



EU/UNESCO Expert Facility on the Governance of Culture in Developing Countries: Support for new regulatory frameworks to strengthen the cultural and creative industries and promote South-South cooperation

Project funded by the European Union (EU) 2018-2021

**Call for Expression of Interest for a
National Expert (Jamaica)**

Deadline: 1 June 2020

The purpose of this call is to solicit expression of interest from individuals interested in working as a national creative economy expert (Jamaica) in the implementation of the above-mentioned project.

Interested candidates are requested to submit to Ms Anaïs Chagankerian (a.chagankerian@unesco.org), by **1 June 2020**:

- a **detailed CV** providing evidence that they possess the required skills and professional experience described in the terms of reference;
- an **application form** (Annex 2);
- a **financial proposal** (Annex 3).

Selection process

Candidates should be Jamaican creative economy specialists with experience in policy design. They will be evaluated by UNESCO in cooperation with the Ministry of Culture, Gender, Entertainment and Sport of Jamaica. **Short-listed candidates might be invited for a phone interview.**

A selected candidate will receive a **consultant contract** from UNESCO to carry out the terms of reference provided below. S/he will work in tandem with a selected international expert. S/he will be expected to undertake substantial amount of desk research to capture the context of Jamaica's cultural and creative industries and existing policies, support the Jamaican Government and the UNESCO Office in Kingston in the organization of the project's activities, support the UNESCO international expert to carry out his/her expertise missions and facilitate the continuation of the work of the Jamaican national team between the missions.

Please note that the **position of a national expert is not a full-time post**. It is important for the national expert to have flexible availability in order to assist the entire project on a part-time basis. The national expert will be expected to participate in peer-to-peer learning by travelling to a knowledge provider partner country to be identified, along with 2-3 other Jamaican stakeholders, as detailed below (see section 9, peer-to-peer exchange). The travelling cost relating to the peer-to-peer learning will be covered by the project.

The project implementation in Jamaica is expected to be from June 2020 to 31 June 2021.

For any inquiry, please contact Ms Anaïs Chagankerian (a.chagankerian@unesco.org).



Background information

Ratified by 145 countries and the European Union, the [UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions](#) (2005 Convention) recognizes the right of governments to adopt regulations, policies and measures to support the emergence of dynamic and strong cultural and creative industries (CCIs). It ensures artists, cultural professionals and creative practitioners, as well as all citizens, have the capacity to create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own.

UNESCO, with funding from the EU, has launched in December 2018 [a call for applications to support 12 countries in their efforts to establish new regulatory frameworks for the CCIs and provide for South-South peer-to-peer learning and exchange opportunities](#). A project submitted by the Ministry of Culture, Gender, Entertainment and Sport of Jamaica has been accepted by the EU/UNESCO Steering Committee. This project assists Jamaica in elaborating a Creative Economy Act to streamline policies and the administration of CCIs.

Drawing upon the expertise requested by Jamaica, a national expert is expected to work closely in pair with an international expert to accompany Jamaica in the design of its Creative Economy Act. For more information about the EU/UNESCO project, please see Annex I.

