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

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Item 4 of the provisional agenda: Secretariat's Report on its Activities

This document presents the Secretariat's report of its activities for the period 2012-2013.

Decision required: paragraph 58

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 to the fourth ordinary session of the Conference of Parties covering the period 2011-2013 (See Document CE/13/4.CP/7). This was preceded by two interim reports presented to the fifth and sixth ordinary sessions of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Committee”) in Documents CE/11/5.IGC/213/INF.3 and CE/12/6.IGC/INF.3.
3. The Secretariat’s reports demonstrated that the Convention was entering a new implementation phase for which Parties established a clear roadmap of priorities to be pursued during the Biennium 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. This report provides an overview of the activities undertaken by the Secretariat during the 2012-2013 Biennium as well as the results achieved in relation to those expected in the 36 C/5 MLA 4, ER 10-13. It should be read in conjunction with the Director-General’s periodic reports to the Executive Board on the execution of the programme adopted by the General Conference (EX/4).

I Duties, structure and composition of the Secretariat

5. The primary responsibilities of the Secretariat are to support the work of the governing bodies of the Convention and to ensure the implementation of their decisions, including the roles and responsibilities defined in the Operational Guidelines approved by the Conference of Parties.
6. The work of the Secretariat is performed under the authority of the Director-General and in accordance with the Approved Programme and Budget adopted by the Organization’s General Conference, the 36 C/5 for the 2012-2013 biennium. The expected results in the 36 C/5 for the Diversity of Cultural Expressions Section are presented in Annex, including performance indicators, benchmarks and output produced by the Secretariat. This programme of activities focused on facilitating the effective implementation of the Convention by assisting its governing bodies, strengthening capacities of Parties – particularly developing countries - to design policies, measures and programmes at the national level that have a direct impact on the creation, production, distribution and enjoyment of a diversity of cultural expressions and to promote information sharing and transparency at the international level.
7. In January 2012, the Section for the Diversity of Cultural Expressions included **six** established posts financed under the Regular Programme: one General Services and five Professional posts. The Section was expanded throughout the biennium and now includes **nine** established posts financed under the Regular Programme: two General Services and seven Professional posts. In addition, one Associate Expert (P2) was supported by the Government of Spain (March 2014) as well as one Professional post (P3) within the framework of a Spanish Funds-in-Trust agreement. One Professional post (P3) was also financed within the framework of the Joint-Agreement with the European Union (until November 2013).
8. Until now, the Section has been organised around thematic poles of activity (project based, policy and information/research based, communication based) This structure will be reviewed at the beginning of 2014, taking into consideration the new Conventions’ Common Services Team to be created at the beginning of 2014. This team aims at providing all cultural Convention Secretariats with a platform of pooled resources for a number of common needs linked to the logistics of statutory meetings as well as to communication, outreach and partnerships.

II. Main activities of the Secretariat in 2012-2013

9. The main activities of the Secretariat are described below in line with the corresponding expected results set out in the Approved Programme and Budget for the 2012-2013 Biennium as well as the main priorities established by the governing bodies of the Convention. They are: effective implementation of the Convention; strengthened policy support at the national, regional and international levels; identification and dissemination of information and best practices; fostering the role of the culture in sustainable development through the cultural and creative industries.

10. In addition, the fourth ordinary session of the Conference of Parties (June 2013) identified a series of priority activities that they consider essential for the implementation of the Convention. Resolution 4.CP 7 lists them as the design and implementation of a capacity-building programme and the creation of a knowledge management system to support this programme, communication and fundraising strategy for the International Fund for Cultural Diversity (hereinafter referred to as “the IFCD”). Such activities are to be supported through both regular programme and extra-budgetary resources as available.

11. In 2012-2013, the Secretariat participated in three IOS evaluations and audits on: the pilot phase of the International Fund for Cultural Diversity (IOS/EVS/PI/116); working methods of the Culture Conventions (IOS/AUD/2013/06); and on the relevance and effectiveness of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions with a focus on its impact at the legislative / policy / strategy level. The results of the latter evaluation are expected to be presented to the 194th session of the Executive Board in Spring 2014. Steps taken to implement IOS recommendations on the IFCD are provided in working document CE/13/7.IGC/8. Decisions are to be taken by the Committee at this session on the implementation of recommendations on the working methods of the Culture Conventions as described in working document CE/13/7.IGC/13.

