This is a program run by the Ministry of Foreign Affairs, to promote the audiovisual heritage and cultural diversity in the South. It is specifically designed to reinforce these cultures by reviving their audiovisual heritage and offering conditions for new work to be made via these tools.

**The Plan Audiovisual Images**

- Captures projects to preserve cinematographic, audiovisual, radio and photography, material risks at risk of destruction in the South.
- The Memory of African Cinema: 2,000 films from the 1950s to the 1980s, the largest collection of African cinema, is protected in a digital library.
- The Audiovisual Memory of Benin. The Centre for Audiovisual Research (CRBA) has digitized a single country or same linguistic area is invited to take part in a series of meetings across France, in its cities, in regions, and in cultural associations. These events have been organized in collaboration with the Ministry of Culture for Music, since 1967 and are known as the “Tarmac de la Villette”, a theater which is devoted to presenting foreign cultural events.

**Audiovisual Memory and Creative Industries**

- A legal support system for strengthening the cultural policies and industries of the South; the second concerns the implementation and a practical guide for creative units from the South.
- Promoting the Internet

Every year in November, a group of writers from a number of African, Arab and European countries, known as the “la Belle Etrangère”, hosted some 40 foreign professionals in major public institutions for an average period of one month. The purpose of the festival is to highlight the realities of Francophone Africa and to popularize Francophone as an experimental terrain for another possible relationship between politics, culture, education, trade, and cultural associations.

Music Industry

The French music export office and its network Cultural Diversity not only support for strengthening the cultural industries of the South alone, but also support for strengthening the cultural policies and industries of the South of the South. In 2006, France also set up a project in the framework of the international Center for the Promotion of Cultural Exchange (CITF), which supports projects to collectively handle royalties.

Promoting Training and Internationalization

- Supporting the training and professional development of Francophone professionals in the audiovisual sector.
- The Music French music export office and its network of Polo music industries and more than 37,000 music industry professionals and by the public, together with all those who want to be part of this cultural experience.
Africa en Créations

Africa en Créations is a programme to support the training of artists and cultural operators in Africa, run by the French Artistic Action Association (AAA), an important partner of UNESCO and OIF. The programme, which began in 2003, is part of the agenda of support for the protection and promotion of the diversity of cultural expressions on their territory. It will serve as a springboard for:

- supporting the professionalization of cultural operators in the development countries;
- helping the emergence of middle class cultural initiatives on their territory;
- strengthening dialogue on cultural identity by fostering the mobility of artists and their work.

The Convention will enter into force once it has been ratified in all regions of the world. It will ensure in future the coherence of States in interpreting and applying obligations under the Convention to international legal instruments and to other treaties and agreements to which they are parties. This diversity in Europe benefits films from all countries since 12% of films are offered to films from Latin America and Latin American films.


Examples of French Investment in Cultural Diversity

- The French cultural "seasons", in operas, music, and the performing arts, are a way to support the promotion of the diversity of cultural expressions on their territory. They are organized under the aegis of the Ministry of Foreign Affairs and the Ministry for Culture and Communication. The first table for such events is established several years in advance.

Cultural diversity is already in action: "Culture will gradually come to assert itself as the third pillar of Europe's identity". The Convention will enter into force once it has been ratified in all regions of the world. It will ensure in future the coherence of States in interpreting and applying obligations under the Convention to international legal instruments and to other treaties and agreements to which they are parties. This diversity in Europe benefits films from all countries since 12% of films are offered to films from Latin America and Latin American films.

Fonds Sud Cinéma

Since it was established in 1994, Fonds Sud Cinéma has invested over 350 projects by producers from Africa, Latin America, Asia, the Middle East and certain countries of Eastern Europe, which have been financed and co-produced by the Fonds Sud Cinéma. It is managed by the French Artistic Action Association (AFAA), through the French-African Cultural Solidarity "Corps" Festival in Ouagadougou, Nomad Music in Nouakchott, and the "Dialogue de Caraïbes en Afrique" in Martinique. The Fund is financed equally by the Ministry of Foreign Affairs and the Ministry for Culture and Communications. The Fund is managed by the French Artistic Action Association (AFAA), through the French-African Cultural Solidarity "Corps" Festival in Ouagadougou, Nomad Music in Nouakchott, and the "Dialogue de Caraïbes en Afrique" in Martinique.

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