

DIVERSITIES, the Creativity Game

The UNESCO Diversity Kit for Youth - A user oriented game for the young and for educators

Partner: Girona City Council

City: Girona

Region: Catalonia

Country: Spain

Further Information:

Ph.D. Alfons Martinell

UNESCO Chair Director and University of Girona Researcher

alfons.martinell@udg.edu

UNESCO Chair in Cultural Policies and Cooperation of the University of Girona

<http://www.catedraunesco.com/>



Challenge

The UNESCO Chair in Cultural Policies and Cooperation of the University of Girona is an institute dedicated to promoting cultural international cooperation that works in agreement with the city of Girona through its municipal government. The City of Girona is highly committed to Cultural strategy and this is also a priority for the University Science and Technology Park.

The UNESCO Chair is a key innovative stakeholder on Cultural Development both at local and at international level. It helps the city of Girona, its region and its citizens to be more actively innovative at European and at international level. It was the organiser of one of the European Union 2010 Spanish Presidency conferences, held in Girona on 4th and 5th May 2010 - the **"EU International Seminar on Culture and Development"**. The EU brought the conclusions of this EU International Seminar ¹ to the Mid-term Review Conference of the **United Nations Millennium Development Goals** held in New York on September 2010. The conference highlighted the importance of culture for development and its contribution to the achievement of Millennium Goals in the summit

¹ http://www.culturaydesarrollo2010.es/arxius/documentacio/Conclusiones_EN3.pdf

resolution, as stated in the Point 16th of the session's outcome document ². The **European Commission** also introduced Cultural Development in their policies by launching the Call "**Strengthening capacities in the cultural sector**" ³. This aimed to contribute to the creation of a political, regulatory, institutional and economic environment conducive to the strengthening of the cultural sector and its actors as a driver for sustainable economic, social and human development.

DIVERSITIES, the Creativity Game is a Kit for youth that takes into account other work at the same international level. **The Culture Sector of the UNESCO** was interested in developing a pedagogical tool in order to raise awareness among young people between the ages of 12 and 16 on the values and principles of the **Convention on the Protection and Promotion of the Diversity of Cultural Expressions** that entered into force in 2007. The UNESCO Chair in Cultural Policies and Cooperation of the University of Girona was commissioned to produce this pedagogical tool.

Stakeholders involved

The most interesting part of this commitment was the approach that the UNESCO Chair in Cultural Policies and Cooperation of the University of Girona used to produce the pedagogical tool: This was in line with the quadruple helix concept and the its role in acting as a link between social demands and applied and participative research.

For the conceptualization and design of that pedagogical Kit, the organizational process involved different kind of stakeholders including:

- UNESCO Section for the Diversity of Cultural Expressions, as the institution that makes the contract and guarantees the dissemination and the implementation of the results in an international level.
- INTERARTS Foundation, a private cultural institution that manages and coordinates the process.
- AECID – Spanish Agency for International Cooperation and Development, that collaborates with the project through its cultural divisions in Dominican Republic and Guatemala.
- UNESCO Chair in Cultural Policies and Cooperation of the University of Girona, as a researcher in alliance with another young research group of experts in new technologies applied to education.
- EDUC'ART, a local private cultural and educational services enterprise whose know-how is related to educational tools and services.
- TWO PROFESSIONAL EDUCATORS, participating from two schools in Girona, and
- TWENTY YOUNG STUDENTS, collaborating from two different institutes as well as school groups in Dominican Republic and Guatemala.

² <http://www.un.org/en/mdg/summit2010/pdf/mdg%20outcome%20document.pdf>

³ http://www.enpi-info.eu/maineast.php?id_type=1&id=22798&lang_id=450

Process – the activity

Different approaches took place in the Kit's process of production:

- Meetings of experts on cultural diversity.
- Presentations of the pedagogical approach and methodology to education researchers and teachers.
- Testing of the material with different groups of young people in Girona and in Guatemala and Dominican Republic.
- Contrast of ideas with cultural policies researchers and makers in a different levels (local, national, international)



The final product is called: Diversity Kit for Youth - **DIVERSITIES, the Creativity Game**. It is a playful tool that reinforces the promotion of creativity and the inclusion of cultural content in educational programmes and illustrates the possibilities of the Convention on education and public awareness.

UNESCO makes the game available for free through its website, as well as a pedagogical guide and a practical user guide that you can find in the same kit:

<http://www.diversidades.net>.

This tool is addressed to decision-makers in charge of culture and education, school networks, professors and cultural mediators. It encourages them to adopt this pedagogical "ready to use" tool so that more young people understand the importance of the diversity of cultural expressions and the potential of their creativity.

Financial framework

The UNESCO Chair is a university institute and doesn't have a large team of professionals working in a permanent way. However, a large number of collaborators and experts are linked to the project, to the research lines and to the mission of the Chair. The director, the coordinator, administrative support, two professional cultural

managers and a student placement are the basic staff and they propose and form specific teams related to each project, research or external order.

For the development of the pedagogical kit, the main financial support was from the UNESCO Secretariat of Cultural Diversity Convention. The Spanish Agency for International Cooperation to Development also participates as a financial supporter with support from its cultural divisions in Dominican Republic and Guatemala.