12. The Secretariat has made every effort over the period 2012-2013 to raise extra budgetary funds, to reduce costs of meetings and streamline working procedures as well as to regularly share approaches and smart practices with the Secretaries of other culture conventions through participation in the Cultural Conventions Liaison Group (CCLG).

The 2005 Convention effectively implemented

13. Three performance indicators were adopted in the 36 C/5 to achieve expected result 10 to ensure the effective implementation of the Convention. They are: support to the governing bodies, effective management of the International Fund for Cultural Diversity, increase in the number of Parties to the Convention. The main activities are described below, with references to accompanying working and information documents presented to the Convention’s governing bodies during the 2012-2013 Biennium.

Support to the governing bodies of the Convention

14. Among the Secretariat’s primary functions, as set out in Article 24 of the Convention, are to assist the organs of the Convention and prepare the documentation of the Conference of Parties and Committee as well as the agenda of their meetings, and assist them in and report on the implementation of their decisions.

15. The work required to fulfil these functions is year-round and in many cases leads to long-term programmes of activity deemed priority by the governing bodies (e.g. promoting the visibility and ratification of the Convention, management of the IFCD, capacity building and knowledge management) as well as new areas of activity. The latter include monitoring implementation by Parties of measures to promote the status of the artist, investigating the development of digital technologies that have an impact on the Convention, investigating the role of public service broadcasting in promoting the objectives of the Convention, assessing the impact of the involvement of civil society and finally, monitoring and reporting on the impact of specific articles of the Convention relating to preferential treatment, international consultation and coordination.

16. During 2012-2013, the Secretariat has ensured the logistical organisation of the meetings of the governing bodies and the preparation of documentation for the following:

- Sixth and seventh ordinary sessions of the Intergovernmental Committee held in December 2012 and 2013 respectively at UNESCO in Paris. These sessions were held in English/French, 32 working documents and 12 information documents were produced and translated into English and French;
- Fourth ordinary session of the Conference of Parties held in June 2013, at UNESCO in Paris. This session was held in six languages, 12 working documents were produced and translated into English, French, Spanish, Chinese, Russian and Arabic and 9 information documents were produced and translated into English and French;
- Three exchange sessions organised prior to the opening of the statutory meetings to debate themes of special interest to the Parties on technical assistance to strengthen the governance of culture in developing countries (prior to the 6IGC), on periodic reporting (prior to the 4CP) and on projects supported through the IFCD (prior to the 4CP).

17. As a result of the financial constraints faced by UNESCO at the beginning of the Biennium, there was an 80 per cent cut in the Regular Programme budget for statutory activities initially allocated to the Section of the Diversity of Cultural Expressions for the period 2012-2013. This cut had a severe impact on the capacity of the Secretariat to fully implement the decisions and priorities established by the Convention's governing bodies. The Director-General decided to allocate the necessary financing for statutory activities required for the fourth ordinary session of the Conference of Parties from the multi-donor Emergency Fund and additional Regular Programme funds for the seventh ordinary session of the Committee. During the 191st session of the Executive Board, the Director-General shared her concerns about the financial sustainability of the Conventions and the cost of their statutory implementation. An appeal was made to Parties to find innovative solutions to support the future of normative work.

18. Immediately following the fourth ordinary session of the Conference of Parties, the Secretariat distributed a survey to collect feedback on the preparation and organisation of this statutory meeting and two exchange sessions with the aim to contribute to the effectiveness and efficiency of future meetings. The survey covers a range of areas from the quality of the working and information documents to time management, translation and interpretation services as well as communication with the Secretariat. The results, including a full list of comments and suggestions for improvement provided by respondents are presented in a report in CE/13/7.IGC/INF.3.

Effective management of the International Fund for Cultural Diversity (IFCD)

19. 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 almost USD 6 million in voluntary contributions. The Committee approved funding for 61 projects in 40 developing countries that the Secretariat continues to administer and monitor. 82 per cent of the IFCD funds are allocated directly to projects in developing countries. The Secretariat does not have a cost-recovery mechanism for the IFCD.

20. Reports on the implementation of the IFCD by the Secretariat during the 2012-2013 period are reported on in detail, in documents submitted to the sixth ordinary session of the Committee (CE/12/6.IGC/5) and fourth ordinary session of the Conference of Parties (CE/13/4.CP/8) as well as in the following reports:

- IOS evaluation of the pilot phase of the IFCD and implementation of recommendations approved by the sixth ordinary session of the Committee in document CE/13/4.CP/INF.6;
- draft revisions to the guidelines of the IFCD based on decisions adopted by the Committee at its third, fourth and sixth sessions, recommendations of the IOS and the Panel of Experts and in light of the lessons learned during the pilot phase in document CE/13/4.CP/9.

