

UNESCO World Conference on Culture and Arts Education

Side Event:

Regional Alliances in Culture, Artistic Education, and Creative Industries in Ibero-America, February 12 at 16:00 (Madrid time)

Context and Justification

The joint endeavor of the UNESCO World Conference on Culture and Arts Education is focused on underscoring the significance of education and culture as vital partners in promoting sustainable development. It emphasizes the importance of enabling the creation and dissemination of knowledge regarding the integral role of art and culture in the educational sphere, crucial for human development and cultural rights.

Furthermore, this initiative seeks to explore the critical necessity of investing in talent development and fostering inclusion within the creative sectors, culture and arts. This event represents a collaborative effort among the IDB, OEI, CAF and the Roberto Marinho Foundation, all dedicated to enhancing creative industries, culture and education across Ibero-America. The discussion will center on identifying both the challenges and opportunities associated with nurturing the talents of younger generations, particularly those who encounter obstacles in accessing quality education.

Throughout the panel, each institution will highlight various initiatives that address gaps in access to quality artistic education and the development of creative talent. The discussions will underscore the need for collaborative efforts to maximize opportunities for governments, civil society, and to bring contributions from the private sector.

Additionally, this forum for discussion, which unites inspiring regional experiences and coordinated efforts with diverse entities, strives to make a substantial contribution to the agenda of side events at the World Conference on Culture and Arts Education. It offers a chance to involve new participants in this process, aiming to create a more profound impact on people in Ibero-America and beyond.

Participating Institutions:

The proposed side event is in collaboration with the Organization of Ibero-American States for Education, Science and Culture (OEI), the Development Bank of Latin America (CAF), the Roberto Marinho Foundation and the Inter-American Development Bank (IDB). These entities work together on a wide range of activities, including projects on culture and education throughout Ibero-America.

For two decades, the OEI has been promoting public policies that enhance the presence of cultural and artistic education in the curricula of countries in the region, and the promotion of new competencies and their relationship with scientific and technological knowledge, key

pieces in the formation of more committed Ibero-American citizens with their immediate environment and the values of their region.

Moreover, since 2019, the OEI, the oldest organization of the Ibero-American system, and the Roberto Marinho Foundation, a private non-profit organization, have implemented the virtual school of culture and creative economy named "coliga.digital" (<https://coliga.digital/>). This digital platform-based school offers over 50 free vocational courses, covering topics from cultural heritage to music recording and computational thinking applied to culture, all certified by the OEI and the Roberto Marinho Foundation. With over 53,000 enrollments, this school provides education and professional training in fields often lacking formal education, with courses specially designed for youth in the region.

The Inter-American Development Bank (IDB) will highlight the crucial role played by the public and private sectors in addressing gaps in access to quality education and fostering creative talent, showing their significant contributions to the global GDP and the contributions of cultural and creative industries in Latin America and the Caribbean, shedding light on their substantial income generation and employment opportunities.

OEI and CAF, the Development Bank of Latin America, have collaboratively participated in numerous initiatives, fostering a regional partnership to promote sustainable development in Ibero-America based on education, culture, and science.

We also invite Paulo Pires do Vale, Commissioner of the National Plan for the Arts of Portugal to share the experience with this initiative, and Pierre Emile Vandoorne, Director of Public Policies in Latin America at Netflix.

Event Program:

The panel "*Regional Alliances in Culture, Artistic Education, and Creative Industries in Ibero-America*" will include:

Opening words:

Mariano Jabonero, Secretary-General of the OEI, will provide an overview of culture and education in Ibero-America. He is the author and co-author of texts and articles on education and culture, has worked as a consultant in education in almost all countries of Latin America and Spain. Jabonero was a professor at the Complutense University of Madrid and has received numerous distinctions, including the Order of Alfonso X El Sabio.

Trinidad Zaldívar, Head of the Creativity and Culture Unit of the Inter-American Development Bank (IDB), will emphasize the importance of intersectoral collaboration within the creative industries.

Invited panelists:

Alejandra Claros, Secretary-General of CAF, will highlight the contribution of culture and artistic education to the sustainable development of the region, encompassing economic, social and environmental dimensions.

João Alegria, Secretary-General of the Roberto Marinho Foundation, will talk about “coliga.digital”, a virtual school of culture and creative economy that offers free professional courses in culture and art. The school, focused on talent development and employment, has more than 53,000 enrollees and gives priority to young people from socially vulnerable regions. João is a professor in the Department of Arts and Design at PUC-Rio and has worked in Brazil's major open television networks.

Paulo Pires do Vale, Commissioner of the National Plan for the Arts, will share reflections on the Portuguese initiative of the Ministries of Culture and Education, which brings the arts, heritage, and culture closer to citizens, especially children and young people. Pires do Vale holds a master's degree in Philosophy and is the author of several books and articles.

Pierre Emile Vandoorne, Director of Netflix for Public Policies in Latin America, will share the importance of the public and private sectors in the ongoing development of the creative industry

Raphael Callou, General Director of Culture at the OEI, who will share the experiences developed by the OEI from the projects executed in Ibero-America, focusing on inclusion and dialogue with local communities and territories of Rio de Janeiro (Brazil).

María Fernanda Prada, Sector Specialist - Education (IDB), who will share the transformative effects of diversity and inclusion in the Sandbox Audiovisual pilot project.

Alejandra Luzardo, Leader of Innovation and Creativity at the IDB. International speaker, author, and recognized as one of the leading experts in Latin America's creative industries. Will moderate the panel.

Methodology:

Online discussion panel

Follow the panel Regional Alliances in Culture, Artistic Education and Creative Industries in Ibero-America through the following links to watch the event in Spanish and English:

Link for the panel in Spanish: www.youtube.com/@oei

Link for the panel in English: www.youtube.com/@oei