United Nations Educational, Scientific and Cultural Organization · Diversity of Cultural Expressions

CALL FOR APPLICATIONS

EU/UNESCO EXPERT FACILITY
on the Governance of Culture in Developing Countries

Support for new regulatory frameworks to strengthen the cultural and creative industries and promote South-South cooperation

What, How and Why?

Apply Now! No deadline!
UNESCO and EU to evaluate applications on a rolling basis

Project funded by the European Union (EU)
2018-2021

Launched in December 2018

No deadline

Applications received and evaluated on an ongoing basis

Request for the provision of expertise and peer-to-peer learning (non-financial assistance)

The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

What?

- International standard setting instrument
- Policy framework for the governance of culture
- Participatory, transparent, informed and evidence-based
- Support every stage of the cultural value chain

Guiding principles

- Respect for human rights and fundamental freedoms
- Sovereignty
- Equal dignity of and respect for all cultures
- International solidarity and cooperation
- Complementarity of economic and cultural aspects
- Sustainable development
- Equitable access
- Openness and balance

Monitoring framework of the 2005 Convention

MONITORING FRAMEWORK OF THE 2005 CONVENTION
ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

GUIDING PRINCIPLES

| Ensure the sovereign right of States to adopt and implement policies to protect and promote the diversity of cultural expressions, based on informed, transparent and participatory processes and systems of governance | Facilitate equitable access, openness and balance in the flow of cultural goods and services as well as the free movement of artists and cultural professionals | Recognize the complementary of economic and cultural aspects of sustainable development | Respect human rights and fundamental freedoms of expression, information and communication as a pre-requisite for the creation and distribution of diverse cultural expressions |

GOALS

| SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE | ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS | INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS | PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS |

2030 SDGs

| 4 QUALITY EDUCATION / 8 DECENT WORK AND ECONOMIC GROWTH / 16 PEACE, JUSTICE AND STRONG INSTITUTIONS / 17 PARTNERSHIPS FOR THE GOALS | 8 DECENT WORK AND ECONOMIC GROWTH / 10 REDUCED INEQUALITIES / 17 PARTNERSHIPS FOR THE GOALS | 8 DECENT WORK AND ECONOMIC GROWTH / 17 PARTNERSHIPS FOR THE GOALS | 5 GENDER EQUALITY / 16 PEACE, JUSTICE AND STRONG INSTITUTIONS |

EXPECTED RESULTS

| National policies and measures support creation, production, distribution and access with regard to diverse cultural activities, goods and services and strengthen informed, transparent and participatory systems of governance for culture | National policies and measures, including preferential treatment, facilitate a balanced flow of cultural goods and services and promote the mobility of artists and cultural professionals around the world | Sustainable development policies and international cooperation programmes integrate culture as a strategic dimension | International and national legislation related to human rights and fundamental freedoms is implemented and promotes gender equality and artistic freedom |

AREAS OF MONITORING

Cultural and creative sectors	Media diversity	Digital environment	Partnering with civil society	Mobility of artists and cultural professionals	Flow of cultural goods and services	Treaties and agreements	National sustainable development policies and plans	International cooperation for sustainable development	Gender equality	Artistic freedom

CORE INDICATORS

| Policies and measures support the development of dynamic cultural and creative sectors | Policies and measures support diversity of the media | Policies and measures support digital creativity, enterprises and markets | Measures strengthen the skills and capacities of civil society | Policies and measures support the outward and inward mobility of artists and cultural professionals | Policies and measures support balanced international flows of cultural goods and services | Trade and investment agreements refer to the Convention or implement its objectives | National sustainable development policies and plans include action lines to support diverse cultural expressions | Development cooperation strategies include action lines to support diverse cultural expressions | Policies and measures promote gender equality in the culture and media sectors | Policies and measures promote and protect freedoms of creation and expression and participation in cultural life |
| Policy-making is informed and involves multiple public bodies | Policies and measures support diversity of content in the media | Policies and measures facilitate access to diverse cultural expressions in the digital environment | Civil society is involved in the implementation of the Convention at national and global levels | Operational programmes support the mobility of artists and cultural professionals, notably from developing countries | Information systems evaluate international flows of cultural goods and services | Other agreements, declarations, recommendations and resolutions refer to the Convention or implement its objectives | Policies and measures support equity in the distribution of cultural resources and inclusive access to such resources | Development cooperation programmes strengthen creative sectors in developing countries | Monitoring systems evaluate levels of representation, participation and access of women in the culture and media sectors | Policies and measures promote and protect the social and economic rights of artists and cultural professionals |

