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OPERATIONAL GUIDELINES

Operational Guidelines

Approved by the Conference of Parties at its second session (Paris, 15-16 June 2009), third session (Paris, 14-15 June 2011), fourth session (Paris, 11-13 June 2013) and fifth session (Paris, 10-12 June 2015)

- Measures to Promote Cultural Expressions
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Measures to Promote Cultural Expressions

Article 7 – Measures to Promote Cultural Expressions

1. Parties shall endeavour to create in their territory an environment which encourages individuals and social groups:
 - (a) to create, produce, disseminate, distribute and have access to their own cultural expressions, paying due attention to the special circumstances and needs of women as well as various social groups, including persons belonging to minorities and indigenous peoples;
 - (b) to have access to diverse cultural expressions from within their territory as well as from other countries of the world.
 2. Parties shall also endeavour to recognize the important contribution of artists, others involved in the creative process, cultural communities, and organizations that support their work, and their central role in nurturing the diversity of cultural expressions.
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Principles

1. Cultural policies and measures developed by Parties to promote the diversity of cultural expressions should:
 - 1.1 be part of an integrated approach at the appropriate level and in accordance with the constitutional frameworks;
 - 1.2 be based upon the guiding principles as set forth in Article 2 of the Convention;
 - 1.3 foster the full participation and engagement of all members of society contributing to the diversity of cultural expressions, particularly persons belonging to minorities, indigenous peoples and women;
 - 1.4 take into account the provisions of other international legal instruments in the field of culture which are applicable thereto;
 - 1.5 foster the emergence of a dynamic cultural sector, taking into account all aspects of the cultural activities, goods and services in their diverse modes of creation, production, dissemination, distribution and access, whatever the means and technologies used.
 - 1.6 aim, more specifically to:
 - 1.6.1 at the stage of creation, support artists and creators in their efforts to create cultural activities, goods and services;

- 1.6.2** at the stage of production, support the development of cultural activities, goods and services by promoting access to production mechanisms and encouraging the development of cultural enterprises;
- 1.6.3** at the stage of distribution/dissemination, promote the opportunity of access in the distribution of cultural activities, goods and services through public, private or institutional channels at the national, regional and international level; and
- 1.6.4** at the stage of access, provide information about available domestic or foreign cultural activities, goods and services by making the appropriate incentives available, and develop the capacity for the public to avail itself of such access.

Measures used to facilitate the promotion of cultural expressions (best practices)

In accordance with the sovereign right of States to formulate and implement cultural policies and adopt measures (Article 5.1 of the Convention), the Parties are encouraged to develop and implement policy instruments and training activities in the field of culture. Such instruments and activities should aim at supporting the creation, production, distribution, dissemination and access to cultural activities, goods and services with the participation of all stakeholders, notably civil society as defined in the Operational Guidelines.

2. These instruments could be related to the following fields:
 - 2.1** Legislative: e.g. establishment of structuring legislation in the cultural field (for example, legislation on broadcasting, copyright, status of the artist, etc.);
 - 2.2** Creation/production/distribution: e.g. creation of cultural organizations mandated to create, produce, present or render access to domestic cultural content;
 - 2.3** Financial support: e.g. development of financial support programmes including tax incentives that provide assistance for the creation, production, distribution and dissemination of domestic cultural activities, goods and services;
 - 2.4** Advocacy and promotion: e.g. participation in exchanges on various international legal instruments to advocate and promote the rights of Parties;
 - 2.5** Export and import strategies: e.g. develop both export-driven (promoting cultural expressions abroad) and import-driven strategies (enabling the distribution of diverse cultural expressions in their respective markets);
 - 2.6** Access strategies: e.g. encourage programmes for economically disadvantaged groups and incentives so as to facilitate their access to cultural goods and services.
3. Bearing in mind the technological changes under way in the field of culture and which have the potential to bring considerable change in matters related to the creation,

production, distribution and dissemination of cultural content, Parties are encouraged to promote the following types of intervention:

- 3.1** place specific emphasis on measures and policies aimed at promoting the diversity of cultural expressions that are best adapted to the new technological environment; and
 - 3.2** foster the transfer of information and expertise to help cultural professionals and the cultural industries, with particular regard for youth, to acquire the knowledge and skills required to benefit fully from the perspectives offered by these new technologies.
- 4.** Policy measures and instruments should, wherever possible, be based on existing structures and networks, including grass root communities. These structures should be examined to see how they could be further developed into strategic platforms. At the same time, the development of cultural policies and the establishment of creative industries at the national level could be reinforced through, *inter alia*, regional approaches, wherever possible.
 - 5.** Beyond the principles that Parties should endeavour to apply and the measures they are encouraged to implement, Parties are encouraged to communicate better and share information and expertise on the policies, measures, programmes or initiatives that have achieved the best results in the field of culture.

Measures to Protect¹ Cultural Expressions

Special Situations

Article 8 – Measures to Protect Cultural Expressions

1. *Without prejudice to the provisions of Articles 5 and 6, a Party may determine the existence of special situations where cultural expressions on its territory are at risk of extinction, under serious threat, or otherwise in need of urgent safeguarding.*
2. *Parties may take all appropriate measures to protect and preserve cultural expressions in situations referred to in paragraph 1 in a manner consistent with the provisions of this Convention.*
3. *Parties shall report to the Intergovernmental Committee referred to in Article 23 all measures taken to meet the exigencies of the situation, and the Committee may make appropriate recommendations.*

Article 17 – International Cooperation in Situations of Serious Threat to Cultural Expressions

Parties shall cooperate in providing assistance to each other, and, in particular to developing countries, in situations referred to under Article 8.

Special situations

1. The nature of threats to cultural expressions can be *inter alia* cultural, physical or economic.
2. Parties may take all appropriate measures to protect and preserve cultural expressions within their territories in special situations in conformity with Article 8 of the present Convention.

Measures to protect and preserve cultural expressions

3. Measures taken by the Party under Article 8 (2) will depend on the nature of the “special situation” determined by the Party and may include but will not be limited to: short-term or emergency measures designed to have an immediate effect;

1. According to Article 4.7 of the Convention, “Protection” means the adoption of measures aimed at the preservation, safeguarding and enhancement of the diversity of cultural expressions, and “Protect” means to adopt such measures.

reinforcement or amendment of existing policies and measures; new policies and measures; long term strategies; and appeals to international cooperation.

4. Parties should ensure, that the measures taken under Article 8 (2) do not hinder the guiding principles of the Convention nor are, in any other way, inconsistent with the letter and the spirit of the Convention.

Reporting to the Committee

5. Whenever a Party reports to the Intergovernmental Committee under Article 8.3, it should be able to:
 - 5.1 determine that the situation cannot be subject to action under other UNESCO Conventions;
 - 5.2 identify the risk or threat to the cultural expression or the urgent safeguarding needed, involving experts, civil society, and including grass root communities as appropriate;
 - 5.3 demonstrate the source of the threat *inter alia* with factual data;
 - 5.4 determine the vulnerability and importance of the cultural expression at risk;
 - 5.5 determine the nature of the consequences of the risk or threat to the cultural expression, and demonstrate the nature of the cultural consequences;
 - 5.6 explain the measures taken or proposed to remedy the special situation, including short-term and emergency measures, or long-term strategies;
 - 5.7 if necessary, appeal for international cooperation and assistance.
6. Where a Party has identified a special situation under Article 8 (1) and taken measures under Article 8 (2), the concerned Party will report to the Committee regarding the measures taken. The report should contain the information listed at paragraph 5 of this chapter.
7. The report should be provided to the Committee at least three months before the opening of an ordinary session of the Committee in order to allow for the dissemination of information and consideration of the issue.

Role of the Intergovernmental Committee

8. The Committee will include reports on special situations under Article 8 on the agenda of its ordinary sessions. It will examine the reports and the elements attached thereto.
9. Where a Party has determined a special situation on its territory and brought it to the attention of the Committee, the latter may make recommendations and propose remedial measures to be implemented by the Party concerned, if deemed necessary, in compliance with Article 8 (3) and Article 23 (6) (d).

10. Where a special situation under Article 8 (1) has been determined by a Party, the Committee may also recommend the following appropriate measures:
 - 10.1 foster the dissemination of information on best practices of Parties in similar situations;
 - 10.2 inform the Parties of the situation and invite them to take action in order to provide assistance within the framework of Article 17;
 - 10.3 suggest to the Party concerned that it seek assistance, if needed, from the International Fund for Cultural Diversity. This request should be accompanied by the information and data described in paragraph 5 of this chapter and all other information deemed necessary.

Periodical Report

11. Where a Party has determined a special situation under Article 8 (1) and measures have been taken under Article 8 (2), the Party concerned will include appropriate information about these measures in its periodical report to be provided to UNESCO under Article 9 (a).

International cooperation

12. In accordance with Article 17, the Parties shall cooperate in providing assistance to each other, paying particular attention to developing countries, in situations referred to under Article 8.
13. Cooperation may take various forms: bilateral, regional or multilateral. In this context, Parties may seek assistance from other Parties in accordance with Article 17, and that assistance may be *inter alia* technical or financial.
14. In addition to the individual action by the Parties concerned to remedy a special situation, coordinated actions by the Parties should be encouraged.

Information Sharing and Transparency

Article 9 – Information Sharing and Transparency

Parties shall:

- (a) provide appropriate information in their reports to UNESCO every four years on measures taken to protect and promote the diversity of cultural expressions within their territory and at the international level;*
 - (b) designate a point of contact responsible for information sharing in relation to this Convention; and*
 - (c) share and exchange information relating to the protection and promotion of the diversity of cultural expressions.*
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Quadrennial Periodic Reports of the Parties to the Convention

1. Each Party submits, the fourth year following the year in which it deposited its instrument of ratification, acceptance, approval or accession, and every fourth year thereafter, a report to the Conference of Parties for its examination in accordance with Article 22.4 (b).
2. The reports shall provide relevant information on policies and measures Parties have taken to protect and promote the diversity of cultural expressions within their territory and at the international level, as well as on the impact and results of these policies and measures.
3. The information and data provided in these reports shall facilitate an exchange of experiences and best practices in order to contribute to the implementation of the Convention and its follow-up.

Format and Content of Reports

4. The Parties will provide information according to the format approved by the Conference of Parties and contained in the framework for reports annexed to these Guidelines. It is understood that the Conference of Parties may decide to adapt the framework, taking into account the timetable it has set itself in conformity with Article 9 (a).
5. The quadrennial periodic reports provide qualitative and quantitative information and analyze how, why, when and with what impact, policies and measures, based on the guiding principles set forth in Article 2 of the Convention, to protect and promote the diversity of cultural expressions have been introduced. The reports also provide

statistical evidence, as much as possible, as well as best examples of measures and experiences Parties wish to share.

6. In preparing their reports, Parties will consider the implications of the Convention on the governance of culture and integrated policy-making for the creative sector. Parties are encouraged to form inter-Ministerial working groups, involving various governmental institutions responsible for arts and culture, education, trade, industry, tourism, labour, social and economic development, finance, planning, investment, communications and other governmental institutions concerned, to compile their reports. They are also encouraged to ensure that different government tiers, such as regions and cities, contribute to the preparation of the report.
7. In accordance with the Operational Guidelines for Article 16 of the Convention concerning preferential treatment for developing countries, developed countries will describe how they have implemented their obligations in conformity with this Article. In their turn, developing countries will report on the needs assessment they have carried out and the measures implemented to enhance their benefit from preferential treatment.
8. For each reporting cycle the Conference of Parties may establish, through a corresponding resolution, one or more thematic focus areas in order to address current policy issues and respond to changing contexts.
9. In accordance with the UNESCO Global Priority Gender Equality, the reports shall include information on the measures taken in order to facilitate and promote access for and the participation of women as creators and producers of cultural expressions, as well as the participation of women in the cultural life of societies.
10. Pursuant to the new UNESCO operational strategy 2014-2021 for youth, the reports of the Parties shall include information on the measures taken in order to facilitate and encourage the participation of youth in cultural life as creators, producers and beneficiaries of cultural activities, goods and services.
11. The maximum number of pages is limited to 30 excluding annexes. Information shall therefore be presented in a clear and concise manner.

Ensuring a Participatory Process

12. In preparing their reports, Parties shall conduct multi-stakeholder consultations involving governmental and non-governmental actors, in order to capture the entire range of existing levels of engagement and sources of information.
13. In conformity with Article 11 of the Convention and the operational guidelines on the role and participation of civil society, Parties ensure the involvement of civil society in the preparation of the reports according to jointly-agreed modalities. The reports shall indicate the way in which civil society participated in the drafting process.
14. Parties are encouraged to cooperate with specialized bodies at local, national, regional and international levels to collect information and data requested in the framework of the quadrennial periodic reports.

Submission and Dissemination of Reports

15. Upon request of the Conference of Parties, the Secretariat invites Parties to prepare their quadrennial periodic reports, at the latest six months before the date set for submission. To this end, the Secretariat refers to the points of contact appointed by the Parties and to the Permanent Delegations to UNESCO as well as the National Commissions for UNESCO.
16. Parties submit reports to the Secretariat on paper and in electronic form in one of the working languages of the Committee (English or French). For purposes of information sharing Parties are encouraged to submit their reports in additional languages, whenever possible.
17. Upon receipt of the reports of the Parties, the Secretariat registers them and acknowledges their receipt.
18. The Secretariat forwards to the Committee before its ordinary sessions preceding the Conference of Parties (i.e., every second year) a report monitoring the implementation of the Convention at the international and national levels on the basis of the information and data derived from the quadrennial periodic reports and other sources. The report will indicate transversal issues as well as challenges identified in the reports to be addressed in the future implementation of the Convention.
19. In accordance with Articles 22.4 (b) and 23.6 (c) of the Convention, quadrennial periodic reports, after deliberation by the Committee, are forwarded to the Conference of Parties for review. These reports are accompanied by the Committee's comments and the monitoring report prepared by the Secretariat.
20. To facilitate the exchange of information relating to the protection and promotion of the diversity of cultural expressions, quadrennial periodic reports are made available to the public after each session of the Committee at which they have been considered.

