted Barbadian/ Caribbean director and at the close of the period, each will present, by way of a small showcase with actors, aspects of the work they have been exploring.

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

National Cultural Foundation, Ministry of Culture, Sports and Youth

**f.2 Financial resources allocated to implement the measure:**

USD 3, 375

**h. Was this measure introduced or revised in order to:**

**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?:**

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

# Community Arts Development Programme

## **b. Key objectives of the measure:**

The objectives of the programme are as follows:

- to create ensembles for theatre, drama, wind players, rhythm section musicians and vocalists,
- to seek collaboration with cultural stakeholders such as the Ministry of Education, the National Cultural Foundation and other arts organisations, in addressing such issues as pedagogy, teacher training, content, and availability of resources to facilitate creativity in the performing arts.
- to improve the standard and quality of performances during the National Independence Festival for the Creative Arts
- to provide a major boost to the cultural re-awakening at the community level
- to promote an appreciation and understanding of the value of the arts in all facets of our daily lives
- to foster and promote a sense of national identity through the use of the arts
- to begin a feeder programme for the establishment of a National School for the Performing Arts at some appropriate time in the future

## **c. What is:**

### **c.1. the scope of the measure:**

Regional

National

### **c.2. the nature of the measure:**

Institutional

### **c.3. the main feature of the measure:**

The primary goals of the Community Arts Development Programme are as follows:

- To expose local communities to the performing arts and to move the persons trained into academic programmes at the secondary and tertiary levels;
- To stimulate and promote excellence in all areas of the performing arts;
- To improve the quality of performing arts in Barbados;
- To foster and promote a strong sense of national identity through the use of the arts;
- To deliver broad-based access to children in Barbados in all areas of the performing arts, regardless of levels of income, education, ethnicity, race, age, gender, whether as participants and or as audiences.

## **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?:**

The expected results of the Community Arts Development Programme are:

1. Students would be trained to read and write music
2. The development of performance skills in steel pan and ensemble skills by performing in a steel band
3. The formation of two steel pan bands
4. Students trained in dance and drama
5. Increased community arts programming for the youth
6. A commitment from the Ministry of Education, the Barbados Community College, the National Cultural Foundation, the Errol Barrow Centre for Creative Imagination at the University of the West Indies to

conduct community programmes which develop creativity in youth and build a strong platform for the performing arts in Barbados

7. An end of year production by the students of the programme demonstrating the skills learnt and acquired.
8. The creation of ensembles for theatre, drama, wind players, rhythm section musicians and vocalists
9. The publication of a report on the programme and its outcomes

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

Cultural Policy and Research Section, Ministry of Culture, Sports and Youth

**f.2 Financial resources allocated to implement the measure:**

US\$ 26,000

**h. Was this measure introduced or revised in order to:**

**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

## BOYA- The Business of Your Art

### **b. Key objectives of the measure:**

The objectives of this programme are as follows:

- To introduce basic principles for arts business practices
- To educate artists about supply and demand
- To train artists/cultural practitioners in creating a plan for their business
- To introduce basic marketing principles and market research to cultural practitioners
- To assist artists in understanding finance, fundraising and cash flow
- To serve as a seeding program/incubator for cultural products and services for either the local, tourist or international markets.

### **c. What is:**

#### **c.1. the scope of the measure:**

National

#### **c.2. the nature of the measure:**

Institutional

#### **c.3. the main feature of the measure:**

BOYA- The Business of Your Art is a six module seminar series which takes place over six months. BOYA aims to: (a) equip cultural practitioners with the skills needed to determine the shape and viability of their artistic enterprise, (b) to understand the fundamentals of financing a business and (c) to make a solid business plan.

The series is structured in such a way that each module builds on the other, each imparting a particular and discrete set of skills and tools, leading to a tangible outcome which is the creation of a viable, fundable project proposal.

In order for cultural practitioners to best access and profit from the proposed facilities and mechanisms, including the Cultural Industries Development Act, they must have an understanding of the basic principles of sound business practice.

Barbados' cultural sector is made up mostly of persons working on a semi-professional, amateur and/or part-time basis. They are often trying to maintain households on salaries from their "traditional" jobs at the same time as they are attempting to grow their artistic business venture.

Some major challenges posed by this approach are the issues of time management, capital investment, and the general sourcing and management of funds since with little or no collateral it is often very difficult to secure funding from lending institutions in order to further develop businesses in the arts and culture. It is therefore necessary for practitioners to fully understand the sector or industry which relates to their artistic talent as well as the risks involved with going into full time business in order to minimize said risks and maximize growth.

Participants were mentored in: Business Incorporations and Intellectual Property Rights Management, Strategic Planning, Financing Creative Enterprise, Marketing and Brand Development, and Operations Management by highly qualified facilitators in their fields. The seminars were hosted at the Errol Barrow Centre for Creative Imagination at the University of the West Indies in Cave Hill St. Michael.

### **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?:**

Each participant who successfully completes the course will produce either a business plan or a full project proposal which can be used to 'pitch' to potential investors, funders or sponsors.