ACTIONS

Strategic decisions of the governing bodies implemented • Awareness raised • Partnerships and networks established, strengthened and fostered • Public debates organized
Information and data collected, analysed and shared • Policy analysis, benchmarking and monitoring ensured • Global reports produced
Capacities and skills reinforced • Technical assistance and policy advice provided • Projects financed

20%

of employed people aged 15-29 work in the cultural and creative industries

Women hold

45%

of cultural occupations worldwide

CULTURAL AND CREATIVE INDUSTRIES AT THE FOREFRONT

The cultural and creative industries contribute an estimated

US$2,250 billion

to global GDP each year
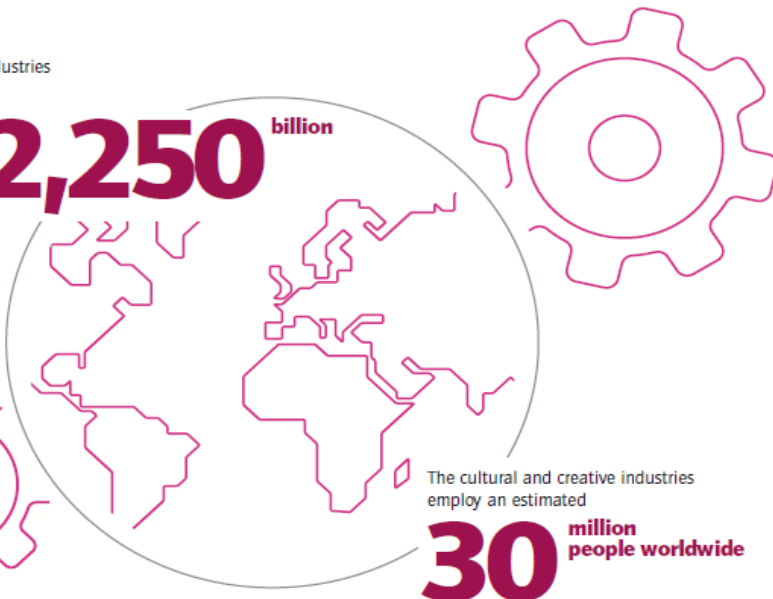
The cultural and creative industries employ an estimated

30 million people worldwide

"Sound CCIs require regulatory framework (laws, strategies, policies and measures) that are based on goals and principles defined in the 2005 Convention"

UNESCO
United Nations Educational, Scientific and Cultural Organization

Diversity of Cultural Expressions

Supporting 12 developing countries, or more if budget allows, to design a new **regulatory framework for CCIs** through:

- ☐ Provision of expertise from the Expert Facility

- ☐ Capacity-building

- ☐ Peer-to-peer learning

Impact

Sustainable **systems of governance for culture** are strengthened

for the CCIs in developing countries through the creation of new regulatory environments and South-South cooperation

Outcome

Governments and civil society actors take steps to implement **new regulatory frameworks** in a transparent, evidence-based and participatory manner

Outputs

1: New **regulatory environments**, including Intellectual Property Rights (IPR) for CCIs, are designed through the **provision of expertise** and **peer-to-peer learning** support

2: National skills and capacities are strengthened

3: Peer-to-peer and good policy practice exchange mechanisms are put in place to strengthen policies and institutional environments through South-South cooperation activities

Technical Deep Dive

UNESCO implemented from 2010 to 2015 a 1.5 million € technical assistance project with EU funding which resulted in…

Governance for culture strengthened in 13 countries*

Inaugural **Expert Facility** established

→

23 strategic documents designed for CCIs

→

Awareness raised about importance of **inter-ministerial** and cross-sectoral coordination

