



THE PRESIDENT
OF THE
GENERAL ASSEMBLY

28 April 2021

Excellency,

Sequel to my letter dated 27 January 2021, circulating the preliminary concept note for the High-level Event on “Culture and Sustainable Development”, to be held on Friday, 21 May 2021, in the General Assembly Hall, I have the honour to enclose herewith the preliminary programme.

The High-level Event will include an opening segment, three panel discussions, a plenary segment and a closing segment. The list of speakers for the plenary segment will open for inscription on Thursday, 29 April 2021, at 10 a.m. until Monday, 10 May 2021, at 5 p.m. For inscribing on the list of speakers, please contact the General Assembly Affairs Branch (email: galindo@un.org with copy to gaspeakerslist@un.org).

Due to logistical constraints relating to the availability of interpretation, the High-level Event will be held in two sessions: from 10 a.m.-12 p.m., and from 2 to 6 p.m. The time limit for statements will be three minutes for individual delegations and five minutes for statements delivered on behalf of groups of States. Per established practices of the General Assembly, the provisional list of speakers, to be circulated on 12 May 2021, will be determined on a first-come, first-served basis, based on the level of representation.

In view of the limited time available for the plenary segment, pre-recorded video statements will be played without introductions by the representatives physically present in the General Assembly Hall. Guidance for submission of the pre-recorded video statements is enclosed herewith. Incorporating creative visual elements into pre-recorded messages, including highlighting aspects of cultural and creative industries and cultural heritage, is encouraged, while ensuring good audio quality for interpretation.

For further information, your office may contact Mr. Mohammed Amin Shaker (mohammed.shaker@un.org) and Mr. Shaoxuan Liu (shaoxuan.liu@un.org).

Please accept, Excellency, the assurances of my highest consideration.

A handwritten signature in blue ink, appearing to read 'Volkan Bozkir'.

Volkan BOZKIR

All Permanent Representatives and
Permanent Observers to the United Nations
New York



Provisional Programme
PGA High-level Event on Culture and Sustainable Development
“Building back better: towards a more resilient and impactful
culture sector, throughout COVID-19 and the Decade of Action”
Friday, 21 May 2021 – 10 a.m.-6 p.m.



10:00 am-10:05 am	Musical Performance
10:05 am-10:35 am	Opening Segment
10:35 am –12:00 pm	High-level Plenary <p>Speakers are invited to focus their statements on contributions to the overall vision, goals and targets of accelerating culture’s contributions to the SDGs, ensuring the cultural and creative industries’ equitable adaptations and transformations in COVID-19 recoveries, and mainstreaming culture within the SDGs through partnerships. In this regard, speakers are encouraged to describe national and regional challenges, policy responses and commitments, and announce partnerships, new multi-stakeholder initiatives and development cooperation.</p>
12.00pm – 2.00pm	Lunch Break
2:00 pm – 2:10 pm	Multi-stakeholder Spotlight
2:10 pm – 3:10 pm Panel: 45 minutes Q&A: 15 minutes	Panel 1: Achieving Culture’s Transformative Potential to Accelerate the Decade of Action <p>A renewed focus on promoting the development of the cultural and creative industries globally can unlock their transformative potential in accelerating the Sustainable Development Goals (SDGs). This includes through cultivating youth employment and entrepreneurship; transitioning economies to higher productivity and high-value-added sectors by promoting diversification, including locally-based production; technological upgrading; research and innovation; sustainable tourism; performing arts and heritage conservation; as well as life-long learning, cultural diversity, social cohesion, and respect for human rights.</p> <p>This panel will share national experiences and best practices in integrating culture and the creative industries (CCIs) into national sustainable development plans, including via data collection, public consultations and diverse funding mechanisms. Speakers will</p>

