

**Norden 2007**  
Mahdollisuuksien Pohjoismaat - lähellä sinua.



## **Reilu kulttuuri - kestävä kehityksen kulttuuri Rättvis kultur - kultur för hållbar utveckling Fair Culture – Culture for Sustainable Development**

### **Conclusions and Report from the seminar 29<sup>th</sup> to 30<sup>th</sup> of May 2007**

The role of culture in development work and policies is perhaps more topical issue than ever. Globalization creates incredible preconditions to strengthen intercultural dialogue, but at the same time it means a challenge to cultural diversity, especially between the rich and the poor countries. The UNESCO convention on the protection and promotion of the diversity of cultural expressions has a special role to play in this process.

The purpose of development work in the field of culture is to strengthen the cultural sector in cooperating countries and to promote active participation. This work coincides with promoting human rights, intercultural understanding and good governance. Cultural freedom and diversity are goals for development as such.

During the last years culture has become a strong component in development work of other Nordic countries, but good examples can also be found in Finland. Concrete examples in the field are education in the cultural sector, promotion of cultural production, and networking of professionals and organisations between the North and the South.

The UNESCO convention on the protection and promotion of the diversity of cultural expressions has an important role to play in this work. The Convention emphasises the principle of international solidarity and cooperation, especially in relation with the developing countries. The parties of the convention aim to incorporate culture as a strategic element in national and international development policies in order to create favourable conditions for sustainable development.

One of the obligations that the Convention provides to the parties is to incorporate culture into sustainable development and strengthen international co-operation in support of developing countries. There are several means to do this, for instance, by strengthening their cultural industries, building their capacity to develop and implement cultural policies, technology transfer, financial support and preferential treatment for their artists and other cultural professionals, and for their cultural goods and services. Part of this is the establishment of the International Fund for Cultural Diversity.

### *The Fair Culture Seminar*

Ministry of Education, Ministry of Foreign Affairs, Hanasaari - Swedish-Finnish Cultural Centre and the Nordic Council of Ministers organised a conference **Fair Culture - Culture for Sustainable Development** in Espoo and Helsinki 29<sup>th</sup> to 30<sup>th</sup> of May 2007. The conference was part of the Finnish Chairmanship of the Nordic Council of Ministers.

The participants of the conference were some 150 Nordic policy makers and officials from ministries responsible for foreign and cultural affairs, researchers, international and national organisations, NGOs and actors promoting or making use of cultural sector in development cooperation.

The aim of the conference was to offer viewpoints to the role of culture and cultural sectors in development policy and cooperation through concrete cases and strategies. It provided a possibility to create and strengthen networks in the fields of culture and development in the Nordic countries and beyond.

The purpose of the seminar was to open common Nordic discussion about shared dimensions of culture and development policies and to find ideas and models for future cooperation in culture and development among the Nordic countries.

In workshop sessions different aspects of culture and development were dealt with: national policies and best practices, developing cooperation- and support models, cultural rights and right to culture, and the impact of the cultural sector to social development and reducing poverty.

### *Conclusions*

The investments of Norway, Sweden and Denmark in the field culture and development are notable. The countries also have policy papers on culture in development work and the level of policies is important as it accentuates the meaning of culture. In order to reinforce the role of culture in the development policy, it is of utmost importance to include culture as a part of the Development Policy Programmes of each country.

Bigger units of support would be reasonable to channel through institutions in the recipient countries. In addition, it is important to strengthen networking and partnerships between professionals and institutions between North and South and also among the developing countries.

There is growing role for Nordic cooperation in this work. The political will for cooperation is obvious, as is the need to exchange experiences, information and to coordinate actions. Possibilities for cooperation are many as the Nordic countries often work in the same countries.

The aim of Finland is that the process started by this seminar would continue in year 2008 when Sweden holds the Chair of the Nordic Council of Ministers. The discussion could then be focused on a number of concrete themes and to strengthen the cooperation on an intergovernmental Nordic level.

## REPORT

### Main session, Hanasaari 29.5.2007:

**Stefan Wallin, Minister of Culture, Sports and Youth** opened the seminar. Wallin brought up the two main definitions that culture has in development work. Firstly, culture can be identified as a standpoint, cross-cutting theme in development work. Secondly, it can refer to cultural sector, where art and culture are the action itself. This seminar concentrates on the latter: how the cultural sector can on its own part promote sustainable social and cultural development.

