PRESENTATION AND ANALYSIS OF THE LITERATURE REPOSITORY ON EU-CELAC CULTURAL RELATIONS

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SUMMARY

This report presents the results of **Task 3.1.1 Critical examination of existing research and report on international cultural relations for the EU-LAC Focus Project Work Package 3 (WP3: Cultural Dimension),** funded by the European Union's Horizon 2020 research and innovation programme.

The present document accompanies the Literature Repository, available at the project website (www.eulac-focus.net). It also provides a review of relevant literature - mainly published during the last 10 years - on cultural cooperation between the European Union (EU) and Latin America and the Caribbean (LAC) and describes the documents' selection and evaluation process.

The focus of the selection is on the relations between the two regions, nevertheless the analysis includes all project-relevant documentation such as treaties, government documents, academic literature and expert reports, even if these do not solely or directly address the bi-regional EU-LAC relations. Thus, this documentation provides a framework and background information for evaluating the EU-LAC cultural relations from a holistic perspective. The present repository analysis allows for a critical examination of the bibliographic database, available online at the Participant Area of EU-LAC Focus website: http://eulac-focus.net/participant-area/.

1 INTRODUCTION

EULAC Focus is a research project funded under the European Union's Horizon2020 for the 2016-2019 period, as part of the European strategy for strengthening the EU-CELAC Partnership. The project aims at reviewing the state of the art, reflecting on the main challenges and contributing with proposals to reinvigorate present initiatives and to develop new cooperation projects. Starting from the evaluation of the observed strengths, weaknesses, opportunities and threats in the scientific, social and cultural relations between both regions; the project includes observations on the dialogue between relevant stakeholders, as well as a critical reading of existing literature and research on the issue.

One of the strands of this research project focuses on the cultural dimension of the relationship between the EU and CELAC countries, and is led by the Work Package 3 (EULAC-Focus-WP3) Research Team.

The Literature Repository is the result of Delivery 1 (Literature repository on international cultural relations related to the EULAC Focus project) of Task 3.1.1 (Critical examination of existing research and report on international cultural relations), which is part of the first phase of research of the Work Package 3.

The main objectives are two: on the one hand, to ease the research and the analysis of the state of the art with regard to cultural relations between the European Union and Latin America and the Caribbean; on the other hand, to provide an open source database with a keyword search system, containing links to web documents and bibliographic references.

Given that the EULAC-Focus project will not end until August 2019, the delivered database (February 2017) will be regularly updated with additional references. For this reason, the following literature review has to be considered provisional and part of an open collection process. Nevertheless, it is of great interest and useful for the ongoing research process to have, starting from now, a reasoned selection of relevant references, whose collection methodology is described later on.

2   METHODOLOGY

2.1   SELECTION AND CLASSIFICATION CRITERIA

A large number of documents are available concerning international cultural relations, intergovernmental cultural diplomacy or stressing the interaction between cultural cooperation and socio-cultural development. Most of this literature has an influence on the new phase of institutional cultural relations between the European Union (EU) and the Community of Latin American and Caribbean States (CELAC). This phase coincides with the integration of culture into the European Union's agenda (since 2007) and the Joint Communication from the European Commission and the High Representative of the Union for Foreign and Security policy (June 2016) on the new EU strategy for international cultural relations.

The present repository aims at making available to researchers a documentary database with links to the reference documentation (provided that a digital version is available). The selection of relevant documentation has been the most complex factor to define. Therefore, the first selected criterion determines the degree of relevance for EU and LAC relations, which are at the heart of the EULAC-Focus project. This means, at the same time, defining the conceptual, sectorial, geographical and temporal boundaries of the task.

From here, the research team implemented a structured search system with a fixed number of variables: year of publication, name of author(s), document title, number of pages, available language(s), type of document, geographical scope, cultural sector and institutional level. In addition to these variables, it is possible to enter four thematic keywords and a short abstract of each text.

