

EU/UNESCO Expert Facility inception meeting

PROGRAMME

12-15 February 2019
Bangkok, Thailand

BACKGROUND NOTE

About the Expert Facility

Since the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (“the Convention”) entered into force in March 2007, Parties have expressed an increasing demand for information, training, and technical assistance, with a view to addressing critical capacity and knowledge gaps.

In 2011, in the context of a European Union funded project on “[Strengthening the System of Governance for Culture in Developing Countries](#)”, an Expert Facility of 30 high level international experts from 24 countries in the fields of cultural policy, governance as well as cultural and creative industries was created. This Facility supported developing countries during the period 2012-2014, through technical assistance missions, in their efforts to reinforce their human and institutional capacities and strengthen systems of governance for culture. In particular, the Expert Facility provided technical assistance and mentoring to 13 beneficiary countries (Barbados, Buenos Aires/Argentina, Burkina Faso, Cambodia, Democratic Republic of the Congo, Haiti, Honduras, Kenya, Malawi, Mauritius, Niger, Seychelles and Viet Nam) to establish legal, regulatory and/or institutional frameworks and introduce policies that address the role of culture in social and economic development¹.

In 2015, the Expert Facility was renewed for the 2015-2017 period, both in terms of expertise and equitable geographical representation. 43 experts were selected and supported UNESCO in the implementation of numerous activities, including the production of the first two Global Reports “Re-Shaping Cultural Policies” (2015, 2018) and capacity development interventions on [periodic reporting and participatory policy monitoring](#)².

In 2018, within the framework of the initiative “EU/UNESCO Expert Facility on the Governance of Culture in Developing Countries: Creating a new regulatory environment for the cultural and creative industries and South-South cooperation”, funded by the EU, a new call was issued in 2018. As a result, 42 new international experts (see list of participants) have been selected for a 4-year mandate (2019-2022).

UNESCO works with the Expert facility to develop training tools and materials, deliver country level interventions through different modalities (workshops, advisory technical assistance, capacity-building

¹ The Secretariat produced in this context a comprehensive guide for technical assistance, to establish a common working methodology and approach for the implementation of the Convention in developing countries. Available at https://en.unesco.org/creativity/sites/creativity/files/2016_guide_methodologique_en_v10_light_0.pdf

² The activities took place within the framework of the project “Enhancing fundamental freedoms”, funded by the Government of Sweden.

interventions, mentoring, coaching, project evaluation, policy advice, etc.), engage in research and advocacy activities.

The Expert Facility may be solicited to support many different areas of the implementation of the 2005 Convention such as:

- Developing training material
- Writing research papers
- Contributing to the UNESCO Global Report on the 2005 Convention
- Presenting the 2005 Convention in meetings and conferences
- Evaluating funding requests for the International Fund for Cultural Diversity
- Providing policy advice, trainings and capacity building activities
- Advancing research, and networking opportunities (UNESCO Chairs, etc)

Implementing the project “EU/UNESCO Expert Facility on the Governance of Culture in Developing Countries: Creating a new regulatory environment for the cultural and creative industries and South-South cooperation”

More specifically, during the 2019-2021 period, UNESCO will implement, with funding from the European Union, a project to support the establishment of regulatory frameworks to strengthen the cultural and creative industries and promote South-South cooperation³ (see Concept Note).

Areas of intervention will be determined by countries themselves, through an “on-demand” open-ended call launched on 17 December 2018 (see [News](#) and [call for applications](#)).

Provision of expertise and peer-to-peer learning support will be provided, through the Expert Facility and local experts, within a timeframe of 18-24 months to: design, adapt and/or implement regulatory frameworks (laws, strategies, policies and measures) for the CCIs, including intellectual property rights related to CCIs; strengthen skills and capacities to support long-term cultural policy development and implementation that support the CCIs; and create peer-to-peer mechanisms to strengthen institutional capacities for the CCIs through South-South cooperation activities. Annex 2 of the Call provides examples of potential thematic areas of intervention.

Partnerships and peer-to-peer learning opportunities between Global South countries facing similar policy challenges will be developed to enhance policy advice and exchange of best practices at bilateral or regional level.

