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Diversity of Cultural Expressions

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

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Secretariat's Report of Activities 2011

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 that the Secretariat provides, at each of its sessions, a report on its activities.

2. Given that the fifth ordinary session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Committee”) is taking place at the end of the Biennium 2010-2011, it was deemed opportune to provide an overview of the main achievements of the Secretariat during this period to promote *ratification* and *implementation* of the Convention. This report also provides an outline of future activities to be undertaken during the period 2012-2013 in compliance with the resolutions adopted by the Conference of Parties at its third session and the expected results adopted by the 36th General Conference in the 36 C/5.

Achievements 2010-2011

3. The Committee's *ratification strategy* aims to attract a minimum of 140 Parties to the Convention by the end of 2013. Fourteen Member States ratified the Convention during 2010-2011 raising the number of Parties to 119. Furthermore, during the 36th session of the General Conference, the Secretariat was informed that the following Member States are pursuing ratification of the Convention: Bahrain, Colombia, Indonesia, Thailand and Turkey.

4. One of the priorities identified in the ratification strategy is to increase the number of Parties from under-represented regions: Asia and the Pacific as well as the Arab States. To this end, the Secretariat worked closely with Field Offices and other experts in these regions to better understand the challenges to ratification and ways to address them. It has been found that among the main barriers to ratification could be: *messaging* in that there is a serious lack of awareness of the Convention in general and of the practical or tangible benefits in particular; *circulation of misinformation* on the objectives of the Convention and/or how “cultural expressions” are defined; *interdisciplinary nature of the Convention* that requires the involvement of several Ministries for which many countries have not yet developed working mechanisms.

5. Mechanisms and programmes to *implement the Convention* were launched that target both national and local authorities through technical assistance for policy development as well as NGOs through direct financial support for projects. More specifically, the technical assistance programme, funded by the European Union, aiming to strengthen the system of governance for culture in developing countries is providing assistance to governments in ten countries at the national and/or local level to implement the Convention. In addition, the International Fund for Cultural Diversity (IFCD) provides direct financial support to 31 projects in the fields of cultural policy development and strengthening of the cultural industries in 24 developing countries.

6. Implementing the Convention also requires tools that can inform and help build capacities among the different stakeholder groups. As a first step, tools being developed within the culture sector of direct relevance to the implementation of the Convention were consolidated within the Secretariat in 2011 that, when finalized in the first half of 2012, will provide advice, in particular to developing countries, on:

- defining and designing cultural industry projects for international funding programmes;
- developing policies for the cultural and creative industries and;
- assessing the contribution of culture for national development through a suite of indicators.

Way forward (2012-2013)

7. The main line of action for the next Biennium is to continue efforts at achieving the goals set by the *ratification strategy* as well as to address the growing needs of Convention stakeholders to *implement the Convention* in the fields of policy making, institution building, project

development, research and analysis, and partnership engagement in the cultural and creative industries in developing countries.

8. Advances made during 2010-2011 to implement the Convention within countries and at the international level will continue with priority given to four main fields of activity: *capacity building, knowledge management, communication and fundraising for the IFCD.*

Capacity building

9. In order to accelerate the implementation of the Convention on the national level, there is a great demand and need for the development of a *capacity building programme* to support and strengthen policies, measures and programmes to foster the emergence of dynamic cultural sectors, in particular through the cultural industries in developing countries; a priority identified in one of the main pillars of the Convention, namely Article 14 on “Cooperation for Development”.

10. The 2005 Convention capacity building programme will therefore target public authorities on the national and local levels, institutions that deliver cultural services as well as artists and cultural entrepreneurs of small, medium and micro-businesses in developing countries. Special attention will be paid to UNESCO's priorities: Africa, gender equality and youth.

11. In 2012-2013, the main capacity building activities could involve: launching a *pilot Training of Trainers* programme in a specific region; direct policy interventions through *technical assistance* provided to national and local authorities; the continued development of *capacity building tools* (see paragraph 6 above) as well as the introduction of new ones on “how to”:

- define and design successful projects for the IFCD;
- prepare quadrennial periodic reports on measures Parties have taken to promote the diversity of cultural expressions;
- collect data to inform cultural policy-making and;
- build management skills among cultural entrepreneurs in developing countries.

12. It is to be noted that other Culture Sector Conventions provide support for capacity building programmes through their International Funds. In the case of the 2005 Convention, there is currently no budget provision available within the IFCD for capacity building. In recognition of this fact, there has been an announced increase in the Regular Programme budget of 800 000 \$ for capacity building through a decision taken by the 36th session of the General Conference to reinforce MLA 4 in the biennium 2012-2013.