Points of Contact

21. Upon ratification, Parties designate a point of contact responsible for sharing information on the Convention at the national level and, via the Secretariat, at the international level. If the point of contact changes, the Parties shall notify the Secretariat as soon as possible.
22. Points of contact are communication channels through which information about the Convention can be disseminated to relevant Ministries and public agencies. Points of contact shall be in a position to respond to queries about the Convention from the general public.
23. Parties shall involve the points of contact in gathering relevant information coordinating the inputs from different governmental and non-governmental sources, and drafting their quadrennial periodic reports.

Annex

Framework for Quadrennial Periodic Reports on Measures to Protect and Promote the Diversity of Cultural Expressions

Structure

Quadrennial periodic reports (hereafter “reports”) are divided into seven sections with questions that are to act as guides for those designated to prepare the reports. A suggested number of pages is provided.

Section Number	Heading	Suggested number of pages
	<i>Executive summary</i>	1
	<i>Technical information</i>	1
	<i>Overview of cultural policy context</i>	1
1	<i>Cultural policies and measures</i>	8
2	<i>International cultural cooperation</i>	3
3	<i>Preferential treatment</i>	3
4	<i>Culture and sustainable development</i>	3
5	<i>Awareness-raising and participation of civil society</i>	3
6	<i>Transversal issues and UNESCO priorities</i>	2
7	<i>Achievements, challenges, solutions and next steps</i>	2
Annex	<i>Complementary data, information and statistics</i>	

Guidelines for writing reports

The following guidelines shall be taken into consideration when collecting information and data, and writing reports:

- (i) number of pages of the periodic reports should not exceed **30**, excluding Annexes;
- (ii) declarative statements shall be supported by facts and explanations;
- (iii) information and analysis are to be derived from a variety of sources and be illustrated with examples;
- (iv) long historical accounts are to be avoided.

Technical procedures for submission and follow-up of reports

The following procedures shall be respected:

- (i) Parties submit the reports in English or French (the working languages of the Committee) and, whenever possible, in other languages, using the electronic template prepared for this purpose by the Secretariat based on the Framework for Periodic Reports;
- (ii) The report shall conclude with the original signature of the official designated to sign it on behalf of the Party;
- (iii) The original signed version(s) is (are) sent to the following address: UNESCO, Section of the Diversity of Cultural Expressions, 7, Place Fontenoy 75352 Paris 07 SP, France;
- (iv) The reports are also transmitted electronically, in the same format as the Secretariat's template.

Executive Summary

Parties shall provide a one-page summary of the content in their reports. The executive summary should highlight the salient points of the report focusing specifically on the main achievements and challenges in implementing the Convention and the outlook for the future. It is not an introduction to the report or an annotated table of contents.

The summary is transmitted to the Committee and Conference of Parties in accordance with Articles 22.4 (b) and 23.6 (c) of the Convention.

Technical Information

- (a) Name of Party
- (b) Date of ratification
- (c) Organization(s) or entity(ies) responsible for the preparation of the report
- (d) Officially designated point of contact
- (e) Date report was prepared
- (f) Name of designated official(s) signing the report
- (g) Description of the multi-stakeholder consultation process established for the preparation of the report
- (h) Names of the stakeholders, including civil society organizations, involved in the preparation of the report

Overview of cultural policy context

Parties shall describe the key objectives and priorities of their current cultural policy and the impact the Convention has had in their formulation or reformulation. They will also report on the opportunities and challenges to promote the diversity of cultural expressions in a digital environment.

In doing so, they shall address the following question: Has the Convention been integrated into the policy development process in any of the following ways?

- (i) It is (or has been) the basis for changing one or more policies;
- (ii) It is (or has been) a tool to promote policy discussion;
- (iii) It is (or has been) a reference for ongoing policy development.

1. Cultural Policies and Measures

Parties shall provide information on policies and measures adopted to protect and promote the diversity of cultural expressions within their territory, at the national, regional or local levels at the different stages of the cultural value chain, namely:

- creation,
- production,
- distribution / dissemination, and
- participation / enjoyment.

 *Please note that intangible cultural heritage is not covered by the scope of the 2005 Convention and should therefore not be covered in this report.*

Measures may be understood as those that nurture creativity, form part of an enabling environment for independent producers and distributors as well as those that provide access to the public at large to diverse cultural expressions. They may be regulatory or legislative, action or programme oriented, institutional or financial measures. They may be specifically introduced to address the special circumstances and needs of individuals (e.g. women, young people) or groups (e.g. minorities, indigenous peoples) as creators, producers or distributors of cultural expressions.

For more information on the types of measures to be reported on, please refer to Article 6, “Rights of Parties at the National Level”, and the Operational Guidelines adopted on Article 7 on “Measures to Promote Cultural Expressions”. A list of innovative examples is available from the Convention website.

The **key questions** to be addressed in this section are:

- (a) Name of the measure
- (b) What are the main objectives of the measure?

- (c) What is the scope (local, national, regional level), nature (legislative, regulatory, financial, institutional) and main features of the measure?
- (d) Does it specifically target individuals (e.g. women) and/or social groups as defined in Article 7 of the Convention as “persons belonging to minorities and indigenous peoples”?
- (e) What are the results expected through the implementation of the measure?
- (f) Which agency is responsible for its implementation and what financial resources have been allocated to implement the measure?
- (g) Are non-governmental organisations and/or the private sector engaged in the implementation of the measure?
- (h) Was this measure introduced or revised in order to:
 - Implement the provisions of the Convention?
 - Support/nurture policy discussion inspired by the Convention?
 - Other reasons unrelated to the Convention?
- (i) Has the implementation of the measure been evaluated? If so, what were the main conclusions and which indicators were used to determine impact?

Please respond to the **key questions** (a) – (i) above concerning the measures adopted to promote the diversity of cultural expressions at different stages of the cultural value chain.

 *You can describe up to ten key measures.*

2. International Cultural Cooperation

The purpose of this section is to report on measures aimed at facilitating international cultural cooperation.

Measures may be understood as international cultural cooperation frameworks and programme activities that:

- ➔ facilitate **dialogue between public officials** on policy issues;
- ➔ promote exchange between **professionals working in public sector** cultural institutions aimed at building strategic and management capacities;
- ➔ foster cooperation between **professionals working in the cultural and creative industries** aimed at building creation and production capacities.

For more information on the types of measures to be reported on, please refer to Article 12 (Promotion of International Cooperation). A list of innovative examples is available from the Convention website.

The **key questions** to be addressed in this section are:

- (a) Name of the measure
- (b) What are the main objectives of the measure?

- (c) What is the scope (local, national, regional level), nature (legislative, regulatory, financial, institutional) and main features of the measure?
- (d) Does it specifically target individuals (e.g. women) and/or social groups as defined in Article 7 of the Convention as “persons belonging to minorities and indigenous peoples”?
- (e) What are the results expected through the implementation of the measure?
- (f) Which agency is responsible for its implementation and what financial resources have been allocated to implement the measure?
- (g) Are non-governmental organisations and/or the private sector engaged in the implementation of the measure?
- (h) Was this measure introduced or revised in order to:
 - Implement the provisions of the Convention?
 - Support/nurture policy discussion inspired by the Convention?
 - Other reasons unrelated to the Convention?
- (i) Has the implementation of the measure been evaluated? If so, what were the main conclusions and which indicators were used to determine impact?

Please respond to the **key questions** (a) – (i) above concerning the measures adopted to promote the diversity of cultural expressions at different stages of the cultural value chain.

 *You can describe up to six key measures.*

3. Preferential Treatment

The purpose of this section is to report on measures aimed at granting preferential treatment as defined in Article 16 of the Convention and benefiting from it.

Article 16 stipulates that preferential treatment to be granted by developed to developing countries, through appropriate legal and institutional frameworks to achieve, inter alia, the emergence of a dynamic cultural sector in developing countries and wider and more balanced cultural exchanges. Preferential treatment as defined by Article 16 is understood as having both a cultural and/or a trade component.

Preferential treatment provision of the Convention creates an obligation for developed countries in favor of developing countries with regard to persons (artists and cultural professionals) and cultural goods and services.

In this light, preferential treatment measures can be reported on as having an impact on three different levels:

- *individual: human resource development, including programmes to facilitate the mobility and exchange of artists and cultural professionals and build expertise among them;*
- *institutional or organizational: building capacities of cultural enterprises and*

organizations in promoting the economic and trade dimension of the sector, including support schemes and co-distribution agreements;

- *industry: wider systemic relationships established through bilateral, regional and multilateral trade agreements, cultural policy and other frameworks.*

📌 *For more information on the types of measures to be reported on, please refer to Article 16 (Preferential Treatment for Developing Countries) and its corresponding Operational Guidelines.*

Developed countries

📌 *This sub-section is addressed to Parties from **developed countries**. If your country is a developing country, please go directly to the next sub-section.*

Parties from developed countries describe the measures they have adopted to grant preferential treatment to artists and other cultural professionals and practitioners, as well as cultural goods and services from developing countries.

The **key questions** to be addressed in this section are:

- (a) Name of the measure
- (b) What are the main objectives of the measure?
- (c) What is the scope (local, national, regional level), nature (legislative, regulatory, financial, institutional) and main features of the measure?
- (d) Does it specifically target individuals (e.g. women) and/or social groups as defined in Article 7 of the Convention as “persons belonging to minorities and indigenous peoples”?
- (e) What are the results expected through the implementation of the measure?
- (f) Which agency is responsible for its implementation and what financial resources have been allocated to implement the measure?
- (g) Are non-governmental organisations and/or the private sector engaged in the implementation of the measure?
- (h) Was this measure introduced or revised in order to:
 - Implement the provisions of the Convention?
 - Support/nurture policy discussion inspired by the Convention?
 - Other reasons unrelated to the Convention?
- (i) Has the implementation of the measure been evaluated? If so, what were the main conclusions and which indicators were used to determine impact?

Please respond to the **key questions** (a) – (i) above in relation to the measures adopted to grant preferential treatment for developing countries.

🚩 *You can describe up to **six key measures**.*

Developing countries

 *This sub-section is addressed to **developing countries**.*

The Operational Guidelines relating to Article 16 specify that “developing countries are encouraged to implement, where possible, policies and measures designed to enhance their benefit from preferential treatment”.

In this Section, Parties from developing countries describe the measures they have adopted to identify their priorities, specific needs and interests, and enhance their benefit from preferential treatment. These Parties will also report on the preferential treatment measures they have taken to promote South-South cooperation.

The **key questions** to be addressed in this section are:

- (a) Name of the measure
- (b) What are the main objectives of the measure?
- (c) What is the scope (local, national, regional level), nature (legislative, regulatory, financial, institutional) and main features of the measure?
- (d) Does it specifically target individuals (e.g. women) and/or social groups as defined in Article 7 of the Convention as “persons belonging to minorities and indigenous peoples”?
- (e) What are the results expected through the implementation of the measure?
- (f) Which agency is responsible for its implementation and what financial resources have been allocated to implement the measure?
- (g) Are non-governmental organisations and/or the private sector engaged in the implementation of the measure?
- (h) Was this measure introduced or revised in order to:
 - Implement the provisions of the Convention?
 - Support/nurture policy discussion inspired by the Convention?
 - Other reasons unrelated to the Convention?
- (i) Has the implementation of the measure been evaluated? If so, what were the main conclusions and which indicators were used to determine impact?

Please respond to the **key questions** (a) – (i) above in relation to the measures adopted to grant preferential treatment for developing countries.

 *You can describe up to **six key measures**.*

4. Integration of culture in sustainable development policies

Taking into account the policies and measures reported on under sections 1, 2 and 3 of this Framework, Parties are invited to list here the measures that focus on integrating culture as a strategic element in sustainable development policies and assistance programmes at the national and international levels.

Typically, these measures are implemented by agencies responsible for economic growth, environmental sustainability and social inclusion (national level) and by development cooperation agencies (international level).

Operational Guidelines on Article 13 define sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (ref. Report of the World Commission on Environment and Development, 1987).

It is understood that sustainable development policies are to be formulated, adopted and implemented with relevant authorities responsible for the economy, environment, social affairs and culture. Measures to be reported on this section should take this interrelatedness into account.

4.a. Measures at the national level

Please describe the measures taken with a view to achieving the following goals and outcomes:

- ➔ integrating culture into *overall national development planning*, i.e., strategies, policies and action plans;
- ➔ achieving *economic, social and environmental* outcomes by integrating culture into, inter alia, poverty eradication, social inclusion, education and training strategies;
- ➔ securing *fairness and equitable treatment* of disadvantaged individuals and social groups (including women) to participate in cultural life;
- ➔ securing *equity* in the distribution of cultural resources between regions and urban and rural areas.

