United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Diversity of
Cultural Expressions

Diversité
des expressions
culturelles

Diversidad
de las expresiones
culturales

Разнообразие форм
культурного
самовыражения

تنوع أشكال التعبير
الثقافي

文化表现形式
多样性

CONFERENCE OF PARTIES TO THE
CONVENTION ON THE PROTECTION AND PROMOTION OF THE
DIVERSITY OF CULTURAL EXPRESSIONS

Fifth ordinary session
Paris, UNESCO Headquarters, Room II
10-12 June 2015

Item 7 of the provisional agenda: Report of the Secretariat on its Activities

This document presents the report of the Secretariat on its
activities for the period 2014-2015.

Decision required: paragraph 52

1.   At its third ordinary session, the Conference of Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter "the Convention") requested the Secretariat to provide, at each of its sessions, a report on its activities.

2.   The Secretariat presented its first Report of Activities to the fourth ordinary session of the Conference of Parties covering the period 2011-2013[1]. This was preceded by three interim reports presented to the fifth and sixth ordinary sessions[2] of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter "the Committee"). This second Report of Activities was preceded by two interim reports presented to the Committee at its seventh and eighth ordinary sessions[3].

3.   At this session, the Conference of Parties is to review the Secretariat's Report and take note of the achievements and challenges faced by the Secretariat during the 2014-2015 Biennium. It is organised in four main parts: duties; structure and composition of the Secretariat; main outputs/deliverables of the Secretariat during the 2014-2015 period; implementing UNESCO's global priorities; and conclusion.

4.   Progress made by the Secretariat is measured against the performance indicators and targets defined in MLA 2, Expected Result (ER) 7[4] adopted in the 37 C/5, to facilitate the effective implementation of the Convention by assisting its governing bodies, promoting information sharing and transparency at the global level and strengthening capacities of Parties – particularly developing countries – to design policies, measures and programmes that have a direct impact on the creation, production, distribution and enjoyment of a diversity of cultural expressions. An overview is provided in Annex I of the progress made to date, the challenges and remedial actions taken.

5.   The main outputs/deliverables for ER7 were defined on the basis of Resolutions adopted by the fourth ordinary session of the Conference of Parties (June 2013) and in line with priorities identified by the seventh and eighth ordinary sessions of the Committee. Therefore, the following outputs/deliverables are reported on:

–   *Global level*: governance mechanisms of the Convention effectively supported. This is to be achieved through the organisation of statutory meetings, the implementation of the International Fund for Cultural Diversity (hereinafter "the IFCD") and its fundraising strategy, raising visibility and the number of Parties to the Convention as well as processing of quadrennial periodic reports and monitoring measures to promote the objectives of the Convention related to digital technologies, public service broadcasting, the impact of the involvement of civil society and to specific articles of the Convention relating to preferential treatment as well as international consultation and coordination;

–   *Country level*: Member States' capacities strengthened through effective implementation of the global capacity building strategy, in particular, the preparation of quadrennial periodic reports as well as knowledge management activities.

Activities to achieve these outputs/deliverables are to be supported through both regular programme and extra-budgetary resources as available.

I. Duties, structure and composition of the Secretariat

6.   The *primary responsibilities* of the Secretariat are to support the work of the governing bodies of the Convention and to ensure the implementation of their decisions, including the roles and responsibilities defined in the Operational Guidelines approved by the Conference of Parties. The work of the Secretariat is performed under the authority of the Director-General and in accordance with the Approved Programme and Budget adopted by the Organization's General Conference.

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[1] See Document CE/13/4.CP/7.
[2] See Documents CE/11/5.IGC/213/INF.3 and CE/12/6.IGC/INF.3.
[3] See Documents CE/13/7.IGC/4 and CE/14/8.IGC/4.
[4] Progress can be regularly monitored through SISTER, C/5 Expected Result n°133.

7. The Secretariat of the Convention is located in the Section on the Diversity of Cultural Expressions. *Nine posts* are financed under the Regular Programme: two General Service and seven Professional posts are dedicated to the work of the Convention. In addition, one Associate Expert (P2) supported by the Government of Italy joined the Secretariat in January 2015 to support knowledge management activities.

8. The *structure of the Secretariat* was reviewed at the beginning of 2014 in the context of the UNESCO restructuring and redeployment exercise and in consideration of the new Conventions' Common Services Unit created in July 2014. In September 2014, the Secretariat was reorganised into two new units – the Programmes and Stakeholder Outreach Unit and the Policy and Research Unit, aligning the structure to the main priorities of the governing bodies and to the Secretariats of the other culture sector conventions. The Secretary continues to participate in the Cultural Conventions Liaison Group (CCLG). Professionals working in the Secretariat participate in cross-Convention working groups related to capacity-building, international assistance, knowledge management and periodic reporting to exchange experiences and best practices, methods of work and potential synergies between them.

9. During 2014-2015, the Secretariat participated in several *audits and evaluations* that concern the Convention, including the Internal Oversight Service (IOS) Evaluation of UNESCO's Standard-setting Work of the Culture Sector that resulted in a desk study undertaken on the impact of the Convention on policy making at the country level. The desk study and its results are presented to the Conference of Parties in Document CE/15/5.CP/8 and CE/15/5.CP/INF.8. The Secretariat also supported the Chairpersons of the eighth ordinary session of the Committee and the fourth ordinary session of the Conference of Parties in their work for the governance audit of UNESCO and dependent funds, programmes and entities requested by the 37th session of the General Conference (see Document CE/14/8.IGC/6). It continues to implement IOS recommendations on the IFCD as presented in Document CE/15/5.CP/10 and the IOS recommendations on the working methods of the Culture Conventions as described in Document CE/14/8.IGC/5a.

