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 8 of the Provisional Agenda: Draft operational guidelines on the exchange, analysis and dissemination of information (Article 19 of the Convention)

At its second ordinary session (June 2009), the Conference of Parties requested the Committee to submit to it for approval at its next session (June 2011) draft operational guidelines on Article 19 of the Convention on the exchange, analysis and dissemination of information. Annex I to this document contains the preliminary draft operational guidelines on which the Committee may wish to base its discussion. Costs estimates on required resources for the Secretariat to develop and maintain an international collection of best practices are provided in Annex II.

Decision required: paragraph 28

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1.   At its second ordinary session in June 2009, the Conference of Parties to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter "the Convention") requested the Intergovernmental Committee for the Protection and Promotion of Diversity of Cultural Expressions (hereinafter "the Committee") to submit for approval at its next session (June 2011), draft operational guidelines on Article 19 of the Convention on the exchange, analysis and dissemination of information (Resolution 2.CP 7).

2.   Article 19 of the Convention promotes cooperation between Parties in the sharing of information and expertise on data collection and statistics on the diversity of cultural expressions. It also encourages the exchange of "best practices" on ways and means to protect and promote these expressions. Such cooperation could lead to the production of important evidence needed to help contextualize and illustrate measures Parties have adopted (as required in the periodic reports they are to submit every four years under Article 9.1 of the Convention).

3.   In addition, Article 19 calls for the active engagement of UNESCO, its Secretariat and existing mechanisms to: a) facilitate the collection, analysis and dissemination of information, statistics and best practices; b) establish and maintain information on the main public, private and civil society actors that have competencies in the field of cultural expressions; c) facilitate capacity building in the field of data collection. This reflects the mission of UNESCO to act as a clearing house for information and best practices, capacity builder and catalyst for international cooperation.

4.   The effective implementation of Article 19 necessitates the active participation of civil society actors. This role is reflected in the operational guidelines on Article 11 of the Convention approved by the Conference of Parties in June 2009. The operational guidelines state that civil society is to contribute to the achievement of greater transparency and accountability in the governance of culture as well as to capacity building activities in the field of data collection (see paragraphs 4 and 6 of operational guidelines).

5.   At its third session (December 2009), the Committee held a first debate on Article 19 and requested the Secretariat, on the basis of that debate, to continue its work and to submit for consideration at its fourth session preliminary draft operational guidelines on Article 19 of the Convention (Decision 3.IGC 8).

6.   The main issues raised during the Committee's debate underlined the need for the draft operational guidelines to:

   (i)   define clear roles and responsibilities for all stakeholders with competencies in the field, particularly, the Parties, UNESCO and its Secretariat, civil society actors;

   (ii)   avoid proposals for a costly and complex exercise by acknowledging existing tools and information structures that collect, analyse and disseminate information, statistics and best practices on the diversity of cultural expressions;

   (iii)   emphasize the importance of directing the limited resources available to capacity building activities that can lead to the collection and analysis of data and statistics at national, regional and local levels.

7.   This document takes into account the debates of the Committee's third session and proposes preliminary draft operational guidelines on Article 19 in Annex I. As requested by the Committee, estimates on required resources for the Secretariat to develop and maintain an international collection of best practices are provided in Annex II. An overview of existing information collection mechanisms is presented in the information document CE/10/4.IGC/205/INF.5.

Information and statistics

8.   The systematic and sustainable collection of information and statistics is essential to ensure transparency and to enable future understanding of a) the impact of the Convention in general and b) measures adopted to promote the diversity of cultural expressions in particular. Such evidence is foreseen as input to Parties periodic reports as provided under Article 9.1 of the Convention.

9.   It is important that several key issues are addressed if results are to be attained. These are:

   i)   ensuring the regular collection of basic data on culture;

   ii)   providing support for infrastructure and expertise required to collect data either at the international, national, regional or local level;

   iii) developing and implementing standard indicators to measure the diversity of cultural expressions.

10.   Each of these issues will require different solutions both within territories and at the international level. For example, in order to remedy the lack of available data on culture within countries, field work, specialized surveys or studies that may be cost-intensive and time consuming would appear to be necessary. In other cases, data may be out of date and will require building up the human and technical resources required to ensure systematic updating.

11.   Parties will also need to engage in international cooperation activities that facilitate the sharing of expertise in the field of data collection and indicator development. This could take the form of a) providing support for the exchange or mentoring of professionals in other countries in order to help them design and implement data gathering tools and processes and; b) organizing or providing resources for specialized workshops or online working groups on indicator development.