The criteria used to determine the value of each variable are presented below:

a)   Relevance for the EULAC-Focus project

In order to ensure a qualitative listing of key documents, the database includes only those texts that add distinct value and that explain and contextualize the cultural relations between the European Union and Latin America and the Caribbean. For this reason, many of these documents exceed the geographical scope, yet influencing the bilateral relations (it is the case, for example, of international treaties, documents of the European Union without direct impact on LAC but with indirect effects, or relevant academic studies or experts' reports).

Within this group, a distinction has been made between documents with a very high relevance and documents with a high relevance for the scope of this research. The criteria for this distinction are: a) international treaties that have an impact on the implementation of cultural relations between the EU and Latin America and the Caribbean; b) legal documents or declarations which form the basis for the cultural action of the EU,[1] especially with regard to its international relations; c) documents tending to strengthen the biregional political dialogue; and d) significant studies that set

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[1] It exist an unbalance situation between the EU institutional and legal acquis and the CELAC one.

a precedent for cultural cooperation between the two regions, although at the subregional level. In order to ensure the same criteria, several joint evaluation meetings were held during the selection processes of the documents.

Additionally, on a second level, documents with minor relevance for the present study have been referenced, as these can offer a complementary perspective on the matter (medium relevance). The analysis and observations included in the following two sections have focused on documents of high or very high relevance.

b) Time frame

The review considers the documentation published between 2006 and 2016. Earlier texts have been included only in the case of international treaties and agreements, which remain in force and are of particular relevance for EU-CELAC cultural relations[2].

c) Type of document:

- International treaty, agreement or protocol
- Declaration or politic communication
- Conference or meeting minutes
- Government or Intergovernmental program
- Experts' document
- Draft or working paper
- Promotional document
- Academic publication

d) Geographical scope:

- Global: the scope or impact exceeds the geographical areas of the European Union and Latin America and the Caribbean (i.e. documents of the United Nations or EU external policy documents)
- EU-LAC: documents covering both regions (European Union and Latin America and the Caribbean)
- European Union
- Latin America and the Caribbean
- Ibero-America: it comprises the Iberian Peninsula and Latin American countries
- The Caribbean
- American continent
- European continent

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[2] Exceptionally, the Agenda 21 for culture (2004) has been included even though it is not a legally binding document, as it had a strong impact on cultural cooperation between local governments.

- Other regions

e) Institutional level:

- UN system: declarations or documents originating from United Nations organisations (UNESCO, ILO, UNCTAD …).
- Intergovernmental institution: documents originating from or commissioned by an intergovernmental institution (EU, CELAC, OEI, OAS …).
- Multilateral: agreements, treaties, conventions or outcomes of meetings between different countries or intergovernmental institutions.
- Bilateral: agreements, treaties, conventions or outcomes of meetings between two countries, or between a country and an intergovernmental institution (e.g. the European Union).
- Academic: books, articles or documents from scholars or independent experts.
- Private sector: documents originating from or commissioned by private organisations (companies, foundations, associations…).
- Mixed public-private: documents originating from or commissioned by mixed public-private organisations or by different actors from the private and public sectors.

f) Cultural sector:

- General cultural dimension, without distinction among cultural sectors
- Cultural and Creative Industries (CCI)
- Visual arts and Crafts
- Audiovisual
- Sports
- Performing Arts
- Gastronomy
- Literature
- Music
- Heritage

g) Thematic keywords

In order to ease the selection and search of documents linked to the project, the research team decided to select 36 potential keywords. These are:

- Art education
- Cooperation Aid
- Co-production
- Creativity
- Cultural development
- Internal market
- International event and fair
- Labour regime
- Languages
- Mass media

- Cultural diversity
- Cultural rights
- Cultural democracy
- Cultural democratisation
- Dissemination
- Foreign institutes
- Free expression
- Gender
- Identity
- Indigenous culture
- Innovation
- Intellectual property
- Inter-generational

- Mediation
- Participation
- Professional mobility
- Professional training
- Scholarship
- Social cohesion
- Social inclusion
- Statistics
- Sustainability
- Technology
- Tourism
- Trade
- Youth

h) Language

If a document is published in one language, the chosen language of publication is stated in the database. The analysis covered documents published in 4 different languages:[3]

- English
- Spanish
- Portuguese
- French

If different language versions are available, the document is classified as multilingual. In the case that one of the versions is in English, this is the language used for bibliographic referencing, as English is the official language of the project. Nevertheless, provided that a large number of people interested in the object of study speak Spanish, when available the Spanish title of the document is provided.