↓

Women artists/professionals empowered

←

Platforms for **public-private** partnerships built

←

Participation of **civil society** enhanced
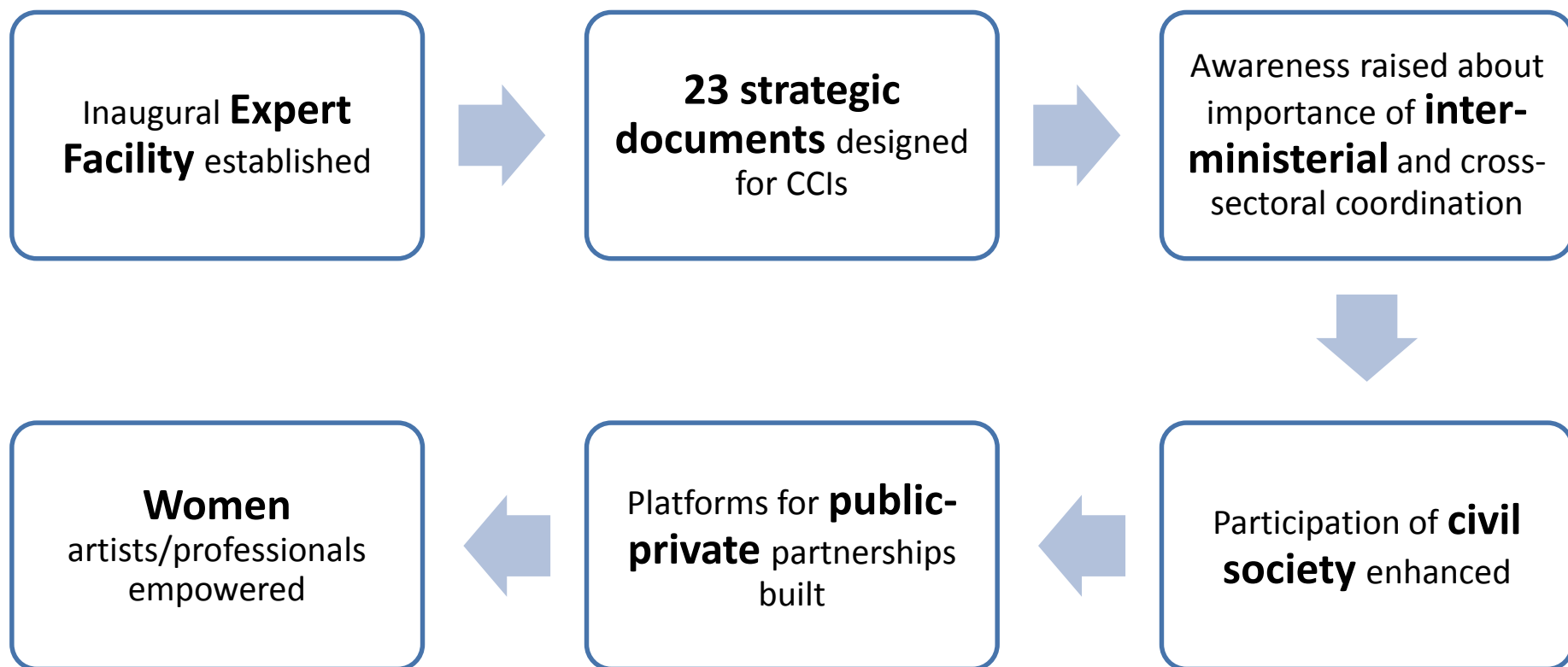
* Argentina, Barbados, Burkina Faso, Cambodia, the DRC, Haiti, Honduras, Kenya, Malawi, Mauritius, Niger, Seychelles, Viet Nam

Beneficiary countries

- Developing countries on OECD-DAC List of **Official Development Assistance** (ODA) recipients
- Parties to the 2005 Convention
- Priority to **African Caribbean Pacific** (ACP) region and non-beneficiaries of Phase I of EU project

- Ministries, public institutions/agencies with **regulatory responsibilities** on the governance of culture

Who can apply?