- implementation of the fundraising and communication strategy for the IFCD adopted by the Committee including the launch of the IFCD campaign: “Your 1% Counts for Creativity” in document CE/13/4.CP/INF.5;
- wide communication of information on project achievements and impact to raise the visibility and credibility of the IFCD through the Convention website, e-updates, multimedia stories and international publications such as the UN *Creative Economy Report 2013* Special Edition for which the Secretariat was responsible.

21. Additional reports submitted covering the second half of the 2013 period are submitted to this seventh ordinary session of the Committee including a Secretariat’s report on the implementation of the IFCD (CE/13/7.IGC/6), on the implementation of the IFCD fundraising strategy (CE/13/7.IGC/7), on the IFCD action plan to implement IOS recommendations (CE/13/7.IGC/8) and on the use of the financial resources of the IFCD (CE/13/7.IGC/9).

22. As the above list of reports indicates, the work of the Secretariat on the IFCD extends well beyond the expected results presented in the 36 C/5 that benchmarks the number of project applications processed (415 in comparison to 150 expected) or the number of projects successfully completed and evaluated (37 in comparison to the 30 expected). The IOS evaluation reported that the Secretariat ensured the most effective operation of the IFCD, within the limits of its human and financial resource capacities. To this effect, the report of 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). To this end, the Secretariat benefitted from an internal transfer (P2) within the Culture Sector and dedicated to the IFCD in February 2013.

Increasing the number of Parties to the Convention

23. The third ordinary session of the Committee held in December 2009 adopted a strategy to increase the number of Parties over a period of three years (CE/09/3.IGC/211/4). This ratification strategy (2010-2013) aimed to achieve 140 Parties by the end of 2013 with a focus on countries from under-represented regions, in particular the Arab states as well as Asia and the Pacific region.

24. The cumulative number of new ratifications since the implementation of the strategy is 28¹, raising the total number of Parties to the Convention to 133 (status: November 2013). The majority of new ratifications during this time period are from Africa and Latin America. In order to achieve the goal set by the strategy, 7 additional ratifications are required by the end of 2013.

25. Details on the activities undertaken by the Secretariat, at Headquarters and in the Field, to implement the ratification strategy and address barriers to ratification are provided in document CE/13/7.IGC/10. These include *awareness raising activities* involving Parties and non-Parties to the Convention. Of note is the participation of the Secretariat in the Asia Pacific Ministerial Forum on the Diversity of Cultural Expressions that took place from 9 to 11 May 2012 in Dhaka, Bangladesh. The Forum was opened by the Director-General and Prime Minister of Bangladesh, 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, it 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.

¹ The following countries ratified the Convention since the adoption of the strategy of ratification (listed in chronological order): Haiti, Azerbaijan, Lesotho, Ukraine, Malawi, Republic of Korea, Equatorial Guinea, Trinidad and Tobago, Czech Republic, Honduras, Democratic Republic of the Congo, Costa Rica, Gambia, United Republic of Tanzania, Palestine, Indonesia, Angola, Central African Republic, United Arab Emirates, Rwanda, Swaziland, Colombia, Antigua and Barbuda, Venezuela, Morocco, El Salvador, Iraq and Belgium.

26. Ratification activities undertaken by the Secretariat also included the production and dissemination of *communication tools* to raise awareness of the Convention at the country level such as the second edition of the Basic Texts 2013 and an information kit to be published at the beginning of 2014, a new Convention emblem and operational guidelines on its use (CE/13/7.IGC/12). These activities have benefited from financing provided by the Government of Spain that will come to an end in 2014.

Strengthening policy support

27. Two performance indicators were adopted in the 36 C/5 to achieve expected result 11 to support authorities in developing countries to strengthen national policies that promote the diversity of cultural expressions and to develop and maintain an online database of experts to respond to requests for technical assistance.

28. Despite the shortfall in Regular Programme funds for activities, the period 2012-2013 marked the launch of important pilot capacity-building activities by the Secretariat including:

- preparing core training materials and toolkits on developing policies for the cultural and creative industries;
- establishing an Expert Facility to provide direct technical assistance and policy interventions;
- delivering technical assistance.

