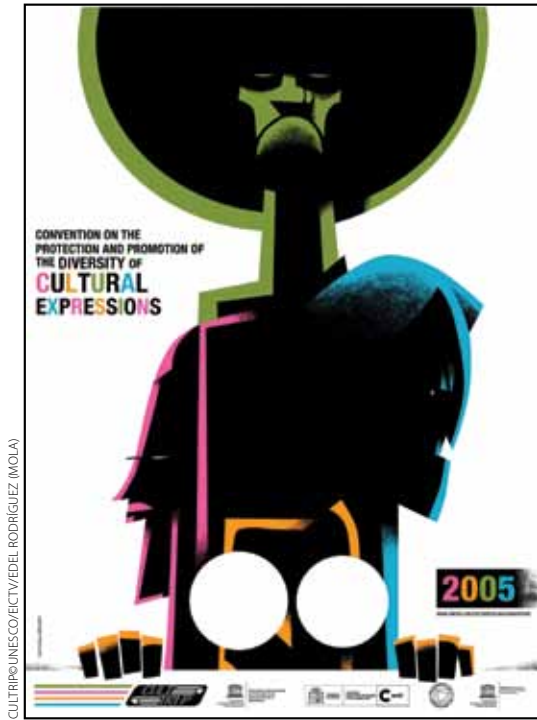


This documentary series, which will also be made by young film students, deals with the use of creativity and the diversity of cultural expressions in different parts of the world.

In 2011, the UNESCO Office in Havana launched a very special collaboration initiative with EICTV that has to date resulted in five products of high technical quality and excellent content. Recognizing the potential of the young filmmakers of the school, especially in connection with the promotion of the 2005 Convention, UNESCO suggested that the School Academic Council should launch a contest for the development of a promotional spot on the Convention. The proposal included a training workshop taught by field-office specialists to facilitate the understanding and assimilation of the main concepts of the international treaty. The result was a 30-second promotional material produced by a team made up of young talents from different countries. Using a fresh, original language, it helped renew the concepts of the Convention. Under the same operational methodology, another spot was produced, this time to promote the International Year of People of African Descent. Both spots were broadcast through Cuban television, official portals and websites of UNESCO, and its network of field offices.

The following year, motivated by the success of the first two materials, the Secretariat for the Promotion of the 2005 Convention asked the School to develop a new promotional spot, this time to be disseminated internationally. For this new request, the UNESCO Office in Havana and EICTV decided to implement a new strategy. Instead of launching a contest open to current students, they established a creative team of school graduates and collaborators. This was how CULTRIP was conceived of. It is an audiovisual that has involved eleven people including two UNESCO specialists, focusing on the link between the 2005 Convention and the role of culture as a driver for sustainable human development. Its characters are heroes fighting the asymmetries generated by the imbalance of high global consumption of products that come from the more established creative industries at the expense of creativity and potential of local and national industries. Based on humorous situations, it disseminates the principles and concepts governing the Convention in a simple, straightforward manner.

Within the framework of the International Campaign of the United Nations Secretary-General UNiTE to End Violence against Women, the School made a short documentary about the campaign I Say No, the Cuban version of the international campaign. The film has received rave reviews and its director, Marcel Beltrán, an EICTV graduate, has been given several awards recently for a piece promoting Cuban choral music.



Another prize-winning filmmaker, this time in the field of video clip, is Joseph Ros who led the creative team that developed Gibara, the latest audiovisual material produced by UNESCO Havana and EICTV. This work was commissioned by the UNESCO Headquarters in Paris to promote the international campaign of the Organization aimed at including culture in the review of the agenda of the Millennium Development Goals, to be conducted in 2015. For this material, a creative team was established. As was the case in CULTRIP, it involved UNESCO specialists in culture and development. As a case study, the team chose Gibara, a small village in eastern Cuba. After a research work on the potential of culture as an engine of economic growth was carried out by an economist working at the Cuban Economic Study Centre (link), a four-minute-long promotional material was filmed. The piece stands out for its technical rigour and well-crafted script. Away from the

famous historical centres included on the World Heritage List, this audiovisual shows how culture can become the most sustainable sector for local human development in a small fishing village, quite far from the capital city, major tourist resorts and financial hubs [C&D](#)

All these audiovisual materials are available on the Portal of Culture of UNESCO Havana and on Headquarters websites under Themes. [www.unesco.org](http://www.unesco.org) [www.unesco.org/cu](http://www.unesco.org/cu) [www.unesco.lacult.org](http://www.unesco.lacult.org)



TITLE : CULTRIP

DURATION: 5' 19"

OBJECTIVE: : Promotion of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)

DESIGN AND ANIMATION:  
Edel Rodríguez Molano (Mola)

CREATIVE TEAM: Armando Capó, Xenia Rivery, Maykel Rodríguez Ponjuán, Marcela Arenas, Rubén Valdés, Ilka M. Valdés, Iván Valdivia, Fernando Brugman y Leire Fernández

ANIMATION ASSISTANT:  
Raúl Valdés (RAUPA)

UNESCO REGIONAL OFFICE FOR CULTURE IN LATIN AMERICA AND THE CARIBBEAN

DIRECTOR: Herman van Hooff

CULTURE TEAM: Fernando Brugman, Leire Fernández, Tatiana Villegas, Sandra Varela y Lenia Gamonal

INTERNATIONAL FILM SCHOOL IN SAN ANTONIO DE LOS BAÑOS (EICTV)

GENERAL DIRECTOR: Rafael Rosal Paz

INTERNATIONAL MANAGEMENT OFFICE:  
Marcela Arenas y Maykel Rodríguez Ponjuán

PRODUCTION DEPARTMENT :  
Alejandra Marchioli y Evelio León



The Secretariat of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions commissioned the UNESCO Regional Office for Culture in Latin America and the Caribbean to develop a promotional material on this international instrument and the value of culture as a driver for sustainable development, to be disseminated at the international level.

The UNESCO Office in Havana, in conjunction with the International Film

School in San Antonio de Los Baños (EICTV), decided to establish a creative team of school graduates and collaborators. This was how CULTRIP was conceived of. It is an audiovisual material that has involved eleven people, including UNESCO specialists and Edel Rodríguez (Mola), a young Cuban designer who developed its leading characters.

The characters are heroes fighting the imbalances generated by high global consumption of products that come from the more established creative industries, at

the expense of the creativity and potential of local and national industries. Based on humorous situations and language elements typical of video games, the material disseminates the principles and concepts governing the 2005 Convention in a simple, straightforward manner.

Shortly after the material was completed, another initiative involving CULTRIP characters was launched. This is a series of five posters that also promote the Convention