



United Nations
Educational, Scientific and
Cultural Organization

Diversity of
Cultural Expressions

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Diversité
des expressions
culturelles

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Diversidad
de las expresiones
culturales

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

Разнообразие форм
культурного
самовыражения

منظمة الأمم المتحدة
للتربية والعلم والثقافة

تنوع أشكال التعبير
الثقافي

联合国教育、
科学及文化组织

文化表现形式
多样性

5 CP

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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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Item 13 of the provisional agenda: Promoting the visibility of the Convention

At its eighth ordinary session, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions recommended to the Conference of Parties through its Decision 8.IGC 17 that it include the issue of the visibility of the Convention on the agenda of its fifth ordinary session. This document provides a summary of the debates held by the governing bodies, their decisions and resolutions and other relevant information on actions taken by the Secretariat to promote the visibility of the Convention.

Decision required: Paragraph 31

1. At its eighth ordinary session, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereafter “the Committee”), held a debate regarding the visibility of the Convention. In its Decision 8.IGC 17, the Committee recommended to the Conference of Parties that it include the issue of the visibility of the Convention on the agenda of its fifth ordinary session. Acknowledging that a number of debates have been held by the governing bodies and various decisions and resolutions already taken, the Committee requested that the Secretariat summarize all relevant information for the Conference of Parties to base their discussions thereon. It also invited all Parties and civil society organizations to communicate to the Secretariat information on events they are planning to organize in 2015 to celebrate the tenth anniversary of the Convention.

Resolutions and Decisions of the governing bodies

2. Under Article 23.6(a) of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereafter “the Convention”), the Committee is required to promote the objectives of the Convention and monitor their implementation. At its second ordinary session (8-12 December 2008), the Committee decided to place on the agenda of its second extraordinary session an item concerning the examination of measures to increase the visibility of the Convention (Decision 2.IGC 9).

3. At its second extraordinary session (23-25 March 2009), the Committee debated the issue of visibility for the first time and addressed such themes as education, information, communication and international cooperation. The debate showed that the visibility and the promotion of the Convention were closely linked to the:

- ratification strategy, which encourages Parties and civil society to continue their efforts to promote ratification of the Convention by widely sharing information about good practices and the benefits of ratification, especially in underrepresented regions such as Asia and the Pacific and Arab States¹;
- operational phase of the Convention with the adoption of guidelines that set out the relevant framework and mechanisms for Parties to exchange experiences, best practices, data and information;
- International Fund for Cultural Diversity (IFCD).

4. After its first debate, the Committee requested the Secretariat to consult the Parties to the Convention on the strategic framework to be used for drawing up operational guidelines to increase the visibility and promotion of the Convention, making particular reference to good practices. The Committee also requested the Secretariat to consult civil society on the matter through the NGO-UNESCO Liaison Committee (Decision 2.EXT.IGC 7). At this session, the Committee held its first discussions on the creation of an emblem and requested the Secretariat to consult Parties and civil society (Decision 2.EXT.IGC 7).

5. At its second ordinary session (15-16 June 2009) the Conference of Parties requested “the Committee to continue its work and to submit to it for approval at its next session [...], draft operational guidelines on the measures to increase the visibility and promotion of the Convention” (Resolution 2.CP 7). It also requested the Committee to examine the pertinence and the feasibility of the nomination of one or several public personalities charged with the promotion of the Convention, taking into account the *objectives*, the *modalities*, the *mandate*, and the *costs*, and to report on that matter to the third session of the Conference of Parties (Resolution 2.CP 7).

¹ For more information on specific activities undertaken to implement the ratification strategy, please refer to information document CE/15/5.CP/INF 7.

6. While many articles in the Convention stress the need to promote the diversity of cultural expressions and to raise awareness of its value at the local, national and international levels, there is no explicit reference highlighting the need to formulate a visibility strategy. Nevertheless, the Convention, like all international instruments, has developed a strategic framework based on its principles and concepts intrinsic to the text. These are, for example: respect for human rights and fundamental freedoms; the sovereign right of States to adopt and implement policies to promote the diversity of cultural expressions; equitable access, openness and balance in the flow of cultural goods and services and the mobility of artists and cultural professionals; the dual nature of cultural activities, goods and services; and their contribution to sustainable development and international cooperation.