📖 *For more information on the types of measures to be reported on, please refer to the Operational Guidelines on Article 13 (Integration of culture in sustainable development).*

The **key questions** to be addressed in this section are:

- (a) Name of the measure
- (b) What are the main objectives of the measure?
- (c) What is the scope (local, national, regional level), nature (legislative, regulatory, financial, institutional) and main features of the measure?
- (d) Does it specifically target individuals (e.g. women) and/or social groups as defined in Article 7 of the Convention as “persons belonging to minorities and indigenous peoples”?
- (e) What are the results expected through the implementation of the measure?

- (f) Which agency is responsible for its implementation and what financial resources have been allocated to implement the measure?
- (g) Are non-governmental organisations and/or the private sector engaged in the implementation of the measure?
- (h) Was this measure introduced or revised in order to:
 - Implement the provisions of the Convention?
 - Support/nurture policy discussion inspired by the Convention?
 - Other reasons unrelated to the Convention?
- (i) Has the implementation of the measure been evaluated? If so, what were the main conclusions and which indicators were used to determine impact?

Please respond to the **key questions** (a) – (i) above in relation to the measures adopted to integrate culture in national development policies and plans.

 *You can describe up to six key measures.*

4.b. Measures at the international level

Please describe the measures taken to integrate culture in regional / international development assistance frameworks, policies and programmes (including South-South cooperation) to support the emergence of dynamic creative sectors in developing countries through:

-  *strengthening human and institutional capacities* for policy development and entrepreneurship through training, networking, exchange of information, etc.;
-  *transfer of technology and expertise* in the areas of cultural industries and enterprises: needs analysis, access to new information and communication technologies, development of new platforms, etc.;
-  *financial support*: contribution to the IFCD, integration of the cultural sector within framework plans for official development assistance (ODA), facilitating access of the cultural industries to public and private funding, design of innovative financial mechanisms, etc.

 *For more information on the types of measures to be reported on, please refer to the Operational Guidelines on Article 14 (Cooperation for Development).*

The **key questions** to be addressed in this section are:

- (a) Name of the measure
- (b) What are the main objectives of the measure?
- (c) What is the scope (local, national, regional level), nature (legislative, regulatory, financial, institutional) and main features of the measure?
- (d) Does it specifically target individuals (e.g. women) and/or social groups as defined in Article 7 of the Convention as “persons belonging to minorities and indigenous peoples”?
- (e) What are the results expected through the implementation of the measure?

- (f) Which agency is responsible for its implementation and what financial resources have been allocated to implement the measure?
- (g) Are non-governmental organisations and/or the private sector engaged in the implementation of the measure?
- (h) Was this measure introduced or revised in order to:
 - Implement the provisions of the Convention?
 - Support/nurture policy discussion inspired by the Convention?
 - Other reasons unrelated to the Convention?
- (i) Has the implementation of the measure been evaluated? If so, what were the main conclusions and which indicators were used to determine impact?

Please respond to the **key questions** (a) – (i) above in relation to the measures adopted to integrate culture in international development assistance.

 *You can describe up to six key measures.*

5. Awareness-raising and participation of civil society

For the purposes of this Convention, civil society means non-governmental organizations, non-profit organizations, professionals in the culture sector and associated sectors, groups that support the work of artists and cultural communities (see paragraph 3 of the Operational Guidelines on the Participation of Civil Society).

Parties have acknowledged the fundamental role of civil society in protecting and promoting the diversity of cultural expressions and have committed to encourage their active participation in activities, designed to achieve the objectives of this Convention.

Parties

The purpose of this sub-section is to report on what Parties are doing to involve civil society in their activities, what resources they are providing to ensure their involvement, and what results have been achieved.

Parties are to provide information on how they have involved civil society in activities such as:

-  Promoting the objectives of the Convention through awareness-raising and other activities;
-  Collecting data and sharing and exchanging information on measures to protect and promote the diversity of cultural expressions within their territories and at the international level;
-  Developing policies while providing spaces where the ideas of civil society can be heard and discussed;
-  Implementing Operational Guidelines, etc.

 *For more information on the types of measures to be reported on, please refer to Article 11 (Participation of Civil Society) and its corresponding Operational Guidelines.*

Civil society

This sub-section is designed to engage civil society in reporting on what they have done to implement the Convention as per their roles and responsibilities outlined in Article 11 of the Convention and its Operational Guidelines.

Civil Society may contribute to the reports with information on activities they are pursuing, such as:

- ➔ Promoting the objectives and principles of the Convention within their territories and in the international fora;
- ➔ Promoting ratification of the Convention and its implementation by governments;
- ➔ Bringing the concerns of citizens, associations and enterprises to public authorities, including those of vulnerable groups such as women and persons belonging to minorities;
- ➔ Contributing to the achievement of greater transparency and accountability in the governance of culture;
- ➔ Monitoring policy and programme implementation on measures to protect and promote the diversity of cultural expressions, etc;
- ➔ Building capacities in domains linked to the implementation of the Convention and carrying out data collection;
- ➔ Creating innovative partnerships with the public and private sectors and with civil society of other regions of the worlds.

Civil society may also wish to share information on:

- ➔ Activities they have planned for the next four years to implement the Convention;
- ➔ Main challenges encountered or foreseen and solutions found or envisaged to overcome those challenges, etc.

📌 *Please specify which civil society organizations contributed to this section of the report.*

6. Transversal issues and UNESCO priorities

Transversal issues

In this section, Parties report on the emerging transversal issue(s) identified by the governing bodies of the Convention for each reporting cycle. In doing so, they may be guided by **key questions** (a) – (i).

A resolution of the Conference of Parties will determine the transversal issue(s) to be reported on for each four-year reporting cycle.

UNESCO Global Priority: Gender Equality

Gender equality is UNESCO global priority for the 2014-2017 Programme and Budget period.

According to Article 7 of the Convention, Parties are encouraged to “pay due attention

to the special circumstances and needs of women”. Such attention means adopting and implementing policies and measures designed to support women as creators and producers of cultural expressions, and as citizens participating in cultural life. In order to achieve this, an *integrated policy response* through legislative, regulatory and institutional measures may be required.

In this section, Parties describe at least one policy or measure adopted to promote gender equality in the cultural sector, and support women as creators, producers and beneficiaries of cultural expressions. In doing so, they may be guided by **key questions** (a) – (i).

UNESCO Operational Strategy for Youth

Empowering young people and promoting the participation of youth in the implementation of the Convention is in line with the UNESCO Operational Strategy 2014-2021 for Youth.

In this section, Parties describe at least one policy, measure or project to, for example:

- encourage the participation of youth as creators, producers and beneficiaries of cultural activities, goods and services;
- facilitate the involvement of youth and youth-led organizations and the integration of their concerns and needs in cultural policy-making processes;
- introduce new curricula or programmes in higher education and training institutions to build new skills required for the cultural and creative industries including entrepreneurial, management and technological skills;
- involve youth in collecting and disseminating information about the diversity of cultural expressions in their communities.

In doing so, they may be guided by **key questions** (a) – (i).

7. Achievements, challenges, solutions and next steps

In this section of the reports, Parties and other participating stakeholders share information on:

1. The main **results** achieved in implementing the Convention;
2. The main implementation **challenges** encountered or foreseen;
3. The **solutions** found or envisaged to overcome those challenges;
4. The **steps planned for the next four years** towards implementation of the Convention and priorities identified for that period.

 Please note that Parties having already submitted a quadrennial periodic report on the implementation of the Convention will describe the achievements, challenges and solutions within the timeframe of the past four years, i.e., since their previous report.

Complementary data, information and statistics

The approach taken to the provision of statistical information in the reports is a pragmatic one. This means that Parties are asked, to the extent possible, to provide statistical information that already exists. This data may have been collected through national surveys, mapping studies, etc. Suggestions for where data can be found are provided below. All sources of data and the year of collection / publication are to be listed.

1. Economy and finance

When reporting data in this section, it is important to define the “cultural sector” for statistical purposes and apply that definition consistently. For guidelines, please refer to the 2009 UNESCO Framework for Cultural Statistics (FCS) at:

<http://www.uis.unesco.org/culture/Documents/framework-cultural-statistics-culture-2009-en.pdf>

1.1. Total flows of cultural goods and services

Please refer to the definitions of cultural goods and services in the 2009 UNESCO Framework for Cultural Statistics which lists the *Harmonized Commodity Description and Coding System (HS)* and the *Extended Balance of Payments (EBOPS)* codes to be used when defining cultural goods and services. Additional information on cultural services statistics can be found in the *Manual on Statistics of International Trade in Services*, available at: <http://unstats.un.org/unsd/tradeserv/TFSITS/manual.htm>.

1.1.a Cultural Goods

- (a) Exports in cultural goods (total in USD; year; source)
- (b) Imports in cultural goods (total in USD; year; source)

1.1.b Cultural Services

- (a) Exports in cultural services (total in USD; year; source)
- (b) Imports in cultural services (total in USD; year; source)

1.2. Contribution of cultural activities to Gross Domestic Product (GDP)

Please refer to the 2009 UNESCO Framework for Cultural Statistics (FCS) for the list of applicable cultural codes in the International Standard Industrial Classification (ISIC). Please indicate which methodology was used to calculate the share of culture in total GDP (value added, input/output, etc.).

- (a) Total GDP (in USD; year; source)
- (b) Share of cultural activities in GDP (in percentage; year; source)

1.3. Government expenditure on culture

- (a) Total government expenditure (in USD; year; source)
- (b) Share of culture in government expenditure (in USD and as percentage of total government expenditure; year; source)

If Culture expenditure is not available, please use government expenditure on Recreation and Culture.

2. Books

- (a) Number of published titles (year; source)
- (b) Number of publishing companies (year; source):
 - Small size (1 to 20 titles per year)
 - Medium size (21 to 49 titles per year)
 - Large size (50 titles and above per year)
- (c) Bookshops and sales
 - Bookstore chains (total number and sales in USD; year; source)
 - Independent book stores (total number and sales in USD; year; source)
 - Book stores in other retail structures, including department stores (total number and sales in USD; year; source)
 - Online retailers (total number and sales in USD; year; source)
- (d) Translation flows: number of published translations (year; source)

3. Music

- (a) Production: number of albums produced:
 - Physical format (year; source)
 - Digital format (year; source)
 - Independent (year; source)
 - Majors (year; source)
- (b) Sales: total number of recorded music sales:
 - Physical format, broken down by CDs and other physical formats (year; source)
 - Digital format, broken down by Single Tracks and Digital Albums (year; source)

4. Media

For definitions and information on media statistics, please refer to the *UIS Guidebook of Broadcast and Newspaper Indicators* available at this address: <http://www.uis.unesco.org/Communication/Documents/tp10-media-indicators-2013-en.pdf>.

(a) Broadcasting audience and share (year; source):

Programme type	Audience share	Type of ownership (Public, Private, community)	Type of access (Paid-free)
1 st Channel			
2 nd Channel			
3 rd Channel			
4 th Channel			

(b) Broadcasting media organizations (year; source):

Ownership	Number of domestic media organizations providing			
	Radio channels only	Television channels only	Both radio and television channels	Total
Public				
Private				
Community				
Not specified				
Total				

(c) Newspapers (year; source):

Publishing format*	Number of titles	
	Daily Newspapers	Non Daily Newspapers
Printed		
Free only		
Paid only		
Both free and paid		
Both Print and Online		
Free only		
Paid only		
Both free and paid		
Total		

* Excluding online newspapers only.

5. Connectivity, infrastructure, access

- (a) Number of mobile telephone subscribers per 1000 inhabitants (year; source)
- (b) Number of households with Internet access at home (year; source)
- (c) Number of individuals using the Internet (year; source)

6. Cultural participation

Percentage of people participating in cultural activities at least one time during the past 12 months:

Cultural participation (in %)			
Activity	Female	Male	Total
Cinema			
Theatre (including cabaret, opera and puppet shows)			
Dance (including ballet)			
Live concert / musical performance			
Exhibition			
Total			

If available, please indicate the reasons for not attending cultural events at least one time during the past year:

Main reasons for non-participation (in %)			
Type	Female	Male	Total
Too expensive			
Lack of interest			
Lack of time			
Lack of information			
Too far away			

7. Additional clarifications

Please provide any additional explanations and clarifications as necessary.

Education and Public Awareness

Article 10 – Education and Public Awareness

Parties shall:

- (a) encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, inter alia, through educational and greater public awareness programmes;*
 - (b) cooperate with other Parties and international and regional organizations in achieving the purpose of this Article;*
 - (c) endeavour to encourage creativity and strengthen production capacities by setting up educational, training and exchange programmes in the field of cultural industries. These measures should be implemented in a manner which does not have a negative impact on traditional forms of production.*
-

General considerations

1. *Parties to the Convention have a crucial responsibility to encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, including through formal and non-formal educational programmes, as well as public awareness activities aimed at citizens of all ages.*
2. Educational and public awareness-raising programmes and measures should, inter alia, highlight the distinct characteristics of this Convention and bring out its specificities in comparison to other UNESCO normative instruments in the field of culture.

Educational tools and programmes

3. Parties should encourage, at the appropriate levels, the adoption of an integrated approach in the design and implementation of educational programmes that promote the objectives and principles of the Convention. This should involve strengthening the ties between culture and education at the policy, programme and institutional levels.
4. Professions in the field of cultural industries have undergone rapid change; training for these professions must therefore be subject to a continual process of reflection and initiatives. In this respect, Parties shall consider, but not restrict themselves to the following: identification of skills required and gaps in training, particularly related to digital expertise; the development of curricula; building partnerships between training institutions and industrial sectors concerned. Finally, cooperation with public authorities and private institutions involved in sustainable development and youth programmes should also be encouraged.

