Item 7 of the provisional agenda: Fundraising activities: Report on the implementation of the IFCD fundraising strategy

In accordance with Decision 6.IGC 6, this document presents a report on the implementation of the IFCD fundraising strategy.

Decision required: paragraph 25
1. At its first extraordinary session (June 2008), the Committee requested the Secretariat, using extrabudgetary funding where available, to hold informal consultations with Parties, experts and enterprises, with a view to identifying potential sources of funding for the IFCD (Decision 1.EXT.IGC 6).

2. Recognizing the need to engage professionals in the field of fundraising, the Committee, at its fifth ordinary session (December 2011), decided to allocate from unassigned funds in the IFCD special account a maximum amount of US$200,000 for fundraising activities including the elaboration of a fundraising strategy, as described in document CE/11/3.CP/209/INF.5. It also inscribed the item of fundraising activities on the agenda of the sixth ordinary session of the Committee, requesting the Secretariat to submit to it a detailed report on the use of the funds intended for fundraising activities (Decision 5.IGC 6).

3. At its sixth ordinary session (December 2012), the Committee adopted the fundraising and communications strategy prepared by Small World Stories as described in document CE/12/6.IGC/6REV., Annex II. The Committee strongly supported the strategy, noting the high quality of the document as well as the dynamic objectives and vision of its strategy. In conformity with Decision 6.IGC 6, the Committee, requested the Secretariat to prepare and submit to the fourth ordinary session of the Conference of Parties an information document on the IFCD’s fundraising activities.

4. The Committee, through its Decision 5.IGC 6, paragraph.8, requested the Secretariat to identify appropriate means or mechanisms to facilitate the payment of contributions to the IFCD. To this end, the Secretariat consulted the Bureau of Financial Management, the Bureau of Strategic Planning and the Sector of External Relations and Public Information. It was recommended to use the “PayPal” system as an appropriate mechanism for the IFCD as it is already in use to collect donations for the Emergency Fund and for the Special Fund on the safeguarding of Mali’s World Heritage Sites. It was underlined that the success of mobilizing donors to make contributions through this system is highly dependent on an extensive communication campaign. The “PayPal” system is available on the webpage dedicated to the fundraising activities of the IFCD.

5. The entire strategy was adopted for five years (2013-2018), noting that fundraising is highly dependent on increased visibility of the Convention worldwide. The five-year strategy is divided into three phases. The first phase (18 months, from 1 January 2013 to 30 June 2014) is designed to expand the IFCD’s existing support base among governments, while at the same time establishing the building blocks that it will need to reach out to external donors. The estimated costs for phase one is approximately US$ 399,500 and US$ 1,434,875 is expected to be raised during this phase. Phase two will extend over a two-year period 2014-2016 and will cost approximately US$ 457,125. The goal of this phase is to raise US$ 4,391,367. Together, these two phases will develop targeted cases for support and reach out to external donors to secure partnerships with the private sector and with high-net worth individuals. It is only when the IFCD is mature in terms of visibility, fundraising and communication that it can reach out to a corporate partner to establish a “cause marketing, longer-term relationship", to attract a corporate partner to raise funds for the IFCD, potentially through corporate sales.

6. Phase three will begin in 2016 and will be rolled out over an 18-month period with a US$ 351,625 budget. The overall goal is that by 2018, the IFCD will be highly respected among government donors, will receive regular financial support from at least half of the Parties to the Convention and will have developed six key private sector partnerships that will account for 30 per cent of its resources. The implementation of this strategy includes the important activities of benchmarking and evaluation.
Phase one activities (2013)

7. For the year 2013, the Committee decided that the remaining funds allocated at its fifth ordinary session for fundraising could be used for visibility and promotional activities to implement some phase-one activities (Decision 6.IGC 6). The main objectives of phase one are to establish a clear message and visible identity for the IFCD and consolidate the IFCD’s existing donor base (Parties to the Convention).

8. As a first step to consolidate the IFCD’s donor base, the Director-General issued a call for contributions in March 2013 through an official letter requesting support for the IFCD by providing an annual voluntary contribution equivalent to at least 1 per cent of total annual contribution to UNESCO and informing the Parties of the funding strategy. Since then, five Parties have contributed to the IFCD for a total amount of US$ 456,331.