II. Main outputs/deliverables of the Secretariat in 2014-2015

A. Support for the governance mechanisms of the Convention at the global level

10. Among the performance indicators established to assess the effectiveness of the Secretariat's support for the governance mechanisms of the Convention at the global level in terms of outputs/deliverables are:

- effective organization of statutory meetings;

- processing requests for international assistance to the IFCD;

- raising visibility and the number of Parties to the Convention;

- processing quadrennial periodic reports and monitoring the implementation of the Convention's objectives.

Organization of statutory meetings

11. Among the Secretariat's primary functions, as set out in Article 24 of the Convention, is to assist the governance mechanisms of the Convention and prepare documentation for the Conference of Parties and Committee as well as the provisional agenda of their meetings, and report on the implementation of their decisions. The work required to fulfil these functions is year-round and in many cases leads to long-term programmes of activity deemed priority by the governing bodies. Some figures on the statutory meetings of the governing bodies are provided in Annex II.

12.   During the first half of the 2014-2015 Biennium, the Secretariat ensured the logistical organisation and preparation of documentation for the eighth ordinary session of the Committee held in December 2014 at UNESCO Headquarters in Paris. This session was held in English/French, 17 working documents and 7 information documents were produced and translated into English and French. Two additional items were proposed to be introduced into the provisional agenda: on the current status and follow-up of digital issues (by France and Canada) and on an initiative to raise visibility of the Convention (by Canada). Background notes for these two items were prepared by the countries respectively and added to the provisional agenda by the Secretariat (see Documents CE/14/8.IGC/12 and CE/14/8.IGC/13). The Secretariat transmitted these requests to the Chairperson to inform the Bureau.

13.   The Secretariat also ensured the organization and preparation of the fifth ordinary session of the Conference of Parties, held in June 2015 at UNESCO Headquarters in Paris. This session is held in six languages, 15 working documents and 10 information documents were produced and translated into six languages. It also organized two exchange sessions prior to the Conference of Parties, in accordance with decisions taken at the eighth ordinary session of the Committee.

14.   To help determine the effectiveness and efficiency of the organisation of statutory meetings, the Secretariat issues a survey to collect quantitative and qualitative feedback. Immediately following the eighth ordinary session of the Committee, the Secretariat distributed its third survey covering a range of issues from the quality of the working and information documents to time management, translation and interpretation services as well as communication with the Secretariat. The cumulative results of the surveys issued at the end of the seventh and eighth ordinary sessions are presented in Document CE/15/5.CP/INF.6. The feedback provided was positive with highest scores for the quality of the working and information documents produced by the Secretariat. The area deemed requiring the greatest improvement was in the usefulness, clarity and ease of navigation of the Convention website.

International Fund for Cultural Diversity (IFCD)

15.   Reports on the implementation of the IFCD by the Secretariat in 2014-2015 are provided in the Secretariat's report on the implementation of the IFCD (CE/15/5.CP/10) and on the current status of projects 2012-2014 (CE/15/5.CP/INF.10).

16.   The work of the Secretariat on the IFCD demonstrates steady progress in achieving the expected results presented in the 37 C/5 that benchmarks the number of funding requests processed (172 in 2014 in comparison to 200 expected for the biennium 2014-2015) or the number of funding requests received from new countries[5] (13 in 2014 in comparison to the 20 expected for the biennium).

17.   Substantial improvement was also made in enhancing the understanding of the objectives and the scope of intervention of the IFCD for the fifth call for funding requests launched in January 2014, which resulted in a considerable increase in the number of eligible funding requests from 28% in 2013 to 43% in 2014. This result, however, raises challenges for the Secretariat to ensure the most effective operation of the IFCD within the limits of its human and financial resource capacities. The sixth call for funding requests was issues in January 2015 through a newly developed on-line platform.

18.   To date, the majority of the IOS recommendations on the evaluation of the pilot phase of the IFCD have been fully implemented or are being implemented on an ongoing basis by the Secretariat. The implementation of the IOS recommendations has proven to streamline the management processes of the IFCD and improve its overall functioning. IOS Recommendation 7 "to develop a vision for the future direction of the IFCD and a results framework with short- and long-term objectives, time-frames and indicators", is being introduced into the management mechanisms of the IFCD with the aim to monitor and improve the performance of the Fund and measure progress attained in achieving its objectives.

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[5] In 2014, new countries submitting applications to the IFCD are El Salvador, Guyana, Morocco and Swaziland.

19.   The IOS recommendations also stressed the importance of managing the IFCD to maximize its impact and to ensure the success of its fundraising strategy. In June 2014, phase one of the IFCD five-year fundraising strategy came to an end. With the main objective to consolidate the IFCD's existing donor base (Parties to the Convention), the first phase (18 months from January 2013 to June 2014) successfully raised US $1,060,893.86, which represents over 75% of the target amount of US $ 1,434,875. By communicating the project achievements and impact through various communication tools of online newsletters (e-update), multimedia stories, brochures and the Convention website, the Secretariat is progressively increasing the IFCD's visibility. It is foreseen that such tools will support fundraising activities and contribute to the implementation of phase two of the strategy – reaching out to external donors – that takes place over a period of 24 months from July 2014 to June 2016.

