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Diversity of Cultural Expressions

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CONFERENCE OF PARTIES TO THE CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

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Item 7 of the provisional agenda: Approval of the operational guidelines for the implementation of the Convention

The Conference of Parties requested the Intergovernmental Committee to submit to it for approval, at its third ordinary session, draft operational guidelines for the implementation of the Convention (Resolution 2.CP 7). This document contains in Annex a compilation of draft operational guidelines adopted by the Committee at its various sessions.

Decision required: paragraph 5

1. Article 22.4(c) of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Convention”) indicates that the functions of the Conference of Parties include, *inter alia*, the approval of the operational guidelines prepared by the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Committee”) upon its request (Article 23.6(b) of the Convention).
2. The Conference of Parties, in Resolution 2.CP 7, adopted at its second ordinary session in June 2009, requested the Committee to continue its work and to submit to it, for approval at its next session, draft operational guidelines on the articles 9, 10 and 19 of the Convention; as well as draft operational guidelines on measures to increase the visibility and the promotion of the Convention.
3. The Committee has met on two occasions in ordinary session (December 2009 and 2010) since the second ordinary session of the Conference of Parties. During these sessions, the Committee examined and adopted the following drafts:
 - Decision 3.IGC 6: Draft operational guidelines on measures to ensure the visibility and the promotion of the Convention;
 - Decision 4.IGC 7: Draft operational guidelines on information sharing and transparency (Article 9 of the Convention);
 - Decision 4.IGC 9: Draft operational guidelines on education and public awareness (Article 10 of the Convention);
 - Decision 4.IGC 8: Draft operational guidelines on exchange, analysis and dissemination of information (Article 19 of the Convention).
4. This document includes in annex a compilation of the draft operational guidelines adopted by the Committee at its various sessions.
5. The Conference of Parties may wish to adopt the following resolution:

DRAFT RESOLUTION 3.CP 7

The Conference of Parties,

1. Having examined document CE/11/3 CP/209/7 and its Annex;
2. Recalling Resolution 2.CP 7;
3. Approves the following operational guidelines, as annexed to this Resolution:
 - *Operational guidelines on measures to ensure the visibility and the promotion of the Convention;*
 - *Operational guidelines on information sharing and transparency (Article 9 of the Convention);*
 - *Operational guidelines on education and public awareness (Article 10 of the Convention);*
 - *Operational guidelines on exchange, analysis and dissemination of information (Article 19 of the Convention).*

Compilation of the draft operational guidelines adopted by the Intergovernmental Committee

Measures to ensure the visibility and the promotion of the Convention

Draft operational guidelines on measures to ensure the visibility and promotion of the Convention

General considerations

1. In order to ensure effective implementation of the Convention, the Parties are encouraged, by all appropriate means, to take the necessary measures to increase the visibility and promotion of the Convention at the national, regional and international levels, taking into account more specifically the objectives and principles of the Convention (articles 1 and 2).
2. To that end, the mobilization and cooperation of all stakeholders, namely the Parties, civil society, including artists and other cultural professionals and practitioners, as well as the public and private sectors, are essential.
3. Actions taken concerning the visibility and promotion of the Convention are closely linked to those related to fundraising in support of the International Fund for Cultural Diversity (IFCD, hereinafter referred to as “the Fund”), which has only voluntary contributions, and to those made in the context of the strategy for encouraging ratifications.

Measures by Parties to ensure the visibility and promotion of the Convention

At the national level

4. The Parties are encouraged to develop and to adopt measures to ensure the visibility and the promotion of the Convention in their territory. Such measures may include, but are not limited to:
 - 4.1 informing and mobilizing political decision-makers, opinion leaders in all different sectors, civil society and National Commissions and encouraging coordination between them in order to strengthen inter-institutional cooperation and dialogue;
 - 4.2 supporting the design and implementation of initiatives of the public and private sectors as well as civil society aimed at promoting and raising awareness of the diversity of cultural expressions;
 - 4.3 establishing or strengthening coordination structures dedicated to the Convention in order to highlight the importance of local and national policies in the area of cultural expressions and the development of cultural industries;
 - 4.4 encouraging and fostering media campaigns in order to disseminate the principles and the objectives of the Convention;
 - 4.5 facilitating the availability of communication tools related to the Convention accessible to all and also available on Internet;
 - 4.6 supporting the organization of seminars, workshops and public forums on the diversity of cultural expressions, as well as exhibitions, festivals and dedicated days, in particular the World Day for Cultural Diversity for Dialogue and Development on 21 May;

4.7 carrying out educational activities through the development of targeted programmes, in particular for young people, to facilitate understanding of the Convention;

4.8 carrying out awareness-raising activities with young professionals in the cultural sector regarding issues addressed by the Convention.