Wallin noted that the Nordic cooperation has been active both in culture and development policy. The main aim of the development work of the Nordic countries is to promote the achievement of the Millennium Development Goals and abolishing extreme poverty. In this work also the cultural sectors have a role to play. Education in arts and culture, promoting cultural production, networking among professionals and cooperation between actors and organisations in the South and in the North are all in its part contributing to the development of democratic societies.

One of the most important issues of discussion at present in the Nordic Council of Ministers is how can the Nordic countries together respond to the challenges of globalisation, Wallin reminded. In this discussion also the other side of the coin should be remembered: our responsibility covers also areas outside the Nordic countries. The growing significance of arts and culture must be seen in our international operations too and the changes in the world urges as to stronger cooperation between different sectors. Cooperation between regions can further strengthen the dialogue between cultures and religions and promote open and equal North. The encountering of cultures and respect for diversity must start from our own surroundings. The Minister wished all a rewarding seminar.

**Gunvor Kronman, Director of the Hanasaari Finnish-Swedish Cultural centre** chaired the morning session of the seminar. She told about the history of the centre and noted that issues related to culture, development and globalization are a natural part of the cooperation between Finland and Sweden.

The first keynote speech was given by **Palesa Kadi, Head of Arts, Culture, Heritage and Museums in the Nelson Mandela Bay Municipality, South Africa**. She discussed the Role of Culture in Development Co-operation. She noted that in realizing cultural rights within a development cooperation context one should be focused on the ultimate. Whilst reviewing and scanning the current development cooperation circumstance, one is qualified to state that there is a need for a more sustained impact that embraces continuity and permanence at all costs. Cultural cooperation creates indestructible bonds from country to country and remains one element of polishing activism of the formerly disadvantaged in South Africa.

Ms. Kadi discussed the great transformation the South African heritage sector has gone through since the apartheid. Museums used to be places of racial anthropology, studying the 'other' (African people in particular) and places of misrepresentation of the cultures of the majority of South African. There were also high expectations from old museums' staff and management as well as some negative perception and scepticism about the democratic government from within the museum sector. This delayed the joyous epoch of South Africa's cultural transition and inclusive redevelopment of cultural the cultural sector.

Nelson Mandela Metropolitan Municipality (NMMM) has an established partnership with the city of Gothenburg since 1999. The sustainability of that partnership relies on new and productive partnerships between institutions in both cities. SIDA has been as a partner in both two projects. Red Location Museum in NMMM was presented as an interesting example of project work in this field. The concept was to develop the site into a major tourist attraction that would focus attention on life in the township by restoring the corrugated iron houses and erecting a museum. The areas of partnership have been exhibition and staff exchange and also selling of local South Africa crafts in the Museum of World Culture in Gothenburg. The new project focuses on one library within the NMMM and on the Frolunda Culture House.

Palesa Kadi concluded that South Africa's cultural development is primarily phased and tailored to deal with the challenges in a moderate approach. South Africans have used the cultural set up to liberate themselves through artistic impressions. This follows the heroism of Dr Miriam Makeba, Hugh Maseka and many others who used cultural expressions in indemnifying South Africa of its atrocious past.

The second keynote speech was given by **Henning Mankell, a prominent Swedish author**, gave the audience some views on culture and development co-operation. Instead of giving an academic lecture, he chose to tell stories as the authors do.

One story Mankell told happened 10 years ago, outside Teatro Avenida in Maputo, Mozambique. It was a hot day and during the break Mankell went out to sit in the shadow. In the bench there were two old African men. One of them said he had heard a wonderful tale, a long one, but we'd carry on tomorrow. When Mankell went back the next day the man had died. The other old man said something the author would never forget: It's not a nice way to die before you've finished your story.

Mankell continued on talking about Homo sapiens, wise people, but a better definition would be Homo narrans, the story teller. What defines us as people is that we are story tellers. This is also fundamental when we talk about culture in developing countries: we need to listen to their stories, what they have to say. Many of the African leaders were poets themselves. Freeing a country from colonialism is not only about war, but freeing words, cultures, dream and thoughts. The mental apartheid is in the heads of whites and blacks and freeing this is a much more difficult process. This is where culture and arts are crucial. Not just to liberate but also to develop a country. Mankell also spoke about Teatro Avenida and the process they have gone through in the liberation of Mozambique. Theatre is a way of telling stories so that also the illiterate can understand it.