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

National Cultural Foundation

**f.2 Financial resources allocated to implement the measure:**

US\$ 11,500

**h. Was this measure introduced or revised in order to:**

**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?:**

No

# The Barbados Registry of Artistes and Cultural Workers

## **b. Key objectives of the measure:**

The Barbados Registry of Artistes and Cultural Workers is a programme of the Government of Barbados and it is managed and operated by the Cultural Industries Development Authority (CIDA), an agency of the Ministry of Culture, Sports and Youth.

The Registry serves the purpose of facilitating the access of artistes, cultural practitioners, cultural entrepreneurs and cultural workers to the benefits provided in the Cultural Industries Development Act. The Registry also serves as a database of all participants in the cultural industries in Barbados and will facilitate the development of the cultural industries, through continuous research and updated information.

Registration of cultural practitioners is designed to make investment in their enterprises more attractive to the private sector.

## **c. What is:**

### **c.1. the scope of the measure:**

National

### **c.2. the nature of the measure:**

Legislative

Financial

Institutional

### **c.3. the main feature of the measure:**

To access the benefits outlined in the Cultural Industries Development Act and to access funding for cultural projects, cultural practitioners must first register as an artist or cultural worker. The Barbados Registry is the mechanism through which they must register.

## **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?:**

It is expected that through the Barbados Registry of Artistes and Cultural Workers cultural practitioners would be able to expand their businesses through the benefits offered in the Cultural Industries Development Act. It is also expected that their clientele would increase due to the free exposure on the Registry's website, since the Registry provides an online platform where artistes can showcase their work to investors and consumers of the arts.

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

Barbados Cultural Industries Development Authority

### **f.2 Financial resources allocated to implement the measure:**

The Barbados Registry of Artists and Cultural Workers' total implementation costs, including hosting the website and all related technical components is approximately US\$ 24, 000. However, the creation and hosting of the Registry was heavily subsidised through in-kind donations and goodwill on the part of a Barbadian digital firm based in Canada. The cost was therefore reduced to US\$ 5,000.

## **h. Was this measure introduced or revised in order to:**

### **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?:**

No



# Cultural Industries Development Act

## **b. Key objectives of the measure:**

The Act provides for:

- 1.the establishment of a regulatory framework to facilitate and encourage the sustainable growth and development of the cultural industries,
- 2.funding for cultural projects and duty-free concessions and,
- 3.income tax benefits in respect of cultural projects and related matters.

## **c. What is:**

### **c.1. the scope of the measure:**

Regional

National

International

### **c.2. the nature of the measure:**

Legislative

Regulatory

Financial

Institutional

### **c.3. the main feature of the measure:**

The Cultural Industries Development Act was proclaimed in 2015. The Act serves as the conduit through which the potential of the cultural industries would be realised. The Act recognizes the vital contribution of the cultural industries to sustainable development and seeks to promote the sector through the provision of incentives for cultural workers.

The Act also encourages public-private sector partnerships and partnerships with all stakeholders through the establishment of the Cultural Industries Development Fund which is managed by the Authority. The purposes of the Fund are to: (1) finance cultural projects and programmes that are designed to develop the cultural industries sector and train cultural entrepreneurs, cultural practitioners, cultural administrators and cultural workers; (2) provide cultural entrepreneurs with non-repayable grants to enable them to participate in local and overseas events, workshops and seminars and allow for training, marketing and export, and product development; and (3) provide repayable grants and loans for cultural projects and provide equity financing to allow investors to inject funds into cultural businesses and in return to take an equity share in the capital of such businesses.

This legislation also makes provision for the establishment of a Cultural Industries Development Authority. The Authority is responsible for: promoting, assisting and facilitating the efficient development of the cultural industries and designing and implementing suitable marketing strategies for the effective promotion of the cultural industries.

## **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?:**

The expected outcomes which are anticipated through the implementation of the Cultural Industries Development Act include, but are not limited to, the following:

1. The continued capturing of practitioner data via the Barbados Registry of Artistes and Cultural Workers
2. The implementation of a mapping and economic assessment of the cultural industries

3. Developing and designing the processes and benchmarks towards standardizing industry processes
4. Identify and support training and skills development for the industry
5. Provide support for investment into the industry and work with stakeholders and constituents in the cultural industries to develop infrastructure specific to the industry, such as factories, galleries, studios, theatres, etc.
6. Identify markets for trade and develop trade links and strategies

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

Cultural Industries Development Authority

**f.2 Financial resources allocated to implement the measure:**

US\$ 200, 000

Funds are provided through the budget allocated to the Barbados Cultural Industries Development Authority (BCIDA). CIDA has responsibility for overseeing the implementation of the Cultural Industries Development Act.

**h. Was this measure introduced or revised in order to:**

**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

# Cultural Agreement with the Government of Barbados and Latin American Countries - Case Study of Panama

## **b. Key objectives of the measure:**

The Cultural Cooperation Agreement between the Government of the Republic of Panama and the Government of Barbados allows for exchanges and collaboration between technical and artistic personnel and the exchange of materials in the fields of culture including the exchange of cultural information.