At the regional and international levels

5. The measures adopted by the Parties at the national level to ensure the visibility and promotion of the Convention may be reinforced by initiatives at bilateral, regional and international levels.

Parties, with the support of the Secretariat and Field Offices, are particularly encouraged to:

5.1 develop and share the communication tools relevant to ensuring the visibility and promotion of the Convention and organize events between countries of the same region (e.g. Festival on Cultural Diversity held by UNESCO in the week of 21 May);

5.2 publicize projects and activities supported by the Fund;

5.3 raise awareness of intergovernmental and non-governmental organizations having interests and activities in the fields covered by the Convention and, if appropriate, undertake joint activities.

Contribution of civil society

6. In the light of Article 11 of the Convention concerning the participation of civil society and in conformity with its operational guidelines, civil society is encouraged to actively contribute to ensuring the visibility and the promotion of the Convention by conducting awareness-raising, cooperation and collaborative activities with stakeholders.

7. To that end, civil society's efforts may include, but not be limited to:

7.1 organizing seminars, workshops and forums at every level, in particular with cultural professional organizations representing artists and others involved in the creation, production and dissemination/distribution of cultural expressions, and participating in national, regional and international conferences on the Convention;

7.2 developing and publishing information tools to facilitate understanding of the Convention;

7.3 disseminating information to stakeholders (through national media, websites and newsletters);

7.4 building partnerships with the ministries concerned, the National Commissions, universities and research institutes to organise research and training seminars on the Convention.

Role of the Secretariat of UNESCO

8. In order to help the Committee to improve the visibility and foster the promotion of the Convention, the Secretariat of UNESCO shall, without being limited to:

8.1 collect, share and distribute information on the protection and promotion of the diversity of cultural expressions and facilitate the exchange of information between Parties, non-governmental organisations, cultural professionals and civil society;

8.2 develop tools to disseminate the key messages of the Convention to different audiences and to distribute information regarding its implementation. These tools shall be developed in such a way as to facilitate their subsequent translation in several languages;

8.3 facilitate the organisation of workshops, seminars or conferences in order to raise awareness about the Convention;

8.4 underscore the importance of the Convention in international celebrations, such as the World Day for Cultural Diversity for Dialogue and Development;

8.5 publicize projects and activities carried out in the framework of the Fund.

Coordination of and follow-up on measures to ensure the visibility and promotion of the Convention

9. The Parties are encouraged, through the designated points of contact (articles 9 and 28 of the Convention), or through National Commissions, to implement and monitor activities to promote the Convention, to share information and best practices with each other and to coordinate their efforts at the international level.

Article 9 of the Convention

Draft operational guidelines on information sharing and transparency (Article 9 of the Convention)

Article 9 – Information sharing and transparency

Parties shall:

- (a) provide appropriate information in their reports to UNESCO every four years on measures taken to protect and promote the diversity of cultural expressions within their territory and at the international level;*
- (b) designate a point of contact responsible for information sharing in relation to this Convention; and*
- (c) share and exchange information relating to the protection and promotion of the diversity of cultural expressions.*

Quadrennial Periodic Reports of the Parties to the Convention

1. Each Party submits, the fourth year following the year in which it deposited its instrument of ratification, acceptance, approval or accession, and every fourth year thereafter, a report to the Conference of Parties for its examination in accordance with Article 22.4 (b).
2. The reports shall provide relevant information on measures Parties have taken to protect and promote the diversity of cultural expressions within their territory and at the international level, as well as on the impact and results of these measures.
3. The information and data provided in these reports shall facilitate an exchange of experiences and best practices in order to contribute to the implementation of the Convention and its follow-up.