7. Pursuant to Decision 2.EXT.IGC 7, the Secretariat sent a questionnaire on 6 July 2009 to the Parties and the NGO-UNESCO Liaison Committee, which ensured the coordination with representatives of civil society. The replies, which were reproduced in information document CE/09/3.IGC/211/INF.5, were distributed at the third ordinary session of the Committee (December 2009).

8. The replies underscored:

- (i) the need to develop a strategic framework, which must include the participation of all stakeholders involved in implementing measures on the visibility and promotion of the Convention;
- (ii) the need to identify diverse types of awareness-raising activities;
- (iii) the desirability of choosing an emblem for the Convention and the nature of the accompanying message to be chosen;
- (iv) the need for dedicated, earmarked financial resources for promotional activities.

9. The replies also showed that, in order to promote the Convention and to enhance its visibility, it is necessary for it to be appropriated by the Parties through clearly defined messages. In that regard, the replies stressed that such messages should be focused on the concept of the diversity of cultural expressions, rooted in the provisions of the Convention, in particular its objectives and principles, and adapted to the target public. It was emphasised that professionals should be engaged to assist the Secretariat in this activity.

10. At its third ordinary session (December 2009), the Committee decided in principle to create an emblem in order to provide greater visibility for its activities and those of the Parties to promote the principles and objectives of the Convention. The Committee also invited the Secretariat to conduct a feasibility study and cost analysis for the creation of an emblem for the Convention. The Committee also invited the Secretariat to prepare preliminary draft operational guidelines on the use of the emblem (Decision 3.IGC 6).

11. At its third ordinary session (June 2011), the Conference of Parties approved Operational Guidelines on measures to ensure the visibility and promotion of the Convention (Resolution 3.CP 7) providing this strategic framework. The Guidelines outline measures by Parties at the national, regional and international levels, the contribution of civil society, and the role of the UNESCO Secretariat. For example, Parties are encouraged to develop measures in their territory, such as mobilizing political decision-makers and opinion leaders in all different sectors to strengthen inter-institutional cooperation and dialogue. They are also encouraged to support the implementation of awareness-raising initiatives of the public and private sectors as well as civil society, facilitate the availability of communication tools, encourage and foster media campaigns, among others. The Secretariat is to collect, share and facilitate the exchange of information, develop tools to disseminate the key messages of the Convention, facilitate the organization of awareness raising initiatives and publicize projects and activities carried out in the framework of the IFCD.

12. At its fourth ordinary session (December 2010), the Committee held its first debate on the pertinence of appointing a public personality to promote the Convention. Working document CE/10/4.IGC/205/6 indicated that the modalities could be a single or several spokespersons with varying mandates and that the annual cost would be a minimum of US\$151,413 for a single spokesperson and US\$327,846 for six spokespersons. It also indicated that there could be difficulties concerning the precise mandate and competencies of each spokesperson, which would be hard to monitor, as would the expected results. The Committee decided that appointing one public personality to raise visibility of the Convention is premature and costly, and “each Party is entitled to choose the mechanism which it deems appropriate to promote the objectives of the Convention, including the possibility to appoint a spokesperson.” (Decision 4.IGC 6). It noted that the designated Convention national points of contact could organize and participate in activities promoting the Convention, acting as spokespersons.

Actions Taken

13. The actions taken by the Secretariat to promote the visibility of the Convention are based on the operational guidelines, the resolutions, decisions and debates of the governing bodies. They have been supported by the Government of Spain and include:

- developing and testing a strategy addressed to the various stakeholder groups, from different world regions;
- feeding the results into the production of new communication tools to promote the Convention’s visibility, including a new info kit and tools targeted to specific audiences, in particular, young people;
- production and distribution of promotional materials to better communicate the results and impact of the IFCD;
- support for workshops/events to enhance the visibility of the Convention and promote ratification.

Messaging and communication tools

14. Professionals in the communication field were engaged by the Secretariat to advise on the messages to be used. For example, the communication company Small World Stories developed the tagline “Investing in Creativity: Transforming Societies”. This message has informed all communication actions of the Secretariat and influences decisions in the way the Convention’s implementation activities are communicated (in word and visuals), emphasizing contemporary creative expressions on the one hand and the impact of actions taken to facilitate transformative change on the other.

