



department for
culture, media
and sport

Department for Culture, Media & Sport: International Strategy 2006

October 2006

Secretary of State's Foreword

On 6th July 2005 the IOC awarded London the right to host the 2012 Olympic Games and Paralympic Games. The decision was not just recognition of London's position as a pre-eminent world city but also an acclamation of the United Kingdom's deep tradition of excellence and openness in our sports and culture.

Bidding for the Olympic Games and Paralympic Games in 2012 presented an opportunity to galvanise the country in support of a common goal. Staging the Games has even greater potential to bring together all our sectors and to create an outstanding international footprint for the UK. The 2012 Games will see the best of the world in Britain and the best of Britain on show to the world. We have six years to ensure that the four week celebration of sport and culture is translated into a meaningful social, economic and sporting legacy.

From arts and culture to the creative industries, and from sporting excellence to creating a healthier nation the Olympic Games and Paralympic Games is one example of the UK's sustained international excellence. In 2008 Liverpool will be the European Capital of Culture. Our museums and galleries, theatres and opera houses because of their world-class reputation bring the best the world has to offer to British audiences. The UK is home to some of the world's most spectacular built and natural heritage. The UK is the second-fastest growing tourist destination in the world. Our creative industries are growing at twice the rate of the economy as a whole. Our sportsmen and women compete successfully on the world stage.

Culture and sport can help to break down barriers between peoples and provide a space for shared understanding of difference. A founding aim of the International Olympic Committee is to use the power of sport to promote peace. Through the Olympic Truce Foundation the IOC and host nations use the power of the Olympic Games and Paralympic Games to promote peace and reconciliation around the globe. At the last Games in Athens more than 22 post-conflict states came together as part of the Olympic true movement to debate the relevance of sport to peace, conflict prevention and resolution, post-conflict reconstruction and national dialogue. Building a shared understanding can be an aid to trade by building bonds between individuals and enhancing Britain's prestige but it can also support post-conflict resolution between ethnic groups as with UK Sport's work in South Africa.

The excellence of our culture, sport and creative industries at home means that UK skills are in demand around the world. From ipods to the fashion industry British designers lead the world. The Prime Minister's

trip to China in 2005 that launched the China cultural partnership demonstrated what can be achieved when we are bold and imaginative.

My trips to India demonstrated to me how commercial and cultural partnership is found in the old as well as the new. While there I had the chance to explore some of India's rich heritage as well as gain a deeper understanding of our shared history. In India I signed the main body of a new film co-production treaty that will cement the relationship between the emerging powerhouse of Bollywood cinema and British talent both in front and behind the camera. While in India I was also lucky enough to have the opportunity to watch a Kathak dance performance. Kathak is one of the six major classical dances of India, the word is derived from katha meaning "the art of storytelling." Back in London I saw one of the pre-eminent modern Kathak dancers Akram Khan's bold and innovative new dance work *Ma*. Khan's invention unites the classical western and Indian forms creating a work that is at once distinctly British and distinctly Asian.

I think the twin characteristics of Britishness are our adaptiveness and openness. In a globalised world our ability to innovate, our inquisitive nature and our ready acceptance of new ideas become more important not less. Nowhere is this more clearly demonstrated than in our culture, sport and creative and leisure industries.

Tessa Jowell
Secretary of State for Culture, Media & Sport

DCMS - International Strategy

1. Context

In March 2006, the Foreign and Commonwealth Office (FCO) published a White Paper on the UK's International Priorities an update on the December 2003 publication. There are ten priorities, which are shown in the table below. They cover a broad agenda of issues with global impact, including countering terrorism and weapons proliferation, acting to prevent state failure and climate change, and dealing effectively with poverty, corruption and conflict. The Strategy also concluded that the UK must remain diplomatically active and engaged, and be able to exert global influence through diplomacy, advice, persuasion, aid and other economic assistance, amongst other means.

We are aware that these priorities will change and will be shaped by world events. The Department for Culture, Media and Sport (DCMS), together with its sectors (culture, media, sport and the creative, tourism and leisure industries) will respond to these changes as they occur and continue to make an important contribution to the wider agenda.

Active Diplomacy for a Changing World: the UK's international priorities

- Making the world safer from global terrorism and weapons of mass destruction
- Reducing the harm to the UK from international crime, including drug trafficking, people smuggling and money laundering
- Preventing and resolving conflict through a strong international system
- Building an effective and globally competitive EU in a secure neighbourhood
- Supporting the UK economy and business through an open and expanding global economy, science and innovation and secure energy supplies
- Achieving climate security by promoting a faster transition to a sustainable, low carbon global economy
- Promoting sustainable development and poverty reduction underpinned by human rights, democracy, good governance and protection of the environment
- Managing migration and combating illegal immigration
- Delivering high-quality support for British nationals abroad, in normal times and in crises
- Ensuring the security and good governance of the UK's Overseas Territories

A lot of the work of DCMS and the sectors we sponsor already has an international dimension. Our broadcasters, theatres, musicians, artists, performers and filmmakers enjoy the highest international reputations, as do our museums and galleries making a major contribution to Britain's international prestige. Our international work includes major programmes such as our China cultural initiative, *Connections through Culture*. In 2001/02 through our NDPBs DCMS spent in excess of £21m overseas.¹ The UK is a major international tourist destination, and home to 27 UNESCO designated World Heritage Sites. The UK will host the Olympic Games and Paralympic Games in 2012, and our sportsmen and women compete successfully in international competitions around the globe. Our creative and leisure industries compete vigorously and successfully in the global marketplace. We play an important role in many international organisations including the United Nations and European Union, negotiating on behalf of our sectors. Our sectors make a valuable contribution to the UK's public diplomacy efforts.

DCMS now looks to co-ordinate humanitarian assistance in the UK for British victims of major disasters, building on the work the Department carried out to support those affected by 9/11, and the Indian Ocean Tsunami. The aim is to dovetail with the work the FCO does to support to UK Nationals abroad through crisis situations, to make sure that the humanitarian response to any overseas disaster is properly co-ordinated at home and abroad – both in the immediate aftermath and in the months that follow.

