

**Asia/Pacific Regional Seminar on Animation Culture and Industry for Promotion of Cultural Diversity**




**ACCU Presentation**  
17 July, 2008

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**Contents of my Presentation**

- I. ACCU Activities on Culture
- II. UNESCO and ACCU
- III. Our Expected Outcomes of the Seminar

**What's ACCU?**



- Non-profit organisation
- Established in 1971
- Working for the promotion of mutual understanding and cultural cooperation among people in the region
- In line with the principles of UNESCO
- Implements programmes with UNESCO and its 43 Member States in Asia and the Pacific

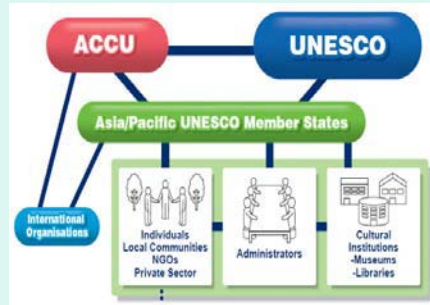
**Vision**

**ACCU aims to contribute from the Asia-Pacific perspectives to the realisation of a peaceful and sustainable society where cultural diversity is duly respected, by means of promoting and securing lifelong learning opportunities where each and everyone can equally participate.**

**Mission**


**ACCU, in line with UNESCO's principles, works closely with the people in Asia-Pacific to effectively promote regional cooperation and exchange programmes of innovative approaches in the fields of culture and education which would enhance mutual understanding to realise a sustainable future.**

**ACCU's Networking**



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graph TD
    ACCU[ACCU] --- UNESCO[UNESCO]
    ACCU --- AP[Asia/Pacific UNESCO Member States]
    UNESCO --- AP
    AP --- IO[International Organisations]
    AP --- I[Individuals]
    AP --- LC[Local Communities]
    AP --- NGOs[NGOs]
    AP --- PS[Private Sector]
    AP --- Admin[Administrators]
    AP --- CI[Cultural Institutions -Museums -Libraries]
    
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**What is ACCU doing to assist the Asian and Pacific countries?**

- Human Resources Development
- Materials Development
- Information Exchange



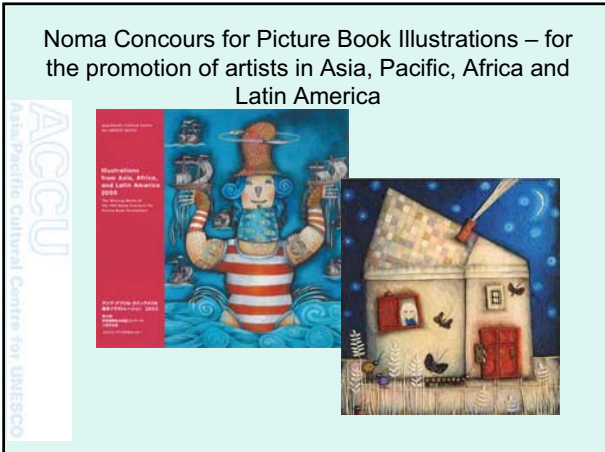
**Human Resource Development**

Osaka, Japan 2001

Chichibu, Japan 2006

New Delhi, India 2001

Noma Concours for Picture Book Illustrations – for the promotion of artists in Asia, Pacific, Africa and Latin America



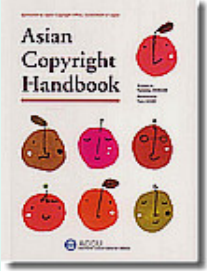
Asian Pacific Cultural Centre for UNESCO

**Materials Development: for literacy education, promotion of mutual understanding...**



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**Materials Development: for the Promotion of Copyright**

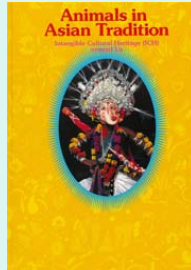


Master version:  
Published in 2004

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**Materials Development: Books for the promotion of Cultural Diversity in Asia**

Animals in Asian Tradition



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## UNESCO's Conventions and cultural diversity

- 1954: Convention for the Protection of Cultural Properties in the Event of Armed Conflict
- 1970: Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property
- 1972: Convention on the Protection of the World Cultural and Natural Heritage
- 2001: Convention on the Protection of the Underwater Cultural Heritage
- 2003: Convention for the Safeguarding of the Intangible Cultural Heritage (ICH)
- **2005: Convention on the Protection and Promotion of the Diversity of Cultural Expressions**

## Goals of the Seminar

To discuss...

- Roles and future possibilities of animation in cultural and industrial policy making in Asia
- Possible development of animation industry through emerging media
- Human resource development – through collaboration between industry, educational institutions and the administration for competitive animators and producers



Thank you for your  
attention.