

Re|Shaping Cultural Policies for the Promotion of Fundamental Freedoms and the Diversity of Cultural Expressions (2018-2021)

Context

The UNESCO **Convention on the Protection and Promotion of the Diversity of Cultural Expressions** (2005) recognizes the sovereign right of States to formulate and implement policies and measures that support the emergence of dynamic cultural and creative sectors. It ensures that policies and measures are designed and implemented through informed, participatory and transparent processes as well as guided by principles that respect human rights and fundamental freedoms.

To achieve this, Parties to the Convention (146 to date) have committed to collect and share, through [quadrennial periodic reporting](#)¹, information and data, statistics and good practices on policies and measures that protect and promote the diversity of cultural expressions in their respective country. This reporting process goes well beyond a technical exercise; it is designed to support, through multi-stakeholder dialogues, innovative, forward-looking and **evidence-based cultural policymaking**. However, many Parties have expressed a number of challenges in the implementation of this reporting process, including a lack of cultural statistics and monitoring frameworks, limited capacity to assess the impact of cultural policies and fragile networking opportunities between government and civil society.

Did you know ?

Today, the cultural and creative industries generate annual global revenue of US\$2,250 billion and exports of over US\$250 billion. These sectors can make up to 10% of GDP in some countries.

Objective

This project responds to the expressed needs of Parties seeking support to **strengthen the human and institutional capacities of governmental and civil society actors in order to monitor and report on policies and measures** that protect and promote the diversity of cultural expressions. For this purpose, UNESCO provides specialized expertise in the organization of multi-stakeholder consultations including governmental and civil society actors; delivers trainings on data collection and analysis; supports interministerial cooperation; and facilitates public debates on emerging topics such as gender equality in the culture sector, media diversity or artistic freedom.

At the international level, UNESCO will also **produce a Global Report**² drawing on the information and data collected from the quadrennial periodic reports (QPRs) submitted by Parties to the Convention, as well as from other sources (e.g. research institutes, independent cultural actors, and civil society). Published in [2015](#) and [2018](#), the [Global Report series](#) analyzes trends, tracks progress, identifies challenges and provides examples of innovative policies to promote the diversity of cultural expressions. The Global Report series provides a framework to support governments and civil society in the design of evidence-based policies. This information will be analyzed by internationally recognized

¹ Every four years, in compliance with Articles on “Information sharing and transparency” (Art. 9) as well as “Exchange, analysis and dissemination of information” (Art. 19), Parties are to provide to UNESCO appropriate information in their “quadrennial periodic reports” (QPR) on measures taken to protect and promote the diversity of cultural expressions within their territory and at the international level. See all reports submitted so far: en.unesco.org/creativity/monitoring-reporting/periodic-reports/available-reports

² The latest edition of UNESCO’s Global Report Re|Shaping Cultural Policies is accessible at: en.unesco.org/creativity/global-report-2018

experts and the Report will serve as a main *advocacy and awareness-raising* tool for reshaping cultural policies globally.

Being a global priority of UNESCO, gender equality will be given a particular focus through the implementation of a gender transformative action plan which proposes both mainstreaming a gender dimension and undertaking specific gender transformative activities. **Youth** will also be actively mobilized by participating in consultation meetings and policy discussion, especially considering that the cultural and creative industries (CCI) represent a viable employment opportunity for young people, employing more people aged 15-29 than any other sector.

Project outcome:

Governments and civil society organizations engage in evidence-based and participatory policy monitoring processes, in accordance with the principles and objectives of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

Output

Government officials and civil society organizations in 16 beneficiary countries are empowered to engage in policy dialogue and jointly produce evidence required for informed policy making and monitoring.

It is expected that all the **beneficiary countries submit their Quadrennial Periodic Reports (QPR) to UNESCO by 30 April 2020** at the latest. It is also expected that the beneficiary countries will become regional leaders to support other countries in their QPR elaboration.



A revised QPR framework is aligned with the [monitoring framework of the Convention](#) as well as the [2030 Agenda for Sustainable Development \(SDGs\)](#). Collecting data and elaborating the QPR would therefore help the beneficiary countries in the SDG Agenda implementation and reporting.