12.   Article 19 specifically addresses *UNESCO and its Secretariat* as key actors to facilitate the international collection, analysis and dissemination of statistics through the use of existing mechanisms, the main ones being:

   i)   the UNESCO Institute for Statistics (UIS) plays a central role as a global and permanent structure whose mission is to collect statistical information for use by Member States, including in the field of culture. As part of its decentralization strategy, the UIS has appointed several regional advisors who are located within the UNESCO Field Offices. Recent initiatives include the production of the 2009 UNESCO Framework for Cultural Statistics and the launch of several international surveys on trends in the production and distribution of feature films, on newspapers and broadcasting. The development of new surveys in culture is also foreseen. An important activity was launched by the UIS together with UNESCO's Sector for Culture and an international group of experts to explore methodologies and indicators to measure the diversity of cultural expressions (see: http://www.uis.unesco.org and CE/07/1.IGC/INF.4). This group could also consider, in due time, the elaboration of indicators on the role of culture in sustainable development as requested in the Operational Guidelines for Article 13 of the Convention approved by the Conference of Parties in June 2009.

   ii)   within the UNESCO Secretariat, the Culture Sector manages activities that are of relevance such as the *Index translationum* that regularly produces data on translation flows. In addition, several one-off projects or studies have been undertaken over the years, the most recent being an effort to develop a suite of indicators on culture and development.

iii) UNESCO's Field Offices also play an active role at the country level in the design of methodologies and in the collection of data. Such activities have increased due to extra-budgetary resources provided through the Millennium Development Fund, Culture and Development projects.

iv) the CERLALC, a category 2 institute based in Bogota, Colombia, collects comprehensive data on the publishing industry in Latin America.

13.   Given the lead and active role played by the UNESCO Institute for Statistics and Field Offices, the role of the Convention Secretariat is to act as a catalyst to facilitate the exchange of information on data collection activities rather than to collect data. To this end, the Secretariat has planned an information session on data collection and statistics ahead of the 4th session of the Committee on the 29th November 2010. The purpose of this session is to engage the Committee members in a first exchange with experts involved in the design of the new UNESCO Framework for Cultural Statistics and representatives of the working group on methodologies to measure the diversity of cultural expressions.

14.   Civil society actors within countries that are actively engaged in the development of new methodologies and in data or information collection activities can bring added value and should therefore be engaged and supported. Furthermore, it is deemed necessary to reinforce the capacity of civil society actors from different regions of the world to enable them to engage in international cooperation and exchange activities. Civil society can keep the Convention Secretariat informed of its international initiatives.

Collecting and disseminating best practices

15.   The collection and exchange of best practices by all stakeholders figures prominently in Article 19 of the Convention.

16.   During the Committee's debate, it was emphasized that the use of a qualifier i.e. best or good, may imply a judgment or standard that is to be applied universally. It has been suggested that, in order to better reflect the spirit and objectives of the Convention, reference to "sharing experiences" is a more suitable alternative than labeling something as a "good" or "best" practice. In this document, the terminology "best practice" is used to remain consistent with the text of the Convention. It is understood, however, that the qualifier "good" or "best" is indicative and that the context in which the practice takes place is an important factor to determine how meaningful it is.

17.   Both Article 19 of the Convention and the debates of the Committee indicate that the purpose of collecting best practices is not only to share information and experiences, but to also serve as input to the periodic reports to be prepared by Parties every four years as foreseen under Article 9.1 of the Convention. In this context, the thematic fields around which best practices could be shared are:

i)   measures to promote the diversity of cultural expressions;

ii)   international cooperation for development;

iii)   the integration of culture into sustainable development; and

iv)   protecting cultural expressions under threat.

In addition, calls have already been made in the operational guidelines for Article 15 (paragraph 8.2) to collect and exchange best practices on public-private partnerships in the cultural industries.

18.   Article 19 foresees that the collection and sharing of best practices would be undertaken by UNESCO and its Secretariat through existing mechanisms. To date, there is no one mechanism that would cover all the thematic fields presented in paragraph 17 above. One exception is the Global Alliance for Cultural Diversity platform that will house case studies on public-private partnerships as defined under Article 15 of the Convention. This activity is funded in 2010/2011 with extra-budgetary resources provided by the Spanish government.