	<p>also identify bottlenecks to progress and explore solutions, and, in the context of the International Year of Creative Economy, discuss the crisis-response measures needed to safeguard the creative economy during the pandemic, and factors hindering their effectiveness. Pre-recorded statements from 4 Ministers on the transformative role of culture will provide national perspectives and further enrich the Panel.</p> <p><u>Guiding Questions:</u></p> <ol style="list-style-type: none"> 1. How do the cultural and creative industries contribute to the SDG's economic, social and environmental pillars? 2. What policy measure can be adopted to protect CCIs throughout the pandemic, in order to better enable them to achieve their transformative potential for the Decade of Action? 3. How can we create robust data systems for culture to better assess CCIs' contributions to economies and the SDGs, and best inform policymakers and implementation strategies? 4. What types of funding schemes can be envisioned to support the creative industries as the driver of sustainable development?
<p>3:10 pm – 3:20 pm</p>	<p>Multi-stakeholder Spotlight</p>
<p>3:20pm - 4:20pm</p> <p>Panel: 45 minutes Q&A: 15 minutes</p>	<p>Panel II: The Status of Artists, Cultural Professionals and Organisations: Equitable Digital Transformation to Support COVID-19 Recovery</p> <p>The creative economy faces numerous challenges, related to the status of artists and cultural professionals and organisations, that have limited its potentially transformative contributions to sustainable development. The social and economic precariousness faced by these groups, exacerbated due to the pandemic, relate to the mobility of artists, market access, intellectual property rights, copyright protection and payment for digital content, ICT infrastructure, capacity building for artists, and safeguarding of local and diverse content.</p> <p>While digital platforms served as a lifeline for artists and cultural professionals in the face of venue closures, the remuneration from online activities have rarely amounted to livelihoods. In this light, this segment will pay particular attention to how new technologies and ICTs impact the status of cultural workers and shape the future of the creative economy. The right to participate in cultural life among the internet-less population is also a mounting concern. Cultural practitioners and organisations, experts in cultural innovation, and creative entrepreneurs will share their experiences and outlook for the future through these subjects. Pre-recorded statements from 4 Ministers will address the Status of the Artist and how to best harness the digital transformation.</p> <p><u>Guiding Questions:</u></p> <ul style="list-style-type: none"> • What policy changes relating to the social and economic rights of artists, cultural professionals and organisations can best ensure fair

	<p>renumeration and diverse cultural expressions in the digital environment</p> <ul style="list-style-type: none"> • How can we leverage the potential of innovation for the sustainable development of the creative economy?
4:20 pm – 4:30 pm	Multi-stakeholder Spotlight
4:30 pm – 5:30 pm Panel: 45 minutes Q&A: 15 minutes	<p>Panel III: Mainstreaming culture into sustainable development through partnerships</p> <p>The current global crisis has brought to light the critical contribution of culture to collective well-being and the shift of societal mindsets towards sustainable consumption and production patterns and living in harmony with nature. This heightened appreciation for the arts and CCIs presents an opportunity to escalate multilateral partnerships and amplify culture’s contributions to sustainable development in the consciousness of both policymakers and the public.</p> <p>While the pandemic disrupted the culture sector and deepened its pre-existing vulnerabilities, 2021 must serve as an opportunity to lay the foundations for <i>building back better</i>. Coordinated actions, strong commitments from the UN system, member states, international actors, private sector and stakeholders, as well as sound cultural policies and escalated investments in culture, are key for the creation of enabling environments for the creative economy and culture at large. Strengthened and strategic engagement of the global cultural and creative sectors in SDG implementation efforts can serve to ensure the full participation of communities and build the broad coalitions for action needed to fulfil our pledge to <i>leave no one behind</i>. Pre-recorded statements from 4 Ministers will introduce diverse national actions to integrate culture into sustainable development agenda</p> <p><u>Guiding Questions:</u></p> <ul style="list-style-type: none"> • How can culture be mainstreamed into SDG implementation plans across the UN system in favour of social, economic and environmental pillars? • How can global solidarity and partnerships for culture be formed? • What types of national and regional strategies are needed to ensure culture is at the heart of sustainable post-pandemic recovery plans?
5:30 pm – 5:50 pm	High-level Plenary (continued)
5:50 pm – 6:00 pm	Closing Segment

ANNEX

Audio-Video Guidelines for Pre-Recorded Statements

Please read this entire document before submitting your pre-recorded video statement

Kindly note that all pre-recorded video statements should be submitted at least four days before the date that the statement is scheduled to be broadcast.

