



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



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. Mr. 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. The Gallery Climate Coalition. 4. Mr. Dieudonné Bantsimba, Mayor of Brazzaville. 5. Ms. Valerie Plante, Mayor of Montreal.
10:35 am – 11:20 am	<p>Panel I: Mainstreaming culture into sustainable development through partnerships</p> <p><i>Guiding Questions</i></p> <ol style="list-style-type: none"> 1. How can culture be mainstreamed into SDG implementation plans across the UN system in favour of social, economic and environmental pillars? 2. How can global solidarity and partnerships for culture be formed? 3. What types of national and regional strategies are needed to ensure culture is at the heart of sustainable post-pandemic recovery plans? <p><i>Panelists</i></p> <ol style="list-style-type: none"> 1. Mr. Ernesto Ottone R, 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. Moderator: Julene Siddique, Fellow, World Academy of Art & Science, Founder, Nada Brahma. <p><i>Minister Videos</i></p> <ol style="list-style-type: none"> 1. Minister of Culture, Italy: H.E. Mr. Dario Franceschini 2. Minister of Culture, Gender, Entertainment and Sport, Jamaica: the Honourable Ms. Olivia Grange.

<p>11:20 am – 1:00 pm</p>	<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>
<p>1:00pm – 3:00 pm</p>	<p>Lunch Break</p>
<p>3:00 pm – 3:10 pm</p>	<p>Multi-stakeholder Spotlight</p> <ul style="list-style-type: none"> • Mr. Grégory Doucet, Mayor of Lyon. • Ms. Frances Morris, Director of the Tate Modern Art Gallery. • teamLab, Interdisciplinary Art Collective. • 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><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 Moahmoud, Chairperson, Music in Africa Foundation, CEO, Busara Promotions. 3. Professor Nick Wilson, Head of Department, Culture, Media and Creative Industries (CMCI) and Professor of Culture & Creativity. 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 Cultural Affairs, Bangladesh: H.E. Mr. K. M. Khalid. 2. Minister for Culture, Sweden: H.E. Ms. Amanda Lind
<p>3:55 pm – 4:05 pm</p>	<p>Multi-stakeholder Spotlight</p> <ul style="list-style-type: none"> • Mr. Zheng Jianxin, Mayor of Changsha. • Ms. Luise Faurshou, Founder of Art2030 • 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><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. Emellie O’Brien, Founder and CEO, Earth Angel. 2. 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
<p>4:50 pm – 5:55 pm</p>	<p>High-level Plenary (continued)</p>
<p>5:55 pm – 6:00 pm</p>	<p>Call to Action</p> <p>Mr. Ernesto Ottone, Assistant Director-General for Culture, UNESCO.</p>