Growing cultural expression is a great sign of development of a country. They can do their own stories, but they need help and this help must come from the richer part of the world. Fighting illiteracy is a big challenge for us all. Oxfam has calculated that to eradicate literacy it would cost about what we spent on cat and dog food in Europe each year. This is a disgrace. We have to support culture in the developing world so that they get a change to tell us all the stories that we need to hear. If we really listen, we can hear Africa writing and typing all over. We should not tell their stories in their place. There is an African saying: people are built to get results – we have two ears and one tongue to listen more and talk less.

## Workshop Sessions

### **Theme I: Development co-operation and support models for the cultural sector**

The workshop dealt with different models to support cultural sector in the developing countries, e.g. project support, direct budget support, exchange programmes, cultural funds and financing. Advantages and challenges as well as convenience of different models in different situations were debated. The moderator of the workshop was Director **Annika Magnusson from Sida, Sweden**.

A presentation on the Norwegian model was given by Special Advisor **Randi Bendiksen, Ministry of Foreign Affairs, Norway**. A new policy document was finalised two years ago, launched by the former government and adopted by the present government. It is a rights based strategy: all people have the right to develop and nurture their own culture and all cultures have intrinsic value set in the human rights. The Norwegian support is divided into three pillars:

Half of the support for Cultural Infrastructure (50 mill NOK) goes to the embassies. It has a sector based approach. Now there is a pilot project in partner countries Malawi and Pakistan, with whom Norway has governmental agreements with. This model suits well for donor cooperation. Cultural Exchange (30 mill NOK) is mainly about direct cooperation between cultural institutions. This ensures high standards, builds networks and is linked with the local society. This is at times difficult because governments want to oversee the exchange. This form is project based and takes place in Norway or in the South between artist and intellectuals who are important agents for change. International Cultural Heritage Programmes (20 mill NOK) take mainly place through UNESCO. Finland, Sweden, Italy and Norway have a fruitful cooperation on this.

Media Advisor **Irmeli Seipäjärvi from UNESCO Office Ramallah** presented UNESCO's programme in the Communication and Information (CI) sector and assistance to the development of independent and pluralistic media and the promotion of freedom of expression. She also elaborated UNESCO's CI activities and media projects in the Palestinian territories and post-conflict areas. The overall goal of UNESCO is to empower people through the free flow of ideas by word and image, and by access to information and knowledge. UNESCO's principal strategic objectives in Communication and Information sector are to promote the free flow of ideas and universal access to information, to promote the expression of pluralism and cultural diversity in the media and world information networks and to promote access for all to ICTs.

Seipäjärvi noted that freedom of expression underpins all other democratic freedoms in the society. It is a disseminator of information, vehicle for cultural expression, component in the democratic process, public watchdog and a forum for debate and dialogue. Media development outcomes are e.g. creation of a system of regulation and control which protects and promotes freedom of expression and information, plurality and transparency of media ownership and professional capacity building and supporting institutions.

Recommendations of the workshop was to go for the big C. The Nordic countries and institutions need to coordinate more among themselves. More sharing of information, ideas, results and ways of measuring is needed, also more evaluation is needed. Funding models dealt with in the workshop were capacity building, cultural exchange, cultural funds, training and education, supporting different types of networks and broad sector approach in some areas. Challenges are donor

cooperation and coordination, raising awareness, poverty reduction processes to complement with other processes.

## **Theme II: Case studies of supporting the cultural sector in development work**

Nordic programmes and projects in development and cultural sector were presented and analysed in the workshop. Central aims and their implementation were contemplated. Challenges and best practises were discussed. The moderator of the workshop was Project Co-ordinator **Mai Palmberg** from **The Nordic Africa Institute, situated in Sweden**.

In her presentation Mai Palmberg told about her research in Zimbabwe where there is a highly interesting and qualified spectrum of arts. The present crisis in Zimbabwe is felt much worse than in many other countries because the drop from the former moderately good situation is so high. The level of literacy was very high before the present social, economic and political crisis, literacy in the late 1980s was even higher in Zimbabwe than in Great Britain.

Now the situation has changed rapidly. The enthusiasm to read is big, but people have no money to buy books. Main newspapers are mouthpieces of the government, which is the case also with TV and radio. The painters cannot find the paint they need. A new actor in the field is the Zimbabwe Cultural Trust Fund that is so far funded only by the Swedish government. This fund aims to move decision making and governance to the actors in Zimbabwe, the cultural workers and creators themselves.