Terms of reference of a consultant contract with the national expert

1. Within the framework of the initiative [“EU/UNESCO Expert Facility on the Governance of Culture in Developing Countries: Support for new regulatory frameworks to strengthen the cultural and creative industries and promote South-South cooperation”](#), funded by the European Union, a project submitted by the Ministry of Culture, Gender, Entertainment and Sport of Jamaica has been accepted by the EU/UNESCO Steering Committee. This project assists Jamaica in elaborating a Creative Economy Act to streamline policies and the administration of CCI.
2. In this context and under the supervision of UNESCO, the Consultant shall work as a national expert together with a selected international expert, to assist Jamaican authorities in implementing this project. S/he shall accompany the national partner, the Ministry of Culture, Gender, Entertainment and Sport of Jamaica, to produce a comprehensive strategy of intervention to ensure implementation, ownership and sustainability of the expected results as identified by the beneficiary in their request “Elaborating a Creative Economy Act to streamline policies and the administration of the cultural and creative industries (CCIs) in Jamaica”.
3. Throughout the project, the Consultant will:
 - a) Provide regular project management support to the UNESCO Office in Kingston for the organization of activities;
 - b) Maintain regular contacts with the European Union Delegation in Kingston with a view to ensuring their participation in the project’s activities as a project partner;
 - c) Communicate on a regular basis with the national team and UNESCO to provide advice/guidance to the national team, and monitor the progress of the project;
 - d) Maintain regular contacts with the international expert to be selected by the Jamaican government and UNESCO, before, during and after his/her three missions to Jamaica, to discuss the progress and challenges of the project implementation;
 - e) Encourage teamwork within the group, capitalizing on each member’s skills and experience and ensuring an adequate transfer of skills and competences;
 - f) Participate in exchange of information among actors involved in the EU/UNESCO project;
 - g) Provide to UNESCO all necessary documents and information in his/her possession on the mission;
 - h) Undertake regular monitoring with the national partner and members of the national team to ensure sustainability to the results obtained;
 - i) Take good resolution photos and audio-visual materials to gather testimonials of the beneficiaries of the project and submit them to UNESCO.
4. To this end, the Consultant shall do the following:
5. **Provision of expertise**
6. **Preparation**
 - a) Read supporting documents provided by UNESCO and become familiar with the general context of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions; read the application of Jamaica to apprehend the objectives and expected outcomes of the project, undertake research to further grasp the current CCI policy landscape, compile all pertinent resources and information available to best understand the context and objectives of the mission, and share them with UNESCO;
 - b) Participate in a tele conference with UNESCO, an international expert and the national partner for the project and define and coordinate the activities to be undertaken as well as the division of responsibilities;

- c) Support UNESCO and the national partner in the elaboration of a work plan, in coordination with the international expert;
- d) Set the date for the first national team meeting, identify the main stakeholders and draft a provisional agenda;
- e) Prepare a work and individual meetings schedule for the first few days upon arrival of the international expert, ensuring that the principal intermediaries will be available.

7. First mission

- a) In coordination with UNESCO, the international expert and the national partner, participate in the first provision of expertise mission throughout the duration of the international expert's stay in the country. The dates and the duration of the mission will be decided in consultation with UNESCO and the national partner;
- b) Organize and participate in a first group meeting with the national team to recall responsibilities and define more precisely the role and forms of interaction between the members of the national team and the experts;
- c) Initiate contact with the main partners and establish working groups, assign roles and tasks, define objectives and outcomes of each working group;
- d) Identify other relevant key official counterparts and contact them in coordination with the local partner (e.g. other ministries and departments, etc.);
- e) Together with the international expert and the national partner, meet relevant policy-makers and/or any other relevant authorities in order to ensure that they are informed of the EU/UNESCO project and its objectives and that they are mobilized to actively participate in the project activities;
- f) Identify and assess precise needs based on the first round of consultations and meetings and also identify the human and institutional resources available, with a view to determining the best modalities to carry out the provision of expertise;
- g) Produce a diagnostics, understood as a "check" against the original demand, based on inclusive consultation with public officials and civil society actors. This will serve to gather views and inputs, agree on objectives and expected results, define feasible outputs and outcomes of the project, and finalize a work plan and timetable;
- h) Work with the national partner, the international expert and UNESCO to fine-tune the results-framework with concrete and measurable performance indicators. The revised results-framework will serve as a base for the monitoring and evaluation of the project implementation in Jamaica;
- i) Submit to UNESCO and the national partner a diagnostic report for the implementation of the mission, no later than two weeks after the first mission of the international expert, including a communication plan indicating:
 - the targets of communication activities – individuals, groups etc.;
 - information and communication activities and timetable;
 - the nature of the documents and materials to be produced and distributed (information, awareness-raising and content).

