



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions



With funding from the
European Union

INVESTING IN CULTURE FOR SUSTAINABLE DEVELOPMENT

Impact and achievements
of the UNESCO/EU Expert Facility Project





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TRANSFORMING OUR WORLD: Contributing to the 2030 Agenda for Sustainable Development



Section for the Diversity of Cultural Expressions
Culture Sector
UNESCO
7, place de Fontenoy , F-75352 Paris 07 SP, France
convention2005@unesco.org
www.unesco.org/creativity

Chief editor:
Danielle Cliche, Secretary of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO)

Coordination :
Laurence Mayer-Robitaille, Section for the Diversity of Cultural Expressions (UNESCO)

Writing and editing:
Lindsay Cotton, Anthony Krause, Laurence Mayer-Robitaille, Reiko Yoshida, Clémence Varin,
Section for the Diversity of Cultural Expressions (UNESCO)
Lisa Hiller-Garvey (SmallWorldStories)

Graphic design:
Maro Haas

Cover photo:
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PREFACE

As we work towards the implementation of the 2030 Sustainable Development Goals, we must put creativity and innovation at the core of our global action.

Evidence shows that cultural and creative industries are major drivers of economies. They influence income generation, job creation and export earnings. Yet investing in sustainable systems of governance for culture can also help to forge new pathways for development.

This priority is reflected in the principles and objectives of the remarkable partnership project between UNESCO and the European Union presented in this publication.

By providing technical assistance to public authorities in 13 developing countries to design and strengthen their policies and strategies in the field of the cultural and creative industries, this project has upheld the idea that effective governance can be achieved through a system that meets the demands and needs of the people.

The framework provided by the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, now ratified by 144 Parties, including the EU, has provided the necessary evidence to demonstrate the positive effects of participatory engagement in policymaking within the culture sector and the ways in which governments can work together to unlock the creative potential of societies. We are now better positioned to show how investing in cultural policies and creativity can transform societies and better equipped to monitor the structural impact of our initiatives to promote culture for sustainable development.

Faced with increasing demands for long-term capacity development interventions in new priority areas – digitization, culture and trade, artistic freedom, mobility of artists, preferential treatment – UNESCO is looking forward to partnering again with the European Union, in order to increase the impact and ensure the sustainability of our joint actions.



Francesco Bandarin
Assistant Director-General for Culture of UNESCO





A GLOBAL FACILITY FOR CULTURE AND DEVELOPMENT

The UNESCO/EU Expert Facility to Strengthen Systems of Governance for Culture in Developing Countries was launched in 2010, with funding from the European Union (EU). It is the world's first global project dedicated to helping developing countries realize the principles and objectives of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

The global Facility works with developing countries that have ratified the Convention. Through its network of 30 leading cultural policy experts, the Facility provides long-term technical assistance to support countries in their efforts to design and strengthen policies and strategies for culture, especially the cultural and creative industries.

From 2010 to 2015, the Facility has supported 13 countries in Asia, Africa, Latin America and the Caribbean in establishing legal, regulatory and/or institutional frameworks and introduce policies that address the role of culture in social and

→ **he Convention on the Protection and Promotion of the Diversity of Cultural Expressions** is a legally-binding international agreement ratified by 144 Parties (as of June 2016), including the European Union, that helps to create environments in which artists, cultural professionals, practitioners and citizens worldwide can create, produce, distribute and enjoy a broad range of cultural goods, services and activities, including their own.

To reach this goal, the Convention encourages governments to introduce cultural policies and measures that nurture creativity, facilitate access and participation of creators in domestic and international marketplaces, and ensure that a diversity of cultural goods and services are accessible to a larger public.



economic development. Policy recommendations, targeted at public institutions such as ministries, public institutions, public agencies and local public authorities responsible for the governance for culture, have also helped countries integrate culture into national development policies and plans.

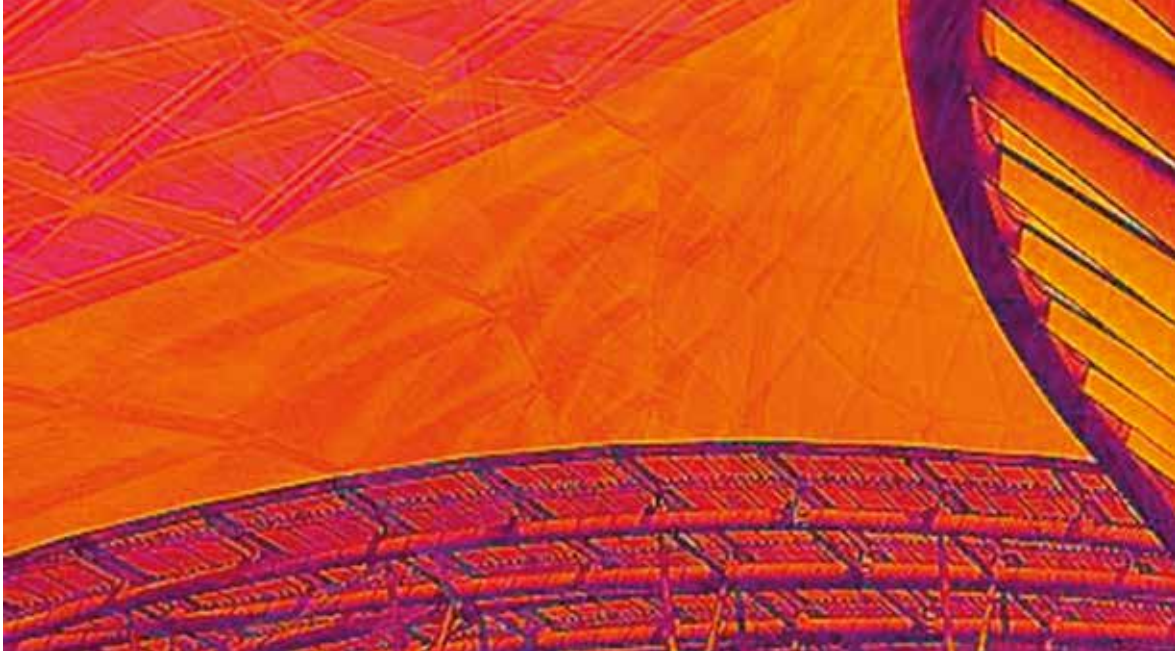
Dynamic cultural and creative industries are recognized as tools for inclusive economic and social development. Many countries use the Facility's support to start tapping into the potential of their cultural expressions to create jobs, improve skills, reduce inequalities and improve quality of life and well-being.