29. In 2012, the UNESCO/EU funded project “Expert Facility to Strengthen the System of Governance for Culture in Developing Countries” supported technical assistance interventions in 13 countries (Argentina, Barbados, Burkina Faso, Cambodia, Democratic Republic of the Congo, Haiti, Honduras, Kenya, Malawi, Mauritius, Niger, Seychelles and Viet Nam). 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. In 2013, follow-up missions in four countries were undertaken (Burkina Faso, Cambodia, Niger and Viet Nam) and remote follow-up activities were undertaken in the remaining nine countries that received assistance in 2012.

30. Technical assistance missions were undertaken by international experts 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). An international workshop with all members of the Expert Facility was held in Rabat in May 2011 (initial training) and in Paris in May 2013 to exchange experiences and lessons learned. Main activities and achievements of the missions have been published in November 2013 by the Secretariat “Strengthening the Governance of Culture to Unlock Development Opportunities – Results of the UNESCO/EU Expert Facility Project” and are monitored through information on the Convention website: <http://www.unesco.org/new/en/culture/themes/cultural-diversity/diversity-of-cultural-expressions/programmes/technical-assistance/missions/>.

31. In February 2012, the Secretariat produced a comprehensive guide for technical assistance, to establish a common working methodology and approach to technical assistance and capacity-building for the implementation of the Convention in developing countries. A revised edition will be published at the end of 2013 and will serve as a tool for future capacity building-technical assistance activities.

32. In addition to concrete outputs, such as creative industry strategies and programmes in the majority of the countries participating in the programme, the technical assistance missions facilitated processes of cooperation not only between the governments and civil society (required as part of the project). The missions also enabled the Secretariat (at Headquarters and in Field Offices) to pursue 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);
- delegations of the European Union (in particular in DRC, Burkina Faso, Malawi, Seychelles, Viet Nam).

33. An external evaluation of the programme was conducted from May-September 2013 and is presented in document CE/13/7.IGC/INF.5. The results are feeding into the preparation of a project document to raise extra-budgetary resources for a long term global capacity building programme. This activity is identified as an immediate and long term priority through Resolution 4.CP 7 to accelerate the implementation of the Convention at the country level.

34. Information document CE/13/7.IGC/INF.4. provides a summary of the action foreseen for the Convention's long term capacity building programme that is designed to respond to the needs expressed by governments, civil society as well as professionals working in the cultural and creative industries:

- sustaining, expanding and diversifying the established pool of experts;
- producing context relevant capacity-building tools and materials;
- delivering capacity-building/technical assistance interventions;
- sharing knowledge on policy making actions, tools and methodologies.

Information sharing and transparency, knowledge management

35. Three performance indicators were adopted in the 36 C/5 to achieve expected result 12: analysis of Parties periodic reports, collection and dissemination of good practices, development and reinforcement of knowledge management resources.

36. During the 2012-2013 Biennium, it was expected that the Secretariat receive and analyze 60 periodic reports, including from a gender perspective as well as collect and disseminate 20 best practice cases resulting from this analysis. In summary, the Secretariat undertook the following activities that implement the 36 C/5 as well as decisions of the governing bodies:

- processed 65 full quadrennial periodic reports (benchmark was 60) and translated the executive summaries into English and French;
- produced 18 video tutorials on the process for preparing periodic reports in different regions and from different perspectives, including those of national authorities and civil society;
- produced two strategic and action-oriented analytical summaries of the Parties' reports (2012 and 2013);
- collected 70 best practices, published as 'innovative models to implement the Convention' on its website (benchmark was 20);
- reviewed and provided information on measures Parties had taken to promote the status of artists as a special thematic requested by the fourth ordinary session of the Conference of Parties;
- organized an exchange session between Parties and experts contributing to the Secretariat's analytical summaries that was held prior to the fourth session of the Conference of Parties "in order to benefit from the knowledge gained, to stimulate the exchange of good practices and to identify issues of common interest" (Decision 6.IGC 4);
- in close cooperation with the UNESCO Office in Dakar, elaborated and implemented a pilot training programme on the preparation of quadrennial periodic reports that was held in Abidjan in Spring 2013. On this basis, a programme has been prepared to launch a series of six regional training workshops on periodic reporting to be conducted in Africa, Arab States and Asia-Pacific regions in 2014-2015 (CE/13/7.IGC/5)
- a report on the measures Parties have taken to promote the diversity of cultural expressions from a gender perspective is in preparation and expected to be published by the end of 2013.