The DCMS Strategy identifies five key international goals that capture the distinctive and diverse nature of the activity carried out by our sectors (see section 3). It also provides examples of how our goals and activities can contribute to the achievement of the Government's international priorities (see table, section 4). The examples selected are intended to be illustrative rather than exhaustive, and vary considerably in terms of scale and scope. However, they all demonstrate that we can add unique value to the achievement of UK wide objectives. In section 5, the Strategy identifies a range of specific policy aims for how DCMS will pursue its international goals in the short term, and the countries and regions on which we will focus. We will need to work closely with our sectors to review and revise these policy aims, and to develop ways of working to leverage maximum impact in support of our international aspirations. This will be a continuing process.

2. Purpose

The purpose of this strategy is to:

- set out the unique role that culture, media, sport, and the creative, visitor and leisure industries can play in support of the UK's international priorities;
- provide an overarching framework which captures the breadth of our activity, and which will assist the development of more detailed sectoral action plans;
- provide a management tool to assist DCMS and its sponsored bodies with prioritisation and performance measurement of international activity.

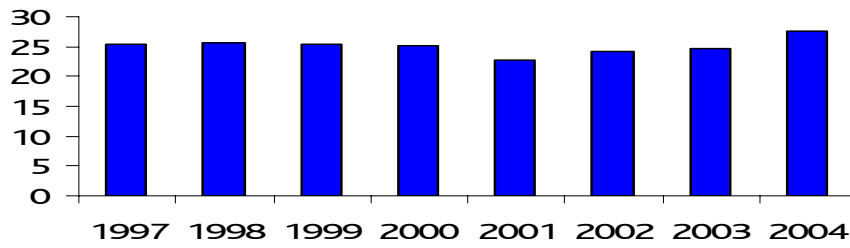
3. DCMS' International Goals

The DCMS and its sectors have five international goals:

- **Excellence** – DCMS sectors are recognised as world-class leaders in their fields. We use this expertise to create international partnerships.
- **Opportunity** – We provide unique international opportunities. Our cultural, sporting and creative offer helps to address global challenges such as security, justice and prosperity.
- **Economy** - Our sectors generate a significant contribution to the UK economy through the development of international markets and audiences. We negotiate and compete successfully at international level.
- **Diversity** – Our sectors support and showcase cultural diversity in the UK and overseas. We build vital links between communities here and overseas.
- **Sustainability** – Our International activity supports sustainable development.

'As use of the English language increases around the world, education and culture will become more important tools for spreading UK influence.'

There were over 27.5m inbound tourist visitors to the United Kingdom in 2005
Inbound visitors to the UK (million) 1997-2004



Source: National Statistics, 2004

4. How DCMS Priorities support the UK's International Priorities

FCO Strategic Priorities	DCMS Goal 1: Excellence	DCMS Goal 2: Opportunity	DCMS Goal 3: Economy	DCMS Goal 4: Diversity	DCMS Goal 5: Sustainability
1. making the world safer from global terrorism and weapons of mass destruction		Support for development of Free Press and ongoing excellence of the BBC	VisitBritain's public diplomacy role fostering cross-cultural understanding	Contribution to engaging with Islamic World through cultural and sporting activity	
2. reducing the harm to the UK from international crime, including drug trafficking, people smuggling and money laundering	Iraq cultural artefacts Work to help prevent Illicit trade in cultural property		Work closely with OGDs to ensure intellectual property is understood, respected and properly protected in the global economy.		
3. preventing and resolving conflict through a strong international system	Build stronger strategic links with China (through Cultural Co-operation framework)	Sport projects post conflict resolution projects.		International Sporting events	Support for UNESCO World Heritage sites and Hague Convention on cultural property
4. building an effective and globally competitive EU in a secure neighbourhood	Active role in EU structures etc				Training/capacity building for sector in relation to EU work Supporting European landscape convention
5. supporting the UK economy and business through an open and expanding global economy, science and innovation and secure energy supplies	Successful Olympic Bid, and other major sporting events Vibrant cultural sector underpins UK visitor economy		Support competitiveness and productivity UK leisure, tourism and creative industries		Supporting the development of a sustainable and productive tourism economy in the United Kingdom
6. promoting sustainable development and poverty reduction underpinned by human rights, democracy, good governance and protection of the environment	Ongoing excellence of the BBC Research contribution of major institutions (e.g. Natural History Museum Malaria research)	Sports Governance and Human Rights projects Big Lottery Fund initiatives to tackle the causes of poverty and deprivation		Range of initiatives relating to Africa (e.g. British Museum and Museum of London programmes)	Training and cultural heritage protection support in priority regions including Caucasus, Islamic World and Sub-Saharan Africa (e.g. through World Heritage Centre bi-lateral support programme)
7. managing migration and combating illegal immigration					
8. delivering high-quality support for British nationals abroad, in normal times and in crises	Support those affected by 9/11, the Bali bombings & the Indian Ocean Tsunami.				
9. ensuring the security and good governance of the UK's overseas territories					

5. Specific Aims/Activities in support of DCMS International Priorities

This section describes some of the ways in which DCMS will pursue its international objectives. It also seeks to identify the countries and regions on which we will focus. We recognise that individual sectors must play to their strengths and that some sectors will contribute more in one priority area than another. The section also provides short examples demonstrating some of the best of our international activity.

5.1 Excellence

The excellence of our sporting, cultural and creative, visitor and leisure industries is widely recognised on the international stage. For example, in 2004 over 152 countries watched Premier League football, more than any other football league; and the expertise of our museums are in demand as far afield as Armenia and Angola. From architects to actors British skills are in demand across the globe.

"I can't think of a better place than London to hold an event that unites the world. London will inspire young people around the world and ensure that the Olympic Games remain the dream for future generations".
Nelson Mandela, 2005

DCMS aims to ensure that everyone can enrich their lives through excellent culture and sport. By working internationally we can bring the best of international culture and sport to the UK - we support Scotland's bid to host the 2014 Commonwealth Games in Glasgow. We facilitate mutually beneficial collaboration, and showcase our own excellence to enhance Britain's prestige abroad. Art and culture also have an important diplomatic role. DCMS actively promotes British art, through the Government Art Collection, by showcasing the best of British historical and contemporary art in UK government buildings across the globe.