Audio visual file general guidance for Broadcast and Conferences

For technical questions, please call **+1 212 963 8648, Option 3.**

Video

For file submission video quality preferably:

- HD resolution of 1920 x 1080 pixels in an aspect ratio of 16:9
- 29.97 frames per second (60 fields) known as 1080i/29.97, top field first; colour sub-sampled at a ratio of 4:2:2 (8 bits per channel with 10 bits per channel preferred). As is common with MPEG4 or MOV files.

Alternately file submission video quality as a minimum:

- HD resolution of 1280 x 720 pixels in an aspect ratio of 16:9
- 30 frames per second (60 fields) known as 720p top field first; colour sub-sampled at a ratio of 4:2:2 (8 bits per channel with 10 bits per channel preferred). As is common with MPEG4 or MOV files.

Audio

- General recommendation is that material should conform to SMPTE 382M Standard or AES3
- The preferred bit depth for audio recording is 24 bits per sample. The minimum bit depth is 16 bits per sample.
- All audio should be recorded at a minimum sample rate of 48 kHz, although sampling at 96 kHz is

encouraged. Recording or digitizing audio using an uncompressed lossless codec, such as WAV-PCM.

- Sound must be recorded with appropriately placed microphones, giving minimum background noise and without peak distortion.
- The audio must be free of spurious signals such as clicks, noise, hum and any analogue distortion.
- The audio must be reasonably continuous and smoothly mixed and edited. Audio levels must be appropriate to the scene portrayed and dynamic range must not be excessive. They must be suitable for the whole range of domestic listening situations.
- Surround and Stereo audio must be appropriately balanced and free from phase differences.
- The audio must not show dynamic and/or frequency response artefacts due to the action of noise reduction or low bit rate coding systems.

Interpretation requirements related to the pre-recorded video messages:

1. Ensure the speaker speaks clearly and at a moderate pace to enable accurate interpretation;
2. Provide a copy of the text of the statement;
3. For languages other than an official UN language, *provide an audio recording of the interpretation into one of the UN official languages embedded in the video*. In addition, provide the text of your statement translated into one of the official languages.¹

IMPORTANT NOTE REGARDING ORIGINAL LANGUAGE STATEMENTS:

Please insert the original language audio into the left channel (or channel 1) of the video, and kindly include an official UN language translation in the right channel (or channel 2). English is the preferable UN language translation.

The audio should not be submitted in separate files. Both audio channels (original and official languages), should be embedded in the video file.

¹ In case of non-official languages, when a video address is played back and broadcast on the “floor” channel in the original language, the audio of the pre-recorded translation needs to be synchronously broadcast on the corresponding language channel.