5. *Schools are important platforms* for transmitting information and knowledge on the importance of protecting and promoting the diversity of cultural expressions to young people. In this context, Parties can encourage, at the appropriate levels, the introduction of policies and programmes as well as the dedication of required resources aimed at:
 - (a) including the diversity of cultural expressions in school curricula adapted to local contexts and cultures;
 - (b) developing educational and training materials in multiple formats, including those online, such as books, CDs, videos, documentaries, manuals or brochures, interactive games, etc.;
 - (c) inviting artists and cultural professionals in the development of such materials and to participate in the activities of schools and other educational institutions;
 - (d) enhancing the capacities of teachers to raise students' awareness about the diversity of cultural expressions and use, wherever available, guides and manuals to this end;
 - (e) involving adults and parent associations to suggest themes and modules for teaching about the diversity of cultural expressions in schools;
 - (f) involving youth in collecting and disseminating information about the diversity of cultural expressions in their communities;
 - (g) transmitting acquired experiences through the promotion of participatory educational methodologies, mentoring activities and apprenticeships.

6. *Higher education, training and research institutions* are important environments for nurturing creativity and building capacities in the field of cultural industries and development of cultural policies. In this context, Parties can support such institutions and encourage them to introduce programmes that facilitate skills development, the mobility and exchange of the next generation of cultural industry and cultural policy professionals. Parties may also consider establishing UNESCO Chairs in the field of cultural policies and industries.

Raising public awareness

7. Parties can devote resources to develop *awareness-raising tools* in multiple formats that meet the needs of diverse audiences, employ new information and communication technologies as well as non-formal means of transmitting knowledge. Artists and cultural professionals are to be invited to participate in the development of such tools.

8. Parties shall *provide support for events* that can raise public awareness and disseminate information on the diversity of cultural expressions through, for example, the organization of symposia, workshops, seminars and public fora as well as exhibitions, concerts, festivals, competitions, international days, etc. In this context, whenever possible, Parties should partner with public and private actors as well as existing civil society structures and networks.

9. The *media* can effectively contribute to raising public awareness about the importance of protecting and promoting the diversity of cultural expressions. Parties should provide support for the production of specialized programmes and campaigns that can be distributed through all types of media and reach diverse target groups. The establishment of a network of cultural journalists specializing in this field could be encouraged. Local broadcasting networks and community radios could play a major role in enhancing knowledge of diverse cultural expressions and events, as well as sharing information on good practices.

Promoting cooperation

10. Parties are encouraged to establish close collaboration with other intergovernmental and regional organizations in their efforts to raise awareness of the importance of protecting and promoting the diversity of cultural expressions.
11. Parties are encouraged, through their designated points of contact (Articles 9 and 28 of the Convention) or through the National Commissions, to monitor the implementation of educational programmes and public awareness activities and to share information and good practices between them.

Role and Participation of Civil Society

1. The Convention's most explicit provision with regard to civil society is Article 11 (Participation of civil society). Reference to civil society is made, explicitly or implicitly, in several other provisions of the Convention, including Articles 6, 7, 12, 15 and 19.

2. **Article 11 – Participation of civil society**

Parties acknowledge the fundamental role of civil society in protecting and promoting the diversity of cultural expressions. Parties shall encourage the active participation of civil society in their efforts to achieve the objectives of this Convention.

Definition and roles of civil society

3. For the purposes of this Convention, civil society means non-governmental organizations, non-profit organizations, professionals in the culture sector and associated sectors, groups that support the work of artists and cultural communities.
4. Civil society plays an essential role in the implementation of the Convention: it brings citizens', associations' and enterprises' concerns to public authorities, monitors policies and programmes implementation, plays a watchdog role, serves as value-guardian and innovator, as well as contributes to the achievement of greater transparency and accountability in governance.

Contribution of civil society to the implementation of the provisions of the Convention

5. Parties should encourage civil society to participate in the implementation of the Convention by associating it by appropriate means on cultural policy-making and by facilitating access to information relating to the protection and promotion of the diversity of cultural expressions, and facilitating the strengthening of capacities in this field. Parties could foresee the provision of *ad hoc*, flexible and effective mechanisms in this regard.
6. The potential of civil society to act as an innovator and change-agent in the implementation of the Convention should be fully utilised. Parties should encourage civil society to bring new ideas and approaches to the formulation of cultural policies, as well as to the development of innovative cultural processes, practices or programmes that help achieve the objectives of the Convention.

The contribution of civil society could be exercised in the following areas:

- support to Parties, as appropriate, in the elaboration and implementation of cultural policies;
- capacity-building in specific domains linked to the implementation of the Convention and carrying out data collection in the field of the protection and promotion of the diversity of cultural expressions;

- promotion of specific cultural expressions by giving voice to groups such as women, persons belonging to minorities, and indigenous peoples, so as to ensure that all stakeholders' special circumstances and needs are taken into account when formulating cultural policies;
- advocating the widespread ratification of the Convention and its implementation by governments, as well as in assisting Parties to promote the objectives and principles of the Convention in other international forums;
- input in the establishment of periodical reports of Parties, within their field of competence. This input would give more responsibility to civil society and would encourage transparency in the elaboration of the reports;
- cooperation for development at local, national and international levels, by initiating, creating or being associated to innovative partnerships with the public and private sectors as well as with civil society of other regions of the world (Article 15 of the Convention).

Contribution of civil society to the work of the organs of the Convention

7. Civil society is encouraged to contribute to the work of the organs of the Convention according to the modalities to be defined by these organs.
8. The Committee may consult at any time public or private organizations and individuals on specific issues in accordance with Article 23 (7) of the Convention. In such cases, the Committee may invite them to attend a specific meeting of the Committee, regardless of whether the organization or group has been accredited to participate in the sessions of the Committee.
9. Civil society organizations authorised to participate as observers in the Conference of Parties and the Intergovernmental Committee, according to the Rules of Procedure of the respective body, may:
 - maintain the dialogue with Parties in an interactive manner with regard to their positive contribution to the implementation of the Convention, preferably, as appropriate, before the sessions of the organs;
 - participate in the meetings of these bodies;
 - be given the floor by the Chairperson of the respective body;
 - submit written contributions relevant to the work of the respective bodies when authorized by the Chairperson, to be circulated to all delegations and observers by the Secretariat to the Convention as information documents.

Participation of civil society in the International Fund for Cultural Diversity

10. The elements concerning this participation are addressed within the framework of the operational guidelines on the use of the resources of the Fund.

Annex

Set of Criteria for Admission of Civil Society Representatives at the Meetings of the Organs of the Convention

1. Civil society organizations or groups could be admitted to attend the sessions of the organs of the Convention, according to the procedure established by the Rules of Procedure of each organ, if they comply with the following criteria:
 - (a) have interests and activities in one or more fields covered by the Convention;
 - (b) have a legal status in compliance with the established rules of the jurisdiction in the country of registration;
 - (c) are representative of their respective field of activity, or of the respective social or professional groups they represent.
2. The request for admission shall be signed by the official representative of the organization or group² and will be accompanied by:
 - (a) a copy of its statutes or bylaws;
 - (b) a list of members or, in the case of non-membership entities (e.g. foundations), a list of board members;
 - (c) a brief description of their recent activities, which also illustrates their representativeness in the fields covered by the Convention.

2. This does not apply to NGOs maintaining official relations with UNESCO.

Promotion of International Cooperation³

Article 12 – Promotion of International Cooperation

Parties shall endeavour to strengthen their bilateral, regional and international cooperation for the creation of conditions conducive to the promotion of the diversity of cultural expressions, taking particular account of the situations referred to in Articles 8 and 17, notably in order to:

- (a) facilitate dialogue among Parties on cultural policy;*
 - (b) enhance public sector strategic and management capacities in cultural public sector institutions, through professional and international cultural exchanges and sharing of best practices;*
 - (c) reinforce partnerships with and among civil society, non-governmental organizations and the private sector in fostering and promoting the diversity of cultural expressions;*
 - (d) promote the use of new technologies, encourage partnerships to enhance information sharing and cultural understanding, and foster the diversity of cultural expressions;*
 - (e) encourage the conclusion of co-production and co-distribution agreements.*
-

3. At its second session in June 2009, the Conference of Parties to the 2005 Convention decided that 'Article 12 of the Convention is already of an operational character and needs no further explanation in the guidelines' (Resolution 2.CP.7).

Integration of Culture in Sustainable Development

Article 13 – Integration of Culture in Sustainable Development

Parties shall endeavour to integrate culture in their development policies at all levels for the creation of conditions conducive to sustainable development and, within this framework, foster aspects relating to the protection and promotion of the diversity of cultural expressions.

General considerations

1. Sustainable development is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Report of the World Commission on Environment and Development, 1987).
2. The economic, cultural, social and environmental aspects of sustainable development are complementary.
3. Protection, promotion and maintenance of cultural diversity are essential requirements for sustainable development for the benefit of present and future generations (Article 2.6 of the Convention), since they contribute to social and cultural fulfilment, individual and collective well-being, and to the maintenance of creativity and vitality of cultures and institutions.
4. The diversity of cultural expressions must be taken into account in the development process because it contributes to the strengthening of identity and social cohesion and to the building of inclusive societies that uphold the equal dignity of and respect for all cultures.
5. Culture should be integrated into national policies and plans and into international cooperation strategies in order to achieve human development goals⁴ and notably poverty reduction.
6. The integration of culture into development policies at all levels (local, national, regional and international) makes it possible to:
 - 6.1 contribute to the protection and promotion of the diversity of cultural expressions;
 - 6.2 foster universal access, participation in and enjoyment of creation and production of cultural expressions, especially for disadvantaged groups;
 - 6.3 realize the full potential and contribution of cultural industries to sustainable development, economic growth and the promotion of decent quality of life through the creation, production, distribution and dissemination of cultural expressions;

4. “Human development is a process of enlarging people’s choices”, *Human Development Report*, UNDP, 1990, p.10.

- 6.4 maintain social cohesion, fight violence through cultural activities that promote human rights and the culture of peace and reinforce the sense of social integration of youth;
- 6.5 reinforce and improve development policies, *inter alia*, in the sectors of education, tourism, public health, security and urban planning.

Guidelines

- 7. Sustainable development is the result of a collection of policies and measures suited to national and local contexts that maintain the harmony of the local cultural ecosystem. For the sake of ownership and harmonization of development policies, when developing such policies, Parties shall endeavour to take into account the following elements.
 - 7.1 Since economic, environmental, social and cultural systems are interdependent and cannot be considered separately, sustainable development policies and measures should be formulated, adopted and implemented in concert with all the relevant public authorities in all sectors and at all levels. Thus effective coordination mechanisms should be established, particularly at the national level.
 - 7.2 Raising awareness among decision makers and their partners of the importance of the cultural dimension of development policies and sensitizing development policy managers from other sectors to cultural issues are essential for achieving the objectives of Article 13.
 - 7.3 The integration of culture into sustainable development policies entails acknowledgment, in particular, of:
 - 7.3.1 the fundamental role of education for sustainable development and the inclusion of culture in the different aspects of educational delivery to foster an understanding and appreciation of diversity and its expressions;
 - 7.3.2 recognition of the needs of women, of the various social groups mentioned in Article 7 of the Convention, and of disadvantaged geographical areas;
 - 7.3.3 the use of new technologies and the expansion of networked communication systems.

Measures related to the integration of the diversity of cultural expressions into sustainable development

8. In order to integrate and foster aspects related to the protection and promotion of the diversity of cultural expressions as elements of their sustainable development policies, Parties are encouraged to:
 - 8.1 provide the necessary conditions for creative abilities to flourish by taking into account the needs of all concerned artists, professionals and practitioners in the cultural sector with special attention to the needs of women, social groups and individuals in disadvantaged geographical areas;
 - 8.2 foster the development of viable cultural industries and in particular of micro, small, and medium enterprises working at the local level;
 - 8.3 encourage long-term investment in the infrastructure, institutions and establishment of legal frameworks necessary for the viability of cultural industries;
 - 8.4 raise awareness among public authorities and their partners, local stakeholders and the various components of society, of the challenges posed by sustainable development and the importance of taking into account its cultural dimension;
 - 8.5 build sustainable technical, budgetary and human capacities in cultural organizations at the local level by, *inter alia*, facilitating their access to financing;
 - 8.6 facilitate sustained, equitable and universal access to the creation and production of cultural goods, activities and services, particularly for women, youth and vulnerable groups;
 - 8.7 consult and include public authorities responsible for issues related to the diversity of cultural expressions, as well as civil society and representatives of the cultural sector involved in the creation, production, distribution and dissemination of cultural activities, goods and services;
 - 8.8 invite civil society to participate in the identification, elaboration and implementation of development policies and measures related to the cultural sector.
9. In order to better evaluate the role of culture in sustainable development, Parties are encouraged to facilitate the elaboration of statistical indicators, the exchange of information and the dissemination and sharing of best practices.

