



THE PRESIDENT
OF THE
GENERAL ASSEMBLY

19 May 2021

Excellency,

Further to my letter dated 12 May 2021, circulating the list of speakers for the High-level Event on “Culture and Sustainable Development”, to be held on Friday, 21 May 2021, I have the honour to enclose herewith the final programme.

Kindly note that the time limit for statements will be three minutes for individual delegations and five minutes for statements delivered on behalf of groups of States. The texts of statements submitted by speakers inscribed on the list that are not delivered by the end of the meeting will be posted on “eStatements” in the Journal of the United Nations. In this regard, delegations are encouraged to send their statements to estatements@un.org. I would like to remind delegations that the guidelines for submission of the pre-recorded statements have been circulated previously.

Regarding participation in the ‘Question & Answer’ section of each panel, there will not be a pre-determined list of speakers. Delegations are invited to press the button at their seat to express their interest in posing a question. Placement on the list will be determined on a first-come first-served basis.

For further information, your office may contact my Advisers 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



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 – 10am-1pm, 3pm-6pm EDT



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| 10:00 am- 10:05 am | Musical Performance |
| 10:05 am- 10:25 am | Opening Segment <ol style="list-style-type: none"> 1. H.E. Mr. Volkan BOZKIR, President of the General Assembly. 2. H.E. Mr. Munir Akram, President of the Economic and Social Council. 3. Ms. Audrey Azoulay, Director-General, UNESCO. 4. Sir Richard Curtis, Secretary-General’s Special Advocate for the Sustainable Development Goals. |
| 10:25 am – 10:35 am | Multi-stakeholder Spotlight <ol style="list-style-type: none"> 1. Ms. Isabelle Durant, Acting Secretary-General, UN Conference on Trade and Development. 2. Mr. Alfredo Jaar, Artist, Architect, Filmmaker. 3. Mr. Dieudonné Bantsimba, Mayor of Brazzaville. 4. The Gallery Climate Coalition. 5. Ms. Valerie Plante, Mayor of Montreal. |
| 10:35 am – 11:20 am Panel: 35 minutes Q&A: 10 minutes | <p>Panel I: 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>.</p> <p><u>Guiding Questions</u></p> <ol style="list-style-type: none"> I. How can culture be mainstreamed into SDG implementation plans across the UN system in favour of social, economic and environmental pillars? II. How can global solidarity and partnerships for culture be formed? |

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| | <p>III. What types of national and regional strategies are needed to ensure culture is at the heart of sustainable post-pandemic recovery plans?</p> <p><u>Panelists</u></p> <ol style="list-style-type: none"> 1. Mr. Ernesto Ottone, Assistant Director-General for Culture, UNESCO. 2. Ms. Viviane Hoffman, Deputy Director-General for Education and Culture, European Commission. 3. Mr. Sameh Naguib Wahba, Global Director, Urban, Disaster Risk Management, Resilience and Land Global Practice, the World Bank. 4. Ms. Karen Maguire, Head of the Local Employment, Skills and Social Innovation Division, The Organisation for Economic Co-operation and Development. 5. Moderator: Ms. Julene Siddique, Fellow, World Academy of Art & Science, Founder, Nada Brahma. <p><u>Minister Videos</u></p> <ol style="list-style-type: none"> 1. Minister of Cultural Heritage and Tourism, Italy: H.E. Mr. Dario Franceschini 2. Minister of Culture, Gender, Entertainment and Sport, Jamaica: the Honourable Ms. Olivia Grange. |
| 11:20 am – 1:00 pm | <p><u>High-level Plenary</u></p> <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> |
| 1:00pm – 3:00 pm | Lunch Break |
| 3:00 pm – 3:10 pm | <p><u>Multi-stakeholder Spotlight</u></p> <ol style="list-style-type: none"> 1. Mr. Grégory Doucet, Mayor of Lyon. 2. Ms. Frances Morris, Director of the Tate Modern Art Gallery. 3. teamLab, Interdisciplinary Art Collective. 4. The Ark Cultural Centre for Children. |
| <p>3:10 pm - 3:55 pm</p> <p>Panel: 35 minutes Q&A: 10 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</p> |

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| | <p>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.</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 remuneration and diverse cultural expressions in the digital environment • How can we leverage the potential of innovation for the sustainable development of the creative economy? <p><u>Panellists</u></p> <ol style="list-style-type: none"> 1. Ms. Deeyah Khan, UNESCO Goodwill Ambassador for Artistic Freedom and Creativity, Emmy-award winning filmmaker. 2. Yusuf Mahmoud, Chairperson, Music in Africa Foundation, CEO, Busara Promotions. 3. Professor Nick Wilson, Head of Department, Culture, Media and Creative Industries, Professor of Culture & Creativity, King's College, London. 4. Moderator: Ms. Mika Shino, CEO of Soundplay, Director of International Jazz Day, the Herbie Hancock Institute of Jazz. <p><u>Minister Videos</u></p> <ol style="list-style-type: none"> 1. Minister of Cultural Affairs, Bangladesh: H.E. Mr. K. M. Khalid. 2. Minister for Culture, Sweden: H.E. Ms. Amanda Lind |
| 3:55 pm – 4:05 pm | <p>Multi-stakeholder Spotlight</p> <ul style="list-style-type: none"> • Ms. Luise Faurschou, Founder of Art2030 • Mr. Zheng Jianxin, Mayor of Changsha. • Ms. Lydia Dean Pilcher, Producer & Director, Founder of Cine Mosaic. • Mr. Dawood Al Hajiri, Director General of Dubai Municipality. |
| <p>4:05 pm – 4:50 pm</p> <p>Panel: 35 minutes Q&A: 10 minutes</p> | <p>Panel III: Achieving Culture's Transformative Potential to Accelerate the Decade of Action</p> <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-</p> |

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| | <p>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 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.</p> <p><u>Guiding Questions</u></p> <ul style="list-style-type: none"> • 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? • How can we create robust data systems for culture to better assess CCIs' to economies and the SDGs, and best inform policymakers and implementation strategies? • What types of funding schemes can be envisioned in order to support the creative industries as the driver of sustainable development? <p><u>Panellists</u></p> <ol style="list-style-type: none"> 1. Ms. Emellie O'Brien, Founder and CEO, Earth Angel. 2. Ms. Magdalena Moreno, Executive Director, International Federation of Arts Councils and Culture Agencies (IFACCA). 3. Ms. Silja Fischer, Secretary General of the International Music Council, representing the Culture 2030 Goal Campaign. 4. Moderator: Ms. Mika Shino, CEO of Soundplay, Director of International Jazz Day at the Herbie Hancock Institute of Jazz. <p><u>Minister Videos</u></p> <ol style="list-style-type: none"> 1. Minister of Culture, Panama: H.E. Mr. Carlos Aguilar 2. Minister of Culture and Media, Croatia: H.E. Ms. Nina Obuljen Koržinek |
| 4:50 pm – 5:55 pm | High-level Plenary (continued) |
| 5:55 pm – 6:00 pm | <p>Call to Action</p> <ul style="list-style-type: none"> • Mr. Ernesto Ottone, Assistant Director-General for Culture, UNESCO. |