

## Uruguay

<b>Programme Title:</b>	Strengthening Cultural Industries and improving access to the cultural goods and services of Uruguay
<b>Programme number &amp; MPTF ref:</b>	MDGF-1763-G-URY Culture (67173)
<b>Window:</b>	Culture & Development
<b>Approved Budget by NSC (US\$):</b>	3.37 million
<b>Participating Organizations:</b>	UNDP, UNESCO, UNFPA, UNIDO, UNICEF, UN Women
<b>Dates of First /Second /Third installments:</b>	11-Aug-2008 / 28-Sep-2009 / 12-Oct-2010
<b>Project extended through / Status:</b>	30-Nov-2011 / End of project narrative report received.

### ACHIEVEMENTS

Expected results (Outcome)	Summary of Joint Programme Achievements
<p><b>Outcome 1:</b> The quality and competitiveness of goods produced by Uruguayan cultural industries have been strengthened</p>	<p><b>OUTPUT 1.1 Strategic plan to enhance competitiveness of music and editorial industries created and implemented</b></p> <ul style="list-style-type: none"> <li>- Strategic plans for musical and editorial industries incorporating a gender perspective developed.</li> <li>- Creation of musical and editorial clusters</li> <li>- The Uruguayan Association of Sound Technicians created.</li> <li>- The Uruguayan Association of Comic Strip Authors created.</li> <li>- 20 structural and partnership projects for the strengthening and internationalization of both clusters supported and developed.</li> </ul> <p><b>OUTPUT 1.2: Production, marketing and quality of handicrafts strengthened</b></p> <ul style="list-style-type: none"> <li>- A strategic Plan for the handicrafts sector (design, production and international marketing) was developed.</li> <li>- The quality of the craft sector's production and business management was improved: 60 product lines were developed; and 3 workshops and 4 seminars on design, marketing and product improvement were conducted in which 355 people participated.</li> <li>- The promotion of products in major craft fairs and cultural or business events was improved: 119 artisans participated in 52 international fairs featuring a total of 259 products, and 159 artisans participated in 33 national fairs featuring 326 products</li> </ul> <p><b>OUTPUT 1.3: Cultural enterprise incubator created:</b></p> <ul style="list-style-type: none"> <li>- The technical capabilities of the cultural entrepreneurs inside the country were strengthened. Through the installation of the incubators as a private-public structure, a total of 36 entrepreneurs have been supported, 21 companies have been created and 23 business plans have been developed.</li> </ul>
<p><b>Outcome 2:</b> Access to cultural goods by vulnerable social groups, as a strategy of achieving the MDGs, has been improved</p>	<p><b>OUTPUT 2.1 Usinas for cultural development equipped and strengthened</b></p> <ul style="list-style-type: none"> <li>- 9 usinas partly or fully equipped to create and record audio and visual cultural goods.</li> </ul> <p><b>OUTPUT 2.2: Creation of "cultural factories" for the development of small industries in the countryside created</b></p> <ul style="list-style-type: none"> <li>- 11 cultural factories created, developed and strengthened. The personnel of 9 of them were trained in marketing and business planning. Instructors were hired for 15 factories, 5 factories were equipped and 256 people have participated in the workshops</li> <li>- Additional workshops for professional technical formation were carried out.</li> </ul>

	<p><b>OUTPUT 2.3: Promoting creativity in young children and vulnerable populations implemented.</b></p> <ul style="list-style-type: none"> <li>- 3,688 children and adolescents from schools and colleges were trained in artistic disciplines through 126 workshops.</li> <li>- Socially vulnerable populations (such as homeless and prisoners) were trained in artistic disciplines : 7 workshop were attended by 82 participants</li> <li>- Youth were trained and supported to act as cultural mediators: 150 direct beneficiaries and 800 participants.</li> </ul> <p><b>OUTPUT 2.4: Public awareness on the contribution of culture to achieving the MDGs (including gender and cultural development) raised</b></p> <ul style="list-style-type: none"> <li>- The public was sensitized on the importance of the role of culture and cultural industries in the achievement of the MDGs through the realisation of artistic productions with the MDGs’ themes: 31 activities, 5 workshops and 2 contests.</li> <li>- Public was sensitized on gender and cultural development relation: 11 culture and gender diffusion activities were carried out</li> </ul>
<p><b>Outcome 3:</b> The capacities of the cultural institution have been strengthened</p>	<p><b>OUTPUT 3.1 National and departmental cultural institutions responsible for protecting and promoting cultural expressions and related industries strengthened</b></p> <ul style="list-style-type: none"> <li>- The cultural institutionalization has been strengthened through studies, meetings, and products</li> </ul> <p><b>OUTPUT 3.2: Information System of Cultural Industries (SIIC) and Satellite Account for Culture in Uruguay (CSCU) strengthened</b></p> <ul style="list-style-type: none"> <li>- Information System of Cultural Industries (SIIC) was strengthened and enhanced: a data base was established with 15 stations.</li> <li>- Satellite Account for Culture in Uruguay (CSCU) established.</li> </ul> <p><b>OUTPUT 3.3: Network of professionals and academics that promotes culture and related industries strengthened</b></p> <ul style="list-style-type: none"> <li>- The REDSUR Virtual platform has been installed</li> <li>- The REDSUR documentation centre has been equipment and inaugurated</li> <li>- 5 meetings were held with more than 500 participants</li> </ul>