Cooperation for Development

Article 14 – Cooperation for Development

Parties shall endeavour to support cooperation for sustainable development and poverty reduction, especially in relation to the specific needs of developing countries, in order to foster the emergence of a dynamic cultural sector by, inter alia, the following means:

- (a) the strengthening of the cultural industries in developing countries through:*
 - (i) creating and strengthening cultural production and distribution capacities in developing countries;*
 - (ii) facilitating wider access to the global market and international distribution networks for their cultural activities, goods and services;*
 - (iii) enabling the emergence of viable local and regional markets;*
 - (iv) adopting, where possible, appropriate measures in developed countries with a view to facilitating access to their territory for the cultural activities, goods and services of developing countries;*
 - (v) providing support for creative work and facilitating the mobility, to the extent possible, of artists from the developing world;*
 - (vi) encouraging appropriate collaboration between developed and developing countries in the areas, inter alia, of music and film;*
 - (b) capacity-building through the exchange of information, experience and expertise, as well as the training of human resources in developing countries, in the public and private sector relating to, inter alia, strategic and management capacities, policy development and implementation, promotion and distribution of cultural expressions, small-, medium- and micro-enterprise development, the use of technology, and skills development and transfer;*
 - (c) technology transfer through the introduction of appropriate incentive measures for the transfer of technology and know-how, especially in the areas of cultural industries and enterprises;*
 - (d) financial support through:*
 - (i) the establishment of an International Fund for Cultural Diversity as provided in Article 18;*
 - (ii) the provision of official development assistance, as appropriate, including technical assistance, to stimulate and support creativity;*
 - (iii) other forms of financial assistance such as low interest loans, grants and other funding mechanisms.*
-

Cooperation for development: scope and objectives

1. Article 14 sets out a non-exhaustive list of means and measures intended to foster the emergence of a dynamic cultural sector, to respond to the specific needs of developing countries with regard to the diversity of cultural expressions and to strengthen the link between culture and development:
 - measures aimed at strengthening of the cultural industries;
 - capacity-building programmes;
 - technology transfer;
 - financial support.
2. Given the links between Articles 14 and 16 (Preferential treatment for developing countries) as well as 18 (International Fund for Cultural Diversity), Parties should apply coherently and consistently the operational guidelines of these three articles.
3. Within the framework of their cooperation activities with developing countries, Parties are also encouraged to develop partnerships as stated in Article 15 of the Convention and with the provisions of Article 16 on preferential treatment.
4. Parties recognize the importance of the International Fund for Cultural Diversity (Article 18) as a multilateral tool for promoting and developing the diversity of cultural expressions in developing countries, underlining however, that the Fund shall not act as a substitute for means and measures used bilaterally or regionally to provide support to these countries.

Orientations and measures

5. Developing countries will endeavour to identify their priorities, specific needs and interests with regard to the protection and promotion of the diversity of cultural expressions and to produce an operational action plan in order to optimize international cooperation.
6. Cooperation for development between Parties and concerned partners may take, *inter alia*, but not limited to, the forms listed in Article 14 and should foster, in developing countries, an environment conducive to access to and creation, production, distribution/dissemination of cultural activities, goods and services. Paragraphs 6.1 to 6.5 present a non-exhaustive list of measures that could be taken to this end.

In the following domains the measures could in particular consist of:

- 6.1 Strengthening of the cultural industries in developing countries
 - 6.1.1 setting-up and enhancing support mechanisms, including institutional, regulatory, legal and financial incentives for the production, creation, and distribution/dissemination of cultural activities, goods and services at the local, national and regional levels;
 - 6.1.2 supporting the elaboration of export-oriented strategies for cultural activities, goods and services, while strengthening local enterprises and

maximizing benefits for the artists, professionals and cultural practitioners in the cultural sector;

- 6.1.3** assist in increasing exchanges of cultural activities, goods and services between developed countries and developing countries and amongst the latter, and increase support to distribution networks and systems at the local, national, regional and international levels;
 - 6.1.4** fostering viable local and regional markets for cultural activities, goods and services, in particular through regulatory action and cultural cooperation programmes and activities, as well as through social inclusion and poverty reduction policies that take into consideration the cultural dimension;
 - 6.1.5** facilitating the mobility of artists and other cultural professionals and practitioners from developing countries and their entry into the territory of developed and developing countries through, *inter alia*, consideration of flexible short-term visa regimes in both developed and developing countries to facilitate such exchanges;
 - 6.1.6** fostering the conclusion of co-production and co-distribution agreements between developed and developing countries and amongst the latter, as well as market access for co-productions.
- 6.2** Capacity-building through exchange of information and training
- 6.2.1** fostering contacts between all concerned artists, professionals and practitioners in the cultural sector and public administrators working in the different fields of the cultural sector of developed and developing countries through networks, cultural exchanges and capacity-building programmes;
 - 6.2.2** supporting the exchange of information on existing and new business models and existing and new forms of promotion and distribution mechanisms on evolving information and communication technologies;
 - 6.2.3** enhancing the entrepreneurial and business competences of professionals working in the cultural industries through management, marketing and financial skills development.
- 6.3** Technology transfer in the areas of cultural industries and enterprises
- 6.3.1** regular assessments of evolving technological needs in terms of both physical resources and skills development with the intention of progressively addressing these, notably through international cooperation, in addition to supplying fair and favourable conditions for technology transfer to developing countries;
 - 6.3.2** facilitate access to new information and communication technologies with regards to production and distribution/dissemination and encourage their use;

- 6.3.3** support dialogue and regular exchanges between information and communication technology experts and governmental and non-governmental actors of the cultural sector;
 - 6.3.4** take appropriate measures to facilitate joint development of technology for the benefit of developing countries.
- 6.4** Financial support
- 6.4.1** integrating the cultural sector within framework plans for official development assistance;
 - 6.4.2** facilitating and supporting the access of micro, small- and medium-sized enterprises, cultural industries, artists, professionals, practitioners of the cultural sector, to sources of public and private funding through appropriate measures, such as subsidies, low-interest loans, guarantee funds, microcredit, technical assistance, tax benefits, etc;
 - 6.4.3** encouraging Parties to put in place measures, in particular, fiscal incentives to increase the contribution of the private sector to the development of technological innovations and the culture sector.

The role of the Secretariat

- 7.** Given the role of UNESCO with regard to cooperation for development, Parties shall encourage the Secretariat to support and sustain the implementation and follow-up of the provisions of Article 14. This support will notably consist in collecting information on best practices regarding cooperation for development to the benefit of the Parties.

Modalities for Partnerships

1. The Convention's most explicit provision with regard to partnerships is Article 15 (Collaborative arrangements). Reference to partnerships is made, explicitly or implicitly, in other provisions of the Convention, more particularly in Article 12 (Promotion of international cooperation).

2. **Article 15 – Collaborative arrangements**

Parties shall encourage the development of partnerships, between and within the public and private sectors and non-profit organizations, in order to cooperate with developing countries in the enhancement of their capacities in the protection and promotion of the diversity of cultural expressions. These innovative partnerships shall, according to the practical needs of developing countries, emphasize the further development of infrastructure, human resources and policies, as well as the exchange of cultural activities, goods and services.

Definition and features of partnerships

3. Partnerships are voluntary collaborative arrangements between two or more organizations from different parts of society, such as governmental authorities (at the local and national levels) and authorities (at the regional and international levels) and civil society – including the private sector, the media, academia, artists and artistic groups, etc., in which the risks and benefits are shared between the partners and the modalities of functioning, such as decision-making or allocation of resources, are agreed upon collectively by them.
4. The major principles underpinning successful partnerships include equity, transparency, mutual benefit, responsibility and complementarity.

The objectives and scope of partnerships

5. Partnerships aim at, but are not limited to, value-added activities seeking to accomplish the following objectives:
 - 5.1 capacity-building of professionals and of public sector officials in the culture – and associated sectors;
 - 5.2 institution building for cultural practitioners and professionals and associated sectors;
 - 5.3 cultural policy elaboration and advocacy;
 - 5.4 fostering and mainstreaming protection and promotion of diversity of cultural expressions;
 - 5.5 protection of cultural goods and services and cultural expressions deemed at risk in accordance with Article 8 of the Convention;

- 5.6 creating and nurturing local, national and regional markets;
 - 5.7 accessing international markets and other appropriate assistance regarding aspects related to the flow of cultural goods and services and cultural exchanges.
6. In conformity with Article 15, partnerships initiated under the Convention should be in accordance with the needs of developing countries, Parties to the Convention.
- 6.1 In order to take forward these collaborative arrangements in the interests of developing countries, they may wish, as far as possible, to undertake an analysis of these needs in consultation with stakeholders from the relevant cultural industries and sectors, and where appropriate, in collaboration with national, regional and international partners, in order to identify cultural expressions or areas in greatest need of attention;
 - 6.2 Needs assessment should include analytical, statistical and quality data, and lead to the formulation of a strategy with focused priorities and set objectives, to allow for proper monitoring;
 - 6.3 Partnerships should build, as much as possible, on existing and potential structures and networks with and amongst the public sector and the civil society, including non-governmental organizations, non-profit organizations, and the private sector.

The partnering process

7. For the establishment of a partnership, four stages are to be taken into consideration.
- 7.1 Creation and relationship building:

Parties take into consideration the assessment of the needs and the identification of partners and priority areas regarding development and investment. Parties and partners take into consideration an equitable distribution of resources, roles and responsibilities for the participation and establishment of the necessary means of communication.
 - 7.2 Implementing, managing and maintaining:

Parties should ensure a concrete and effective implementation of the partnerships. Partnerships should build as much as possible on existing or potential structures and networks with and amongst civil society, including non-governmental organizations and the private sector.
 - 7.3 Reviewing, evaluating, revising, and sharing best practices:

Parties encourage partners to examine and evaluate the effectiveness of the partnership, particularly at the following three levels: (1) partnership as such, (2) their own role in the partnership, and (3) the results or aim of this partnership. Taking into account the acquired experience and their individual and collective evaluation, the partners then consider revising or amending the partnership or the initial project, in light of, *inter alia*, the costs of the partnership. Parties are encouraged to share best practices, identified from reviews conducted on successful partnerships.

7.4 Sustaining outcomes:

Needs assessment should include analytical, statistical and quality data, and lead to the formulation of a strategy with focused priorities and set objectives, to allow for proper monitoring and sustaining of the outcomes.

The role of the UNESCO Secretariat

- 8.** The UNESCO Secretariat, basing itself in particular on the Global Alliance for Cultural Diversity which is its platform for developing public-private partnerships in support of cultural industries, should play a role of facilitator and motivator on an international level, by:
 - 8.1** promoting intersectoral partnerships among various stakeholders;
 - 8.2** providing information on existing and prospective partners in the public and private sectors as well as the non-profit sector (including data on needs, projects and case studies of best practices), as well as links to useful management tools, particularly through its website.
- 9.** Headquarters and field offices share responsibility in relation to their respective mandates. They are encouraged to utilise the capacities and networks of National Commissions for UNESCO in the promotion of their objectives in this regard;
- 10.** In addition, the Secretariat elaborates and submits innovative projects to donors in the fields covered by the Convention.

Preferential Treatment for Developing Countries

Article 16 – Preferential treatment for developing countries

Developed countries shall facilitate cultural exchanges with developing countries by granting, through the appropriate institutional and legal frameworks, preferential treatment to artists and other cultural professionals and practitioners, as well as cultural goods and services from developing countries.

1. Introduction

- 1.1 In the light of the strategic objectives of the Convention, Article 16 sets the goal of facilitating cultural exchanges between developed and developing countries. Preferential treatment to be granted by developed to developing countries, through appropriate legal and institutional frameworks, is the tool prescribed by Article 16 to achieve, *inter alia*, the emergence of a dynamic cultural sector in developing countries and wider and more balanced cultural exchanges.
- 1.2 Article 16 is to be interpreted and applied in relation to the Convention as a whole. Parties should seek complementarities and synergies with all relevant provisions of the Convention and the various operational guidelines.
- 1.3 The principles and spirit of cooperation should govern the relations between all Parties in the efficient implementation of preferential treatment within the meaning of Article 16.

2. Role of Parties

- 2.1 Article 16 creates an obligation for developed countries in favour of developing countries with regard to:
 - (a) artists and other cultural professionals and practitioners;
 - (b) cultural goods and services.
- 2.2 Developed countries shall therefore play a pro-active role by putting in place national policies and measures at the appropriate institutional level, as well as multilateral, regional and bilateral frameworks and mechanisms to implement and operationalize Article 16.
- 2.3 Developed countries are encouraged to provide opportunities, to developing countries, which are beneficiaries in the preferential treatment framework and schemes, to articulate their own needs and priorities, which should be

duly taken into account when putting in place such frameworks and schemes. Developing countries are encouraged to put in place national policies for the efficient implementation of preferential treatment, it being understood that the implementation of the preferential treatment is not conditional on the implementation of these national policies. Towards this end developed countries should also assist in putting in place national policies and measures in developing countries beneficiaries to enable them to benefit from an efficient implementation of preferential treatment frameworks and schemes.

- 2.4** Whereas Article 16 does not provide an obligation for developing countries to offer preferential treatment to other developing countries, developing countries are encouraged to offer a preferential treatment to other developing countries, in the framework of South-South cooperation.

3. Institutional and legal frameworks

- 3.1** Preferential treatment as defined by Article 16 is wider than the narrow trade meaning. It is to be understood as having both a cultural and a trade component.

- 3.2** Legal and institutional frameworks that could be used by the Parties are organized, as the cases may be, around the following dimensions:
- the cultural dimension;
 - the trade dimension;
 - a combination of the trade and cultural dimensions.

