



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions

# 7 IGC

CE/13/7.IGC/7  
Paris, 14 November 2013  
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## INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

Seventh Ordinary Session  
Paris, UNESCO Headquarters  
10 - 13 December 2013

**Item 7 of the provisional agenda:** Fundraising activities: Report on the implementation of the IFCD fundraising strategy

In accordance with Decision 6.IGC 6, this document presents a report on the implementation of the IFCD fundraising strategy.

Decision required: paragraph 25

1. At its first extraordinary session (June 2008), the Committee requested the Secretariat, using extrabudgetary funding where available, to hold informal consultations with Parties, experts and enterprises, with a view to identifying potential sources of funding for the IFCD (Decision 1.EXT.IGC 6).
2. Recognizing the need to engage professionals in the field of fundraising, the Committee, at its fifth ordinary session (December 2011), decided to allocate from unassigned funds in the IFCD special account a maximum amount of US\$200,000 for fundraising activities including the elaboration of a fundraising strategy, as described in document CE/11/3.CP/209/INF.5. It also inscribed the item of fundraising activities on the agenda of the sixth ordinary session of the Committee, requesting the Secretariat to submit to it a detailed report on the use of the funds intended for fundraising activities (Decision 5.IGC 6).
3. At its sixth ordinary session (December 2012), the Committee adopted the fundraising and communications strategy prepared by Small World Stories as described in document CE/12/6.IGC/6REV., Annex II. The Committee strongly supported the strategy, noting the high quality of the document as well as the dynamic objectives and vision of its strategy. In conformity with Decision 6.IGC 6, the Committee, requested the Secretariat to prepare and submit to the fourth ordinary session of the Conference of Parties an information document on the IFCD's fundraising activities.
4. The Committee, through its Decision 5.IGC 6, paragraph.8, requested the Secretariat to identify appropriate means or mechanisms to facilitate the payment of contributions to the IFCD. To this end, the Secretariat consulted the Bureau of Financial Management, the Bureau of Strategic Planning and the Sector of External Relations and Public Information. It was recommended to use the "PayPal" system as an appropriate mechanism for the IFCD as it is already in use to collect donations for the Emergency Fund and for the Special Fund on the safeguarding of Mali's World Heritage Sites. It was underlined that the success of mobilizing donors to make contributions through this system is highly dependent on an extensive communication campaign. The "PayPal" system is available on the webpage dedicated to the fundraising activities of the IFCD.
5. The entire strategy was adopted for five years (2013-2018), noting that fundraising is highly dependent on increased visibility of the Convention worldwide. The five-year strategy is divided into three phases. The first phase (18 months, from 1 January 2013 to 30 June 2014) is designed to expand the IFCD's existing support base among governments, while at the same time establishing the building blocks that it will need to reach out to external donors. The estimated costs for phase one is approximately US\$ 399,500 and US\$ 1,434,875 is expected to be raised during this phase. Phase two will extend over a two-year period 2014-2016 and will cost approximately US\$ 457,125. The goal of this phase is to raise US\$ 4,391,367. Together, these two phases will develop targeted cases for support and reach out to external donors to secure partnerships with the private sector and with high-net worth individuals. It is only when the IFCD is mature in terms of visibility, fundraising and communication that it can reach out to a corporate partner to establish a "cause marketing, longer-term relationship", to attract a corporate partner to raise funds for the IFCD, potentially through corporate sales.
6. Phase three will begin in 2016 and will be rolled out over an 18-month period with a US\$ 351,625 budget. The overall goal is that by 2018, the IFCD will be highly respected among government donors, will receive regular financial support from at least half of the Parties to the Convention and will have developed six key private sector partnerships that will account for 30 per cent of its resources. The implementation of this strategy includes the important activities of benchmarking and evaluation.

### **Phase one activities (2013)**

7. For the year 2013, the Committee decided that the remaining funds allocated at its fifth ordinary session for fundraising could be used for visibility and promotional activities to implement some phase-one activities (Decision 6.IGC 6). The main objectives of phase one are to establish a clear message and visible identity for the IFCD and consolidate the IFCD's existing donor base (Parties to the Convention).