2.2 DATA COLLECTION AND SELECTION OF RELEVANT DOCUMENTS

Following an initial period of needs assessment and definition of the theoretical and methodological framework for the repository, that ended with the approval at the meeting celebrated in Berlin on August 29-31, 2016; the documents' collection, selection and referencing has been conducted between September 2016 and January 2017. The collected data and related classification system have been verified during the month of February 2017, when the analysis included in this report has been undertaken.

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[3] These four languages are both official at EU level and in some CELAC countries. Dutch was also one of the languages included (it is official in Aruba and Curaçao) but any of the included documents were written originally in this language.

The participants in this process, coordinated by Lluís Bonet (University of Barcelona), are:

- University of Barcelona: Jordi Baltà, Lluís Bonet and Giada Calvano
- University of Buenos Aires: Álex Kodric, Carlos Moneta and Héctor Schargorodsky
- University of the West Indies: Paula Morgan
- The Organization of Ibero-American States for Education, Science and Culture: Mónica García

3 ANALYSIS OF DOCUMENTATION SUBMITTED

3.1 GENERAL MAPPING

The review covers 121 documents considered relevant for the cultural relations between the European Union and Latin America and the Caribbean. Among these, 23 were ranked of very high relevance for the project, whilst the remaining 98 of high relevance. In addition, the list of texts of medium relevance are annexed to the present document, as this information can be useful for researchers and experts.

A first classification of the main characteristics of the 121 selected documents made possible to distinguish, first, 11 treaties or agreements of a strict juridical nature. Seven of these are treaties fostered by United Nations organisations, three are agreements between the European Union and the Caribbean or Central America, and one is a convention fostered by the Organization of American States.

The second group is comprised of declarations and political recommendations approved by international organisations or by the European Union, with different degrees of normative power. Among these twenty documents, the Ibero-American Cultural Charter stands out due to its political importance within the region, as well as the Agenda 21 for culture and other resolutions or declarations approved during the Summits of Heads of State and Government. Alongside these documents, the grouping includes a couple of reports of conference or meeting minutes, 14 intergovernmental programs of high importance and 3 additional documents with a promotional purpose.

The third cluster consists of 42 experts' documents and 21 academic publications that analyse and reflect critically on different aspects of cultural relations. Finally, 8 documents of high interest are incorporated into the repository. Most of these documents is derived from international bodies, even though some come from private or mixed organisations.

In line with the previous data, the classification by institutional level shows that 27 documents originate from the UN system and 40 from intergovernmental bodies (half of these are European Union bodies or initiatives).

Nine are multilateral documents and two are bilateral, the latter resulting from the agreements between the European Union and Mexico and Brazil. Furthermore, 26 texts are academic publications, 8 are documents from private organisations and 9 from mixed public-private initiatives.

Regarding the year of publication, 9 documents were published before the period considered (as these are treaties still in force or declarations of particular relevance). 49 documents were published between 2006 and 2012, with an average of 7 publications per year. From 2013 onwards, the number of relevant documents increase, accounting for a total of 63 documents between 2013 and 2016, with an average of almost 13 per year. The average number of pages of these documents is around 100, but given the heterogeneity of the sample, this information cannot be considered particularly relevant. A third of the documents exceeds the 48 pages (the minimum length for a book as defined by UNESCO), while only 5 documents have less than 5 pages.

With regard to the geographical scope, 30 documents - a quarter of the total sample - focus on the relationships between the European Union and Latin America and the Caribbean, while 8 documents have a European scope and 8 address only Latin American and Caribbean countries. In both the latter cases, the documents have been included in the database due to their relevance and impact on the study's area of interest. Almost half of the selected relevant documents (54) have a global scope. Finally, 5 documents deal specifically with the Caribbean region, one covers the Andean region and another one the American continent.