9. Below is an overview of activities undertaken by the Secretariat in 2013 as indicated in the IFCD fundraising strategy and approved by the Committee at its sixth ordinary session including launching the IFCD campaign, rebranding and securing partnerships.

Campaign launch

10. The Fundraising campaign, “Your 1% Counts for Creativity”, was launched on 10 June 2013 prior to the fourth session of the Conference of Parties. This event targeted Parties as the main Convention stakeholders. A panel of project champions shared their experiences of the IFCD and illustrated how “investing in creativity transforms societies” through testimonies and audiovisual-stories. Information about the web launch of the campaign can be found online at: mms://stream.unesco.org/vod/CLT_10062013_1_floor.wmv. This event also provided an opportunity for “virtual participation” among targeted groups around the world through Facebook, Twitter, etc. A report of this event is available on the webpage dedicated to the fundraising activities of the IFCD.

11. Following the launch of the campaign, the Secretariat of the Convention organized an electronic survey in line with the 191 EX/Decision 15 (I) Part C.5 calling for the Secretariat to introduce a process for requesting comments and feedback from participants of statutory meetings in order to improve future events. While recognizing the good quality of the preparation and the organization of the event with the high satisfaction rate as regards the quality of the multimedia tools, two main suggestions were made: 1) to organize the event during the meetings; and 2) to send frequent reminders via email to Parties and civil society to encourage them to participate in the debate. The full report on this survey is annexed in the document CE/13/7.IGC/INF.3.

12. Following the launch, the campaign message and related communication material were widely disseminated, with the aim of maintaining and fostering relationships with the existing and growing IFCD supporter base. Multimedia channels, web tools including the Convention’s website as well as social media platforms are used to further promote and publicize the campaign.

IFCD rebranding

13. According to the IFCD fundraising strategy, a major goal of phase one is to rebrand the IFCD through a series of promotional activities. The first step was to elaborate a series of communication tools building on the message “Investing in Creativity – Transforming Societies”.

14. Five electronic newsletters (e-updates) were released in English, French and Spanish in April, July, September, November and December 2013 in order to keep the Convention’s stakeholders informed about the results and on-going activities of the IFCD projects. The success of projects increases visibility and therefore raises the potential for raising funds. The newsletters also share information with donors on progress made in the fundraising strategy. Statistics available on the website show that the e-update campaign (in April, July and September) has been successful,
consistent and is delivering in all three languages. The e-update email lists are growing and unsubscribe rates are very low. Additionally, these statistics indicate that a high percentage of those opening the e-updates click to read additional content. In conclusion, considering that building an audience takes time, the results are encouraging.

15. Following the positive feedback received on the first IFCD brochure published prior to the sixth ordinary session of the Committee, a second brochure providing the keys results achieved by the IFCD funded projects in 2011-2013 was produced and distributed to the Convention’s stakeholders. The brochure is submitted to the Committee as an information document (CE/13/7.IGC/INF.7).

16. The communication strategy foresaw the production and distribution of one corporate video and several multimedia stories to raise the profile of the IFCD. These stories present a selected number of IFCD-funded projects (Argentina, Croatia and Senegal) that implemented different aspects of the IFCD interventions (capacity-building, market access, policy action and skills development) and showcase the IFCD’s impact on the ground. The corporate video and multimedia stories were produced in English, French and Spanish and were screened at the launch of the campaign, during the fourth ordinary session of the Conference of Parties, and at the 37th session of the General Conference. On 27 September 2013, the corporate video and the IFCD projects were also screened at the opening of the TodaysArt Festival in The Hague (Netherlands) to an audience of over 200 people. The following day, the IFCD and its funding opportunities for developing countries were the topic of a Q&A session and discussion with cultural managers and cultural professionals specializing in contemporary creativity from around the world. For more information, please visit: http://todaysart.nl/2013/program/unesco-international-fund-for-cultural-diversity/

17. A new website for the IFCD has been developed as part of the Secretariat’s efforts to raise visibility, share results and information about the impact of IFCD projects. It includes access to the “PayPal” system in order to facilitate the payment of contributions to the IFCD. A special webpage presenting all relevant information on the IFCD is dedicated exclusively to fundraising for the IFCD. This website supports active use of social media since the launch of the campaign through UNESCO’s Pinterest, Facebook and Twitter communities.