## **c. What is:**

### **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 Government of Barbados has active cultural cooperation agreements with several member states that are signatory to the 2005 Convention. Since acceding to the Convention other cultural cooperation agreements have been successfully pursued and while some existing ones have been revised and strengthened to reflect Barbados' active pursuit to develop its cultural industries.

This report therefore would highlight Barbados' activities in various regions across the globe – the Americas, Asia, Europe and Africa. These relations, although longstanding for many years, have been formalised through official cultural cooperation agreements. In the Americas, for example, Barbados' relations with Panama have moved from strength to strength. The cultural cooperation agreement between the Government of Barbados and the Government of the Republic of Panama was signed in 2003. This cooperation has seen both countries actively participating in Panama's celebrations for the 100th anniversary of the opening of the Panama Canal in 2014. A yearlong cultural programme was planned and executed between Barbados and Panama.

## **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?:**

Not available

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

Ministry of Culture, Sports and Youth

### **f.2 Financial resources allocated to implement the measure:**

Not available

## **h. Was this measure introduced or revised in order to:**

### **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?:**

No

# Cultural Agreement with the Government of Barbados and Caribbean States - the Case of the Republic of Cuba

## **b. Key objectives of the measure:**

Barbados has strong cultural relations with Cuba, which were formalised in a cultural cooperation agreement signed in 1983. The agreement aims to encourage, strengthen and develop the cooperation and exchange of experiences among the cultural, scientific, educational, artistic, literary and social institutions and organisations of both countries.

## **c. What is:**

### **c.1. the scope of the measure:**

Regional

National

### **c.2. the nature of the measure:**

Institutional

### **c.3. the main feature of the measure:**

The cultural cooperation agreement between Barbados and Cuba has resulted in fruitful and fluid cultural exchanges which have provided a myriad of opportunities for cultural practitioners, policymakers, academics and stakeholders in the cultural industries of each country. These activities have been implemented through the active Barbados – Cuba Joint Commission which reviews the areas of collaboration between the two countries and has a work programme attached to it. The meetings of the Joint Commission are convened annually and are hosted alternately by Barbados and Cuba. These meetings are intended to create a forum for dialogue at a policy and technical level between officials of the two countries based on existing and new areas of cooperation.

The work of the Commission has been very effective and has been realised through the numerous exchanges which have occurred in the area of dance, visual arts, literary arts, festivals, exhibitions, study tours, scholarships and collaborations with cultural organisations and institutes. The most recent initiatives have been geared towards a focus on the cultural industries with an interest in mutual collaboration in the area of film and digital media.

## **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?:**

Not available

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

Ministry of Culture, Sports and Youth

### **f.2 Financial resources allocated to implement the measure:**

Not available

## **h. Was this measure introduced or revised in order to:**

### **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?:**

No

# Cultural Agreement with the Government of Barbados and Asian nations - the Case of the Government of the People's Republic of China

## **b. Key objectives of the measure:**

Outside of the Americas Barbados has also developed strong cultural relations with countries in Asia and Africa. There has been, for example, a cultural agreement between the Government of Barbados and the People's Republic of China since 1980. This agreement seeks to: encourage and support exchanges and cooperation between relevant institutions in the two countries; encourage mutual acquaintances of the people of both countries with the arts and culture of each other through exchange programmes; facilitate exchanges between museums, libraries and other cultural institutions of the two countries and organising the exchange of information.

## **c. What is:**

### **c.1. the scope of the measure:**

Regional

National

### **c.2. the nature of the measure:**

Institutional

### **c.3. the main feature of the measure:**

This agreement has been an active one with mutual exchanges in the areas of cinema and broadcasting, festivals, cultural institutions, cultural practitioners, the granting of scholarships and cultural exchanges in the performing arts.

The Barbados – China cultural bilateral relations are strong with China providing both technical and financial assistance for the development of the cultural industries. One such area of assistance has been the construction of places associated with the performing arts, namely music, dance and theatre, as well as exhibition space for the visual arts. Places such as the Garfield Sobers Gymnasium and the Lloyd Erskine Sandiford Centre.

The cultural agreement has not only been enacted through the efforts of government agencies but cultural civil society organisations have also been actively involved. This is witnessed through the work of the Barbados China Cultural Centre, a civil society organisation, which hosts the annual Fish and Dragon Festival. The Fish and Dragon Festival, which is celebrated during the Chinese New Year period, creates a space for cultural dialogue between Barbadian and Chinese Culture. The festival invites communities across Barbados to become more engaged and empowered in the relationship of friendship between Barbados and China.

The Fish and Dragon Festival is a joint initiative among the Barbados China Friendship Association, the Central Bank of Barbados and the Embassy of the People's Republic of China in Barbados, with support from a number of partners in the public and private sector.

The Festival seeks to educate and entertain audiences of all ages with an offering that intersects different forms of artistic expression including healing, martial, culinary, visual arts and performing arts. In 2016 the Festival hosted the China National Opera and Dance Drama Theatre.

