

## **2022 Call for Projects**

**Support to initiatives that protect and promote artistic freedom, including the status of the artist**

*Unlocking creative futures for all*

**Deadline to apply: 28 February 2023**

The United Nations Educational, Scientific and Cultural Organization (UNESCO), with funding from the Kingdom of Norway, launches a call open for governments and public institutions, as well as civil society organizations, to support initiatives aimed at protecting and promoting artistic freedom including the status of the artist.

## I. Context

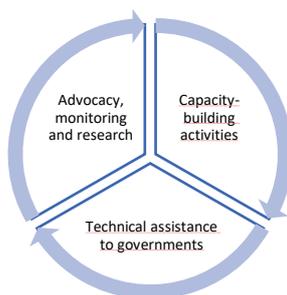
The cultural and creative industries are major drivers of social and economic development. The creative sector contributes significantly to the global economy, representing 3.1% of global GDP and 6.2% of all employment. However, as was highlighted by the COVID-19 crisis, artists and cultural professionals often work in particularly precarious conditions. This is mainly due to the lack of an enabling legal environment that recognizes them as professionals and that protects and fosters their work, allowing them to live off their creativity and deploy their potential to contribute to development processes and the economy.

Developing and retaining creative talents is essential to further exploit the potential of the cultural and creative industries. This requires the establishment of an environment that guarantees decent working and living conditions for artists and cultural professionals, fair remuneration, social safety nets, suitable fiscal conditions, mobility, the ability to unionize and freedom of expression. This notably entails the development of strong regulatory frameworks (laws, policies, measures, etc.) that grant artists and cultural professionals an adequate legal and professional status, as well as the involvement of all relevant stakeholders, from government institutions to civil society organizations.

*“The health crisis has highlighted the vulnerability of artists and the precariousness of their status. More than ever, the promotion of artists’ economic, social and cultural rights is fundamental.”*

**Ernesto Ottone R.**  
Assistant Director-General for  
Culture of UNESCO

In this context, UNESCO has launched several crisis responses in support of artists and cultural professionals. Based on broad stakeholder consultations, including recommendations from the ResiliArt movement, UNESCO has recalibrated the scope of implementation of its [UNESCO-Aschberg programme for artists and cultural professionals](#) to meet the needs expressed by governments, artists, cultural professionals and civil society organizations in accordance with the objectives of the [2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions](#) as well as the [1980 Recommendation concerning the Status of the Artist](#).



The UNESCO-Aschberg programme operates through three types of intervention:

- ⇒ **On-demand technical assistance** to governments and public institutions for the development of regulatory frameworks;
- ⇒ **Capacity-building activities;**
- ⇒ **Advocacy, monitoring and research.**

## II. Objectives of this call for projects

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This call for projects under the UNESCO-Aschberg programme aims to support initiatives by governments and civil society organizations whose objective is to protect and promote [artistic freedom, including the status of the artist, in the broad sense](#), that is to say:

- The right to have artistic work supported, distributed, and remunerated
- Artists' right to freedom of movement
- Artists' right to freedom of association
- The protection of the social and economic rights of artists
- Everyone's right to participate in cultural life
- The right to create without censorship

More specifically, this call for projects includes two tracks:

- **Track 1, open to governments and public institutions: technical assistance** aimed at revising or designing new regulatory frameworks (laws, policies, measures, etc.) that protect and promote artistic freedom, including the status of the artist and cultural professionals.<sup>1</sup>
- **Track 2, open to civil society organizations: financial assistance** in the implementation of innovative projects aimed at advancing the issue of artistic freedom, including the status of the artist at the local, national, regional or international level (e.g., capacity building, advocacy, monitoring and research activities, etc.).

### a. Track 1: technical assistance to governments and public institutions

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The objective of Track 1 of this call for projects is to provide technical assistance to governments and public institutions of UNESCO Member States to revise or design new regulatory frameworks (laws, policies, measures, etc.) that protect and promote artistic freedom, including the status of the artist and cultural professionals.

Technical assistance is a **non-financial assistance** provided by national and international experts, involving the transfer of knowledge and peer-to-peer exchanges, skills training, data collection and consulting services. Its goal, within the framework of this call, is to **provide expertise to UNESCO Member States** in order to reinforce their political commitment, and their institutional and human capacities, through the necessary participation of multiple stakeholders.

On-demand assistance is provided based on an interest expressed by governments and public institutions from UNESCO Member States for services to help them meet the needs and challenges facing the artists and cultural professionals in their countries. It is offered in the spirit of **partnership** in order to ensure ownership and sustainability of results by national stakeholders.

International experts and local partners work together to achieve the aims and objectives of the technical assistance requested by applying countries. The provision of expertise is designed as a continuous process that helps in responding to **identified needs, obstacles and weaknesses**. It also includes **capacity development support** through the organization of training activities to ensure a transfer of competences to the public entities requesting support.