Outcome

The results are:

- A pedagogical interactive playful tool, for the moment in Spanish, for teachers, educators and young people between 12 and 16 years.
- A paper version of the interactive game for those not able to access it on a computer.
- A pedagogical guide that introduces the principles of the Cultural Diversity Convention and the specific educational approach proposed for the UNESCO chair.
- A practical and quick user play guide.
- Online support to all the educators' international network that the game is beginning to promote – provided by the UNESCO Chair in Cultural Policies and Cooperation of the University of Girona.
- A two day Kit Workshop offered by two UNESCO Chair members which targets specific groups of educational or cultural managers, educators, teachers etc. Who may be interested in disseminating and using the tool with young people. The cost of the workshop is €1200 plus travel and accommodation costs of the two speakers.

Critical Success Factors

One of the most important success factors is the free access to the game through the UNESCO website and the dissemination and distribution of that resource by all the UNESCO team workers in Paris but especially in all the regional UNESCO offices in the area of Spanish world: Central America, South America, Spain etc.

The Kit format includes a pedagogical guide and a practical user guide, making it autonomous and easy to understand and use. Another success factor is, probably, the option to be in contact with the team of designers and to ask for a specific workshop in your country.

From the pedagogical and educational point of view, the critical success factors are:

- **A specific content** articulated around the four central themes of the Convention: the diversity of cultural expressions; creativity; cultural policies and measures; and international cooperation and solidarity.

- **An innovative pedagogical approach** (I-we-others-all) that questions young people in the first person while promoting a collective approach to the development of the concept of “diversity”.
- **A playful and interactive format** especially designed to get the attention of the target audience.

The organizational process was easy and creative. All the stakeholders were really engaged and motivated and fully understood what sorts of characteristics were needed in the game. The timing and the client requirements were not a problem in any part of the process. The alliance between experts in technical and digital education resources and the experts in the cultural diversity values and contents was really successful as well as the participation of the final users in the last moment of the design’s process.

Difficulties encountered

The main difficulties encountered related to the conceptual contents of the work due to its special characteristics. The challenge of making the assumptions of the Cultural Diversity Convention values understandable and useful to young people was really

important for the UNESCO Chair in Cultural Policies and Cooperation of the University of Girona.

Nowadays young people across the world are the biggest consumers of cultural products and services and they are therefore the future guardians of cultural diversity.



Other difficulties were related to the need for a global vision for the format and content of the game, trying at the same time to respect specific

identities and differences. In that sense, the game always has open windows so that a community’s shades can be added. To this end, the Kit has been tested with young students groups from Spain, Guatemala and Dominican Republic

Impact

The UNESCO Diversity Kit for Youth “Diversities, the Creativity Game” is enlightening us:

- By involving a wide range of stakeholders (Public, Private and Third System sectors and key individuals), the Kit has shown that promoting a Quadruple Helix approach to product innovation is a successful way to achieve the objectives of such an innovation initiative.
- By involving a range of productive sectors (Education, Culture, ICT), it has demonstrated that Humanistic productive processes are as appropriate as Technological ones when it comes to the search for innovative products. These

processes also fit the Quadruple Helix approach and are internationally oriented with respect to users and/or consumers.

- By incorporating the Arts and Creative Sector in the CLIQ Case Studies, a sector which rarely features in innovation manuals and guides is being considered in a new way as a productive sector.

More than 1.000 copies have been distributed through UNESCO regional centers around the world.

Presentations and workshops:

- Red de Centros CEU's São Paulo (Brazil)
- CLAEH, Montevideo (Uruguay)
- Encuentro Iberoamericano de Educación Artística y Cultura in Mexico DF (Mexico)
- L+iD, Cartagena de Indias (Colombia)
- Universitat de Girona (Spain)
- Centro Cultural de España de República Dominicana (Dominican Republic)
- UNESCO associated schools in Santo Domingo (Dominican Republic)
- UNESCO associated schools and cultural managers in Montevideo (Uruguay)

Translations:

The kit Diversidades (DIVERSITIES, the Creativity Game) is now being translated into Catalan, German and Portuguese.

Further information - Some media impacts:

- <http://www.catedraunesco.com/default.asp?idpagina=47&idpare=3>
- <http://www.diversidades.net>
- <http://www.unesco.org/new/es/unesco/themes/2005-convention/highlights/resources/educational-tools/>
- <http://www.interarts.net/es/noticies.php?p=76>
- http://www.lacult.org/noticias/showitem.php?uid_ext=&getipr=NjYuMjQ5LjcxLjg0&lg=1&id=2927
- [http://www.diversiteculturelle.qc.ca/index.php?id=112&L=2&tx_bulletinsirre_pi2\[article\]=8007](http://www.diversiteculturelle.qc.ca/index.php?id=112&L=2&tx_bulletinsirre_pi2[article]=8007)
- <http://www.desarrolloycultura.net/noticias/espa%C3%B1a/kit-pedag%C3%B3gico-sobre-diversidad-de-expresiones-culturales>
- <http://www.unesco.org/new/en/unesco/themes/2005-convention/>
- http://www.mec.gub.uy/innovaportal/v/4890/2/mecweb/unesco_realiza_taller?search=ye
- http://www.mec.gub.uy/innovaportal/v/4973/2/mecweb/explicar_la_diversidad?search=yes