15. UNESCO Field Offices have been actively engaged in developing tools based on these messages that speak to local audiences directly. Some examples are:

- “CULTRIP”² (a 5-minute promotional film in the form of a videogame) was produced by the UNESCO Office in Havana and the International Film and Television School of San Antonio de los Baños in Cuba. The modality to engage a team of young illustrators, producers, scriptwriters, editors and post-producers served as practical training to strengthen the capacities of cultural professionals who applied their theoretical film-making knowledge to practice. It provided them with a learning process about the main messages of the Convention and helped raise their awareness about the fact that one of the Convention’s key

² ‘CULTRIP, a trip through cultural industries’, is a visualization of the main concepts and overarching messages of the Convention, that is, culture contributes not only to economic but also human development, that more policies and measures are necessary to strengthen the governance of culture, and that UNESCO serves as an international cooperation platform for the culture sector.

stakeholders is artists and cultural professionals like themselves, turning them into a strong advocate of the Convention. These videos are often used in workshops to raise awareness of the Convention.

- “Experimenta. Aprende. Crea.” (a four-minute video) that was produced during a UNESCO Youth Forum held in Ecuador. This film, conceived, developed and created by the youth forum participants, is a powerful tool to explain the importance of protecting and promoting the diversity of cultural expressions from the young people’s point of view. It is being used for awareness-raising activities by Convention stakeholders.
- The “UNESCO Diversity Kit for Youth” is an educational and innovative online game for teenagers, in line with UNESCO’s Operational Strategy on Youth 2014-2017. It aims at empowering young people and promoting their participation in the implementation of the Convention. In addition to the Spanish version, it is available in Basque and Catalan languages. Developed by UNESCO and a team of education experts and graphic designers, it is interactive, allowing teenagers to take an individual path exploring the main themes of the Convention. Throughout Spain and Latin America, training of trainers workshops have taken place using the Kit, testing its messages, and preparing teachers to use it with students.
- a Spanish-language children’s magazine “ele” produced a special edition dedicated to the Convention, bringing young readers in touch with concepts like diversity of cultural expressions, value chain and cultural policies.
- a new Info Kit provides essential information to a wide range of stakeholders about the Convention’s relevance to priority themes identified by the Parties. It provides tangible evidence of impact of the Convention on the ground, and is expected to be used not only to raise awareness of the Convention and promote its ratification, but also to shed light on how the Convention can be further implemented.

16. Finally, this messaging has shaped all promotional activities of the IFCD ranging from the corporate film, documentary films on IFCD projects, the electronic newsletter called e-updates (which are made accessible via different electronic devices including smart phones and tablet computers), the three IFCD brochures, etc. These communication tools were defined as part of the IFCD fundraising strategy, recognizing that activities to promote visibility and raise awareness of the IFCD indirectly also promote awareness about the Convention.

17. Over the period of 2010-2015, the website of the Convention, <http://en.unesco.org/creativity/>, has undergone its own transformation and is becoming a vital source of information and knowledge sharing. While improvements and content expansion continue, the website is providing Parties, partners and the broader public with a wealth of information in English, French and Spanish.

Creating a visual identity to promote the Convention

18. At its third ordinary session (December 2009), the Committee took a decision to create an emblem in order to provide visual support for its activities and those of the Parties in promoting the principles and objectives of the Convention (Decision 3.IGC 6).

19. The Conference of Parties, at its fourth ordinary session (June 2013) selected an emblem and approved Operational Guidelines on its use (Resolution 4.CP 9). It was decided that the emblem can be used independently (stand-alone emblem) or together with the UNESCO logo (linked emblem) (Resolution 4.CP 12).

20. The inspiration for the emblem selected is based on the *core messages* developed to promote the Convention – creativity and transformative change – the *existing visual identity* of the ‘Convention circles’ as well as *international cooperation* at the heart of the Convention’s principles and UNESCO’s mandate. Its point of departure is the globe, and in particular the structure of the Symbolic Globe of Eric Reitzel, located in the garden of the UNESCO Headquarters. The game of meridians and parallels of this emblem is represented by coloured circles. The artistic aspect of the line, the mark and the movement of certain circles – all of which reflect human gesture, illustrates the notion of “cultural expressions”. The nuances of the colours chosen and their different intensities, the fracturing of the lines and circles together symbolize “diversity” in perpetual motion, their collection and their structure finally forming a single unit: the globe.