DCMS Priority Activities for Excellence:

- Host a successful 2012 Olympic Games and Paralympic Games
- Deliver the China Cultural partnership
- Host a successful 2008 European Capital of Culture event in Liverpool
- Demonstrate the UK's cultural and sporting excellence overseas
- Bring the best in international cultural and sporting activity to the UK

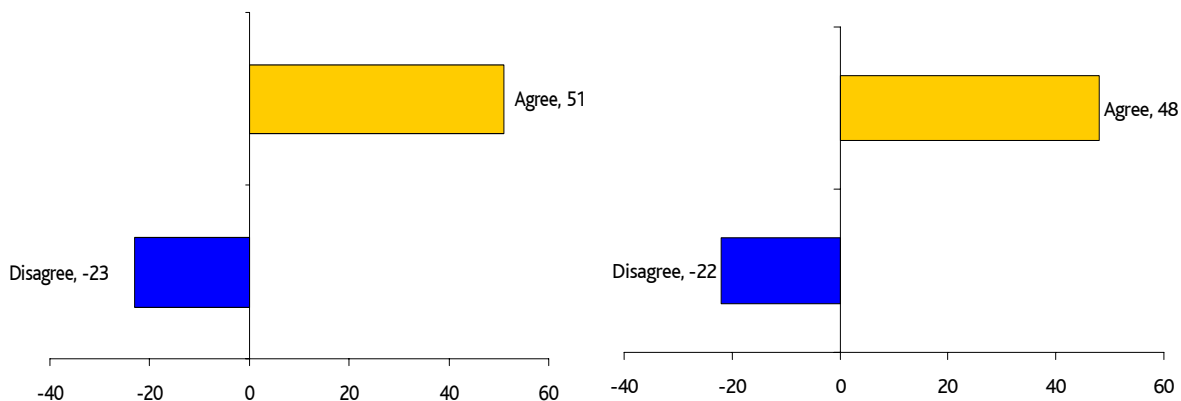
Priority Countries and Regions include: China, India, Japan, USA, European states.

Britain is renowned for our creativity and innovation in art and design

(1) Britain is strongly renowned for creativity and innovation in the arts Agree/Disagree (2) British design is renowned around the world Agree/Disagree

(1)

(2)



Source: British Council, *Through Other Eyes*, 2000

How we work: UCI World Track Cup Classic (Cycling) 2004

The UCI World Track Cup Classic was held from 9-11 April 2004 and was the first in a three year series of track cycling events.

The event contributed to building and sustaining excellence in British sport. Cycling is a priority 1 sport for UK Sport's performance funding, and the British Cycling Federation (BCF) have identified this series of events as the number one priority in their strategy. Giving home soil advantage for qualification events, particularly those leading to Olympic qualification, is a real performance boost. Holding world class events also boosts public interest in the sport by allowing the British public to see our top cyclists in action and the top riders from other nations. To capitalise on this development programmes, particularly those targeting children, were also run alongside the event.

Hosting the event contributed to our standing on the international stage in the run-up to the 2012 Olympic bid. By demonstrating a willingness to commit to an event over several years and by bringing key members of the international governing body, the *Union Cycliste Internationale*, to the UK helped in the promotion of British cycling on the international stage. Furthermore the event was staged at the Manchester Velodrome, which was a venue for the Commonwealth Games 2002. This enabled the use and further development both of local volunteers, and the existing world class facility.

The event was broadcast on Eurosport, as well as on TV channels in Germany and Spain, reaching a cumulative audience of over 11 million people in 8 European Countries. A record number of riders participated (450). The British Team gained 4 Gold, 1 Silver and 4 Bronze medals at the event. Gold medallists included Chris Hoy and Rob Hayles, who went on to achieve gold and bronze medal success in Athens. The viewing figures for year 2 were an increase on year 1 (cumulative total audience of 13.21 million), over a larger number of channels, and the event has become established in the international cycling calendar.

The event was funded by an award provided by UK Sport's World Class Events Programme of £188,000, with some additional exchequer funds to provide clothing for volunteers.

How we work: Artangel, KUBA, 2004/05

Artangel is a visual arts commissioning agency that works with artists that are well known on the international stage and has developed co-commissioning with a number of partners for each project that they undertake.

Kutlug Ataman's project, *KUBA*, comprised intimate video portraits of forty residents of an Istanbul shanty town, opened at The Carnegie Institute in Pittsburgh, USA in October 2004, where it won the Carnegie prize, and then at a disused sorting office in central London in March 2005. Over 15,000 people visited during the 11 week run, which was extended by a month. The project gained widespread press coverage and critical acclaim, with *The Guardian* newspaper calling it Ataman's "finest work to-date" and *Time Out* magazine acclaiming it as "absolutely riveting".

Artangel is one of the Arts Council England's 1200 Regularly Funded Organisations that represent a key part of the thriving arts infrastructure in the country that brings the best of the world's talent to UK audiences and are critical to a vibrant international arts scene.

5.2 Opportunity

DCMS and its sectors can play a unique role in supporting the UK's response to shared global challenges, including security, justice and prosperity. Sport, culture and media can have a global reach across a wide range of target audiences with diverse economic and social backgrounds. The BBC through World Service radio and new services such as BBC World and BBC News Online make a valuable contribution to global civil society and democracy. BBC World reaches around 59 million viewers a week. Usage of the BBC international-facing online news websites rose to 324 million page impressions in March 2005 up from 282 million a year earlier. Our NDPBs are well placed to provide a range of financial support, unique technical knowledge and expertise to a range of overseas partners. Another example of this is overseas sports development, where our key partners are working to build capacity in developing countries based on a UK model. UK Sport is leading a number of projects in conjunction with the Department for International Development (DfID) and other key bodies such as the British Council are also running programmes. The Council's 'Dreams and Teams' youth leadership programme is operating in over 30 countries through 85 school links with plans to expand to over 500 school links and reach a million young people overseas through sport.

"Special emphasis should be placed on the participation of people living with HIV and AIDS... in the design of HIV and AIDS policies and health messages as well as in strategies to reduce stigma. Sport, radio, film and other popular elements of youth culture should be widely used to engage them in the response."