37. In order to effectively manage the large quantity of information required to assist the organs of the Convention, the Secretariat's work would be greatly enhanced through a purpose-built knowledge management system (KMS), as is the case in other Convention Secretariat's, namely that of the World Heritage Convention and the Convention on the Safeguarding of Intangible Cultural Heritage. The latter are supported through extra-budgetary funds dedicated to knowledge management.

38. The KMS will be informed by a collection and analysis of quantitative and qualitative information including the results of the Convention's activities such as the Parties quadrennial periodic reports and innovative examples identified therein. It will bring together information on the impact of projects supported through the IFCD, the impact of technical assistance missions, how Parties have engaged in activities to promote international consultation and coordination, the data collected through the UNESCO Culture for Development Indicators, 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.

39. In the absence of extra-budgetary funding, the Secretariat undertook activities designed to lay the groundwork for a future KMS including the development of three databases that are available from the Convention website:

- IFCD database: integrates all documents pertaining to the 3rd and 4th calls for funding, contains aggregated statistics, charts and graphs. It is available on: <http://www.unesco.org/culture/cultural-diversity/2005convention/en/programme/ifcd/>;
- Quadrennial periodic reports database: contains Parties reports and statistical annexes, the transversal analysis by the Secretariat, cases of innovative examples, links to a series of 18 online video tutorials illustrating the process of preparing periodic reports with civil society organisations etc. It is available on: <http://www.unesco.org/culture/cultural-diversity/2005convention/en/programme/periodicreport/>;
- International consultation and coordination database: contains an inventory of examples and practices related to the implementation of Convention Article 21, submission forms to engage users in the information collection and dissemination process. It is available on: <http://www.unesco.org/culture/cultural-diversity/2005convention/en/programme/articlexxi/>.

40. The initial efforts made by the Secretariat in the 2012-2013 Biennium to develop and implement these basic knowledge management tools, resulted in a 57 per cent increase in unique visitors over a period of twelve months (September 2012-September 2013). Extrabudgetary resources are required for the full potential of the Convention's Knowledge Management System (KMS) to be achieved.

Fostering the role of the culture in sustainable development through the cultural and creative industries

41. Two performance indicators were adopted in the 36 C/5 to achieve expected result 13: development of the UNESCO Culture for Development Indicator Suite (CDIS) and the development of specific tools to support policy and partnership making in the field of the cultural and creative industries.

42. With support of the Spanish Government, the Secretariat has developed an innovative methodology containing 22 indicators that assess and measure the contribution of culture to national development processes. In 2012-2013, this methodology was applied in twelve countries (benchmark was 10 countries), namely: Bosnia and Herzegovina, Burkina Faso, Cambodia, Colombia, Costa Rica, Ecuador, Ghana, Namibia, Peru, Swaziland, Uruguay, Viet Nam. Training workshops were organized by the Secretariat in close cooperation with UNESCO Field Offices, targeting national statistical offices, public institutions and research centers in these countries.

Among the goals of these workshops was to build capacities for the generation of new data on how culture contributes to sustainable development and its application at the policy level.

43. The 22 UNESCO Culture for Development Indicators (CDIS) are showing their positive impact in promoting concrete policy developments at the country level and demonstrating how adequate data and analysis can inform a more comprehensive approach to the inclusion of culture in development strategies as well as cultural policies for development. For example, CDIS results have triggered the inclusion of culture in the current United Nations Development Assistance Framework (UNDAF) in Namibia. They are also informing the process of elaboration of a cultural policy framework in Cambodia.

44. Consolidated results from the twelve countries involved in the CDIS will be made public on a global database on culture and development. Although data sources are national, the CDIS database will provide a comparative understanding at the international level of how culture - in its different dimensions (economic, social, governance, etc.) - contributes to sustainable development. In addition, an analytical digest contextualizing the new facts and figures generated at country level is under preparation and is aimed at demonstrating how policies and measures can be oriented to better integrate culture in development strategies at the national level. Building on the results obtained and to be able to ensure the continuity of the initiative and the expansion of the global database, extra-budgetary resources are being sought to ensure that the Secretariat can continue supporting the construction of indicators, their analysis and policy application.

