



Diversity of Cultural Expressions

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United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Distribution: limited

CE/12/6.IGC/INF.3
Paris, 28 November 2012
Original: English

INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

Sixth Ordinary Session
Paris, UNESCO Headquarters
10 - 14 December 2012

Secretariat's Report of Activities 2012

1. At its third ordinary session (June 2011), the Conference of Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Convention”) requested the Secretariat to provide, at each of its sessions, a report on its activities.
2. The Secretariat presented its first Report of Activities in 2011 as an information document (CE/11/5.IGC/213/INF.3) to the fifth ordinary session of the Intergovernmental Committee on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Committee”). This Report provided an overview of the main achievements of the Secretariat during the period 2010-2011 to promote *ratification* and *implementation* of the Convention on the eve of the close of the 2010-2011 Biennium.
3. The Secretariat’s Report of Activities 2011 acknowledged that the Convention was entering a new implementation phase for which Parties established a clear roadmap of priorities to be pursued in 2012-2013. These priorities have a strong focus on international cooperation specifically addressing the needs of developing countries and aimed at fostering the emergence of dynamic cultural sectors.
4. Among the key priorities identified by the Parties are the design and implementation of a *capacity-building* programme and the creation of a *knowledge management* system, *communication* and *fundraising* strategy for the IFCD that would be supported through both regular programme and extra-budgetary resources as available. These priorities are reflected in the resolutions adopted by the Conference of Parties at its third ordinary session and the decisions taken by the Culture Commission and adopted by the 36th session of the General Conference (see 36 C/COM CLT/2/14.1(c) resulting in the introduction of MLA 4, Expected Result 13 in the UNESCO Programme and Budget 2012-2013).
5. This Report of Activities 2012 provides an overview of mid-term progress made by the Secretariat to promote the ratification and implementation of the Convention, particularly in the four priority areas identified. It is to be noted that as a result of the current financial crisis, there has been an 80% cut in the Regular Program budget for activities allocated to the Section on the Diversity of Cultural Expressions (the Regular Programme budget for the biennium 2012-2013 currently stands at USD 219.000) which does not allow for the above decisions and priorities to be implemented to their fullest extent. Extra-budgetary resources are therefore required in order for the expected results to be achieved.

Promoting Ratification

6. The Committee’s ratification strategy aims to have the Convention ratified by 140 Parties by the end of 2013. Since the beginning of 2012, five States have ratified the Convention (Angola, Central African Republic, Indonesia, Rwanda, and the United Arab Emirates), bringing the total number of Parties to 125. In order to achieve the goal set by the strategy, 15 additional ratifications are required by the end of 2013.
7. Details on the activities undertaken by the Secretariat to implement the ratification strategy are provided in Document CE/12/6.IGC/10, namely awareness raising activities involving Parties and non-Parties to the Convention and the production and dissemination of information tools. Of note is the Asia Pacific Ministerial Forum on the Diversity of Cultural Expressions that took place from 9 to 11 May 2012 in Dhaka, Bangladesh and was attended by Ministers and high level officials from over 30 countries in the region. The first of its kind, the Forum resulted in the adoption of the “Dhaka Declaration” calling on states in the Asia and the Pacific region to ratify the Convention. In particular, this Forum engaged several countries from the Pacific region in a dialogue about the Convention for the first time and has led to country initiatives aimed at ratification.

8. Among the barriers to ratification identified in the Secretariat's Report 2011 was *messaging*: in other words, there is a lack of awareness of the Convention in general and of its practical or tangible benefits in particular. In 2012, the Secretariat undertook activities leading to the production of different online and offline communication tools to disseminate information on the impact of the Convention at the country level (funded through extra-budgetary resources provided by the Government of Spain). It also worked closely with Field Offices to organise awareness raising workshops for public authorities and civil society organisations in Latin America, Africa and Asia.

Implementing the Convention

International Fund for Cultural Diversity

9. The main operational mechanism that provides direct financial support to governments and NGO's in developing countries to implement the Convention is *the International Fund for Cultural Diversity* (IFCD).

10. In June 2012, the pilot phase of the IFCD came to a close achieving three calls for projects (2010, 2011, 2012) that resulted in USD 35 million worth of project applications submitted by Parties and NGOs from 70 developing countries. At the end of the pilot phase, the IFCD had reached 5.5 million USD in voluntary contributions and provided support for 48 projects in 36 developing countries. It is to be noted that 82% of the IFCD funds are allocated to projects in developing countries. The Secretariat does not have a cost-recovery mechanism for the IFCD.