'Our Common Interest' Report of the Commission for Africa, 2005

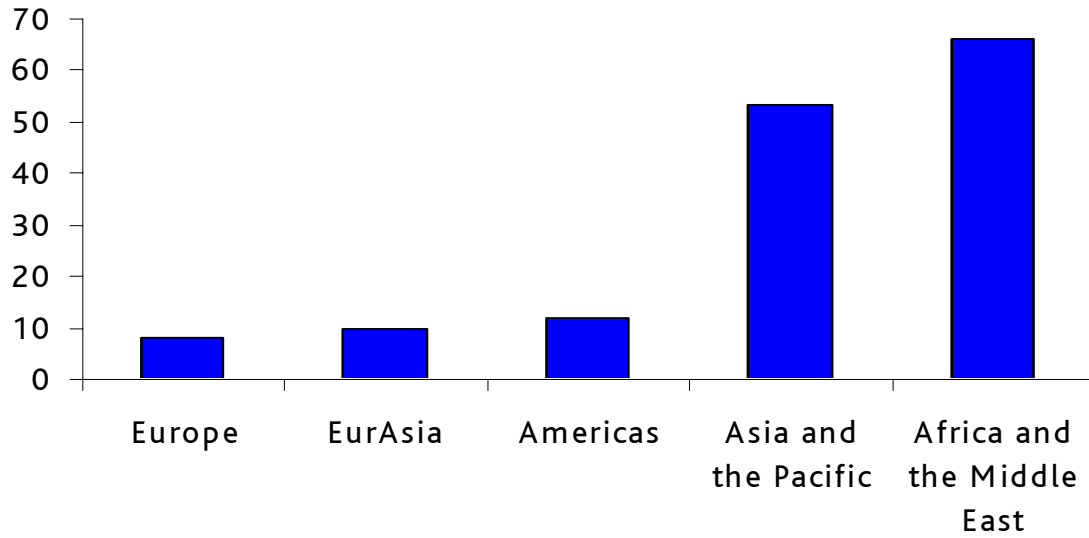
DCMS Priority Activities for Opportunity:

- Promote post-conflict reconciliation
- Support civil society and democracy
- Help to improve healthcare and healthy living
- By 2009 Big Lottery Fund will give up to £60m to UK charities to help tackle the causes of poverty in the developing world
- Support the International Paralympic Committee to develop opportunities for people with disabilities to play and coach sport in the Southern African Region, starting with South Africa, Zambia and Namibia.

Priority Countries and Regions include: Sub-Saharan African states, China, Iraq and the Middle East, Post Soviet states.

The BBC World Service² provides high quality impartial news to over 149m listeners per week around the globe

Weekly World Service Listeners (millions) 2003/04



Source: BBC, *Annual Report & Accounts*, 2004/05

How we work: The British Museum Africa Programme

The British Museum Africa Programme, running from 2003-06 sought to build on the Museum's previous history of engagement, and to coincide with the Government's 2005 focus on Africa at the G8 and for the EU Presidency. The Commission for Africa report, launched at the British Museum in March 2005, made it clear that culture must be taken into account in development work in Africa.

The programme includes a series of high profile conference, staff exchanges, training courses and collection loans between the British Museum and partners across the continent including: Kenya, Mozambique, Mali, Tanzania, Ethiopia, Sudan and Egypt. The expected outcomes for the programme include new and improved relations with African colleagues, partner institutions, and audiences, leading to a greater mutual engagement for the long term; new international relationships leading to beneficial projects at home in London and UK – e.g. British Museum Africa season in London as part of Africa '05, nationwide tour of the Throne of Weapons from Mozambique; capacity building for both British Museum and African partners and knowledge gains - better understanding of the museum's collections, benefiting from the expertise of African colleagues.

The programme is funded by an extraordinary £500,000 grant from DCMS announced by the Prime Minister for 2003-06, complemented by a commitment of £500,000 in kind from the British Council. DCMS has provided an additional £150,000 over two years from 2006/07 to build on the legacy of this programme and provide funding for a number of proposals based in West Africa (Mali, Ghana and Nigeria.)

How we work: UK Sport *Kicking AIDS OUT* programme

HIV/AIDS is the leading cause of death in Sub-Saharan Africa. It presents a monumental public health, economic and social challenge. UK Sport supports sports initiatives that encourage behaviour and attitude changes especially amongst high-risk groups - women, youth, children and persons with disabilities. The Kicking AIDS OUT! Network, which is an African initiative and was brought about by people directly effected by the disease, uses sport and physical movement to help breakdown stigmas attached to HIV and AIDS, as an outreach tool for communication and peer education on this taboo subject and to foster capacity building at an individual, organisational and community level.

UK Sport provides financial support and strategic advice for the International Kicking AIDS Out! Network. The aims of the programmes are to limit the spread and impact of the HIV/AIDS epidemic and promote the quality of life of people infected, and affected, by HIV/AIDS, using sport and physical activities as a tool through a coordinated international network. The network supports projects such as, clinics and workshops, peer coaching and education, movement and traditional games, the formation of clubs, and leagues and leadership.

Activities include:

- HIV/AIDS workshop in Johannesburg, South Africa, November 2004;
- HIV/AIDS workshop in Blantyre, Malawi, March 2005 including introductory Kicking AIDS Out! workshops with the FA coaches and BBC World Service partners.

How we work: Big Lottery Fund and Action Aid

The Big Lottery Fund funded Action Aid, to help to improve living standards in the isolated community of Wadla, in the Amhara region of north Ethiopia. Wadla is a rural area with little vegetation owing to harsh natural climatic conditions, as well as over-grazing and over-use of fuel and timber resources. Most of the population are subsistence farmers growing barley and wheat but most of them can barely produce enough to feed themselves, let alone surplus to sell. Basic facilities are limited, with no trained community health workers and only one health post to serve a population of 25,000. Water-related and infectious disease is common. There are only 3 primary schools in the area for 4,500 children, and only 20% of children enrol at school.

Action Aid provided training for farmers and women in ways to increase their income, and how to improve environmental management and increase agricultural production. The project set up primary schools and basic health centres as well as building wells, a small bridge, basic paths and food storage systems. The project contributed to improved access to health care, clean water and education and widened local people's sources of income and improved environmental management and agricultural productivity.

The project was funded by Big Lottery Fund international programme grant of £609,060 over 3 years. The project ran from 1998 to 2001.

The aim of the Big Lottery Fund international programme is to fund effective projects that tackle the causes of poverty and deprivation and bring about a long-term difference to the lives of the most disadvantaged people in the world.

5.3 Economy

As disposable incomes in developed economies have risen personal spending has increased on the leisure industries around the globe. The UN estimates that creative industries account for 7% of global GDP and are growing at 10% a year. The UK creative sector, with its diversity of talent, creative depth and innovative ideas is already a global leader. These sectors are vital to the UK's future prosperity. In 2004 the Creative Industries contributed 8% of the UK's Gross Value Added. In London employment in the Creative Industries accounts for one in five jobs (2000). The UK's strength lies in our global reputation for creativity and innovation together with our role as a leading cultural sector.

The UK is the world's **2nd** largest exporter of TV programmes.