UNESCO and EU will evaluate the applications on an ongoing basis. Twelve countries, or more if budget allows, will benefit from this support. A total of 96 countries that are Parties to the 2005 Convention and ODA recipients on the OECD-DAC list (See Annex 1 of the Call) are eligible.

Other key projects

UNESCO will also work with the Expert Facility to assist in the implementation of some other key programmes and activities. These include:

- Implementing the project “**Re|Shaping Cultural Policies for the Promotion of Fundamental Freedoms and the Diversity of Cultural Expressions**”⁴ (2018-2021) in 16 countries, funded by Sweden. This project will help governments and civil society organizations engage in evidence-

³ See <https://en.unesco.org/creativity/activities/creating-new-regulatory-environment-cultural>

⁴ See <https://en.unesco.org/creativity/activities/reshaping-cultural-policies-promotion-fundamental>

based and participatory policy monitoring processes, through the preparation of quadrennial periodic reports, and support the preparation of the third edition of the Global Report ‘re-Shaping Cultural Policies’ in June 2021 (See concept note).

- Implementing the project “**Music as a driver of sustainable development in Morocco**” (2018-019), funded by Germany;
- Implementing the project “**Creative Industries development for the diversity of cultural expressions**”, funded by the Republic of Korea (2019-2021)
- Assessing new funding requests for the **International Fund for Cultural Diversity** (10th call to be issued in February 2019).

GENERAL OBJECTIVES OF THE MEETING

Overall, the objectives of the meeting will serve to:

- bring together the new members of the UNESCO Expert Facility
- discuss the role of the Expert Facility and present UNESCO’s tools, materials and strategic areas of intervention for the promotion and implementation of the 2005 Convention;
- discuss the approach of members of the Expert Facility in facilitating policy monitoring, policy design and policy implementation processes, with a particular attention to the implementation of the EU/UNESCO project on the creation of new regulatory environment for the cultural and creative industries and the promotion of South-South cooperation;
- engage discussions between Facility experts and UNESCO colleagues on main challenges in delivering future capacity-development interventions, and maintaining a strong gender transformative dimension in all activities.

EXPECTED RESULTS OF THE MEETING

- participants share common knowledge and understanding of the future role and responsibilities of the Expert Facility;
- participants provide feedback and suggestions on the overall capacity-building strategy, projects, tools and methodology regarding the 2005 Convention;
- participants reach common understanding of methodology and future steps for capacity-development and gender-transformative interventions.

AGENDA

11 February 2018 (Monday)

- Arrival of participants
- Transfer from airport by taxi to Hotel
- Free evening

12 February 2018 (Tuesday)

08h30	Registration. Venue: W district (E88) https://www.w-district.com/ 1599 Sukhumvit Road, Phra Khanong Nuea, Watthana, Bangkok 10110.	Main Meeting Room (201)
09h00 – 9h30	Welcoming remarks <ul style="list-style-type: none"> • Shigeru Aoyagi, Director, UNESCO Bangkok Office • Giuseppe Busini, Deputy Head of Mission, EU Delegation to Thailand • Danielle Cliche, Chief, Diversity of Cultural Expressions, UNESCO 	Main Meeting Room (201)
9h30 – 10h00	Session 1: Introduction and Context This session will serve to define the objectives of the meeting, present the role and missions of the Expert Facility, discuss peer to peer and knowledge exchange mechanisms. <ul style="list-style-type: none"> • Introduction (Danielle Cliche) (15 min.) • Q&A (15 min.) 	Main Meeting Room (201)
10h00-11h00	Session 2: Situating the 2005 Convention within the broader 2030 UN Sustainable Development Agenda This session will serve to present the main principles and objectives of the 2005 Convention, and its Monitoring Framework. Four questions will be posed to frame the discussion: <ul style="list-style-type: none"> - Why was the 2005 Convention adopted? - What are the four goals of the Convention? - How relevant is the Convention today, with regards to the 2030 SDG agenda? - How can the 2005 Convention be used as a policy tool to facilitate policy monitoring, design and implementation and peer-to-peer mechanisms? <ul style="list-style-type: none"> • Introduction (Danielle Cliche) (25 min.) • Q&A (35 min.) 	Main Meeting Room (201)
11h00-11h15	Coffee break	In front of meeting room
11h15- 12h45	Session 3: Providing expertise and peer-to-peer learning support for policy design and implementation	Main Meeting Room (201)