Most of the selected documentation cover the cultural sector as a whole (55%) or the cultural and creative industries (25%). Only a 20% address a specific cultural sector, with the audiovisual industry and the cultural heritage being the most analysed.

Finally, documents have been classified starting from a pre-selection of 36 keywords. The resulting cloud contains 482 iterations, with the most recurring terms being: cultural development, dissemination, cooperation aid, cultural diversity, cultural rights, cultural democracy, trade and co-production.

3.2 ANALYSIS OF SELECTED DOCUMENTS

At the analytic level, the selected documentation has been structured in 8 groups:

a) Legal documents (conventions, treaties, etc.);

b) Documents related to EU policy (both normative and programmatic, as well as communitarian actions);

c) Documents related to CELAC policy;

d) Documents on EU-CELAC cooperation;

e) Documents from other intergovernmental frameworks (regional and interregional summits, public programs on cultural cooperation, etc.);

f) Academic and consulting documents (books and reports, both strictly academic or resulting from a consulting study or publications commissioned by different bodies);

g) Documents from the non-profit and private sectors (professional meetings, reports of working groups, etc.).

a) Legal documents

Many international law documents with a global scope have a clear impact on the configuration of cultural relations between the EU and LAC.

First, international documents on human rights have been analyzed, including those addressing cultural rights. In this context, the International Covenant on Economic, Social and Cultural Rights (1996) stands out, especially the first sentence included in paragraph 1 of Article 15, which recognizes the universal right to participate in cultural life.

Furthermore, the conventions of the United Nations Educational, Scientific and Cultural Organization (UNESCO) are a key benchmark, as these specifically address the cultural sector. Among them, it is important to highlight the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO, 2005), which forms the basis of the agreements between the European Union and some sub-regional bodies (Council of the European Union, 2008a) and of a large number of actions, such as those providing technical assistance in developing countries (UNESCO, 2013).

Other bodies of the UN system affecting the system of cultural relations are The World Intellectual Property Organization, through interventions on copyright and intellectual property law (World Intellectual Property Organization, 1979; 1996), and the International Labour Organization (ILO), which includes among its actions the protection of the rights of indigenous peoples (International Labour Organization, 1989).

Among the legal documents that involve a commitment between the European Union and Latin America and the Caribbean, the Agreement establishing the Association between the European Union and Central America (Council of the European Union, 2012) stands out not only for its regional character but for including a section on cultural relations – the Protocol on Cultural Cooperation (European Commission - Directorate General for Trade, 2011). From a sectoral perspective, it is important to highlight the agreement between the EU and Mercosur on audiovisual cooperation (European Commission, 2008).

Besides biregional relations between the EU and LAC, there are further agreements to consider. For example, at the American continent scale, the Convention of San Salvador on the protection of the archaeological, historical, and artistic heritage of the American nations (OAS, 1976).

Finally, bilateral agreements on promotion and cultural cooperation has increased over the past decade. The EU has preferential agreements with Brazil and Mexico and is currently under negotiations with Mercosur. These agreements encourage a variety of specific and organized regional political actions for the implementation of cultural and training initiatives. Of particular note are those related to international cultural and sectoral festivals and events, especially in the fields of cinema, publishing, music and arts.

b)   Documents related to EU policy

Among the documents drawn up by intergovernmental or regional bodies that affect cultural relations between the EU and Latin America, particularly noticeable are those that have contributed to shaping an emerging cultural dimension within the EU external action.

Firstly, it is worth highlighting the European Agenda for Culture (European Commission, 2007), which laid the foundations for the European cultural action, and its implementation (European Commission, 2010). In subsequent years, the Council of Ministers of the EU adopted several conclusions concerning issues such as the promotion of cultural diversity and intercultural dialogue (Council of the European Union, 2008b), the Work Plan for Culture 2015-2018 (Council of the European Union, 2014), or the role of culture in development cooperation (Council of the European Union, 2015); while the European Parliament approved a resolution on the cultural dimensions of the EU's external actions (European Parliament, 2011).