45. Due to the shortfall in Regular Programme funds for activities, only three of the five capacity-building tools foreseen have been produced, namely:

- *Guide on defining and designing successful projects for the IFCD* (available in English and French); and
- *Politiques pour la créativité : guide pour le développement des industries culturelles et créatives* (adapted from the original in Spanish and co-published with the Organisation Internationale de la Francophonie). An English-language adapted version for Africa has been prepared and will be published at the end of 2013.
- *UNESCO Culture for Development Indicators Methodology Manual and Implementation Toolkit*. English, Spanish and French versions will be published by the end of 2013.

46. It was foreseen in the 36 C/5 that these indicators and results would be tools for use by international agencies engaged in development activities. In this regard, the Secretariat has been working closely with the Organization of Ibero-American States (OEI) to support the inclusion of core indicators on cultural participation in their Latinobarometro as well as with the OECD's Better Life Initiative to include cultural indicators in their framework for measuring well-being and progress.

47. Finally, the Secretariat coordinated the research, writing and publication of the global UN Creative Economy Report 2013 Special Edition, launched at UNESCO HQs on the 14th November 2013. This activity was undertaken in partnership with the UN Office for South-South Cooperation located within the UNDP. The focus of the Report, on dynamic creative economies at the local level in developing countries, brought together many of the results of the Secretariat's activities to implement the Convention including IFCD projects and policy making strategies and programmes generated through the UNESCO/EU technical assistance programme. Ten key recommendations conclude the Report aimed at placing creativity and innovation at the heart of new development pathways that are called for by the UN Secretary General's Task Team on the post 2015 Sustainable Development Goals. Financing for this Report was provided by the Director-General through UNESCO's multi-donor Emergency Fund.

III. Implementing UNESCO's global priorities

48. Throughout the Biennium, special attention was paid by the Secretariat to UNESCO's two global priorities: *Africa and gender equality* and to pursuing activities aimed at young people.

49. **Africa** is the region with the highest ratification rate of the Convention. In addition, 44% of the IFCD projects approved by the Committee are implemented by both public authorities and civil society organisations in Africa. They vary in objective from encouraging creative entrepreneurship in South Africa, measuring the cultural sector's contribution to social and economic development in Burkina Faso, to developing a strategic plan to implement cultural policies in Togo. Africa is also the Secretariat's main priority region in terms of capacity-building.

50. In the second half of 2012, support from UNESCO's multi-donor Emergency Fund enabled the Secretariat to launch a pilot training programme in Africa; the region with 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.

51. Activities undertaken by the Secretariat in cooperation with Field Offices in Dakar and in Windhoek are:

- *Training key Convention stakeholders*: the programme reinforced the technical knowledge and capacities of government stakeholders on the Convention through a one-day workshop held in Abidjan, Côte 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 IFCD.
- *Identifying a new generation of local specialists and strengthening their expertise*: 32 specialists from 25 African countries were selected through a competitive selection process (200 applications received). The specialists received online and workshop training on policy approaches to cultural and creative industries development as well as on Convention mechanisms such as quadrennial periodic reporting. Workshops took place in Cape Town and Dakar in partnership with the African Arts Institute (AFAI) and the NGO, Culture et développement. In 2013, specialists continued to be mentored by the programme partners and the Secretariat. Mentoring included practical activities such as the production of quadrennial periodic reporting as well as the technical specificities of policymaking for the cultural and creative industries. It is foreseen that through continued investment in technical policy making skills over the medium to long term, these specialists will be able to provide support to Parties in elaborating policies that will enable their cultural sectors 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's actions in Africa.

52. The Secretariat has undertaken the following activities to promote **gender equality** in the implementation of the Convention:

- revising the IFCD application forms inviting applicants to indicate how the expected results of their proposed project contribute to gender equality. As a result, the number of gender-responsive applications grew from 16 per cent in 2010 to 35 per cent in 2011 to 43 per cent in 2012;
- promoting gender balance among experts engaged by the Secretariat to carry out capacity-building activities. As a result, 50 per cent of the experts selected to participate in the UNESCO/EU technical assistance project are women. Applications from female candidates were also encouraged in the pilot training programme in Africa. The result is that 40 per cent of candidates selected from Africa are women;

- including gender equality as a main dimension of the UNESCO Culture for Development Indicator Suite implemented by the Secretariat. The indicators on gender equality measure the extent to which women and men enjoy equal opportunities and outcomes in key domains such as political participation, education and labour force participation as well as individuals' attitudes towards gender equality thus assessing the degree to which gender equality is viewed as important for national development and building open and inclusive societies;
- collecting information and identifying best practices from Parties' quadrennial periodic reports on how countries implement Article 7 of the Convention that encourage Parties to adopt policies and measures that promote and address the special circumstances and needs of women as creators, producers, distributors and consumers of diverse cultural expressions (analysis to be published at the end of 2013);
- extra-budgetary funding proposals were prepared seeking partnerships to support the launch of a programme aimed at the empowerment and promotion of young female cultural entrepreneurs in Africa including the development of leadership and business skills.