8. Second mission

- a) In coordination with UNESCO, the international expert and the national partner, participate in the second mission throughout the duration of the international expert's stay in the country. The dates and the duration of the mission will be decided in consultation with UNESCO and the national partner;
- b) Discuss with working groups feasible elements to be included in the draft Act;
- c) Facilitate the drafting and consolidation process;
- d) Present the outputs from the working sessions to the government and receive final directives;
- e) Provide coaching and mentoring after the departure of the international expert to accompany the process for the finalization of the Act.



9. Peer-to-peer exchange

- a) In consultation with UNESCO and the national partner, contribute to identifying and liaising with a knowledge provider partner country with whom the selected national team members will engage in peer-to-peer learning, devise a peer-to-peer learning programme and play a facilitating role in its implementation. The Consultant may travel to the partner country together with selected members of the national team;
- b) Submit to UNESCO a report on the peer-to-peer learning activities including elements on the second provision of expertise mission.

10. Third mission

- a) In coordination with UNESCO, the international expert and the national team, participate in the third mission throughout the duration of the international expert's stay in the country. The dates and the duration of the mission will be decided in consultation with UNESCO and the national coordinator;
- b) Work with the national team on the operationalization of the newly designed Act (including advocacy measures);
- c) Organize capacity building activities on participatory policy design and implementation for the national team;
- d) Provide coaching and mentoring after the departure of the international expert to follow-up on the implementation of the Act;
- e) In coordination with the national team, ensure wide dissemination of the project's results to all stakeholders and potential users through workshops and briefings;
- f) Provide advice to the national team to support the setting up of sustainable inter-ministerial coordination mechanisms. Such mechanisms are indispensable in order to engage stakeholders from various ministries and ensure effective implementation of policies and measures to build regulatory environments, considering that they often cover issues that go beyond the mandate of the Ministry in charge of culture. Such mechanisms will also serve to create policy dialogue between the government and civil society organizations that will be involved in the implementation of the actions;
- g) Submit a final report to UNESCO, focusing on the results of the mission, detailing the success, challenges, recommendations and ways forward associated with the overall intervention strategy and the draft Act, no later than one month following the completion of the third provision of expertise mission of the international expert.

11. Deliverables

1. A diagnostic report, revised results-framework and a communication plan (Paragraph 7);
2. A report on peer-to-peer exchanges (Paragraph 9);
3. A final report (Paragraph 10).

Annex 1
Fact Sheet “Provision of Expertise and Peer-to-Peer Learning Support”

Project title	EU/UNESCO Expert Facility on the Governance of Culture in Developing Countries: Support for new regulatory frameworks to strengthen the cultural and creative industries and promote South-South cooperation
Project Duration	September 2018 to August 2021
Implementing body	Section for the Diversity of Cultural Expressions, Culture Sector, UNESCO
What is a regulatory framework for CCIs and why does it need to be reinforced?	<p>The cultural and creative industries (CCIs) have become a driver and enabler of sustainable development, generating annual global revenues of US\$ 2,250 billion and exports of over US\$ 250 billion. It is estimated that these sectors provide nearly 30 million jobs worldwide and employ more people aged 15-29 than any other sector.</p> <p>The CCIs operate in a complex environment requiring laws, strategies, policies and measures that can be based on goals and principles defined in the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005). This means that frameworks regulating the CCIs should contribute to an enabling environment for the culture sector, where artistic freedom, creativity and innovation, the diversity of cultural contents and expressions, intellectual property rights, the mobility of artists and cultural professionals and market access are ensured. Such frameworks also need to address the significant and rapid changes posed by digital technologies and the challenges that artists and cultural professionals face in order to ensure that their works can be protected and promoted in a digital environment.</p>
What is the project and why?	<p>This programme aims to support developing countries within a timeframe of 18-24 months to:</p> <ol style="list-style-type: none"> 1. Design, adapt and/or implement regulatory frameworks (laws, strategies, policies and measures) for the CCIs, including intellectual property rights related to CCIs; 2. Strengthen skills and capacities to support long-term cultural policy development and implementation that support the CCIs; 3. Create peer-to-peer mechanisms to strengthen institutional capacities for the CCIs through South-South cooperation activities.
How does it work?	<ul style="list-style-type: none"> • Through an open call, UNESCO created an EU/UNESCO Expert Facility comprised of 42 renown international experts (26 women and 16 men) having specific expertise in the fields covered by the 2005 Convention. • UNESCO has launched an open-ended call to solicit requests for provision of expertise and peer-to-peer learning support from eligible countries. Twelve (12) beneficiary countries, or more if budget allows, will be selected. • UNESCO provides expertise through international and national experts to the beneficiary countries to provide expertise and support for peer-to-peer learning and capacity development.
Main activities	<ul style="list-style-type: none"> • Specialized expertise. Drawing upon the expertise requested, an international expert from the EU/UNESCO Expert Facility and a national expert will be identified by national authorities and contracted by UNESCO to guide the beneficiary government in the design of laws, strategies, policies and measures for the CCIs, including Intellectual Property Rights regulation related to CCIs. The programme will cover the costs of up to three missions by the international expert. He/she will work with a national expert, and the duration of each mission and the precise mission schedule will be decided between the beneficiary country, the experts and UNESCO. The experts will provide mentoring throughout the policymaking process. • Multi-stakeholder dialogue and consultation. The project will support the organization of multi-stakeholder meetings in order to gather diverse perspectives during the elaboration of a new regulatory framework. Such consultations are indispensable to



