



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

10 IGC

DCE/16/10.IGC/4
Paris, 10 November 2016
Original: English

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

Tenth ordinary session
Paris, UNESCO Headquarters
12 – 15 December 2016

Item 4 of the provisional agenda: Secretariat's report on its activities 2016

This document presents the Secretariat's report of its activities for the period 2016.

Decision required: Paragraph 51.

1. At its third ordinary session, the Conference of Parties to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Conference of Parties” and “the Convention”) requested the Secretariat to provide, at each of its sessions, a report on its activities. The Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Committee”), has taken similar decisions requesting the Secretariat to submit reports at each of its sessions; the latter being Decision 9.IGC 4, requesting a report from the Secretariat on its activities for 2016.

2. At this session, the Committee is to examine and take note of the Secretariat’s report on its activities for the first part of the 2016-2017 Biennium and determine the most appropriate mechanisms to support these activities, whether at Headquarters or in the Field.

3. To recall, the purpose of these reports is to present the achievements and challenges faced by the Secretariat to implement a programme of activities defined by the Convention’s governing bodies. In addition to the resolutions and decisions taken by the governing bodies, the Secretariat’s programme of activities is informed by recommendations of the Internal Oversight Service (IOS) Report on the “Evaluation of UNESCO’s Standard-setting Work of the Culture Sector Part IV – 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions”¹. A table monitoring the implementation of the IOS recommendations is provided in Information Document DCE/16/10.IGC/INF.7.

4. On the basis of the governing bodies workplans, UNESCO formulates performance indicators and targets that are published in its Programme and Budget (C5), Major Programme IV, MLA 2, Expected Result (ER) 6². The 38 C/5 presents the Secretariat’s programme of activities to facilitate the effective implementation of the Convention for the period 2016-2017 as:

- to assist the Convention’s governing bodies to exercise effective decision-making through the organization of statutory meetings;
- to process international assistance requests and monitor project implementation;
- to promote information sharing and transparency at the global level; and
- to strengthen the 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.

Annex I presents a table monitoring progress for the 2016 period. Annex II provides some key data on the organization of statutory meetings. Information document DCE/16/10.IGC/INF.6 provides the results of a questionnaire sent to Parties to evaluate the effectiveness of the Secretariat in the organization of these meetings. Working document DCE/16/10.IGC/8 provides the Secretariat’s report on the International Fund for Cultural Diversity (IFCD) including an update of activities to process international assistance requests and monitor project implementation. Further to the IOS audit on the working methods of the culture conventions and its recommendation to establish a common logistics unit for all culture conventions, and Decision 8.IGC 5a requesting the Secretariat to report to it on the savings made since the establishment of the Convention’s Common Services Unit, the Culture Sector is preparing for an independent evaluation of the Unit. The Secretariat will report to the Committee on its findings when available.

5. There are two major developments that provide a new context for the Convention and reporting on the Secretariat’s programme of activities and expected results, namely, the creation of a new framework³ to monitor the implementation of the Convention and the adoption of the UN 2030 Agenda for Sustainable Development (hereinafter “the 2030 Agenda”).

¹ See Document IOS/EVS/PI/134 REV.

² Progress can be regularly monitored through SISTER, C/5 Expected Result template n°133 and n°2696.

³ This framework was published in the first edition of the Global Report “Re/Shaping Cultural Policies. A Decade Promoting the Diversity of Cultural Expressions for Development” (hereinafter “2015 Global Report”), in December 2015. It includes 33 core indicators and 108 means of verification.

6. Accordingly, this report presents a summary of activities undertaken by the Secretariat in 2016 in line with the Convention's monitoring framework made up of four overarching goals, namely to: support sustainable systems of governance for culture (Goal 1); achieve a balanced flow of cultural goods and services and increase the mobility of artists and cultural professionals (Goal 2); integrate culture in sustainable development frameworks (Goal 3); and promote human rights and fundamental freedoms (Goal 4). This structure enables synergies between the Secretariat's reporting on results (through this report) and Parties reporting through the quadrennial periodic reports, to the extent possible and relevant. The objective is to eventually provide a more coherent picture of the implementation of the Convention at both the global and country levels.