"As both global competition and the speed of technological change increase, there will be increasing rewards from innovation. Countries at the forefront of research and innovation will be best placed to move into high value-added, technology-driven areas, which can provide new sources of growth."

Long-term global economic challenges and opportunities for the UK, HM Treasury 2004

DCMS aims to maintain and enhance the world position of our creative sectors. We aim to achieve this by ensuring that the UK has the best possible conditions for our creative sectors to flourish. We will also support these sectors to exploit the opportunities presented by new technology and new global markets. Creative, tourism and leisure industries are major growth sectors in the global economy. International trade and two-way investment in our sectors enhances the UK's prosperity and competitiveness. DCMS, in partnership with UK Trade and Investment, the British Council and industry representatives are working together to identify ways of improving economic performance in overseas markets. This fits within our developing programmes for the creative, visitor and sporting economies. For the creative economy, for example, we are agreeing the most significant issues to make Britain the most significant world creative hub. Determined by our analysis of these issues we are working with our partners on projects, domestically, and internationally, to deliver this objective. For example the US has been identified as number one priority for the music sector, and we are currently working with the music industry to develop a strategy to help UK music companies exploit opportunities in the US. China is a huge potential market for the UK creative industries. For the music industry it is second only in importance to the US market. Inward investment is the cornerstone of a sustainable UK film industry. Our aim is to position the sector as an international hub for film making, so that we can develop and maintain the critical mass of UK creative and technical expertise and infrastructure we need to facilitate the production of British films.

How we work: UK Film Council and the Harry Potter films

Since the year 2000, the UK has played host to five films in the Harry Potter series, the latest being the fourth instalment: *Harry Potter and the Goblet of Fire*.

Produced for US studios Warner Bros by a UK producer based on British stories and filmed in the UK with a British cast and crew; the production of these films has created thousands of jobs for British workers across the UK. Millions of pounds have been invested into the UK film production infrastructure (special effects, editing etc.) and beyond into the local communities where filming continues to take place.

UK Film Council's Inward Investment Team have worked closely with Warner Bros to ensure that the UK remains the location of choice for the production of these British stories in an increasingly competitive market.

The economic value of the creative industries lies in their creative content. Strong and effective intellectual property protection, and intellectual property rights management, are crucial to the future of our creative sectors, and to the UK economy. DCMS will continue to work closely with others in Government, in particular the DTI and the Patent Office, and with international partners, to ensure intellectual property is understood, respected and properly protected in the global economy.

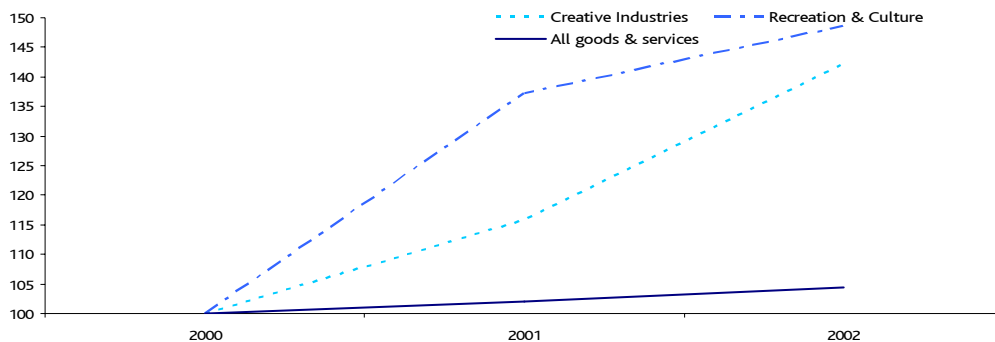
DCMS priority activities for the Economy:

- By spring 2007 have in place a Strategy to maximise the benefits of the Games to Britain’s visitor economy
- Promote a strong image of the UK abroad so that more people visit the country
- Work with UK Trade & investment to develop, by 2007, specific strategies to help UK creative businesses realise their export potential.
- Work with the Patent Office and international partners to protect Intellectual Property Rights appropriately
- By 2007 negotiate a revised EU Directive for TV broadcasting without extending controls inappropriately to new media services and keeping regulation by country of origin
- With the UK Film Council, facilitate stronger financial and creative partnerships by modernising existing co-production treaties where appropriate, bringing into force our new treaty with South Africa and agreeing new ones with Morocco, China, India and Jamaica
- With UKTI help British sport and leisure businesses in South Africa by raising their profile before the 2010 World Cup.

Priority Countries and Regions include: European states, Brazil, India, Russia, China, Japan, USA.

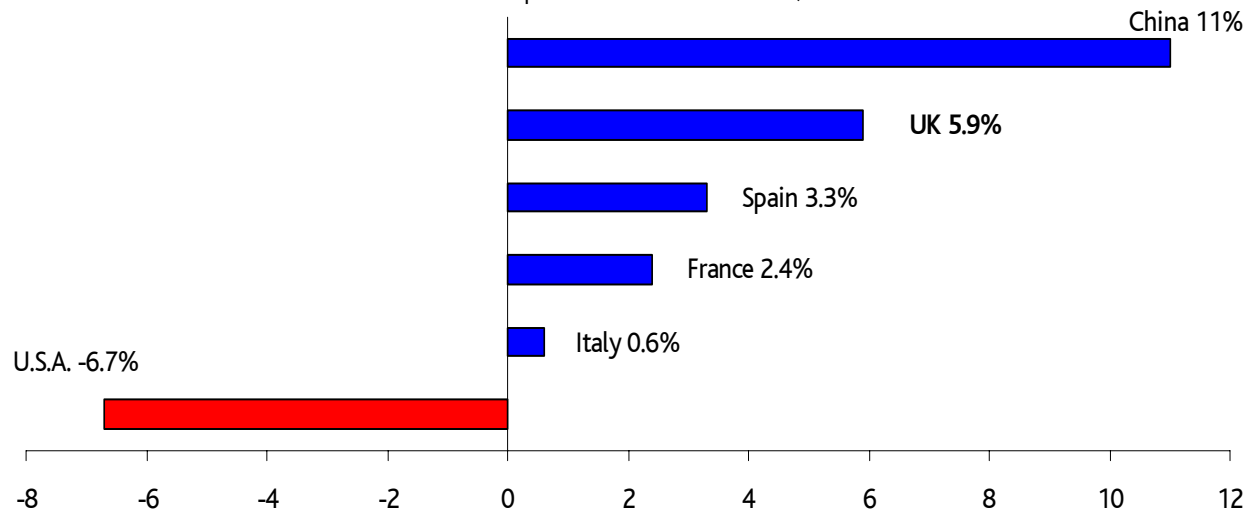
The UK’s creative industry and recreation and culture exports are growing faster than exports of UK goods and services as a whole

