



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

8 IGC

CE/14/8.IGC/9
Paris, 8 October 2014
Original: English

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

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

Item 9 of the provisional agenda: Report on the implementation of the IFCD fundraising strategy

In accordance with Decision 7.IGC 7, this document presents a report on the implementation of the IFCD fundraising strategy.

Decision required: paragraph 18

1. At its sixth ordinary session in December 2012, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Committee”) adopted in its entirety a fundraising and communications strategy for the International Fund for Cultural Diversity (hereinafter “the IFCD”)(Decision 6.IGC6 paragraph 3). To this end, the Committee decided to have the strategy implemented progressively with available funds and resources and have the budget assigned accordingly for future activities at each session.

2. To recall, the five-year strategy (2013-2018) is divided into three phases. The first phase (18 months from January 2013 to June 2014) was designed to expand the IFCD’s existing support base among governments. The estimated cost for phase one was approximately US\$ 359,500 and US\$ 1,434,875 was expected to be raised during this phase. Phase two extends over a two-year period (from July 2014 to June 2016) and is expected to cost approximately US\$ 457,125. The goal of this phase is to develop targeted cases for support and reach out to external donors to secure partnerships with the private sector and with high-net-worth individuals and raise US\$ 4,391,367. Phase three will be rolled out over an 18-month period (from July 2016 to December 2017) with a US\$ 351,625 budget. The overall goal is to ensure 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.

3. At this session, the Committee is expected to review progress made during phase one of the strategy’s implementation, take note of the targets and challenges for phase two and assign a budget for activities to be carried out in 2015.

Phase One - Results and Impact

4. The main objectives of phase one were to establish a clear message and visible identity for the IFCD and consolidate the IFCD’s existing donor base (Parties to the Convention). In order to renew the consolidation of the IFCD’s donor base in 2014, the Assistant Director-General for Culture issued a call for contributions to Parties in March 2014 through an official letter requesting support to the IFCD by providing regular voluntary contributions equivalent to at least 1 per cent of their total contribution to UNESCO. In addition, promotional activities increasing the visibility of the IFCD were continuously carried out through various communication tools (e-update, multimedia stories and brochure).

5. The impact of the implementation of phase one of the fundraising strategy is demonstrated by the fact that US\$ 1,060,893.86 were raised from the launch of the fundraising strategy in January 2013 up to June 2014. This represents 75 per cent of the target amount of US\$1,434,875. This high percentage is clearly a direct result of the fundraising strategy in consideration of the fact that the IFCD is based on voluntary contributions and the global economic crisis. It is also, worth noting that only around 15 per cent of the Parties (20 out of 134) contributed to this amount, of which 7 Parties made an annual and regular contribution.

Phase Two – New Targets and Challenges

6. From July 2014, the IFCD entered into phase two of the fundraising strategy. During this period of transition from phase one to phase two, the Secretariat began to establish the building blocks needed to reach out to external donors while continuing to strengthen the existing donor base.

7. While phase one of the strategy focused on rebranding the IFCD by developing and packaging content, phase two foresees the IFCD to reach maturity in its communications and advocacy efforts and further enhance its global outreach. The challenge for this phase’s communications strategy would be, on one hand, to provide convincing cases for support through the different communication tools so that it could appeal to an increasing number of different potential funding partners and, on the other hand, to implement a dynamic strategy that could distribute and disseminate these tools in a proactive manner. Both actions will hinge on the engagement of skilled human resources with the required expertise in the field of

communication and media distribution. When keeping in mind that phase three of the strategy aims at establishing major media partnerships, the implementation of a distribution strategy could be considered as laying the foundations for the next phase.

8. As part of phase-two activities of the strategy, the Secretariat initiated private sector prospect research in order to expand IFCD's donor support base beyond governmental donors and to seek alternative funding sources, namely private sector and high-net-worth individuals. As a basic tool needed to cultivate relationships with prospective private sector partners, a detailed list and database of potential private sector partners is currently being developed.

9. Once this list is established, the next step will be to develop an action plan for elaborating the arguments and implementing systems necessary for collaborating effectively with the targeted prospects. As indicated in the fundraising strategy, the engagement of a specialist with professional fundraising and communications backgrounds is fundamental in order to cultivate relationships with prospective donors and pursue, secure and maintain a steady pipeline of private sector partnerships. The communication specialist would be expected to develop different modalities of partnerships and incentive programmes with partner benefits, create tailor-made cases for support outlining the key advantages as selling points for potential funding partners and foster sustainable cooperation mechanisms. As the level of outreach and formal contacts with the private sector intensifies, special assistance through staff secondment schemes could also be a valuable way for Parties to continue their support and contribution to the IFCD.

