



Monitoring the Protection and Promotion of the diversity of cultural expressions

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| Name and unit of project officer | Danielle Cliche, Chief CLT/CEH/DCE |
| Geographical scope/benefitting country(ies): | 20 developing countries that are Parties to the Convention in Africa, Arab, Asia-Pacific, Latin America and the Caribbean regions |
| Duration (in months): | 24 months |
| Partner(s) institutions: | UNESCO Field Offices, relevant Ministries (Culture, Trade, Development, etc), Statistical Offices, UNESCO Institute for Statistics |
| Total estimated budget inclusive of Programme Support costs | 2,000,000 USD |

Rationale and background

National governments which ratified the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions have committed themselves to systematically collect information and data, statistics and best practices on policy measures in their country that protect and promote the diversity of cultural expressions. They also committed to increase transparency by sharing and exchanging this information, through quadrennial periodic reports.

In recent years, opportunities for meaningful monitoring exercises have improved. With 70 periodic reports received as of April 2014, there is now a critical mass of data and information available to analyse current global trends, identify main challenges faced by

countries and solutions found to implement the Convention at the international, regional, national and local levels.

In compiling their first quadrennial periodic reports on the implementation of the Convention, many Parties, however, encountered a number of challenges, including:

- Lack of relevant data and information required for evidence-based policy making;
- Limited capacity and national expertise to assess and monitor the impact of policies and measures in the cultural and creative sector;
- Lack of resource to organize national consultations and produce the report; and
- Fragile networking between governments and civil society.

Furthermore, various actors involved may still have different frames of reference and expectations of what is to be monitored and how. Secured verification procedures, or mechanisms to process and channel the information to relevant policy-makers, may also be lacking.

This project proposal addresses the need to raise the level and quality of knowledge available, and bridge capacity gaps, through training activities on policy monitoring and data collection, and the production of biennial Global Monitoring reports on the implementation of the Convention. In the quest for information sharing, transparency and participation, outlined in articles 9 and 19 of the Convention, it seeks to strengthen national and global monitoring capacities, in particular in the fields of cultural policy information and statistics, and foster international cooperation.

With an improved knowledge base, in particular, Parties will be able to better chart progress, highlight effective policies and strategies, improve existing policy instruments, and alert the global community to emerging challenges.

This will serve to support evidenced-based policy on the diversity of cultural expressions, also highlighting the role of culture in sustainable development strategies, and allow countries to demonstrate how they are implementing the Convention and showcase their own concrete achievements and best practices.

Why UNESCO ?

As the only UN agency with a mandate in culture, UNESCO has developed a comprehensive series of standard-setting instruments in this field, including six main culture conventions, giving the Organization the legitimacy to engage in global monitoring activities.

The project proposal, in this regard, will build on UNESCO's recognized function as a global benchmarking and monitoring organization, providing strategic orientations for policy development and reflection on critical emerging trends and challenges. The proposed monitoring report will join other global reports by UNESCO such as on "Education for All" and "World Trends in Freedom of Expression and Media Development", providing the international community with a new advocacy tool to promote the guiding principles of the Convention such as fundamental freedoms, media diversity and gender equality.

UNESCO, with its vast range of constituencies, partners and Field networks, also offers a unique international implementing platform to assist Parties in their efforts to develop policies, capacities and tools for the implementation of the Convention. In delivering capacity building interventions, UNESCO can draw upon the experience already gained in implementing in 2011-2014 the European Union funded "Expert Facility to Strengthen the System of Governance for Culture in Developing Countries" programme, which provided technical assistance and mentoring over 3-year period to 13 beneficiary countries (Barbados, Buenos Aires/Argentina, Burkina Faso, Cambodia, Democratic Republic of the Congo, Haiti, Honduras, Kenya, Malawi, Mauritius, Niger, Seychelles, Viet Nam) to establish legal,

regulatory and/or institutional frameworks. UNESCO will also draw on the experience gained in implementing, from 2010 to 2014, 71 operational projects in 43 developing countries supported by the International Fund for Cultural Diversity (IFCD) to develop new cultural policies, support cultural entrepreneurs and create new cultural industry business models. Finally, UNESCO will build on the “Culture for Development Indicators” (CDIS) programme, funded by Spain from 2011 to 2014 and implemented in 12 pilot countries (Bosnia and Herzegovina, Colombia, Costa Rica, Ghana, Uruguay and Vietnam, Ecuador, Namibia, Cambodia, Egypt, Burkina Faso and Swaziland).

Overall Goal/Objective

In order to address the full cycle of knowledge production and sharing, this activity proposal comprises two interlinked components: one focusing on capacity-building activities for the preparation of periodic reports, and the other one on the development of a comprehensive and global monitoring tool for the implementation of the Convention.

The global training programme will serve to build institutional and professional capacities for the preparation of periodic reports, improve the quality of the information collected and increase the number of developing countries submitting their reports. It will seek, in particular, to bring together relevant stakeholders, including governmental and civil society actors, to participate in the collection of information and drafting process.

The biennial global monitoring report on the state of implementation of the Convention, prepared on the basis of the periodic reports and complemented by independent sources, will serve to better assess the impact of policies and measures taken, and provide parties and stakeholders with a practical example-based tool to help them interpret the Convention and translate its provisions into national policies and measures; it will track progress, map trends and best practices, identify effective reforms and policies, assess political commitment, raise awareness of challenges and constraints, and promote specific international strategies and co-operation.