UK Creative Industries, Recreation and Culture & Goods & Services 2000 – 2002 (Index 2000 = 100) Source, DCMS 2005



Between 2001-02 the UK was the second fastest growing region of the world’s major tourist economies

Growth of the Top 6 World Tourist Destinations, 2001-02



Source: World Tourism Organisation, 2003

How we work: Working in partnership to champion British Creative Industries

In the EU, we want to ensure UK and EU creative sectors flourish in the digital age. A major part of the value of the creative industries lies in their intellectual property (IP), and a fit-for-purpose regime for protecting IP is crucial to the future prosperity of these dynamic sectors. That is why DCMS, together with DTI, jointly supported an industry-sponsored Creative Economy Conference in October 2005 under the banner of the UK Presidency of the EU. The conference was an important opportunity for creative other industry stakeholders from across the EU to engage in dialogue and make their views known to the Commission and Member States on this issue.

The conference aimed to:

- Stimulate dialogue on delivering value to investors in creativity and others in the IP value chain based on a robust intellectual property regime supporting a sustainable, fair and profitable Creative Economy
- Consider the role of the creator at the start of the IP value chain and how respect for copyright plays a key role in encouraging innovation and enterprise
- Explore opportunities for recognising the needs of the user consistent with delivering revenues for others in the IP value chain
- Make recommendations to the EU, Member States, industry and other stakeholders that will enable the European Creative Economy to maximise its contribution to European competitiveness on the basis of equity, respect for Intellectual Property, and a symbiotic partnership between different players in the value chain.

We hope this will become the basis for on-going work under successive EU Presidencies, and will be seeking opportunities to collaborate with other Member States to influence the debate. In addition, we are playing an active role on behalf of the UK in the negotiation of the EU funding programme MEDIA 2007, to secure the best possible outcome for UK sectors, and helping to negotiate a positive outcome to the EC Review of State Aid for film and Film Aid Guidelines.

5.4 Diversity

As a result of globalisation difference is increasingly defined socially by culture and tradition rather than by geography or economy. The role of cultural and sporting exchange in building understanding is as important in the United Kingdom as it is abroad. The United Kingdom is becoming increasingly diverse society. In 2001 7.5% of people living in the UK were outside the UK. Our long tradition of cultural exchange - from the great Anglo-Saxon poem, Beowulf, to our adoption of the German composer Handel and his music - leaves us uniquely placed to capitalise on the new melding of cultural traditions that is the result of population transfer and globalisation.

25%
of London's
population was
born abroad

"Culture is about shared patterns of identity, symbolic meaning, aspiration, and the relationship between individuals and groups within that society. Culture is also about the relationships between ideas and perspectives, about self-respect, and a sense of security, about how individuals are socialised and values are formed and transmitted."

'Our Common Interest' Report of the Commission for Africa, 2005

In an interdependent world, cultural and sporting activity, such as the London 2012 Olympic Games and Paralympic Games, can help us engage with other societies and build understanding of difference as well as create shared experience. Our sectors can contribute to greater cultural understanding and tolerance by capitalising on the diverse society in the UK and building links within the UK and overseas.

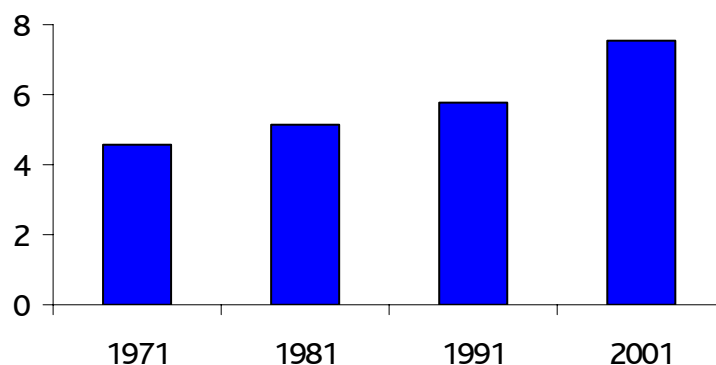
DCMS Priority Activities for Diversity

- Acknowledge and support the diverse cultural heritage of the UK and its links with the rest of the world
- Track, and contribute appropriately to, UNESCO's Cultural Diversity Convention.
- Work with partners to welcome and promote visits and cultural interchange between the UK and priority countries and regions
- Encourage mutual understanding and tolerance through nurturing diverse international cultural and sporting contacts

Priority Countries and Regions include: Key Islamic countries (e.g. Egypt, Saudi Arabia, Iran, Pakistan, Indonesia)³, Key countries with a UK resident or descended population (e.g. Bangladesh, India, West Indies, Africa)

The proportion of the population born abroad is rising rapidly

People born abroad as a percentage of the total UK population 1971 - 2001



Source: Institute for Public Policy Research *Beyond Black & White* 2005

Drawing by Mohammed Haque of Rokeby School from Newham's *Olympic Draw* project run in partnership with the Royal Society of Arts



How we work: National Museums Liverpool and understanding Transatlantic Slavery

The Transatlantic Slavery gallery examines transatlantic slavery and seeks to increase understanding of what has happened to people of African descent in the modern world. In 2007 the gallery will more than double in size when it relocates to the third floor of the museum. The expansion of the gallery is planned to mark the 200th anniversary of the abolition of the slave trade in the former British Empire in August 2007. The year is also significant as the city of Liverpool will be celebrating 800 years of its history.

The new displays will build on the success and content of the existing Transatlantic Slavery gallery. They will incorporate the latest historical research but will also cover wider issues of the legacy of transatlantic slavery, which have contemporary relevance. These include such topics as freedom and identity, social justice and human rights, under-development in Africa & the Caribbean, racial discrimination and injustice and the transformation of British and other cultures.

The displays will be dynamic and thought-provoking. They will challenge visitors' perceptions and attitudes and will encourage debate on a range of issues that continue to have an impact on all our lives.

The creation of this expanded new gallery is just the first phase of a wider project to create the National Museum and Centre for the Understanding of Transatlantic Slavery. The second phase will see the development of a new resource and activity centre in 2009. The centre will provide visitors with easy access to a range of archives and information and will be a venue for public, community and life-long learning activities.

