



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions



CENTRE FOR CULTURE  
AND DEVELOPMENT

## PRESS RELEASE

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### UNESCO launched the second round of countrywide workshops under the theme of participatory policy making for the creative sector and UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

**Peshawar:** To stress the need for public policies that support the creative sector and to raise awareness about the importance of UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO Pakistan launched a second round of country wide consultations in Peshawar. The two day workshop follows earlier countrywide consultations that were held in July this year in Lahore, Karachi and Islamabad and has been organized with the support of Centre for Culture and Development (CKU) and funded by the Government of Denmark.

Earlier workshops were held to gauge the current status of the creative sector in Pakistan; this workshop goes a step further by engaging a range of stakeholders, including government representatives from both provincial and federal levels, professionals of public institutions, academics, as well as representatives of civil society organizations from Khyber Pakhtunkhwa. Bringing these stakeholders together for discussion highlights the importance of collaboration across different ministries at different levels of governments to create policies which are supportive, transparent and participatory with regards to the creative sector.

Pakistan has a diverse and rich culture which provides great potential for the creative industry. Devising cultural policies both at the provincial and national levels, can further help the young creative entrepreneurs in various industries to contribute to the economic development of Pakistan. In this regard, UNESCO's 2005 Convention, an international treaty that recognizes the distinctive nature of culture as an important contributor to economic and social development, once ratified, may provide Pakistan's creative economy a much needed economic boost.

UNESCO's efforts to address the lack of cultural policy in Pakistan were highlighted by Ms. Vibeke Jensen, UNESCO Representative to Pakistan. In the workshop's inaugural session she stressed that The UNESCO 2005 Convention affirms the **sovereign right of States to adopt policies and measures** that nurture creativity, provide access for creators to participate in domestic and international marketplaces where their artistic works/expressions can be recognized and compensated and ensure these expressions are accessible to the public at large.

Mr. Ayaz Khan, Director Colors/Media Production, Directorate of Culture Khyber Pakhtunkhwa further elaborated that "the workshop organized by UNESCO on developing policies for culture and creative industries will explore new horizons for the creative industries of Khyber Pakhtunkhwa." Mr. Zubair Torwali, researcher and writer from Swat also appreciated UNESCO's efforts in facilitating the designing of an inclusive, participatory and equitable cultural policy in collaboration with Directorate of Culture. This workshop will be followed by a similar program in Karachi and will conclude on November 24<sup>th</sup> with a final Cultural Policy Conference in Islamabad.

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