7. This Secretariat's report will also indicate how its programme of activities can contribute to the achievement of relevant sustainable development goals (SDGs) and targets of the 2030 Agenda, namely to:

- ensure inclusive and equitable quality education and promote lifelong learning opportunities for all (SDG 4, target 4.4);
- achieve gender equality and empowerment of women and girls (SDG 5, target 5.c);
- promote sustained, inclusive and sustainable inclusive growth, full and productive employment and decent work for all (SDG 8, target 8.3);
- reduce inequalities within and among countries (SDG 10, target 10.a);
- make cities and human settlements inclusive, safe and sustainable (SDG 11, target 11.3);
- promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels (SDG 16, targets 16.7 and 16.10);
- strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development (SDG 17, target 17.19).

8. The table presented in Annex III further illustrates this work by providing examples of specific modes of intervention such as:

- providing expertise to countries through technical assistance (non-financial support);
- granting direct financial support through the International Fund for Cultural Diversity (IFCD) which invests in projects that aim to strengthen the cultural and creative industries in developing countries;
- collecting information and data to demonstrate how promoting the diversity of cultural expressions can contribute to development;
- promoting international cooperation for inclusive and sustainable urban development.

I. Support sustainable systems of governance for culture (Goal 1)

9. The Convention delineates a system of governance for culture as one that meets people's demands and needs and is *transparent* in decision making processes; *participatory* by engaging civil society in policy design and implementation; and *informed* through the regular collection of evidence that can support policy making decisions. In order to achieve this goal, cultural policies and measures are to be implemented in accordance with Articles 5, 6, 7 and 11 of the Convention.

10. The implementation of Goal 1 can provide evidence in the monitoring of SDG 16, target 16.7 to "ensure responsive, inclusive, participatory and representative decision making at all levels".

11. Findings from the 2015 Global Report show that new cultural policy strategies have been adopted aimed at strengthening the value chain of creation, production, distribution and access to diverse cultural goods and services. Yet, it also reports a lack of evaluation and monitoring mechanisms making it difficult to determine how transparency in decision-making will be achieved. It signals that the role of civil society as “cultural watchdog” remains underdeveloped and that platforms for dialogue between governments and civil society do not exist or are fragile. Lastly, it highlights the lack of reliable information and data resources necessary for informed policy making.

12. Accordingly, the [global capacity building strategy](#) adopted by the governing bodies sets forth an approach to support Parties that is defined as a process through which individuals, organizations and societies obtain, strengthen and maintain the capabilities to set and achieve their own development objectives over time. In the long term, the goal is to bring about positive transformations in the systems of governance that can benefit the cultural and creative sectors. In order to achieve this, the Secretariat seeks to *provide policy advice and support evidence-based policy making*.

13. The majority of the Secretariat’s capacity development activities to support informed, transparent and participatory systems of governance for culture in 2016 have been made possible with extra-budgetary funds provided by Sweden, Denmark, the Republic of Korea and the European Union (EU).

Capacity development activities at the country level

14. The **Government of Sweden** provided funding to implement the project “Enhancing fundamental freedoms through the promotion of the diversity of cultural expressions”. One of the aims of the project, through country-level interventions is to strengthen human and institutional capacities of governmental and civil society actors to monitor policies and measures that promote the diversity of cultural expressions, in particular through the preparation of quadrennial periodic reports. For this purpose, the Secretariat has provided specialized expertise to carry out technical assistance in 12 countries, namely: Burkina Faso, Cambodia, Colombia, Cuba, Ethiopia, Indonesia, Morocco, Rwanda, Senegal, Tunisia, Viet Nam and Zimbabwe. Throughout the activities implemented so far, general awareness of the Convention and its guiding principles have been widely raised, helping in particular to establish inclusive policy dialogue platforms and mechanisms between governmental and civil society actors. The project has also led to the participation of a variety of actors including civil society representatives from the cultural sector and media professionals in the national teams responsible for the preparation of periodic reports, bringing to the fore a diversity of voices and interests. A second component of the project addresses the evaluation and monitoring of the Convention. The 2015 Global Report sets in motion the process of building new indicators to support evidence-based policy making, and to strengthen informed, transparent and participatory systems of governance. This relates in particular to three main policy areas defined as priority by the Convention’s governing bodies: cultural policies to support different stages of the value chain; public service media and digital issues. Core indicators, with related means of verification, have been developed for each of the three policy areas.