- 96 eligible developing countries (see **Annex 1** of the Call for Applications)

- Ministries, public institutions/agencies with **regulatory responsibilities** on the governance of culture

96 eligible countries (Annex 1 of the Call)

1. Afghanistan
2. Albania
3. Algeria
4. Angola
5. Antigua and Barbuda
6. Argentina
7. Armenia
8. Azerbaijan
9. Bangladesh
10. Belarus
11. Belize
12. Benin
13. Bolivia (Plurinational State of)
14. Bosnia and Herzegovina
15. Brazil
16. Burkina Faso
17. Burundi
18. Cambodia
19. Cameroon
20. Central African Republic
21. Chad
22. China (People's Republic of)
23. Colombia
24. Comoros
25. Congo
26. Congo (Democratic Republic of)
27. Costa Rica
28. Côte d'Ivoire
29. Cuba
30. Djibouti
31. Dominica
32. Dominican Republic
33. Ecuador
34. Egypt
35. El Salvador
36. Equatorial Guinea
37. Eswatini
38. Ethiopia
39. Gabon
40. Gambia
41. Georgia
42. Ghana
43. Grenada
44. Guatemala
45. Guinea
46. Guyana
47. Haiti
48. Honduras
49. India
50. Indonesia
51. Iraq
52. Jamaica
53. Jordan
54. Kenya
55. Lao People's Democratic Republic
56. Lesotho
57. Madagascar
58. Malawi
59. Mali
60. Mauritania
61. Mauritius
62. Mexico
63. Mongolia
64. Montenegro
65. Morocco
66. Mozambique
67. Namibia
68. Nicaragua
69. Niger
70. Nigeria
71. Palestine
72. Panama
73. Paraguay
74. Peru
75. Rwanda
76. Saint Lucia
77. Saint-Vincent and the Grenadines
78. Samoa
79. Senegal
80. Serbia
81. South Africa
82. South Sudan
83. Sudan
84. Syrian Arab Republic
85. Tajikistan
86. The former Yugoslav Republic of Macedonia
87. Timor-Leste
88. Togo
89. Tunisia
90. Turkey
91. Uganda
92. Ukraine
93. United Republic of Tanzania
94. Venezuela (Bolivarian Republic of)
95. Vietnam
96. Zimbabwe

What is expected from applicants?

- ✓ **Focus area**: Need to identify a focus area in terms of policies and measures to support regulatory frameworks for CCIs. Sectoral or transversal
- ✓ **Diagnostics, needs and priority assessment** prior to applying
- ✓ **Civil society involvement**
- ✓ **Commitment of authorities**
- ✓ Establishment of a **multi-stakeholder national team** with gender parity

What is a regulatory framework for CCIs?

Policies and measure to support

* Development of **dynamic CCIs**

* **Media diversity**

* **Diversity of content** in the media

* **Digital creativity**, enterprises and market

Policies/measures to support

* Outward/inward **mobility of artists** and cultural professionals

* **Balanced international flows** of cultural goods and services

Regulatory framework for CCIs

National sustainable development policies and plans to include action lines to support creativity and diverse cultural expressions

Policies/measures to promote

* **Gender equality** in the culture and media sectors

* **Freedoms of creation**, expression and participation in cultural life

* **Social and economic rights** of artists

SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE

Policies and measures to support the development of dynamic cultural and creative sectors

1 Design or revise a law, strategy, policy and measure for the development of cultural and creative industries (CCIs), including in a digital environment

2 Design or revise a sector-specific law, strategy, policy and measure that supports different cultural and creative industries (e.g., film, music, visual arts, publishing, design, etc.)

3 Design or revise measures that invest in job creation, entrepreneurship and encourage the formalization and growth of micro-, small- and medium-sized enterprises in the cultural and creative industries

4 Design or revise a law on intellectual property rights, taking into account the challenges of the digital environment

Policies and measures to support media diversity

5 Design or revise a media policy or media strategy to guarantee media freedom and public access to information in the digital environment

6 Design or revise a media policy or media strategy to promote distribution and access to a diversity of cultural content in the media

Policies and measures to support diversity of content in the media

7 Strengthen public service media with a legal remit to promote the diversity of cultural expressions (public service media with cultural mandate)

8 Design or revise policies or measures that support regional or local broadcasters; linguistic diversity in media programming; community programming for marginalized groups; co-productions with other countries; and socio-cultural programming

9 Design or revise legislation to ensure visibility of diverse cultural expressions and discoverability of local cultural content

Policies and measures to support digital creativity, enterprises and markets

10 Design or revise a policy or measure to ensure vibrant domestic digital cultural industry markets with a diversity of e-players of all sizes

11 Design or revise specific policies or support mechanisms to foster modernization of cultural and creative industries and institutions (training schemes, funding for digitization of analogue industries, support to female entrepreneurs working with new technologies)

12 Design or revise policies or measures to promote digital creativity and support artists and other cultural professionals working with new technologies

13 Design or revise specific technical/vocational training on information and communication technology (ICT) for artists and cultural professionals

14 Design or revise policies and measures to enhance access to domestically produced cultural content in the digital environment

ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND PROMOTE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS

FLOWS AND MOBILITY

Policies and measures to support the outward and inward mobility of artists and cultural professionals

15 Design or revise policies and measures to support the outward mobility of artists and cultural professionals (e.g., cultural agreements, memoranda of understanding, export offices, support for participation in international cultural markets, bilateral or international cultural partnerships and joint ventures, etc.)