The most tangible result of this process at the institutional level was the publishing of a Joint Communication by the European Commission and the EU High Representative for Foreign Affairs and Security Policy in 2016, which forms the basis for an European Strategy on international cultural relations (European Commission and EU High Representative for Foreign Affairs and Security Policy, 2016).

c)   Documents related to CELAC policy

Of particular interest for the relations between EU and Latin America is also the Community of Latin American and Caribbean States (CELAC) action. Among the political documents adopted within this framework and affecting the cultural relations between both regions, the Declaration of the Meeting of the Ministers of Culture in Cuba in 2015 stands out (CELAC, 2015). The declaration addressed integration and regional unity through fostering cultural diversity and cultural policies. Also the Declaration emerged from the summit in Quito in 2016 (CELAC, 2016) confers a central role to culture in terms of integration, social cohesion and regional cooperation.

d)   Documents on EU-CELAC cooperation

The framework set by the EU and CELAC has provided an arena for several meetings and studies on cultural dimension. Prominent among these is the Madrid Declaration, emerged from the IV EU-CELAC Summit, which contains several references to cultural diversity preservation and promotion of intercultural dialogue (Council of the European Union, 2010). Within the same geographical framework, EU-LAC Foundation has produced several sectoral studies, which tangentially address cultural dimension, as can be seen in the study on economic exchange relations between Latin America and the Caribbean and Central and Eastern Europe (Barcelona Centre for International Affairs et al., 2014).

At sectoral level, it is worth highlighting those documents resulting from institutional representatives' meetings for the development of new areas of biregional cultural cooperation, as the already existing in the audiovisual field (2016).

e) Documents from other intergovernmental organisations

Global scope

Certain intergovernmental initiatives on a global scale effect on the configuration of cultural relations between Latin America and the EU, as is the case of the recent recommendation concerning the protection and promotion of museums and collections (UNESCO, 2015).

Several UNESCO reports had an impact on the cultural global agenda, especially in fields such as the creative economy (UNCTAD/UNDP, 2010; United Nations/UNDP/UNESCO, 2013), the management of the World Heritage (UNESCO/ICCROM/ICOMOS/IUCN, 2013), the development of indicators to assess the contribution of culture in sustainable development (UNESCO, 2014a y 2014b) and the fostering of culture as a tool for sustainable urban development (UNESCO, 2016). The Work Plan for Culture in Latin America and the Caribbean 2016 - 2021 outstands due to its regional impact (UNESCO Regional Office for Culture in Latin America and the Caribbean, 2015). With regard to the recognition of culture in development strategies, it is worth noting the resolutions on culture and sustainable development of the United Nations General Assembly (United Nations General Assembly, 2013 and 2015).

Outside the UN system although with a worldwide scope, the Agenda 21 for Culture, promoted by the United Cities and Local Governments (UCLG) association (CGLU) has contributed over the last years to promoting local cultural policies linked to sustainable development, having a particular impact in Latin America and Europe (UCLG, 2004).

Sub-regional scope

Several intergovernmental organizations with sub-regional scope have produced documentation that contributes to the configuration of a cultural system within their respective territories.

Various organizations have developed cultural cooperation strategies within the Latin America and the Caribbean areas. The Andean Community (CAN) in collaboration with the Spanish Agency for International Development Cooperation (AECID) has promoted the involvement of indigenous people and African descendant communities into development processes (AECI, 2006). With regard to CARIFORUM, the group has carried out a consultation focusing on the promotion of the audiovisual sector, through regulatory regimes and tax incentives addressing the EU's relations with the Caribbean (CARIFORUM, 2009). Concerning the book industry, the Regional Centre for Book Development in Latin America and the Caribbean (CERLALC) has published a text containing recommendations on public policies for books and reading in Latin America (CERLALC-UNESCO, 2013).

Besides these initiatives, the most active sub-regional area in terms of international cultural cooperation has been Ibero-America, which comprises the European countries of the Iberian Peninsula and the Spanish and Portuguese-speaking territories in Latin America and the Caribbean. Of particular significance is the Ibero-American Cultural Charter (OEI, 2006), driven by the Organization of Ibero-American States (OEI), marking the first such document on cultural integration within the region, in accordance with the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO, 2005).With occasion of the Bicentennial of the independence in different Latin American countries, the Ibero-American General Secretariat, the OEI and the Ibero-American Cultural Conference analyzed the existing framework for Ibero-American cultural cooperation and made proposals for advancing the development of the Ibero-American Cultural (SEGIB/OEI, 2011).