15. Thanks to financial support provided by the **Danish Center for Culture and Development (CKU)**, the Secretariat, together with the UNESCO Office in Islamabad, has implemented a project to raise awareness about the Convention and the importance of developing policies for the creative sector in Pakistan (2015-2016). The aim of the project entitled “Promoting the Right to Arts and Culture for Sustainable Development through the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions” was to empower governmental and civil society actors to take part in participatory policy making processes to meet the needs and challenges faced by creative entrepreneurs. The project has helped the Government of Pakistan to organize country-wide consultations with various stakeholders and take concrete steps towards ratification of the Convention. It has also initiated cultural policy making processes both at the federal and provincial levels.

16. The **Korean Funds-in-Trust** provided the Secretariat with the possibility to begin implementing projects in Lao People's Democratic Republic, Mongolia, Rwanda, Uganda Uzbekistan and Viet Nam. The aim of these projects is to strengthen the cultural and creative industries in these countries through capacity-building, supporting networking efforts, sharing information and raising awareness of various stakeholders on the contribution of culture for sustainable development. The design and implementation of these activities are supported by the secondment in 2016-2017 to the Convention Secretariat of a senior programme specialist, funded by the Korean Government in the context of the Republic of Korea's Funds-in-Trust dedicated to supporting the development of creative industries in Asia and Africa.

17. New requests for technical assistance continue to be received by the Secretariat. It tries to respond to them within the human and financial means available. For example, in August 2016, the Secretariat supported a mission to assist the Ministry of Education, Sports and Culture (MESC) of the Government of Samoa to review its Draft Culture Policy in line with the guiding principles and objectives of the Convention. The aim was to design and include relevant provisions for the development of cultural and creative industries. Similarly, a mission to support Djibouti in its efforts to develop a cultural policy and improve its periodic reporting mechanism is organized through the UNESCO Nairobi Office in December 2016.

Assessing impact

18. As **EU funding** for the Expert Facility project on “strengthening systems of governance of culture in developing countries” came to an end in 2015, the Secretariat published in June 2016 a report “[Investing in Culture for Sustainable Development](#)”, bringing to the fore the impact and achievements of the project, implemented in 13 developing countries. Through this publication, the Secretariat has demonstrated the positive effects of participatory policy making in the culture sector to achieve sustainable development. Since the official end of the project, positive policy impacts continue to be demonstrated. For example in September 2016, important achievements were recorded: in Viet Nam, the Strategy for the Creative Industries Development to 2020 was signed by the Prime Minister; in the Democratic Republic of Congo, following the adoption of the first Declaration on Cultural Policy, a bill of law on Culture and Arts has been adopted by the Government and transmitted to the Parliament for examination and adoption. Pending the outcomes of an external evaluation, currently carried out by the EU, and bearing in mind the increasing demands for long-term technical assistance, the Secretariat is hopeful that it will be able to partner again with the EU to support Parties to the Convention.

19. Building on the lessons learned from the technical assistance missions implemented throughout the UNESCO/EU project, the Secretariat has finalized, with the support of the Expert Facility, a [methodological guide on Technical Assistance](#) for policy making. This guide presents in a coherent manner the basic concepts, principles and approaches that underpin “on-demand” technical assistance interventions. Available on line in English and French, the guide re-emphasizes the role of technical assistance in strengthening effective, participatory and informed systems of governance for culture through its contribution in terms of analysis, methodological choices and interventions planning.

Raising awareness activities

20. A number of activities were undertaken by the Secretariat together with Field Offices to raise awareness about the Convention and its goal to support sustainable systems of governance for culture, including:

- together with the UNESCO Office in Apia, participation in the 3rd Pacific Ministers for Culture meeting (24-25 May 2016, Guam). High on the agenda was a mid-term review of the Pacific Community's Regional Cultural Strategy: Investing in Pacific Cultures (2010-2020). The Strategy was designed to set standards for the development of policies to strengthen the culture sector as well as the creative industries in Pacific Island Countries and Territories in line with the Convention. The [Minister's Declaration](#), adopted on this occasion, pledges to “support the development of the cultural industries in the region

through enhanced funding and development partner support”. At the end of the Ministers Meeting, Fiji, the Solomon Islands, Tonga and Tuvalu expressed their commitment to ratify the Convention in the near future;