Deputy Director **David Holmertz** from **Sida, Sweden** gave a presentation about the cultural policy review process in Vietnam. First a national report was done by the Government of Vietnam. This was long and difficult exercise and the lack of cultural statistics did not ease it. The Examiners' Report and production of an alternative report was made by visiting Sida examiners. The basic idea is that the examiners are free to talk to everybody they want to meet and to go where they want. The country under review can give advice but should not intervene in the review mission. The final step was a review meeting between examiners and the responsible minister. The idea is that the exchange should be of general interest for all invited participants in the discussion. The meetings have also contributed to informing countries that have not participated in reviews about the method.

Holmertz concluded by saying that it is possible for an international donor to provide support for cultural policy development and the European Policy Review is one way of doing it. It takes a lot of courage from the host Government and an equal amount of patience from the donor.

Third presentation was given by Adviser **Lena Plau** from **Norad, Norway**. As a case study she presented the Norad Programme in Arts and Cultural Education (ACE 2006-2008/9). The purpose of the ACE Programme is to enhance the social status of the artists and their possibilities of securing an income. ACE supports long-term institutional cooperation and cooperation projects between at least one institution in the South and one institution in Norway.

Main recommendations according to programme review was that the programme should have longer time frame. Training projects should focus on formal qualifications. "Sandwich" models where training takes place in both partner institutions/countries should be encouraged. Co-operation partners should develop binding contracts for students. Project applications should also include concrete plans for employment of the students to ensure strengthening of the institutions.

Mai Palberg concluded the workshop by gathering important questions raised. Awareness in our Nordic countries should be raised too, we need education on culture also here. There is at present lack of coordination between the donors. Exchange programmes should strengthen also the South-South dimension.

### **Theme III: Impact of the cultural sector on social development and poverty reduction**

The workshop concentrated on the role of cultural sector in reducing poverty and catalyzing local development. The economic significance of national and local cultural industries was analyzed and aspects related to copyright discussed. The relationship between local and global cultural sector was discussed as well. The moderator of the workshop was Culture and Development Aid Co-ordinator **Morten Gøbel Poulsen** from **the Danish Center for Culture and Development**.

Poulsen started the workshop by discussing the status of culture and development. Important references and milestones are World Bank's Report on Culture and Sustainable Development (1999) and UNDP's Human Development Report on Cultural Liberty (2004). UNESCO's Convention on Cultural diversity from 2005 is also important, but has a limited budget for implementation. EU has a draft cultural strategy ready, but implementation is still open. Sida, Norad and Danida all have cultural strategies and budget for implementation varies. Austria, Switzerland and Holland have support on an individual project basis.

Poulsen emphasised the importance of culture. It is about multi-dimensional understanding of poverty: culture contributes to development objectives. Culture is embedded in human rights and it is also one of the key determinants for success or failure of development projects that aims at generating changes. Development projects have an impact on culture whether intended or not. Culture provides opportunities for balanced partnerships and capacity development.

**Associate Professor Stefan de Vylder**, a Swedish economist and member of the board of the Swedish Writers' Union, discussed the dual roles of literacy as a means to economic and social development and also as an end in itself.

The instrumental view is the most common approach among economists: in order to reduce poverty, investments in "human capital" are absolutely essential. Literacy and culture are good for development. But we can also look at literacy as an end in itself. The ultimate objective of development is not economic growth, but human development. Or, to quote the well-known Indian economist Amartya Sen: the meaning of development is to "enhance human capabilities" and to "increase the range of human choice." In this sense, literacy is not reduced to a means: literacy is development. In a similar vein, access to culture is development.

Author **Helena Öberg**, from **the Swedish Writers' Union** presented the WALTIC conference to be held in Sweden 29 June - 2 July 2008. One thousand delegates are expected to come to Folkets hus in Stockholm. The authors have an important role to play in the society and the world can even be made better with literature. Supporters of the conference among others are Sida, UNESCO, Framtidens Kultur Foundation and Microsoft.

Themes of the conference are literacy, digitalisation and intercultural dialogue. An important method in promoting literacy is the right to use one's own mother tongue - it is a language of emotions. Along digitalisation the question of author's rights becomes even more important.

Researcher **Shimelles Tenaw, University of Helsinki, Finland** is specialised in sustainable development. In his presentation he discussed how locally formed informal co-operatives administered by the local people may potentially contribute to socio-economic development and poverty alleviation via maintenance of traditional and cultural habits as well as promote peace possibly for building sustainability in their locality. As a concrete example the case of a multi-purpose informal co-operative, "Association for Mutual and Emergency Help of Higher 4 Area formed by the local people in Azezzo town in North-West Ethiopia was presented at the seminar.