19.   Additional extra-budgetary resources will be required for UNESCO's Secretariat to achieve the goal of developing, implementing and maintaining an international collection of best practices that would cover all thematic fields mentioned above. It is important to keep in mind that such exercises are resource intensive and require constant input and development to be truly successful and sustainable. Annex II provides a cost estimate for the Committee to consider that has been calculated on the experience of the resources required to establish and maintain UNESCO's MOST online database of good practices on indigenous knowledge. This database was developed in partnership with the Netherlands Organization for International Cooperation in Higher Education/Indigenous Knowledge (NUFFIC/IK-Unit).

20.   The success of such an exercise highly depends upon the active participation and cooperation of all stakeholders to the Convention, including Parties, national points of contact and civil society organizations with competencies in the field. In this context, it is important to recognize and to cooperate with other good practice exercises, such as the upcoming book publication "Mapping Cultural Diversity – Good Practices from around the Globe" initiated by the German Commission for UNESCO and the Asia-Europe Foundation, with contributions from the U-40 network of young professionals.

21.   Making connections between cases of best practice from different regions and sub-regions of the world could provide an alternative to a resource intensive and centralized approach to be maintained by the Secretariat as presented above. Should this alternative decentralized approach be selected by the Committee, the role of the Secretariat would be to act as a catalyst promoting cooperation between such exercises and making these connections visible on the Convention website. Such exercises would nevertheless require resources to be maintained and/or initiated on the national, regional or local levels.

Capacity building activities

22.   According to Article 19.4 of the Convention, UNESCO is to facilitate capacity building in the field of data collection at the international, national, regional and/or local level.

23.   To this effect, the UNESCO Institute for Statistics has developed and is implementing a capacity building strategy to support the development of cultural statistics globally and facilitate the implementation of the 2009 UNESCO Framework for Cultural Statistics. This includes regional training workshops (Kingston, Dakar and Almaty in 2010; Accra and Addis Ababa in 2011), technical support at the national level for a number of developing countries, and the development of methodological manuals. This strategy is carried out in cooperation with UNESCO Field Offices.

24.   In addition, the UNESCO Secretariat is planning to publish in 2011 a data collection tool-kit that will offer simple and clear guidelines on how to collect data on the creative sector in developing countries, how to use this data in policy making and how to involve stakeholders in the process.

25.   Capacity building in this field may also take place within the framework of a new joint EU/UNESCO technical assistance programme to improve the system of governance for culture in developing countries and/or within the framework of preparatory assistance projects to be financed by the International Fund for Cultural Diversity.

Mapping actors

26.   Article 19.3 of the Convention calls upon the Secretariat to establish and maintain a data bank of information on public, private and civil society actors that have competencies in the field of cultural expressions. Currently, the Secretariat maintains an internal database of such actors. They are invited to keep the Secretariat informed of their activities that can be promoted through the Convention website. Some also participate in the meetings of the Convention's main organs.

27.   In addition, at its third session (December 2009), the Committee requested that the Secretariat prepare an overview of existing mechanisms and tools that collect information, data and best practices in the field of cultural expressions from around the world. An overview of the different types of mechanisms and tools is presented in the information document CE/10/4.IGC/205/INF.5. Parties and civil society organizations are invited to contribute to this document by submitting information that may be lacking.

28.   The Committee may wish to adopt the following decision:

DRAFT DECISION 4.IGC 8

The Committee,

1. *Having examined document CE/10/4.IGC/205/8 and its Annexes;*

2. *Recalling Resolution 2.CP 7 of the Conference of Parties and its Decision 3.IGC 8;*

3. *Adopts the draft operational guidelines for the exchange, analysis and dissemination of information (Article 19 of the Convention), as annexed to this decision;*

4. *Requests the Secretariat to pursue a [centralized] [decentralized] approach to the collection of best practices;*

5. *Decides to submit the draft operational guidelines to the Conference of Parties at its third ordinary session.*

ANNEX I

Preliminary 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.   Information collection and dissemination activities provided for under Article 19 are understood as reflecting the Convention's guiding principles as well as strengthening international cooperation.

2.   The exchange, analysis and dissemination of information and data sharing activities should encourage actions that: i) ensure transparency; ii) promote capacity-building; and iii) lead to the production of relevant input for Parties periodic reports.

