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Diversity of Cultural Expressions

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CONFERENCE OF PARTIES TO THE CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

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INFORMATION DOCUMENT

**Replies of the Parties to the questionnaire on fundraising
mechanisms implemented at the national level to raise resources
for the International Fund for Cultural Diversity**

At its fourth session in December 2010, the Committee requested the “Parties to inform the Secretariat of fundraising mechanisms, notably the innovative ones, implemented at the national level to raise resources for the Fund” (Decision 4.IGC 10B). This document presents a synthetic summary of 19 Parties’ replies to the questionnaire on fundraising mechanisms that was sent out by the Secretariat. In summary, the results show that Parties have yet to implement fundraising mechanisms but are willing to explore themselves new opportunities which require specialised resources.

1. At its fourth ordinary session in December 2010, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions requested the “Parties to inform the Secretariat of fundraising mechanisms, notably innovative ones, implemented at the national level to raise resources for the Fund.” (Decision 4.IGC 10B paragraph 4). This information was to be collected mainly through a questionnaire sent by the Secretariat to Parties.

2. The Secretariat sent out a questionnaire (see Annex) on 14 March 2011 to all Parties to the 2005 Convention, requesting replies by 8 April 2011. 19 Parties replied to the questionnaire¹.

3. The questionnaire was designed in two parts. The first asked Parties to describe one or more fundraising mechanisms implemented at the national level to raise resources for the IFCD, the innovative aspects of these mechanisms and lessons learned that could be shared with other Parties. The second part of the questionnaire asked, in the case that Parties had not yet implemented such mechanisms, which ones they could propose to be introduced in the near future and the ways in which civil society and/or private sector cultural industry entrepreneurs could be engaged.

4. Concerning the first part of the questionnaire, the majority of Parties indicated that they had not yet implemented innovative fundraising mechanisms even though some of them have contributed directly to the IFCD. Some of the challenges raised in the responses were:

- the current economic crisis and serious budget cuts for culture;
- administrative barriers to contributing to a multi-donor fund that make it difficult to trace donations;
- limited knowledge about the 2005 Convention in certain regions and lack of information in local languages that could incite more people to contribute;
- prioritization of urgent heritage conservation over investment in cultural policy and cultural industry projects;
- lack of specialized human resources.

5. The second part of the questionnaire generated a wealth of ideas to be implemented in the future by Parties to the 2005 Convention. Among the different suggestions are:

- organization of **fundraising events** such as galas, performances, concerts, art exhibitions, etc., and/or using relevant existing events, such as international film festivals, book fairs, fashion weeks, etc. for raising funds for the IFCD. It was suggested that a certain percentage of the proceeds generated by these events would be allocated to the IFCD.
- recognising global events that promote the diversity of cultural expressions. This could be achieved through the introduction of a **label or accreditation** to be granted to cultural events that present a large diversity of cultural expressions and involve artists and cultural producers from around the world, particularly from developing countries. This form of recognition would lend a certain level of prestige or importance to the event. In return, a certain percentage of funds would be given to the IFCD. Criteria for the allocation of this label would be based on the objectives and principles of the 2005 Convention.

¹ Armenia, Australia, Austria, Bosnia and Herzegovina, Burkina Faso, Canada, China, Dominican Republic, Estonia, Finland, Italy, Latvia, Lithuania, Montenegro, New Zealand, Panama, Portugal, Slovakia, Slovenia

- collection of funds through online campaigns targeting the private sector, foundations, individuals, etc.
- **twinning and sponsorship**, i.e., inviting specific cultural industries or events in developed countries to sponsor their counterparts in developing countries; for instance: “The Venice Biennale supports African film industry”, or “The Week of Fashion of Milan supports South-American designers”;
- organizing **art auctions and/or lotteries** with the proceeds to be donated to the IFCD;
- **‘beneficiaries turned donors’**: allocating, when applicable, a percentage of the profit (maximum 10%) generated by the projects funded from the IFCD back into the special account;
- involving **international financial institutions** and creating synergies between existing funders;
- involving **National Commissions for UNESCO** as coordinators working with various actors and stakeholders;
- involving **famous artists** as promoters for a fundraising campaign, with a view to increase the attractiveness of the IFCD.

