



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

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INFORMATION DOCUMENT

The present document contains
the International Fund for Cultural
Diversity (IFCD) leaflet.

international fund for cultural diversity

Investing in creativity.
Transforming societies.



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Diversity of
Cultural Expressions



The International Fund for Cultural Diversity, **IFCD**, supports the implementation of the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions and the emergence of dynamic cultural sectors in developing countries by strengthening the means to **create, produce, distribute** and **access** cultural goods and services.



CREATION

Creating new music in Namibia

Museums Association of Namibia (2017-2018)

Namibia's San community has a rich music history, yet few outside of Namibia have heard their music. To empower musicians from the marginalized San community, the Museums Association of Namibia, with funding from the IFCD, supported the creation of a collaborative album blending San music and popular music. Namibian Tales, a Dutch group, worked with four women from the //Xao /oba village in the Kalahari desert to release an album entitled Kalahari Encounters, in 2017.

Voted Best World Music produced in the Netherlands in 2017, the album is generating income for the group and other community members. The album continues to be promoted and an international tour, through Europe was organized in July 2018.

 **Funds Allocated: US\$ 87 125**



9 new songs created

20 San women employed

+ 14 000 views on YouTube



PRODUCTION

Investing in Palestine's creative startups

Leaders (2017-2018)

Startups are scalable business models with the capacity to develop markets and create employment opportunities. Leaders has recognized their potential and, with funding from the IFCD, has designed an incubator programme where young Palestinian entrepreneurs can develop business ideas and models to address specific needs in Palestine's cultural and creative industries.

Nearly 200 entrepreneurs designed viable business models, developed prototypes and conducted initial market analysis. One of the start-ups, *Lameh Sahafeh*, was set up by a group of young journalists to enrich Palestinian media content. By improving business skills and knowledge, the project ensured that a higher quality of local cultural content is being produced in Palestine.

 **Funds Allocated: US\$ 99 350**




DISTRIBUTION

Diversifying distribution channels in Colombia

Bogota Chamber of Commerce (2017-2018)

Taking into account the increasing importance of the cultural and creative industries, the Bogotá Chamber of Commerce, with funding from the IFCD, strengthened the entrepreneurial skills of Bogotá's artists and cultural professionals.

153 entrepreneurs from the performing arts, publishing and visual arts sectors were trained in marketing, business management, copyright law, personal branding and market access techniques. Participants acquired an in-depth understanding of distribution channels for their cultural goods and services and were able to identify target markets.

 **Funds Allocated: US\$ 99 987**

153 creative entrepreneurs trained

50 workshops conducted

200 hours of training



ACCESS

Delivering to new audiences in Senegal

Culture Waw Association (2018-2019)

To address the cinema shortage in Africa, the Culture Waw Association, with support from the IFCD, is expanding its network of mobile film projection units in six regions across Senegal. MobiCINÉ facilitates regional access to cinema by offering a repertoire of over 50 films to audiences outside of Dakar.

Through its innovative economic model, 60 young cultural professionals are trained in project management, fundraising, financing, copyright and communication. These young entrepreneurs are also trained on the technical aspects of mobile film projections to ensure the sustainability of the project. MobiCINÉ also prefers to use encrypted files, to ensure that each time a film is viewed, rights holders automatically receive royalties.

 **Funds Allocated: US\$ 89 989**

324 entrepreneurs trained

26 business ideas submitted

10 startups incubated

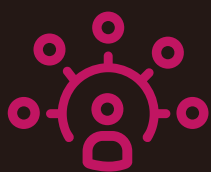
50 films available

87% African films

+ 1 750 views per year



Since its launch in 2010, the IFCD has supported:



Goal 1

SUSTAINABLE
SYSTEMS OF GOVERNANCE
FOR CULTURE

22

sets of policy recommendations
to support the creative sectors
in developing countries



Goal 2

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

The IFCD has contributed
to the mobility of

+100 artists and
cultural professionals



Goal 3

THE INTEGRATION OF CULTURE
IN SUSTAINABLE DEVELOPMENT
FRAMEWORKS

10 000

artists and cultural
professionals trained



Goal 4

THE PROMOTION OF
HUMAN RIGHTS AND
FUNDAMENTAL FREEDOMS

36%

of IFCD-funded projects
were led by women



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