Format and Content of Reports

4. The Parties will provide information according to the format approved by the Conference of Parties and contained in the framework for reports annexed to these Guidelines. It is understood that the Conference of Parties may decide to adapt the framework taking into account the timetable it has set itself in conformity with Article 9 (a).
5. The quadrennial periodic reports provide qualitative and quantitative information and analyze how, why, when and with what impact, measures to protect and promote the diversity of cultural expressions have been introduced. They provide statistical evidence, as much as possible, as well as the best examples of measures and experiences Parties wish to share.
- 5 bis. In accordance with the operational guidelines for Article 16 of the Convention concerning preferential treatment for developing countries, developed countries will describe how they have implemented their obligations in conformity with this Article.
6. The maximum number of pages is limited to 20 excluding annexes. Information shall therefore be presented in a clear and concise manner.

Ensuring a Participatory Process

7. In conformity with Article 11 of the Convention and the operational guidelines on the role and participation of civil society, Parties ensure the involvement of civil society in the preparation of the reports according to jointly-agreed modalities. The reports shall indicate the way in which civil society participated in the drafting process.

8. Parties can also cooperate with specialized bodies at national, regional and international levels to collect information and data requested in the framework of the quadrennial periodic reports.

Submission and Dissemination of Reports

9. Upon request of the Conference of Parties, the Secretariat invites Parties to prepare their quadrennial periodic reports, at the latest six months before the date set for submission. To this end, the Secretariat refers to the points of contact appointed by the Parties and to the Permanent Delegations to UNESCO as well as the National Commissions for UNESCO.

10. Parties submit reports to the Secretariat on paper and in electronic form in one of the working languages of the Committee (English or French).

11. Upon receipt of the reports of the Parties, the Secretariat will register them and acknowledge their receipt.

12. The Secretariat then forwards to the Committee before each of its ordinary sessions, an analytic summary of the quadrennial periodic reports received as well as the reports themselves. The summary will be strategic and action-oriented. It will indicate transversal issues as well as challenges identified in the reports to be addressed in the future implementation of the Convention.

13. In accordance with Articles 22.4 (b) and 23.6 (c) of the Convention, quadrennial periodic reports will, after deliberation by the Committee, be forwarded to the Conference of Parties for review. These reports will be accompanied by the Committee's comments and content summary.

14. To facilitate the exchange of information relating to the protection and promotion of the diversity of cultural expressions, quadrennial periodic reports will be made available according to the modalities defined by a resolution of the Conference of Parties.

Points of Contact

15. Upon ratification, Parties designate a point of contact responsible for sharing information on the Convention at the national level. If the point of contact changes, the Parties shall notify the Secretariat as soon as possible.

16. Points of contact are communication channels through which information about the Convention can be disseminated to relevant Ministries and public agencies. Points of contact shall be in a position to respond to queries about the Convention from the general public.

17. Parties can request points of contact to participate in gathering relevant information required as input to their quadrennial periodic reports.

ANNEX

Draft Framework for Quadrennial Periodic Reports on Measures to Protect and Promote the Diversity of Cultural Expressions

STRUCTURE

Quadrennial periodic reports (hereafter “reports”) are divided into *four sections* with questions that are to act as guides for those designated to prepare the reports. A suggested number of pages is provided.

Section Number	Heading	Suggested number of pages
	Summary	1
1	General information	0.5
2	Measures	12
3	Awareness-raising and participation of civil society	3
4	Main results achieved and challenges encountered when implementing the Convention	3.5
Annex	Complementary data and information (sources and statistics)	

Guidelines for writing reports

The following guidelines shall be taken into consideration when collecting information and data and writing reports:

- (i) the number of pages of the periodic reports should not exceed 20, excluding Annexes;
- (ii) declarative statements shall be supported by facts and explanations;
- (iii) information and analysis are to be derived from a variety of sources and be illustrated with examples;
- (iv) long historical accounts are to be avoided.

Technical procedures for submission and follow-up of reports

The following *procedures* shall be respected:

- (i) Parties submit the reports in English or French, the working languages of the Committee, using the Form prepared for this purpose and approved by the Conference of Parties;
- (ii) The report shall conclude with the original signature of the official designated to sign it on behalf of the Party;
- (iii) The original signed version(s) are sent to the following address: UNESCO, Section of the Diversity of Cultural Expressions, 1, rue Miollis 75732 Paris Cedex 15;
- (iv) The reports are also transmitted electronically or on CD-rom. They are prepared in both standard pdf and rtf or doc formats using a font size of 10 or larger.