18. IFCD projects and results are featured throughout the special edition of the UNESCO-UNDP Creative Economy Report. Chapter 7 of the Report entitled “The United Nations as a strategic partner of local creative economy development” focuses on the dynamics of creative economies at the local level in developing countries and highlights several IFCD projects.

19. The Annex of this document presents a visual summary of the implementation of the strategy.

Securing partnerships

20. As part of phase one activities and in preparation for the second phase of the strategy, whose main objective is to reach out beyond governmental donors and to reach alternative funding sources, the Secretariat is currently developing a detailed list and database of potential private sector partners. This information will serve as a basic tool needed to cultivate relationships with prospective private sector partners.

Funding required to implement the fundraising strategy in 2014

21. The table below provides a summary of the budget, funds raised and required to complete phase one activities. To recall, the time frame for phase one activities is from 1 January 2013 to 30 June 2014.
Table 1: Phase one budget, funds raised and required

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost of activities foreseen in the strategy adopted by the 6IGC</td>
<td>US$ 174,500*</td>
</tr>
<tr>
<td>Total amount allocated by the 6IGC</td>
<td>US$ 143,000</td>
</tr>
<tr>
<td><strong>Total amount requested for approval by the 7IGC</strong></td>
<td><strong>US$ 31,500</strong></td>
</tr>
</tbody>
</table>

* Not including staff costs

22. Phase two activities are foreseen to be implemented over a twenty-four month period beginning on 1 July 2014 and ending on 30 June 2016 at an estimated total budget of US$ 95,125 (excluding staff costs).

23. According to the fundraising strategy, phase two activities to be undertaken from July to December 2014 (six month period) are to:
   - continue promotional activities to rebrand the IFCD (with the addition of 5 issues of the e-updates in three languages, 4 new multimedia stories are produced, one end of year brochure communicating main results of the IFCD; and
   - secure partnership with the private sector including research and outreach activities.

The total estimated cost is US$ 23,781 (25% of the total budget for phase two activities).

24. Therefore, the total amount required by the Secretariat to carry out activities in 2014 that are foreseen in the fundraising strategy adopted by Decision 6.IGC 6 is **US$ 55,281** (US$ 31,500 + US$ 23,781).

25. The Committee may wish to adopt the following decision:

**DRAFT DECISION 7.IGC 7**

*The Committee,*

1.  **Having examined** document CE/13/7.IGC/7 and its Annex;

2.  **Examines and possibly decides to implement specific activities outlined in document CE/13/7.IGC/7 corresponding to phases one and two of the IFCD fundraising strategy;**

3.  **Requests** the Secretariat to pursue fundraising activities for 2014;

4.  **Also requests** the Secretariat to report on the implementation of the IFCD fundraising strategy at its eighth ordinary session.
ANNEX

Launching of the fundraising campaign “Your 1% Counts for Creativity”, June 10th 2013

From left to right: Mike Van Graan, Executive Director of the African Arts Institute; Claudia Billourou, founder and co-director of Escuela y Espacio de Arte y Oficios du Teatro Argentino de La Plata; Diego Padilla, Executive Director of the Instituto de Relaciones Internacionales e Investigaciones para la Paz (IRIPAZ); Michelle Constant, CEO Business and Arts South Africa (BASA); Oumar Sall, director of Groupe 30 Afrique, an Interafrican Network for Cultural Exchange.

Implementation of the IFCD fundraising strategy
E-updates
Communication Strategy

IFCD Corporate video

Multimedia stories of IFCD-funded projects

Argentina - A vocational school creates new job options for young Argentinians

Senegal - African artists embrace the digital era
Croatia - Book market regulation and promotion of a culture of reading in Croatia

The IFCD presented at the TodaysArt Festival, The Hague, Netherlands, September 28th 2013