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<sup>1</sup> To support artists, the [UNESCO 1980 Recommendation concerning the Status of the Artist](#) encourages policies, measures and initiatives related to: training, social security, employment, income and taxation conditions, mobility, artistic freedom, gender equality and the digital environment.

### ***Eligible countries***

Governments and public institutions of UNESCO Member States are eligible. Priority will be given to developing countries, those which have not yet been supported by UNESCO under the UNESCO-Aschberg programme (see Annex 1 for the list of projects currently supported) and those which respond to UNESCO's strategic priorities (Africa, gender equality, small island developing states (SIDS), youth and inter-sectorality<sup>2</sup>).

### ***Who can submit a project proposal to Track 1 (technical assistance to governments and public institutions)?***

Applicants should be a national government/public institution whose mandate is relevant for the advancement of artistic freedom, including the status of the artist and cultural professionals, for example:

- National ministries (Culture, Finance, Labour, Tourism, Communication, Social Affairs, etc.)
- National arts councils and specialized committees concerned with arts, cultural and creative industries
- National Parliaments and/or their special thematic commissions

### ***Requirements for applications***

While the applicant is to fill in all sections included in the application, particular attention should be paid to the importance of composing a **multi-stakeholder national team** involving not only various governmental bodies but also relevant **civil society organizations**.

The applicant is also to highlight how to promote **gender equality** in the course of the implementation of technical assistance.

In addition to the technical expertise provided by the UNESCO-Aschberg programme through national/international experts, financial support for up to **30,000 USD** can be requested in order to support the logistics of the project's implementation (e.g., the logistical organization of meetings/consultations/capacity-building activities, funding of communication activities, etc.). The applicant is therefore invited to present a preliminary budget and the planned activities, as indicated in the application form. This support can be decentralized to the applicant or to the relevant UNESCO Field Office. In case of contractual agreement between UNESCO and the applicant, UNESCO will follow its own rules and regulations.

## **b. Track 2: financial assistance to civil society initiatives**

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The objective of Track 2 of this call for projects is to provide financial assistance to civil society organizations (CSOs) to implement innovative projects aimed at advancing the issue of artistic freedom, including the status of the artist, at the local, national, regional or international level. These projects will directly respond to on-the-ground needs expressed by CSOs working to defend artists and cultural professionals, in particular through original approaches that help unleash their full creative potential and make their practice thrive. They can include:

- Capacity-building activities aimed, for example, at:
  - Supporting artists and cultural professionals by improving their knowledge of their rights, and their ability to disseminate, protect and

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<sup>2</sup> Collaboration between the cultural sector and another sector represented under UNESCO's mandate (communication and information, social and human sciences, education, natural sciences).

- monetize their work,
- Supporting the expansion of the pool of experts specialized in the defence of artistic freedom at the legal and policy level in different countries and regions of the world,
- etc.
- Advocacy, monitoring and research activities on artistic freedom, including the status of the artist, such as:
  - Sensitization of different types of audiences (artists and cultural professionals, governments, media, the general public, private sector, etc.) to the need to protect and promote artistic freedom, through communication campaigns, publications, monitoring platforms,
  - Etc.

**i** The ceiling for requests for financial assistance is set at **50,000 USD**.

***Who can submit a project proposal to Track 2 (financial assistance to civil society initiatives)?***

Applicants should be local, national, regional or international civil society organizations (not-for-profit entities) based in a UNESCO Member State country, including, for example:

- non-governmental organizations that promote artistic freedom, and associations and foundations active in the cultural and creative industries, including cultural and professional associations,
- networks or unions of artists and cultural professionals,
- academic institutions and research centres.

***Requirements for applicants***

- to have at least two (02) years of legal existence (provide proof of legal registration);
- to have directly implemented, over the past two years, at least one project in the cultural and creative sector (provide activity reports and financial statements for the past two years, 2020-2021).

**III. Selection criteria**

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Project proposals will be evaluated according to the following criteria:

- **Relevance** of the proposal to the advancement of artistic freedom, including the status of artists and cultural professionals, in alignment with the objectives of the UNESCO 2005 Convention and the 1980 Recommendation
- **Clarity of the proposal**, its objectives, activities, key products and timeline
- **Ability of the applicant** to carry out the proposed project and experience in managing similar ones
- **Effectiveness** of the proposed implementation modality, including with regards to gender mainstreaming
- **Cost-effectiveness** of the proposal, as well as ability to mobilize co-funding/in-kind contributions
- **Relevant partnerships** with concerned stakeholders including other government institutions and civil society organizations

- **Effective communication** and visibility strategy.