	<p>As part of its broader capacity development strategy, UNESCO supports countries in designing and implementing policies and measures that are in line with the principles of the 2005 Convention and gender sensitive. More specifically, UNESCO will implement in 2018-2021, with funding from the European Union, a project to help 12 developing countries with the creation of new regulatory environments for the cultural and creative industries (including, if relevant, issues related to IPRs) through expertise and peer-to-peer learning support. This session will serve to present the project, discuss potential areas of support, technical assistance methodologies, challenges in policy design and implementation.</p> <ul style="list-style-type: none"> • Introduction (Danielle Cliche) (10 min.) • Presentation of the project “Support for new regulatory frameworks to strengthen the cultural and creative industries and promote South-South cooperation” (Reiko Yoshida) (20 min.) • Testimonies and lessons learned from previous missions: methodology, impact, challenges (20 min.) <ul style="list-style-type: none"> ✓ Vesna Čopič, designing a Law on the Status of the Artist In Mauritius ✓ Avril Joffe, designing a Creative industries policy in Seychelles • Discussant: benefiting from technical assistance in designing the Cultural Industries development Act in Barbados (Andrea King) (10 min.) • Q&A (30 min.) 	
12h45-14h00	Lunch break	Ground floor (Thailand Creative and Design Center)
14h00 – 16h00	<p>Break-out sessions on “Getting ready to deliver on-demand provision of expertise and peer-to-peer learning support for policy design and implementation”</p> <p>This session will serve to discuss more in depth how to support policy design and implementation in developing countries and what is the role of the Expert Facility in facilitating this process. See break-out agenda and list of groups</p>	Participants divided in 4 working groups (main meeting room 201, rooms 202, M 02,)
16h00-16h15	Coffee break	In front of meeting room
16h15 – 18h00	Break-out sessions on “ Getting ready to deliver on-demand provision of expertise and peer-to-peer learning support for policy design and implementation”(continued)	
19h30	Welcome Dinner hosted by UNESCO	The Nest (Rooftop)

13 February 2018 (Wednesday)

9h00-10h30	<p>Session 4: the 2005 Convention as a policy monitoring tool</p> <p>The 2005 Convention is the first international legal instrument to recognize the sovereign right of governments to adopt policies and measures that support the creation, production, distribution of and access to diverse cultural goods and services. Every four years, governments submit a report (“quadrennial periodic report”, QPR) on achievements and challenges in implementing the 2005 Convention. The format of this report has been recently revised to match the Convention’s monitoring framework. UNESCO works with the Expert Facility to support governments in preparing these reports and inspire new innovative policies, through participatory policy debates, data collection, and capacity-building workshops. This session will help to address the following questions:</p> <ul style="list-style-type: none"> - Why and how is the QPR a tool for re-shaping cultural policies? - What is collaborative governance? <ul style="list-style-type: none"> • Introduction (Danielle Cliche) (20 min.) • Presentation of two main working tools: the Periodic Reporting Form and the Policy Monitoring Platform (Melika Caucino Medici) (30 min.) • Q&A (40 min.) 	Main Meeting Room (201)
10h30-10h45	Coffee break	In front of meeting room
10h45-12h30	<p>Session 5: Providing expertise and policy monitoring support</p> <p>Monitoring is understood as a process that is a prerequisite for transparency and good governance. It covers various stages, from policy evaluation, problem identification, diagnostics to policy priority setting.</p> <p>The capacity-building programme for participative policy monitoring is intended to provide support and expertise in policy monitoring and data collection and analysis while supporting the generation of new spaces for dialogue between governments and civil society actors to produce evidence, resolve strategic policy questions, and establish gender-sensitive policy priorities for the future.</p> <p>Drawing upon previous experiences, this session will serve to present and discuss methodologies to support evidence-based and participatory policymaking processes.</p> <ul style="list-style-type: none"> • Presentation of the project “Re-shaping cultural policies for the promotion of fundamental freedoms and the diversity of cultural expressions” (Melika Caucino Medici) (20 min.) 	Main Meeting Room (201)