3.3 Cultural dimension

3.3.1 Cultural cooperation, in the context of sustainable development, is a core element of preferential treatment within the meaning of Article 16 of the Convention. Parties are therefore encouraged to develop their existing cultural cooperation arrangements and put in place mechanisms of cultural cooperation that expand and diversify their bilateral, regional and multilateral exchange agreements and programmes.

3.3.2 In the light of the Convention's provisions (Articles 6, 7, 12 and 14) related to national policies as well as those related to international cooperation and cooperation for development and in conformity with their respective operational guidelines, measures that shall be developed, through cultural cooperation mechanisms for preferential treatment, may include but are not limited to:

- (a) with regard to artists and other cultural professionals and practitioners from developing countries:
 - (i) providing support and expertise to developing countries for the development of policies and measures aimed at nurturing and supporting artists and others involved in the creative process;

- (ii) sharing of information on existing legal frameworks and on best practices;
 - (iii) capacity-building, notably by means of training, exchanges and orientation activities (*for example*, residencies for artists and cultural professionals) to help them integrate professional networks of developed countries;
 - (iv) taking measures to facilitate the mobility of artists, other cultural professionals and practitioners, and, in particular, to favour those from developing countries who need to travel to developed countries for professional reasons. These measures should include, in conformity with the applicable provisions in this respect, for example: simplification of procedures for issue of visas regarding entry, stay and temporary travel; lower cost of visas;
 - (v) funding arrangements and resource-sharing, including supporting access to cultural resources of developed countries;
 - (vi) encouraging the creation of networks between civil society actors in developed and developing countries, including partnerships for development;
 - (vii) providing specific fiscal incentives for artists and other cultural professionals and practitioners from developing countries within the framework of their activities related to the present Convention;
- (b) with regard to cultural goods and services from developing countries:
- (i) providing support and expertise to developing countries for the elaboration of policies and measures related to the creation, production, distribution and dissemination of domestic cultural goods and services;
 - (ii) providing special fiscal measures and incentives for cultural enterprises from developing countries, such as tax credits and double taxation avoidance agreements;
 - (iii) providing technical assistance, including equipment acquisition, technology transfer and expertise;
 - (iv) improving access of cultural goods and services of developing countries through specific support and assistance schemes for the distribution and dissemination of such goods and services to the markets of developed countries, notably through co-production and co-distribution agreements or support to domestic initiatives in this regard;

- (v) providing financial aid which may take the form of direct or indirect assistance;
- (vi) facilitating the participation of developing countries in cultural and trade events to promote various cultural goods and services from developing countries;
- (vii) encouraging the presence and the initiatives, as well as the investment of cultural enterprises from developing countries in developed countries through e.g. information services, assistance or appropriate measures of fiscal or legal nature;
- (viii) fostering private sector investment in the cultural industries of developing countries;
- (ix) fostering the access of cultural goods and services from developing countries through facilitating temporary importation of the necessary technical material and equipment for the purposes of cultural creation, production and distribution from developing countries;
- (x) ensuring that development aid public policies of developed countries also give adequate attention to cultural sector development projects in developing countries.

3.4 Trade dimension

3.4.1 Multilateral, regional and bilateral frameworks and mechanisms belonging to the field of trade can be used by Parties to implement preferential treatment in the field of culture.

3.4.2 Parties to the Convention that have concluded multilateral, regional and/or bilateral trade agreements may take into account the provisions of these agreements and the respective mechanisms provided by them with a view to offering preferential treatment in favour of developing countries within the meaning of Article 16.

3.4.3 When making use of such frameworks and provisions for preferential treatment, Parties shall take into account the relevant provisions of the Convention, pursuant to its Article 20.

3.5. Combination of the trade and cultural dimensions

3.5.1 Parties may develop and implement specific agreements bringing together trade and cultural dimensions which concern notably cultural goods and services, and/or artists and other cultural professionals and practitioners (e.g. Florence Agreement and its Nairobi Protocol).

4. National policies and measures for the efficient implementation of preferential treatment in developing countries

- 4.1** In light of the articles of the Convention related to national policies and to cooperation for development (Articles 6, 7 and 14), developing countries are encouraged to implement, where possible, policies and measures designed to enhance their benefit from preferential treatment. Such policies and measures may include, but are not limited to:
- 4.1.1** fostering an enabling environment for the emergence and development of a cultural sector and cultural industries at national level;
 - 4.1.2** enhancing the production and provision of cultural activities, goods and services;
 - 4.1.3** providing strategic support to their domestic cultural sectors and cultural industries;
 - 4.1.4** capacity-building and strengthening of competences, in terms of both artistic and entrepreneurial skills in the cultural field;
 - 4.1.5** actively seeking knowledge and expertise in the areas of enhancement and dissemination of all cultural expressions.

5. Role of civil society

- 5.1** In the light of Article 11 of the Convention concerning the participation of civil society and in conformity with the respective operational guidelines, civil society should be encouraged to play an active role with respect to the implementation of Article 16.
- 5.2** Civil society in order to facilitate the implementation of Article 16 may, without being limited to:
- 5.2.1** contribute to needs assessment and provide information, advice and innovative ideas regarding elaboration, improvement and efficient application of preferential treatment frameworks and schemes;
 - 5.2.2** provide, upon request by the competent authorities, consultative information on visa requests of artists and other cultural professionals and practitioners from developing countries;
 - 5.2.3** provide feedback to the Parties and in its capacity as observer, to the organs of the Convention, concerning difficulties and challenges in the implementation of Article 16, notably in the field;
 - 5.2.4** engage and play an innovative and proactive role in the field of research on the implementation and the monitoring process of Article 16 at the national level.

6. Coordination

- 6.1** In view of the effective implementation of preferential treatment under Article 16 Parties are invited to adopt consistent policies and approaches in the trade and cultural spheres. Parties are furthermore invited to seek close coordination between the national authorities responsible for culture and trade as well as other public authorities concerned, in developed and developing countries alike.

7. Monitoring and exchange of information

- 7.1** Monitoring of the implementation of the Convention, including Article 16, shall be ensured through the application of Article 9 of the Convention (Information-sharing and transparency), in particular through the periodical reporting obligations of the Parties.
- 7.2** Developed countries, in accordance with the modalities (to be) defined by the operational guidelines on Article 9 of the Convention, will illustrate in their periodical reports to UNESCO, every four years, how the obligations under Article 16 have been implemented. The information provided will be examined by the Committee and the Conference of Parties.
- 7.3** Parties should put in place mechanisms and measures facilitating and enhancing the exchange of information and sharing of expertise and best practices, as provided for by Article 19 of the Convention (exchange, analysis and dissemination of information).
- 7.4** Parties recognize the important role of research for the efficient implementation of preferential treatment under Article 16. Research should be conducted by the largest number of partners, where possible. To this end, Parties shall seek to compile and share the results of any relevant research relating to Article 16.

Guidelines on the Use of the Resources of the International Fund for Cultural Diversity

Revised by the Conference of Parties at its fourth session (Paris, 11-13 June 2013)

Article 18 – International Fund for Cultural Diversity

1. *An International Fund for Cultural Diversity, hereinafter referred to as “the Fund”, is hereby established.*
2. *The Fund shall consist of funds-in-trust established in accordance with the Financial Regulations of UNESCO.*
3. *The resources of the Fund shall consist of:*
 - (a) *voluntary contributions made by Parties;*
 - (b) *funds appropriated for this purpose by the General Conference of UNESCO;*
 - (c) *contributions, gifts or bequests by other States; organizations and programmes of the United Nations system, other regional or international organizations; and public or private bodies or individuals;*
 - (d) *any interest due on resources of the Fund;*
 - (e) *funds raised through collections and receipts from events organized for the benefit of the Fund;*
 - (f) *any other resources authorized by the Fund’s regulations.*
4. *The use of resources of the Fund shall be decided by the Intergovernmental Committee on the basis of guidelines determined by the Conference of Parties referred to in Article 22.*
5. *The Intergovernmental Committee may accept contributions and other forms of assistance for general and specific purposes relating to specific projects, provided that those projects have been approved by it.*
6. *No political, economic or other conditions that are incompatible with the objectives of this Convention may be attached to contributions made to the Fund.*
7. *Parties shall endeavour to provide voluntary contributions on a regular basis towards the implementation of this Convention.*

Strategic considerations and objectives

1. The purpose of the International Fund for Cultural Diversity (IFCD) is to finance projects and activities approved by the Intergovernmental Committee (herein after “the Committee”) on the basis of guidelines determined by the Conference of Parties,

notably to facilitate international cooperation for sustainable development and poverty reduction to foster the emergence of dynamic cultural sectors in developing countries⁵, in accordance with Article 14 of the Convention (Article 3 of the Financial Regulations of the IFCD).

2. The main objective of the IFCD is to invest in projects that lead to structural change through the introduction and/or elaboration of policies and strategies that have a direct effect on the creation, production, distribution of and access to a diversity of cultural expressions, including cultural goods, services and activities, as well as through the reinforcement of institutional infrastructures deemed necessary to support viable cultural industries at the local and regional levels.
3. IFCD projects demonstrate the value and opportunities that the cultural industries bring to sustainable development processes, in particular to economic growth and the promotion of a decent quality of life.
4. The IFCD is managed as a Special Account pursuant to Article 1.1 of its Financial Regulations and, given its multi-donor nature, cannot receive tied or earmarked contributions.
5. Use of the IFCD's resources must be consistent with the spirit and provisions of the Convention. Pursuant to Article 18.3(a) and 18.7, Parties shall endeavour to provide voluntary contributions on an annual basis. The Committee encourages Parties to provide contributions on an annual basis, the amount being at least equal to 1% of their contribution to the UNESCO budget. The resources of the IFCD will be used to fund projects in developing countries. Public development aid which is not tied may be used to fund the activities of the IFCD for projects approved by the Committee in accordance with the provisions governing UNESCO Special Accounts.
6. In managing the IFCD, the Committee shall ensure that the use of the resources:
 - 6.1 meets the programmatic and strategic priorities established by the Committee;
 - 6.2 meets the needs and priorities of beneficiary developing countries;
 - 6.3 promotes South-South and North-South-South cooperation;
 - 6.4 contributes to achieving concrete and sustainable results as well as structural impacts in the cultural field;
 - 6.5 respects the principle of ownership by the beneficiaries;
 - 6.6 respects, to the extent possible, an equitable geographical distribution of the resources of the IFCD and gives priority to Parties who have not yet benefited or who have benefited the least from these resources;
 - 6.7 satisfies the principle of financial accountability, as understood within the United Nations system;
 - 6.8 satisfies the need for funds to be spent principally on project activities and ensuring minimum overhead costs as referred to in paragraph 15.7;
 - 6.9 avoids spreading resources too thinly or supporting sporadic activities;

5. Parties to the UNESCO 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions that are recognized by UNCTAD as developing economies, economies in transition and least developed countries.

- 6.10** promotes gender equality;
- 6.11** promotes the participation of various social groups as identified in Article 7 of the Convention in the creation, production, dissemination, distribution and enjoyment of diverse cultural expressions;
- 6.12** complements other international funds covering similar fields without, however, compromising the IFCD's possibility to provide funding to projects that have already received or could receive financial assistance from a third party.

Areas of intervention

- 7.** Funds will be allocated:
 - 7.1** For projects that:
 - 7.1.1** introduce and/or develop policies and strategies that have a direct effect on the creation, production, distribution, and access to a diversity of cultural goods, services and activities;
 - 7.1.2** strengthen corresponding institutional infrastructure⁶, including professional capacities and organizational structures, deemed necessary to support viable local and regional cultural industries and markets in developing countries;
 - 7.2** For assistance for participation, within the limits of funding decided by the Committee. This assistance may cover:
 - 7.2.1** the cost of participation of public or private organizations or individuals from developing countries invited by the Committee to its meetings for consultation on specific issues in conformity with Article 23.7 of the Convention;
 - 7.2.2** the cost of participation at the meetings of the organs of the Convention by government experts from least-developed countries that are members of the Committee, upon their request. Requests must reach the Secretariat of the Convention at least two months before each session of the Committee or of the Conference of Parties;
 - 7.3** For the evaluation of projects by the Panel of Experts, to be constituted by the Committee, before their submission for examination to the Committee. Funds could also be allocated for a meeting between the Secretariat and the members of the Panel of Experts every two years in Paris.
- 8.** Projects aimed at offsetting a deficit, repaying a debt or paying interest, relating solely to the production of cultural expressions or sustaining ongoing activities with recurring costs, will not be eligible for assistance from the IFCD.
- 9.** At each session, on the basis of the funds available in the Special Account, the Committee will adopt a budget for each of the above-mentioned types of assistance.

6. Institutional infrastructure is to be understood as any public, collective and professional organizational structures (excluding working space and equipment, physical construction or restoration of buildings), capacities as well as legislative (legal) and administrative provisions deemed necessary for the implementation of policies.

Beneficiaries

10. Entitled to benefit from the IFCD:
 - 10.1 For projects:
 - 10.1.1 all developing countries which are Parties to the Convention;
 - 10.1.2 non-governmental organizations (NGOs) coming from developing countries that are Parties to the Convention, which meet the definition of civil society and criteria regulating admission of its representatives at meetings of organs of the Convention as mentioned in the Operational Guidelines relating to the role and participation of civil society;
 - 10.1.3 international non-governmental organizations (INGOs), which meet the definition of civil society and criteria regulating admission of its representatives at meetings of organs of the Convention as mentioned in the Operational Guidelines relating to the role and participation of civil society;
 - 10.1.4 micro, small and medium enterprises of the private sector active in the cultural field of developing countries that are Parties to the Convention, to the limit of available funds from contributions provided by the private sector, in full conformity with the domestic laws of the Parties concerned;
 - 10.2 For participatory assistance:
 - 10.2.1 public or private organizations or individuals from developing countries, in conformity with Article 23.7 of the Convention;
 - 10.2.2 governmental experts from least-developed countries, which are members of the Committee.
 - 10.3 To avoid any conflict of interest, National Commissions and any other organizations participating in the pre-selection or approval of projects submitted to the Secretariat are not eligible for IFCD funding.