People initiated informal co-operatives are potential for eradicating poverty. Locally formed informal co-operatives help to prevail conflicts and enhance economic development. Very often the problem of poverty is a result of wrong Government policy. Leaders of today are products of a certain form of informal co-operative to which they should draw attention. The major problem of the informal co-operatives is lack of financial service, thus channelling development aid directly to these institutions means stabilizing institutional development.

Poulsen concluded the workshop by noting that many donors promote culture as a tool and therefore there is a risk of instrumentalization if support for culture is not given on its own right, but for social communication purposes. Artistic quality needs to be there too.

#### **Discussion:**

In the afternoon conclusions of the workshops were given by the moderators of the workshops. The Chair of the afternoon session was Director **Jukka Liedes, Ministry of Education, Finland**.

First there was discussion about the **definition of culture**. UNESCO definition was favoured by many for its broad approach. On the other hand, there is a need to focus and concentrate on concrete things: in this case on arts and cultural production. It was also discussed if culture should be a separate sector in the development area or should it be integrated to all interventions. More intersectorial research is needed.

The position of **traditional cultures and knowledge** in sustainable development was taken up, how can these cultures survive in the modern development and how to preserve this knowledge and live in harmony with the modern society. An example was given about Bolivia that is under pressure to modernize. They can find inspiration in their cultural heritage and support for building of archives and for documentation is needed.

**Coordination of funding** was also discussed, is it a threat or possibility. Better donor coordination is needed, e.g. cultural funds should be favoured. If the funds are channelled through institutions, there might be a risk that we won't reach the artist and funds might be used for propaganda. Too much coordination might risk innovative thinking. More dialogue is however needed.

#### **Main session: Parliament of Finland 30.5. 2007**

Chair of the morning session was Deputy Director General **Anneli Vuorinen** from the Department for Global Affairs at the **Ministry for Foreign Affairs, Finland**.

**Raija Vahasalo, Member of Parliament and the Chair of the Education and Culture Committee** opened the day. She started her speech by referring to the UNESCO Convention on the protection and promotion of the diversity of cultural expressions that forms the basis for

international cultural policy. The Education and Culture Committee of the Finnish parliament felt the ratifying of the convention was an important step forward in international cooperation. According to the Committee it is important as a counterbalance to the WTO-process to have conventions protecting national cultures.

Vahasalo raised the question about promoting sustainable development in the cultural sector. She brought up the importance of education and noted that the goals and values of the UNESCO convention match well with the Finnish internationality education. Vahasalo emphasized the meaning of sport as a language known all over the world. Thirdly Vahasalo accentuated the rights of a child and as an example she told the about the method of story-telling. This method serves to remind us that listening is a difficult art. A good listener is focused and open to new ideas. He or she not only admits the possibility of different approaches, but takes a genuine interest in learning about them. And it is precisely this kind of a good listener who can be an envoy of the new UNESCO convention all over the world.

**Hannele Koivunen** from the Finnish **Ministry of Education, Science and Culture** introduced the project and concept of Fair Culture. It is a research project started by the Ministry of Education in 2005 with the objective to outline the ethics and ethical dimensions of cultural policy, with cultural rights as the starting point. It is about concept and discourse analysis of documents connected with cultural policy: treaties and conventions, declarations, legislation, and other norms, especially related to UNESCO, EU and the Council of Europe. The report “Fair culture – the ethical dimensions of cultural policy and cultural rights” by Hannele Koivunen and Leena Marsio was published in 2006.

The ethics of cultural policy is described through the concept of fair culture. Fair culture means the realisation of cultural rights and the inclusion of everyone in cultural signification, irrespective of their age, gender, disability, or ethnic, religious and cultural background. Fair culture encompasses

- Access to humankind’s and one’s own cultural tradition
- Physical, regional and cultural accessibility and availability
- Diversity of cultural supply and its matching with demand
- Participation in cultural supply, and
- Opportunities for, inclusion in and capability for cultural self-expression and signification.

Koivunen also discussed cultural rights that form the basis for ethics of cultural policy. They are essential to the identity, integrity and dignity of peoples, but have received less attention than other human rights.