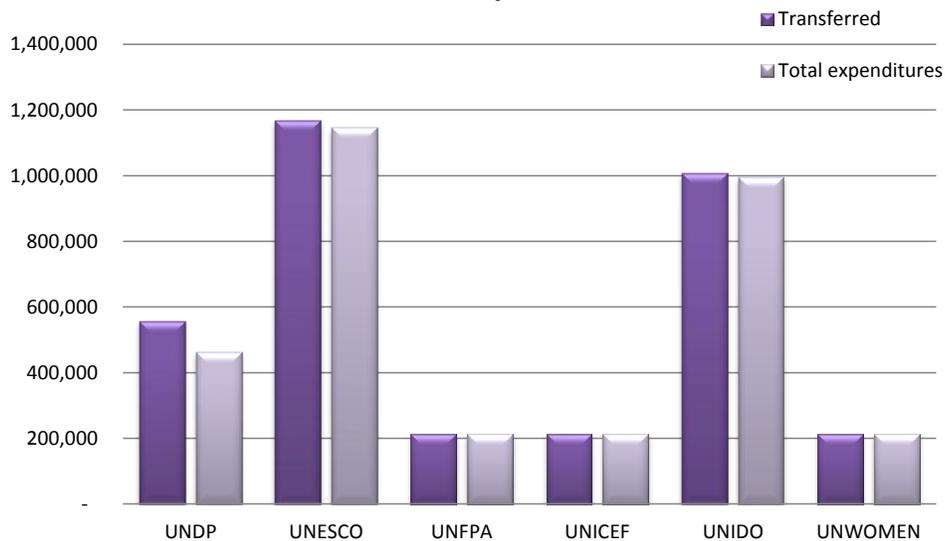
## LESSONS LEARNED

Overall, the project was well conceived and executed and adopted to external changes. The project raised the level of discussion and helped improve the information base on cultural industries. It also functioned as an honest broker to allow different stakeholders, such as government, the UN and civil society, to work together. Different and changing implementation procedures, slowed progress; this was mitigated by the Coordination Unit who ensured decisions were taken, documented, and implemented. Different procedures and decision making mechanisms from the UN agencies and the national partners in the implementation also presented difficulties in the implementation. In addition, different UN agencies had dissimilar implementation capacities with some more agile than others.

CHARTS & FIGURES  
As of 31 December 2011

Organization	Approved Budget	Transferred	Exp rate	Total Expenditure	Supplies, equipmt & transport	Personnel	Training of counter	Contracts	Other direct costs	Indirect costs
UNDP	556,317	556,317	83%	462,204	64,932	164,043		192,768	10,225	30,236
UNESCO	1,166,128	1,166,128	98%	1,144,983	120,074	414,459	13,830	508,193	13,522	74,905
UNFPA	213,968	213,968	100%	213,952	40,743	81,623	583	68,195	8,811	13,997
UNICEF	213,968	213,968	100%	213,941	27,155			172,790		13,996
UNIDO	1,005,651	1,005,651	99%	993,931	96,723	430,026	52,305	90,821	259,032	65,024
UNWOMEN	213,968	213,968	100%	213,884	2,135	88,886		6,424	102,441	13,998
<b>Grand Total</b>	<b>3,370,000</b>	<b>3,370,000</b>	<b>96%</b>	<b>3,242,895</b>	<b>351,762</b>	<b>1,179,036</b>	<b>66,718</b>	<b>1,039,191</b>	<b>394,031</b>	<b>212,156</b>

Transfers & Expenditures



Expenditure by category

