



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

CKU

CENTRE FOR CULTURE
AND DEVELOPMENT

EMPOWERING ARTISTS AND CREATIVE ENTREPRENEURS

Mobilizing
for sustainable
development



A key part of making the 2005 Convention work is to raise awareness about it and demonstrate how stakeholders can use it to achieve social and economic progress.

WHY?

A new way of thinking about contemporary culture is opening up a world of creative possibilities for everyone

In 2005, the international community saw the need for an international treaty recognising the distinctive nature of cultural goods, services and activities.

The 2005 Convention articulates a new way of thinking about contemporary culture. It affirms that films, music, books and the myriad of other modern creative expressions produced by artists and creative entrepreneurs worldwide were more than mere commodities. They also carry meaning and values, shape opinions and foster mutual understanding.

Today, 143 countries and the European Union have recognised the importance of ratifying this landmark Convention, as a way to implement the UN 2030 Agenda on culture and development.

HOW?

Get involved

The involvement of various stakeholders (e.g., governmental and civil society actors, private sectors including creative entrepreneurs) in decision-making processes is crucial to ensuring that the policies, measures and interventions that governments develop respond to the needs of the stakeholders.

The development of creative economy requires collaboration across ministries, private-public partnerships, dialogue and cooperation between governments and civil society.

WHAT?

Creative economy

In the last 20 years, the creative economy has developed from having an unrecognized value to being identified as a global sector worth an estimated 4.3 trillion USD per year, contributing to 6.1% of the global economy. Even as recession gripped many parts of the world, creative sectors remained resilient. Dynamic creative industries are tools for inclusive economic and social development, creating jobs, improving skills, reducing inequalities and improving quality of life and well-being.

In this increasingly globalized world, Pakistan possesses a unique opportunity thanks to both its established and emerging creative sectors. According to UNESCO figures, Pakistan's total exports of cultural goods have increased from 60 million USD in 2004 to 437 million USD in 2013.

Access to information today is increasingly provided via digital platforms delivered through 3G and 4G mobile phone networks or Wi-Fi connections. This mobile digital revolution is an opportunity for Pakistan to leap the digital divide with other nations. A growing middle class of Pakistan's 189 million and the fact that 39.1% of Pakistan's population is under the age of 15 represents a large domestic market for its diverse creative goods and services.

The UNESCO 2005 Convention

The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions is an international treaty that provides a policy framework for the governance of culture. It recognizes the distinctive nature of culture as an important contributor to economic and social development and ensures that artists, creative professionals, practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of creative goods, services and activities, including their own. Pakistan has yet to ratify this Convention.

The 2005 Convention supports the creative sector by:

- Bringing various stakeholders together to analyse, identify and develop funding and action plans to holistically support creative industries
- Fostering entrepreneurship and professional networks
- Setting-up intellectual property regulation and enforcement systems
- Encouraging countries to open their markets to creative goods and services from the Global South through preferential treatment measures
- Supporting artists from developing countries to travel more easily and expand their access to new markets and audiences
- Enabling cultural actors in developing countries to become stronger players in the global marketplace

WHO?

Creative entrepreneurs at the heart of sustainable development

Creative entrepreneurs hold a key to developing the creative economy. While their contribution is increasingly becoming visible, lack of systematic data collection on creative sectors makes it difficult to grasp the real potential of the creative sectors. Developing case studies and obtaining contextualized information about business practices and creative entrepreneurs in Pakistan are indispensable for establishing baseline data, setting objectives for creative economy development and building indicators for monitoring progress.

Youth

Young people are particularly adept at accessing information and content through digital platforms, as they are at creating apps and content for these platforms. With expanding online networks and digital technologies, creativity has become an increasingly popular way for youth to express themselves that help to foster social cohesion.

The 2005 Convention encourages activities and interventions that:

- Equip youth with the skills and techniques needed to run creative enterprises
- Help them develop artistic creative skills by integrating culture into education systems
- Strengthen professional associations, networks and alliances for young creative professionals
- Raise their awareness about the contribution of creative sectors to development

*There are 73 million unemployed young people worldwide.
Every 1 USD invested in fostering young people's skills
can pay back 15 USD in economic growth.*

Civil society

Civil society plays a pivotal position in the 2005 Convention as it can:

- Facilitate dialogue and information-sharing between governments and citizens
- Monitor policies and programmes
- Ensure participatory policy-making and sustainable systems of governance for culture



Government

Once becoming a Party to the 2005 Convention, each government is bounded by rights and obligations of the Convention.