3.   If the expected results are to be attained, there are several key issues that need to be addressed on the international, national, regional or local levels, as appropriate. Some of these are: i) lack of basic data on culture and/or outdated statistics; ii) under-resourced or lack of infrastructure and expertise required for maintaining and updating data collections; iii) lack of standard indicators to measure the diversity of cultural expressions.

4.   Active participation and cooperation of all stakeholders to the Convention is deemed necessary particularly Parties, UNESCO and its Secretariat, as well as national points of contact and civil society organizations with competencies in the field.

Defining roles and responsibilities of Parties

5.   Parties should engage in actions both within their territories and at the international level.

6.   Ensuring basic levels of data collection and information infrastructure within countries is deemed necessary. International assistance for capacity building activities could be sought, if required.

7.   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 are to be undertaken within open and transparent processes and can involve the participation of national points of contact and civil society actors that have competencies in the field. The information and data collected can inform the periodic reports Parties are to submit every four years under Article 9.1 of the Convention.

8.   Actions taken by the 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 level, 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.

Active engagement of UNESCO and its Secretariat

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

10.   Within its available resources, the UNESCO Secretariat endeavors to:

   -      develop and maintain a database of experts involved in the implementation of the Convention in particular to respond to requests for capacity building, governance (i.e. legal, institutional frameworks) and management (i.e. project design, management and implementation) of culture;

   -      promote international exchanges of information *inter alia* through online discussion forums for experts and practitioners;

   -      [collect and disseminate best practices] [make connections between best practice exercises from different regions and sub-regions of the world].

Extra-budgetary resources shall be required to fully carry out these activities.

11.   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 indispensable.

Civil society: information producers and distributors

12.   Civil society actors should be involved as information and data producers as well as distributors within their territories.

13.   While civil society organizations from different regions of the world may implement appropriate frameworks and systems to house information and data, they 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.

ANNEX II

Cost Estimate: Developing and Maintaining an International Collection Best Practices

Developing and continually updating an international collection of best practices requires significant resources and an ongoing pipeline of targeted research and information from the ground delivered by experts who are directly engaged in projects, and thus best-positioned to provide the necessary insights on lessons-learned.

Lessons can be learned from the experience of UNESCO's Management of Social Transformations Programme (MOST), which undertook a similar exercise in cooperation with the Netherlands Organization for International Cooperation in Higher Education/Indigenous Knowledge (NUFFIC/IK-Unit). Together, they established a database of best practices on indigenous knowledge in 1999, which to date showcases approximately 50 case studies covering Africa, Asia-Pacific, Europe, North America, Latin America and the Caribbean.

The MOST database concentrates on poverty alleviation and it contains examples of successful projects illustrating the use of local and indigenous knowledge in the development of cost-effective and sustainable survival strategies. It also includes a geographical and thematic index and an index of institutions acting as indigenous knowledge resource centres. In drawing lessons from the success of this database of best practices on indigenous knowledge, it is important to note that much has hinged on clearly defining:

- What indigenous knowledge means in this case;
- What is exactly meant by best practice;
- The aim of the database;
- The selection procedure;
- The relevant partners/contributors of information/input;
- Technical needs and requirements.

The budget below illustrates the human resources that are necessary to meet these success criteria in developing and maintaining a database of best practices from around the world, as experienced by the MOST project. Those managing the MOST database found that identifying and engaging major partners/experts in the field who can contribute effectively to the collection of best practice cases needs to be led by senior staff (P5), whose leads can be further developed and grown by a programme specialist (P3). Project implementation, including the collection, analysis and entry of information, and the technical maintenance of the database can be managed by assistant programme specialists with the supervision of a programme specialist.

In addition, best practices need to be continuously nourished by content input, most preferably in the form of case studies, from experts on the ground. To ensure balanced geographic representation in content provision, approximately ten case studies could be commissioned from experts representing UNESCO's six electoral groups for a total of about 60 best practice cases to be produced annually. These case studies could integrate a variety of primary and secondary research, including on-the-ground interviews, follow-up meetings with stakeholders, data-collection exercises and other impact assessments over time.

Estimated Costs Over One Year

Expenditure	Estimated Cost USD
Secretariat:	
P5 at 10% time – initiate major partnerships	17,350
P3 at 30% time – project manager	36,150
P2 – ALD at 100% time – project implementation	119,691
P1 – ALD at 50% time – web manager	44,804
G5 at 10% time – administrative support	7,100
Expert Input:	
60 best practice cases	150,000
Translation of best practice cases into French and/or English	20,000
Total	**395,095**

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