Summary

Parties shall provide a one page summary of the content in their reports, identifying the main achievements and challenges, as well as, where appropriate, an outlook for the future.

The summary is transmitted to the Committee and Conference of Parties in accordance with Articles 22.4 (b) and 23.6 (c) of the Convention.

1. General information

(a) Name of Party

(b) Date of ratification

(c) Ratification process (e.g. parliamentary process)

(d) Total contribution to the IFCD (to date)

(e) Organisation(s) or entity(ies) responsible for the preparation of the report

(f) Officially designated point of contact

(g) Date report was prepared

(h) Name of designated official(s) signing the report

(i) Description of the consultation process established for the preparation of the report and name of representative(s) of participating civil society organisation(s)

2. Measures

Parties shall provide information on policies and measures adopted to protect and promote the diversity of cultural expressions within their territory (at the national, regional or local levels) and at the international level (including trans-regional or trans-national levels).

Information to be presented in this Section of the report is to be organised according to the following themes: i) cultural policies and measures; ii) international cooperation; iii) the integration of culture in sustainable development policies; iv) protecting cultural expressions under threat.

Key questions: Parties shall respond, to the extent possible, to the following questions¹ for each theme:

(a) What are the main objective(s) of the policy or measure? When was it introduced?

¹ Questions proposed by the Committee at its third ordinary session in December 2009.

- (b) How has it been implemented, which public agency(ies) is (are) responsible for its implementation and what resources have been allocated to ensure implementation?
- (c) What challenges have been identified in the implementation of this measure?
- (d) What has been the effect or impact of the policy or measure? What indicators were used to lead to this conclusion?

2.1 Cultural policies and measures

The purpose of this section is to report on cultural policies and measures in place to promote the diversity of cultural expressions at the different stages of creation, production, distribution, dissemination and participation/enjoyment.

Measures may be understood as those that nurture creativity, form part of an enabling environment for independent producers and distributors as well as those that provide access to the public at large to diverse cultural expressions. They may be regulatory or legislative, action or programme oriented, institutional or financial measures. They may be specifically introduced to address the special circumstances and needs of individuals (e.g. women, young people) or groups (e.g. minorities or indigenous peoples) as creators, producers or distributors of cultural expressions.

For more information on the types of measures to be reported on, please refer to Article 6, Rights of Parties at the national level, and the operational guidelines adopted on Article 7 on measures to promote cultural expressions.

Parties' Response

Please respond to key questions (a) – (d) above

2.2 International cooperation and preferential treatment

The purpose of this section is to report on measures aimed at facilitating international cooperation in general and those that provide preferential treatment to artists and cultural professionals, as well as cultural goods and services from developing countries.

Measures are understood as legal, institutional and financial frameworks, policy and programme activities that:

- support the mobility of artists and cultural professionals abroad (sending and receiving);
- provide greater market access for the distribution of cultural goods and services from developing countries through specific agreements;
- strengthen independent cultural industries as a means to contribute to economic growth, poverty reduction and sustainable development;
- aim to build institutional and management capacities through international cultural exchange programmes or partnerships among civil society organisations and networks.

Parties, in particular from developed countries, indicate separately the measures they have taken to foster preferential treatment for developing countries.

Parties from developing countries endeavour to identify their specific priorities, needs and interests with regard to the protection and promotion of the diversity of cultural expressions and shall report on their operational action plan to optimize international cooperation.

For more information on the types of measures to be reported on, please refer to operational guidelines adopted on Articles 14 and 16.

Parties' Response

Please respond to key questions (a) – (d) above

2.3. Integration of culture in sustainable development policies

The purpose of this section is to report on measures aimed at integrating culture as a strategic element in development policies and assistance programmes at all levels (local, national, regional and international) and indicate how they are linked to human development goals, notably poverty reduction.

It is understood that sustainable development policies are to be formulated, adopted and implemented with relevant authorities responsible for the economy, environment, social affairs and culture. Measures to be reported on this section should take this interrelatedness into account.

