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UNESCO holds workshop on first ever cultural policy of KP

PESHAWAR (APP): Designing new Culture policy is a good initiative taken by the provincial government of Khyber Pakhtunkhwa, says Director Representative of UNESCO Pakistan Ms. Vibeke Jensen. She also said that by devising Provincial Cultural Policy, Culture has linked with the economic growth, development and prosperity of the Pakistan for the first time. According to a press release, Ms. Vibeke Jensen said this at a high-level workshop jointly organized at Peshawar by UNESCO and Danish Centre for Culture & Development (CKU) for reshaping the Cultural Policy of Khyber Pakhtunkhwa. Talking to media at the Workshop entitled, Creative Economy and Sustainable Development in Pakistan: the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, Deputy Secretary for Tourism, Culture & Sports Mr. Adil Safi said that the aim of Cultural Policy Workshop is protection and promotion of the diversity of Cultural Expressions. The participants of the workshop included Director Representative of UNESCO Pakistan Ms. Vibeke Jensen; Representative of UNESCO Head Quarter (Paris) Mr. Andrew Senior, Deputy Secretary for Tourism, Culture & Sports Mr. Adil Safi, scholars, media personals, youth, other civil society members and experts in creative economies and policy formulation. The objective of this activity is to highlight a new set of draft operational guidelines for Culture in consultation with large number of private and public stakeholders, mobilizing for sustainable development. Reforming cultural policies and designing new models for art production and distribution in the digital era is the key for enhancing the creative industries. In Pakistan, the creative sector has also become one of the fastest growing sectors, especially considering the rapidly spreading mobile digital revolution that is providing new opportunities for people, especially for the youth, to experiment new art forms, create, produce and access diverse cultural expressions.

By conducting this workshop, UNESCO aims to raise the awareness about the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Furthermore, foster policies that support increased access to cultural life and new forms of digital creativity, as well as the rights of artists, digital issues.

The workshop has provided a platform to discuss topics, projects and visions for the future collaboration of cultural managers and cultural policy stakeholders.

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