

UNESCO CULTURE FOR DEVELOPMENT INDICATORS

Letting the facts and figures do the talking.



A NEW CHAPTER IN THE STORY OF CULTURE AND DEVELOPMENT.



Access the **CDIS Tools and Results** with your QR code reader app or by accessing our official website at www.unesco.org/creativity/cdis



Contact us: cdis@unesco.org

CDIS Methodology has been developed with the support of:



A powerful tool. An innovative methodology.

WHAT IS THE CDIS?

CDIS stands for **Culture for Development Indicators**.

It is an advocacy and policy tool launched by UNESCO in 2009, which uses a one-of-a-kind methodology to help countries **measure the role of culture in national development processes**.

THE TOOL

CDIS provides facts and figures on the different ways culture interacts with, contributes to and impacts development processes. Why are these facts and figures so important?

Because by letting them do the talking, people listen! With people listening, better-informed policies and the integration of culture in development strategies are possible.

This contributes to the implementation of the 2005 UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions.



THE METHODOLOGY

CDIS is innovating by giving countries with limited statistics systems a feasible way to take the first steps to develop cultural statistics for policy purposes. It does this by bringing together existing data in a thematic way, approaching culture both as a sector of activity and as a set of values and norms that guide human action.

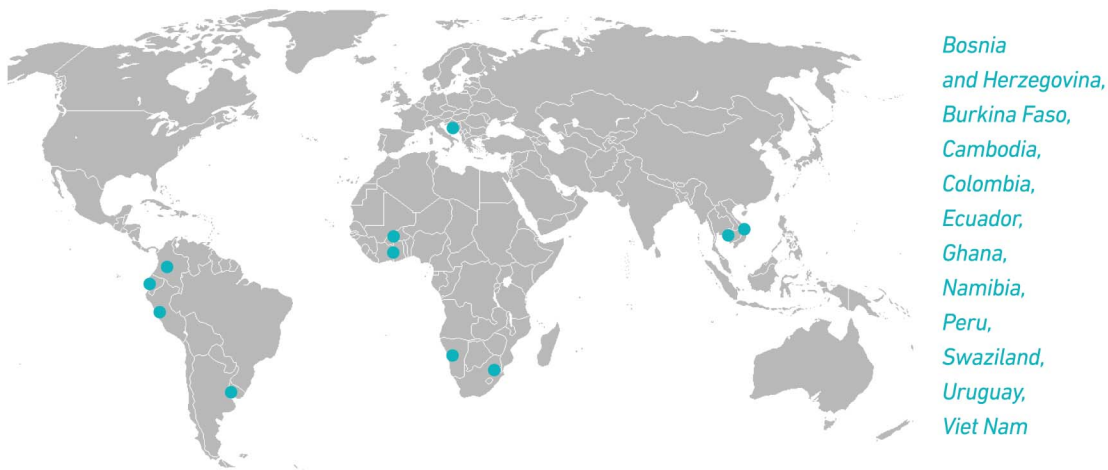
The 22 **CDIS** core indicators cover 7 key policy dimensions of development: **Economy, Education, Governance, Social Participation, Gender Equality, Communication and Heritage**.

Together, these indicators make up the Culture for Development DNA of a country.



WHAT CAN BE ACHIEVED?

Between 2010 and 2014, 11 countries have discovered their Culture for Development DNA.



From this experience, the **CDIS** proved to be effective at:

- Demonstrating with facts, figures and infographics how culture and development interact;
- Assessing the environment in place for sustaining and enhancing cultural assets and processes for development;
- Offering a global overview of national challenges and opportunities;
- Indicating opportunities for improving national statistics systems;
- Informing both cultural policies and development strategies to profit from the full potential of culture.

CDIS BUZZ



Economy: culture is a strong contributor to the economies of low and middle-income countries ranging from 1.5% to 5.7% of GDP and reaching up to 4.7% of cultural employment. In Ecuador for example, culture's contribution to GDP exceeds that of coffee, banana and cacao production.



Education: much remains to be done for education systems to form future audiences and cultural professionals. 2.4% to 17% of instructional hours in arts education and limited opportunities in professional training demonstrate shortcomings in catering to the needs of growing cultural sectors.



Governance: while many countries have cultural policies and laws in place, equitable access to cultural life remains a common obstacle. An average result for the distribution of infrastructures shows unequal access and a concentration of cultural facilities in major urban settings.



Social: CDIS results show that, on average, only 19% of citizens trust each other. This indicates a need to better harness and recognize culture's potential to build social cohesion.