For more information on the types of measures to be reported on, please refer to operational guidelines adopted on Article 13, Integration of culture in sustainable development.

In addition to measures, Parties shall report on whether and which indicators have been adopted in their country to evaluate the role and impact of culture in sustainable development policies and programmes.

Parties' Response

Please respond to key questions (a) – (d) above

2.4 Protecting cultural expressions under threat

The purpose of this section is to report on public policies, measures and actions taken by Parties to protect cultural expressions that are determined to be under threat. This is only in the event when a Party has previously identified a special situation under Article 8.2 of the Convention.

For more information on the types of measures to be reported on, please refer to the operational guidelines adopted on articles 8 and 17 on measures to protect cultural expressions at risk or in need of urgent safeguarding.

Parties' Response

Please respond to key questions (a) – (d) above

3. Awareness-raising and participation of civil society

Parties have acknowledged the fundamental role of civil society in protecting and promoting the diversity of cultural expressions and have committed to encourage their active participation in activities designed to achieve the objectives of this Convention.

The purpose of this section is to report on what Parties are doing to involve civil society in their activities, what resources they are providing to ensure their involvement, and what results have been achieved.

Parties are to provide information on how they have involved civil society in activities such as:

- promote the objectives of the Convention through awareness-raising and other activities;

- collect of data and list activities to share and exchange information on measures to protect and promote the diversity of cultural expressions within their territories and at the international level;
- develop policies while providing spaces where their ideas can be heard and discussed;
- implement operational guidelines.

Civil society may provide information on activities they are pursuing, such as:

- promote the objectives and principles of the Convention within their territories and in the international fora;
- promote ratification of the Convention and its implementation by governments;
- bring the concerns of citizens, associations and enterprises to public authorities;
- contribute to the achievement of greater transparency and accountability in the governance of culture;
- monitor policy and programme implementation on measures to protect and promote the diversity of cultural expressions.

4. Main achievements and challenges to the implementation of the Convention

Parties and other participating stakeholders are to share information on:

- i) the results achieved; and
- ii) the challenges encountered when implementing the Convention and solutions found or envisaged to overcome these challenges.

Parties and other participating stakeholders may also wish to share information on next steps they plan to take towards implementation of the Convention and the challenges they foresee to realising their objectives.

Annex: Complementary data and information (sources and statistics)

1. Main sources and links

Please provide references to the main sources of information and data used in compiling this report and that could be of interest to share with other Parties. These could include: recent public cultural policy strategies, reviews or evaluations; latest research or studies that map the cultural sector or cultural industries.

Parties are asked to provide the name, author and web links to the relevant document as well as a maximum 100-word summary in English and/or French if the original language of the document is not in either of these two official working languages of the Committee.

In addition, please indicate the names and contact details of those public or private institutions, agencies or networks in your country who actively contribute to the production of information and knowledge in the fields addressed by the Convention.

2. Reporting on available statistics

The approach taken to the provision of statistical information in the reports is a pragmatic one.

This means that Parties are asked, **to the extent possible**, to provide statistical information that already exists. This data may have been collected through national surveys, mapping studies, etc. They have mostly been published in Tables provided in the Annexes of the UNESCO World Report Investing in Cultural Diversity and Intercultural Dialogue (2009). Suggestions for where data can be found are provided below.

2.1 Demographic context

- a) Population structure
 - Total population
 - Total annual growth rates per 1000s
 - Age structure
- b) Migration
 - Migrant stock as a percentage of the population
 - Emigration
- c) Language and literacy
 - Number of official languages
 - Number of languages spoken
 - Literacy rates

Sources:

- a) National Statistical Offices, Census Data, United Nations Statistical Division Databases (<http://unstats.un.org/unsd/databases.htm>).
- b) UNESCO World Report Investing in Cultural Diversity and Intercultural Dialogue (2009),
- c) UNESCO Institute for Statistics, Literacy Statistics (http://www.uis.unesco.org/ev_en.php?ID=6401_201&ID2=DO_TOPIC).