20.   Of growing concern is the stagnation of annual voluntary contributions to the IFCD despite the increasing evidence of the impact of IFCD supported projects and the recognized developments and improvements made to the IFCD management and implementation each year based on lessons learned. Recognising this immediate challenge, the eighth ordinary session of the Committee requested the Secretariat to submit to the fifth ordinary session of the Conference of Parties, suggested mechanisms to ensure voluntary contributions on a regular basis.

Raising visibility and the number of Parties to the Convention

21.   A report summarizing visibility activities is presented to this session of the Conference of Parties in document CE/15/5.CP/13.

22.   The Conference of Parties at its fourth ordinary session approved a new visual identity for the Convention in the form of an emblem to raise visibility of the Convention. Resolution 4.CP 12 requested the Secretariat to ensure the emblem's protection under Article 6ter of the Paris Convention. The Assistant Director-General for Culture of UNESCO wrote to the Deputy Director-General of the World Intellectual Property Organization (WIPO) to request the communication, under Article 6ter(3)(b) of the Paris Convention for the Protection of Industrial Property, to States party to the Paris Convention and to the Members of the World Trade Organization not party to the said convention, of the emblem of the 2005 Convention. This was followed by several exchanges that are ongoing between UNESCO and WIPO legal departments to clarify certain issues.

23.   The Secretariat has requested all Parties to the Convention to submit information on their national contact point responsible for managing the use of the emblem at the national level. To date, the Secretariat has received contact information from 47 Parties. It has also prepared a web page dedicated to the emblem to help facilitate requests for the use of the emblem as well as pdf versions of the Brand Toolkits for use of the Emblem (whether stand-alone or linked).

24.   In 2015, four requests were received and authorized by the Secretariat for use of the stand-alone emblem. No requests were received for the use of the linked emblem.

Country	Requesting body	Authorization	Description	Emblem used
Canada	Vision Diversité	13.04.15	Forum "Rencontres de la Diversité" to mark the 10th anniversary of Convention	Stand alone
Canada	National Commission	23.02.15	DiverCiné – foreign film week	Stand alone
France	Rencontres Internationales du Cinéma de Patrimoine & Prix Henri Langlois	04.03.15	Ceremony for the Prix Henri Langlois	Stand alone
Serbia	Center for Study in Cultural Development	20.03.15	Seminar "Cinematography as a tool for cooperation and understanding"	Stand alone

25.   The third ordinary session of the Committee held in December 2009 adopted a strategy[6] to increase the number of Parties over a period of three years that is closely linked to visibility and information sharing activities. This strategy (2010-2013) aimed to achieve 140 Parties by the end of 2013 with a focus on countries from under-represented regions, in particular the Arab states as well as Asia and the Pacific region. One performance indicator related to the increase in the number of Parties to the Convention was adopted in the 37 C/5, aiming at 7 new ratifications during the biennium 2014-2015. Four new instruments of ratifications have been received: Bahamas (2014), Algeria, Belize and Mauritania (2015).

26.   To enhance ratification in the Asia-Pacific region as well as to share experiences on how to strengthen the implementation of the Convention at national levels, the first-ever meeting of focal points for the Convention was hosted by the UNESCO Bangkok Office from 4 to 6 March 2014. The meeting, co-organized with the International Federation of Arts and Culture Council Association (IFACCA), brought together nine Parties to the Convention in the region and other countries currently considering ratification.

27.   Activities undertaken by the Secretariat to promote ratification and visibility of the Convention also included the design and production of a new information kit published in 2015 with extrabudgetary support provided by the Government of Spain.

Quadrennial periodic reports and monitoring the implementation of the Convention's objectives

28.   Two separate documents are submitted to this session of the Conference of Parties on quadrennial periodic reports: analytical summary (CE/15/5.CP/9a) and revised Operational Guidelines on Article 9 (CE/15/5.CP/9b) that provide greater detail on the activities implemented by the Secretariat in 2014 and 2015.

29.   In summary, eleven Parties were to submit their first periodic reports in 2014 to be processed and analyzed by the Secretariat. In addition, those Parties who had not yet submitted their reports due in 2012 or 2013 (= 45 reports) were encouraged to do so. As of August 2014, the Secretariat received six reports: 3 of the 11 expected in 2014; 3 due either in 2012 or 2013. In total, during the 2012-2014 period, the Secretariat has received, processed and analysed 71 of the total 116 reports due for submission; representing 61% of the total. The main difficulties expressed by the forty-five countries who have yet to submit their first report are lack of expertise and/or information infrastructure.

30.   The Secretariat was also tasked to carry out a transversal review of all the reports received in 2012-2014 on priority themes identified by the seventh ordinary session of the Committee, namely, on the role of civil society[7], digital technologies[8] and public service broadcasting[9] in achieving the objectives of the Convention. The results are presented in the Secretariat's analytical summary of periodic reports and in information documents CE/14/8.IGC/INF.4, CE/14/8.IGC/INF.5 and CE/14/8.IGC/INF.6.