## **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?:**

Not available

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

Ministry of Culture, Sports and Youth

**f.2 Financial resources allocated to implement the measure:**

Not available

**h. Was this measure introduced or revised in order to:**

**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?:**

No



# Cultural, Technical and Scientific Cooperation Agreement between the Government of Barbados and African nations - the Case of the Government of the Republic of Ghana

## **b. Key objectives of the measure:**

This cultural cooperation agreement between Barbados and Ghana seeks to promote and develop cultural, technical and scientific cooperation and the reciprocal advantages which would result from the cooperation in fields of mutual interests. It also encourages the participation of organisations and entities from the private sector, universities, scientific and technical research agencies and non-governmental organisations in the execution of projects under the agreement.

## **c. What is:**

### **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:**

Barbados shares strong historical ties with Africa and has traditionally enjoyed cordial relations with countries in this region. These shared cultural and colonial ties have often served as a platform for areas of cooperation and collaboration, fostering closer relations. This is witnessed in the Cultural, Technical and Scientific Cooperation Agreement between the Government of Barbados and the Government of the Republic of Ghana.

The agreement promotes exchanges in personnel and information in the field of culture. One such exchange occurred when Ghanaian artists Mark and Patience Buku, over a three month period in Barbados, introduced Barbadian craftsmen and craftswomen to traditional and contemporary Ghanaian techniques in textile surface design. The impact of their training is still being seen today where some of the practicing textile artists have been clearly able to increase and diversify their produce based on skills learnt during the workshops. Since then the University of the West Indies and the Commission for Pan African Affairs in Barbados have continued to develop programmes which seek to implement the various articles in the cultural cooperation agreement.

## **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?:**

Not available

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

Ministry of Culture , Sports and Youth

### **f.2 Financial resources allocated to implement the measure:**

Not available

## **h. Was this measure introduced or revised in order to:**

### **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?:**

No

# National Sustainable Development Policy

## **b. Key objectives of the measure:**

The overarching goal of the Policy is “to ensure the optimization of the quality of life for every person by ensuring that economic growth and development does not occur to the detriment of our ecological capital.” The major objectives of the Policy are:

1. to formulate a national definition of sustainable development;
2. to provide a national framework for decision-making based on our principles of sustainable development;
3. to promote principles of sustainable development and encourage all persons to adopt and apply these principles in every aspect of decision-making; and
4. to sensitize and educate all persons in Barbados about key issues and conflicts between development and environment and the need to make wise consumption and production choices.

Sustainable Development is a broad-based concept that impinges on all sectors and activities of national development and so it is difficult to attempt to prescribe detailed actions for each actor, stakeholder and decision-maker. The Barbados National Sustainable Development Policy therefore is not intended to be a blueprint for sustainability. Rather this policy is intended to provide guidelines and a pragmatic framework that facilitates decision-making at the level where costs and benefits accrue whether it is at the national, corporate or individual level. It is envisaged that this policy will be translated into concrete action plans by informing all programmes and projects prepared by the various sectors, businesses, communities and individuals.

## **c. What is:**

### **c.1. the scope of the measure:**

National

### **c.2. the nature of the measure:**

Institutional

### **c.3. the main feature of the measure:**

In 1994 the Government of Barbados hosted the Global Conference on the Sustainable Development of Small Island Developing States, which gave birth to the Barbados Programme of Action-the internationally recognized blueprint for the sustainable development of Small Island Developing States. Islands and their coastal areas are also the critical source of food, jobs and income for more than 500 million people who live on more than 100,000 islands around the globe. Many traditional and unique island cultures have flourished in much the same way as the endemic species. Protecting an island's natural resources and culture is therefore as vital as is finding economic stability. For an island, conservation goes hand-in hand with sustainable economic development, a delicate balance where both humans and habitats can prosper.

The task of spearheading progress towards sustainable development in the period immediately following the Global Conference on the Sustainable Development of Small Island Developing States was entrusted to a Cabinet appointed National Commission on Sustainable Development (NCSD). The major task of the NCSD was the production of the Barbados Sustainable Development Policy.

The National Sustainable Development Policy seeks to ensure that development is undertaken not only in the right way but more importantly to ensure that the right things are done. It therefore requires that there are no inherent conflicts between substance and process. Doing things the right way will require an appropriate mechanism that verifies the process; whereas appropriate standards will validate the substantive things that are done.

## **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?:**

Through the implementation of the National Sustainable Development Policy the following results are anticipated:

- 1 "Quality of life" is endorsed as the overarching goal and that this is composed of a variety of economic, social, cultural and personal factors and is not based on income earnings or accumulated wealth alone.
2. Bio-physical "limits to growth" are taken into consideration when decisions are made with regards to resource use. These limits include: the finite supply of some resources, the natural carrying capacity of ecosystems fragility and the vulnerability of some ecosystems, the finite resilience of ecosystems to resist and recover from man's impacts limited waste assimilation capacity of the natural environment.
3. The development of economic tools and methodologies, such as the monetary valuation of natural and environmental resources, cost benefit analysis and the internalisation of external environmental costs. These play an increasingly important role in the decision making process with regards to natural and environmental resource use, notwithstanding considerations of physical sustainability constraints.
4. All sectors of society as well as future generations are provided with an equitable opportunity to ensure that their quality of life is maintained at a level not lower than that of current generations. This is to be achieved in part by ensuring that the core concepts of sustainable development are upheld with regards to natural and environmental resource use and social development plans.
5. That all major stakeholders in civil society are involved in the decision making process at every level from project development and implementation to national and international policy development for every sector and/or issue.