Main expected results

Expected Result 1

A network of international experts is trained to deliver capacity-building interventions on periodic reporting at country level, and a training module is developed

Expected Result 2

Governmental and non-governmental actors participate in data collection and policy monitoring action contributing to informed policy making

Expected Result 3

Global Reports monitor effective policies, measures and indicators for the promotion of the diversity of cultural expressions

Activities and outputs/deliverables relating to the achievement of expected results

Activity 1 – expected results 1

Developing training module and a network of international experts

Output/deliverable 1.1

Convention's Expert Facility expanded and 45 international experts are trained on participatory policy making and monitoring methodologies

Output/deliverable 1.2

Training module on periodic reporting is developed

Output/deliverable 1.3

Training module and capacity-building intervention delivery evaluated and further improved

Activity 2 – expected results 2 Country-level capacity-building interventions to strengthen national capacities for the preparation of quadrennial periodic reports;

Output/deliverable 2.1

Multi-stakeholder consultations are organized and needs assessment conducted in view of identifying local needs and developing customized interventions

Output/deliverable 2.2

Multi-stakeholder teams are trained to apply participatory data collection and policy monitoring

Output/deliverable 2.3

6-8 months mentoring is provided and periodic reports elaborated

Output/deliverable 2.4

Open public forums and debates are organized to validate the periodic reports at the country level

Activity 3 – expected results 3

Publishing biennial Global Monitoring Reports on the implementation of the Convention

Output/deliverable 3.1

A responsive, content-focused, ICT-based knowledge management system is developed

Output/deliverable 3.2

An international editorial board of independent experts is established to design indicators and a framework to monitor policies and measures to promote the diversity of cultural expressions

Output/deliverable 3.3

Information and sex disaggregated data and statistics on policies and measures to promote the diversity of cultural expressions are produced and analysed

Output/deliverable 3.4

Peer review and feedback process are conducted involving civil society actors

Output/deliverable 3.5

A communication plan to promote the Global Monitoring Reports is implemented

Beneficiaries and stakeholders

Target groups for capacity-building interventions

- National Convention contact points
- Statistical offices
- Public authorities and local administrators
- Professionals working in the cultural and creative sector, especially young people and women
- Civil society representatives, especially young people and women

Target Audience for Global Monitoring Report

The Report will be a biennial annual reference point for policy-makers, individuals, governments, civil society, international and non-government organizations, international and regional organizations, academic institutions, the general public and the media.

Implementation strategy

Country-level capacity-building interventions

The capacity-building interventions will be delivered through Field Offices in 20 developing countries that are Parties to the Convention in Africa, Arab, Asia-Pacific, Latin America and Caribbean regions.

Thirty international experts (14 women, 16 men) of the Convention Expert Facility established by the UNESCO/EU technical assistance programme (2011-2014), which is to be expanded further, will be the motor for capacity-building delivery on the ground.

Interventions will take place in countries that are due to submit their periodic reports or that have indicated major challenges in the preparation of their periodic reports through various modalities, from workshops to longer-term technical assistance and mentoring activities. Selection of beneficiary countries will be made based on the expressed needs and political engagement and implementation capacity of Member States. Priority areas of potential donors and delivery capacity of UNESCO field offices will also be taken into consideration. The interventions will be facilitated by experts from the Convention Expert Facility, in cooperation with a national team of experts. Workshops will focus on structure and objectives of the periodic reports, analysis of cases studies, data collection exercises, participatory drafting processes.

Biennial Global Monitoring Reports

Building on the experience gained from the preparation with UNDP of the UN Creative Economy Report, 2013 Special Edition, UNESCO, through an international editorial board, will coordinate contributions from internationally recognized experts in all relevant fields of expertise, including the Convention Expert Facility, to prepare the monitoring Report. The UNESCO Institute for Statistics (UIS) will contribute to the work on data collection and analysis. The Report will focus on the analysis of policies and measures to promote the diversity of cultural expressions (cultural policies and measures to promote the diversity of cultural expressions; international cooperation and preferential treatment measures; integration of culture in sustainable development policies), as well as on emerging issues and challenges (the socio-economic status of artists; gender equality in the cultural sector; participation and role of civil society; impact of digital technologies; role of public service broadcasting, etc).

Throughout the project implementation, gender equality will be promoted by ensuring gender

balance among experts selected for capacity-building interventions and participants of any project activities. The Global Monitoring Reports will include sex disaggregated data as much as possible to allow for gender analysis of policies and measures developed for the promotion of the diversity of cultural expressions, and of gender equality in the cultural sectors overall. The project results and will use a gender specific or gender neutral language.

Sustainability and exit strategy

Risks need to be assessed on a country level, especially uncertain political climate, weak rule of law, etc. At the management level, the following risks and related contingency measures can be identified: non-availability of suitable experts, non-participation of beneficiaries in trainings, constantly changing personnel in public institutions.

The institutional and professional capacity-building exercise for the preparation of the periodic reports will serve to establish a qualified network of national experts in the five identified regions of the world, having the skills to assist national teams in preparing periodic reports and increasing their quality in future. To better secure sustainability of actions, methods and approaches, the Convention Facility will be scaled up, diversified and expanded (experts from Arab States and Asia-Pacific are currently underrepresented).

The publication of a biennial global monitoring report on the state of implementation of the Convention will serve to establish a structured and sustainable information sharing system allowing data collection and evaluation of the design, implementation and impact of policies and measures to promote the diversity of cultural expressions.

Overall, the process leading to the consolidation of these resources and activities will expand the Secretariat's ability to develop and share information through its Knowledge Management Platform. This system, conceived as a unique gateway for all stakeholders to share resources and exchange information and analysis, will support in a sustainable manner mutual learning, promote transparency and facilitate international cooperation.

In order to enhance sustainable synergies, partnerships with other UN, international and regional organizations as well as with civil society networks will be established for the implementation of the Convention at the country level.

In the long-term, and beyond the development of skills, the building of expertise and the focus on training programs, this activity will serve to address broader questions of institutional change and processes, issues of transparency, accountability, knowledge, empowerment, building of trust and public participation.