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United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

Organización  
de las Naciones Unidas  
para la Educación,  
la Ciencia y la Cultura

Организация  
Объединенных Наций по  
вопросам образования,  
науки и культуры

منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织

**Draft resolution**

Item 4.2 of the provisional agenda

35 C/DR.01 \*  
(COM CLT)

11 September 2009  
Original: French

**Amendment to the Draft Programme and Budget for 2010-2011 (35 C/5)**

Submitted by **ITALY**

**Part II.A – Programmes:**

Major Programme IV: Culture

Resolution No.: 04000

Biennial sectoral priority 2: Promoting the diversity of cultural expressions and the dialogue of cultures with a view to fostering a culture of peace

Paragraph: (xii)

Main line of action 4: Protecting and promoting the diversity of cultural expressions through the implementation of the 2005 Convention and development of cultural and creative industries

Paragraph: 12

Budgetary implications  
indicated by the sponsor: €300,000

Source of financing  
proposed by the sponsor: Extrabudgetary resources

**Proposed modification:**

Biennial sectoral priority 2, paragraph (xii):

- (xii) promote North-South, South-South and North-South-South public-private partnerships for the development of creative industries through capacity-building, monitoring and support to regional and subregional integration initiatives in the areas of the book industry, translation, crafts and design, notably by the development of the Award of

\* This proposal was received by the Secretariat on 11 August 2009.

Excellence in crafts, Social Design 21 and the Dream Centers, the expansion of the Creative Cities network, **with the aim of fostering their development and knowledge-sharing, through the organization on a yearly basis of the UNESCO World Forum on Cultural Industries funded through extrabudgetary resources;** and ensure assistance to Member States in the implementation of the Revised International Framework for Cultural Statistics produced in cooperation with UIS and national statistical institutes;

Main line of action 4, paragraph 12:

12. Contribution of cultural and creative industries to development strengthened and highlighted **through the implementation of public-private partnerships benefiting development;**

**Explanatory note:**

The new millennium has witnessed the rise in the importance of the cultural and creative industries. A new approach to economic development strategies drawing on cultural creativity as a source of competitive advantage therefore needs to be put into practice. By bringing together prime movers from different backgrounds, each bringing complementary experiences, the UNESCO World Forum on Cultural Industries seeks to promote cross-cutting discussion encompassing creators, public-private partnerships and the North-South relationship in all its forms. As a veritable platform for meeting and exchanging ideas, the first UNESCO World Forum on Cultural Industries was intended to lay the foundations for an awaited meeting to inspire future projects and trends that profoundly shape the development of the creative and cultural industries, and to facilitate the creation of synergies and the expansion of new forms of cooperation for sustainable development in cultural diversity. The first UNESCO Forum on Cultural Industries, held in Monza, Italy, was the occasion to examine the roles played by culture and crafts, the business world, fashion and design, and public authorities at the local and central level. As such, the Forum brought an innovative perspective to this large and changing sphere of activity, and allowed for a better understanding of the economic weight and innovative nature of the creative and cultural industries.