11. The 2012 IOS evaluation of the pilot phase found that the IFCD is a highly relevant and unique mechanism contributing to the implementation of the Convention by financing innovative initiatives to foster the emergence of dynamic cultural sectors in developing countries (see documents CE/12/6.IGC/7 and IOS/EVS/PI/116). IOS observed that the IFCD helps stakeholders better understand the relationship between culture and sustainable development, showcases civil society involvement, is a generator of best practices, as well as a mechanism for the promotion of South-South and North-South-South cooperation.

12. The results of the IOS evaluation confirmed the relevance of the projects financed by the IFCD in addressing the specific needs of the target groups and the beneficiary countries. IFCD projects demonstrate that the cultural industries are an important source of employment and revenue, and can contribute to social inclusion if the appropriate cultural policy, capacity-building and partnership mechanisms are put in place. The projects take root because they are locally owned and led. Capacity building is a core element of the IFCD projects whose aim is to empower local actors. For an overview of the results of the completed IFCD projects, see document CE/12/6.IGC/INF.4. IFCD project achievements will feature prominently in the special edition of the UNESCO-UNDP **Creative Economy Report 2013** that the Secretariat is coordinating as cases for implementing the culture and development agenda on the local level. The results of this report will inform international debates on culture in the post 2015 Sustainable Development Agenda.

13. The IOS evaluation not only addressed the governance and management of the IFCD, but made recommendations to increase its impact, visibility and mobilize resources. The Secretariat's Report of Activities 2011 also indicated that raising the level of funds is an urgent priority to ensure that the IFCD and its projects have longer term and structural impact. In conformity with decisions taken by the Conference of Parties and the Committee, a **communication and fundraising** strategy was produced by Small World Stories that outlines a three phased, five year plan (see document CE/12/6.IGC/6). Pending approval by the Committee, the Secretariat will take action to implement Phase I of this strategy in 2013, namely the implementation of two campaigns: "IFCD re-launch" and "Your 1% Counts for Creativity".

14. The Secretariat has ensured the most effective operation of the IFCD possible, within the limits of its human and financial resource capacities. To this effect, the IOS evaluation concluded that "the Secretariat has made significant efforts to implement the pilot phase of the IFCD. Considerable improvements were also made for each subsequent call of applications. At the same time, with only one full-time person and two part-time persons working on the management of the Fund, the Secretariat does not have the capacity to fulfill all of the roles assigned to it, especially that of monitoring the implementation of the approved projects" (paragraph 18 of document IOS/EVS/PI/116). A detailed report of the Secretariat's activities to implement the IFCD in 2012 is available in document CE/12/6.IGC/5.

Capacity building programme

15. The Secretariat's Report of Activities 2011 identified that there is a great demand and urgent need for the development of a capacity building programme to accelerate implementation of the Convention at the country level. The main capacity building activities identified were:

- Direct policy interventions through *technical assistance* provided to national and local authorities;
- Launching a pilot *training programme* in a specific region;
- Continued development of *capacity building tools* and introduction of new ones.

16. In 2012, the UNESCO/EU funded project "Expert Facility to Strengthen the System of Governance for Culture in Developing Countries" resulted in **technical assistance** interventions in 13 countries (Barbados, the City of Buenos Aires, Burkina Faso, Cambodia, the Democratic Republic of the Congo, Haiti, Honduras, Kenya, Malawi, Mauritius, Niger, the Seychelles and Viet Nam). These missions were undertaken by international specialists in the field of cultural policies and cultural industries that were selected for the project through a competitive process launched by the Secretariat in 2011 (over 600 applications were received). The goal of the technical assistance missions was to support countries in their efforts to establish legal / institutional frameworks for the development of national culture sectors and to introduce policies that address the role of culture in social and economic development, particularly through cultural industries. The results are very encouraging and include, for example:

- a new strategy for the development of the music industry in Seychelles;
- a new strategy to increase arts and culture education in Burkina Faso;
- a new creative industry strategy and related funding plan in Viet Nam;
- a cultural policy declaration in DRC, and
- a capacity-building program for cultural industries professionals in Honduras.