Overview of fundraising activities for 2014

10. The production of five issues of the e-update, four new multimedia stories and one end-of-year brochure was foreseen as part of the promotional activities for 2014 in order to continue raising visibility and communicating impact results. Below is an overview of these activities, as approved by the Committee at its seventh ordinary session and achieved by the Secretariat in 2014. The annex of this document presents a visual summary of the implementation of these activities.

11. **Five electronic newsletters** (e-updates) were released in English, French and Spanish in May, July, September, November and December 2014 to keep the Convention's stakeholders informed about the results and on-going activities of the IFCD projects. The template of the e-update was renewed with a dynamic visual identity, including the emblem of the Convention and IFCD tagline "Investing in creativity. Transforming societies". The newsletters also featured UNESCO priorities and emerging issues related to the work of the Convention and the Culture Sector, such as digital technology and gender. Statistics available show that the e-update email list is growing with some 3,000 regular readers subscribed in all three languages and with an increase of subscribers in the Arab region.

12. The second IFCD brochure published in December 2013 prior to the seventh ordinary session of the Committee was widely disseminated across different UNESCO communities and governmental partners. It was also distributed at important high-level events such as the Special Thematic Debate on "Culture and Sustainable Development in the Post-2015 Development Agenda" (May 2014) and the Third UNESCO World Forum on Culture and Cultural Industries (October 2014). Following the positive feedback received on this brochure, a **third brochure** providing the keys results achieved by the IFCD funded projects in 2012-2014 was produced and distributed to the Convention's stakeholders. The brochure is submitted to the Committee as an information document (CE/14/8.IGC/INF.3).

13. The new **multimedia stories** present a selected number of IFCD-funded projects in Guatemala, Tajikistan and Togo that address different aspects of the IFCD interventions in the areas of capacity-building, market access and policy action. The IFCD impact film, which is a fast-paced comprehensive communication tool presenting the major effects that the IFCD has on communities around the world, is currently being produced to appeal to potential private sector partners. In addition, a trailer version of the corporate video was

released to reinforce the distribution of the corporate video and facilitate its screening at film festivals and various public events. With the cooperation of external partners, a Chinese subtitled version (http://v.youku.com/v_show/id_XNzI0NjQ0NzU2.html) and a German language voiceover version (<http://www.youtube.com/watch?v=yFuE6lnMP8g>) of the corporate film are available online. In addition, the Argentinian multimedia story was selected and invited to be screened at the 10th edition of the Action On Film Festival (<http://www.aoffest.com/>) in California (USA) in August 2014.

14. A **new website** for the IFCD has been developed and posted online (<http://www.unesco.org/ifcd>) as part of the Secretariat's efforts to proactively communicate the impact of IFCD projects and enhance visibility for the Convention. A special section is dedicated exclusively to fundraising for the IFCD. It includes access to the "PayPal" system in order to facilitate the payment of contributions to the IFCD and provides a detailed list of contributions from governmental donors. The website particularly supports active use of audiovisual material and dynamic web tools such as the section where 71 IFCD projects may be searched according to countries, domains, main actions and their funding year.

Funding required to implement the fundraising strategy in 2015

15. According to the fundraising strategy, phase two activities are foreseen to be implemented over a 24-month period beginning on 1 July 2014 and ending on 30 June 2016 with an estimated total budget of US\$ 95,125 (excluding staff costs).

16. Phase two activities to be undertaken from January to December 2015 (12-month period) are to:

- continue promotional activities developing compelling cases for support (through the production of five issues of the e-updates in three languages and one end of year brochure);
- develop and implement a dynamic distribution and marketing strategy to widely publicize IFCD's communication tools, i.e., the e-update and films (through the half-time four-month engagement of a communication specialist); and
- develop and implement an action plan to reach out to targeted private sectors and high-net-worth individuals, building the foundation for establishing new partnerships (through the half-time eight-month engagement of a communication specialist).

17. In addition to the US\$ 23,781 already allocated for the implementation of phase two of the strategy in 2014, US\$ 47,563 (50% of the total budget for phase two activities) is required by the Secretariat to continue carrying out phase two activities in 2015 that are foreseen in the fundraising strategy adopted by Decision 6.IGC 6.

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

DRAFT DECISION 8.IGC 9

The Committee,

1. *Having examined document CE/14/8.IGC/9 and its annex;*
2. *Decides to implement specific activities outlined in document CE/14/8.IGC/9 corresponding to phase two of the IFCD fundraising strategy;*
3. *Requests the Secretariat to pursue fundraising activities for 2015;*
4. *Decides to allocate US\$ 47,563 for the Secretariat to carry out the foreseen fundraising activities for 2015 from unassigned funds in the IFCD special account;*
5. *Requests the Secretariat to prepare and submit to the fifth ordinary session of the Conference of Parties (June 2015) an information document on the implementation of the IFCD fundraising strategy and a report on the implementation of the IFCD fundraising strategy at its ninth ordinary session.*

ANNEX

IFCD e-update

A CULTURAL SHIFT: FROM PAPER TO SCREEN
The IFCD is preparing indigenous Brazilians to work in the digital publishing sector, generating sustainability for themselves and their communities.