53. Aimed at empowering young people and promoting the participation of **youth** in the implementation of the Convention, the Secretariat has undertaken the following initiatives in close cooperation with Field Offices from Latin America and expert partners:

- to raise awareness about key themes of the Convention among young people, the Secretariat: developed an on-line version of 'Diversidades: the Diversity Game', an educational tool in Spanish designed for young people from 12 to 16 years old available from <http://www.diversidades.net/diversidades/>; created a training of trainers module; and launched an interactive platform to collect results and experiences and promote exchange available from <http://www.diversidades.net/flooone/home.html>;
- organized a one-week UNESCO Youth Forum on Creativity entitled 'Experiment, learn, create' in Ibarra, Ecuador (April 2013). Students ranging in age from 14 to 16 years, explored concepts of creativity, cultural expressions and the cultural cycle through participating in practical, hands-on workshops in audiovisual arts, spoken word and visual arts. They also created/produced and distributed their own films, radio-theatre plays and visual art works. One of the outcomes of the Youth Forum is this video: <http://www.youtube.com/watch?v=bF9sqbBfbQ4&feature=c4-overview&list=UUvZQCv0TqDhVtdOg5X5OnIA>;
- organized in the framework of the ECOSOC Youth Forum 2013 (March 2013), a dialogue session on 'Youth: an engine for creative economy'. As a result, the Forum made key policy recommendations to encourage youth participation in creative industry policy-making processes;
- organized in the framework of the 8th UNESCO Youth Forum (October 2013) two capacity-building sessions entitled 'Unlocking your creative potential', to provide young participants with the tools and guidance necessary to express themselves through creative writing and performance, and '*Improv* your Life', to teach youth-led action project managers communication, collaboration and team-building skills through improvisational theatre;
- produced a special number of ¡Elé!, an Ecuadorian magazine for teenagers with an eight page spread "Quiero Artista" dedicated to the main messages of the Convention. The magazine was distributed throughout the five countries of the Andean region (the Plurinational State of Bolivia, Colombia, Ecuador, Peru and the Bolivarian Republic of Venezuela).

IV. Conclusion

54. The 2012-2013 Biennium marked the launch of several pilot activities by the Secretariat to contribute toward the Convention's implementation at the country level. This report demonstrates that the Secretariat has exceeded expectations when comparing the 36 C/5 benchmarks and actual results or outputs achieved. In addition, the Secretariat has made every effort to implement the Decisions and Resolutions of the Convention's governing bodies that generate activities that go far beyond the 36 C/5 expected results framework and beyond the human and financial capacities of the Secretariat, particularly with regard to knowledge production and management.

55. The Convention, as UNESCO's youngest convention in the culture field, puts forward a new framework for the governance and management of culture. The results and momentum generated over the biennium may be jeopardized due to the current financial situation of the Organization. To date, neither regular programme nor extrabudgetary resources are sufficient to scale up or pursue the activities reported on in this document or to meet the expected results reported on in the draft Programme and Budget, 37 C/5, MP IV, MLA 2, Expected Result 7.

56. In summary, the immediate financial challenges identified are to support:

- *capacity-building activities* that respond to the needs expressed by Parties for technical assistance and programmes that support their efforts to implement the Convention at the country level;
- *knowledge management system* that address the worldwide demand for the collection, exchange and dissemination of information, statistics as well as best practices on how Parties and other convention stakeholders such as civil society are implementing the Convention;
- *the International Fund for Cultural Diversity*.

57. Financial constraints are not the only challenges faced by the Secretariat. Indeed while the Section of the Diversity of Cultural Expressions has been reinforced during the Biennium, additional expertise is required. Parties are encouraged to provide support to the Secretariat through, for example, the Associate Expert programme or extra-budgetary resources for project appointments to work for a limited duration on specialized activities.