Beneficiaries

Project beneficiaries are **governmental and civil society actors** engaged in policy making and monitoring processes for the promotion of the diversity of cultural expressions from the following countries. **Governmental actors** include:

- national contact points³
- policymakers
- public authorities and local administrators, including officials representing various ministries (e.g. Ministries of Culture, Education, Social Affairs, Employment, Finance, Information and Technology, Foreign Affairs)
- statistical offices
- public institutions and cultural agencies

Civil society actors include:

- non-governmental organizations
- non-profit organizations
- professional organizations in the culture and media sectors and associated sectors
- groups that support the work of artists and cultural actors

³ In accordance with Article 9(b) and Operational Guidelines on “Information sharing and Transparency”, Points of contact are designated by Parties to the Convention to be responsible for sharing information on the Convention within their territories, as well as acting as communication channels through which this information can be disseminated to relevant Ministries and public agencies. Points of contact can also respond to queries about the Convention from the general public.

1	Mauritius	UNESCO Office in Nairobi	Africa
2	Tanzania		
3	Uganda		
4	Mali	UNESCO Office in Dakar/Bamako	Arab States
5	Algeria	UNESCO Office in Rabat	
6	Palestine	UNESCO Office in Ramallah	Asia
7	Mongolia	UNESCO Office in Beijing	
8	Bangladesh	UNESCO Office in Dhaka	
9	Peru	UNESCO Office in Lima	Latin America and the Caribbean
10	Jamaica	UNESCO Office in Kingston	

Activities will also be implemented in Burkina Faso, Colombia, Ethiopia, Indonesia, Senegal and Zimbabwe to consolidate the results of the UNESCO project “Enhancing Fundamental Freedoms through the Promotion of the Diversity of Cultural Expressions” implemented in 2014-2017 and further support participative policy monitoring and policy making.

Planned activities

Activity 1 – Multi-stakeholder consultation meetings

- Conduct gender sensitive/transformational **diagnostics of the local context** and organize **multi-stakeholder consultation** meetings. The consultation meetings aim to increase understanding about how the Convention’s basic principles and concepts of fundamental freedoms and diversity of cultural expressions can be translated into legislation, policies and/or programmes and to introduce the reporting process for the 2005 Convention. It will thus kick-start an open dialogue between government and civil society actors for the elaboration of periodic reports.

Activity 2: – Collecting data and information and drafting the periodic report

- **Implement training workshops and coaching.** Each beneficiary country is to create a **gender-balanced, multi-stakeholder national team**, composed of representatives from various ministries, government institutions and civil society organizations, including cultural and media professionals, human rights and women’s rights organizations. The national team’s main task will be to elaborate the periodic report in a participatory manner. UNESCO and the beneficiary countries will select, among members of the Expert Facility, the most suitable international experts to conduct **training workshops** on participatory policy monitoring and strategic themes and provide distance coaching/mentoring to the national teams throughout the drafting process over a one-year period.
- **Organize networking meetings with civil society.** In order to support structuring and empowering civil society, UNESCO will organize additional workshops targeting cultural/media professionals, civil society and human rights/youth/women’s organizations. These meetings would also be intended to reinforce the **awareness and capacities of civil society** in the field of policy monitoring. Specific activities (e.g., collection of baseline data, mapping of gender stakeholders, focus group discussions with women professionals, training to reinforce capacities of local women actors, etc.) will be organized to encourage the elaboration of measures aiming to **promote gender equality in the culture sector**.

- **Create an interministerial cooperation mechanism:** Cultural policies are not the sole responsibility of a single Ministry. Culture, being a transversal issue, requires the involvement of multiple actors. UNESCO therefore proposes to support beneficiary countries in establishing interministerial dialogue and cooperation mechanisms. It is expected that such mechanisms will ensure the sustainability and longer-term impact of the project beyond the implementation period.

Activity 3 – Public presentation of periodic reports

- Organize a public presentation of the draft QPR to allow for stakeholders to review the content, improve information and data and validate the report. This will also support the preparation of policy recommendations that can reshape future cultural policies. The national team will later come together to debrief and integrate the feedback in view of finalizing the periodic report for submission to UNESCO and also discuss lessons learnt and follow-up actions. It is also expected that participatory methodologies for data collection and monitoring are institutionalized in each beneficiary country.

Activity 4 – Launching events of the third Global Report, the promotion of its use and knowledge exchange

- Organize numerous launch events and **public presentation of the third Global Report** (planned for June 2021) in cooperation with UNESCO Field Offices and other UN agencies working on issues covered by the Global Report. These events will aim to galvanize the support of the international development community and empower government and civil society actors to advocate for policy change and also to continue participatory policy dialogue.
- Organize a range of activities to **promote the use of the Global Report** among academic and research institutions and civil society organizations so that they could use the Global Report as teaching materials and tools to advocate for policy change. The beneficiaries will be encouraged to actively participate in knowledge exchange nationally, regionally and globally. Efforts will be made to mobilize women’s organizations to use the Global Report to advocate for gender equality measures for the culture sector.