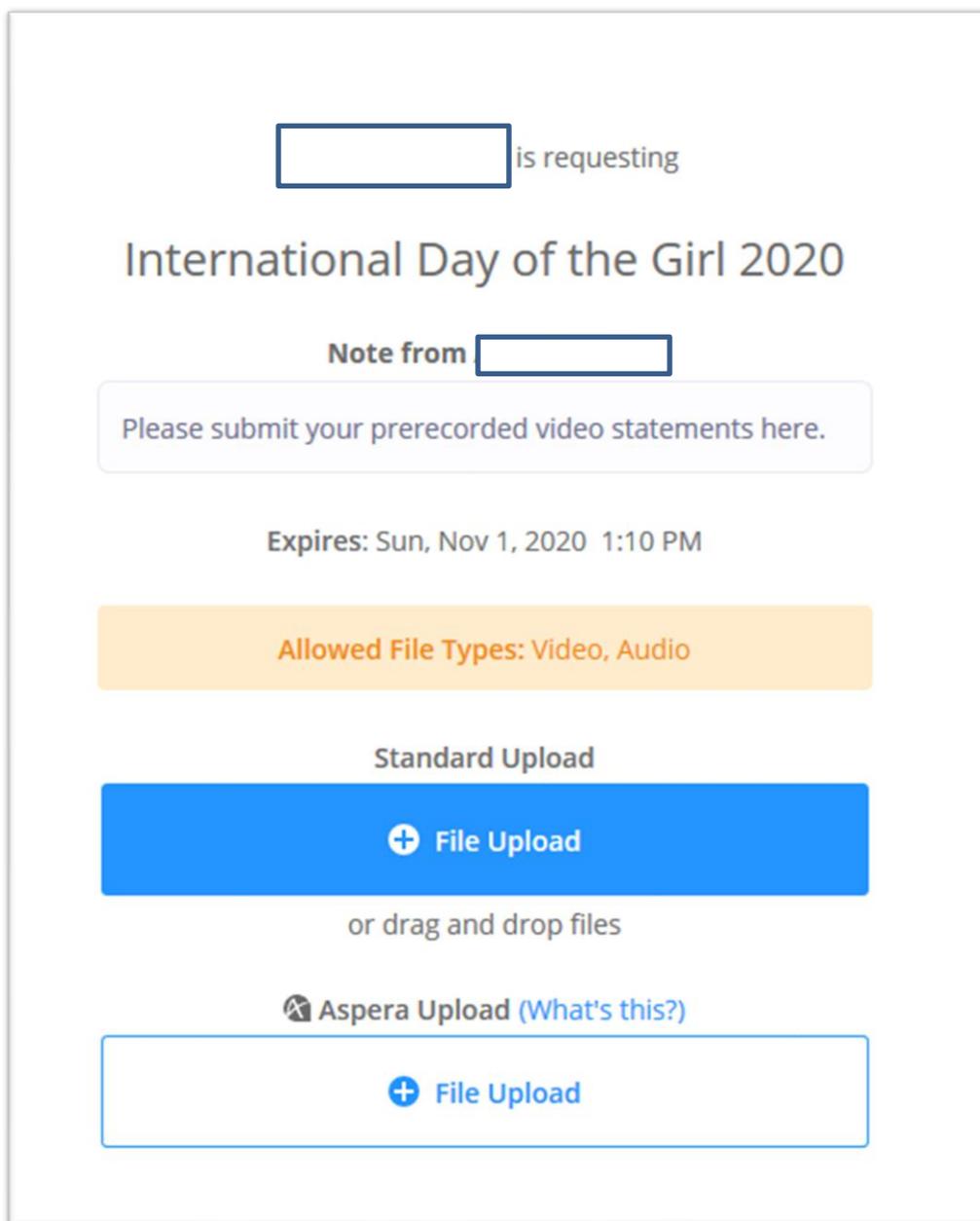
File-Naming and Submission Guidelines

Before submitting your video file, please use the following template for naming your file (without brackets):

[Delegation or Country or Presenter Name]_[21-May-2021]_[Culture].[extension] *(please exclude the brackets)*

Please follow the steps below for submitting your video file.

1. You should have received a link to the cloud storage space from your United Nations coordinator or representative. The link will take you to a web page like the one in the image below.



The image shows a web interface for submitting video statements. At the top, a box labeled "is requesting" is followed by the title "International Day of the Girl 2020". Below this is a "Note from" box containing the text "Please submit your prerecorded video statements here." The expiration date is listed as "Expires: Sun, Nov 1, 2020 1:10 PM". A yellow banner indicates "Allowed File Types: Video, Audio". Under the heading "Standard Upload", there is a blue button with a plus icon and the text "File Upload", followed by the instruction "or drag and drop files". At the bottom, there is a link for "Aspera Upload (What's this?)" and a white button with a plus icon and the text "File Upload".

2. Click on the blue **“File Upload”** button (Standard Upload), or drag-and-drop your video file into the dialog window.

Once you have selected or dragged-and-dropped your file, the following dialog window should appear. Click on the **“Show Metadata”** button.

[Redacted] is requesting

International Day of the Girl 2020

Note from [Redacted]

Please submit your prerecorded video statements here.

Expires: Sun, Nov 1, 2020 1:10 PM

Allowed File Types: Video, Audio
File Metadata Requested: Please select files to add.