Special attention will be granted to applications that address the strategic priorities of UNESCO:

- **Africa**
- **Gender Equality**
- **Small island developing states (SIDS)**
- **Youth**
- **Inter-sectorality<sup>3</sup>**

#### **IV. Application and selection process**

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In order to submit a project proposal, applicants should:

1. Download the electronic application form according to their status (government/public institutions **or** civil society organizations) at:  
<https://www.unesco.org/creativity/fr/aschberg-programme>  
If you experience difficulties downloading the electronic application form, please contact the UNESCO Secretariat at [aschberg@unesco.org](mailto:aschberg@unesco.org).
2. Fill out the application form in English OR in French.
3. Attach the relevant supporting documentation.
4. Sign and date the application form.
5. Send the completed form by email to [aschberg@unesco.org](mailto:aschberg@unesco.org). The UNESCO Secretariat will confirm receipt of proposals via email. All applicants will be notified within two months as to whether their requests have been approved or not.

**An independent panel of experts** will evaluate applications and make a recommendation to UNESCO, which will decide upon the successful candidates, considering the eligibility and selection criteria outlined above.

#### **V. Implementation**

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Selected proposals will be finetuned and finalized in cooperation with UNESCO before the start of implementation, notably in terms of methodology, timeline and budget.

Applicants should be directly responsible for the implementation and management of the proposed activities. In case of contractual agreement between UNESCO and the applicant, UNESCO will follow its own rules and regulations.

The projects are expected to last between **12 and 18 months**. Project implementation will be supported by UNESCO Headquarters and Field Offices.

Once selected, candidates will be required to submit to the UNESCO Secretariat:

1. a detailed **implementation work plan**, no later than one month after the notification of approval (between May and June 2023);
2. a detailed **mid-term report** on the implementation of the project and progress towards the results. The candidate will notify UNESCO of any challenges that may lead to changes in the original work plan or conditions for the successful implementation of the project (between February and June 2024); and,

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<sup>3</sup> Collaboration between the cultural sector and another sector represented under UNESCO's mandate (communication and information, social and human sciences, education, natural sciences).

3. a **final report** providing information on outcomes/outputs and follow-up to the project, no later than three months following its completion (by December 2024).

## VI. Indicative timeline

Activity	Timeframe
Launch of the call for projects	23 December 2022
On-demand assistance provided to potential applicants, to clarify the objectives and scope of the call for projects	January-February 2023
Application deadline	28 February 2023
Announcement of the results	17 April 2023
Implementation period	September 2023-December 2024

## VII. UNESCO Secretariat contact information

Should you have any questions, please contact the UNESCO Secretariat by e-mail:

[aschberg@unesco.org](mailto:aschberg@unesco.org)

UNESCO  
Diversity of Cultural Expressions (DCE)  
Culture Sector  
7, place de Fontenoy  
75352 Paris 07 SP  
France

## Annex I: Examples of ongoing projects

Through its 2021 call, the UNESCO-Aschberg programme selected 12 projects to accompany reforms in favour of the status of the artist in the following countries: **Cabo Verde, Costa Rica, Gambia, Indonesia, Madagascar, Mozambique, Palestine, Peru, Romania, Seychelles, Tunisia and Uganda**. These projects are supporting the strengthening of national legislation and policies, capacity building, monitoring efforts and advocacy initiatives that cover a wide range of issues related to the fundamental rights of artists. These issues can include the status of the artist, decent work, social security, freedom of artistic expression, and awareness-raising among the general public on the contribution of artists and cultural professionals to social and economic development as well as on the importance of granting them the same rights and benefits as other professional categories.

### Projects selected through the 2021 UNESCO-Aschberg call

<p><b>Cabo Verde</b> Strengthening regulatory frameworks to improve the status of artists</p>	<p><b>Costa Rica</b> Decent work conditions for young artists: formulation of a proposal for public policies</p>	<p><b>The Gambia</b> Empowering artists through robust regulations with a focus on women</p>	<p><b>Indonesia</b> Monitoring and promoting artistic freedom</p>	<p><b>Madagascar</b> Data collection on the working conditions of artists and cultural professionals for the formulation of policy recommendations</p>	<p><b>Mozambique</b> Support for the elaboration of the law on the status of the artist</p>
<p><b>Palestine</b> Supporting concrete mechanisms for the preferential treatment of cultural entrepreneurs in the business environment</p>	<p><b>Peru</b> Data collection on the working conditions of artists and cultural professionals to inform policy recommendations</p>	<p><b>Romania</b> Legislative proposal on the status of cultural workers</p>	<p><b>The Seychelles</b> Designing regulations to improve the status of the artist and capacities on copyright, related rights and digital rights</p>	<p><b>Tunisia</b> Finalization of the law on the status of the artist and elaboration of its bylaws</p>	<p><b>Uganda</b> Improving the status of the artist by strengthening regulation</p>