Funding and submission ceilings

11. Regarding the funding and submission ceilings, the following shall be taken into consideration:
 - 11.1 the maximum amount requested from the IFCD for each project is US\$100,000;
 - 11.2 the project implementation period can be between 12 and 24 months;
 - 11.3 National Commissions or other official channels designated by Parties can forward a maximum of four applications per funding cycle, maximum two per Party (public authority/institution) and maximum two from NGOs;
 - 11.4 Each INGO may present a maximum of two applications per funding cycle with written support from beneficiary countries.

Pre-selection process at the country level

12. Regarding the pre-selection process at the country level, the following shall be taken into consideration:
 - 12.1 National Commissions or other official channels designated by the Parties shall launch a call for funding requests within their countries, setting appropriate deadlines that take into account the submission deadlines communicated by the Secretariat;
 - 12.2 National Commissions or other official channels designated by the Parties shall form a pre-selection panel made up of, in particular, Ministries of Culture and/or other Ministries responsible for the cultural industries, and members of civil society organizations specializing in the field of culture to evaluate and pre-select projects to be submitted to the Secretariat;
 - 12.3 the pre-selection panel is to undertake an assessment on how the projects are relevant, meet the country's needs and priorities, and have been subject to consultation among stakeholders.

Procedure for the submission of funding requests

13. Regarding the procedure for the submission of funding requests, the following shall be taken into consideration:
 - 13.1 the Secretariat shall launch the call for funding requests in January each year. All funding requests will be received by the Secretariat by 15 May at the latest. Those received after the deadline are considered ineligible;
 - 13.2 funding requests by Parties and NGOs are submitted to the Secretariat through the National Commissions or other official channels designated by the Parties, that ensure projects are relevant and meet the country's needs and priorities;
 - 13.3 funding requests by INGOs are submitted directly to the Secretariat with written support from the beneficiaries concerned to ensure projects are relevant and meet the beneficiary's needs and priorities. Funding requests by INGOs are submitted on a separate form and must demonstrate a sub-regional, regional or inter-regional impact;
 - 13.4 upon receiving the requests, the Secretariat will perform a technical assessment to ensure that the applications are complete, fall within the areas of intervention of the IFCD and therefore are eligible. Upon completion, the Secretariat will forward eligible project files to the members of the Panel of Experts for evaluation.

Funding Request Forms

14. Forms provided by the Secretariat on the website of the 2005 Convention shall be used and considered the official funding request forms.
15. All funding requests shall be submitted in either English or French and contain the following information:
 - 15.1 background information about the beneficiary, including mission and activities, and biographical information about project staff members;
 - 15.2 a brief summary of the project;
 - 15.3 a project outline (title, short- and long-term measurable objectives, country context and needs assessment, activities and expected results, including the cultural, social and economic impact, beneficiaries and partnerships);
 - 15.4 the name and address of the representative of the beneficiaries' organization that will hold financial and administrative responsibility for implementation of the project;
 - 15.5 a work schedule and time frame;
 - 15.6 measures to promote the sustainability of the proposed project;
 - 15.7 a detailed budget, including the amount of funding sought from the IFCD, as well as other sources. Self or co-funding is encouraged to the extent possible. Expenditures for project-related overhead costs required to implement the project are limited to a maximum of 30% of the total project budget;
 - 15.8 any information relating to the status of completion of earlier funding requests from the IFCD.

Panel of Experts

16. A six-member Panel of Experts shall be proposed by the Secretariat to the Committee for its approval based on the following criteria:
 - equitable geographical distribution and representation;
 - university degree or professional experience in the fields of cultural policy and/or cultural industries;
 - experience in evaluating projects;
 - professional experience in international cooperation;
 - in-depth professional experience in one of the UNESCO regions;
 - gender equality;
 - fluency in French or English and, if possible, a good understanding of the other language.

- 16.1** Members of the Panel of Experts have a four-year mandate. Half are renewed each two years in order to ensure the continuity of work;
- 16.2** A coordinator shall be designated from among the six members of the Panel of Experts by the members themselves;
- 16.3** A meeting is organized for the Panel of Experts by the Secretariat every two years in Paris;
- 16.4** The Panel of Experts is responsible for preparing recommendations for the Committee for examination and possible approval. The Coordinator shall be invited to the Committee's ordinary session when it examines projects recommended by the Panel of Experts;
- 16.5** Each project application should be assessed by two experts using the evaluation forms provided by the Secretariat. No expert should assess a project from his/her country.

Recommendations by the Panel of Experts

- 17.** The Panel of Experts shall undertake an evaluation of funding requests it receives from the Secretariat, using the official evaluation tools and taking into account the overall objectives of the IFCD.
 - 17.1** The Panel of Experts can recommend to the Committee:
 - 17.1.1** a list of projects to be funded within the limits of the funds available;
 - 17.1.2** only projects that receive at least 75% of the maximum number of points attributable;
 - 17.1.3** only one project per beneficiary;
 - 17.1.4** if applicable, adjustment of the funds requested for projects and activities from the IFCD with accompanying explanation(s).
 - 17.2** The Secretariat shall make available online four weeks before the Committee session all project files, their evaluation and recommendation by the Panel of Experts.

Decision-making of the Committee

- 18.** The Committee shall examine and approve projects at its ordinary session.
- 19.** To facilitate the decision-making of the Committee, the recommendations of the Panel of Experts will be accompanied by a detailed presentation, including:
 - 19.1** a brief summary of the project presented in the request;
 - 19.2** the potential impact and expected results;
 - 19.3** an opinion on the amount to be financed from the IFCD;
 - 19.4** the relevance/appropriateness of the project to the objectives of the IFCD as well as to the areas of intervention of the IFCD;

- 19.5 an assessment of the feasibility of the project proposed, the relevance and effectiveness of its modalities of execution, as well as the expected structural impacts, where appropriate;
- 19.6 an analysis of the sustainability of the project, reflecting the level of ownership demonstrated by the beneficiaries, plans for longer-term expected results that go beyond the output level, as well as the potential of projects to produce structural effects or put in place measures/create conditions for future structural effects to take hold;
- 19.7 an assessment as to the interest of the project;
- 19.8 an assessment of how the project takes into consideration gender equality.

Monitoring

- 20. UNESCO shall develop a systemic and risk-based project monitoring system with adequate human and financial resources to identify and address project implementation challenges and to ensure project sustainability. This monitoring system shall be based on short and long term objectives and SMART⁷ indicators.
- 21. All relevant UNESCO Field Offices shall designate a focal point to cooperate with the Secretariat in ensuring ongoing monitoring of IFCD projects, and their complementarity and synergies with UNESCO's other work at the country level. The involvement of UNESCO Field Offices should also facilitate the establishment of contacts and sharing of experiences between IFCD project partners and potential future donors.

Evaluation

- 22. An evaluation and audit of the IFCD shall be carried out every five years.
- 23. In addition, any project may be evaluated ex-post facto at the request of the Committee with regard to its efficiency, and the achievement of its objectives relative to the resources spent. Evaluation of funded projects should present lessons learned, as well as the impact of these projects on strengthening and/or fostering the emergence of dynamic cultural industries in developing countries. The evaluation should showcase how experience gained could benefit other projects, with a view to compiling and disseminating best practices on the Convention knowledge platform.
- 24. Under the Financial Regulations applicable to the Special Account for the IFCD, the UNESCO Comptroller is responsible for maintaining the IFCD's accounting records and submitting the annual accounts to the UNESCO External Auditor for audit.

7. Specific, Measurable, Achievable, Relevant and Timed.

Reporting

25. The beneficiaries shall submit a mandatory descriptive, analytical and financial report on the execution of the project and the realization of expected results to the Secretariat. The report must be presented using the reporting forms provided by the Secretariat in order for the beneficiary to receive its final payment. No financial contributions for new projects will be allocated to beneficiaries who have not received their final payment.

Exchange, Analysis and Dissemination of Information

Article 19 – Exchange, Analysis and Dissemination of information

- 1. Parties agree to exchange information and share expertise concerning data collection and statistics on the diversity of cultural expressions as well as on best practices for its protection and promotion.*
 - 2. UNESCO shall facilitate, through the use of existing mechanisms within the Secretariat, the collection, analysis and dissemination of all relevant information, statistics and best practices.*
 - 3. UNESCO shall also establish and update a data bank on different sectors and governmental, private and nonprofit organizations involved in the area of cultural expressions.*
 - 4. To facilitate the collection of data, UNESCO shall pay particular attention to capacity-building and the strengthening of expertise for Parties that submit a request for such assistance.*
 - 5. The collection of information identified in this Article shall complement the information collected under the provisions of Article 9.*
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General considerations

1. The operational guidelines of Article 19 define the measures to be taken at the international level to ensure the exchange, analysis and dissemination of information, statistics and best practices. They are complementary to the operational guidelines defining the elaboration and submission of quadrennial periodic reports of Parties (Article 9).
2. The objectives of Article 19 are:
 - to establish a common framework of collaboration and cooperation of Parties in the field of exchange, analysis and dissemination of information, statistics and best practices, particularly, where appropriate, for the elaboration of standard indicators;
 - to ensure the relevance, and to the extent possible, the comparability of information, statistics and best practices, to be collected, analyzed and disseminated;
 - to identify the appropriate partners and mechanisms to carry out the collection, analysis and dissemination of information, statistics and best practices;
 - to strengthen the required expertise, particularly, capacities in the collection of information and data, and their analysis.

Role and responsibilities of Parties

3. Parties should engage in actions both within their territories and in the framework of international cooperation, as specified in the following paragraphs.
4. Parties are encouraged to develop data collection and information infrastructure at the national level. To this end, they can seek international assistance for capacity building activities.
5. Parties are encouraged to take actions to exchange, analyse and disseminate information and data *in their territory*, using information and communication technologies as appropriate. Such actions shall be undertaken within open and transparent processes through, or in cooperation with, the national points of contact. They should involve the participation of national points of contact and civil society actors that have competencies in the field. The information and data collected can feed into the quadrennial periodic reports Parties are to submit under Article 9.1 of the Convention.
6. Actions taken by Parties within their territories may be reinforced and/or strengthened by initiatives at *international, regional and sub-regional levels*. Parties are particularly encouraged to:
 - (i) join efforts to foster information and knowledge-sharing activities on the international, regional and sub-regional levels;
 - (ii) promote the exchange of meaningful best practices on ways and means to protect and promote cultural expressions;
 - (iii) facilitate the exchange of expertise on data collection and indicator development on the diversity of cultural expressions. This may include support for the exchange or mentoring of professionals, especially young professionals.

Role and responsibilities of the UNESCO Secretariat

7. UNESCO shall (a) facilitate the collection, analysis and dissemination of information, statistics and best practices; (b) produce and update information on the main public, private and civil society actors that have competencies in the field of cultural expressions; (c) facilitate capacity-building.
8. The UNESCO Secretariat endeavours to:
 - develop and maintain a database of experts involved in the implementation of the Convention, in particular to respond to requests for capacity building;
 - promote international exchanges of information and of best practices *inter alia* through online discussion forums for experts and practitioners with a view to facilitating their comparability;
 - facilitate the networking of existing information sources from different regions and subregions of the world, as well as facilitate access to these sources.
9. The UNESCO Institute for Statistics (UIS) as a global and permanent structure to collect statistical information for use by Member States is encouraged to: (i) pursue

the organisation of regional training workshops as part of an overall capacity building strategy to facilitate the implementation of the 2009 Framework for Cultural Statistics and (ii) continue its work with international experts on innovative methodologies of relevance to the Convention. In addition, training guides and statistical methodological manuals could be produced in multiple languages and adapted to the different needs and competencies of target groups at national, regional and local levels. The active participation of the UIS network of regional advisors for cultural statistics and UNESCO Field Offices in such exercises is necessary.

Contribution of civil society

10. Civil society actors should be involved as information and data producers as well as distributors.
11. Civil society organizations from different regions of the world are encouraged to establish cooperation links between them at the international, regional and subregional levels and to keep the Secretariat informed of their activities.

Measures to Ensure the Visibility and the Promotion of the Convention

General considerations

1. In order to ensure effective implementation of the Convention, the Parties are encouraged, by all appropriate means, to take the necessary measures to increase the visibility and promotion of the Convention at the national, regional and international levels, taking into account more specifically the objectives and principles of the Convention (Articles 1 and 2).
2. To that end, the mobilization and cooperation of all stakeholders, namely the Parties, civil society, including artists and other cultural professionals and practitioners, as well as the public and private sectors, are essential.
3. Actions taken concerning the visibility and promotion of the Convention are closely linked to those related to fundraising in support of the International Fund for Cultural Diversity (IFCD, hereinafter referred to as “the Fund”), which has only voluntary contributions, and to those made in the context of the strategy for encouraging ratifications.