- together with the New Delhi Field Office, the Secretariat supported the organization of a multi-stakeholder workshop in Goa, India (20-21 August 2016) exploring the policy environment for creative industries in Goa and formulating recommendations for consideration by the Government of Goa. Bringing together representatives from the Directorate of Arts and Culture, cultural professionals and NGOs working in the fields of visual arts, music, cinema and publishing, this workshop addressed in particular issues pertaining to the contribution of the creative industries to the local economy. This workshop serves as a model to be rolled-out in other regions of India, pending extra-budgetary resources;
- together with the Kingston Field Office, the Secretariat organized a regional workshop for English speaking Caribbean countries (27-29 June 2016, Bridgetown, Barbados) on policy design and monitoring, bringing together public, civil society and private sector representatives from the creative economy sector. This workshop was designed to also help prepare periodic reports from the region in 2016-2017, as well as to design projects to be proposed for financing by the IFCD.

21. To promote reflection on the profound transformation of the cultural sector in the digital age that is a priority of the Convention’s governing bodies, the Secretariat partnered with the following during 2016:

- the **Ministry of Education and Culture of Finland** and the **Hanasaari Foundation**, to organise a side event entitled “Re/Shaping Cultural Policies for Development” during the World Press Freedom Day conference held on 2 May 2016 in Helsinki (Finland). This event was also organised with the support of the the Nordic Council of Ministers (Finnish Presidency 2016), the Swedish International Development Agency (Sida), and the Swedish Arts Council. It brought together the Director-General of UNESCO and the Nordic Ministers of culture from Denmark, Finland, Iceland, Norway and Sweden. This first ever high level event led to the adoption of a landmark [joint ministerial Declaration](#) by all Nordic Ministers on “Promoting the diversity of cultural expressions and artistic freedom in a digital age”, which pledges to support and enhance global monitoring activities undertaken by UNESCO in the areas of artistic freedom, as well as of gender equality, civil society participation, and digital issues. In addition, the Secretariat organized on the same day a panel session on “Improving Artistic Freedom in a Digital Age”, together with artists from various creative sectors (media art, writing and cinema), which served to put in context issues of creativity and civil society participation in the new digital environment for artists and cultural professionals;
- the **Republic of Korea** to organize at UNESCO Headquarters, on 12 September 2016, a conference on digital creativity, serving to explore the new horizons of the creative industries at the nexus of arts and science. This conference was accompanied by an art exhibition, also presented at Headquarters from 12 to 23 September 2016, featuring Korean media artists Byeong Sam Jeon and Han Ho;
- the **Organisation Internationale de la Francophonie (OIF)**, to organise during the tenth session of the Committee, panel discussions on creativity, digital issues and development, as well as a digital media arts installation, created by artists from the Kër Thiossane arts organization (Dakar, Senegal), a beneficiary of the IFCD in 2010.

II. Achieving a balanced flow of cultural goods and services and increase the mobility of artists and cultural professionals (Goal 2)

22. Equitable access, openness and balance in the flow of cultural goods and services as well as the free movement of artists and cultural professionals from the global South are among the core goals of the Convention. In order to achieve this goal, preferential treatment measures are to be implemented in accordance with Articles 16 and 21 of the Convention. Preferential treatment measures are understood as those that promote the mobility of artists and cultural professionals from the global South as well as improve market access for cultural goods and services through various policies and programmes as well as specific international cooperation and trade agreements.

23. The implementation of Goal 2 comes in support of SDG 10 (target 10.a).

24. The 2015 Global Report sets forth a certain number of objectives to be attained: achieving balance in the flow of cultural goods and services; facilitating ease of movement for creative professionals and artists; recognizing the specificity of cultural goods and services in preferential treatment measures such as new trade frameworks and agreements. Yet, the Report shows that on the global level, there is a long way to go before balance in the flow of cultural goods and services is achieved. It also finds that cultural professionals and artists from the global South experience significantly more travel restrictions than cultural professionals from the global North, thus limiting their access to new audiences and markets and potential opportunities for collaboration. Lastly, it shows that the Convention appears to have had a positive impact on the implementation of new trade frameworks and agreements over the past ten years, namely, Protocols for Cultural Cooperation annexed to trade agreements that recognize the specificity of cultural goods and services.