Ethical assessment in cultural policy is about making different alternatives and ethically conflicting interests visible and understanding them. In moral cultural policy, the choices made by the acting subjects are based on an awareness of the consequences of different alternatives. The ethics of cultural policy means a set of moral values, that is, that the decision-making and choices concerning culture are based on stated procedural codes and normative principles. Procedural codes and normative principles form a set of moral values, which, in the ideal case, can be examined by means of commonly agreed indicators.

**Christine M. Merkel**, Head of the Division for Culture and Communication of **German Commission for UNESCO** made a presentation on Sustainable development and opportunities provided by the UNESCO Convention on the protection and promotion of the diversity of cultural expressions. She started by quoting Octavio Paz saying that all cultures are born in interaction, a civilization dies alone.

She noted that the formation of the convention has been a global process, with strong networking by ministries, organisations and professionals, civil society and researchers. It is now an agreed treaty that entered into force in March 2007 with unforeseen speed - with already 57 ratified states. Now for the first time there is an international instrument and permanent structure of working together for sustainable development and creative diversity. Next challenge is to bring this complex convention to life.

One obligation and right in the convention is to integrate culture in sustainable development. So far the networks of cultural diversity are still relatively separate from the sustainable development community. The parties need to find the access how to integrate culture to sustainable development policies and global commitment to become operational.

Some of the articles have a strong focus on cultural industries. Key philosophy is that the convention urges state parties to facilitate international distribution of goods and services. Article 15 options to examine how public and private sector can form new partnerships. Key message is how we can strengthen public responsibility to ensure the diversity of cultural expressions. In Europe we enjoy a rich cultural infrastructure that has been built over the centuries. We must be courageous in throwing this challenge to the global level. Article 16 is about preferential treatments. If we really want to create a globally fair culture, we need to remedy market imbalances. This task is not an issue of cultural ministries alone. There is a lot of valid experience, but this information is scattered. Therefore Merkel was happy to see this networking and sharing of ideas between the Nordic countries.

One aspect of the convention is to establish an international fund for cultural diversity. Merkel emphasised that this fund should be created fast to encourage structural ideas, identifying interesting programmes that are in place, and connect them to the convention. The European Community has also joined the convention as a regional partner which shows promising readiness to take international obligation seriously.

## **Discussion**

A comment was raised about the issue of cooperation among developing countries which was not taken up as strongly as North-South cooperation. One good example here is the Erasmus - Nyerere initiative between European Union and Africa. Ms Merkel replied that each state that is ready to ratify should feel encouraged to go for the utmost structure, regional cooperation has been underlined strongly. The text should not be read in an exclusive way.

Most difficult article to formulate was number 20 and the question of public responsibility to remedy market imbalances. Here the question is how this convention relates to other instruments.

Ms. Merkel also noted that the convention is a text against fear. The international community that has ratified the treaty sees that cultural diversity as such is a wealth and capacity for development. She also encouraged the participants to talk to their own governments about the struggle by saying: "world is changed by actions not letters".

One of the participants raised a concern that in many cases cultural industries are perceived as firm business entities that brings taxes. This is hard exercise for the local small actors. It was alerted that there is a lot of economic illiteracy within the cultural field. Many of the products sold as Africans are manufactured in China. Without education, skills training and support many countries are unable to achieve the full potential in cultural industries development.

## **Panel Discussion: Nordic models on development cooperation**

Panel was chaired by Director **Pekka Puustinen, Ministry for Foreign Affairs, Finland.**

Director **Jens-Kåre Rasmussen** from the **Danish Center for Culture and Development (DCCD)** pointed out the common understanding that Nordic countries have on culture and development. He called upon for more cooperation and sharing of experiences, achievements and ideas. Culture is a relevant area in promoting tolerance, in and between countries. In the Nordic countries arts and culture can help to digest the process of development and transformation processes going on in our countries due to increasing immigration. Arts helps us to reflect on what it means to change from monocultural setting into a more multicultural one. Arts and culture also strengthen national identity.

Rasmussen presented the Danish Policy document from 2002 "Culture and Development". In the policy a broad definition of culture is seen as important in relation to poverty reduction. Rasmussen briefly presented the DCCD created in 1998, its mandate is to present the Danish public with innovative art and culture from developing countries through the Images festivals, to promote cultural exchange activities and to promote cultural dimension in development cooperation. DCCD has expanded its activities regarding the cultural dimension in development cooperation both as advisor for embassies and Danida and administrator of projects. DCCD has developed strategies for Danish embassies in Vietnam, Bangladesh, Ghana, Bolivia and Nepal.