UN AVENIR MEILLEUR EST ENTRE VOS MAINS
Le FIDC stimule la participation active des jeunes dans la culture au Paraguay, en créant une alternative pour l'inclusion sociale et la création de revenus.

IGUALDAD SUENA MUY BIEN. EN CUALQUIER IDIOMA.
El FIDC está reforzando las políticas culturales relacionadas con el sector editorial en Haití, garantizando la libertad de expresión de las minorías y contribuyendo a promover una sociedad más inclusiva e igualitaria.

L'ACTUALITÉ DU FIDC

- Une école unique**
Bien plus que de renforcer leurs capacités, de jeunes étudiants en Argentine apprennent à accomplir leur vocation.
➤ PLUS ➤ REGARDEZ
- De meilleures pratiques**
Pour les jeunes du Mozambique, renforcer leurs capacités signifie bâtir un avenir meilleur.
➤ PLUS
- Trouver le bon rythme**
Investir dans le renforcement des capacités pour faire retentir la scène musicale haïti semblerait être un projet gigantesque. Et ce fut le cas!
➤ PLUS
- Une combinaison parfaite**
La Berole combine entrepreneuriat et renforcement des capacités. Tout le monde y gagne.
➤ PLUS

Lun Sok
Artiste, membre de TiaTno, le premier pour jeunes artistes créés au Cambodge soutenu du

HECHOS RELEVANTES
CÔTE D'IVOIRE
Gracias al FIDC, las mujeres están desempeñando un papel importante en el desarrollo del país.

HECHOS RELEVANTES
CAMERÚN
El FIDC empodera a mujeres con discapacidad, brindándoles la esperanza de un futuro mejor.

ACTUALIDAD SOBRE EL FIDC

- Liga profesional**
Si quieres crear las acciones e iniciativas profesionales, un hecho que va a impactar más diversidad.
➤ MÁS ➤ VEA
- Un festival de oportunidades**
Al examinar sus habilidades emprendedoras, mujeres sudamericanas africanas tienen un futuro prometedor.
➤ MÁS
- Un nuevo paradigma**
En Zimbabue, la combinación de la mujer a la cultura y la economía ya es una realidad.
➤ MÁS
- En vivo desde Barbados**
Mientras y mujeres están aprendiendo que, al compartir el palco, le dan voz a la representación.
➤ MÁS

La cultura y el desarrollo del sector cultural pueden contribuir enormemente a mejorar la situación y los derechos de las mujeres.

Los proyectos financiados por el FIDC le brindan a las mujeres la oportunidad de participar activamente en la vida cultural y de asumir el control de sus propias vidas, además de generar ingresos para sus familias y comunidades.

Kristin Marleen
Delegación Permanente de Noruega ante la UNESCO



IFCD Brochure n°1 – 2012



IFCD Brochure n°2 – 2013



IFCD Brochure n°3 - 2014

instrument of change

CÔTE D'IVOIRE

What:
Offer both men and women training programs on the design, fabrication, performance and commercialization of balafons

Who:
Groupe Ba Banga Nyeck

When:
April 2013 - February 2014

Why:
To promote inclusiveness and gender equality through the creation of a balafon cultural industry

IFCD funding: **50,885 USD**

Credit: Fabrizio M. Perini

gender & creativity 15

Building a more equal and inclusive society through the culture of balafons

more www.goo.gl/hbi0tK

visit www.babanganyeck.com

watch www.goo.gl/hePoiP

watch www.goo.gl/LOE3rG

follow www.facebook.com/babanganyeck

listen www.goo.gl/7P9kqV

All over the world, gender inequality is still present. In many countries of West Africa, for example, girls and women are even discouraged from learning musical instruments, which is deemed a "male" cultural activity.

In one of these West African countries, Côte d'Ivoire, UNESCO's International Fund for Cultural Diversity (IFCD) is supporting a project that is giving women the opportunity to learn a very particular musical instrument: the Chromatic Balafon. Ba Banga Nyeck, an NGO committed to the promotion and professionalization of Balafon practices, is the organization behind this project.

For Nyeck Paul Junior, president of the NGO, giving Ivorian women the chance to strive and explore their creative talents in an environment historically dominated by men, such as the Balafon music scene, will also give them the confidence and the skills to have a more independent and proactive approach to their entrepreneurial endeavors.

Kouassi Affoué Nina Valérie, one of the proud participants of Ba Banga Nyeck's project, agrees with Mr. Nyeck: "The participation of women in the Balafons' workshops and concerts really improved the self-esteem of many women, which indicates that we're making great strides in promoting gender-equality in Côte d'Ivoire in particular and in Africa in general".

