

"If everything is thought for simple minds, complex ones would feel really lonely"  
Alejandro Dolina

# Reform Times in Uruguay



Sistema de las Naciones Unidas en Uruguay  
**UNIDOS EN LA ACCIÓN**

A monthly newsletter with news, data and events on the "Delivering as One" process in Uruguay

## Creative cluster on cultural industries New music in the air

The initiative is part of the Cultural Industries Project, which is supported by the Culture Directorate of the Education and Culture Ministry (MEC) - through its Creative Industries Department (DICREA). It will receive financial support from the United Nations System in Uruguay and the Spanish Agency for International Cooperation for Development (AECID) in the amount of USD 237,000 to be distributed among different projects. The Programme of Conglomerates and Productive Chains from the Planning and Budget Office (OPP) will provide guidance on technical and operative matters.



Gustavo Buquet, Coordinator of the Cultural Industries Project

In order to establish the "music cluster", a managing group, composed of businessmen from various sectors of the music industry, was established. The post of Coordinator, to act as a facilitator among the different actors involved, was also created and a technical team was put together to prepare a strategic work plan. The purpose of this initiative is to boost the creation, production and dissemination of music in response to changes experienced by this sector as well as its particular needs. The participating organizations will focus on new concepts and methodologies in the area of management and in what has become known as cultural industries.

Although there is no precise information on the music sector, according to the Presidency website, its creative core is formed mostly by individual performers. Professional musicians are estimated at 1,500. Reliable sources state that artists who work as a group or a band and have formed enterprises that perform "tropical", rock, "murga" and popular music number more than 200. There are 50 music management companies and about 10 recording companies as well as 10 that produce shows.

The launch of the Creative Cluster, held at the Events Room of the Solis Theatre, was attended by Education and Culture Minister María Simón; Industry, Energy and Mining Minister, Daniel Martínez; the Coordinator of the Cultural Industries Project, Gustavo Buquet; as well as by members of the Managing Group, representatives of AECID and of the UN System in Uruguay.

Members of the Managing Group agree that the consolidation of the Cluster is an important first step towards acknowledging music as an industry. "The fact that we are recognized as an industry will contribute to accelerate administrative procedures, and to generate legislation that will help the development of music", told Valeria Piana, member of the Managing Group and representative of Majareta Productions, to the national daily *El Observador*.

## Citizens Attention Centers (CAC)

### Getting closer to citizens

New citizens' attention services established with the support of "Delivering as One"

With the aim of facilitating the access of small town dwellers to services provided by the state, five Citizens Attention Centers (CAC) have opened in Uruguay since June 2008. In these offices, information and authorizations can be obtained, and administrative arrangements can be initiated for proceedings both at national and departmental levels.



Nico Pérez, Citizens Attention Center at Florida

This initiative was promoted by the Planning and Budget Office (OPP), has the support of state corporations ANTEL (Telecommunications National Administration) and of the Post Office, as well as of the United Nations System in Uruguay, through Project H(\*) of the Joint Programme, as part of the "Delivering as One" pilot process.

In the coming months, four new centers are scheduled to open in the interior of the country and by 2010 other centers will be inaugurated in the metropolitan area of Montevideo..

(\*) Support the processes of modernization of the State institutions and the promotion of citizen participation in the design, management, monitoring and evaluation of public policies at the national and local levels.

Project E deployed

## Building up everyday citizenship

Creative tools to break the vicious circle of social exclusion and poverty

“To articulate means much more than simply juxtapose activities. It requires sharing time, objectives, methodologies and even resources. It also requires patience, negotiation and fine-tuning every step of the way. The result is a network where every organization gives its best”. That is how Florencia Picasso, Coordinator of the Project “Support to social integration and food security policies” (also called Project E), defines the heart of one of the project’s components, which is intended to support the policy and instruments of the Uruguay Integrates programme, from the Ministry of Social Development (MIDES). The activity is identified as “Uruguay Integrates – One UN”, and emerged from the National Council of Social Politics Coordination, due to an agreement between the Ministry of Education and Culture, the Ministry of Social Development and several educational institutes and Agencies in charge of social policies.

It belongs to the MIDES’ Equity Plan and is a socio-educational programme that encourages the promotion and generation of bonds and abilities of those who contribute to social integration. The objective is to combat social exclusion; to do so, several workshops focusing on learning, insertion and skills development are held, as well as cultural and recreational activities, with both youth and adults. These activities take place in what are considered key sites with the aim of breaking the vicious circle of social exclusion.

Florencia Picasso, explained that the support from the Joint Programme to Uruguay Integrates will contribute to “A new designed and enlarged coverage. The project as a whole is very consistent as it is focused on key points of social policies. In this regard, the support will result in concrete activities of considerable social impact for its participants, including: recreation, training, new bonds and opportunities”.

The MIDES informed that the project has started to be implemented in three zones of the metropolitan area: Ciudad del Plata (San José), Barros Blancos and Pando (Canelones) and Flor de Maroñas (eastern Montevideo). The activities are carried out through agreements with NGOs and multidisciplinary teams. .

“I have been urging industrialized countries to do their best to help us overcome this global financial crisis. I welcome their national stimulus packages. While implementing such packages they should pay ... due regard to the challenges of developing countries... Piecemeal, nationalist, or protectionist policies will ultimately hurt us all.”

Ban Ki-moon, Secretary-General of the United Nations

Joint Projects: letter by letter

### Project B

“Technical assistance for the design of public policies that promote sustainable production and employment”

Project products: Support the achievement of human development by improving the capacities to develop public policies through: the design of technical data, the generation of forest resources data, the enhancement and strengthening of business recovery policies, and support the development of a strategy for cooperative production.

Participating Agencies: Executing Agencies: UNIDO, FAO and UNEP. Associated Agencies: ECLAC, ILO and UNDP

National implementing associates: Ministry of Land; Agriculture and Fishing; Ministry of Work and Social Security; Ministry of Housing, Land Use Management and Environment, and the Office of Planning and Budget.

Budget (2008-2010): USD 1.166.086 .



Prof. Konrad Osterwalder, Rector of the United Nations University (UNU) and UN Under-Secretary-General, visited Uruguay from 28 February to 4 March 2009. He participated in a meeting of the Scientific Advisory Committee UNU-BIOLAC and in the symposium “Genetically Modified Organisms: their impact in production and on the environment”. He announced the creation in Uruguay of a focal point for training in “bio-security”, which will become part of the Ministry for Education and Culture.

This photo shows Prof. Osterwalder speaking at the School of Sciences, together with the Education and Culture Minister, María Simón, and the Dean of the University of the Republic, Rodrigo Arocena.

United Nations Resident Coordinator’s Office in Uruguay

Javier Barrios Amorín 870, 2<sup>nd</sup> floor  
11200 Montevideo, Uruguay  
Phone: (+ 598 2) 412 33 56 to 59  
Fax: (+ 598 2) 412 33 60  
[www.onu.org.uy](http://www.onu.org.uy)



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