The development partnership offered by the Facility was demand driven and designed as a nationally owned and led process. This required countries to identify their public policy needs; demonstrate their capacity to support the missions on the ground, both financially and organizationally; establish multistakeholder national teams; provide evidence that the assistance was to accompany countries through ongoing policy reforms.

In each of the 13 countries, national teams made up of representatives from governmental institutions,

private sector and civil society were established – representing over 1800 stakeholders.

Demonstrating the positive effects of participatory policy making, this assistance scheme helped to leverage a better coordination of political and professional cultural stakeholders, and inter-sectoral cooperation between different governmental Ministries. This project, the first of its kind, is evidence of the priority placed by the EU and UNESCO not only on advocacy for culture and development but in taking action to provide support to public and private actors. It upholds the idea that effective governance is determined by a system that meets people's demands and needs: *transparent* in decision making processes, *participatory* by engaging civil society and *informed* through the regular collection of evidence that can support policy making decisions.



MILESTONES

➤ UNESCO identified **30 leading** international cultural policy experts from all geographical regions and disciplines.

➤ Through a competitive process, **13 partner countries** are selected.

2011

2012

➤ Based on the needs and priorities of partner countries, **19 experts** carried out **37 technical assistance missions in 13 partner countries**.

Together they completed **835 working days**.

➤ **Follow-up activities took place in Burkina Faso, Cambodia, Niger and Viet Nam.** These allowed countries to consolidate gains and ensure the implementation and sustainability of the projects.

➤ Meanwhile, Argentina, Barbados, the Democratic Republic of the Congo, Haiti, Honduras, Kenya, Malawi, Mauritius and Seychelles benefited from **remote follow-up activities.**

2013-14

2015

➤ Presentation of **results to the seventh ordinary session of the Intergovernmental Committee to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions.**

➤ Meeting of the Expert Facility in Paris to **share experiences and lessons learned**, and finalize a methodological Guide for delivering technical assistance in developing countries.

➤ Publication in English, French and Spanish of ***Strengthening the Governance of Culture to Unlock Development Opportunities.***

➤ **Results presented at the High-level conference in Brussels on "The inclusion of culture in development programmes"** with the Director-General of UNESCO and the European Commissioner for International Cooperation and Development.

WALKING THE PATHS OF CHANGE

Five Priorities



Partnering for development with Africa is a core priority both for UNESCO and the European Union. Likewise, a key objective of the 2005 Convention is to increase access to global markets for cultural goods and services from developing countries, especially Africa, and to facilitate the mobility of artists and cultural professionals through preferential treatment measures. The Facility includes 15 African experts and seven African countries benefited from technical assistance missions.



Gender Equality is one of UNESCO's two global priorities and a cornerstone of EU policy. The 2005 Convention specifically encourages policies and measures to support women as creators and producers of cultural expressions, and as citizens participating in cultural life. With 50 percent female representation, the Expert Facility is fully gender-balanced. The project also serves to improve women's participation in policy making processes and raise their contribution to the creative economy sector.



The 2005 Convention, ratified by the EU in 2006, provides a key framework for sustainable development policies. Yet, even when policies exist, culture sectors often suffer from insufficient human and financial resources, weak institutional structures, knowledge gaps. Building human capital is at the core of the UNESCO/EU project. It has encouraged and supported policies that address the role of culture, creativity and innovation in the pursuit of inclusive economic growth, social inclusion and poverty eradication.



Creative activities contribute significantly to youth employment and career development. UNESCO and the EU are committed to empowering young people and encouraging their participation as creators, producers and beneficiaries of cultural activities, goods and services. The Expert Facility provided technical assistance aimed at building entrepreneurial, management and technological skills for young people in several countries.



In recent years, the main mechanisms for implementing the 2005 Convention in Small Island Developing States (SIDS) have been the Expert Facility. Four SIDS – Barbados, Haiti, Mauritius and Seychelles – have benefited from technical assistance missions.

Barbados

Adoption of the Cultural Industries Development Act and creation of the Barbados Cultural Industries Development Authority.

Haiti

Revision of the normative framework regarding copyright and related rights by the Copyright Office.



Honduras

Design of three pioneering projects to promote, through the cultural industries, local development, civil participation and public-private partnerships.

Argentina

Creation of an audiovisual platform for children by the General Bureau of Creative Industries of the City of Buenos Aires.

Burkina Faso

Adoption of the Strategy for the Development of the Arts and Culture in the Educational System, approval of the Status of the Artist legislation.

Kenya

Professional development in music and visual arts, leading to the creation of the Association of Kenya's Creative Practitioners (Kenya CREAPA).

Cambodia

Adoption of Cambodia's first National Cultural Policy and preparation of a draft 2015-2018 Roadmap for its implementation.

Niger

Design and adoption of the Strategy for the Agency of the Promotion of Cultural Industries and Enterprises (APEIC).

Seychelles

Design and approval of the Creative Industries Policy, design and adoption of the Strategy for the Development of the Music Industry, and creation of the Seychelles Agency for Creative Industries.

The Democratic Republic of the Congo

Design and adoption of the "Declaration on Cultural Policy of the Government" and creation by the Ministry of Culture of a Steering Committee to develop their future national cultural policy.