Paul Junior Nyeck
(President of Groupe Ba Banga Nyeck)

“ The IFCD was the key that made possible for us to become universal, particularly in regards to our cultural investigation. ”

investing in creativity

50,885 USD

7 month training program

20 men and women professionalized

the First Balafon International Festival

creation of a professional Balafon school

transforming societies

Multimedia stories of IFCD-funded projects

**Guatemala - INCREA LAB,
opening opportunities to indigenous cultural entrepreneurs**



**IFCD film in Argentina,
screened at the 10th edition of the Action On Film Festival (August 2014)**

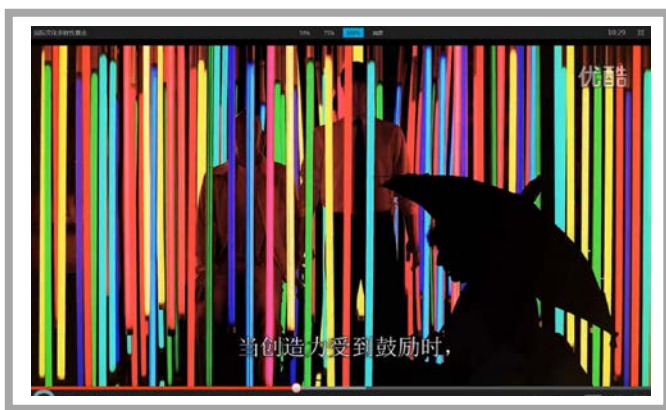


IFCD corporate film

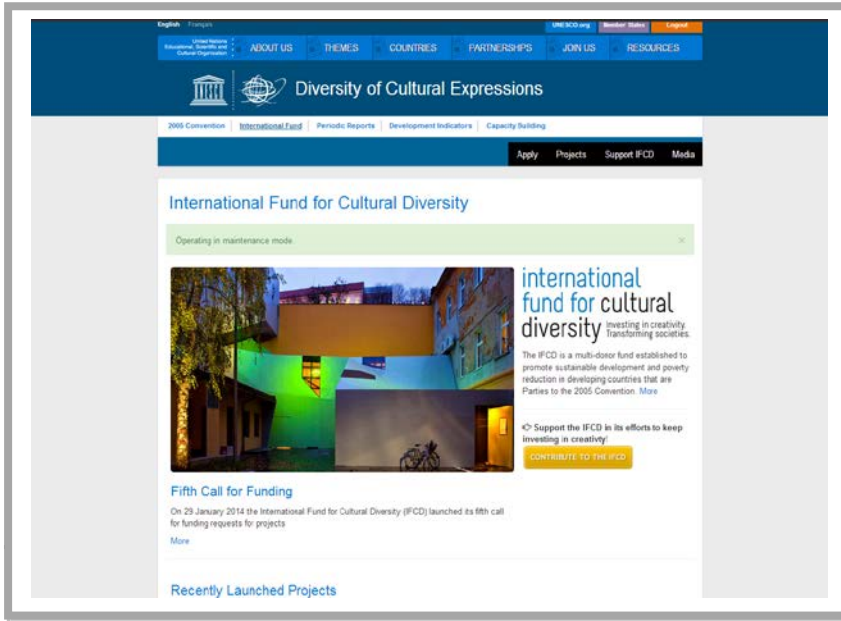
Newly released IFCD Corporate Film trailer



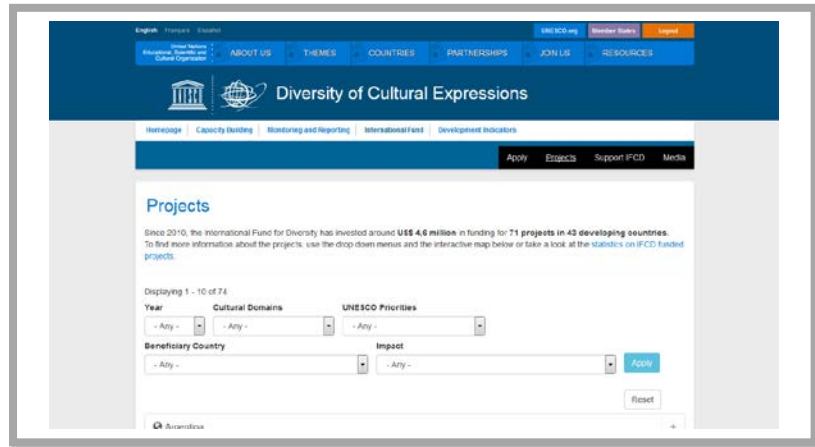
Chinese version of the IFCD corporate video



The new IFCD Website



Section for projects



Fundraising section for the IFCD