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

DRAFT DECISION 7.IGC 4

The Committee,

1. Having examined document CE/13/7.IGC/4 and its Annex;
2. Takes note of the Secretariat's report on its activities for the period 2012-2013;
3. Invites each Party to determine the most appropriate mechanism to support the activities carried out by the Secretariat at Headquarters and in the Field identified in the 37 C/5 and the Resolutions of the fourth ordinary session of the Conference of Parties for the implementation of the Convention at the country level;
4. Requests the Secretariat to present, at its eighth ordinary session, a report on its activities in 2014.

ANNEX

36 C/5 monitoring progress of MLA 4, Expected Results 10-13

Expected Result 10: The 2005 Convention effectively implemented

Performance Indicators	Benchmarks	Output
Support to the governing bodies of the Convention through the timely organisation of statutory meetings	2 ordinary sessions of the Committee 1 Conference of Parties 3 exchange sessions	Sixth and seventh ordinary sessions of the Committee held in December 2012 and 2013 respectively, held in English/French, 32 working documents and 12 information documents produced Fourth ordinary session of the Conference of Parties held in June 2013, held in six languages, Survey of Parties on Secretariat's performance conducted, 12 working documents (six languages) and 9 information documents (two languages) produced. 3 exchange sessions organised (1 before the 6IGC on Technical Assistance and 2 before the 4CP on the IFCD and periodic reporting)
International Fund for Cultural Diversity is managed effectively	150 IFCD applications processed 30 projects successfully completed and evaluated	415 IFCD applications processed 37 projects successfully completed and evaluated
Increase in the number of Parties to the Convention	135 Parties to the Convention, including a 10% increase in the number of countries from under-represented regions	133 Parties to the Convention (status: November 6, 2013) 13 new ratifications (2012-2013), 31% from under-represented regions

Expected Result 11: Policies, measures and programmes pertaining to the 2005 Convention supported and strengthened at the national, regional and international levels

Number of national authorities supported in developing and/or strengthening of national policies	10 technical assistance missions undertaken, including 2 in Africa, LDCs and/or SIDS	13 in-country missions carried out, including 10 from Africa, LDCs and SIDS
Develop and maintain an online database of experts to respond to requests for technical assistance	30 experts included in the online database including at least one third of women	30 international experts within the Expert Facility on the governance of culture (50 per cent women) 32 specialists from Africa (40 per cent women)

Expected Result 12: Information and best practices on the protection and promotion of the diversity of cultural expressions identified, disseminated and shared with Parties to the 2005 Convention

Analysis of the periodic reports provided by Parties	60 Parties periodic reports received and analysed, including from a gender perspective	65 reports received, processed and analysed, including from a gender perspective (final report due at the end of 2013)
Collection and dissemination of best practices	20 best practice cases, including 25 per cent relating to women	70 best practice cases available from customised online database at the end of 2013, including 5 gender related best practices (7 per cent)
Development and reinforcement of Convention related online knowledge management resources and tools	20 per cent increase in the number of visitors	3 customised online knowledge management tools were created for the IFCD, periodic reports, implementation of Article 21 on international consultation in 2012. Statistics produced by 'google analytics tools' implemented by UNESCO's DIT service indicate that during the month of September 2012, the number of unique visitors was 6287. This figure rose to 11084 during the month September 2013. This resulted in a 57 per cent increase from 2012 to 2013.

Expected Result 13: The role of culture in sustainable development fostered through creative and cultural industries and initiatives that encourage joint projects to promote cultural innovation, production and exchange as vectors of growth

Development of UNESCO "Culture for Development Indicator Suite"	10 countries testing and implementing the Indicator Suite Methodology manual translated into 3 languages and disseminated internationally	12 countries testing and implementing the Indicator Suite Methodology manual being published in 3 languages at the end of 2013
Policy-making, data collection and partnership tools for the cultural and creative industries	5 capacity building tools elaborated and made available Indicators identified and provided to international development institutions for inclusion in their indexes	3 capacity building tools elaborated (policies for cultural and creative industries, designing IFCD projects, culture for development indicators) and disseminated in EN, FR, SP Secretariat working with the OEI to support the inclusion of core indicators on cultural participation in their Latinobarometro as well as with the OECD's Better Life Initiative to include cultural indicators in their framework for measuring well-being and progress. UN Creative Economy Report 2013 Special Edition produced, launched and disseminated