Madagascar

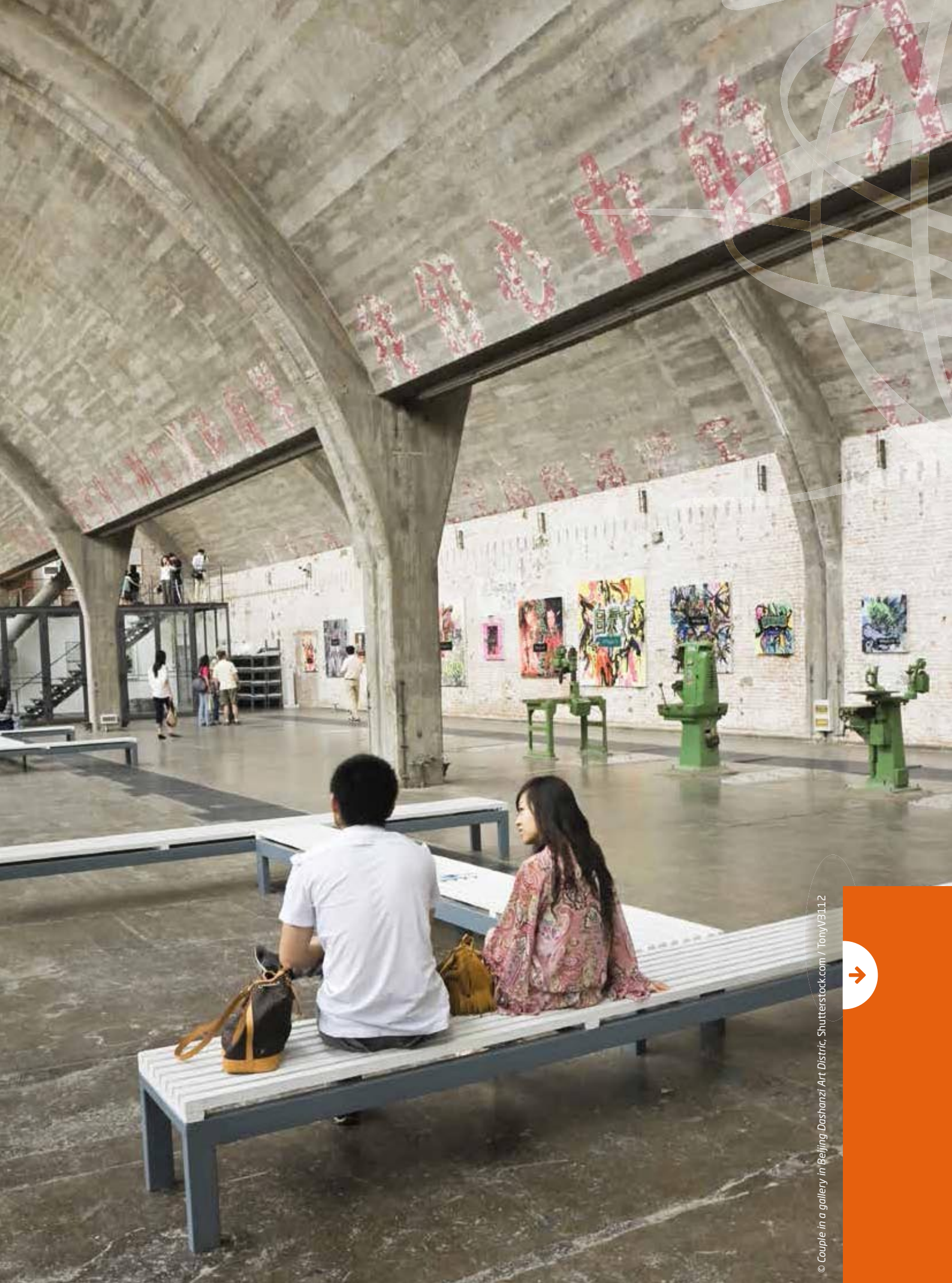
Approval of the revised National Cultural Policy, and adoption of a six-point Action Plan to promote women cultural entrepreneurs.

Mauritius

Design and approval of the draft White Paper "Creative Mauritius – Vision 2025".

Viet Nam

Design and adoption of the first draft National Strategy for the Creative Industries.



© Couple in a gallery in Beijing Dashanzi Art District, Shutterstock.com / TonyV311.2



TOP 10 RESULTS

- 1** The Expert Facility, comprised of 30 international leading experts from all geographical regions and disciplines, was created to help build capacities in the area of public policies for the cultural and creative industries.
- 2** 13 partner developing countries were accompanied, through a demand-driven and nationally-owned process, to implement the 2005 Convention at the national level.
- 3** 23 policies, strategies, recommendations, action plans and legal documents for the promotion of the cultural and creative industries were designed and implemented.
- 4** Awareness about the crucial importance of inter-ministerial and cross-sectoral coordination and collaboration to achieve inclusive policy dialogue on culture and development was raised.
- 5** Through the establishment of national teams made up of public authorities, professional associations and non-governmental organizations, the participation of civil society in policy design and implementation processes was strengthened.
- 6** Awareness among decision-makers about the importance of the 2005 Convention as a key policy framework for integrating culture in sustainable development national plans was raised.
- 7** Platforms for public-private partnerships to ensure effectiveness and sustainability of projects on the ground were built.
- 8** The role of women and young people in cultural production through trainings, networking, information sharing and skills development was enhanced.
- 9** The opportunities offered by the new digital environment in the creation, production, distribution and access to diverse cultural goods and services were demonstrated.
- 10** The need for sustainable political engagement and financing during policy development, implementation and monitoring processes was highlighted.