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[6] See document CE/09/3.IGC/211/4.
[7] See document CE/13/8.IGC/INF.4.
[8] See document CE/13/8.IGC/INF.5. In addition, the Secretariat carried out a survey on digital technologies and the Convention to facilitate the debates of the Committee as it considered proposals for future action, defines the goals for such action as well as the expected results (see Document CE/13/7.IGC/13). Through this survey the Parties indicated their priority for future action to emphasize the collection of cultural policies and measures aimed at promoting the diversity of cultural expressions that are best adapted to the new technological environment as specified in the Operational Guidelines for Article 7. The framework for periodic reporting submitted to the eighth ordinary session of the Committee has been revised to incorporate this activity. In addition, the Spring 2014 IFCD e-update focused on digital technology projects. A separate document on digital issues is presented to the fifth ordinary session of the Conference of Parties (see Document CE/15/5.CP/12). Through its Decision 8.IGC 12, the Conference of Parties is requested to consider mandating the Committee to prepare draft operational guidelines on digital issues. Finally, the Secretariat prepared an exchange forum ahead of this session of the Conference of Parties on digital issues.
[9] See document CE/13/8.IGC/INF.6.

31.   In addition, the Secretariat undertook two global consultations among Parties and civil society that are aimed at contributing to activities monitoring the implementation of the Convention:

- global consultation launched in March 2014 with Parties and civil society on the implementation and impact of *Articles 16 and 21 relating to preferential treatment, international consultation and coordination*. An analysis of the results of this consultation are presented in Document CE/15/5.CP/11. Over 100 documents were collected as a result of this consultation and are made available on the Convention website;

- a global survey launched in October 2014 on the implementation of the *1980 Recommendation on the Status of the Artist*. In the development of this global survey, synergies were made to collect information on common issues related to the status of the artist in both the Convention and the Recommendation, situating them within the larger context of efforts to integrate culture into the post-2015 UN Sustainable Development Agenda and the WIPO Internet Treaties. The results of the survey will be presented in a report to be examined by the Executive Board at its 197th session, and then transmitted to the 38th session of the General Conference.

32.   It is within the context of these activities that the Secretariat faces one of its greatest challenges. In essence, there is a lack of expertise and/or resources available to carry out substantive monitoring activities on the impact of the Convention in policy making at the country level. The Secretariat has taken steps over the years to address this challenge by working together with experts who carried out the transversal thematic analyses as well as methodological work on the proposed revisions to the periodic reporting framework. It also worked closely with the IOS and experts carrying out a desk study on the impact of the Convention on policy making that informed the Secretariat's analytical summary of the periodic reports received in 2014. Finally, the Secretariat has received extrabudgetary funding from the Swedish International Development Cooperation Agency (Sida) for the production of two Global Monitoring Reports on the implementation of the Convention to be presented to the ninth ordinary session of the Committee and the sixth ordinary session of the Conference of Parties.

B. Strengthening policy support through effective implementation of the global capacity-building strategy at the country level

33.   Among the performance indicators established to assess the effectiveness of the Secretariat's support to strengthen national capacities to implement the Convention in terms of outputs/deliverables are the number of Parties receiving technical assistance to:

- design/revise/implement policies and / or measures;
- prepare their quadriennal periodic reports;
- prepare funding requests for international assistance.

Given the necessity for capacity-building to be supported through knowledge management, additional outputs/deliverables have been identified related to:

- raising awareness and knowledge of the Convention;
- technical development of an online platform to share knowledge on policy making actions, tools and methodologies;
- production of training modules to support capacity-building activities.

Below is an overview of activities undertaken in 2014-2015 that are in line with the Report of the Secretariat on the design and future implementation of a global capacity-building strategy (CE/13/7.IGC/INF.4) examined by the seventh ordinary session of the Committee.

34.   As part of its overarching effort to implement its strategy on capacity-building through extra-budgetary fund mobilization, the Secretariat prepared in cooperation with Field Offices two concept notes for the Complementary Additional Programme (CAP) exercise for the establishment of a "Pipeline of Priority Proposals" related to the 37 C/5. The two proposals ("Monitoring the protection and promotion of the diversity of cultural expressions", and "Strengthening national capacities for the protection and promotion of the diversity of cultural expressions") are available at the following link: http://en.unesco.org/partnerships/partnering. In accordance with the priorities established by the seventh ordinary session of the Committee, extra-budgetary funds were received from Sida to support capacity development interventions in 12 developing countries.

Providing technical assistance

35.   In 2014, the UNESCO/EU funded project, *Expert Facility to Strengthen the System of Governance for Culture in Developing Countries*, benefitted from renewed financial support from the EU to conduct four follow-up missions (Burkina Faso, Cambodia, Niger and Viet Nam) and remote follow-up for the other nine countries that received assistance in 2012 and 2013 (Argentina, Barbados, Democratic Republic of the Congo, Haiti, Honduras, Kenya, Malawi, Mauritius, and Seychelles). The objectives of these activities were to ensure the sustainability of the results (especially those identified as having multiplier effects) and to broaden the validation process and the effective ownership by stakeholders of the objectives planned. The main results of the in-country missions were the development of strategic plans to accompany the new policies resulting from technical assistance including the identification of financial resources to support their implementation. Results for remote missions included, in particular, the publication of the first Creative Industries White Book in Mauritius, the creation of an inter-departmental committee to write a new cultural policy in the Democratic Republic of the Congo, a new mapping of the cultural industries in Barbados.

36.   The Secretariat produced a comprehensive guide for technical assistance, to establish a common working methodology and approach for the implementation of the Convention in developing countries. A revised edition is being prepared on the basis of the lessons learned from the UNESCO/EU funded project and will be published in 2015. It will serve as a tool for future capacity-building technical assistance activities.