8. As a first step to consolidate the IFCD's donor base, the Director-General issued a call for contributions in March 2013 through an official letter requesting support for the IFCD by providing an annual voluntary contribution equivalent to at least 1 per cent of total annual contribution to UNESCO and informing the Parties of the funding strategy. Since then, five Parties have contributed to the IFCD for a total amount of US\$ 456,331.

9. Below is an overview of activities undertaken by the Secretariat in 2013 as indicated in the IFCD fundraising strategy and approved by the Committee at its sixth ordinary session including launching the IFCD campaign, rebranding and securing partnerships.

#### **Campaign launch**

10. The Fundraising campaign, "Your 1% Counts for Creativity", was launched on 10 June 2013 prior to the fourth session of the Conference of Parties. This event targeted Parties as the main Convention stakeholders. A panel of project champions shared their experiences of the IFCD and illustrated how "investing in creativity transforms societies" through testimonies and audiovisual-stories. Information about the web launch of the campaign can be found online at: [mms://stream.unesco.org/vod/CLT\\_10062013\\_1\\_floor.wmv](mms://stream.unesco.org/vod/CLT_10062013_1_floor.wmv). This event also provided an opportunity for "virtual participation" among targeted groups around the world through Facebook, Twitter, etc. A report of this event is available on the webpage dedicated to the fundraising activities of the IFCD.

11. Following the launch of the campaign, the Secretariat of the Convention organized an electronic survey in line with the 191 EX/Decision 15 (I) Part C.5 calling for the Secretariat to introduce a process for requesting comments and feedback from participants of statutory meetings in order to improve future events. While recognizing the good quality of the preparation and the organization of the event with the high satisfaction rate as regards the quality of the multimedia tools, two main suggestions were made: 1) to organize the event during the meetings; and 2) to send frequent reminders via email to Parties and civil society to encourage them to participate in the debate. The full report on this survey is annexed in the document CE/13/7.IGC/INF.3.

12. Following the launch, the campaign message and related communication material were widely disseminated, with the aim of maintaining and fostering relationships with the existing and growing IFCD supporter base. Multimedia channels, web tools including the Convention's website as well as social media platforms are used to further promote and publicize the campaign.

#### **IFCD rebranding**

13. According to the IFCD fundraising strategy, a major goal of phase one is to rebrand the IFCD through a series of promotional activities. The first step was to elaborate a series of communication tools building on the message "Investing in Creativity – Transforming Societies".

14. Five electronic newsletters (e-updates) were released in English, French and Spanish in April, July, September, November and December 2013 in order to keep the Convention's stakeholders informed about the results and on-going activities of the IFCD projects. The success of projects increases visibility and therefore raises the potential for raising funds. The newsletters also share information with donors on progress made in the fundraising strategy. Statistics available on the website show that the e-update campaign (in April, July and September) has been successful,

consistent and is delivering in all three languages. The e-update email lists are growing and unsubscribe rates are very low. Additionally, these statistics indicate that a high percentage of those opening the e-updates click to read additional content. In conclusion, considering that building an audience takes time, the results are encouraging.

15. Following the positive feedback received on the first IFCD brochure published prior to the sixth ordinary session of the Committee, a second brochure providing the keys results achieved by the IFCD funded projects in 2011-2013 was produced and distributed to the Convention's stakeholders. The brochure is submitted to the Committee as an information document (CE/13/7.IGC/INF.7).

16. The communication strategy foresaw the production and distribution of one corporate video and several multimedia stories to raise the profile of the IFCD. These stories present a selected number of IFCD-funded projects (Argentina, Croatia and Senegal) that implemented different aspects of the IFCD interventions (capacity-building, market access, policy action and skills development) and showcase the IFCD's impact on the ground. The corporate video and multimedia stories were produced in English, French and Spanish and were screened at the launch of the campaign, during the fourth ordinary session of the Conference of Parties, and at the 37<sup>th</sup> session of the General Conference. On 27 September 2013, the corporate video and the IFCD projects were also screened at the opening of the Today'sArt Festival in The Hague (Netherlands) to an audience of over 200 people. The following day, the IFCD and its funding opportunities for developing countries were the topic of a Q&A session and discussion with cultural managers and cultural professionals specializing in contemporary creativity from around the world. For more information, please visit: <http://todaysart.nl/2013/program/unesco-international-fund-for-cultural-diversity/>