Knowledge management

13. In order to meet the expected result to collect, exchange and disseminate information as well as best practices concerning the protection and the promotion of cultural expressions, a system of *knowledge management* is required. It is envisaged as a working and communication platform that is essential to make the Convention more tangible and comprehensible for different stakeholder groups and assist with the implementation of the Convention by all stakeholders.

14. Understanding that knowledge management is more than just creating a database, whether online or offline, the Secretariat will pursue a programme of activities that combines the following types of activities: collection and analysis of quantitative and qualitative information as well as technical development that will facilitate the building of a common and accessible platform for information sharing and exchange (including multiple language search capacities, video tutorials or docu-best practises, online registry submissions, content tagging techniques, etc).

15. The Convention knowledge management system will be informed by, among others, the 105 quadrennial periodic reports to be submitted by Parties during the 2012-2013 Biennium; representing almost 90% of the Parties to the Convention. These reports are to include concrete examples of policies, measures, institutional arrangements, case studies, statistics etc., that will also be highlighted in the Secretariat's analytical content summary to be submitted to the sixth session of the Committee.

Communication

16. In the coming Biennium, *targeted communication strategies* will be pursued to promote the visibility and raise awareness of the Convention using a variety of *tools* (brochures, posters, videos), *distribution channels* (including social media) and *approaches* (e.g. uni-directional, interactive). An important goal of these strategies will be to address two main challenges: relatively low levels of awareness of the Convention in specific parts of the world and among stakeholder groups (e.g. governments, NGOs, artists and cultural entrepreneurs, private sector); and the misunderstandings about the main objectives and concepts underpinning the Convention. It is also expected that the communication strategies to “raise awareness” of the Convention will work in synergy with those aimed at increasing ratification and raising resources for the IFCD.

17. Field offices play an important role in the design and implementation of the communication strategies, ensuring that the messages are informed through a “bottom-up” process of consultation. Strategies to be developed for the Asia and Pacific region as well as Arab States will be informed by the results of two studies on the main perceptions and challenges to the ratification and implementation of the Convention in these regions to be finalised in the first semester of 2012.

18. In parallel, work will be undertaken to establish a visual identity for the Convention. To this end, the Secretariat will present proposals for a Convention emblem based on the “Circles” design as well as a preliminary draft of operational guidelines on its use for approval by the Conference of Parties in June 2013.

Fundraising for the IFCD

19. The IFCD is the only operational arm of the Convention that provides direct financial support to governments and NGOs in developing countries that implements the principles and objectives of the Convention. Ensuring the efficient and transparent governance and management of the IFCD is essential. Raising the level of funds is an urgent priority to ensure that the IFCD has an important impact in fostering cooperation for development within target countries as well as among donors.

20. Contributions to the IFCD have been steady since the Special Account was created in 2007. As of November 2011, over 5 million US\$ have been donated to this voluntary Fund by 38 countries and 11 individuals. Six countries represent the main donors of the IFCD (Norway, France, Canada, Spain, Finland and Mexico), accounting for 83% of total contributions. No private sector contributions have been made to date.

21. Over the past three years, the Committee has had several discussions about raising resources for the Fund and has examined innovative fundraising mechanisms and experiences of other UN organisations such as UNICEF and UNITAID. Suggestions for diverse fundraising activities and events that can be organized at the national level to raise resources for the IFCD have been proposed. In addition, the Committee has emphasized the importance of ensuring the traceability, transparency and quality management of IFCD contributions as essential for the future fundraising strategy; the latter to be prepared by professionals who may also be specialized in communication. Developing messages targeting public, private, civil society and/or individual stakeholders about why they should donate to the IFCD and what they get in return for their contribution is of high importance.

22. The following action could be considered:

- i) work towards the establishment of an IFCD sub-fund for specific activities such as capacity building to respond to demands from project applicants and donors;
- ii) introduce new online mechanisms to facilitate donations that would make it easier for individuals to contribute to the IFCD (e.g. through Paypal);
- iii) launch an online campaign targeting the private sector that would employ social networking tools

- iv) partner with international distributors of diverse cultural expressions (for example films) to launch a one-day campaign “cultural industries for development” with proceeds donated to the IFCD.

Conclusion

23. Through the restructuring of the Culture Sector in the Biennium 2010-2011 and decisions taken at the 36th session of the General Conference, the Secretariat of the 2005 Convention and its activities to implement the Convention have been reinforced. Among the four priority fields for the next Biennium 2012-2013 – capacity building, knowledge management, communication and fundraising - additional regular programme resources are to be invested in capacity building.

24. In order to reach the full potential of activities associated with, for example, knowledge management and fundraising for the IFCD, extra-budgetary sources of funding will need to be identified. Extra-budgetary resources for communication activities have already been provided by the Government of Spain.

25. The Secretariat could also greatly benefit from the provision of 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.