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联合国教育、
科学及文化组织

Diversity of Cultural Expressions

4.IGC

Distribution limited

CE/10/4.IGC/205/11
Paris, 12 October 2010
Original: English

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

Fourth Ordinary Session
Paris, UNESCO Headquarters
29 November - 3 December 2010

Item 11 of the Provisional Agenda: Documents to be approved by the third ordinary session of the Conference of Parties

The Conference of Parties requested the Committee to submit for approval, at its third ordinary session, draft operational guidelines for the implementation of the Convention (Resolution 2.CP 7). This document contains in Annex a compilation of draft operational guidelines to be completed during the Committee's fourth ordinary session, and to be submitted to the Conference of Parties for approval.

Decision required: paragraph 6.

Article 22.4(c) of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Convention”) indicates that the functions of the Conference of Parties include, *inter alia*, the approval of the operational guidelines, prepared by the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Committee”) upon its request. As for the Committee, its functions include, in particular, the preparation and submission for approval by the Conference of Parties the requested operational guidelines for the implementation and application of the provisions of the Convention (Article 23.6(b) of the Convention).

1. The Conference of Parties, in its Resolution 2.CP 7 adopted at its second ordinary session in June 2009, requested the Committee to prepare draft operational guidelines for Articles 9, 10 and 19 of the Convention, together with draft operational guidelines on the measures to increase the visibility and promotion of the Convention, and to submit to it, at its third ordinary session, the result of its work for consideration and approval.

2. During its third ordinary session (December 2009), the Committee adopted draft operational guidelines on measures to ensure the visibility and promotion of the Convention (Decision 3.IGC 6).

3. The Committee will, for the first time, examine preliminary drafts of operational guidelines for Articles 9 (information sharing and transparency), 10 (education and public awareness) and 19 (exchange, analysis and dissemination of information) of the Convention at this fourth ordinary session (Documents CE/10/4.IGC/205/7; /8; /9). At the present session the Committee will also examine preliminary draft operational guidelines governing the use of the emblem of the Convention, in accordance with Decision 3.IGC 6 (Document CE/10/4.IGC/205/5).

4. This document includes in Annex draft operational guidelines on measures to ensure the visibility and promotion of the Convention as adopted by the Committee and to be submitted for approval to the Conference of Parties. If the Committee adopts the draft guidelines for Articles 9, 10 and 19 and those governing the use of the emblem of the Convention at this fourth ordinary session, they will be included in a compilation of draft guidelines that will be submitted for approval to the Conference of Parties.

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

DRAFT DECISION 4.IGC 11

The Committee,

1. Having examined document CE/10/4.IGC/205/11 and its Annex;
2. Recalling Resolution 2.CP 7 and its Decision 3.IGC 6;
3. Submits to the Conference of Parties for approval, as annexed to this Decision, the following draft operational guidelines:
 - Draft operational guidelines on measures to ensure the visibility and promotion of the Convention;
 - [Draft operational guidelines governing the use of the emblem of the Convention];
 - [Draft operational guidelines on information sharing and transparency (Article 9)];
 - [Draft operational guidelines on education and public awareness (Article 10)];
 - [Draft operational guidelines on exchange, analysis and dissemination of information (Article 19)].

ANNEX: Compilation of draft operational guidelines adopted by the Intergovernmental Committee

Draft operational guidelines on measures to increase the visibility and 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 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 the 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 the 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, the 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.

Draft operational guidelines governing the use of the emblem of the Convention

Subject to Decision 4.IGC 5

Draft operational guidelines for information sharing and transparency (Article 9)

Subject to Decision 4.IGC 7

Draft operational guidelines for education and public awareness (Article 10)

Subject to Decision 4.IGC 9

Draft operational guidelines on exchange, analysis and dissemination of information (Article 19)

Subject to Decision 4.IGC 8