16 Design or revise policies and measures to support the inward mobility of artists and cultural professionals (e.g., cultural agreements, memoranda of understanding, development projects, etc.)

17 Design or revise specific visa policies or other cross-border measures to support the inward mobility of foreign artists in your country (e.g., simplified visa procedures, reduced application fees, visas for longer durations)

18 Design or revise work permit regulations to support foreign artists and cultural professionals in your country (e.g., double taxation avoidance agreements, special work permits, health insurance, accommodation, subsidies to cover living expenses, etc.)

Policies and measures to support balanced international flows of cultural goods and services

19 Signing of co-production and co-distribution agreements to improve the distribution of cultural goods and services in the digital environment

20 Design or revise export strategies or measures to promote cultural goods and services abroad

21 Design or revise measures that provide incentives to import cultural goods and equipment

22 Design or revise fiscal measures on imports of cultural goods

INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS

National sustainable development policies and plans to include action lines to support creativity and diverse cultural expressions

23 Design or revise national sustainable development plans and strategies that recognize the strategic role of culture, creativity and innovation and cultural and creative industries

24 Design or revise financial, infrastructural or other support mechanisms for artists and cultural professionals in rural/disadvantaged areas

PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS

Policies and measures to promote gender equality in the culture and media sectors

25 Design or revise policies and measures to support women's full and effective participation in cultural life

26 Design or revise legislation to address cyber harassment, online trolling and targeted attacks, particularly against female artists on digital platforms

27 Design or revise policies to empower all women and girls, ensure their effective participation and equal opportunities to work in the cultural and creative industries, including in a digital environment

28 Design policies and measures to support the recognition and advancement of women as artists, cultural professionals and/or creative entrepreneurs (e.g., ensure equal pay for equal work or equal access to funding, coaching or mentoring schemes, anti-discrimination measures, etc.)

29 Design or revise policies and measures to ensure equal opportunities at all levels of decision-making in culture and media sectors (e.g., ministries, public bodies and cultural facilities, training institutions and/or private companies)

Policies and measures to promote freedoms of creation, expression and participation in cultural life

30 Design or revise national regulatory frameworks that formally acknowledges the right of artists to freely create, disseminate and/or perform their artistic work

31 Design or reinforce an independent body to receive complaints and monitor violations to fundamental freedoms of expression including artistic and/or media freedoms, in particular against women

Policies and measures to promote and protect the social and economic rights of artists

32 Design or revise a governance process to make decision-making for government funding, state grants and awards for artists more transparent

33 Design or revise a law on the status of artist, including provisions to guarantee the right to form or join trade unions and professional organizations

34 Design or revise social protection for artists (e.g., health insurance, retirement schemes, unemployment benefits, etc.)

35 Design or revise economic measures for artists (e.g., intellectual property rights, contracts, collective agreements, income tax and other frameworks, etc.)

Applications evaluated and decided on the basis of the following criteria

- Direct beneficiaries
- Relevance
- Feasibility
- Effectiveness
- Sustainability

Application and Selection Process

Applications submission to UNESCO

Positive evaluation
→ approval by UNESCO&EU

Negative evaluation
→ Feedback by UNESCO&EU

Implementation

Submission of **revised application**

Countries can resubmit revised applications, taking into account feedback by UNESCO&EU

Possibility of resubmission can increase **political engagement** and a sense of **ownership**.

Positive evaluation
→ approval by UNESCO&EU

Negative evaluation
→ feedback by UNESCO&EU

Implementation in each country will last between 18 and 24 months.

Implementation

Submission of **revised application**

And so on...