17. A new website for the IFCD has been developed as part of the Secretariat's efforts to raise visibility, share results and information about the impact of IFCD projects. It includes access to the "PayPal" system in order to facilitate the payment of contributions to the IFCD. A special webpage presenting all relevant information on the IFCD is dedicated exclusively to fundraising for the IFCD. This website supports active use of social media since the launch of the campaign through UNESCO's Pinterest, Facebook and Twitter communities.

18. IFCD projects and results are featured throughout the special edition of the UNESCO-UNDP Creative Economy Report. Chapter 7 of the Report entitled "The United Nations as a strategic partner of local creative economy development" focuses on the dynamics of creative economies at the local level in developing countries and highlights several IFCD projects.

19. The Annex of this document presents a visual summary of the implementation of the strategy.

### **Securing partnerships**

20. As part of phase one activities and in preparation for the second phase of the strategy, whose main objective is to reach out beyond governmental donors and to reach alternative funding sources, the Secretariat is currently developing a detailed list and database of potential private sector partners. This information will serve as a basic tool needed to cultivate relationships with prospective private sector partners.

### **Funding required to implement the fundraising strategy in 2014**

21. The table below provides a summary of the budget, funds raised and required to complete phase one activities. To recall, the time frame for phase one activities is from 1 January 2013 to 30 June 2014.

Table 1: Phase one budget, funds raised and required

Total cost of activities foreseen in the strategy adopted by the 6IGC	US\$ 174,500*
Total amount allocated by the 6IGC	US\$ 143,000
<b>Total amount requested for approval by the 7IGC</b>	<b>US\$ 31,500</b>

\* Not including staff costs

22. Phase two activities are foreseen to be implemented over a twenty-four month period beginning on 1 July 2014 and ending on 30 June 2016 at an estimated total budget of US\$ 95,125 (excluding staff costs).

23. According to the fundraising strategy, phase two activities to be undertaken from July to December 2014 (six month period) are to:

- continue promotional activities to rebrand the IFCD (with the addition of 5 issues of the e-updates in three languages, 4 new multimedia stories are produced, one end of year brochure communicating main results of the IFCD; and
- secure partnership with the private sector including research and outreach activities.

The total estimated cost is US\$ 23,781 (25% of the total budget for phase two activities).

24. Therefore, the total amount required by the Secretariat to carry out activities in 2014 that are foreseen in the fundraising strategy adopted by Decision 6.IGC 6 is **US\$ 55,281** (US\$ 31,500 + US\$ 23,781).

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

#### **DRAFT DECISION 7.IGC 7**

*The Committee,*

1. *Having examined document CE/13/7.IGC/7 and its Annex;*
2. *Examines and possibly decides to implement specific activities outlined in document CE/13/7.IGC/7 corresponding to phases one and two of the IFCD fundraising strategy;*
3. *Requests the Secretariat to pursue fundraising activities for 2014;*
4. *Also requests the Secretariat to report on the implementation of the IFCD fundraising strategy at its eighth ordinary session.*

ANNEX

Launching of the fundraising campaign “Your 1% Counts for Creativity”, June 10<sup>th</sup> 2013



From left to right: Mike Van Graan, Executive Director of the African Arts Institute; Claudia Billourou, founder and co-director of Escuela y Espacio de Arte y Oficios du Teatro Argentino de La Plata; Diego Padilla, Executive Director of the Instituto de Relaciones Internacionales e Investigaciones para la Paz (IRIPAZ); Michelle Constant, CEO Business and Arts South Africa (BASA); Oumar Sall, director of Groupe 30 Afrique, an Interfricain Network for Cultural Exchange.