	<ul style="list-style-type: none"> • Testimonies and lessons learned from previous missions: methodology, impact, challenges (20 min.) <ul style="list-style-type: none"> ✓ Jenny Mbaye on experience in Rwanda ✓ Fatin Farhat-Aqtan on experience in Palestine • Discussants (20 min.): benefiting from capacity building <ul style="list-style-type: none"> ✓ Désiré Ouedraogo (Burkina Faso) ✓ Eduardo Saravia (Colombia) • Q&A (45 min.) 	
12h30-13h45	Lunch break	Ground floor (Thailand Creative and Design Center)
13h45-15h30	<p>Break-out sessions “Providing expertise and policy monitoring support”</p> <p>This session will serve to discuss more in depth how policy monitoring works and what is the role of the Expert Facility in facilitating this process. See break-out agenda and list of groups</p>	Participants divided in 4 working groups (main meeting room 201, rooms 202, 203, M 02)
15h30-15h45	Coffee break	In front of meeting room
15h45-17h30	Break-out sessions “Providing expertise and policy monitoring support” (continued)	
18h00-19h30	Public round-table discussion: “Designing new regulatory environments for diverse creative industries”	tbc
	Free evening	

14 February 2018 (Thursday)

9h00 – 11h00	<p>Session 5: Building a community of practice and expertise</p> <p>This session will serve to discuss in groups some key thematic areas of potential support to be provided by the Expert Facility according to the on-demand scheme of the Convention. It will serve to present key resources and training materials available, discuss experiences, methodologies, expectations and opportunities for further cooperation within and with the Expert Facility (capacity development, policy advice, technical assistance, research, etc) to inform policy making and implementation for the creative industries and advance creativity for sustainable development.</p> <ul style="list-style-type: none"> • Supporting policies on artistic freedom/status of the artist (Group 1), including short presentation of resources (Anthony Krause) and training module (Ole Reitov and Sara Whyatt) • Supporting policies on media diversity (Group 2), including short presentation of resources (Reiko Yoshida) and training module (Charles Vallerand) 	Participants divide in 3 groups according to their fields of expertise and interest (main meeting room 201, rooms 202, 203)
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	<ul style="list-style-type: none"> • Supporting sectoral policies for the creative industries (Group 3), including short presentation of resources (Melika Medici) 	
11h00-11h15	Coffee break	In front of meeting room
11h15-12h30	<p>Session 6: Research and Advocacy opportunities</p> <p>This session will serve to present briefly the various tools and resource available on the 2005 Convention website. A special focus will be put on the 2005 Convention Global Report series and possible innovative approaches for the third edition (2021). It will then gather inputs and suggestions from the Expert Facility who are working with various academic, civil society/governmental and professional networks on future research and advocacy opportunities.</p> <ul style="list-style-type: none"> • Presentation of 2005 Convention website, tools and materials (Anthony Krause) (25 min.) • Discussion (50 min.) 	Main meeting room
12h30-14h00	Lunch break	Ground floor (Thailand Creative and Design Center)
14h00 – 16h15	<p>Session 5 (continued) : Building a community of practice and expertise</p> <ul style="list-style-type: none"> • Supporting cultural policies in the digital environment (Group 4), including short presentation of digital roadmap and guidelines (Danielle Cliche and Octavio Kulesz) • Supporting policies on trade, preferential treatment and e-commerce (Group 5), including short presentation of resources (Anthony Krause) and training module (Véronique Guèvremont) • Supporting policies to promote gender equality in the culture sector and gender sensitive cultural policies (Group 6), including short presentation on gender transformative actions (Melika Medici and Reiko Yoshida) 	<p>Participants divide in 3 groups according to their fields of expertise and interest</p> <p>(main meeting room 201, rooms 202, 203)</p>
16h15-16h30	Coffee break	In front of meeting room
16h30 – 18h00	Wrap up, Q&A and conclusions	Main meeting room
	Free evening	

15 February 2018 (Friday)

- Departure of participants