The Expert Facility in Numbers

835

WORKING DAYS
IN THE COUNTRY

37

MISSIONS IN

13

COUNTRIES

1.5

MILLION EUROS OF EU
FUNDING

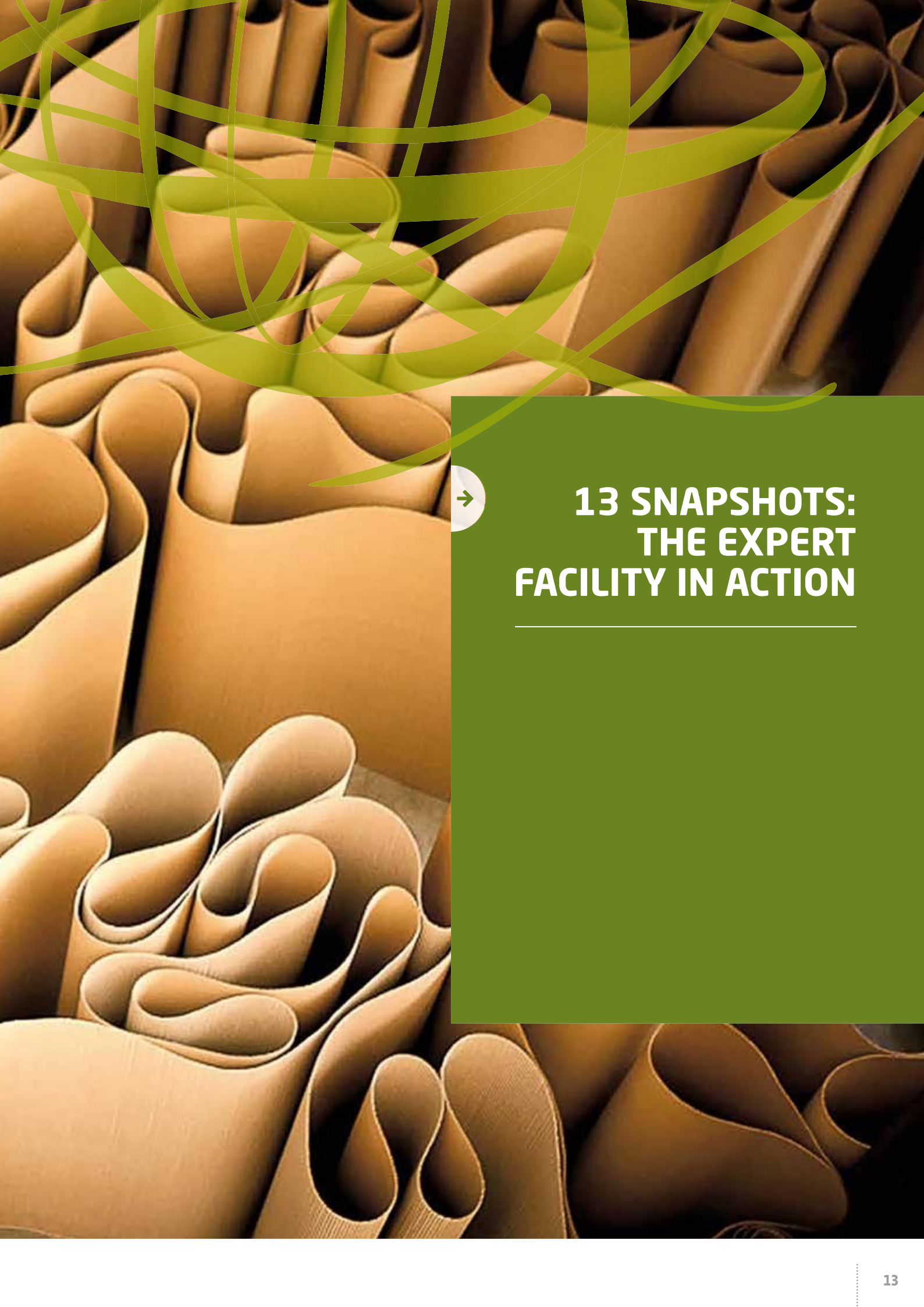
30

LEADING CULTURAL
POLICY EXPERTS

Boosting culture, the Experts fostered:

- 9 STRATEGIES,**
- 4 ACTION PLANS,**
- 5 SETS OF RECOMMENDATIONS AND**
- 5 POLICY PAPERS**





**13 SNAPSHOTS:
THE EXPERT
FACILITY IN ACTION**



Recommendations to Support Creative Industries

*In **Argentina, Barbados, Malawi** and **Kenya**, Expert Facility missions have drawn-up strategic recommendations that have stimulated creative industry growth. Lasting change will take time. The momentum created by the missions must be sustained for these efforts to result in new jobs, skills and wider social and economic progress.*

ARGENTINA

A New Audio-Visual Industry Comes into Focus



In 2010, the Government of Argentina adopted a legislation requiring that TV channels provide content for children for three hours each day, 50% of which must be Argentinean. In light of this new legislation, the Expert Facility supported the Government of the City of Buenos Aires in creating an audio-visual platform for children’s content (ClyA XXI). Two landmark conferences were organized and the Government commissioned new research about changes and trends on audio-visual content consumption by young people .

With this exciting new industry now taking shape, the Government is investing in audio-visual enterprises, while exploring collaboration opportunities with the fast-growing and lucrative video game sector.

Strengthening this new sector will require sustained attention and resources. Even so, what has already been achieved demonstrates how sharing expertise can set an entirely new industry on a path to prosperity.

400 million native Spanish speakers

worldwide want to access audiovisual content in their own language. The Government of Buenos Aires is seizing this incredible opportunity. Building on 10 new strategic recommendations, the City is being transformed into a global production hub of Spanish-language content for children.

REACHING OUT

Audiovisual producers, video gaming organizations and specialists in children’s cinema were vital contributors at every stage of the project. As a result, the Government now intends to engage more stakeholders in its work.

In 2011 and 2012,

THE EXPERT FACILITY CONDUCTED

3
missions
IN ARGENTINA

THE EXPERTS WORKED A TOTAL OF

63
days
IN-COUNTRY

PRIORITIES



YOUTH



SUSTAINABLE DEVELOPMENT

BARBADOS

Unlocking Creative Potential



International singing sensations like **Rihanna**,

Gabby and Shontelle are shining examples of what Barbados' vibrant cultural scene can achieve. Nine strategic recommendations drawn-up by the Facility experts are helping the country unlock this creative potential. The ultimate aim is to develop Barbados' cultural industries as a cornerstone of the economy.

Recognizing the need to engage with professionals in the cultural industries, the Government of Barbados set up a *National Task Force on Cultural Industries* and sought technical assistance from UNESCO.

Nine recommendations were designed with the Expert Facility based on consultations with more than 100 stakeholders. They focus on fostering informed decision-making and engaging a wider range of stakeholders. They also focus on nurturing entrepreneurship by making financing available and through skills development opportunities.

The recommendations were presented to the Government. As a result, the Parliament approved a landmark *Cultural Industries Development Act* in 2013. This Act provides financing mechanisms to help the creative industries grow and become sustainable. In 2015, the Barbados Cultural Industries Development Authority was created to coordinate a wide range of agencies, ministries and civil society representatives, especially young entrepreneurs.

It will take time to truly unlock Barbados' creative potential, but the mission has already enabled vital steps to be taken.

REACHING OUT

Musicians, artists, producers, entrepreneurs and other civil society representatives were important contributors at every stage of the consultation process. Their continued involvement will be crucial to unlocking Barbados' creative potential.

In 2012,

THE EXPERT FACILITY
CONDUCTED

3
missions
IN BARBADOS

THE EXPERTS WORKED
A TOTAL OF

63
days
IN-COUNTRY

PRIORITIES



SIDS



SUSTAINABLE
DEVELOPMENT

MALAWI

Charting a New Course for Culture



Malawi is home to a thriving cultural scene,

brimming with reggae, jazz and music festivals. In 2012, the Facility worked with civil society to produce seven recommendations for amending the National Cultural Policy.

Since elaborating a *National Cultural Policy* in 2005, Malawi has recognized the role of the cultural and creative industries as a motor for growth and employment. To strengthen the culture sector, the Expert Facility provided training to a wide range of stakeholders mobilizing different cultural players and opening communication channels between them. It also resulted in recommendations focused on empowering cultural operators and reinforcing their entrepreneurial skills.

The new ideas were integrated into the *National Cultural Policy* and Malawi's cabinet approved the revised Policy in 2015. Following six training sessions, an Action Plan was adopted to enhance the position of women cultural entrepreneurs within the culture sector.

