



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

8 IGC

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INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

Eighth Ordinary Session
Paris, UNESCO Headquarters
9 - 11 December 2014

Item 13 of the Provisional agenda: Initiative to increase the visibility of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions

At the request of Canada, an item entitled "Initiative to increase the visibility of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions" was placed on the provisional agenda.

Explanatory note

Issue: Adding a point on the proposal for the *UNESCO Award of Excellence for the Diversity of Cultural Expressions* to the agenda of the 8th session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions from December 9 to 11, 2014.

Background: The Conference of Parties has recognized on many occasions the importance of raising awareness of the 2005 Convention and increasing its visibility in order to encourage as many countries as possible to ratify it. It is in this context that Canada had the idea to create the *UNESCO Award of Excellence for the Diversity of Cultural Expressions*.

This Award would recognize the exceptional contribution of individuals, entities, companies and/or organizations to the protection and promotion of the diversity of cultural expressions, whether through their work or their notable practices. Many individuals and organizations can be promoters of the diversity of cultural expressions and the Award would help highlight these exceptional contributions and share related best practices. Such a prestigious award would directly contribute to increasing the reach and visibility of the Convention.

The Award would be given out every two years as part of the Conference of Parties to individuals, entities, companies and/or organizations working in culture-related fields. They can be creators, entrepreneurs, event organizers or promoters, researchers or academics. One Award recipient by electoral group would be chosen, for a total of six recipients every two years. The recipients' Parties would have to wait four years before they can nominate someone again.

The selection framework would be simple, rigorous and transparent, using a merit-based assessment of nominations at minimal cost. In order to be considered, all nominations must demonstrate the candidates' compliance with and contribution to the provisions (principles, objectives and sections) of the Convention, including but not limited to, sections 1(a) to 1(e). Nominations must also meet one or more criteria developed by Intergovernmental Committee members, for example, authenticity, innovation or lasting impact in the community.

A number of options could be considered for the selection process. The Committee could decide, at its 8th session, to adopt one of the three options below:

Option A – Draw of eligible Parties (1 Party/electoral group) invited to submit a nomination

A draw would be held to determine the eligible Parties (1 Party/electoral group) who can submit a nomination. The National Commission for UNESCO (or other designated body) of each Party drawn would determine, based on pre-established selection criteria approved by the Convention organs, the recipient of the Award for this Party, and would inform the Convention Secretariat. A notice would be sent out by the Secretariat to the six recipients (1/electoral group) and they would be invited to attend the Award ceremony, which would be held, as a side-event, during the Conference of Parties.

Option B: Draw of recipients (1 recipient/electoral group) based on nominations submitted by interested Parties

All interested Parties could submit a nomination. For each interested Party, the National Commission for UNESCO (or other designated body) would assess the nominations based on pre-established selection criteria approved by the Convention organs, and would send the selected national nomination to the Convention Secretariat (1 nomination/interested Party). Then, a draw would be held to identify one Award recipient by electoral group, for a total of six recipients. They would be invited to attend the Award ceremony, which would be held, as a side-event, during the Conference of Parties.

Option C: Selection of recipients (1/electoral group) by a board and through a resolution of the Conference of Parties

All interested Parties could submit a nomination. For each interested Party, the National Commission for UNESCO (or other designated body) would assess the nomination based on pre-established selection criteria approved by the Convention organs, and would send the national nomination selected to the Convention Secretariat (1 nomination/interested Party). Then, a board consisting of Intergovernmental Committee members would select an Award recipient by electoral group, for a total of six recipients. The Conference of Parties would adopt a resolution approving the choice of recipients, who would then be invited to attend the Award ceremony, which would be held, as a side-event, during the Conference of Parties.

It should be noted that the recipients' Parties should cover the travel costs for their recipient to attend the Award ceremony on the margins of the Conference of Parties, or identify a sponsor to cover these costs, if needed.

In order to enhance the visibility and prestige of the Award, recipients could be invited to various media activities (for example, participating in a television show or being picked up by social media or featured on the UNESCO Web site).

The Secretariat could work on an award proposal based on the Committee's recommendations, during its 8th session, and present a full proposal at the 5th session of the Conference of Parties in June 2015.

DRAFT DECISION 8.IGC 13

The Committee,

1. Recalling Resolution 2.CP 7 of the Conference of Parties and its Decision 2.EXT.IGC 7;
2. Recognizing the importance of ensuring the visibility and promotion of the Convention;
3. Considering the options discussed during this session, the Committee requests the Secretariat to further develop option x.
4. Recommends to the Conference of Parties that it approves this option.

*Délégation permanente du Canada
auprès de l'UNESCO*



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*Permanent Delegation of Canada
to UNESCO*

le 7 novembre 2014

Mme Danielle Cliche
Chef, Section de la diversité des expressions culturelles et
Secrétaire de la Convention sur la protection et
la promotion de la diversité des expressions culturelles
Secrétariat de la Convention de 2005
Section de la diversité des expressions culturelles (CLT/CEH/DCE)
UNESCO
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Objet : Ajout d'un élément portant sur une proposition intitulée : Initiative en vue d'accroître la visibilité de la Convention sur la protection et la promotion de la diversité des expressions culturelles (2005)

Madame Cliche,

Suite à ma lettre du 24 octobre dernier vous demandant formellement, au nom de la Délégation canadienne et conformément à l'article 8, paragraphe 2(e) du Règlement intérieur du Comité intergouvernemental de la Convention, que la proposition « initiative en vue d'accroître la visibilité de la Convention sur la protection et la promotion de la diversité des expressions culturelles (2005) », soit inscrite à l'ordre du jour de la 8^{ème} session du Comité intergouvernemental qui tiendra ses travaux du 9 au 11 décembre 2014, j'ai l'honneur de vous transmettre la note explicative ci-jointe en langue anglaise et française.

Je vous remercie pour votre habituelle collaboration.

Cordialement,

A handwritten signature in blue ink, appearing to read 'Jean-Pierre Blackburn'.

Jean-Pierre Blackburn,
Ambassadeur du Canada
Délégué permanent auprès de l'UNESCO

Pièce jointe

Canada