5.5 Sustainability

The UK's cultural heritage is held in trust for future generations at home and overseas. The importance of our natural environment and cultural assets to economic success and personal and social wellbeing is being increasingly recognised. However, almost half the world's six thousand languages are close to disappearing and 59 of the UNESCO World Heritage Sites are in the world's Heavily Indebted Poor Countries. We need to act to ensure that our impact is sustainable. For example, innovative design techniques can help to reduce the environmental footprint of new buildings.

"If our economies are to flourish, if global poverty is to be banished, and if the well-being of the world's people enhanced - not just in this generation but in succeeding generations - we must make sure we take care of the natural environment and resources on which our economic activity depends."

Rt. Hon. Gordon Brown, Chancellor of the Exchequer, 2005

We must continue to share our expertise to help others conserve their cultural heritage, and ensure our international environmental footprint is sustainable.

DCMS Priority Activities for Sustainability:

- Understand the environmental impact of what we do
- Safeguard tangible and intangible cultural heritage
- Funded in 2006 a meeting of experts on climate change to develop a strategy with the World Heritage Centre to manage threats to natural and cultural heritage
- Represent the interests of the UK Government and our sectors in negotiations about ratification of the 1954 Hague Convention on the Protection of Cultural Property in the Event of Armed Conflict.
- Help British experts to promote a UK model of a sustainable and productive tourism economy worldwide
- Work with others in the EU to make cultural materials, such as books, photos and films, available in digital form. This includes plans to establish a European Digital Library
- Hosting the 2012 Olympic Games will give us the opportunity to showcase the path to sustainability for the UK as a whole. London's success was due, in large part, to the strength of the sustainability commitments made in the 2012 Olympic and Paralympic Bid. The principles of environment, social and economic sustainability have been taken into account from the very earliest stages, influencing every aspect of planning for the Games and their legacy.

How we work: London 2012 and sustainability

London 2012 set out its vision in 'Towards a One Planet Olympics' which contained a number of commitments. These commitments include: a low carbon Games in 2012; conserving biodiversity; and promoting environmental awareness and partnerships. Since then we have published a sustainability policy which sets out the key themes to achieve a sustainable Games, drawing on the principles contained in the Bid's 'Towards a One Planet Olympics' to be implemented across the whole Olympic and Paralympic programme. The policy focuses on five themes where the Games can make the biggest impact: Climate Change; Waste; Biodiversity; Inclusion and Healthy Living and work to ensure delivery is currently being undertaken.

Priority Countries and Regions include: Brazil, Russia, India, China, Post conflict states (e.g. Iraq, Afghanistan, Angola).

Young people learning about woodland ecology in the Royal Parks



How we work: SYNTHESYS – The World’s Largest Network of Natural History Institutions

A consortium of Europe’s most prestigious natural history institutions led and coordinated by the Natural History Museum, including museums and botanical gardens, has joined together to form SYNTHESYS – the world’s largest natural history network.

20 institutions in 11 European countries will create a unique resource of zoological, botanical, entomological, geological and palaeontological specimens. In total the collections comprise more than 337 million specimens. SYNTHESYS, has been awarded 13 million euro over five years from the Infrastructure Programme of the Sixth Framework Programme – the EU’s main source of science research funding.

For the first time, Europe’s globally important natural history collections and resources will be available in a coordinated way to scientists across Europe. SYNTHESYS will provide an opportunity for exchanging information and stimulating research in areas including biodiversity and the environment. It will provide easy access to the content of these vast collections and will conduct a survey of each institution’s collections, staff, knowledge and expertise.

The project competed for funding against 58 project proposals to become one of only 14 successful bids. 9.5 million euro will provide fully funded visits to the 20 institutions for researchers from all the European Union’s Member and Associate States. This will encourage greater use of the facilities offered by Europe’s premier institutions and provide enhanced training opportunities for natural history scientists.

How we work: UNESCO World Heritage Committee and Climate Change

The UNESCO World Heritage Committee, prompted by the UK has commissioned a report on predicting and managing the effects of climate change on World Heritage. The aim of the report is, for the first time, to draw together research and best practice on managing the threats to both the natural and cultural heritage and to find new ways to share information through the global network of World Heritage Sites.

To launch the work, the UK has offered to host a meeting of international experts representing all regions of the World, including those working on other international climate change programmes, to share information and work with the World Heritage Centre to develop a long term strategy. The expert group will meet in early 2006 and will contribute to a report to be presented to the World Heritage Committee in 2006.

The UK ended its four year term as a State Party Member of the World Heritage Committee in 2005. This initiative is one way in which the UK can continue to work productively with the Committee and demonstrate our ongoing commitment to the World Heritage Convention.

6. The role of DCMS

To help our sectors achieve the goals set out in this strategy, DCMS will act where necessary to:

- Help our sectors to work together, and increase our impact on the world stage.
- Work in partnership with other Government Departments, such as FCO, DEFRA, DTI and DFID, and with the Devolved Administrations, as well as with other organisations including the British Council and UK Trade & Investment
- Negotiate on behalf of our sectors in supra-national bodies such as the European Union, where sovereign governments are the key actors
- Support our sectors with finance and advocacy, particularly where failure to do so would have a major detrimental impact on the UK.
- Provide resources for specific sectors, where the market or other public sector bodies fail to provide them.
- Review our aims with our sponsored organisations and where necessary, revise them where necessary

7. Review

In keeping with the FCO timetable for review of the UK's International Priorities, this Strategy will be reviewed every two years. The first review will take place in 2008.

Annex A – DCMS in the International System: Our major international partners

These are a few of DCMS and our Non-Departmental Public Bodies' partners in our international activity. This list excludes the hundreds of individual partnerships between organisations and concentrates on major UK Government partners, supra-national bodies such as the European Union and major international sector specific bodies such as the International Olympic Commission.