Continuing the momentum created by the Expert Facility, the Government has consulted various stakeholders on regulating the distribution and exhibition of films and other forms of entertainment. It is also in the process of drafting a performing arts curriculum for secondary schools and has transformed the Censorship Board into a new Standards and Classification Board.

REACHING OUT

Civil society helped develop the work plan and came up with measures to strengthen the creative and cultural sectors. Beyond organizations and foundations, the mission also involved individual arts practitioners and cultural operators.

In 2012,

THE EXPERT FACILITY
CONDUCTED

2
missions
IN MALAWI

THE EXPERTS WORKED
A TOTAL OF

63
days
IN-COUNTRY

PRIORITIES



AFRICA



GENDER



SUSTAINABLE
DEVELOPMENT

KENYA

Taking Art to Online Markets



With a new dynamic digital environment,

Kenya used the Facility's expertise to train musicians and visual artists on how to market their cultural goods and services with online technologies.

Technology has vastly altered Kenya's cultural and creative sectors since the *National Policy on Culture and Heritage* was created in 2008. The Expert Facility worked with civil society to produce recommendations on how to improve the creative sector. It also developed and delivered workshops for trainers, enabling them to train scores of musicians and visual artists in online marketing.

In 2013, Kenya reported that the training programme was a sustainable success. The training is directly boosting the quantity and quality of art works on the market, and increasing collaborations with civil society organizations on cultural issues.

In 2014, the country completed a study of the cultural sector aimed at informing better policies. Meanwhile, an e-commerce site to support artists in marketing their cultural goods and services was developed, bringing Kenyan art to the online marketplace.

Kenya's case shows how sharing expertise can spark lasting change in the cultural and economic landscape of a country. With stronger abilities, professionals are able to sustainably support the growth of an entire new sector.

REACHING OUT

Representatives from civil society were part of the steering committee responsible for this project. Wider meetings involved music industry organizations, individual artists, music producers, and visual arts players.

In 2012,

THE EXPERT FACILITY
CONDUCTED

2
missions

IN KENYA

THE EXPERTS WORKED
A TOTAL OF

45
days

IN-COUNTRY

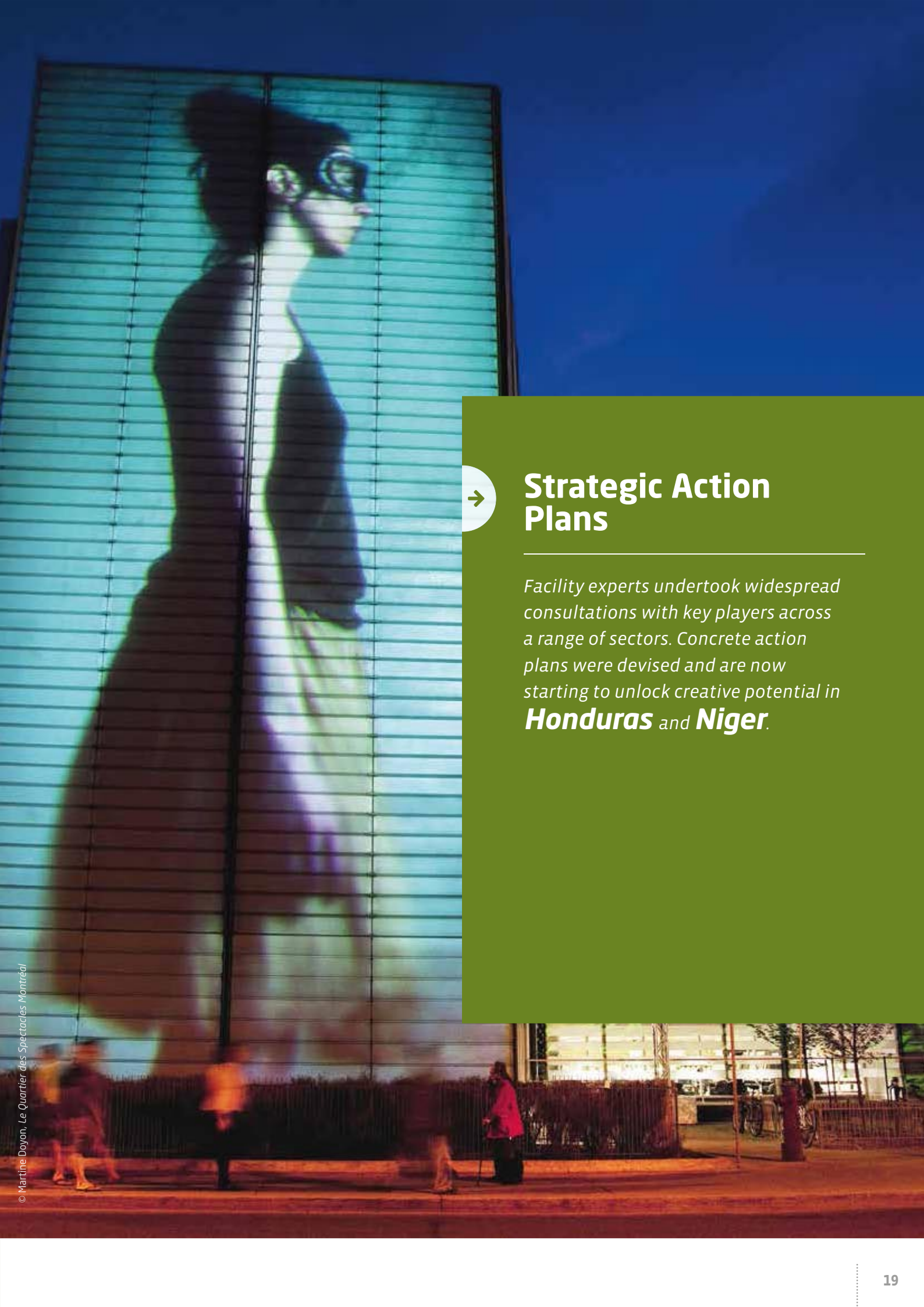
PRIORITIES



AFRICA



SUSTAINABLE
DEVELOPMENT



© Martine Doyon, Le Quartier des Spectacles Montréal



Strategic Action Plans

*Facility experts undertook widespread consultations with key players across a range of sectors. Concrete action plans were devised and are now starting to unlock creative potential in **Honduras** and **Niger**.*

HONDURAS

A Blueprint for Collaboration



Honduras is committed to boosting its cultural industries, and making them more competitive, sustainable and attractive to investors. A key challenge has been fostering collaboration across the public and private sectors.