Information sharing

21. Dissemination and exchange of information, particularly with regard to concrete measures taken to implement the Convention, is considered a priority activity to help raise awareness of the Convention and address concerns expressed during the Committee’s debates that there are challenges in understanding the key concepts at the heart of the Convention.

22. Main activities pursued by the Secretariat to collect such information are: the quadrennial periodic reports; collection of good policy practices; analysis of the impact of the projects supported under the IFCD; analysis of the policy impact results of technical assistance; quantitative and qualitative information collected through the Culture for Development Indicators; as well as various policy analysis exercises requested by the governing bodies to further the understanding of the impact of the Convention on key themes ranging from the status of artists to digital issues.

23. Mechanisms to distribute such information are both online and offline. The main *online distribution mechanism* developed by the Secretariat is the Convention web-based platform that is being transformed into a more comprehensive knowledge management system. The Secretariat has also developed and manages a special online database on Article 21 that contains links to key documents and is considered a unique resource by Convention stakeholders, in particular the International Network of Lawyers on the Diversity of Cultural Expressions. *Offline distribution mechanisms* can be in the form of specific global reports prepared by the Secretariat that use a wealth of good practices and other information collected on the implementation of the Convention such as: the UN Creative Economy Report 2013 Special Edition; the UNESCO report on Gender Equality, Heritage and Creativity (2014); the Final Report of the Post-2015 Dialogues on Culture and Development (2015), and the Global Monitoring Report on the 2005 Convention (forthcoming).

24. The messaging and information gathered by the Secretariat is fed into the various exchange sessions, workshops, and events organized by or in partnership with the Secretariat, providing an opportunity to highlight the principles and objectives of the Convention, bringing out its specificities in comparison to other UNESCO normative instruments in the field of culture. At the international, regional and national level, exchanges entail a particular target and result, from the United Nations special thematic debate on Culture and Sustainable Development in the Post-2015 Development Agenda (2014), to high level regional meetings resulting in action plans such as the Dhaka Ministerial Declaration on the Diversity of Cultural Expressions (2012). Moreover, the organization of capacity building workshops and the training of key stakeholders are new initiatives, such as for example, training sessions on the Convention for national contact points from Mercosur States that took place in Buenos Aires (2012), for African National Commissions that took place in Abidjan (2012) or the regional meeting of national contact points from the Asia Pacific Region held in Bangkok (2014). These workshops are designed to raise awareness of the key concepts in the Convention and how to implement them through the use of real case studies and good practice examples collected by the Secretariat.

Tenth anniversary of the Convention

25. At its seventh ordinary session (December 2013), the Committee invited Parties and civil society to celebrate the tenth anniversary of the Convention at the local, national, regional and international levels, and to inform the Secretariat of the events and activities they wish to organize using an on-line form (Decision 7.IGC 13). The tenth anniversary of the Convention is being celebrated throughout the year 2015 and a dedicated web page has been created to disseminate information about events taking place across the globe as a means to help promote the Convention.

26. The Director-General is also engaged, having recorded a video message and issued a Circular Letter to Parties encouraging them to celebrate the tenth anniversary of the Convention and to keep the Secretariat informed. Thirty governmental and non-governmental actors have also recorded video messages paying tribute to this anniversary (accessible from the Convention website). In the context of the info kit, a new promotional video in English, French and Spanish on the Convention is being prepared.