Implementation of the IFCD fundraising strategy

**UNESCO** @UNESCO Follow

Live event on @unescoNOW: Invest in creativity & Transform societies. Webcast link:  
mms://stream.unesco.org/live/room\_2\_en.wmv #IFCD

21 RETWEETS 6 FAVORITES

**UNESCO** @unescoNOW Follow

Help us train a new generation of cultural policy makers & entrepreneurs. Your investment will transform societies #IFCD #SupportCreativity

24 RETWEETS 7 FAVORITES

**UNESCO** @UNESCO Follow

Invest in Creativity & Transform Societies! Success stories from our Int'l Fund for Cultural Diversity on Pinterest [ow.ly/lQTAq](http://ow.ly/lQTAq)

31 RETWEETS 13 FAVORITES

**Votre 1% compte pour la créativité**

Session d'échange et de débat  
Lundi 10 Juin 2013, de 10h à 12h HEC  
Salle II, Siège de l'UNESCO, Paris

English Español 中文

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- Expressions culturelles
- Conférence des Parties
- Sessions
- Documents
- Règlement intérieur
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**Votre 1% compte pour la créativité**

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**CHACUN A UN RÔLE À JOUER**

- Parties
- Société civile
- Parlementaires
- Acteurs et professionnels de la culture
- Secteur privé

**TELECHARGEMENTS**

- Textes fondamentaux
- Structure FICC
- KIC d'information (en 12 langues)

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**Invest in Creativity & Transform Societies**

Culture is strong thanks to the passion of cultural entrepreneurs, artists, producers and the great spectrum of talented people engaged in the creative economy. With double-digit growth globally, creative industries can help generate jobs and income, especially for developing countries. That's why we created the Int'l Fund for Cultural Diversity – it finances projects that foster the emergence of local cultural sectors & strengthens cultural industries. Discover our many success stories!

**Follow Board** 32 Pins 1,352 Followers

Did you know that IFCD projects are empowering individuals and social groups in Uruguay, South Africa and Brazil? #SupportCreativity

Can Creativity be a driver for Sustainable Development? #IFCD #SupportCreativity

What does creativity mean for you? Young Guatemalan creators from indigenous communities and those of African descent were trained in audiovisual production at AUSA INCEA with the support of the International Fund for Cultural Diversity. They shared with us what creativity means for them. #IFCD

With support from the IFCD, women are finding new opportunities in cultural industries in Côte d'Ivoire. The balafon, a popular instrument in West African

Bosnia and Herzegovina's films are the country's best cultural export. But, Bosnian filmmakers face the tide of the financial crisis may be washing away their cinematography gains over the past 10 years. They believe much more investment and bold action is needed to keep the industry afloat, and to curb, for example, the on-going brain drain. If invested by the State in film-making delivers IF

E-updates

français español English




**international fund for cultural diversity**  
Investing in creativity  
Transforming societies

Update | **EMERGING CULTURAL ENTREPRENEURS**

April 2013

IFCD IN ACTION



Côte d'Ivoire is set to create a new cultural industry. With the help of the IFCD, Groupe Ba Banga Nyed on how to make, perform and commercialise.

IMPACT STORIES



South Africa's creative opportunities

Carnivals across South Africa are a parade of creativity. These annual events showcase the country's diverse arts, crafts, design, music and dance. Also, behind the scenes, carnivals are vital. They create scores of jobs, boost local economies and promote much needed social cohesion.

Capitalising on the events' thriving markets, the Harlequin Foundation based in Cape Town, South Africa, trained a group of would-be cultural entrepreneurs to make carnival artworks using recycled materials. [More](#)

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**fonds international pour la diversité culturelle**  
Investir dans la créativité  
Transformer les sociétés

Mise à jour | **ACTION POLITIQUE DYNAMIQUE**

Juillet 2013

LE FIDC EN ACTION



Au Mexique, un projet financé par le FIDC forme des fonctionnaires de la culture, répartis dans tout le pays, à la gestion de projets en œuvre de ce projet est soutenu par le développement de solutions innovantes, pour proposer un modèle créatif pour inspirer tout le monde. « Innovez et pensez de façon créative pour mener à bien vos projets ».