With the adoption of the *Country Vision 2010-2038* and the *National Plan 2010-2022*, Honduras has emphasized the potential of the creative industries for growth and employment. Yet, despite these efforts, the country continues to suffer from a lack of infrastructure, weak funding mechanisms, and limited access to local cultural goods and services.

Following consultations held country-wide with over 600 artists, associations, cooperatives, local government representatives, cultural entrepreneurs and universities, the Expert Facility devised a concrete “operational” strategy. This was a blueprint for piloting three pioneering community projects, which could be used to test practical ways for public and private actors to promote local development in culture.

In 2013, Honduras reported that the three pilot projects were formally presented to all stakeholders in regional councils. Meanwhile, the Government was also promoting private-public participation in different committees formulating the projects, with a view to securing foreign funding. A *citizen’s guide* was also designed, consolidating the methodologies to strengthen regional programmes on culture.

REACHING OUT

The consultations with civil society included workshops on cultural industries. Public-private partnerships were promoted, opening the door to civil society’s sustained involvement.

In 2012,

THE EXPERT FACILITY
CONDUCTED

2
missions
IN HONDURAS

THE EXPERTS WORKED
A TOTAL OF

56
days
IN-COUNTRY

PRIORITIES



SUSTAINABLE
DEVELOPMENT

NIGER

Open for Business



Niger was among the first to ratify the 2005 Convention, and in 2010 it setup a dedicated agency tasked with promoting cultural industries and enterprises.

Recognizing the need to professionalize various cultural actors in Niger, the Expert Facility was called upon to support the Agency for the Promotion of Cultural Industries and Enterprises (APEIC) in devising a Strategy and Action Plan (2013-2015).

The Facility also helped the Agency to broker relationships between entrepreneurs and the banking sector, facilitating much-needed financing to help kick-start or expand cultural enterprises. Meanwhile, a new website, a how-to-guide for *Undertaking Business in the Cultural Sector in Niger*; and a manual for identifying priority markets are supporting entrepreneurs and investors and giving them renewed confidence in their actions.

In 2013 and 2014, the project offered Niger follow-up support enabling the Agency to secure sustained national funding for its work. They also strengthened professional cultural industry groups.

The follow-up support also helped assess the Agency's current capabilities. This revealed a significant increase in the Agency's actions, commitment and overall understanding of cultural industries.

REACHING OUT

From the outset, civil society played a key role in discussing and identifying cultural industry needs. Thematic consultations with cultural entrepreneurs were organized and experts also met with various learning institutions.

Between 2012 and 2014,

THE EXPERT FACILITY
CONDUCTED

4
missions
IN NIGER

THE EXPERTS WORKED
A TOTAL OF

70
days
IN-COUNTRY

PRIORITIES



AFRICA



SUSTAINABLE
DEVELOPMENT



© V. Paul Virtucio, Dance Revolutions, University of Minnesota, Flickr



Strategies Empowering Cultural Resources

Through cultural education, the reinvigoration of creative industries and the creation of investment opportunities, the Expert Facility has helped **Burkina Faso, Viet Nam** and **Haiti** tap into their cultural resources.

BURKINA FASO

Schools Embrace Culture



Culture is no longer overlooked in Burkina Faso's educational system, with the launch of a new government strategy devised with Expert Facility support.

Despite the *Education Act* in 1996 and the *2008 National Policy on Culture*, progress in promoting the power of cultural and artistic education for young people has been slow.

With sustained support from the Expert Facility, the Council of Ministries adopted the *Strategy of Valorization of the Arts and of Culture in the Burkinabé Education System* in 2015. School children in Burkina Faso will now gain a quality education in culture. The Strategy supports the inclusion of cultural and artistic modules in the national education curriculum. These will encourage students to create and develop cultural expressions.

Work on the Strategy began in 2012, with follow-up activities in 2013 and 2014. The subsequent Expert Facility support provided an opportunity to further the Strategy in drawing-up training curricula for teachers. They also helped rally technical partners to revise textbooks and helped secure implementation funding. Culture is now at the forefront in Burkina Faso, with a long-term process for inclusion in national policies now underway.

REACHING OUT

Consultations with civil society were widespread and included discussions with personalities from the culture sector, representatives from youth groups and stakeholders including associations and unions. The Expert Facility also consulted artists involved with vocational training across various fields.

Between 2012 and 2014,

THE EXPERT FACILITY
CONDUCTED

4
missions
IN BURKINA FASO

THE EXPERTS WORKED A
TOTAL OF

83
days
IN-COUNTRY

PRIORITIES



AFRICA



YOUTH



SUSTAINABLE
DEVELOPMENT

VIET NAM

A Blueprint for Competitiveness



With a booming economy and a vibrant cultural scene, the Expert Facility supported Viet Nam in devising a national strategy for positioning the country as a leading creative hub in South-East Asia.

Viet Nam has seen the rise of a national market for creative and cultural products. The Ministry of Culture has sought the support of the Expert Facility in harnessing these opportunities. The Facility's sustained efforts culminated in the launch of the *Creative Viet Nam – A Framework for Growth, Competitiveness & Distinctiveness Strategy* in December 2013.

A key focus of the Strategy is to increase investment opportunities for cultural industries. The Expert Facility devised a financial mechanism alongside a framework and five recommendations to serve as a road map for the Vietnamese government to achieve its goals.

In 2013 and 2014, the Expert Facility offered Viet Nam additional support. Comprehensive technical assistance and intensive coaching was provided to the lead government agency, the Vietnam Institute of Cultural and Arts Studies (VICAS). A national consultation workshop with key stakeholders was organized to identify the best ways of implementing elements of the Strategy. Together, these efforts have unlocked the economic and social potential of the cultural industries in Viet Nam.

REACHING OUT

The civil society sector remains small in Viet Nam. The Expert Facility focused on engaging with this sector, holding consultations with representatives from production companies, individual directors, singers and artists, as well as with non-government organizations, bringing them together with government representatives to identify their challenges and needs.

Between 2012 and 2014,

THE EXPERT FACILITY
CONDUCTED

4
missions

IN VIET NAM

THE EXPERTS WORKED A
TOTAL OF

82
days

IN-COUNTRY

PRIORITIES



SUSTAINABLE
DEVELOPMENT

HAITI

A New Chapter for the Book Industry



In Haiti, home to a thriving literary sector, culture has been at the heart of recovery processes. With the support of the Expert Facility, the Government explored how the book industry can play a more active role in the country's development.

Following the earthquake in 2010, the Government of Haiti emphasized the role of culture in its recovery process and development strategy. The Expert Facility sought to assist the Government in reinvigorating the book industry, including through the promotion of copyright. To do this, an assessment of the state of Haiti's book industry was conducted in order to help inform and guide future efforts.