37.   In order to provide wider visibility to the project, a Conference will be held with EU partners in Brussels on 5 June 2015 with the participation of the Director General and the EU Commissioners for International Cooperation and Development as well as Education and Culture. A number of stakeholders, beneficiaries and experts will also participate. The main objective will be to share experiences and good practices, draw lessons from the technical assistance missions, present an operational direction for the future of the project. More specifically, this conference will serve to showcase lessons learned for public policy development in the field of cultural and creative industries, as well as discuss the impact of these missions on national development policies. Overall, it is foreseen that this conference will serve to mobilize interest from Member States and donors to ensure the sustainability of the project and present an action plan to support the Convention over the next 3 years.

38.   In 2014, the Secretariat together with the Field Office in Dakar completed the implementation of the *UNESCO Culture for Development Indicators* (CDIS) that provided technical assistance to 12 countries to develop indicators and collect data in: Bosnia and Herzegovina; Burkina Faso; Cambodia; Colombia; Costa Rica; Ecuador; Ghana; Namibia; Peru; Viet Nam; Swaziland and Uruguay. These countries served as a test base to develop several products and tools including the methodology manual on the CDIS indicators and online data tables to calculate the indicators and generate automated infographics. Other products include analytical briefs providing an overview of the individual country results as well as a CDIS Global Database.

39.   The CDIS has had a strong impact at the national level. For example, it has helped to reintegrate culture in national development plans in Namibia; triggered the first time inclusion of new questions on cultural participation in Swaziland statistics surveys; informed the first national cultural policy in Cambodia; revealed opportunities for enhanced stakeholder collaboration in the process of integrating cultural statistics in the National Plan for Good Living in Ecuador, and helped

EUNIC (European Union National Institutes of Culture) to identify funding priorities in Ghana. The feedback indicates that CDIS offers concrete tools to advocate for culture's integration in development plans and national statistics. As extra-budgetary funding for CDIS came to an end in December 2014, the Secretariat is actively fundraising to ensure the consolidation of the CDIS process and its scaling up so as to respond to requests for support from new countries and enlarge the CDIS Global Database.

Training modules and knowledge management

40.   In 2014, the Secretariat launched preparations for the implementation of the Convention's long term capacity-building programme with an emphasis on the production of core tools. This included preparatory work on three new training modules, respectively on Understanding the Convention (module 1), Policy design and implementation (module 2), and Monitoring and periodic reporting (module 3). This work is supported in part through the UNESCO/EU funded technical assistance project and the Government of Spain. Experts were invited to work on the modules, including the design of unit structures, the production and consolidation of existing materials in a pedagogic, systematic and harmonized manner to be used by future facilitators of capacity-building workshops at the national or sub-regional level. These modules aim to generate a broad and common understanding of the Convention's aims and objectives and identify actions to be taken by key institutional actors to implement the Convention at country level. They are expected to be finalized in 2015. Pending available resources, the Secretariat is planning to produce three additional modules on: Project design, evaluation and implementation for the IFCD (module 4); Cultural statistics and indicators (module 5); small and medium size micro-enterprise development (module 6). Through its Decision 8.IGC 11, the Committee requested the Secretariat to "develop training modules on the implementation of Articles 16 and 21 as part of its work based on the Global Capacity-Building Strategy".

41.   The evidence gathered by the Secretariat through the implementation of the IFCD, the technical assistance missions, the quadrennial periodic reports, the UNESCO CDIS and the UN Creative Economy Report, Special Edition 2013, informs the training modules in preparation.

42.   In order to effectively manage this large quantity of information, the Secretariat is advancing its work to build a knowledge management system (KMS), as part of a wider exercise to promote transparency, capacity-building and informed policy making, serving in particular to enhance reporting, data collection, impact assessment and interaction with civil society. A first phase of the KMS was launched in November 2014. Should additional resources become available, the Secretariat and its knowledge management and monitoring activities would benefit from the implementation of Recommendation 10 of the IOS desk study to "initiate work towards the development of an overall results framework for the Convention, including objectives, indicators and benchmarks".

Expanding the Convention's network of expertise

43.   The Secretariat launched in February 2015 a call for expression of interest for the renewal and expansion of the Convention's Expert Facility, established in 2011 in the context of the EU funded project on "Strengthening the System of Governance for Culture in Developing Countries" to deliver technical assistance missions. As a result of this call, 43 international experts were selected, serving in particular to diversify geographical representation, gender balance and areas of expertise including: cultural statistics and indicators; trade; digitization; media diversity; status of the artist and freedom of artistic expression; preferential treatment and mobility. Among the experts, 51 per cent are men and 49 per cent are women. Seventy-three per cent are from Africa, Latin America, Asia and the Arab region. The activities foreseen during the 2015-2017 period, with the support of Sida, will aim at raising awareness of the Convention, monitoring policies and measures to promote the diversity of cultural expressions at the international level and providing support to Parties in their efforts to engage in evidence based policy making at the country level. The list of the Expert Facility is available on the Convention website at the following link: https://en.unesco.org/creativity/sites/creativity/files/ExpertFacilityList_2015-2017en.pdf

III.   Implementing UNESCO's global priorities

44.   Special attention was paid to UNESCO's two global priorities (Africa and Gender Equality) as well as to its overall work to advocate for the integration of culture in the post-2015 UN Sustainable Development Agenda.