Key results, challenges and next steps

27. Among the key results achieved by the Secretariat in implementing activities with the support of the Government of Spain are:

- *Important steps have been taken to clarify the main purpose of the Convention.* Since its adoption, the Convention was often misunderstood as an instrument for ensuring cultural diversity at large. Actions taken help to situate the Convention as an international law contributing to the creation of environments in which artists, cultural practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of cultural goods, services and activities; communicating that this is achieved through the introduction of cultural policies and measures to nurture creativity, to provide access to creators to participate in domestic and international marketplaces and to ensure that artistic works are accessible to a larger public;
- *Key definitions, concepts and messages of the Convention have been widely disseminated,* creating a better understanding of the Convention by the main stakeholders of the Convention, including National Commissions, Permanent Delegations and representatives of civil society organizations;
- *A modern- and clean-looking visual identity* of the Convention has been created through various promotional materials developed by the project (e.g., Cultrip film, IFCD e-updates and brochures, Convention emblem and web platform);
- *Young people, especially Spanish speaking youth, have learned about the Convention* and been mobilized to serve as advocates of the Convention;
- *Different stakeholders* have been made aware of their complementary roles in implementing the Convention including policy-makers, civil society, artists and cultural professionals;
- *The importance of culture for development* has been actively advocated at various levels, including the post-2015 debates to include culture in the future global sustainable development agenda.

28. Among the challenges Parties have indicated via their quadrennial periodic reports, as well as surveys, and debates at the eighth ordinary session of the Committee, to address in taking next steps to raise the visibility of the Convention are:

- in countries, there is a need to establish better coordination mechanisms among different ministries and stakeholders to raise awareness that the responsibility for implementing the Convention goes beyond those responsible for culture;
- the need for continued capacity building and dissemination of material that would address the continued confusion between the 2005 Convention and the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage;
- the need to find and engage media distribution channels (including various traditional and new media channels) to widely disseminate the communication tools developed for the Convention so far;
- the need to provide more support for those civil society organisations engaged in promoting the Convention but that may lack the financial resources to fully implement their efforts to raise awareness of the Convention;
- the need to work together with communication and fundraising professionals to promote the visibility of the Convention and to secure the financial and human resources required to implement any strategy they may propose;
- the need to partner with key stakeholders of the Convention, including international festivals which could bring high-level visibility to the issues of relevance for artists and cultural professionals and that take place in all continents;
- the need to better understand the impact of the visibility activities and effectiveness of communication tools designed to promote the Convention.

29. As the Convention is ten years old and in its operational phase, the Conference of Parties, at its fourth ordinary session, approved several priorities for the Committee's future agenda that all contribute to raising visibility of the Convention: developing a knowledge management system; capacity-building activities; and the IFCD fundraising and communication strategy.

30. At its fifth ordinary session, the Conference of Parties will consider and outline the Committee's future activities. While all activities on the implementation of the Convention contribute to raising its visibility, the particular factors that will influence the attainment of results may include:

- strengthening the link between Convention visibility and the IFCD communication and fundraising activities;
- engaging with strategic implementation partners at the local level that have experience in the field of actions covered by the Convention in order to design, implement and evaluate visibility activities;
- wide distribution of communication tools while determining how they could be part of a larger communication campaign of targeted narratives around specific themes of the Convention;
- engaging with journalists and media professionals to promote issues of importance related to the Convention and conveying precise information on the matter;
- wide distribution and promotion of Convention good practices;

- supporting global capacity building activities, especially workshops;
- design mechanisms through which to evaluate the impact of activities and tools to promote visibility of the Convention that currently do not exist.

31. The Conference of Parties may wish to adopt the following draft resolution:

DRAFT RESOLUTION 5.CP 13

The Conference of Parties,

1. *Having examined document CE/15/5.CP/13;*
2. *Takes note of Decision 8.IGC 17 of the Committee;*
3. *Recalls the need to ensure coordination between the messaging and activities of the IFCD fundraising and communication strategy and activities to promote the Convention overall;*
4. *Invites Parties and civils society stakeholders to participate in raising the visibility of the Convention and fully implement the Operational Guidelines on measures to ensure the visibility and promotion of the Convention and in particular in relation to the tenth anniversary of the Convention;*
5. *Requests the Parties and civil society stakeholders to continue their work in support of the visibility of the Convention, in particular to engage with professionals and identify the resources required to implement activities proposed; and*
6. *Invites the Secretariat to continue developing and disseminating good practices on the implementation of the Convention and to integrate them in targeted narratives to promote the Convention and also encourages the Secretariat to reach out to a wide range of Convention stakeholders providing platforms to raise visibility of the Convention and to investigate possible means to evaluate the impact of the visibility efforts and communication tools produced so far.*