



TRANS CULTURA

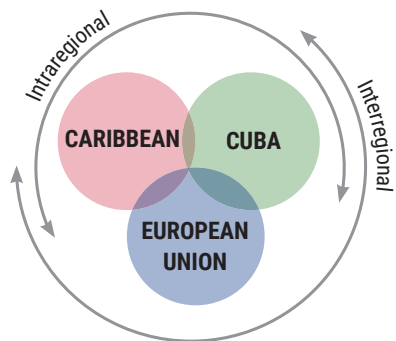
Integrating Cuba, the Caribbean and the European Union
through Culture and Creativity

A POWERFUL DRIVER FOR SUSTAINABLE DEVELOPMENT IN THE CARIBBEAN

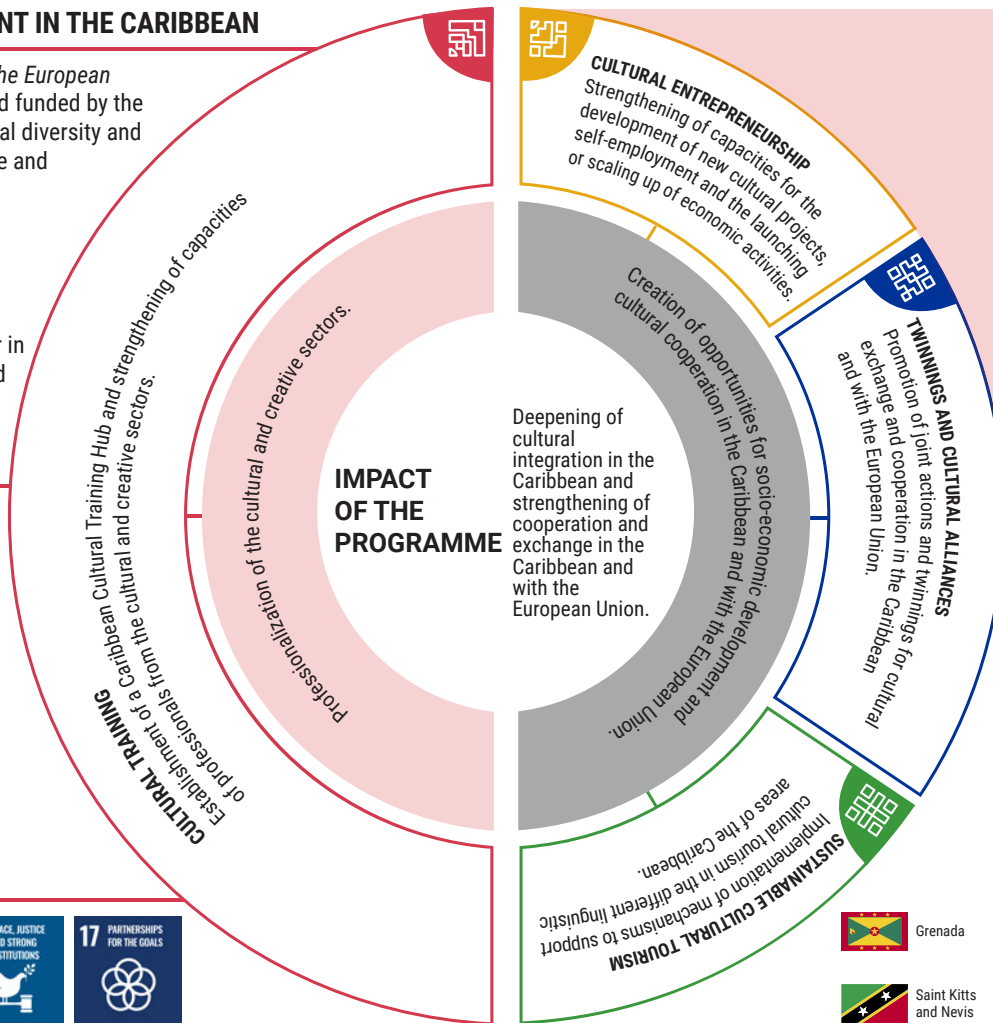
The programme *Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity* is implemented by UNESCO and funded by the European Union. *Transcultura* harnesses the Caribbean's rich cultural diversity and turns it into a driver for sustainable development, through exchange and cooperation in the region and with the European Union.

With an innovative and cross-cutting approach, *Transcultura* considers culture and creativity to be transformative and resilient forces in all their expressions: tangible and intangible cultural heritage, cultural and creative industries, and cultural tourism. The programme aims to professionalize the cultural and creative sector in the Caribbean, and to create opportunities for entrepreneurship and access to markets.