The Expert Facility enabled cultural industry players and professionals along the value chain to understand the roles of the different links, and their own added-value in the industry.

As a result, the legal framework for copyright law was revised in 2013 and submitted for approval to the Ministry of Culture. In 2014, the Copyright Office also submitted a new strategy for the book industry.

REACHING OUT

Despite security and travel constraints following the devastating earthquake, meetings with civil society included non-government organizations, publishing houses, representatives from music associations and writers.

The national team was composed of professionals from different entities, including: the Director-General of the Copyright Office, the Director-General of the National Book Office and national experts in the book industry.

In 2012,

THE EXPERT FACILITY
CONDUCTED

2
missions
IN HAITI

THE EXPERTS WORKED A
TOTAL OF

45
days
IN-COUNTRY

PRIORITIES



SIDS



SUSTAINABLE
DEVELOPMENT

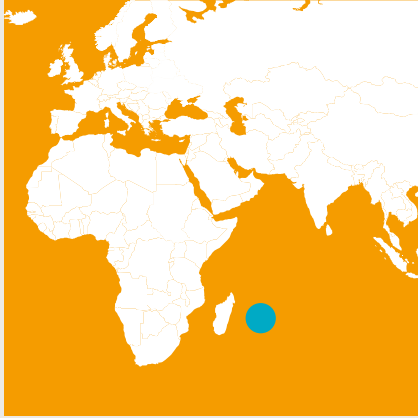


Reviewing National Cultural Policies

*Expert Facility missions have helped **Mauritius, Seychelles, Cambodia** and the **Democratic Republic of the Congo** develop policies that support creativity, innovation and entrepreneurship. With sustained support and investment, these countries stand to yield impressive development results.*

MAURITIUS

Nurturing Creativity and Entrepreneurship



Mauritius is among the fastest growing economies in Sub-Saharan Africa, moving from a mono-crop economy towards a varied, service-based one. The country recognizes the potential of culture and is ready to invest in this sector.

In 2014, the country approved the *Creative Mauritius – Vision 2025* White Paper. This landmark plan aims to nurture artistic creation and cultural entrepreneurship. It is a direct result of the Expert Facility’s work two years earlier, where consultations were held across the country with artists, cultural professionals, government staff, business institutions, educators, IT experts and non-government organizations.

These consultations yielded rich responses. They allowed different cultural actors to discuss issues in-depth and to provide very specific suggestions for how their industries might be developed. From these discussions, the Expert Facility assisted in the development of a strategy document with action plans.

With the White Paper now approved, the Government has also held public and stakeholder consultations to share the proposals included in the White Paper; and to collect comments and suggestions for its improvement.

REACHING OUT

Over 250 cultural stakeholders participated in eight consultations that took place around Mauritius and on the island of Rodrigues. Mauritian civil society was instrumental in designing the national strategy and action plans. The consensus achieved during the consultations led to the creation of independent sectorial coordinating bodies which will give civil society a stronger voice.

In 2012,

THE EXPERT FACILITY
CONDUCTED

3
missions
IN MAURITIUS

THE EXPERTS WORKED A
TOTAL OF

60
days
IN-COUNTRY

PRIORITIES



AFRICA



SIDS



SUSTAINABLE
DEVELOPMENT

SEYCHELLES

Positioning Creative Industries for Growth



Seychelles is a culturally rich country that is now focusing on developing its cultural and creative industries.

With the adoption of the 2010 *Licensing Amendment Act* and the 2010 *Investment Act*, the Government of Seychelles sought technical assistance from UNESCO to assist cultural entrepreneurs in creating and marketing their cultural goods and services. In this context, the Expert Facility supported the design of a new *Creative Industries Policy*, alongside a Strategy to develop the potential-rich music sector. The Ministry of Tourism and Culture together with the National Arts Council were responsible for formulating the Policy and Strategy.

In 2013, the Government formed the Seychelles Agency for the Creative Industries to spearhead implementation of the new Policy and music strategy. This is opening the way for improved growth and increasing support for artists and cultural entrepreneurs.

Meanwhile, the work in Seychelles formed the basis for the elaboration of a cultural strategy for the Indian Ocean Commission. Solid and consistent technical support from the Facility has enabled Seychelles to embark on a long-term process towards the greater inclusion of culture in national policies.

REACHING OUT

The various consultations supported by the Expert Facility enabled civil society to help shape the Policy and music strategy. The Experts met officials from the National Conservatory for the Performing Arts, producers and performers, non-government organizations, art associations, members of several artists' associations, among others.

In 2012,

THE EXPERT FACILITY
CONDUCTED

2
missions
IN SEYCHELLES

THE EXPERTS WORKED
A TOTAL OF

63
days
IN-COUNTRY

PRIORITIES



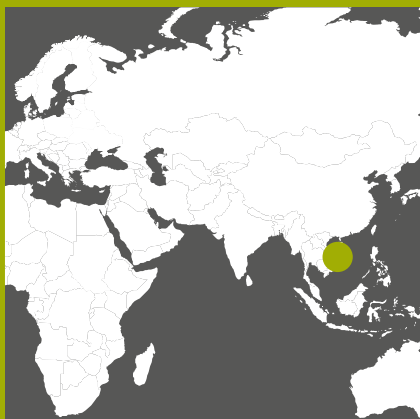
SIDS



SUSTAINABLE
DEVELOPMENT

CAMBODIA

Cultural Governance is Now Stronger



As Cambodia continues its rapid growth,

the Expert Facility's support has enabled the country to strengthen its governance of culture. This has laid the foundation for new opportunities within cultural industries and for professional development.

Following the initial proposal to develop a cultural policy for Cambodia in 2011, a process was launched with support from the Expert Facility. This led to a new *National Cultural Policy* and Action Plan. This included projects aimed at developing the cultural industries and introducing education into cultural management. Programmes for continuous professional development for those working in the arts and cultural fields were also designed.

In 2013 and 2014, the Expert Facility offered Cambodia follow-up support assisting the Government in devising a roadmap for implementing its new cultural policy. The revised policy was approved in 2014. These subsequent activities also helped secure funding for their implementation.

With input from culture sector professionals, Cambodia is on the road to including culture more systematically into its national policies, which positively reinforces the governance of culture in the country.

REACHING OUT

The Expert Facility ensured that civil society was involved in devising the overall vision and concrete proposals tabled. Cultural actors met with national and provincial authorities, university professors and experts in the relevant fields. Four ministries and the Cambodian National Commission for UNESCO were also actively engaged.