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

The Ministry of the Environment and Drainage

**f.2 Financial resources allocated to implement the measure:**

Not available

**h. Was this measure introduced or revised in order to:**

**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?:**

No

# Digital Media Film Project

## **b. Key objectives of the measure:**

The overall objective of the Digital Media Film Project is to increase the opportunities for youth development linked to the development of the creative industries in Barbados. The project specifically provides out of school marginalised youth with capacity building and livelihood opportunities in the media industry and includes: 1) theoretical and practical 'hands-on' training, 2) a dedicated space to apply the acquired knowledge which will be used as a creative working space, and 3) loan equipment that will allow youth to start up their own audio/visual businesses and to become self-employed. The project has been expanded to include an internship period at the end of the training course, exposing the students to the labour market and the creative industry in Barbados.

## **c. What is:**

### **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 Digital Media Film Project was introduced by the Division of Youth Affairs as a project to provide practical training to unemployed marginalised young men and women who expressed an interest in the television and film industry but who had no formal training or the financial support to achieve their career dreams. These young people would have left school without any form of certification or would have had their education disrupted. The cultural industries therefore serves as a sector where their creativity can flourish, while at the same time develop their self-esteem, social skills and competencies.

The Digital Media Film Project has introduced over 100 young men and women to the audio visual sector. Students have been trained in the use of various types of video production equipment and practical experience in producing short films, music videos, public service announcements (PSAs), interviews, advertisements and documentaries. Additionally the project encourages business development by allowing graduating students access to a resource centre and equipment. The programme has provided employment opportunities to 'out of school' youth from both urban and rural areas. The project consists of three months of training and is repeated twice a year.

The programme continues to evolve and grow, providing more opportunities to young people, enhancing their resilience and providing them with employment opportunities. Building a strong labour force in the media industry has a ripple effect on youth employment across multiple sectors because it attracts foreign capital (human and financial).

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

Yes

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

The Project has achieved its objectives of training young people in television production, introduction to film and developing a cadre of skilled individuals and independent programme producers. Graduates from the courses are currently employed at the lone television station in Barbados, the Caribbean Broadcasting Corporation. They have also found employment with the Media Resource Centre in the Ministry of Education and Human Resource Development and as independent producers, achieving the objective of self-employment and entrepreneurship. The students also have an opportunity to do advance training in Cuba and at the Errol Barrow Centre for Creative Imagination at the University of the West Indies.

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

Division of Youth Affairs, Ministry of Culture, Sports and Youth

**f.2 Financial resources allocated to implement the measure:**

US\$ 13, 500

**h. Was this measure introduced or revised in order to:**

**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?:**

No

# Cultural Youth Exchange between the Government of Barbados and the Cooperative Republic of Guyana

## **b. Key objectives of the measure:**

The overall objective of the cultural exchange was to demonstrate the role of culture in addressing issues of youth development and youth engagement.

The workshop in the short term sought to:

- provide alternative ways of addressing dysfunctional behaviour amongst youth
- export Barbadian culture in dance and positive youth activities and music and to import the same of a Guyanese orientation.
- heighten awareness on the importance of culture among youth.
- provide an avenue for our youth to experience Guyanese hospitality.

In the long term the workshop sought to:

- contribute to the process of regional integration.
- foster harmonious cultural relationships between Barbadian and Guyanese youth and the exchange of best practices in youth development.
- develop corps of youth who will preserve their cultural traditions and heritage while strengthening and enhancing their communities.

## **c. What is:**

### **c.1. the scope of the measure:**

Regional

National

### **c.2. the nature of the measure:**

Institutional

### **c.3. the main feature of the measure:**

The Haynesville Youth Club's cultural youth exchange focused on developing the entrepreneurial skills of young persons in at-risk communities, while at the same time using the performing arts as a tool to empower and engage marginalized young persons. In keeping with the Club's overall goal of youth empowerment, the exchange sought to develop the skills of its members through the exchanges of best practices and the development of innovative ways of addressing the socio-economic issues affecting young persons in Barbados. The workshops also included sections for training in Afro/ Indo Guyanese and Amerindian dance forms and drumming techniques.

The exchange consisted of a workshop in Guyana from March 31st – April 6th, 2016. While in Guyana the Haynesville Youth Club conducted training workshops in Barbadian and African traditional dance moves and drum beats, for Guyanese youth and performed at a cultural event identified by the Department of Youth in Guyana.

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

Yes

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

The workshops' objectives were achieved. The key outcomes and achievements were:

1. Learning and identifying new and innovative ways of addressing youth engagement and outreach through contemporary art forms.
2. Promoting the role of the performing arts as a way to positively engage and empower young persons
3. Learning new dance routines to diversify Barbadian dance productions
4. Increased awareness of the importance of cultural entrepreneurship as a way of addressing youth unemployment

The members of the Haynesville Youth Club exuded confidence on their return to Barbados. They were proud not only to promote the activities of their Club but also to be given the opportunity to realize the value and importance of what their Club does. Their excitement was witnessed in their willingness to demonstrate on their return to Barbados the various dance movements and techniques they learnt from the Guyanese youth. These new dance techniques would allow them to diversify their cultural performances throughout communities in Barbados as well as in the hotel circuit. They are also interested in choreographing a dance performance for the National Independence Festival of the Creative Arts (NIFCA).