In addition to these concrete outputs, the technical assistance missions also facilitated processes of cooperation not only between the governments and civil society (required as part of the project). The missions also enabled the development of synergies and complementarity of action on the ground with the programmes and activities of other:

- international organizations (for example EU, OIF);
- national public institutions (for example British Council, Norwegian Embassy, Denmark Embassy);
- field offices of UNESCO (for example Haiti, Kinshasa, Phnom Penh);
- delegations of the European Union (in particular in DRC, Burkina Faso, Malawi, Seychelles, Viet Nam).

Progress of the missions can be monitored through information provided by the Secretariat and experts on the Convention website: <http://www.unesco.org/new/en/culture/themes/cultural-diversity/diversity-of-cultural-expressions/programmes/technical-assistance/missions/>.

17. In the second half of 2012, support from the Emergency Fund of UNESCO enabled the Secretariat to launch a **pilot training programme in Africa**; the region with the highest rate of ratification and the greatest number of requests for support in developing and implementing policies and actions to strengthen the cultural and creative industries in a sustainable manner. Activities focused on three main areas:

- *Training key Convention stakeholders*: the Programme reinforced the technical knowledge and capacities of government stakeholders on the 2005 Convention through a one-day workshop held in Abidjan, Cote d'Ivoire on 9 June 2012 where 28 African National Commissions participated in tailor-made sessions on core principles of the Convention and their key role in its implementation, in particular in the selection of project applications for the International Fund for Cultural Diversity. This is especially important given that more than 50% of applications to the IFCD come from Africa.

- *Identifying a new generation of local experts and strengthening their expertise:* 32 specialists from 25 African countries were selected through a competitive selection process (200 applications received). The specialists, of whom 40% are women, received training on policy approaches to cultural and creative industries development as well as on Convention mechanisms such as quadrennial periodic reporting. Training for the English speaking specialists took place in October 2012 in Cape Town, South Africa, in partnership with the African Arts Institute (AFAI). Training for the French speaking specialists took place in Dakar, Senegal in November 2012 in partnership with the NGO, *Culture et Développement*. This network of policy specialists will continue to deepen their knowledge of the Convention and in particular the technical specificities of policymaking for the cultural and creative industries in 2013 through ongoing mentoring provided by the programme partners and the Secretariat of the Convention. It is foreseen that through continued investment in their technical policy making skills over the medium to long term, these specialists will be able to provide support to Parties in elaborating appropriate policies that will allow their cultural sector to develop and flourish.
- *Developing an online-information sharing platform and capacity building tools:* “the 2005 Convention in Africa” was launched in June 2012 as an online information-sharing platform (<http://www.unesco.org/new/en/culture/themes/cultural-diversity/diversity-of-cultural-expressions/2005-convention-in-africa/>). It centralizes all information on projects, technical assistance missions, partners, tools and research in the region, providing a user-friendly gateway into the Convention’ actions in Africa.

18. The Convention capacity building programme is not only aimed at policy development and implementation but also at *strengthening the skills and know-how of professionals working in small -, medium- and micro- cultural industry enterprises in developing countries*. With the support of the Spanish Government, concrete projects are implemented by the Secretariat in the framework of the Global Alliance for Cultural Diversity. For example, the Secretariat continued its activities to support the Bureau Export de la Musique Africaine (BEMA) in the design of a fundraising strategy that is allowing them to be more sustainable through the establishment of successful partnerships. With support from the government of the Republic of Korea, a cultural industries’ incubator is being established in Ouagadougou aimed at strengthening the economic fabric of the music sector in Burkina Faso.

19. In addition, the Secretariat has been working with national statistical offices and researchers in eleven developing countries to *build capacities for the generation of new data* on how culture contributes to development at the national level. With support of the Spanish Government, the ‘Culture for Development Indicator Suite’ (CDIS) promotes a more comprehensive approach to the inclusion of culture in development strategies as well as cultural policies for development. The CDIS project has received significant media coverage and has been implemented in close and successful collaboration with UNESCO Field Offices.

20. Due to the cuts in Regular Programme funds for activities, only two *capacity building tools* foreseen in the Secretariat’s Report of Activities 2011 have been produced in 2012, namely:

- Guide on defining and designing successful projects for the IFCD; and
- Politiques pour la créativité : guide pour le développement des industries culturelles et créatives. (produced in partnership with the Organisation Internationale de la Francophonie (OIF).