Measures by Parties to ensure the visibility and promotion of the Convention

At the national level

4. The Parties are encouraged to develop and to adopt measures to ensure the visibility and the promotion of the Convention in their territory. Such measures may include, but are not limited to:
 - 4.1 informing and mobilizing political decision-makers, opinion leaders in all different sectors, civil society and National Commissions and encouraging coordination between them in order to strengthen inter-institutional cooperation and dialogue;
 - 4.2 supporting the design and implementation of initiatives of the public and private sectors as well as civil society aimed at promoting and raising awareness of the diversity of cultural expressions;
 - 4.3 establishing or strengthening coordination structures dedicated to the Convention in order to highlight the importance of local and national policies in the area of cultural expressions and the development of cultural industries;
 - 4.4 encouraging and fostering media campaigns in order to disseminate the principles and the objectives of the Convention;
 - 4.5 facilitating the availability of communication tools related to the Convention accessible to all and also available on the Internet;

- 4.6 supporting the organization of seminars, workshops and public forums on the diversity of cultural expressions, as well as exhibitions, festivals and dedicated days, in particular, the World Day for Cultural Diversity for Dialogue and Development on 21 May;
- 4.7 carrying out educational activities through the development of targeted programmes, in particular for young people, to facilitate understanding of the Convention;
- 4.8 carrying out awareness-raising activities with young professionals in the cultural sector regarding issues addressed by the Convention.

At regional and international levels

5. The measures adopted by the Parties at the national level to ensure the visibility and promotion of the Convention may be reinforced by initiatives at bilateral, regional and international levels. Parties, with the support of the Secretariat and Field Offices, are particularly encouraged to:
 - 5.1 develop and share communication tools relevant to ensuring the visibility and promotion of the Convention and organize events between countries of the same region (e.g. Festival on Cultural Diversity held by UNESCO in the week of 21 May);
 - 5.2 publicize projects and activities supported by the Fund;
 - 5.3 raise awareness of intergovernmental and non-governmental organizations, having interests and activities in the fields covered by the Convention and, if appropriate, undertake joint activities.

Contribution of civil society

6. In the light of Article 11 of the Convention concerning the participation of civil society and in conformity with its operational guidelines, civil society is encouraged to actively contribute to ensuring the visibility and the promotion of the Convention by conducting awareness-raising, cooperation and collaborative activities with stakeholders.
7. To that end, civil society's efforts may include, but not be limited to:
 - 7.1 organizing seminars, workshops and forums at every level, in particular with cultural professional organizations representing artists and others involved in the creation, production and dissemination/distribution of cultural expressions, and participating in national, regional and international conferences on the Convention;
 - 7.2 developing and publishing information tools to facilitate understanding of the Convention;
 - 7.3 disseminating information to stakeholders (through national media, websites and newsletters);

- 7.4 building partnerships with the ministries concerned, National Commissions, universities and research institutes to organise research and training seminars on the Convention.

Role of the Secretariat of UNESCO

- 8. In order to help the Committee to improve the visibility and foster the promotion of the Convention, the Secretariat of UNESCO shall, without being limited to:
 - 8.1 collect, share and distribute information on the protection and promotion of the diversity of cultural expressions and facilitate the exchange of information between Parties, non-governmental organisations, cultural professionals and civil society;
 - 8.2 develop tools to disseminate the key messages of the Convention to different audiences and to distribute information regarding its implementation. These tools shall be developed in such a way as to facilitate their subsequent translation in several languages;
 - 8.3 facilitate the organisation of workshops, seminars or conferences in order to raise awareness about the Convention;
 - 8.4 underscore the importance of the Convention in international celebrations, such as the World Day for Cultural Diversity for Dialogue and Development;
 - 8.5 publicize projects and activities carried out in the framework of the Fund.

Coordination of and follow-up on measures to ensure the visibility and promotion of the Convention

- 9. The Parties are encouraged, through the designated points of contact (Articles 9 and 28 of the Convention), or through National Commissions, to implement and monitor activities to promote the Convention, to share information and best practices with each other and to coordinate their efforts at the international level.

Guidelines on the Use of the Emblem of the Convention

I. General Considerations

1. In order to increase the visibility and encourage the promotion of the Convention at the national, regional and international levels, the Parties to the Convention deem necessary to create an emblem encapsulating its objectives and principles.
2. The emblem of the Convention is a graphic representation, visually exploring the relationships, concepts and ideas of the Convention and their interactions with one another.
3. The emblem of the Convention can be used independently as a stand-alone emblem (hereinafter “stand-alone emblem”) or be used together with the UNESCO logo (hereinafter “linked emblem”).
4. The use of the stand-alone emblem is governed by the provisions stipulated in the present Guidelines.
5. The use of the linked emblem is governed both by the present Guidelines and by the *Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO*, as adopted by the General Conference of UNESCO⁸. The use of the linked emblem must therefore be authorized both under the present Guidelines and under the *Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* (for the part of the UNESCO logo) in accordance with the procedures provided in their respective Guidelines.

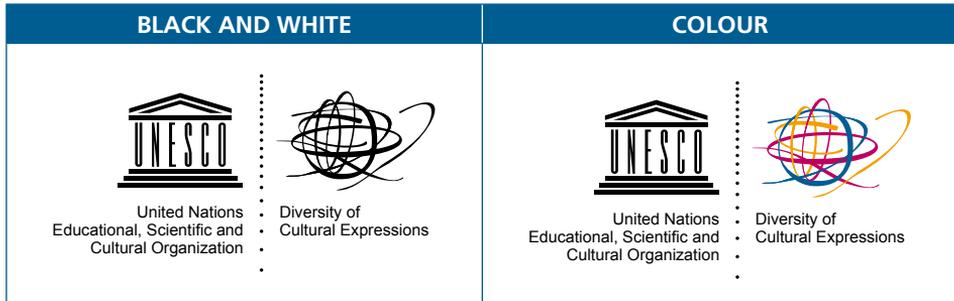
II. Graphic design of stand-alone and linked emblems

6. The stand-alone emblem, which is used as the official seal of the Convention, is shown below:

BLACK AND WHITE	COLOUR
 <p data-bbox="297 1412 482 1457">Diversity of Cultural Expressions</p>	 <p data-bbox="773 1412 958 1457">Diversity of Cultural Expressions</p>

8. The most recent version of the *Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* is found in the annex to Resolution 86 of the 34th session of the General Conference (Resolution 34C/86) or at <http://unesdoc.unesco.org/images/0015/001560/156046e.pdf>.

7. The linked emblem is shown below:



III. Rights of use of the emblem

8. The following have the right to use the stand-alone emblem without prior authorization, subject to the rules set out by the present Guidelines:
- (a) the statutory organs of the Convention:
 - i) the Conference of Parties;
 - ii) the Intergovernmental Committee for the Protection and the Promotion of the Diversity of Cultural Expressions (hereinafter “Committee”); and
 - (b) the UNESCO Secretariat of the 2005 Convention (hereinafter “Secretariat”).
9. All others desiring the right to use the emblem must request and receive authorization pursuant to the procedures set forth below.

IV. Graphical standards

10. Both the stand-alone and linked emblems can be used in the six official languages of UNESCO. They shall be reproduced according to the specific graphical charter and a Brand Tool Kit elaborated by the Secretariat and published on the Convention’s website and shall not be altered.
11. Use of languages other than those six official languages of UNESCO in the stand-alone and linked emblems must be approved by UNESCO, prior to their use.

V. Authorization procedure for use of the stand-alone emblem

12. Authorizing the use of the stand-alone emblem is the prerogative of the Conference of Parties and/or the Committee, and the authorization may be granted by either one.
13. The Conference of Parties and the Committee delegate the authority to grant the use of the stand-alone emblem to the Secretariat.

14. The decision authorizing the use of the stand-alone emblem shall be evaluated based on the following criteria:
 - (a) relevance to and compliance with the Convention's principles and objectives;
 - (b) potential impact to raise visibility and awareness of the Convention and the diversity of cultural expressions; and
 - (c) adequate assurance is provided to demonstrate the successful organization of a proposed activity, including the professional experience and reputation of the requesting body, and the financial and technical feasibility of the proposed activity.
15. Requests for the use of the stand-alone emblem can be submitted at any time for activities such as one-off activities that are international, regional, national and/or local in scope, that present a large diversity of cultural expressions and that involve artists, cultural producers, policy makers and/or civil society. These activities may include performances, exhibitions, audio-visual productions or publications (printed or electronic), or public events such as conferences or meetings and festivals and trade fairs for example in the film, book or music sectors.
16. The following steps are required to request the use of the stand-alone emblem:
 - (a) Step 1: For national, regional as well as international activities, a requester must fill in a "Request Form" on the use of the stand-alone emblem and submit it to National Commissions for UNESCO of the Party or Parties, or other national authorities duly designated by respective Parties, in whose territory the planned activities are to be held.
 - (b) Step 2: The National Commissions or designated national authorities will undertake a review to decide whether they support or do not support the request and forward to the Secretariat those requests they recommend, using an "Endorsement Form". The requests must be submitted to the Secretariat three months prior to the beginning of the proposed activities.
 - (c) Step 3: Those requests forwarded will be evaluated and granted by the Secretariat, according to the criteria stipulated in paragraph 14 of the present Guidelines.
 - (d) Step 4: All requests will receive a response from the Secretariat. For those requests granted, the Secretariat will provide to the requester the appropriate electronic file with the stand-alone emblem and a Brand Tool Kit. The concerned National Commissions or other designated national authorities and Permanent Delegations will be informed.
 - (e) Step 5: The Secretariat will prepare and submit a report to the Committee and the Conference of Parties at each of their sessions, on the use of the emblem.

VI. Authorization of the linked emblem

17. The Director-General is empowered to authorize the use of the linked emblem in connection with patronage and contractual arrangements as well as specific promotional activities.
18. **Patronage** may be given as UNESCO's moral endorsement of an activity for which the Organization is not directly involved, is not providing financial support, or cannot be held legally responsible. Patronage is limited in time and can be granted to one-off activities that are international, regional and national in scope and that present a large diversity of cultural expressions and that involve artists, cultural producers, policy makers and/or civil society. These activities may include performances, exhibitions, cultural industry festivals and trade fairs for example in the film, book or music sectors. Patronage may also be granted for one-off audio-visual productions or publications (printed or electronic), or public events such as conferences or meetings.
19. Request for the use of the linked emblem for the purpose of patronage must be submitted to the Director-General of UNESCO along with an endorsement of National Commissions for UNESCO of the Party or Parties, or other national authorities duly designated by respective Parties, in whose territory the planned activities are to be held.
20. **Projects receiving support from the International Fund for Cultural Diversity** (hereinafter "IFCD-funded projects") are those that are approved by the Committee for IFCD funding.
21. After the approval of the Committee of the IFCD-funded projects, it is only through signing of the "Intergovernmental Body Allocation Contract" with UNESCO that the linked emblem can be used in the framework of the implementation of the IFCD-funded projects according to conditions of use stipulated in the contract.
22. **Partnership agreements** are negotiated between UNESCO and partners such as public sector institutions, private sector or civil society to carry out defined activities that advance the objectives and principles of the Convention and its implementation on the international, regional, national and/or local levels.
23. Use of the linked emblem within partnership agreements shall be authorized by the UNESCO Secretariat.
24. **Fundraising activities** encompass activities undertaken by Convention stakeholders (public, private and civil society) whose sole objective is to raise donations for the IFCD.
25. Use of the linked emblem for fundraising activities shall be authorized by the UNESCO Secretariat.
26. **Commercial use** is the sale of goods or services bearing the name, acronym, logo or internet domain names of UNESCO chiefly for profit.
27. Requests for commercial use of the linked emblem including those received by National Commissions or other national authorities duly designated shall be sent to the Director-General of UNESCO for written approval.

VII. Donation to the IFCD through the commercial use of the emblem

28. When profit is generated through commercial use of the emblem, the contribution of a percentage of the profit to the IFCD is obligatory.
29. Contributions to the IFCD shall be governed in accordance with the Financial Regulations of the Special Account for the IFCD.

VIII. Protection

30. To the extent that the name, acronym and logo of UNESCO have been notified and accepted by the Paris Union Member States under Article 6ter of the Paris Convention for the Protection of Industrial Property, adopted in 1883 and revised at Stockholm in 1967, and to the extent that the emblem of the Convention [has been submitted] to the International Bureau of the World Intellectual Property Organization (WIPO) and [has been notified and accepted] by the Paris Union Member States under Article 6ter of the Paris Convention for the Protection of Industrial Property, adopted in 1883 and revised at Stockholm in 1967, UNESCO has recourse to the Paris Convention Member States' domestic systems to prevent the emblem of the Convention and the name, acronym or logo of UNESCO from being used where such use falsely suggests a connection with the Convention or UNESCO, or any other abusive use.
31. The Parties are invited to submit to UNESCO the names and addresses of the authorities in charge of managing the use of the emblem.
32. In specific cases, the statutory organs of the Convention may request the Director-General of UNESCO to monitor the proper use of the emblem of the Convention and to initiate proceedings, where appropriate, in case of abusive use.
33. The Director-General of UNESCO is responsible for instituting proceedings in the event of unauthorized use of the emblem of the Convention at the international level. Parties to the Convention should take all possible measures to prevent the use of the emblem in their respective countries by any group or for any purpose not explicitly recognized by the Statutory organs of the Convention.
34. The Secretariat and the Parties cooperate closely in order to prevent, in conjunction with competent national bodies and in line with the present Guidelines, any unauthorized use of the emblem of the Convention at the national level.