During the Ibero-American Summits of Heads of State and Government, documents on cultural cooperation are usually approved, such as the Declaration of Veracruz, titled "Education, Innovation and Culture in a changing world" (SEGIB, 2014).

The Ibero-American Conference of Ministers of Culture provides a privileged space for enhancing governmental cooperation among Ibero-American Spanish and Portuguese-speaking countries, through promoting the development of sectoral cooperation programs, in fields such as the audiovisual sector, with a long history (Moreno Domínguez & Montero Sánchez, 2009 ; Vilardell & Álvarez, 2009; Gómez Pérez et al., 2013), performing arts (Miranda, 2009), museums, archives, book publishing, music or orchestras. Most of these programs are based on mobility actions, exchanges of best-practice and implementation of shared educational and training initiatives.

f)   Academic literature and consultancy reports

Within the framework of deployment of culture in the EU external action, several studies and consultations have been carried out over the last years, often commissioned by governmental institutions or professional sectors' institutions, with the participation of independent experts from different sectors. This documentation is complemented by academic studies published in scholarly journals or specialized books. Among these, it is worth highlighting the documents resulting from the Preparatory Action "Culture in EU External Relations" (Isar, 2014), containing country-specific analysis on cultural relations between the EU and strategic partner countries, including Brazil (Smits, 2014) and Mexico (Schneider, 2014).

Other studies have analyzed the role of the European Union National Institutes for Culture abroad (KEA European Affairs, 2016), the role of culture in fostering employment, democracy and human development (European Commission, 2010; Jeretic, 2014), the challenges of the EU's external cultural relations (Billows y Körber, 2013), the perception of Europe from different developing countries' point of views (Cremer & Mors, 2014), the role of cultural diversity in trade agreements established by the European Union (Richieri Hanania, 2012), evaluation of the potential for enhancing cooperation between the EU and the Caribbean (KEA European Affairs, 2011), or policies to support export growth and internationalisation of the cultural and creative industries in Europe

(Staines y Mercer, 2013; and OMC Working Group on Cultural and Creative Sectors, 2014), among others.

Of special interest for the relations between the EU and Latin America is the academic analysis of the interregional cooperation, from both a sectoral and sub-regional perspective. Audiovisual cooperation is the most analyzed subject (Moreno Domínguez and Montero, 2009; Canedo and Crusafon, 2014; Crusafon Basqués, 2011; de Mora Jiménez, 2011). From a sub-regional perspective, there are documents analyzing the EU-Mercosur relations (Getino, 2009), the cultural industries in the CARICOM (Nurse, 2007 y 2009) from a cooperation perspective with the EU (Bishop et al., 2013), or the critical analysis of Ibero-American cultural cooperation (Albornoz et al., 2009; Bonet, 2015; Bustamante, 2009). Starting from this last perspective, there are some texts that project the Ibero-American cooperation experience to the whole European Union level (Zallo, 2011).

g)   Documents from the non-profit and private sectors

The non-governmental perspective is quite scarce in the EU and LAC cultural relations, probably due to the weakness of networks and frameworks of permanent and well-established dialogue among representative organizations of the cultural sector, as pointed out in a study on international cultural networks (IFACCA, 2016).

For some years, the Euro-American Campus on Cultural Cooperation provided adequate framework for cultural cooperation relations between Europe and Latin America, with a particular emphasis on the culture and development dimensions, thanks to the mixed public-private initiative between the OEI and Interarts Foundation (OEI & Interarts, 2010).

In parallel, various European foundations have produced documents on cultural cooperation with some degree of influence on the Latin American and Caribbean region. Noteworthy are the reports on spaces for promoting and strengthening the institutionalization and the mobility of cultural professionals (On The Move, 2013), or with a focus on support to refugees from within culture (Fedda, Gorman & Davidson, 2016).

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