Knowledge management

21. In the Secretariat’s Report of Activities 2011, it was foreseen that in order to meet the expected result to collect, exchange and disseminate information as well as best practices on the protection and promotion of a diversity of cultural expressions, a system of knowledge management is required. The goal of this system is to make the Convention more tangible and comprehensible for different stakeholder groups and enable the implementation of the Convention on the ground. It indicated that extra-budgetary resources of funding would be required for the full potential of the Convention’s future Knowledge Management System (KMS) to be achieved.

22. In the absence of extra-budgetary funding, the Secretariat undertook a few activities in 2012 that were designed to lay the ground work for a future KMS including the development of three new web platforms:

- IFCD Platform that integrates all documents pertaining to the 3rd call for funding in conformity with paragraph 5 of Decision 5.IGC 7. The platform also contains aggregated statistics, charts and graphs and is available at <http://www.unesco.org/culture/cultural-diversity/2005convention/en/programme/ifcd/>;
- Quadrennial periodic reports platform that contains the reports received and the transversal analysis by the Secretariat, 47 cases of innovative examples, statistical annexes, links to a series of 18 online video tutorials illustrating the process of preparing periodic reports with civil society organisations etc. It is available at <http://www.unesco.org/culture/cultural-diversity/2005convention/en/programme/periodicreport/>;
- Implementation of Article 21 platform providing an inventory of examples and practices related to this article and a submission form to engage users in the information collection and dissemination process. It is available at: <http://www.unesco.org/culture/cultural-diversity/2005convention/en/programme/articlexxi/>.

23. Should sufficient resources become available, the Secretariat will interlink and further develop the existing platforms and its other activities and projects into a comprehensive KMS. It will be informed by a collection and analysis of quantitative and qualitative information including the results of the Convention's activities such as innovative examples collected through the Parties quadrennial periodic reports, information on the impact of projects supported through the IFCD, the impact of technical assistance missions, among others. The goal is to build a common and accessible platform that would include multiple language search capacities, video tutorials, good practices, online registry submissions, content tagging techniques, etc.

Main challenge

24. As mentioned above, the main challenge to the implementation of activities in 2012 is the drastic reduction of Regular Programme funds for activities in the present biennium, which was partly compensated by reinforcing the human resources of the Secretariat. Emergency Funds have allowed the Secretariat to carry out the pilot training programme in Africa and the knowledge management work until the end of 2012, while extra-budgetary funds permitted the implementation of the technical assistance programme (EU funding), the development of the 'Culture and Development Indicators Suite', the implementation of the operational project of the 'Global Alliance for Cultural Diversity', the development of the 'Diversity Kit for Youth' and the production of awareness-raising materials over the same period (Government of Spain funding).

25. In addition, the Secretariat made every effort in 2012 to reduce costs which included:

- foregoing physical meetings, whenever possible: the Panel of Experts which evaluates the applications submitted to the International Fund for Cultural Diversity (IFCD) work together through email exchange, a discussion forum and teleconferences;
- reducing its travel costs; the Secretariat took advantage of existing national and regional events to which travel was paid by the organisers to pursue its activities in the field as well as intensifying efforts to engage Field Office colleagues and provide them with all necessary materials, including promotional kits and Power Point Presentations;
- reducing paper, photocopying and mailing costs related to the organization of statutory meetings: the working documents of the sixth session of IGC were uploaded on the Convention's website only, with limited paper copies available to Committee members during the meeting;
- reducing hospitality costs related to statutory meetings: such expenditures as bottled water, coffee breaks and receptions have been cut, paper badges were ordered instead of laminated ones.

Conclusion

26. The main line of action for 2013 is to continue efforts aimed at achieving expected results in the priority areas mentioned in this Report and outlined in the Secretariat's Report of Activities 2011 to promote the ratification and full implementation of the Convention at the country level. In order to reach the full potential of activities associated with such priority areas, the Secretariat will continue to seek extra-budgetary sources of funding.

27. The Secretariat could also greatly benefit from the provision of fellows and associate experts with a profile in the fields of cultural policies, cultural industries, international cultural cooperation and development that can be engaged to work with the Secretariat for limited durations and on special projects.

28. Special attention will continue to be paid to UNESCO's priorities: *Africa* and *gender equality*. With respect to the latter, an analysis of IFCD Pilot Phase applications and of the 2012 quadrennial periodic reports will be carried out from gender perspective, and the results will be consolidated into a contribution to the UNESCO report on Culture and Gender.