45.   The Secretariat undertook the following activities toward the achievement of the 37 C/5 Expected Result 7 with respect to **gender equality**:

- Carried out a gender analysis of IFCD funded projects and Parties' periodic reports (2012-2013). The findings and recommendations of that analysis are informing the Secretariat's results-based programming, so as to better address challenges for women's participation in the creative sector. Revisions were introduced in the new application form for the sixth IFCD call to be launched at the beginning of 2015 in order to gather sex-disaggregated data on beneficiaries of IFCD projects;

- Published an online IFCD e-update on gender equality, showcasing the impact of IFCD projects on the empowerment of women and their participation in cultural life. (See https://en.unesco.org/creativity/ifcd/media/e-updates);

- Contributed significantly to the newly published UNESCO Report on "Gender Equality: Heritage and Creativity", that provides a global overview of the status of gender equality with regard to access, participation in and contribution to the creative sector (See http://www.unesco.org/new/en/culture/gender-and-culture/gender-equality-and-culture/the-report/);

- The Operational Guidelines on Article 9 'Information sharing and transparency' were revised with a dedicated set of questions on gender equality. The revised guidelines are presented to the Conference of Parties in Document CE/15/5.CP/9b for approval. If approved, it is expected that the revised Framework for Periodic Reporting will yield much more meaningful and specific information on policies and measures taken to promote gender equality in the creative sector within the framework of the Convention.

46.   **Africa** is the region with highest ratification rate of the Convention. It also is the region with the highest number of IFCD projects. Indeed, six of the ten IFCD projects approved by the Committee at its seventh ordinary session are being implemented in Africa (Burkina Faso, Kenya, Malawi, Nigeria, South Africa, Zimbabwe) and nine countries will benefit from funding approved by the eighth ordinary session of the Committee (Cameroon, Chad, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Kenya, Malawi, Mozambique and the United Republic of Tanzania). The projects vary in objective from strengthening cultural policies at the local level in Burkina Faso, supporting the film industry in Malawi, enhancing national strategies on copyright in Zimbabwe, to promoting the creative sector with civil society organizations in South Africa and promoting young talents in the music sector in Chad.

47.   Africa is also the Secretariat's main priority region in terms of capacity-building. In 2014, two technical assistance follow-up missions were conducted in Burkina Faso and Niger. Based on the results from the previous missions, the follow-up mission in Burkina Faso provided additional support for activities to implement the Strategy for the Development of the Arts and Culture in the Burkina Faso Education System. The follow-up mission in Niger focused on additional support for activities to implement the Intervention Strategy of the *Agence de promotion des entreprises et industries culturelles (APEIC)* for the Structuring of Cultural Sectors in Niger and its Action Plan 2013-2015. Five countries will benefit from capacity building support for their preparation of their periodic reports through the implementation of the Sida funded project 2015-2017 including Burkina Faso, Ethiopia, Rwanda, Senegal and Zimbabwe.

48.   The Secretariat has continued to fundraise to ensure the consolidation of the CDIS process and its scaling up in Africa. United Nations Development Programme (UNDP) funding and government contributions have been secured for implementation in Côte d'Ivoire, while negotiations are under way with West African Economic and Monetary Union (UEOMA) countries within the context of an agreement of cooperation between the UEOMA Secretariat and UNESCO.

49.   As part of UNESCO's efforts to bolster the recognition of culture as a driver and an enabler of sustainable development in the **post-2015 UN Sustainable Development Agenda**, the Secretariat organised advocacy events to introduce and promote the UN Creative Economy Report (CER) 2013 Special Edition that was prepared as a contribution to the post 2015 Dialogues and that provides for the first time evidence on the contribution creative economy makes to both economic and social development. The CER was jointly featured by UNESCO and UNDP during a special thematic debate on culture and sustainable development at the UN in New York in May 2014, and was also presented at several policy research conferences in London, Brussels, Bangkok, Kingston, Umea, Florence, Berlin and Rabat. The Chinese version of the CER was launched by the Director-General of UNESCO on 4 June 2014, and the French and Spanish versions were published and launched in November 2014. The Arabic version was published and launched in March 2015.

50.   Within the framework of related high-level initiatives undertaken by UNESCO, the Secretariat organized, in cooperation with the Italian Government and with the support of the Tuscany Region and the Municipality of Florence, the third edition of the UNESCO World Forum on Culture and Cultural Industries from 2 to 4 October 2014 in Florence, Italy. This event, opened by the Director-General of UNESCO, brought together governmental decision-makers, representatives of the private sector and civil society, including international experts and academics from all regions of the world. The Forum resulted in the adoption of the "Florence Declaration", which recognizes the value that culture and the cultural industries bring as sources of creativity and innovation for sustainable development and calls upon governments, civil society and private sector actors to take action in global partnership to promote creative environments, processes and products.

IV.   Conclusion

51.   Overall, progress towards achieving the expected result 7 for the biennium 2014-2015 remains on track. It remains on track as a result of an adjustment to the performance indicators and targets in line with the reduced Regular Programme funds for activities and priority setting exercise undertaken by the Convention governing bodies. Indeed, the greatest challenge to the effective implementation of the Convention remains – as has been the case for the past biennia - the steady reduction in Regular Programme funds and increase in workload and expectations by both the governing bodies and civil society stakeholders worldwide; as confirmed by the IOS audit of working methods of the Culture Conventions. The Secretariat requires additional expertise to fully address new thematic fields of critical importance for the future of the Convention and determined as priority by the governing bodies, including on trade, culture and digital technologies. Parties are therefore invited to provide support to the Secretariat through, for example, the Associate Expert programme, secondments, or extra-budgetary resources for project appointments to work for a limited duration on specialized activities. In this context, a circular letter by the Director-General has been sent to Ministers responsible for relations with UNESCO on 12 March 2014 (see: http://unesdoc.unesco.org/images/0022/002269/226964e.pdf).

