



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions



Sustainable
Development
Goals

INVESTING IN TRANSFORMING SOCIETIES CREATIVITY

2005
CONVENTION
CAPACITY
DEVELOPMENT
PROGRAMME

4 OVERARCHING GOALS: SUPPORTING THE 2030 UN AGENDA FOR SUSTAINABLE DEVELOPMENT

2005 CONVENTION GOALS
AND MONITORING AREAS

SDGs

GOAL 1



Support sustainable
systems of Governance
for culture

CULTURAL
POLICIES

PUBLIC
SERVICE
MEDIA

PARTNERING
WITH CIVIL
SOCIETY

DIGITAL
ENVIRONMENT



SDG 16.7:
inclusive, participatory and
representative decision-making

GOAL 2



Achieve a balanced flow
of cultural goods and
services and increase
the mobility of artists and cultural
professionals

MOBILITY
OF ARTISTS
AND CULTURAL
PROFESSIONALS

FLOW OF
CULTURAL
GOODS AND
SERVICES

TREATIES
AND
AGREEMENTS



SDG 10.a:
special and differ-
ential treatment
for developing
countries



SDG 8.a:
trade support for
developing countries

GOAL 3



Integrate culture in
sustainable development
frameworks

NATIONAL
SUSTAINABLE
DEVELOPMENT
POLICIES AND
PLANS

INTERNATIONAL
SUSTAINABLE
DEVELOPMENT
PROGRAMMES



SDG 4.4:
technical and
vocational skills
for employment



SDG 8.3:
decent job creation,
entrepreneurship,
creativity and innovation



SDG 11.3:
participatory,
integrated and sus-
tainable planning



SDG 17.19:
statistical capacity-
building

GOAL 4



Promote human rights
and fundamental
freedoms

GENDER
EQUALITY

ARTISTIC
FREEDOM



SDG 5.c:
policies and
legislation on
gender equality



SDG 16.10:
public access to
information and protection
of fundamental freedoms

Culture is at the heart of sustainable development and is also key for achieving the Sustainable Development Goals. As a filmmaker I know that film has the power to give societies a sense of what needs to be done and can bring about positive changes. That is why countries need to make sure that they fulfil their promises when they sign up to the 2005 Convention.

Richard Curtis UN Advocate for SDGs

UNESCO'S 2005 CONVENTION

The cultural and creative industries are among the fastest growing sectors in the world, creating nearly 30 million jobs worldwide, especially for youth.

Employing more people aged 15-29 years than any other sector, the cultural and creative industries can make up to 11 % of all employment within a country. These industries (publishing, film, audio-visual, music, etc.) have become widely acknowledged as essential tools for inclusive economic and social development, influencing income generation, export earnings and reducing inequalities.

The global trade of cultural goods and services, however, remains unbalanced, and cultural professionals from developing countries experience limited access to markets worldwide and barriers to their mobility.

The **2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions** was therefore designed to set principles for the design and implementation of policies and measures that can give adequate support to contemporary cultural creations at the heart of the creative economy.

Recognizing the sovereign right of States to implement such policies, the Convention helps to foster enabling environments where individuals and social groups can create, produce, distribute and access a broad range of cultural expressions. It is also a powerful instrument that calls for the introduction of preferential treatment measures to facilitate mobility, as well as equitable access, openness and balance in the flow of cultural goods, services and activities.

Based on human rights and fundamental freedoms, the Convention ultimately provides a new framework for the establishment of informed, transparent and participatory systems of governance for culture.

PURPOSE OF CAPACITY DEVELOPMENT

Viable and dynamic cultural sectors can be achieved by introducing measures that have a direct effect on the different stages of the cultural value chain. This requires sustainable institutions, the availability of information and data, and expertise in policy development.

The **global capacity development programme** of the 2005 Convention works in countries to help build human and institutional capacities, share expertise, reinforce skills and competences when developing policies and measures to implement the Convention. This is a long term process that requires political will and the engagement of civil society and professional operators of the culture sector.

DELIVERING ON-DEMAND

There is a growing demand from Convention stakeholders for expertise, materials and tools. The very diverse needs require a customized approach. Expertise can be delivered in different thematic areas and through different modalities (technical assistance, training, mentoring, coaching, etc.), in order to achieve the long-term structural changes required to implement the Convention.

Intervention model on policy monitoring and evaluation (12 months)

Multi-stakeholder consultation: needs assessment/sector mapping

Creation of a national team

Workshop on policy monitoring, data collection and indicator building

Drafting of quadrennial periodic report by national team

Public presentation/debate on policies for culture

IMPLEMENTING THE CONVENTION AROUND THE WORLD

UNESCO provides customized, demand-driven and needs-based interventions in the following areas:

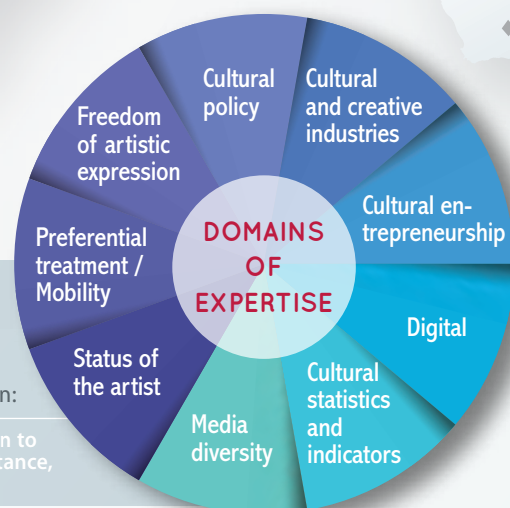
Policy design and implementation: e.g., supporting governments in sector mapping, the elaboration or revision policies and legislations (cultural and creative industries, trade, media, status of artist, etc.)