FAITS MARQUANTS



Les réalisateurs de films s'unissent pour élaborer les politiques de l'industrie

« En Bosnie-Herzégovine, les employés de l'industrie du film travaillent, en moyenne, moins de trois mois par an comparés à six mois dans les autres pays européens. Par conséquent beaucoup de nos jeunes talents créatifs et qualifiés migrent à l'étranger, vers de meilleures opportunités. » a déclaré le réalisateur de film et fondateur de Vizart Film Association, M. Zoran Galic. « Mais nous savons que notre industrie du film est capable de créer de nouveaux postes et, comme nous l'avons vu au cours de la dernière décennie, nos films encouragent la cohésion sociale et contribuent au développement des valeurs culturelles. »

[En savoir plus...](#)

français español English



**fondo internacional para la diversidad cultural**  
Invirtiendo en creatividad  
Transformando sociedades

Noticias | **EMPODERAMIENTO DE LOS JÓVENES**


Septiembre de 2013

EL FIDC EN ACCIÓN



Un grupo de jóvenes indonesios de la isla de Siberut ha creado un centro multimedia con el apoyo del FIDC. Esta iniciativa les brinda la oportunidad de adquirir experiencia realizando películas y utilizando tecnologías digitales. También les permite desarrollar sus ideas de negocio y, finalmente, crear sus propias microempresas. Crédito: Hendro.

HECHOS RELEVANTES



Una iniciativa de capacitación aporta esperanza laboral en Mozambique

Mientras en Maputo, capital de Mozambique, una gran sala de exposiciones se llena de artistas, empresarios, funcionarios gubernamentales y medios de comunicación, el improbable viaje de 85 jóvenes mozambiqueños empieza a cobrar sentido. Hace menos de un año, formaban parte del 21% de desempleados sin mucha esperanza de encontrar trabajo. Hoy, sin embargo, presentaban llenos de confianza el fruto de sus nuevas destrezas creativas, adquiridas gracias a un proyecto de alcance nacional puesto en marcha por la Comisión Nacional para la UNESCO de Mozambique, con el apoyo del Fondo Internacional para la Diversidad Cultural (FIDC) de la UNESCO. [Más...](#)

Un proyecto cinematográfico con jóvenes indígenas brasileños rompe estereotipos

Un grupo de escolares brasileños se ríen, bailan y se mueven en cuanto miran a unos niños indígenas imitar a Michael Jackson en la pantalla. "¿Es esto Brasil?", se preguntan al finalizar la proyección de la película sobre la realidad actual de sus colegas indígenas. Estos son algunos de los miles de niños brasileños que están desaprendiendo algunos de los estereotipos más comunes acerca de los indígenas. Y lo hacen gracias a un kit educativo multimedia, único en su género, (accesible en línea aquí) producido por Vídeo nas Aldeias con la participación de jóvenes directores de cine y sus comunidades, pertenecientes a los sanátnikas y guaraníes. [Más...](#)

## Communication Strategy

### IFCD Corporate video

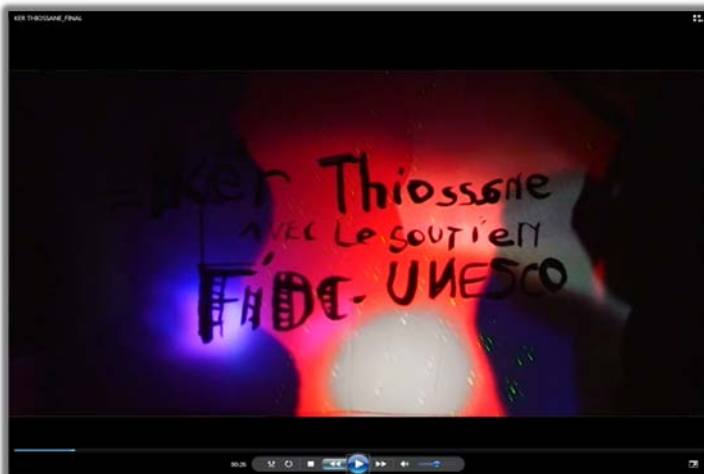


### Multimedia stories of IFCD-funded projects

#### Argentina - A vocational school creates new job options for young Argentiniens



#### Senegal - African artists embrace the digital era





### Croatia - Book market regulation and promotion of a culture of reading in Croatia



The IFCD presented at the Today'sArt Festival, The Hague, Netherlands, September 28<sup>th</sup> 2013