2.2 Mobility of cultural goods and services

- a) Total flows of cultural goods and services
 - Total exports trade in cultural goods in million USD
 - Total imports trade in cultural goods in million USD
 - Total exports trade in cultural services in million USD
 - Total imports trade in cultural services in million USD
- b) Translation flows
 - Total number of published translations
 - Total number of titles translated and published abroad

Sources:

- a) Customs data and balance of payments data. See also UNESCO 2009 Framework for Cultural Statistics definition for cultural goods and services.
- b) UNESCO World Report Investing in Cultural Diversity and Intercultural Dialogue, 2009.

2.3 Cultural production, distribution

- a) Films
 - number of national feature films produced/year
 - % films co-produced
 - % of nationally controlled distribution companies
 - number of cinemas per 1000 inhabitants
- b) Radio/TV broadcasting
 - annual television broadcasting time by programme type (in hours)
 - annual broadcasting time (TV and radio) for programmes related to indigenous peoples (in hours)

- annual broadcasting time (TV and radio) by type of programme production (national/foreign, in hours)
- c) Books
 - number of titles published
 - number of publishers
 - number of book shops
- d) Music

Sources:

- a) UIS Questionnaire on feature films statistics
- b) UIS Questionnaire on media statistics
- c) National Statistical Offices, CERLALC, International Publishers Associations

2.4 Cultural consumption / participation

- a) Percentage of people attending cultural events such as concerts, live theatre several times a year, broken down by gender and age (if possible)
- b) Cinema admissions in 1000s
- c) Book sales
- d) Household equipment (% hab.)
 - Number of households with a television set
 - Personal computers per 1000 inhabitants

Sources:

- a) International Social Survey Program (ISSP), ISSP 2007 Leisure Time and Sports v2.0.0 - Question 13 (<http://www.gesis.org/en/services/data/survey-data/issp/modules-study-overview/leisure-time-sports/2007/>).
- b) UIS Survey in Feature Films Statistics and Focus: World Film Market Trends. http://www.obs.coe.int/oea_publ/market/focus.html.
- c) "Global Entertainment and Media Outlook 2008-2012", Price Waterhouse & Coopers (http://www.pwc.com/sv_SE/se/publikationer/assets/consumer_educational_book_publishing.pdf).
- d) International Telecommunication Union: <http://www.itu.int/ITU-D/ict/statistics/index.html>.

2.5 Connectivity, infrastructure, access

- a) Mobile cellular subscribers per 1000 inhabitants
- b) Internet users per 1000 inhabitants
- c) Internet penetration rate as a % of the population
- d) Number of online newspapers
- e) Number of Internet radio stations
- f) % of public radio and television institutions
- g) Number of community radio stations

Sources:

- a), b) International Telecommunication Union: <http://www.itu.int/ITU-D/ict/statistics/index.html>.
- c) Internet world stats (<http://www.internetworldstats.com/stats.htm>).
- d), e), f), g) UIS Questionnaire on Media Statistics.

2.6 Economy and finance

- a) Contribution of cultural activities to Gross Domestic Product (GDP) in percentage
- b) Percentage of people employed in culture
- c) Public expenditure: government expenditure on culture
- d) Household expenditure on culture and recreation

Sources:

- a) Economic censuses, Industry surveys, Service surveys, Small establishment surveys, Household surveys, National Accounts. In national statistics departments, central banks and cultural institutions (based on International Standard Industrial Classification: ISIC Rev. 4 NAICS, ANZSCI, NACE, NAPCS).
 - b) Census, Household surveys (using Standard Classification of Occupations ISCO-08 ISIC Rev. 4).
 - c) & d) National sources, Systems of National Accounts.
- For a), b) see also UNESCO methodological note on calculating cultural employment and contribution of characteristic cultural activities to GDP.

2.7 International cooperation

- a) Official Development Assistance allocated to culture (estimated percentage of total allocable ODA)
- b) Net receipt (in USD) of Official Development Assistance allocated to culture (estimates)

Source:

DAC Statistics, Development Co-operation Directorate (DCD-DAC), OECD
<http://stats.oecd.org/qwids/>.