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Diversity of
Cultural Expressions



With funding from the
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	<p>ensuring that the new regulatory framework takes into account the needs, challenges and opportunities faced by a wide range of stakeholders (various ministries within a government, civil society, professional associations/unions, the private sector, etc.).</p> <ul style="list-style-type: none"> • Training workshops. In order to ensure that the beneficiary government is empowered to implement the new regulatory policies/measures, the project will organize training workshops targeting government officials and civil society stakeholders. • Peer-to-peer learning support, exchanges and sharing of knowledge. In order to encourage peer-to-peer learning, the project will facilitate exchanges with public officials/policy administrators/implementers from the Global South who have created exemplary policies in their own country. He/she will share his/her experience during a visit to the beneficiary country. In addition, public officials from the beneficiary country will also be invited to visit their counterparts in order to gain first hand knowledge and experience from their peer. This cooperation mechanism will support the exchange of information and knowledge as well as capacity-building for professionals and public officials in the culture sector. • Technical backstopping. UNESCO (Headquarters and Field Offices) will provide continuous support to ensure effective implementation of the activities in the country and take remedial actions as necessary.
Eligible countries	96 developing countries that are Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.
Expected project outcome	Governments and civil society actors take steps to implement new regulatory frameworks in a transparent, evidence-based and participatory manner.
Link between the Project and the 2030 Agenda	<p>The results of this programme are expected to provide developing countries with support in achieving their commitments to the UN's 2030 Agenda for Sustainable Development in general and specific Sustainable Development Goals (SDG) aimed at:</p> <ul style="list-style-type: none"> • Creating sound policy frameworks to support accelerated investment in poverty eradication actions (SDG target 1.b) • Adopting and strengthening sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels (SDG target 5.c) • Promoting policies that support entrepreneurship, creativity and innovation, and encourage formalization and growth of micro and SMME's (SDG target 8.3) • Ensuring responsive, inclusive, participatory and representative decision-making at all levels (SDG target 16.7)
UNESCO priorities	<ul style="list-style-type: none"> • In addition to EU and UNESCO global priorities, the programme responds to the African Union's 2063 Agenda "The Africa We Want", in particular, Aspiration 5 by promoting "<i>African creative arts and industries... contributing significantly to self-awareness, well-being and prosperity</i>", as well as Aspiration 6 by supporting "<i>the creativity, energy and innovation of Africa's youth being the driving force behind the continent's political, social, cultural and economic transformation.</i>" • It will also support the advancement of gender equality through specific gender-sensitive activities that aim to support the recognition and advancement of women working in CClIs.
More information	Contact: culture-governance@unesco.org