



United Nations  
Educational, Scientific and  
Cultural Organization



**MDG-F Culture & Development Thematic Window  
Culture and Development Knowledge Management System Project  
QUESTIONNAIRE**

May 2011

**Annex I: Success Stories**

Definition: A success story can be defined as a set of actions that results in a desired outcome based on collectively supported values and that could be easily replicated in different contexts.

The aim of the present exercise is for the Joint Programme (JP) team to identify a maximum of 5 success stories that can be showcased for the Knowledge Management System (KMS) Project on Culture and Development.

The below is meant as a guidance to describe a story for the reader, with a clear beginning (initial situation and context), middle (action and methodology) and end (final situation). This will allow for a comparison of the 'before' and 'after' of a given action in order to be able to identify what has changed in a positive manner. Therefore, the fiche on success stories is divided into the following sections:

1. Title and Categorisation of the success story
2. Criteria used to identify the success story
3. Initial situation and Context of the success story
4. Action and Methodology of the success story
5. Final situation
6. Illustrative material of the success story

**Please identify a maximum of 5 success stories and use one such fiche per success story.**

**1. Title and Categorisation of the Success Story**

1.1 Name of the Joint Programme:

1.2 Please name your success story:

1.3 Cultural domains covered by the Success Story

- Cultural and natural heritage [museums (also virtual), archaeological and historical places, cultural landscapes, natural heritage]
- Intangible cultural heritage [oral traditions and expressions, rituals, languages, social practices]
- Performance and celebration [performing arts, music, festivals, fairs, feasts]
- Visual arts and crafts [fine arts, photography, crafts]
- Books and press [books, newspaper and magazines, other printed matter, library (also virtual), book fairs]
- Audio-visual and interactive media [film and video, TV and radio (also internet live streaming), internet podcasting, video games (also online)]
- Design and creative services [fashion design, graphic design, interior design, landscape design, architectural services, advertising design]
- Tourism [charter travel and tourist services, hospitality and accommodation]
- Other (*please specify*):

#### 1.4 Dimensions covered by the Success Story

- Economics
- Education
- Heritage
- Communication
- Governance
- Social
- Environment
- Gender equality
- Other (*please specify*):

## 2. Criteria used for the identification of the Success Story

A list of criteria is proposed below to help and guide you in identifying a success story. Additional criteria can also be added.

- The identified success story is the result of a multisectoral approach with, for example, a particularly successful cooperation between the UN Agencies.  
Please specify how (if applicable):

- The identified success story has significant development impact that is traceable and measured in terms of MDGs  
Please specify how (if applicable):

- The identified success story induces strategic policy changes or is innovative at all levels (UN, national governments, stakeholders)

Please specify how (if applicable):

- The identified success story is sustainable over time and is replicable, it can be flexibly applied elsewhere, it is a promising practice on which future programming can be based

Please specify how (if applicable):

- There is a remarkable level ownership among stakeholders, it has been generated through dialogue and participation and it bears inclusiveness

Please specify how (if applicable):

- The identified success story contributes to strengthening national and/or local capacities

Please specify how (if applicable):

- The identified success story responds to a rights-based approach

Please specify how (if applicable):

- The identified success story incorporates a gender perspective

Please specify how (if applicable):

- The identified success story helps promote institutional collaboration

Please specify how (if applicable):

- The identified success story raises awareness and visibility among the general public  
Please specify how (if applicable):

Additional criteria agreed upon by the JP team (facultative):

### **3. Initial situation and Context of the Success Story**

This section refers to the description of the initial situation and context of the success story and the issue which you wanted to act upon.

In this section, you may wish to provide information on the following:

- Some background information on the situation/context before you undertook the activity
- The issue(s)/obstacle(s) you were faced with
- The stage of the programme (design, inception, implementation) the issue(s)/obstacle(s) was/were identified
- The stakeholders / beneficiaries involved
- The gender dimension of such initial situation

### **4. Action and Methodology of the Success Story**

This section seeks to describe the methodology which you undertook in order to address the situation described in the previous section (“Initial Situation and Context”).

In this section, you may wish to provide information on the following:

- What was the decision which was taken in order to overcome the issue(s)/obstacle(s) previously identified?
- How was the decision implemented [methodology] such as for example: testimonies, surveys, communication campaign, etc.
- How were the beneficiaries involved in all methodologies? Please include the gender dimension when answering this question

## **5. Final situation**

This section seeks to explain what actually changed as a result of the methodology you implemented, how and why it was a success story. This should allow for a comparison between the before (“Initial Situation and Context”) and after the “Action/Methodology” was implemented.

In this section, you may wish to provide information on the following:

- How has the situation improved?
- What was the difference/added value which was created?

## **6. Illustration of your success story**

Where possible, please provide any supporting visual material illustrating the success story described above (such as photographs, videos, brochures, links to websites, etc.).