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Организация  
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منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织

## Diversity of Cultural Expressions

4.IGC

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**CE/10/4.IGC/205/6**  
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### INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

**Fourth Ordinary Session**  
**Paris, UNESCO Headquarters**  
**29 November - 3 December 2010**

**Item 6 of the provisional agenda:** Pertinence and feasibility of appointing public persons to promote the Convention

At its second session (June 2009), the Conference of Parties invited the Committee to examine the pertinence and feasibility of the nomination of one or several public personalities charged with the promotion of the Convention (Resolution 2.CP 7). This document presents possibilities for consideration that the Committee may wish to use as a basis for its discussions.

Decision required: paragraph 12.

1. The Conference of Parties, at its second session (June 2009), invited the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “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).
2. In accordance with the mandate given to the Committee by this Resolution 2.CP 7 of the Conference of Parties, the Secretariat sent a questionnaire to Parties and to the NGO-UNESCO Liaison Committee on 6 July 2009: 32 Parties and 5 civil society organizations returned the questionnaire to the Secretariat. The responses appeared in information document CE/09/3.IGC/211/INF5, were disseminated at the third ordinary session of the Committee (December 2009) and made available on the Convention’s website ([www.unesco.org/culture/en/diversity/convention](http://www.unesco.org/culture/en/diversity/convention)). Among the questions asked was one on the profile and role of a potential spokesperson and whether the spokesperson should be appointed at an international and/or national level.
3. During its third ordinary session, the Committee placed the pertinence and feasibility of appointing public persons to promote the Convention on the provisional agenda of its fourth ordinary session (Annex to Decision 3.IGC 9). The Committee is therefore invited to engage in a first debate on this issue, taking into consideration the request by the Conference of Parties (Resolution 2.CP 7) and responses provided by Parties and civil society organizations to the questionnaire.

### Objectives

4. Among the objectives of appointing a public person to promote the Convention, the following were proposed by respondents to the questionnaire:
  - raise awareness and promote the principles and objectives of the Convention;
  - facilitate a better understanding of the Convention by the general public;
  - help to increase the number of ratifications to the Convention by emphasising the benefits/merits of ratification, especially in under represented regions;
  - contribute to fundraising efforts in general and for the International Fund for Cultural Diversity (IFCD) in particular by engaging with potential donors, participating in fundraising events, etc.

### Modalities

5. The modalities will depend on the approach that is pursued; whether one or several international and/or national spokespersons are engaged. Key messages resulting from the questionnaire suggest:
  - that the nomination of a *single spokesperson* on an international level would be extremely difficult given that one person does not adequately represent the spectrum of messages in the Convention or the diversity of cultural expressions worldwide. There is no precedent for appointing a single spokesperson to represent and promote a UNESCO convention. Experiences from other UN agencies have shown that the Secretariat and Committee end up bearing significant costs in terms of human and financial resources;
  - that *six people*, each representing one electoral group, be nominated as spokespersons. The Committee, with the assistance of the Secretariat, would determine the nature, timing and follow-up of activities of this group of spokespersons. There is no precedent for the nomination of such a panel of spokespeople in connection with other UNESCO conventions. This approach would necessitate additional human resources on the part of the Secretariat, and the Committee would have to allocate financial resources;

- the importance and pertinence of engaging *multiple persons on a national, regional or local level* to promote the values and principles of the Convention and that they be from a variety of backgrounds and profiles, ranging from artists to academics, celebrities, prominent leaders and entrepreneurs, community role models, educators, etc.

## **Mandate**

6. If the Committee chooses to nominate *a single spokesperson*, it may consider submitting a shortlist of candidates to the Conference of Parties for their vote, basing the selection of candidates on their: professional leadership and willingness to use their prestige and networks to promote the Convention; ability to reach and identify with an international audience; potential to serve as a positive role model for young people in particular; current and previous work; genuine interest in the Convention and capacity to articulate its objectives; and willingness to learn more through briefings and field visits. In conformity with the practices of other UN specialized agencies and programmes, background checks should be performed to ensure that candidates have not made any endorsements or advertisements or have not supported any organizations or causes that conflict with UNESCO's values and mission, or those of the Convention.

7. Should the Committee decide to *nominate six spokespersons*, their mandate can be determined by the Committee based on the specificities of the objectives and messages to be communicated in each electoral group. The mandate of the public spokesperson(s), at whichever modality, is to be aligned with the overall objectives of appointing a public person(s) to promote the Convention as indicated in paragraph 4 above. In addition, the public spokesperson(s) would be required to communicate key and clear messages of the Convention and adapt them to local audiences, their contexts and cultures.