It should also be noted that this cultural exchange was reciprocated by Guyana when their youth visited Barbados in June 2016.

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

Youth Development Programme, Division of Youth Affairs, Ministry of Culture, Sports and Youth

**f.2 Financial resources allocated to implement the measure:**

US\$ 14,500

**h. Was this measure introduced or revised in order to:**

**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?:**

No



# The Youth Achieving Results Performing & Visual Arts Programme

## **b. Key objectives of the measure:**

The objectives of the Youth Achieving Results Programme are:-

- To provide an avenue for young persons who have a desire to pursue a career in the performing arts and who may not have the necessary prerequisites or financial means to enter other formal institutions.
- To promote the Arts as an avenue for entrepreneurial development thereby providing employment for young persons.
- To develop a core of extensively-trained individuals to promote and sustain Barbados' cultural industries.
- To work towards the establishment of a Performing Arts Company and a Visual Arts Club as a means to developing the Arts on a larger scale through inter-disciplinary practice and performance.
- To display, educate, teach and encourage cultural pride, dignity and appreciation.
- To teach our children, family and friends the value, significance and love of the dance, drama, songs and instruments.

## **c. What is:**

### **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 main feature of the Youth Achieving Results Programme is a production showcasing the skills learnt at the conclusion of the nine months of training. The participants are given the opportunity to plan the production and arrange all of the technical areas.

In addition to focusing on the performing arts the Youth Achieving Results programme also includes modules for personal development. These modules include the following topics:

- Goal achievement/setting
- Persuasive communication
- Prioritisation
- Conflict resolution
- Self-motivation – fulfilling aspirations
- Ability to motivate others
- Building/renewing identity – self esteem
- Developing strengths/talents
- Spiritual development
- Improving social abilities
- Improving self-awareness
- Visioning success

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

Yes

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

The anticipated outcomes are that participants progress to the National Independence Festival of Creative Arts (NIFCA) and the Richard Stoute Teen Talent show whilst forging a career in the Performing and Visual Arts with a view to becoming professional artistes.

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

Youth Development Programme, Division of Youth Affairs, Ministry of Culture, Sports and Youth

**f.2 Financial resources allocated to implement the measure:**

US\$ 45,000

**h. Was this measure introduced or revised in order to:**

**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?:**

No

# Youth Entrepreneurship Scheme

## **b. Key objectives of the measure:**

To influence an entrepreneurial culture among youth that fosters personal development and economic growth. The Youth Entrepreneurship Scheme's key objectives include:

- Influencing a national appreciation and support for entrepreneurship as a viable career option.
- Facilitating access to traditional and non-traditional financing options.
- Engaging in sound financial practices and building strong linkages with agencies that promote entrepreneurial development.
- Providing innovative and dynamic training and education.
- Building strong global partnerships and networks with stakeholders.

## **c. What is:**

### **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 key components of the Youth Entrepreneurship Scheme model of entrepreneurial development are:

1. Entrepreneurship Education and Training
2. Direct Technical Assistance
3. Access to Capital.
4. Access to Markets & Networks
5. Awareness Building

YES delivers a package of strategic business offerings which is designed to meet specific needs of the existing and potential entrepreneur as follows:

- Business Counselling and Mentorship
- Entrepreneurial Development Training
- Direct Technical Assistance
- Financial Counselling and Referral
- Accounting Services
- Marketing Services
- Entrepreneurship Education - YES Junior Programme /Camp Enterprise

## **Business Counselling**

Youth Enterprise Officers and private consultants from YES network of technical partners actively coach and guide entrepreneurs in all aspects of setting up, operating, managing and growing their businesses.

## **Entrepreneurial Development Training**

The entrepreneurial development training is a comprehensive and skill-oriented training package that is specifically designed to promote the personal development of entrepreneurs, enhance business management skills and foster good business planning practices. Training is targeted at all interested clients of YES.

## **Technical Assistance**

The Technical Assistance Programme renders support on a one-on-one basis for selected entrepreneurs in an effort to develop the business entity. Its objective is to provide existing businesses and business in the product development stages with specialized expertise.

### **Financial Counselling and Referral for Financial Assistance**

YES facilitates the link between the young entrepreneur and financial institutions that understand their needs and constraints. Clients are referred for start-up, expansion and venture capital funding from the Barbados Youth Business Trust, FUNDACCESS, Enterprise Growth Fund Limited, Cooperative Credit Unions, Commercial Banks and angel investors.

### **Accounting Service**

The Accounting Service provides clients with assistance in accounting and financial planning and management. It offers administrative and financial management.