UK Government & Agencies

Foreign & Commonwealth Office
HM Treasury
Department for Education & Skills
Department for the Environment, Food & Rural Affairs
Department for International Development
Department of Trade & Industry
Office of the Deputy Prime Minister
The British Council
UK Trade & Investment

Supra-National Organisations

European Commission and Parliament
UNESCO
UNICEF
International Labour Organisation
International Telecommunications Union
The Commonwealth Secretariat
The Council of Europe

Major International Sector Bodies and other Non-Governmental Organisations

Sport

Association Internationale de la Presse Sportive	European Hang Gliding and Paragliding Union
Association of International Cyclo-Cross Commission	European Hangliding and Paragliding Association
Cerebral Palsy-Int. Sport & Recreation Assoc.	European Hockey Federation
Committee on European Sports History	European Judo Union
Commonwealth Games Federation	European Karate Federation
Commonwealth Shooting Federation (Euro Division)	European Korfball Federation
Confederation Europeene	European Network, Sport Science, Education and Employment
Confédération Européenne de Volleyball	European Parachuting Union
Europe Airsports	European Paralympic Committee
European Amateur Boxing Association	European Physical Education Association
European and Mediterranean Archery Union	European Sailing Federation
European Association of Sport Management	European Shooting Confederation
European Athletic Association	European Softball Federation
European Badminton Union	European Speleological Federation
European Boating Association	European Squash Federation
European Bowls Union	European Table Tennis Union
European Canoe Association	European Triathlon Union
European College of Sport Science	European University Sport Association
European Cricket Council	European Weightlifting Federation
European Curling Federation	European Table Tennis Union
European Federation of Sport Psychology	Federation Aeronautique Internationale
European Gliding Union	Federation Equestre Internationale
European Golf Association	Federation Internationale d'Automobile
	Federation Internationale de Basketball Amateur

Federation Internationale de Bobsleigh et de Tobogganing
 Federation Internationale de Gymnastique
 Federation Internationale de Hockey
 Fédération Internationale de Luge de Course
 Federation Internationale de Natation Amateur
 Federation Internationale de Rugby Amateur
 Federation Internationale de Ski
 Federation Internationale de Sport Universitaire
 Federation Internationale de Tir a l'Arc
 Federation Internationale de Tir Sportif de Chasse
 Federation Internationale de Volleyball
 Federation Internationale des Societes d'Aviron
 Federation Internationale d'Escrime
 Federation Internationale Motorcycliste
 Federation of European Netball Associations
 Federation of International Football Associations
 Formula One Association
 INAS Europe
 INAS-FID
 Int Ass for Physical Education and Sport for Women and Girls
 Int Council for Sport Science and Physical Education
 Int. Ass. Of PE and Sport for Girls & Women
 Int. Badminton Association for the Disabled
 Int. Council for Competition Climbing (UIAA Subsidiary)
 Int. Council for Sports Science and Physical Education
 Int. Sports Fed. for People with an Intellectual Disability
 Int. Stoke Mandeville Wheelchair Sport Fed.
 Int. Water Ski Federation - European (EAME) Region
 International Badminton Federation
 International Federation of Netball Associations
 International Amateur Athletic Federation
 International Amateur Boxing Association
 International Ambrustschgutzen Union
 International Amputee Football Association
 International Association of Ultrarunners
 International Badminton Federation
 International Biathlon Union
 International Blind Sports Association
 International Boccia Commission
 International Canoe Federation
 International Committee for Fair Play
 International Council for Sport Pedagogie
 International Cricket Council
 International Fed. of Women's Lacrosse Association
 International Federation of Sports Physiotherapy
 International Foundation for Disabled Sailing
 International Gliding Federation
 International Golf Federation
 International Group Qualifications Training Horse & Rider
 International Ice Hockey Federation
 International Judo Federation
 International Lacrosse Federation
 International Life Saving Federation
 International Life Saving Federation - Europe
 International Olympic Committee
 International Orienteering Federation
 International Parachute Commission
 International Paralympic Committee
 International Rugby Board
 International Sailing Federation
 International Schoolsport Federation
 International Shooting Sport Federation
 International Skating Union
 International Society for the History of PE and Sport
 International Sociology of Sport Association
 International Softball Federation
 International Standards Organisation - Scantlings
 International Table Tennis Federation
 International Triathlon Union
 International Union of Architects
 International Water Ski Federation
 International Weightlifting Federation
 International Wheelchair Basketball Federation
 International Wheelchair Fencing
 Ligue Europeenne de Natation
 Nordic Shooting Region
 Royal & Ancient Golf Club of St. Andrews
 Rugby League International Federation
 UIAA
 Union Cycliste International
 Union Europeen Cycliste
 Union Europeenne de Gymnastique
 Union Européenne de la Presse Sportive
 Union Europeenne Motocycliste
 Union Internaitonale des Associations Alpinistes
 Union Internationale de Pentathlon Moderne
 Union Internationale de Spéléologie
 Union Internationale des Associations Alpinistes
 Union Internationale Motonautique
 Union of European Football Associations
 World Blind Cricket Council
 World Bowls
 World Crossbar Shooting Association
 World Curling Federation
 World Curling Federation / European Curling Association
 World Federation of Athletic Training and Therapy
 World Indoor Bowls Council
 World Leisure and Recreation Association
 World Mountain Running Association
 World Olympic Volleyball Fed. for the Disabled
 World Snowboarding Federation
 World Squash Federation
 World Swimming Coaches Association
 International Kicking AIDS out network
 International Olympic Commission
 Voluntary Service Overseas

Culture & Heritage

ARLIS/UK and Ireland (Art Libraries Society)
European Collaborative for Science, Industry & Technology
European Forum for Arts & Heritage
European League Institutes of the Arts
Federation of International Film Archives (FIAF)
International Association of Museum Facilities Administrators (IAMFA)
International Committee of Museums and Collections of Arms and Military History
International Council on Archives
International Institute for Conservation of Historic and Artistic Works (IIC)
International Council of Museums
International Federation of Arts Councils and Culture Agencies
International Organisation for the Conservation of Cultural Heritage
National Authorities on Public Libraries in Europe
Network of European Museum Organisations

Broadcasting & Communications

European Broadcasting Union

Tourism, Leisure and Creative Industries

Eurimages
European Audiovisual Observatory
European Digital Cinema Forum
European Film Agency Directors group
European Film Distributors Association
European Film Promotion
Independent Film and Television Association
International Marché du Cannes
Motion Picture Association
Motion Picture Association of America
International Union of Cinemas (UNIC)
World Tourism Organisation

Endnotes

¹ Estimate based on information supplied by DCMS Non-Departmental Bodies.

² BBC World Service radio is funded by grant-in-aid by the FCO. However, DCMS has overall responsibility for the BBC.

³ The full list of priority Islamic countries can be found on the FCO website at <http://www.fco.gov.uk/Files/kfile/GOF%20EIW%20Country%20Priority%20List%202005.pdf>