8. In terms of the procedures for nominating a *public person(s) on a national, regional or local level*, each Party is to decide on its own:

- *modus operandi* for appointing public spokesperson(s);
- *activities* to be undertaken by public spokesperson(s), which could include: performances, public speaking and interventions in conferences/panels/other events, media appearances, engagements helping to draw attention to channels of capacity-building and financial support, publishing articles or opinion editorials, leading research and/or academic inquiries, taking part in programmes and projects designed to promote the diversity of cultural expressions, etc.;
- dedicated *human resources, and financial commitments* to manage the activities of appointed public person(s).

Should Parties decide to nominate spokesperson(s), they could share experiences with the Committee and keep it informed of promotional activities undertaken by public spokesperson(s), their results and impact.

9. Respondents to the questionnaire supported the engagement of *civil society and citizens as "public personalities"*. Additional human and/or financial resources would be required to support designated civil society organization(s) to ensure implementation of awareness-raising activities and events. Each Party could determine how and to what extent they would be involved in such activities, which could include: cultural events, performances, audio-visual productions, flashmobs, interactive communication campaigns through online social networking tools, or other innovative mechanisms like "United Nations Voices" making use of mobile phone technology.

## Costs

10. Precedents set by other UN specialized agencies and programmes stipulate that spokespersons enjoy the same duty travel privileges as UN staff members, including travel (business-class travel for long flights), hotel accommodation, food and on-the-ground transport. A spokesperson should be encouraged to keep her/his entourage as small as possible, and should be reminded that all travel costs for an entourage are to be covered by the spokesperson him/herself. All planning, briefing, logistics, speeches, translation/interpretation services, press events and other details of field visits should be prepared, reviewed and coordinated by the Secretariat and senior staff members in the relevant field/cluster offices.

11. Costs will be determined by the selected modality. Should the Committee decide to appoint a single spokesperson, the minimum estimated annual expense is 151,413 US\$. Should the Committee decide to appoint six people, each representing one electoral group, as public spokespersons for the Convention, the minimum estimated costs for one year are 327,846 US\$. A breakdown of these estimated expenses is presented in the Annex. The resources invested in the activities of one or multiple spokespersons on a national, regional or local level are to be borne by the Parties themselves.

12. The Committee might wish to adopt the following decision:

### **DRAFT DECISION 4.IGC 6**

*The Committee,*

1. *Having examined document CE/10/4.IGC/205/6 and its Annex;*
2. *Takes note of the possibilities presented;*
3. *Decides to propose to the Conference of Parties, to nominate XXX spokesperson(s) to promote the Convention;*
4. *Requests the Secretariat to prepare a report on that matter in an information document, taking into account the debate of the Committee at this session, and transmit it to the Conference of Parties at its third session.*

## Annex

### Appointment of a Single Spokesperson - Estimated Costs (for one year)

| Expenditure  | Estimated Cost US\$               |
|--|-----------------------------------|
| Human Resources<br>Secretariat:<br>P5*, 5% time<br>P2 – ALD, 80% time**<br>G5*, 5% time<br>Field Office:<br>P5*, 1% time x 4 trips | 8 700<br>95 753<br>3 500<br>6 960 |
| Travel allowance for a spokesperson<br>4 trips per year x 5 000 US\$ / trip  | 20 000                            |
| Interpretation services***<br>4 trips per year x 3 000 US\$ / trip   | 12 000                            |
| Information resources<br>(to support activities of spokespersons)  | 2 500                             |
| Administrative costs<br>(Secretariat)  | 2 000                             |
| <b>Estimated Total</b>   | <b>151 413</b>                    |

Source: 2010-2011 (35 C/5) Standard Staff Costs for Posts at Headquarters.

\* Already-existing staff member in the Secretariat.

\*\* Almost all logistical coordination, speech-writing, briefing, etc. is centralized within the Secretariat. Field office staff accompany spokesperson and play support role.

\*\*\* Since trips are on an international level, interpretation services will be necessary.

### Appointment of Six Spokespersons - Estimated Costs (for one year)

| Expenditure   | Estimated Cost US\$                  |
|---|--------------------------------------|
| Human Resources<br><i>Secretariat:</i><br>P5*, 10% time<br>P2 – ALD, 50% time<br>G5*, 10% time<br><i>Field Office:**</i><br>P5*, 15% time x 6 field offices | 17 400<br>59 846<br>7 000<br>156 600 |
| Travel allowance for six spokespersons<br>4 trips each per year x 3 000 US\$ / trip   | 72 000                               |
| Information resources<br>(to support activities of spokespersons)   | 10 000                               |
| Administrative costs<br>(Secretariat)   | 5 000                                |
| <b>Estimated Total</b>  | <b>327 846</b>                       |

Source: 2010-2011 (35 C/5) Standard Staff Costs for Posts at Headquarters.

\* Already-existing staff member in the Secretariat.

\*\* Senior field office staff play an active role in coordinating logistical preparation, speech-writing, briefing, follow-up etc.