25. The 2015 Global Report has provided examples of meaningful policies and measures to address these objectives, as well as core indicators of progress to support evidence-based policy making for each of the three following monitoring areas: mobility of artists and cultural professionals; flows of cultural goods and services; treaties and agreements. It is expected that these indicators and their related means of verifications will inspire and guide policy-makers and concerned stakeholders. Specifically, the findings from the 2015 Global Report should be read in conjunction with the full study produced in 2016 by UNESCO's Institute for Statistics, [The Globalization of cultural trade: a shift in consumption](#). This study, which served to inform the 2015 Global Report, explores key aspects of the globalization of cultural flows, including trends in the trade of cultural goods and services from 2004 to 2013. The Secretariat will continue to partner with UIS to collect and analyze data on cultural trade flows for the 2017 edition of the Global Report.

26. Increasingly faced with new demands for capacity development and policy guidance in these areas, the Secretariat is building on Decision 197 EX/11 taken by the Executive Board at its 197th session to re-design the UNESCO-Aschberg Bursaries for Artists by creating a new programme for artists and cultural professionals. The aim of the new programme is to strengthen capacities for the implementation of preferential treatment measures and to foster greater North-South and South-South cooperation activities through the Creative Cities Network.

27. In consultation with international experts, including Professor Keith Nurse, Senior Research Fellow, Sir Arthur Lewis Institute of Social and Economic Studies, University of West Indies (Barbados), the Secretariat has started to fine-tune the Programme's implementation strategy, with a three pronged approach:

- production of capacity-building training tools and materials (in line with Decision 9.IGC 8 and Resolution 5.CP 11 requesting the Secretariat to develop a training module for the implementation of Articles 16 and 21 as part of its global capacity-building strategy);
- research, data analysis and monitoring;
- technical assistance in countries requesting policy advice.

Progress can be monitored through SISTER template n°12644.

28. In addition, the Secretariat is continuing to develop and update its online database through which Parties, international organizations and civil society are invited to share experiences and practices on issues related to preferential treatment, international coordination and consultation, by regularly submitting relevant documents and information. The Secretariat will seek to improve this database, so as to ensure a regular monitoring of the implementation of Articles 16 and 21 of the Convention. In this context, a study on the implementation of these articles in 51 bilateral and regional trade agreements concluded since 2005 has been conducted to that effect by Véronique Guèvremont (Professor of the Faculty of Law of Laval University, Québec, Canada) and is presented as an Information Document to this session of the Committee (DCE/16/10.IGC/INF.3). Covering a substantial number of agreements concluded between States from all continents, mostly Parties to the Convention, the study describes a variety of models of bilateral and regional agreements, addressing five general topics: explicit mention to the Convention; the treatment of cultural goods and services; clauses on preferential treatment relating to culture; the status of electronic commerce; other provisions relating to culture. This study will be continually updated in the future, in cooperation with the research team of the new UNESCO Chair on the Diversity of Cultural Expressions (Laval University, Québec, Canada), officially launched on 17 November 2016.

III. Integrate culture in sustainable development frameworks (Goal 3)

29. Together, the Parties to the Convention and the UN Member States adopting the 2030 Agenda have committed to promote international cooperation for sustainable development in the pursuit of social, economic and environmental outcomes.

30. Integrating culture in sustainable development frameworks is one of the primary goals of the Convention. Its Articles 13 and 14 and respective operational guidelines explicitly call upon Parties to integrate culture in their international development assistance policies and programmes as well as in their national development plans. More specifically, they call upon Parties to support cooperation for sustainable development and poverty reduction by strengthening the cultural sectors in developing countries. This is to be accomplished through programmes to develop national capacities, transfer technology and provide support for small- and medium-sized enterprises. The Convention also calls on the international community to engage in new forms of partnership with the private sector and civil society representatives in order to achieve their development cooperation objectives. It emphasizes the importance of timely and reliable disaggregated data to help measure progress and provide evidence for transparent and informed decision-making.

31. The implementation of Goal 3 comes in support of SDGs 4 (target 4.4), 8 (target 8.3), 11 (target 11.3), 17 (target 17.9) to:

- increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship (SDG 4, target 4.4);
- promote development-oriented policies that support entrepreneurship, creativity and innovation (SDG 8, target 8.3);
- enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries (SDG 11, target 11.3);
- develop measurements of progress on sustainable development and support statistical capacity-building in developing countries (SDG 17, target 17.9).