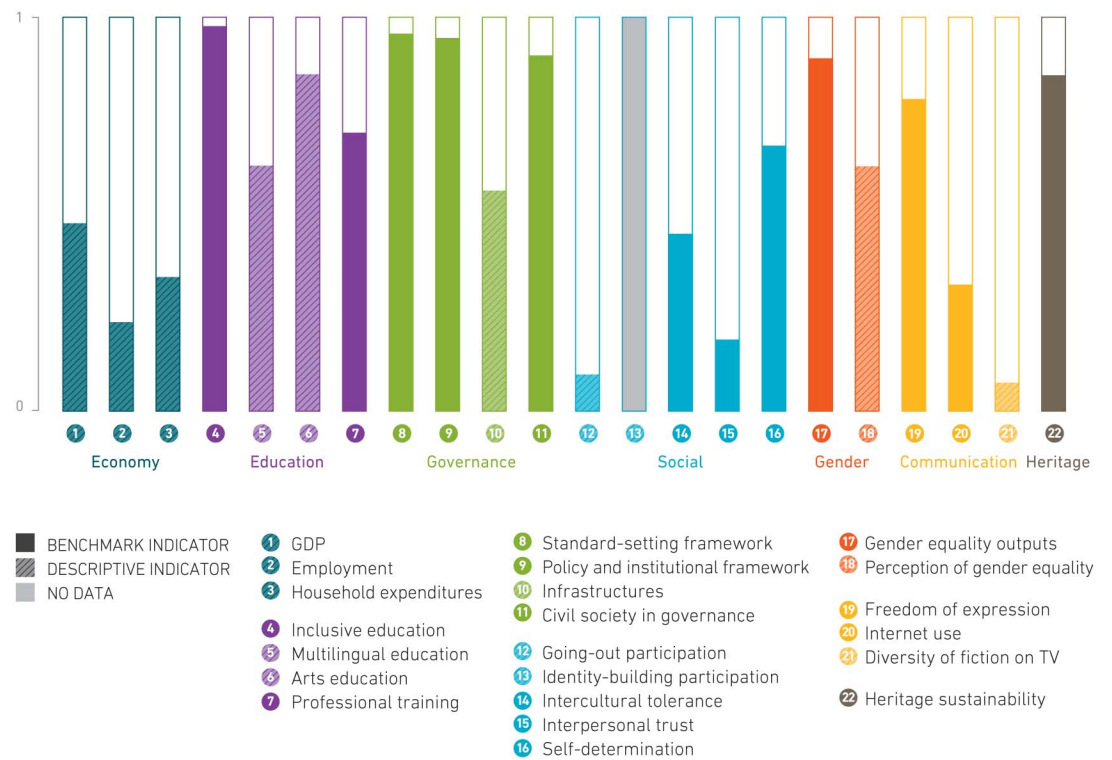
Communication: the Internet is changing the way people access, create, produce and disseminate cultural content and ideas. Although access has greatly improved, there is still a significant range between 2.6% up to 61% of the population in CDIS countries that has used the Internet in recent years.

CULTURE FOR DEVELOPMENT DNA

The Culture for Development DNA inspired by the concept of DNA summarizes the results obtained at country level.

For each country, the components are structurally similar yet they may be organized and expressed in many different ways, making each Culture for Development DNA unique.

Acting as a visual tool, the DNA facilitates a transversal analysis of the 22 core indicators.



"The CDIS was very effective in demonstrating the impact of culture on development and has helped us identify challenges in cultural policy. Furthermore, the CDIS provided evidence that Colombia is advanced in terms of cultural statistics, which is great as it reinforces the importance of 'Diagnostico del Desarrollo Cultural de Colombia', a project led by the Ministry of Culture to analyze culture and development statistics at the local level."

Omar Lopez,
CDIS International Expert,
Colombia

"UNESCO has made a huge effort to offer a complete, flexible and detailed CDIS Methodology Manual and Implementation Toolkit, making national implementation possible. CDIS has been a great means for the collection of reliable cultural statistics in a complex governing system like Bosnia and Herzegovina. CDIS indeed advanced the culture and development agenda in the national context."

Alma Mrgan-Slipicevic,
Cultural Statistics Expert,
Bosnia and Herzegovina

"For more than 30 years, national culture sectors worldwide have tried to make an argued case about their role in societies, but the domain of national strategic development plans remained out of their comfort zone. CDIS changed this. The results achieved in Namibia changed governments and developmental partners' perceptions of the participation of culture sectors in development and the resources they manage. This is contributing to change national and sub-regional policies and strategy planning."

Damir Dijakovic,
Culture Programme Specialist, UNESCO
Multisectoral Regional Office for
Southern Africa in Harare

"The CDIS adapts to each country and in the case of Swaziland, it helped a lot in creating needed statistics on culture and development. This is helping to justify budgets on cultural activities, and to open collaboration opportunities with the central statistics office leading to the inclusion of cultural questions in national surveys like the MICS 2014-2015."

Temahlubi Nkambule,
National Monuments Officer,
Swaziland National Trust
Commission