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Diversity of Cultural Expressions

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INFORMATION DOCUMENT

Outline of the terms of reference for a future fundraising strategy for the International Fund for Cultural Diversity (IFCD)

At its fourth session in December 2010, the Committee requested the Secretariat “to prepare an information document for the third ordinary session of the Conference of Parties that would outline the terms of reference for a future fundraising strategy for the Fund taking into account the debate of the Committee at this session” (Decision 4.IGC 10B). In conformity with this decision, this document contains a proposal for terms of reference for a future fundraising strategy for the IFCD.

1. At its fourth ordinary session in December 2010, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Committee”) requested the Secretariat “to prepare an information document for the third ordinary session of the Conference of Parties that would succinctly outline the terms of reference for a future fundraising strategy for the Fund taking into account the debate of the Committee at this session” (Decision 4.IGC 10B paragraph 5).

2. During its debate, the Committee stressed that developing a fundraising strategy for the International Fund for Cultural Diversity (IFCD) was a priority and that the credibility and effectiveness of the Convention were at stake. It also emphasized the need to employ innovative mechanisms both at national and international levels in order to guarantee adequate resources. The Committee identified two important aspects when considering fundraising options for the IFCD, namely, voluntary contributions by Parties and contributions by non-state entities, such as foundations, companies and individuals. With regard to the former, the Committee insisted that every Party to the Convention, including developed and developing countries, should regularly contribute to the Fund. With regard to the latter, suggestions were put forward to raise funds through proceeds generated by IFCD-recognized cultural events (e.g., through an award or a “seal of excellence”) showcasing a wide range of cultural expressions and artists or cultural productions from several countries (in particular, the developing ones). Other possibilities discussed were involving artists, the general public, the private sector and professionals in a global fundraising campaign inspired by the experience of UN bodies such as UNICEF.

3. The Conference of Parties and the Committee have repeatedly pointed out that the success of a future fundraising strategy is interlinked with the visibility of the Convention and the successful implementation of the IFCD-funded projects. The Committee has also observed that fundraising is a task requiring specific skills and it should be entrusted to qualified professionals.

4. The following is put forward as a proposal for terms of reference toward the production of a fundraising strategy for the International Fund for Cultural Diversity (IFCD):

Taking into consideration all relevant provisions of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions and the operational guidelines, in particular Article 18, paragraph 3 of the Convention, which establishes the following types of resources of the IFCD:

- “(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.”

The fundraising strategy shall:

- i) identify guiding principles, taking into consideration all relevant documents (in particular document CE/10/4.IGC/205/10B), discussions and decisions by the Governing Organs of the 2005 Convention and the information compiled by UNESCO on fundraising mechanisms, notably innovative ones, implemented at the national level to raise resources for the Fund (ref. CE/11/3.CP/209/INF.7);
- ii) identify the fundraising needs and opportunities for the IFCD and suggest specific fundraising goals;

- iii) identify priority target groups and potential donors, as well as specific strategies to approach each group/donor (e.g., direct solicitation, online micro-donations, event-based fundraising, etc.);
- iv) provide a cost-effective workplan and timetable containing the following elements: concrete steps/activities accompanied by a realistic estimation of the annual fundraising support budget, time-share of human resources inside and outside UNESCO (e.g., an outsourced fundraising body) and their responsibilities;
- v) define specific roles, functions and activities to be undertaken by relevant actors in the implementation of the fundraising strategy, including the Parties to the 2005 Convention, the UNESCO Secretariat, as well as civil society and private sector actors at the international and national levels.

The fundraising strategy should report on and draw inspiration from existing and successful practices of UN agencies and other international organizations that could be adapted to the needs of the IFCD, as well as innovative financing mechanisms implemented at the national level.