Between 2012 and 2014,

THE EXPERT FACILITY
CONDUCTED

4
missions
IN CAMBODIA

THE EXPERTS WORKED A
TOTAL OF

80
days
IN-COUNTRY

PRIORITIES



SUSTAINABLE
DEVELOPMENT

THE DEMOCRATIC REPUBLIC OF THE CONGO (DRC)

A First Declaration on Cultural Policy



In 2013, the DRC adopted its first *Cultural Policy Declaration*, opening the way for a comprehensive and nationally-designed cultural policy.

The landmark Declaration was a direct result of the Expert Facility support, which held widespread consultations, including with civil society in 2012. A Steering Committee is now preparing the first-ever National Cultural Policy on this basis.

Developing the policy and implementing it will take time, but these results demonstrate the Government's commitment to seeing this long-term process through, positively reinforcing the governance of culture in the DRC.

The Democratic Republic of Congo (DRC) has significant potential

across all cultural sectors, especially within the music arena, which the Government believes could be a major asset for developing competitive and profitable cultural industries.

REACHING OUT

The Expert Facility was instrumental in building trust between the Government and civil society. Meetings were held with artists and cultural operators and the Declaration was based on this wide consultation.

In 2012,

THE EXPERT FACILITY CONDUCTED

2
missions

IN THE DRC

THE EXPERTS WORKED A TOTAL OF

62
days

IN-COUNTRY

PRIORITIES



AFRICA



SUSTAINABLE DEVELOPMENT



LOOKING AHEAD. WORKING WITH THE EXPERT FACILITY BEYOND 2015

As the international community rallies to implement the United Nations Sustainable Agenda 2030, it is crucial to take stock of past achievements and future challenges. The UNESCO/EU project (2010-2015) provides new evidence that culture works for sustainable development. It also demonstrates the positive effects of participatory engagement of the culture sector in policy making. Faced with new demands for long-term assistance in emerging areas (gender equality, mobility of artists and cultural professionals, preferential treatment, trade and digitization), UNESCO remains committed, with the EU and through the implementation of the 2005 Convention, to foster the emergence of creative, open and vibrant democratic societies.



New steps: what and how?

Building **E PERTI E**. Expanded from 30 to 43 international experts, the Expert Facility has been renewed for the 2015-2021 period.

Improving **RE E RCH ND NIT RIN**. With contributions from the Expert Facility, UNESCO published the first Global Report on the impact of the 2005 Convention, entitled "Reshaping Cultural Policies: A Decade Promoting the Diversity of Cultural Expressions for Development".

Advancing **C PER TI N** for development. With support from the Expert Facility, UNESCO is implementing long-term capacity development activities on evidence-based policy monitoring in 12 developing countries from all regions over the 2015-2021 period.

Providing **TR ININ TERI**. Facility experts are finalizing trainings modules on understanding the 2005 Convention, periodic reporting and policy monitoring, participatory policy design and implementation, project development and evaluation. A new module on preferential treatment for trade negotiators is forthcoming.

E P NDIN D N R PP RT to implement technical assistance for culture in developing countries.



Mobilizing resources from development cooperation to support developing countries in the design and implementation of programmes and policies to achieve dynamic and economically viable cultural and creative industry sectors.

1.5 MILLION Euros mobilized through the EU Thematic programme "Investing in People"
54% of projects in Africa
31% in Small Island Developing States



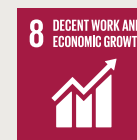
Nurturing the appreciation of cultural diversity and culture's contribution to sustainable development through quality education, as well as the knowledge and skills for decent jobs and entrepreneurship.

In Burkina Faso, over **40%** of programmes in education curricula for primary and secondary schools revised to include arts and culture



Promoting gender equality and the empowerment of women and girls through support for their participation in the cultural and creative industries as creators, producers and consumers of cultural expressions.

In Malawi, **6** training sessions held to advance skills development for women cultural entrepreneurs



Supporting policies for innovation and creativity that can contribute to economic growth, productive employment and provide new opportunities for micro-, small- and medium-sized enterprises.

Over **20** policies and plans designed to support the growth of the cultural and creative industries and training for cultural entrepreneurs



TRANSFORMING OUR WORLD: Contributing to the 2030 Agenda for Sustainable Development

The 2030 Agenda for Sustainable Development was adopted by the UN General Assembly in September 2015. UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005), ratified by the European Union in 2006, offers a key tool in this process. Its implementation demonstrates the contribution that the cultural and creative industries can make to reaching these global goals and targets. Results emanating from the UNESCO/EU Expert Facility project on the governance of culture in developing countries, offer concrete evidence of how investing in culture and creativity is relevant to achieving the 2030 Agenda.



9 **INDUSTRY, INNOVATION AND INFRASTRUCTURE**
Investing in sustainable infrastructures that can support local cultural and creative industry value chains and markets, and contribute to economic development and human well-being.

77% of projects helped consolidate infrastructures to strengthen local cultural and creative industry value chains and markets



17 **PARTNERSHIPS FOR THE GOALS**
Mobilizing effective public, private and civil society cooperation and sharing knowledge, data and expertise on the cultural and creative industries through innovative global partnerships for development.

1 innovative global partnership leading to multi-stakeholder cooperation platforms in **13** developing countries



16 **PEACE AND JUSTICE STRONG INSTITUTIONS**
Enhancing effective, accountable and transparent institutions that protect fundamental freedoms and support the cultural and creative industries for inclusive societies.

Over **1800** stakeholders representing governmental institutions, private sector and civil society worked together to design new cultural and creative industry policies



12 **RESPONSIBLE CONSUMPTION AND PRODUCTION**
Supporting the creation, production, distribution and enjoyment of local cultural and creative industries and products that can contribute to sustainable consumption and production patterns.

62% of the national policy strategies and frameworks adopted address the strengthening of local cultural industries and products



10 **REDUCED INEQUALITIES**
Investing in the cultural and creative industries to reduce inequalities in access to cultural resources leading towards social, economic and political inclusion.

30% of the projects increased cultural professionals' access to digital technologies

Partnering through the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions to foster sustainable systems of governance for culture and dynamic cultural and creative sectors.

Section for the Diversity of Cultural Expressions
Division of Creativity
Culture Sector
UNESCO

7, place de Fontenoy, 75352 Paris 07 SP, France
E-mail : convention2005@unesco.org
www.en.unesco.org/creativity/
Follow us on Twitter: #supportcreativity