One of the statutory obligations of all Parties to the 2005 Convention is to submit to UNESCO, every four years, a periodic report providing information about the policies and measures that they have taken to implement this treaty. The periodic reporting is a way to share information among Parties, promote innovative policy practices and increase transparency in the governance of culture. Innovative examples are available on the website of the 2005 Convention: en.unesco.org/creativity/monitoring-reporting/periodic-reports/innovative-examples

Another mechanism of the 2005 Convention is the International Fund for Cultural Diversity (IFCD). A call for funding requests to support creative entrepreneurs is launched every year with an annual deadline for submission in April. NGOs and public institutions of Parties to the Convention can submit funding requests. For more information, en.unesco.org/creativity/ifcd

The Conference of Parties

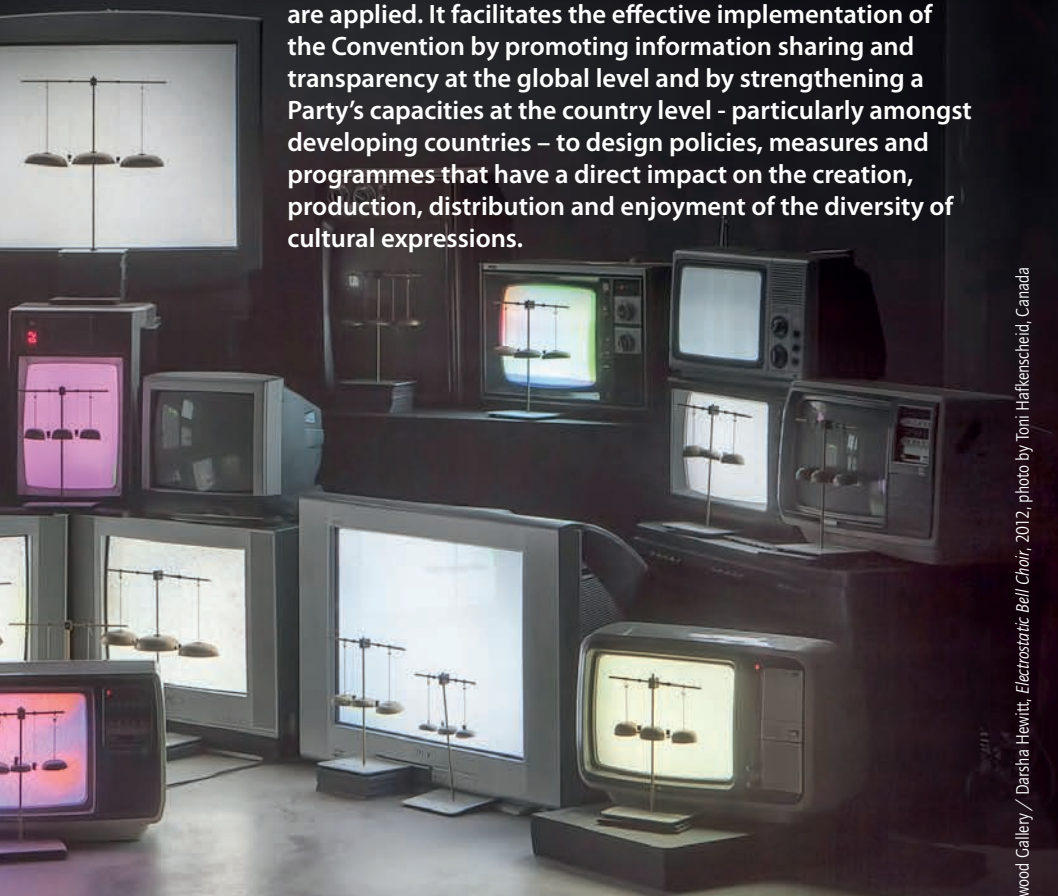
This is the assembly of all the Parties to the Convention and is the Convention's plenary decision-making body. This body meets every two years and takes key management, operational and strategic decisions.

The Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions

The Intergovernmental Committee is the operational body responsible for promoting the objectives of the Convention, and for monitoring how it is applied. It meets every year to implement the decisions made by the Conference of Parties. The Conference of Parties elects the 24 members of this Committee for four-year terms, adhering to principles of equitable geographical representation and rotation.

UNESCO Secretariat

The UNESCO secretariat supports the work of the Conference of Parties and the Intergovernmental Committee and ensures that these bodies' decisions are applied. It facilitates the effective implementation of the Convention by promoting information sharing and transparency at the global level and by strengthening a Party's capacities at the country level - particularly amongst developing countries - to design policies, measures and programmes that have a direct impact on the creation, production, distribution and enjoyment of the diversity of cultural expressions.



CKU • The Danish Centre for Culture and Development provides funding for a UNESCO project to raise awareness in Pakistan about the 2005 Convention and the importance of developing policies for the creative sector. The aim of the project is to **empower governmental and civil society actors** to take part in **participatory policy making for culture**, in view of providing access to and participation in cultural activities by a wide range of people including women, youth and marginalized groups.

The project activities include: an elaboration of a situational analysis of the creative sector of Pakistan; consultation workshops with creative entrepreneurs; workshops on policies for the creative sector in Pakistan and the 2005 Convention with policymakers and government officials. Policy recommendations reflecting the needs of the creative sector will be put forward to the government by the end of the project.

UNESCO • The United Nations Educational, Scientific and Cultural Organization (UNESCO) is a specialized agency of the United Nations (UN). Its purpose is to contribute to establishing lasting peace on the basis of humanity's moral and intellectual solidarity. UNESCO strives to build networks among nations that enable this kind of solidarity, by:

- Mobilizing for education
- Building intercultural understanding through support for cultural heritage and the diversity of cultural expressions
- Pursuing scientific cooperation
- Protecting freedom of expression

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