Article 10 of the Convention

Draft operational guidelines on education and public awareness (Article 10 of the Convention)

Article 10 – Education and public awareness

Parties shall:

- (a) *encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, inter alia, through educational and greater public awareness programmes;*
- (b) *cooperate with other Parties and international and regional organizations in achieving the purpose of this article;*
- (c) *endeavour to encourage creativity and strengthen production capacities by setting up educational, training and exchange programmes in the field of cultural industries. These measures should be implemented in a manner which does not have a negative impact on traditional forms of production.*

General considerations

1. *Parties to the Convention have a crucial responsibility to encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, including through formal and non-formal educational programmes, as well as public awareness activities aimed at citizens of all ages.*
2. *Educational and public awareness-raising programmes and measures should, inter alia, highlight the distinct characteristics of this Convention and bring out its specificities in comparison to other UNESCO normative instruments in the field of culture.*

Educational tools and programmes

3. *Parties should encourage, at the appropriate levels, the adoption of an *integrated approach* in the design and implementation of educational programmes that promote the objectives and principles of the Convention. This should involve strengthening the ties between culture and education at the policy, programme and institutional levels.*
4. *Professions in the field of cultural industries have undergone rapid change; training for these professions must therefore be subject to a continual process of reflection and initiatives. In this respect, Parties shall consider, but not restrict themselves to the following: identification of skills required and gaps in training, particularly related to digital expertise; the development of curricula; building partnerships between training institutions and industrial sectors concerned. Finally, cooperation with public authorities and private institutions involved in sustainable development and youth programmes should also be encouraged.*
5. *Schools are important platforms for transmitting information and knowledge on the importance of protecting and promoting the diversity of cultural expressions to young people. In this context, Parties can encourage, at the appropriate levels, the introduction of policies and programmes as well as the dedication of required resources aimed at:*
 - (a) *including the diversity of cultural expressions in school curricula adapted to local contexts and cultures;*

- (b) developing educational and training materials in multiple formats, including those online, such as books, CDs, videos, documentaries, manuals or brochures, interactive games, etc.;
- (c) inviting artists and cultural professionals in the development of such materials and to participate in the activities of schools and other educational institutions;
- (d) enhancing the capacities of teachers to raise students' awareness about the diversity of cultural expressions and use, wherever available, guides and manuals to this end;
- (e) involving adults and parent associations to suggest themes and modules for teaching about the diversity of cultural expressions in schools;
- (f) involving youth in collecting and disseminating information about the diversity of cultural expressions in their communities;
- (g) transmitting acquired experiences through the promotion of participatory educational methodologies, mentoring activities and apprenticeships.

6. *Higher education, training and research institutions* are important environments for nurturing creativity and building capacities in the field of cultural industries and development of cultural policies. In this context, Parties can support such institutions and encourage them to introduce programmes that facilitate skills development, the mobility and exchange of the next generation of cultural industry and cultural policy professionals. Parties may also consider establishing UNESCO Chairs in the field of cultural policies and industries.

Raising public awareness

7. Parties can devote resources to develop *awareness-raising tools* in multiple formats that meet the needs of diverse audiences, employ new information and communication technologies as well as non-formal means of transmitting knowledge. Artists and cultural professionals are to be invited to participate in the development of such tools.

8. Parties shall *provide support for events* that can raise public awareness and disseminate information on the diversity of cultural expressions through, for example, the organization of symposia, workshops, seminars and public fora as well as exhibitions, concerts, festivals, competitions, international days, etc. In this context, whenever possible, Parties should partner with public and private actors as well as existing civil society structures and networks.

9. The *media* can effectively contribute to raising public awareness about the importance of protecting and promoting the diversity of cultural expressions. Parties should provide support for the production of specialized programmes and campaigns that can be distributed through all types of media and reach diverse target groups. The establishment of a network of cultural journalists specializing in this field could be encouraged. Local broadcasting networks and community radios could play a major role in enhancing knowledge of diverse cultural expressions and events, as well as sharing information on good practices.

Promoting cooperation

10. Parties are encouraged to establish close collaboration with other intergovernmental and regional organizations in their efforts to raise awareness of the importance of protecting and promoting the diversity of cultural expressions.

11. Parties are encouraged, through their designated points of contact (Articles 9 and 28 of the Convention) or through the National Commissions, to monitor the implementation of educational programmes and public awareness activities and to share information and good practices between them.