**Jonina Einarsdottir**, participated in the panel on behalf of **ICEIDA**, The Icelandic International Development Agency. She noted of being an anthropologist and a researcher herself who has come to the seminar mainly to learn. In ICEIDA, all cultural support is ad hoc. The organisation has not embraced sector support at regional level. Goals are the same as in other Nordic countries, to combat poverty in the spirit of MDGs. Education is an important sector, especially combating illiteracy. She also mentioned ICEIDA supporting teaching of chess in Namibia. Einarsdottir also discussed about deconstruction of concepts. Neither the concept of culture, sustainable or development can be dealt with simplicity.

Director General **Ritva Koukku-Ronde, Ministry for Foreign Affairs, Finland** pointed out that Finland has mostly staked on bilingual education in its cultural cooperation. It gives a possibility for minorities to learn about their own culture in their mother tongue and learn about their own culture that is often pressured the majority culture. In addition Finland supports through its development work various cultural actors, among others through NGO support, local cooperation fund and support to cultural sector and also to some extent through individual bilateral projects. Part of the Finnish development cooperation is also all that is channelled though the UN system, international development funds and EU. The European Commission has recently launched a communication about culture where also development cooperation has a role to play. Thereby, bilateral cooperation is important for of cooperation, but not the only one.

Koukku-Ronde noted that Finland has a lot to learn from the other Nordic cultures when it comes to development work and cultural sector. The inputs of Sweden, Norway and Denmark are significant

and Koukku-Ronde hoped that one day Finland would reach this level. A lot has been surely done in the cultural development cooperation between the Nordic countries, but a lot more can be done.

Koukku-Ronde felt that that the basic support would be best to channel through institutions in the developing countries. Besides this, it is crucial to strengthen cooperation and partnerships between cultural institutions and actors in the giving and recipient countries. In this cooperation she sees a growing role for the Nordic cooperation. Here a lot more can be done in Finland. It is thus clear that we must see how we can strengthen the role of culture in our forthcoming development policy that is now being prepared in the government and that will guide our work for the next four years. Koukku-Ronde felt this seminar to be very timely.

Head of Department **Tore Aas-Hansen**, from the **Nordic Council of Ministers** informed about the new start for Nordic Cultural Cooperation and Funding. The Council has a budget of approximately 125 M€ for culture of which some 20 M€ is for Nordic cooperation in the field of culture. The Nordic cooperation in the field of culture was reformed during 2006 and a new structure has been made operative from the beginning of 2007. The new structure will work with thematic, time-limited programs, which will have a span of 3-6 years. Some Nordic institutions will though continue to operate. The programmes will be launched in the whole Nordic region with a call for proposals. For every program there will be selection by groups of experts.

The Ministers' intention with the reform is that the Nordic cultural cooperation must meet the new challenges facing the sector in the Nordic countries. The Nordic cultural cooperation must work together with national and international operators in a more efficient way by seeking new partners within innovation and creative industries and by being open for new international networks.

The Nordic Council of Ministers has set up three thematic programmes with a limited time frame:

- 1) Nordic Computer Game Programme
- 2) Mobility and Residence Programme (support to networks, Nordic art residencies and mobility)
- 3) Programme for Nordic Art and Culture (support to production and distribution and competence development, critic and knowledge)

The Council has seven institutions and two funds: the Nordic Cultural Fund and Nordic Film- and Television Fund . The Council will also explore mutual Nordic and Baltic interests and possible finance structures with the aim of developing new joint Mobility and Network programmes starting from 2008.

**Annika Magnusson** from **SIDA** based her presentation on the new SIDA policy "Culture and Media in Development Co-operation" (2006). She noted that culture and media play an important role on the promotion of a democratic society. The policy takes the rights perspective as a starting point. The new policy strongly emphasises how providing support for culture and media can create the conditions for people to lift themselves out of poverty. The policy singles out five goal areas for culture and media support.

1. Cultural freedom and cultural diversity
2. Freedom of expression and access to means of expression
3. Access to information and ideas
4. Conflict prevention and increased tolerance
5. Local production, economic growth and increased employment

**Discussion:**

A question was raised from the audience if there are any possibilities in the new framework of the Nordic Council of Ministers to create networks outside the Nordic countries. Tore Aas-Hansen replied that also international operators can come in, form networks and apply funding from these programmes.