52. The Conference of Parties may wish to adopt the following resolution:

DRAFT Resolution 5.CP 7

The Conference of Parties,

1.   *Having examined* document CE/15/5.CP/7 and its Annex;

2.   *Takes note* of the Secretariat's report on its activities for the period 2014-2015 submitted to the Conference of Parties;

3.   *Invites* each Party to determine the most appropriate mechanism to support the activities carried out by the Secretariat at Headquarters and in the Field;

4. *Agrees that the following activities are essential for decision-making during the sessions of the governing bodies and implementation of the Convention and the necessary funds should be ensured as a matter of priority, despite the current financial situation:*
    - *Capacity-development and related knowledge management and production activities;*
    - *International Fund for Cultural Diversity, the implementation of its fundraising and communication strategy;*

5. *Requests the Secretariat to present, at its sixth ordinary session, a report on its activities covering the period 2016-2017 that correspond with those identified in the 38 C/5.*

ANNEX I

37 C/5, MLA 4, ER7: Monitoring progress (2014-2015)

ER 7: National capacities strengthened and utilised for the development of policies and measures to promote the diversity of cultural expressions through the effective implementation of the 2005 Convention

Performance Indicators (PI) and targets	Output	Assessment of Progress as at 31/03/2015
PI: Governing bodies of the 2005 Convention exercise sound governance through the effective organization of statutory meetings Target 2014-2015: Conference of Parties [1] and Intergovernmental Committee [2] organized	Eighth ordinary session of the Committee held in December 2014. 17 working documents and 7 information documents produced in English/French. Fifth ordinary session of the Conference of Parties (June 2015, six languages), 15 working documents (six languages) and 9 information documents (two languages) produced. 2 exchange sessions organised prior to the 5CP. 2 evaluation reports on the Secretariat's performance presented to each of the 8IGC and the 5CP.	During its 8th ordinary session (December 2014), the Intergovernmental Committee adopted important revisions to the operational guidelines on periodic reporting, approved 7 new projects to be financed by the IFCD and defined new activities for the future including the preparation of training modules for trade negotiators on the Convention in general and preferential treatment in particular. In-depth debate was held on the impact of new technologies and a decision was taken to foresee new draft Operational Guidelines on digital issues and the diversity of cultural expressions. In order to increase overall visibility efforts in the context of the 10th anniversary of the Convention, the Committee decided to ask the Secretariat to organize two exchange sessions prior to the Conference of Parties on digital issues, and impact of articles 16 and 21 to take place in June 2015.
PI: National policies and measures introduced and human and institutional resources strengthened to promote the diversity of cultural expressions, including cultural goods, services and activities	4 countries received in-country technical assistance in 2014 and 9 countries received remote assistance. 3 training modules produced to support technical assistance missions.	2014 activities were financed through extra-budgetary resources provided by the EU. This included in-country technical assistance to 4 countries and remote assistance to 9 countries. The result of these missions has led to the introduction of new policies and action plans, the creation of new agencies and governance models that involve new partnerships between the state and civil society stakeholders. For example:

Performance Indicators (PI) and targets	Output	Assessment of Progress as at 31/03/2015
Target 2014-2015: Policies and measures developed or revised and human and institutional resources strengthened in 10 States		– Creative Vietnam: a new framework and investment programme for the creative industries; – A strategy on cultural entrepreneurship in Niger and a three year action plan and training programme for staff implementing the strategy; – Creative industry strategies in Mauritius and Seychelles with the latter creation of a new Agency for the Creative Industries; – New evidence base needed for the development of a new cultural industries strategy in Barbados. Long term in-country technical assistance relies on extra-budgetary support that the Secretariat is actively seeking.
PI: International assistance requests submitted, processed and projects effectively implemented and monitored (IFCD) Target 2014-2015: 200 international assistance requests processed and 50 projects implemented and monitored	172 IFCD requests processed. 65 projects implemented fully. 13 ongoing projects monitored.	The number of funding requests passing technical evaluations has increased which demonstrates an increase in the quality of projects submitted to the IFCD for funding. The experts evaluation equally demonstrate a high number of quality projects for which the available funds in the IFCD could not support. This challenge was addressed by the 8IGC that has requested the Secretariat to engage professional assistance to carry out fundraising activities and to recommend mechanisms to assist Parties in processing requests for annual voluntary contributions.
PI: Number of quadrennial periodic reports on the implementation of the Convention at the country level submitted, processed and analyzed by the Secretariat and examined by the governing bodies. Number of reports addressing gender issues	6 reports processed and analyzed, 13 best practices collected and disseminated (of which none address women).	Quadrennial periodic reporting framework was revised with specific questions on policy impact as well as on gender equality and youth to help increase the level of information gathered on the synergies between the Convention monitoring and UNESCO priorities and strategies. There are challenges for some countries to submit their reports resulting in a lower number of reports received than expected from regions such as Africa.