Article 19 of the Convention

Draft operational guidelines on exchange, analysis and dissemination of information

Article 19 - Exchange, analysis and dissemination of information

1. *Parties agree to exchange information and share expertise concerning data collection and statistics on the diversity of cultural expressions, as well as on best practices for its protection and promotion.*
2. *UNESCO shall facilitate, through the use of existing mechanisms within the Secretariat, the collection, analysis and dissemination of all relevant information, statistics and best practices.*
3. *UNESCO shall also establish and update a data bank on different sectors and governmental, private and nonprofit organizations involved in the area of cultural expressions.*
4. *To facilitate the collection of data, UNESCO shall pay particular attention to capacity building and the strengthening of expertise for Parties that submit a request for such assistance.*
5. *The collection of information identified in this Article shall complement the information collected under the provisions of Article 9.*

General considerations

1. The operational guidelines of Article 19 define the measures to be taken at the international level to ensure the exchange, analysis and dissemination of information, statistics and best practices. They are complementary to the operational guidelines defining the elaboration and submission of quadrennial periodic reports of Parties (Article 9).

2. The objectives of Article 19 are:

- to establish a common framework of collaboration and cooperation of Parties in the field of exchange, analysis and dissemination of information, statistics and best practices, particularly, where appropriate, for the elaboration of standard indicators;
- to ensure the relevance, and to the extent possible, the comparability of information, statistics and best practices, to be collected, analyzed and disseminated;
- to identify the appropriate partners and mechanisms to carry out the collection, analysis and dissemination of information, statistics and best practices;
- to strengthen the required expertise, particularly, capacities in the collection of information and data, and their analysis.

Role and responsibilities of Parties

3. Parties should engage in actions both within their territories and in the framework of international cooperation, as specified in the following paragraphs.

4. Parties are encouraged to develop data collection and information infrastructure at the national level. To this end, they can seek international assistance for capacity building activities.

5. Parties are encouraged to take actions to exchange, analyse and disseminate information and data *in their territory*, using information and communication technologies as appropriate. Such actions shall be undertaken within open and transparent processes through, or in cooperation with, the national points of contact. They should involve the participation of national points of contact and civil society actors that have competencies in the field. The information and data collected can feed into the quadrennial periodic reports Parties are to submit under Article 9.1 of the Convention.

6. Actions taken by Parties within their territories may be reinforced and/or strengthened by initiatives at *international, regional and sub-regional levels*. Parties are particularly encouraged to:

- i) join efforts to foster information and knowledge sharing activities on the international, regional and sub-regional levels;
- ii) promote the exchange of meaningful best practices on ways and means to protect and promote cultural expressions;
- iii) facilitate the exchange of expertise on data collection and indicator development on the diversity of cultural expressions. This may include support for the exchange or mentoring of professionals, especially young professionals.

Role and responsibilities of the UNESCO Secretariat

7. UNESCO shall a) facilitate the collection, analysis and dissemination of information, statistics and best practices; b) produce and update information on the main public, private and civil society actors that have competencies in the field of cultural expressions; c) facilitate capacity-building.

8. The UNESCO Secretariat endeavours to:

- develop and maintain a database of experts involved in the implementation of the Convention, in particular to respond to requests for capacity building;
- promote international exchanges of information and of best practices *inter alia* through online discussion forums for experts and practitioners with a view to facilitating their comparability;
- facilitate the networking of existing information sources from different regions and sub-regions of the world, as well as facilitate access to these sources.

9. The UNESCO Institute for Statistics (UIS) as a global and permanent structure to collect statistical information for use by Member States is encouraged to: i) pursue the organisation of regional training workshops as part of an overall capacity building strategy to facilitate the implementation of the 2009 Framework for Cultural Statistics and ii) continue its work with international experts on innovative methodologies of relevance to the Convention. In addition, training guides and statistical methodological manuals could be produced in multiple languages and adapted to the different needs and competencies of target groups at national, regional and local levels. The active participation of the UIS network of regional advisors for cultural statistics and UNESCO Field Offices in such exercises is necessary.

Contribution of civil society

10. Civil society actors should be involved as information and data producers as well as distributors.

11. Civil society organizations from different regions of the world are encouraged to establish cooperation links between them at the international, regional and sub-regional levels and to keep the Secretariat informed of their activities.