6. In their replies, Parties recognized the important role that civil society, and in particular, the National Coalitions for Cultural Diversity, may have in raising resources for the IFCD. It has been suggested that civil society could be engaged in raising awareness among various actors on the importance of contributing to the IFCD, in organizing fundraising events and designing and implementing campaigns, as well as promoting the visibility of projects receiving support through the IFCD.

7. With regard to the private sector cultural industry entrepreneurs, it has been suggested that it is first important to raise awareness of the fund’s value and importance in contributing to the strengthening of the cultural industries. In particular, messages targeting the private sector could be aimed at illustrating the link between the promotion of diversity of cultural expressions, sustainable development, economic growth and poverty reduction. They could also be engaged to manage fundraising mechanisms and sensitize other entrepreneurs through fundraising campaigns and events.

8. Overall, the results of the questionnaire show that Parties have yet to implement innovative fundraising mechanisms to raise resources for the IFCD but are themselves willing to explore new fundraising opportunities on the national level. The Parties foresee that the successful implementation of the pilot phase of the IFCD would provide the necessary concrete examples for them to convince potential contributors that the Fund produces tangible results. Parties deem that an efficient communication strategy, funds and specialized human resources are necessary prerequisites for the implementation of successful fundraising mechanisms.

ANNEX

QUESTIONNAIRE ON FUNDRAISING MECHANISMS

At its second ordinary session (June 2009) the Conference of Parties mandated the Committee to continue its reflection on the elaboration and utilization of innovative financial mechanisms to raise resources for the International Fund for Cultural Diversity (IFCD) and to report on the results of such activities at its third ordinary session (June 2011).

At its fourth ordinary session of the Intergovernmental Committee (December 2010), document CE/10/4.IGC/205/10B was presented outlining some basic issues on the design and implementation of a future fundraising strategy. The focus was on innovative mechanisms while recalling that the second session of the Conference of Parties concluded that strategies to raise resources for the IFCD at the national should be pursued at the will of each Party.

The Committee in its decision 4.IGC 10B, requested the Secretariat to send a questionnaire to Parties to collect information on those innovative funding mechanisms they have implemented at the national level to raise resources for the IFCD and to share lessons learned. The results of the questionnaire are to be presented in an information document to the Conference of Parties in June 2011.

In order to comply with statutory deadlines, responses to the questionnaire are to be sent to the Secretariat before **8 April 2011**.

Please keep your responses to each question to a maximum of 500 words.

1. Has your country introduced one or more funding mechanisms at the national level to raise resources for the IFCD?
 2. If yes, please describe the objectives, main activities pursued, the human resources involved, the amount of funding generated from such activities, etc.
 3. In which way do you consider this mechanism “innovative”?
 4. Could this mechanism be adapted for raising funds for the IFCD in other countries?
 5. What are the main lessons learned that can be shared with other Parties?
 6. What kind of donors and partners at national level have responded to your fund-raising activity (governmental, private sector, civil society, etc.)?
 7. How has civil society been engaged with public authorities in activities to raise funds for the IFCD?
 8. How have the private sector cultural industry entrepreneurs been engaged in activities to raise resources for the IFCD?
- If your country has not yet implemented innovative fundraising mechanisms at the national level to raise resources for the IFCD, please share ideas on:
9. What possible mechanism could be proposed / introduced in the near future?
 10. How could civil society be engaged?
 11. How could the private sector cultural industry entrepreneurs be engaged?

Thank you for your valuable cooperation.

Please reply by **8 April 2011** at the latest preferably by e-mail <convention2005@unesco.org> to:

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