Over 18-24 months, beneficiary countries will receive on-demand **non-financial assistance**, involving:

Transfer of knowledge and peer-to-peer exchanges

Skills training

Consulting services

Implementation: Provision of Expertise

The **international expert**, working with the national expert, will undertake a maximum of **3 missions** to the beneficiary country and also provide **distant coaching**. Experts will also support the **peer-to-peer learning** initiative.

Peer-to-peer learning through "**technical deep dive**"

Outputs:

New **regulatory frameworks** for CCIs designed in a participatory manner

National **implementation capacity** strengthened

South-South cooperation enhanced

Mission 3

Work with national team to operationalize policy

Support inter-ministerial coordination mechanisms

Mission 2

Guide working groups to list up measures to be included in policy

Facilitate drafting process

Present outputs of working groups to government

Support elaboration of implementation plan

Mission 1

Conduct diagnostic

Establish working groups

Agree on a methodology/work-plan with national team

UNESCO — United Nations Educational, Scientific and Cultural Organization · Diversity of Cultural Expressions

EU/UNESCO Expert Facility (2019-2022)

For the provision of expertise, among the experts below, the beneficiary countries and UNESCO will jointly select most appropriate experts, in terms of expertise, language skills, past experience, etc.

Jordi Baltà
Spain

Laurence Cuny
France

Brahim El Mazned
Morocco

Marwa Helmy
Egypt

Yarri Kamara
Sierra Leone

Magdalena Moreno
Chile

Ole Reitov
Denmark

Anupama Sekhar
India

Alexandra Bensamoun
France

Francisco d'Almeida
Togo

Fatin Farhat
Palestine

Deborah Hickling
Jamaica

Andrea King
Barbados

Farai Mpfunya
Zimbabwe

Lazaro Rodriguez
Cuba

Hiroko Tsuboi
Japan

David Waweru
Kenya

Mira Burri
Bulgaria

Mauricio Delfin
Peru

Xin Gu
China

Yoonhuyng Jeon
Republic of Korea

Octavio Kulesz
Argentina

Ojoma Ochai
Nigeria

Jorge Sanchez
Mexico

Charles Vallerand
Canada

Sara Whyatt
United Kingdom

Alfonso Castellanos
Mexico

Milena Dragicevic
Serbia

Véronique Guèvremont
Canada

Bodibaatar Jigjidsuren
Mongolia

Jenny Mbaye
Senegal

Désiré Ouédraogo
Burkina Faso

Eduardo Saravia
Colombia

Lidia Varbanova
Bulgaria

Vesna Copic
Slovenia

Basma El Husseiny
Egypt

Meijing He
China

Avril Joffe
South Africa

Christine Merkel
Germany

Tojo Rakotomalala
Madagascar

Hector Schargorodsky
Argentina

Ayeta Wangusa
Uganda

A national expert to work in pair with the **international expert**

To be selected through an open call

To work in pair with the international expert

To guide the work of the national team on an ongoing basis

To ensure transfer of knowledge and national capacity building from the international expert to the national team

Peer-to-peer learning
allowing the beneficiary country (Country A) to exchange with public officials from the Global South who have created exemplary policies in their own country (Country B)

UNESCO

2. UNESCO:
"We know that Country B recently developed a policy on xxx."

1. Country A to UNESCO:
"What did other developing countries do to develop xxx?"

3. UNESCO to Country B:
"Country A is interested in learning how your country developed and implement a policy on xxx. Can you exchange with representatives of Country A and show them how your country did?"

UNESCO

Country A

Country B

Country A

Country B

4. Country B:
"We will be happy to both visit and receive a group of Country A representatives to exchange about our country's experience"

Peer-to peer learning for
new knowledge & new/improved action

FAQs

UNESCO will regularly update a list of **Frequently Asked Questions**
on its website

You can also contact the Secretariat of the 2005 Convention at
culture-governance@unesco.org

ONGOING APPLICATION

APPLY NOW: culture-governance@unesco.org

culture-governance@unesco.org

UNESCO
Diversity of Cultural Expressions (DCE)
Culture Sector
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Paris 07 SP. France

For more information

https://en.unesco.org/creativity/

https://en.unesco.org/creativity/news/strengthen-your-creative-sectors-unesco-european-union

https://en.unesco.org/creativity/activities/supporting-new-regulatory-frameworks-strengthen

United Nations
Educational, Scientific and
Cultural Organization

Diversity of
Cultural Expressions

Funded by the
European Union