We, the participants gathered in Trinidad on the occasion of the Caribbean Conference of Cameras of Diversity for a Culture of Peace: Thematic Debates on Developing the Caribbean Film Industry (25 - 27 September 2013), wish to express our gratitude to, and acknowledge the hospitality, technical and intellectual support of the Trinidad and Tobago Film Festival, and the leadership of UNESCO for providing a forum to place the importance of the Caribbean film industry and the Caribbean culture in the sustainable development agenda of our region;

We recognize the importance of acknowledging the link between cultural diversity, dialogue, development, security and peace to address the problems of our world today and propose new approaches for ensuring sustainable development and addressing issues such as population growth, urbanization, environmental degradation, natural disasters, climate change and increasing inequalities and persisting poverty;

We also recognize that a culture of peace, non-violence and dialogue is an essential condition of sustained prosperity;

We underscore that the creative industries and, in particular, the film industry, are main sources for sustainable development. They are becoming increasingly relevant components of modern post-industrial economies which contribute to growth and job creation and play, at the same time, an important role as vectors of cultural identity;

We recall in this regard some of the most recent policy documents on the contribution of culture to sustainable development, such as the Declaration of Surinam adopted at the 2013 Meeting of Ministers of Culture of Latin America and the Caribbean (March 2013), the UN Resolutions 65/1, 65/166 and 66/208 on ‘Culture and Development’, the Hangzhou Declaration on Placing Culture at the Heart of Sustainable Development Policies, the June 2013 High Level Thematic Debate of the UN General Assembly and the 2013 ECOSOC meeting;

We consider that, despite the growing body of analysis, statistics and mapping exercises on the relationship between culture, creative industries and economic development, the potentialities of culture in development are not yet fully understood;

We recognize that most Caribbean States are strongly committed to defending the inclusion of culture in the international development agenda, and acknowledge the importance of strengthening creative industries, as shown by the ratification rates of the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions in our region;

We also recognize the progress made in developing cultural policies and creating public/private entities to support the creative sector, in particular the film industry, and stress the need to further develop an appropriate programmatic and financial framework;
We reaffirm the potential of the Caribbean in developing its own creative industry as a means for economic growth and for the promotion of the Caribbean cultural diversity.

We also acknowledge that the effective implementation of the 2006 Convention and related UNESCO programmes and activities, such as the regional Cameras of Diversity project, support Caribbean initiatives to develop sustainable film industries.

We therefore call on policy-makers and non-governmental entities, including the private sector, to actively support the Caribbean film sector by including the film in their development policies and investment plans, taking into consideration the following:

**Cultural industries contribute to a culture of peace, non violence and dialogue**

Cultural goods and services have a double value as vectors of identity and as sources of economic growth. The cultural sector thus addresses psychosocial and economic needs of societies and contributes to reducing poverty and social inequalities. Creative industries are job and income-generating sources that may support development among marginal groups such as women, minorities, and disempowered boys and girls. Their promotion may thus support the reduction of social inequalities, reduce poverty and enhance cohesion. Enhanced knowledge of the Caribbean cultural diversity, in particular among the youth, thanks to the strengthening of the film industry, may support intercultural dialogue and peace which are the means to develop regional cooperation and development. The Caribbean cultural richness and creativity can be used as an economic resource in emerging service economies.

**The promotion of creative industries, in particular the film industry, must be included in national development policies and programmes**

In recent years, the international community has debated the need to develop and support actions, measures and policies to promote the free exchange and circulation of ideas, and of cultural activities, goods and services. The main instrument resulting from that debate is the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, adopted by the General Conference of UNESCO in 2005. The Convention underlines the double nature of cultural goods and services by recognizing that they are not mere commodities but also vectors of cultural identities. Therefore, it aims at promoting the diversity of cultural expressions as commodities and as vectors of identities and mutual understanding, those approaches should also be part of any action taken to develop the film industry. When doing so, an expanded film industry helps further reduce economic and social inequalities.

**Caribbean audiovisual heritage must be valued, safeguarded and transmitted to future generations**

Preservation of the Caribbean memory through the protection and safeguarding of our audio-visual heritage is essential to ensure peaceful and conflict-free Caribbean societies. Top priority attention should therefore be given to the preservation of our collections, archives and documents. The development, funding and application of preservation measures will establish the requirement of effective institutional coordination mechanisms at local, national and regional level, and the creation of synergies among public institutions, civil society and the private sector. The study of preservation of audio-visual heritage should be offered in educational curricula, and awareness of the importance of preserving that heritage should be raised in all possible film-related public activities to ensure a socially cohesive Caribbean community, shaping our part of the world to be an effective contributor to the culture of global peace.

**The film sector must promote inclusive social development**

Most conventional wisdom is that when gender-balanced, equality and culture-sensitive approaches are used in preparing and implementing sustainable development policies. Because cultural goods, services and activities have a cultural status as commodities and as vectors of identities and mutual understanding, those approaches should also be part of any action taken to develop the film industry. When doing so, an expanded film industry helps further reduce economic and social inequalities.

**Distribution and exhibition means must be strengthened to reduce geographical imbalances**

There is a great and yet unrealized potential to sustainably develop the film industry by way of public-private partnerships as a funding mechanism for promotion such development which should include new digital technologies and applications. Public policies should be adapted to enable this new possibilities, and to provide answers to new challenges, both at national and regional levels. New policies should enhance cooperation facilities among local authorities, non-profit organisations, public and private institutions, artists and other cultural professionals.

**Intra-regional educational programmes, academic cooperation and scholarships exchanges should be strengthened**

A sustainable and dynamic film industry can only be developed if educational programmes are adopted and implemented to train experts to create, produce, disseminate and manage the film sector. The Caribbean States have already established strong cooperation mechanisms in many fields, including trade. Also, our shared costs and revenue-rich cultural diversity provide an excellent platform to strengthen further our cooperation through intra-regional educational programmes, and thus help develop a dynamic Caribbean film industry. Main attention should be given to the youth with a view to job creation and income generation.

**Specialized journal should support the Caribbean development**

Film criticism or specialised journalism is part of a wider discussion of the relevance and importance of films to Caribbean people. Through the media, especially the Internet, film criticism may complement and develop, however it takes place. Public policy should therefore aim at encouraging the media to inform about the economic potential of the film industry as a job and income-generating sector, and to financially support and broadcast Caribbean productions.

We, the participants, believe that the promotion and support of the creative industries, especially, the film industry, must be integrated in the national development agendas of the Caribbean States.

We also believe that the promotion of the film industry will decisively contribute to economic growth, a culture of peace, non-violence and intercultural dialogue. We, therefore, commit ourselves to continue supporting the development and application of policies and actions to support the film industry, and to encourage individuals, communities, public and private institutions, artists and other professionals to join us in our efforts.