COOPERATION APPROACH



CONTRIBUTION TO THE 2030 AGENDA



TRANSCULTURA IN BRIEF

- A 5-year programme (2020 to 2024)
- 17 beneficiary countries
- 3,000 targeted beneficiaries, out of which 50% women
- 3 languages of implementation: English, French, Spanish
- 15 million euros in European Union funding
- 4 UNESCO Offices involved: Havana, Kingston, Port-au-Prince and Brussels
- An inter-sectoral approach: culture, education, social and human sciences, communication
- Cross-cutting themes: youth, digital transformation, gender equality, human rights, Small Island Developing States (SIDS)

WHO IS IT AIMED AT?

Transcultura is aimed at young artists and professionals in the cultural and creative sector, between the ages of 18 and 35, from the 17 Member States of the Caribbean Community (CARICOM), the Caribbean Forum (CARIFORUM) and the Organisation of Eastern Caribbean States (OECS). The selection of beneficiaries takes into account gender parity (50%) as well as geographical representation criteria.





CULTURAL TRAINING

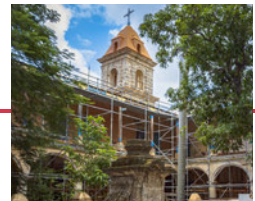
- Creation of a Caribbean Cultural Training Hub
- Online and face-to-face courses in English, Spanish and French
- Scholarships for access to training
- Production of free massive, open and online courses (MOOCs), in English, Spanish and French
- Heritage rehabilitation of the Santa Clara Convent in Havana, and upgrade of equipment of the institutions responsible for delivering the courses



Recording of MOOC Paper Restoration and Conservation © UNESCO / L. Trujillo



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Caribbean Cultural Training Hub

Ministry of Culture of the Republic of Cuba

- University of the Arts
- International Film and Television School of San Antonio de los Baños
- Higher Institute of Design

University of the West Indies

Office of the Historian of the City of Havana

- University College of San Gerónimo de La Habana
- Workshop School of Havana 'Gaspar Melchor de Jovellanos'
- Santa Clara College for Training in the Arts and Restoration Trades of Cuba and the Caribbean



CULTURAL ENTREPRENEURSHIP

- Training on access to grants for cultural projects
- Incubators and accelerators for cultural businesses in collaboration with existing initiatives in the region and the European Union
- Cooperation with European entities to support the development of entrepreneurship in the Caribbean



The set of skills I have been able to gain will prove invaluable to my continued professional development in the creative field in the Caribbean.

Kelsia Kellman (Barbados), creative director, participant in the FondosCultura online course on grant proposal writing © UNESCO



Thanks to *Transcultura*, I have networked with other colleagues in the Caribbean and learned about their markets enabling me to better distribute my work.

Ketlain Difficile (Haiti), filmmaker and participant in an online workshop at the International Film and Television School of San Antonio de los Baños, Cuba © UNESCO / Yvesmaryetienne





TWINNINGS AND CULTURAL ALLIANCES

- Organization and support for exchange activities between culture agents in the region and the European Union
- Access to new markets in the region and in the European Union
- Design of an innovative twinning model between organizations and individuals from the cultural and creative industries in the Caribbean and the European Union



Transcultura supports the participation of Caribbean artists and professionals in international events. In the picture, the concert of Yarima Blanco y Son Latino (Cuba) at WOMEX - Worldwide Music Expo 2021
© UNESCO / L. Cantillo



It is a tremendous opportunity to be able to present our work at such an important platform as WOMEX, thanks to the UNESCO *Transcultura* Programme and the European Union!

Yarima Blanco (Cuba), musician and group leader



SUSTAINABLE CULTURAL TOURISM

- Training for managers of Caribbean heritage sites
- Exchanges between artists, entrepreneurs and culture sector professionals in sustainable tourism destinations
- Promotion of economic activities linked to the cultural and creative industries in sustainable tourism destinations



Recording of MOOC Management of Creative Entrepreneurships in Heritage Tourism Destinations
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**PROMOTING OPPORTUNITIES FOR
CARIBBEAN YOUTH IN THE CULTURAL AND
CREATIVE INDUSTRIES**



UNESCO TRANSCULTURA

transcultura.programme@unesco.org

<https://en.unesco.org/fieldoffice/havana/transcultura>

UNESCO Regional Office in Havana

Calzada 551 – Esq. a D, Vedado

10400 - La Habana, Cuba

+53 78333438



@UNESCOHabana