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

Yes

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

The expected outcomes and the results observed from the implementation of the Youth Entrepreneurship Scheme are as follows:

- Advancement of the work of youth entrepreneurship – showcasing model entrepreneurs and marketing their successes as a means to encourage others to follow in their footsteps.
- Creation of structures and new services to support young entrepreneurs.
- Increased employment among youth.
- Increased enterprise formation and growth by expanding the numbers of businesses owned by young people that are sustainable, efficiently-run, and profitable.
- Greater access to assistance by aspiring and practising entrepreneurs to an established network of affordable support services in all the functional areas of business.
- Provision of relevant and timely information to assist with decision making, problem solving and business development.
- Enhanced awareness of self-employment as a feasible and sustainable alternative to traditional wage employment.
- Greater accessibility to traditional and non-traditional financing for market research, feasibility studies, start-up and expansion of businesses.
- Provision of support for curriculum development and teacher training.
- Increased investment in infrastructure and services – website, YES! Magazine, Living the Dream Series, enhance access to reference material, and the Internet for research.
- Fostering of community support for entrepreneurship.
- The development of corps of well-rounded and productive young people

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

Youth Entrepreneurship Scheme, Division of Youth Affairs, Ministry of Culture, Sports and Youth

#### **f.2 Financial resources allocated to implement the measure:**

US\$ 609,056

**h. Was this measure introduced or revised in order to:**

**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?:**

No

# National Summer Camp- Cultural Programme

## **b. Key objectives of the measure:**

Research indicates that the National Summer Camp Cultural programme would not only keep children safe and out of trouble but it will also improve their self-awareness, self-confidence and cultural awareness, which improves their knowledge of our Barbadian culture.

The aim of the National Summer Camp Cultural Programme is to create awareness to young people in the following disciplines: art, craft, dance, drama, drumming and stilt walking. Through the programme Barbadian youth would be encouraged to assert their cultural identity, generate resources and make a unique contribution to the emerging Caribbean society. The role of culture as an integral part of daily life and not only for leisure or entertainment would be emphasised.

## **Short Term Objectives of the Programme**

- To provide a safe, enjoyable, exciting and learning experience for all campers in our care.
- To give campers and camp staff the opportunity to gain new skills through activity involvement, as well as life lessons from community living and team building.
- To develop a cultural programme which would expose campers to the following disciplines: Dance, Drama, Drumming, Stilt Walking, Arts & Craft
- To build expressive communication and conceptual skills.

## **Long Term Objectives of the Programme**

- To use culture as a means of developing the youth.
- To build stronger communities through culture.
- To create employment through culture.
- To encourage campers to assert their cultural identity.
- To generate income and make a unique contribution to the Barbadian Economy specifically the declining Tourism Sector

## **c. What is:**

### **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 National Camp Programme is held annually for five weeks during the summer holidays. These camps are designed to cater to youth from lower to middle income households who are between the ages of 4-15. The camps have been free to the participants since 2009 as an initiative of the Ministry of Youth in order to facilitate those campers whose parents could not afford to enrol them if a registration fee was charged.

The programme emphasises that culture must be understood to be a part of us and therefore can be used as a tool to empower and energise our youth and to offer an opportunity to develop a sense of self and identity. The National Summer Camp Cultural programme would not only keep children safe and out of trouble during the summer holidays but it will also improve their self-awareness, self-confidence and cultural awareness, which improves their knowledge of Barbadian 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?:**

It is hoped that during the five weeks of training offered through the National Summer Camp Cultural Programme that campers would enjoy a well balanced, happy and safe vacation experience which introduces them to a variety of cultural activities e.g. art and craft, drumming, dance, drama stilt walking and educational tours.

It is also hoped that the Camps will create a special experience by establishing memories and developing skills that could lead to future opportunities. It is expected that the programme will also offer opportunities for new and positive friendships, which would develop an understanding and appreciation of different cultures as well as strengthening the young individual's moral character.

Finally it is anticipated that through programmes such as this Barbados will see a rising number of groups entering cultural competitions and participating in community, parish and national events showcasing their talent.

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

Youth Development Programme, Division of Youth Affairs, Ministry of Culture, Sports and Youth

**f.2 Financial resources allocated to implement the measure:**

US\$ 32,500

**h. Was this measure introduced or revised in order to:**

**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?:**

No

## Parties

### ***Have you taken initiatives involving civil society in activities to:***

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

No

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

Yes

#### **Please explain how:**

The formulation of the National Cultural Policy, as well as the development and continuation of cultural programmes, projects and activities are always preceded and accompanied by consultations with the cultural civil society organisations, cultural practitioners, cultural stakeholders and policymakers. The last mass national cultural consultation took place in 2012 with discussions focusing on the Cultural Industries Development Act. Since then smaller consultations have taken place with sector specific groups. For example, in December 2014 a consultation was held with stakeholders and practitioners from the film and digital media sector in Barbados. In addition to this, working with key stakeholders such as the Errol Barrow Centre for Creative Imagination and the Sir Arthur Lewis Institute for Social and Economic Studies, both of which are institutions of the University of the West Indies, diverse studies and surveys have been produced on Barbados' culture and cultural industries. These studies require input through consultation from cultural practitioners and the civil society organisations which promote and protect their work.