Policy monitoring and evaluation: e.g., assisting governments and civil society in information/data collection, periodic reporting on the 2005 Convention and indicator building

Project development: eg, strengthening project design skills for civil society actors



- ◆ Parties to the Convention
- Policy Design and Implementation
- Policy Monitoring and Evaluation
- Project Development



EXPERT FACILITY

UNESCO has created an Expert Facility of leading international experts from all regions of the world with varied expertise in:

Trained by UNESCO, they can be called upon to deliver on-demand training, technical assistance, mentoring and coaching.

BENEFICIARIES

- Ministries responsible for culture, trade, economic development, labour, finance, employment, communication and broadcasting, education
- Cultural institutions (e.g., public service broadcasting, performing arts companies)
- Civil society organizations (e.g., professional associations of film makers, editors, musicians)
- Cultural industry producers and distributors
- Artists and creators

SPECIALIZED TRAINING AND MORE...

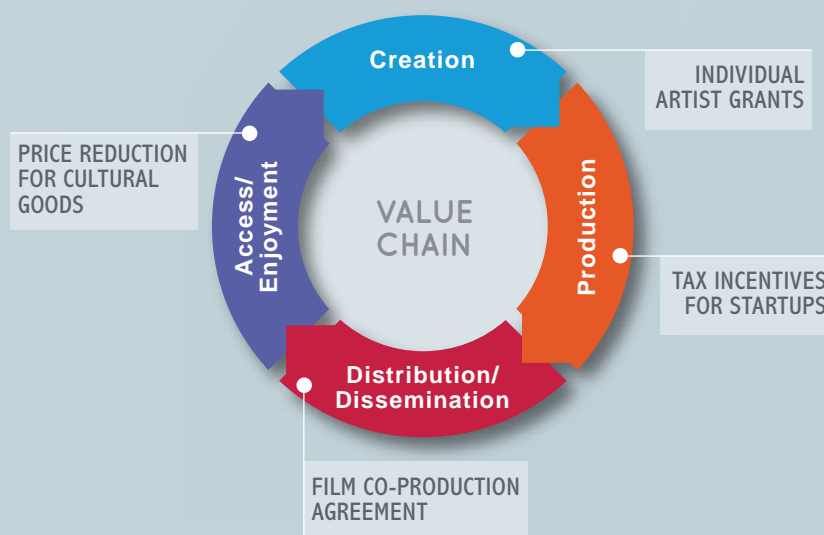
A set of training modules are being developed on the basis of experiences gained at the local level:



UNESCO Field Offices and the Expert Facility can use these training modules to ensure a coherent methodology for all types of capacity-building activities.

A flagship **Global Report** is also produced every two years to monitor the impact of the 2005 Convention around the world, share good practices and policy recommendations, raise awareness and support for the Convention. Case studies identified through the Report are used in the training modules to show how innovative measures can be found in all parts of the world.

DID YOU KNOW THAT A VIBRANT CREATIVE SECTOR NEEDS SUPPORT AT EACH STAGE OF THE VALUE CHAIN?



TARGETS FOR 2030

In line with the 2030 UN SDGs and the 2005 Convention, the global capacity development programme aims to:

- Strengthen dynamic cultural and creative sectors
- Promote human rights and fundamental freedoms
- Encourage participatory policy design and implementation
- Achieve universal ratification of the Convention
- Integrate culture in national development plans
- Share information on innovative policies for culture

GET INVOLVED

Making the Convention work is the responsibility of everyone. **Government officials and parliamentarians** can introduce the objectives of the Convention in domestic laws, regulations and policies, and promote its principles in other international forums. **Civil society** is encouraged to mobilize citizen's participation and work together with governments on cultural policy design and implementation. The **private sector** plays a crucial role in creating new opportunities for partnerships.

JOIN OUR DONOR COMPACT

The 2005 Convention can help to improve the lives of cultural professionals. It works to better protect the rights and freedoms of artists around the world, and reminds us that policies for the arts matter.

Deeyah Khan UNESCO Goodwill Ambassador for artistic freedom and creativity



DENMARK/
promotion of artistic freedom



REPUBLIC OF KOREA/
development of cultural and creative industries



EUROPEAN UNION/
strengthening of systems of governance for culture



SPAIN/
advancement of culture and development



NORWAY/
promotion of artistic freedom



SWEDEN/
enhancement of fundamental freedoms

YOUR SUPPORT CAN HELP TO

Reshape cultural policies

Support the rights of artists

Design a national plan for culture

Give civil society a voice

Promote digital arts and

Facilitate the mobility of artists

Assist trade negotiations on matters of culture

Support public service media

Improve women's representation in the cultural industries

Boost exports of cultural goods and services

VIBRANT CULTURAL and CREATIVE INDUSTRIES

Contact

Diversity of Cultural Expressions Section
Division of Creativity

Culture Sector – UNESCO
7, Place de Fontenoy
75352 Paris 07 SP, France

convention2005@unesco.org
en.unesco.org/creativity/
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