Performance Indicators (PI) and targets	Output	Assessment of Progress as at 31/03/2015
Target 2014-2015: 50 reports processed and analyzed; 25 best practices collected and disseminated, including 10 addressing women's participation in the creation, production and dissemination of cultural goods and services		Countries have reported a number of challenges including: lack of relevant data and information required for evidence-based and transparent policy-making; limited capacity to assess and monitor the impact of policies and measures for the diversity of cultural expressions; fragile networking between governments and civil society. In December 2014, extra-budgetary funding from Sida was received to implement a capacity building programme in 12 countries to provide assistance in the preparation of quadrennial periodic reports and to produce two biannual Global Monitoring Reports (2015, 2017) based on the analysis of quadrennial periodic reports and other sources.
PI: Number of Parties to the Convention increased Target 2014-2015: 7 new Parties (or a total number of 140 Parties)	138 Parties to the Convention (status: April 2015). This includes 4 new ratifications from Bahamas (2014), Algeria, Belize, Mauritania (2015). An information document providing an overview of ratification and awareness raising activities to promote ratification is presented to the 5CP.	New ratifications depend on internal parliamentary / government procedures beyond the control of the Secretariat.
PI: Number of stakeholders involved in the implementation of the Convention contributing to information to the knowledge-management system Target 2014-2015: 40 stakeholders contributing	Framework for the Knowledge Management System was launched at the end of 2014. 36 new pages developed. 34 stakeholders contributing.	Progress on the further development and implementation is expected to increase due to the provision of additional human resources (associate expert provided by Italy) at the beginning of 2015 for two years. 34 stakeholders contribute to knowledge management and monitoring the implementation of the Convention through the preparation of new methodological guides and training modules for use in capacity development activities (8) that are informed by the results of technical assistance missions carried out in 2011-2014, indicator development and policy analysis for the Global Monitoring Report (14), and global monitoring on the implementation of the Status of the Artist (2).

Performance Indicators (PI) and targets	Output	Assessment of Progress as at 31/03/2015
50 pages dedicated to provide knowledge to support capacity-building activities including policy making actions, tools and methodologies		Statistics produced by 'google analytics tools' implemented by UNESCO's DIT service indicate that during the month of September 2012, the number of unique visitors was 6,287. This figure rose to 11,084 during the month September 2013 and to 15,922 in September 2014. This resulted in a 57 per cent increase from 2012 to 2013 and 43 per cent increase from 2013 to 2014.
PI: Number of organizations within and outside the United Nations system, civil society, and the private sector contributing to programme delivery Target 2014-2015: Two formal partnerships established or renewed 10 civil society organizations participate in the governance mechanisms of the Convention.	Two new partnerships established. 10 civil society organizations engaged in the work of the governing bodies. Expert Facility for the Convention expanded from 30 to 43 members. Private sector strategy to raise funds for the IFCD in preparation.	One formal partnership was formalized with the Hertie School of Governance. The purpose is to work with the Secretariat on developing an indicator framework to monitor the state of implementation of the Convention worldwide, including data collection, analysis and presentation. First results to be published in the Global Monitoring Report in December 2015. This partnership was made possible with extra-budgetary support from Sida received in December 2014. A second partnership was established with the Abu Dhabi Music and Arts Foundation to produce and disseminate the Creative Economy Report in the Arab Region and pursue the design and implementation of awareness raising and capacity development activities in the region. 10 civil society organizations participated in the 8th ordinary session of the intergovernmental committee. Their contribution is gaining in importance and the 8IGC adopted a decision to have civil society as a main item on the agenda of the 9IGC. The expert facility is being expanded to increase geographic diversification and expertise to implement capacity building and other in-country programmes of activity in new areas of priority identified by the 8IGC.

Challenges in implementation and remedial actions

Key challenges	Remedial actions
Main challenge is to secure extra-budgetary funds and required expertise to implement existing and new priorities identified by the governing bodies to implement the Convention through capacity development and knowledge management activities. New activities and areas of work have been added to the workplan for the quadriennium through decisions of the 8IGC for which extra budgetary funds are being sought. This includes the organization of two additional exchange sessions prior to the 5CP, the development of a new technical assistance programme and training materials for trade negotiators on the Convention as well as preparations for new operational guidelines on digital issues.	Performance indicators and targets were adjusted taking into account the reduced budget for activities according to the priorities set by the governing bodies of the Convention. The Secretariat continues to seek financial and in-kind support from Member States to implement capacity-development and knowledge management programmes and support for new areas of work identified as priority by the Convention governing bodies. A Complementary Additional Programme (CAP) concept note was prepared in this respect for the 2014-2015 period for an amount of 4 million USD and is available from the UNESCO partnering platform. Extra-budgetary funds were mobilized at the end of 2014 from Sweden to provide capacity development activities for evidence based policy making in 12 developing countries. An associate expert in knowledge management has been provided to the Secretariat by Italy (2015-2017). All efforts are being made to secure additional resources (both human and financial) to continue the technical assistance programme to strengthen the system of governance for culture in developing countries during the quadrennium (that was supported by the European Union).

Annex II

Governing bodies to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions

Statutory meetings in figures (2013-2014)

	8IGC (December 2014)	7IGC (December 2013)	4CP (June 2013)
Total number of Parties	134	133	129
Total number of participating Members States, (Parties, non-Parties), IGO and NGO observers	163	119	122
Number of individuals present at each meeting (average)	293	256	269
Length of 1 session (hours)	6 hrs/day x 3 days = 18 hrs	6 hrs/day x 3 days = 18 hrs	6 hrs/day x 3 days = 18 hrs
Number of exchange sessions organized prior to the opening of the sessions	0	1	2
Number of languages (translation of documents and interpretation)	2	2	6
Number of agenda items	17	16	15
Average number of working and information document pages produced and distributed by the Secretariat per session	892	850	2,622