It was noted that the Sweden has cultural funds in some countries, but if only one country supports, it may not be very sustainable. The Paris declaration gives the opportunity to pool funds to a given country. It should be tested to have a bit larger funding mechanisms for culture. elaboration is needed to see in which way the funds should operate in the long run so that the countries themselves are engaged in the process. There is a long tradition for joint Nordic programmes, cooperatives and education - we have a mechanism and it would be easy to support culture and development this way too.

A comment was given that it is really important to assist people to understand what they have and how they can use their talent for development. It is not only a question of big money but the funds do serve as a catalyst. It is important to coordinate the support and besides artists, give it to the local provinces.

Annika Magnusson noted that SIDA is willing to join forces. She highlighted the role of the embassies in the partner countries in promoting culture. As an example she mentioned the Partnership Programme between South Africa and Sweden.

Jens-Kåre Rasmussen noted that the Diversity convention can be a useful tool, it creates and opportunity for a common agenda. The reporting process in 2010 will make the countries focus on what have we actually done to promote cultural diversity and to put culture and development in their agendas.

Ritva Koukku-Ronde stated that the Paris declaration and all other declarations our countries influence the work. Now it is a question of coordination and division of labour. Policy coherence is a keyword in this.

There was also discussion about the definition of culture. **Pirjo Lindfors** noted that culture is a complex entity that contains knowledge, belief systems, arts, moral, laws, customs and all the abilities and habits that people have learnt as members of their society, e.g. socially transmitted behaviour patterns. (Tylor & Keesing). Culture is shared learnt behaviour that is transmitted from generation to generation in order to facilitate the social (and societal) growth and adaptation. (Marsella). She also noted that in psycho-socio-cultural sense, the Western countries are developing or degenerate countries and need cultural development aid from the so-called developing countries with high social capital, feeling of togetherness, care for the neighbour, and respect for the elderly. It is obvious that without bidirectional development cooperation the human species cannot survive. The globe is one and we need each other. The “developed” countries need cultural regeneration and profound shaking of their super-individualistic values, whereas the “developing” countries need material help which can reduce material poverty. At the same time, the respect given to the cultures of the south can empower the people to a massive effort away from apathy and extreme poverty.

**Pekka Puustinen from the Finnish Ministry of Foreign Affairs** concluded the panel. The political will to a closer cooperation among the Nordic countries is clear, as is the need to exchange information and coordinate actions. Possibilities for cooperation are many, because our countries often work in the same developing countries. On the other hand it is also possible to agree on one or

two countries administering cooperation also for the others.

It is interesting to see that Sweden, Norway and Denmark all have new policies on culture and development. The policy level is important, because it emphasises the significance of culture. This gives food for thought for countries that feel that culture should gain a stronger position in their own policies and development work.

Now it is important to go forward in a concrete level. This does not mean heavy procedures, but each of the countries' own activity to contact and develop further the good and long term cooperation we've had in the field of development work. It is good to start from small, but reach for something big.

In the end Puustinen quoted the thoughts of author Henning Mankell from his presentation the day before: cooperation in the cultural sector requires from the donor countries the skill of listening and taking account the needs of the developing countries. Only after this we can see how we can support them and develop partnerships.

The conclusion of the seminar was made by **Understate Secretary Marjatta Rasi** from the **Finnish Ministry for Foreign Affairs**. She noted that the role of culture in development is now perhaps more timely than ever. In the globalizing world small and local cultures are facing change pressures and need to think how to survive and get stronger while the world is changing rapidly. The role of culture is pondered all over and Ms. Rasi was happy that the UNESCO convention on diversity has entered into force.

In addition to this the issue of culture is timely in Finland as the new government is preparing a new development policy programme that will guide our operations for the next four years. Marjatta Rasi presented her wish that this seminar and the work after it will leave its mark also in the becoming policy programme.

It is crucial to look forward and to see that the thoughts raised in this seminar will continue as concrete actions. Rasi appealed to all participants that we would together take the work onwards. The responsibility of the donors is efficient coordination, division of labour and cooperation where added value can be generated. Common values in Nordic cooperation are uncomplicatedness, direct contacts and minimizing bureaucracy, so that the actors can find each other. These values she hoped will be cherished also in the future.

The wish of Finland, the hosting country of the seminar is that the process started by this seminar would continue in year 2008 when Sweden is the Chair of the Nordic Council of Ministers. Then discussion could be focused for example on couple of concrete themes and to see cooperation on a country level.