



Call for proposals
Infographics for the 2017 edition of the UNESCO Global Report “Re|Shaping Cultural Policies”

<p>Purpose</p>	<p>The Secretariat of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005 Convention) invites companies, individuals or consortiums to submit a proposal for the production of infographics to be included in the second edition of the UNESCO Global Report on the implementation of the 2005 Convention, to be published in December 2017.</p>
<p>Background information</p>	<p>The 2005 Convention is an international standard-setting instrument providing a framework for the governance of culture. The most recent UNESCO Convention in the field of culture and ratified by 144 countries and the European Union, as of June 2017, it encourages governments to introduce policies that protect and promote the diversity of cultural expressions.</p> <p style="text-align: center;"><u>GLOBAL REPORT</u></p> <p>The Global Report series was conceived as a tool to monitor the implementation of the 2005 Convention since its adoption, and to facilitate information sharing and knowledge production on the ways in which the promotion of the diversity of cultural expressions is being pursued across the world. The first edition of the Global Report was launched on 16 December 2015 (http://unesdoc.unesco.org/images/0024/002428/242866e.pdf). The second edition will be launched in December 2017.</p>
<p>Objectives</p>	<p>Since its adoption, Parties to the 2005 Convention have reported a number of challenges: the lack of relevant data and information required for evidence-based and transparent policy making; limited capacity to assess and monitor the impact of policies and measures for the diversity of cultural expressions; and fragile networking between governments and civil society.</p> <p style="text-align: center;"><u>GLOBAL REPORT</u></p> <p>As part of a wider exercise to promote transparent and informed/evidence-based policy making, the Global Report series serves as a benchmarking and monitoring tool, by analyzing current trends; by tracking progress and by identifying the principal advances made, but also the difficulties, weaknesses and challenges faced, by Parties and other relevant policy actors; providing examples of innovative policies and measures and setting in motion the process of building new indicators of progress in this domain.</p> <p>The 2017 Global Report will include ten (10) infographics which will succinctly and clearly communicate the successes, efforts made and challenges for each of the following areas of monitoring:</p> <ol style="list-style-type: none"> 1) Cultural Policies 2) Public service media 3) Digital environment

	<ol style="list-style-type: none"> 4) Civil society 5) Mobility of artists and cultural professionals 6) Flow of cultural goods and services 7) Treaties and agreements 8) Culture and sustainable development 9) Gender equality 10) Artistic freedom <p>Each chapter of the Global Report, written by an international expert and directly related to the areas of monitoring above, will comprise: key messages; an analysis based on data collected from various sources; messages from eminent personalities in the field; case studies; innovative measures; best practices; policy recommendations; visualized data; photos and infographics.</p> <p>The infographics will be based on data and information found within each of the aforementioned chapters.</p> <p>Please refer to the 2015 edition of the Global Report, which serves as a model for the 2017 Global Report: http://unesdoc.unesco.org/images/0024/002428/242866e.pdf and the Education for All Global Monitoring Report's Report Cards (example: http://en.unesco.org/gem-report/tags/report-card).</p> <p>Five (5) additional infographics will also be produced to visualize the following:</p> <ol style="list-style-type: none"> 1) What are cultural and creative industries? 2) How does the 2005 Convention link to the UN Sustainable Development Goals? 3) What is the cultural sector's role in society? 4) Who is involved in protecting and promoting the diversity of cultural expressions? 5) The cultural value chain in the digital environment <p>UNESCO will provide information for these infographics.</p>
<p>Target audience</p>	<p>The Global Report is an advocacy tool and is targeted at main stakeholders and partners of the 2005 Convention, including: government officials, civil society organizations, specialized institutions, experts, development practitioners, UN agencies, as well as all those engaged in the creation and promotion of the diversity of cultural expressions - artists and professionals from the culture sector at large.</p> <p>Language</p> <p>The Global Report will be produced in English and French. Translations in additional languages to be produced following the launch.</p>
<p>Specific aim of this Call</p>	<p>Individuals, companies or consortiums interested in responding to this call are invited to submit proposals for the production of infographics.</p>
<p>Deliverables</p>	<p>The contractor is expected to deliver the following:</p> <ol style="list-style-type: none"> 1. In close consultation with UNESCO, and the graphic designer, infographics for each chapter of the 2017 edition of the Global Report and additional general infographics.

	<ul style="list-style-type: none"> • Ten infographics that each offer a visual image, or series of images of the successes, efforts made and challenges for each area of monitoring, gleaned from the pertinent data or information found within each chapter. • Five infographics illustrating general themes related to the 2005 Convention. • The infographics should contain all of the information necessary to assess the current state of each area of monitoring. • Infographics must be delivered as pdf and vectors. Photoshop/Illustrator files should also be delivered. • The content of each infographic will be translated into French by UNESCO. The contractor must insert translated content into infographics for final French version. <p>The 15 infographics will be produced for both print and web formats.</p> <p>Please note, fonts and colour palettes, consistent with the Global Report series, will be provided.</p>
<p>Special Requirements</p>	<ul style="list-style-type: none"> • Attention must be given to geographical representation/balance • Whenever possible, specific attention must be given to the disaggregation of key quantitative/qualitative data by gender. • The copyright of all created content, as per the contract, will belong to UNESCO.
<p>Proposal</p>	<p>The proposal submitted to UNESCO should include</p> <p>1. A Technical Proposal consisting of the following:</p> <ul style="list-style-type: none"> • A description of you or your organization, including its managerial/administrative capacity and previous experience producing infographics; • If applicable, information about any additional partners envisaged in a consortium to be led by your organization; • A description of the proposed team or individual, including updated CVs; • The added value of your organization and additional partners; • A detailed work plan for the assignment, keeping in mind the following key dates: <ul style="list-style-type: none"> ○ Work to commence: Wednesday, 6 September 2017 ○ Submission of final infographics: Friday, 6 October, 2017 • Examples (3) from past infographics projects demonstrating various styles <p>2. A Financial Proposal for the assignment, broken down by activity and quoted in US dollars.</p> <p>The proposal and any supporting documents must be in English or French.</p> <p>Submissions will be acknowledged by email upon receipt but ONLY selected organizations will receive further notification and correspondences.</p> <p>It is the applicant's responsibility to ensure that the proposal is received by the deadline.</p>
<p>Deadlines</p>	<p>Interested individuals, companies, professionals or consortiums are requested to send in their proposals together with a financial proposal to Lindsay Cotton (l.cotton@unesco.org) and Anthony Krause (a.krause@unesco.org) by no later than <u>Tuesday, August 29, 2017</u>.</p> <p>It is expected that a contract will be established by Tuesday, 5 September 2017 with a</p>

	<p>company/individual selected among those that submit proposals.</p> <p>For any inquiry, please contact Lindsay Cotton and Anthony Krause by e-mail.</p>
Relevant background information/documents	<p>Website</p> <p>The Convention website is the main tool for information dissemination. A platform was recently launched to provide further information about key activities of the Convention. The website also includes an interactive section dedicated to the Global Report series.</p> <p>http://en.unesco.org/creativity/</p> <p>Global Report 2015</p> <p>http://unesdoc.unesco.org/images/0024/002428/242866E.pdf</p> <p>List of Parties to the 2005 Convention</p> <p>http://www.unesco.org/eri/la/convention.asp?KO=31038&language=E</p> <p>Creative Economy Report, Special 2013 Edition</p> <p>http://unesdoc.unesco.org/images/0022/002246/224698e.pdf</p>