Furthermore, through its annual training programmes, workshops and activities, the National Cultural Foundation, in keeping with a key component of its mandate, regularly shares data and exchanges information with Barbados cultural civil society organisations on measures adopted at the local and international level. Similarly, working in collaboration with the Cultural Industries Development Authority and the National Cultural Foundation, the Indigenous Services Department of the Barbados Investment and Development Corporation, as well as the Barbados Coalition of Service Industries share information on data and other related measures with the cultural community on a regular basis through workshops, seminars and working series. In addition to this, they also provide sponsorship for civil society based organisations when they seek to conduct their own research on the sector.

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

Yes

#### **Please explain how:**

Physical space is made available for cultural civil society based organisations, cultural practitioners, cultural stakeholders and members of the cultural community at the: Ministry of Culture, Sports and Youth, the National Cultural Foundation, through the Barbados Investment Development Corporation, the Barbados Coalition of Service Industries, the Ministry of Labour, the University of the West Indies, Central Bank of Barbados and the Community Development Department. This list of available space is not exhaustive as other government agencies also provide space, agencies such as the National Conservation Commission within the Ministry of Environment and Drainage. In addition to the space, provided, at times secretarial and administrative services when requested are provided. The cultural community has a long established working relationship with the Government of Barbados which includes the facilitation of working space for organisations and practitioners when available.

- **Implement Operational Guidelines**

No

- **Other**

No



**Is Civil Society contributing to this report?**

Yes

## Civil Society

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***Has the civil society taken initiatives to:***

- **Promote the principle and the objectives of the Convention locally and internationally:**

No

- **Promote ratification of the Convention and its implementation by governments:**

No

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

No

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

No

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

No

- **Build capacities in domains linked to the Convention and carrying out data collection:**

No

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

No

# ACHIEVEMENTS AND CHALLENGES

## **Describe main results achieved in implementing the Convention:**

As noted in the introduction to this report, the 2005 Convention and the work of the Secretariat are in keeping with the goals and objectives of the National Cultural Policy for Barbados specifically objective 12 which speaks directly to cultural diversity. Within this objective five main goals are identified to guide the implementation of the Convention . These are:

1. to promote and encourage opportunities which will allow the various communities in Barbados to highlight their cultural expressions
2. to promote and encourage cultural exchange programmes with countries of the Caribbean and the rest of the world, with a view to promoting greater understanding of and respect for the diversity of cultures
3. to implement and support programmes aimed at the teaching of Barbadians communication in foreign languages, particularly in Spanish and French
4. to provide and to support opportunities for Barbadians, especially the young ones, to interact with foreign cultures
5. to implement and support the terms and conditions of the UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions.

These goals have been implemented and achieved through the work of the Ministry of Culture, Sports and Youth, working in close collaboration with other ministries, agencies and nongovernmental organisations. However, to date one of the key areas of achievement has been the establishment of the Cultural Industries Development Authority after the passing of the Cultural Industries Development Act. The Cultural Industries Development Authority (CIDA) has been established to stimulate the growth of the cultural industries of Barbados through the implementation of effectively designed strategies for the promotion and marketing of Barbados' creative cultural goods, services and experiences. A key element of CIDA's work has been the creation of the Barbados Registry of Artistes and Cultural Workers. The Registry serves the purpose of facilitating the access of artistes, cultural practitioners, cultural entrepreneurs and cultural workers to the benefits provided in the Act.

## **Challenges encountered or foreseen to implement the Convention :**

The main challenge encountered came through the preparation of the periodic report, and this challenge came through the collection of data across both the public sector and civil society organisations. For the public sector organisations the information required is not located within one institution which would act as a repository, instead the information for the report is across departments and ministries which also use culture as a mechanism for social engagement and development. Departments and ministries have their own reporting format for national, regional and international reports which are different to the one used by the 2005 Convention. For the cultural civil society organisations, some of these institutions do not produce annual reports of their activities and therefore while they had an overall objective for the organisation, this was not available for their individual programmes.

## **Solutions found or envisaged to overcome those challenges:**

Having observed the aforementioned challenges, the Ministry of Culture, Sports and Youth, working in collaboration with its cultural agencies: the National Cultural Foundation and the Cultural Industries Development Authority would work to strengthen these deficiencies through the hosting of workshops and seminars on the preparation of annual reports for cultural civil society organisations on financial and non-financial activities.

## **Steps planned for the next 4 years:**

The overall goals for the next four years would be to:

1. promote the Convention among cultural practitioners and cultural organisations, as well as to the general public
2. Review the National Cultural Policy for Barbados
3. Create an action plan to accompany the National Cultural Policy for Barbados

4. Develop a mechanism for the capturing of cultural data and activities undertaken by cultural organisations, stakeholders and practitioners.
5. Integrate the Convention into new cultural cooperation agreements

# Name of the designated official signing the report

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**Title:**

Mr

**Family Name:**

Cummins

**First Name:**

Mark

**Position:**

Permanent Secretary

**Organization:**

Ministry of Culture, Sports and Youth, Government of Barbados

**DATE OF SUBMISSION:** 9/11/2018

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