Expand All

+ Add Files

IMG_6688.MOV **SHOW METADATA** X

1 File (3.1 MB)

Enter your email

Contribute 1 File

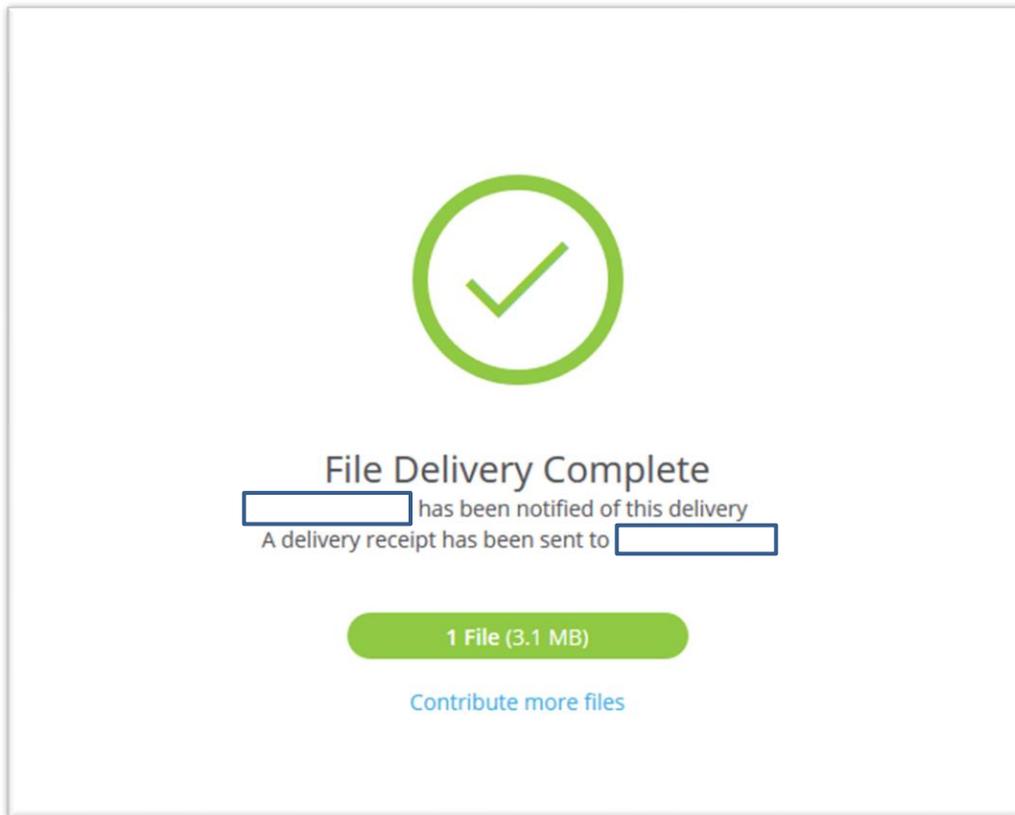
[Back to File Request](#)

3. You will then be prompted to enter a few mandatory metadata fields. *Please note that if you do not enter data in these fields, your file will not be accepted by the cloud upload service.* The information you are asked to enter is as follows in the image below. Enter the requested information and then enter your **email address** in the indicated field. Then, click on the blue **“Contribute 1 File”** button.

Your video file will be uploaded into the system.

The screenshot shows a web interface for uploading a file. At the top, there is a dashed blue box containing a plus icon and the text "Add Files". Below this, a file named "IMG_6688.MOV" is shown with a "HIDE METADATA" button and a close icon. The metadata section contains four mandatory fields, each with a red asterisk: "Event Name", "Event Date", "Presenter Name", and "Country or Delegation Name". Each field is represented by a text input box with a small grid icon on the right. Below the metadata fields, it says "1 File (3.1 MB)". At the bottom, there is a text input field labeled "Enter your email", a prominent blue button labeled "Contribute 1 File", and a blue link labeled "Back to File Request".

4. You will then see a progress bar indicator, followed by the dialog window below, indicating successful upload.



For technical questions, please call **+1 212 963 8648, Option 3.**