32. The 2015 Global Report suggests a range of strategic actions to be taken: integrate culture in national development plans based on principles of equity in the distribution of cultural resources; include culture as a strategic element in international development frameworks to support the emergence of dynamic creative sectors in developing countries; enhance technical and financial assistance to strengthen human and institutional capacities and support creativity in developing

countries. Key findings of the Report show that culture is increasingly integrated into medium- to long-term national development plans, aimed at achieving economic, social, cultural or environmental outcomes. It also reports that international development assistance programmes specifically addressing the cultural and creative industries and sector-specific strategies have been designed. However, it also confirms that financial contributions to culture have decreased: before the 2008 global financial crisis, 1% of Official Development Assistance (ODA) was devoted to culture. Since then, it has been in constant decline (0,3% in 2013). Against this background, the Global Report provides for a series of core indicators to monitor progress and change on the level of integration of culture in national sustainable development policies and plans, as well as international sustainable development programmes.

33. The Secretariat has collected evidence through the quadrennial periodic reports and the technical assistance programme that shows a significant change in the way that development policies and programmes are conceptualized and delivered. The European Union's new "[Strategy for international cultural relations](#)"⁴, released on 8 June 2016, is a best practice example in this regard. This important policy document confirms that the Convention, now ratified by 144 Parties, including the European Union in 2006, provides a key framework for policies on sustainable development and continues to be a cornerstone of the EU's international relations and development cooperation policy. Another example is the outcome of the intergovernmental dialogue held during the 7th Asia-Europe Culture Minister's meeting (23-24 June 2016, Gwangju, Republic of Korea), which focused on the potential of the creative and cultural industries for economic growth and job creation in development plans and cooperation strategies. Lastly, on the occasion of 10th anniversary of the signing of the Ibero-American Cultural Charter, several high events were organized with representatives of Ibero-American governments, ministers of culture and experts by the Organization of Ibero-American States (OEI) in Montevideo, Uruguay. These events led to the adoption of the "Montevideo Declaration" on 9 November 2016, which reaffirms the importance of the 2005 Convention as a policy tool for regional cooperation, serving to enhance creativity, sustainable development and access to a diversity of cultural goods and services.

IV. Promote human rights and fundamental freedoms (Goal 4)

34. Promoting respect for human rights and fundamental freedoms of expression, information and communication is a pre-requisite for the creation, distribution and enjoyment of diverse cultural expressions. These are among the core guiding principles of the Convention and the 1980 Recommendation concerning the Status of Artist. Threats to these guiding principles, including those that artists and cultural professionals experience in conflict situations⁵, put at risk artistic freedom, the diversity of cultural expressions available within territories and worldwide as well as individual wellbeing and quality of life.

35. Bearing in mind these core principles of the Convention, the 2015 Global Report, in its monitoring framework, included a specific goal on the promotion of human rights and fundamental freedoms, with areas of monitoring on artistic freedom and gender equality. In order to achieve this goal, policies and measures are to be implemented in accordance with the guiding principles of the Convention, in particular Article 2.1 and Article 7.

36. The implementation of this Convention goal comes in support of SDGs 5 (target 5.c) and 16 (target 16.10).

⁴ Re-emphasizing the importance of the Convention's Preamble, which underlines the need to incorporate culture as a strategic element in national and international development policies, as well as in international development cooperation, the strategy calls upon the EU "to advance the ratification and implementation of the 2005 UNESCO Convention by deepening policy dialogues with partner countries and strengthening systems of governance". More to this, this strategy underlines that "a Party to the 2005 UNESCO Convention on the protection and promotion of the diversity of cultural expressions, the EU is committed to promoting the diversity of cultural expressions as part of its international cultural relations. This reflects and promotes the EU's fundamental values, such as human rights, gender equality, democracy, freedom of expression and the rule of law, as well as cultural and linguistic diversity".

⁵ See Information Document DCE/16/10.IGC/INF.10 on the Reinforcement of UNESCO's action for the protection of culture and the promotion of cultural pluralism in the event of armed conflict. See also: <http://en.unesco.org/heritage-at-risk/strategy-culture-armed-conflict>

37. The 2015 Global Report puts forward two key expectations: **promote and protect artistic freedom** as a pillar of the fundamental freedom of expression; and **achieve gender equality** as a cornerstone of human rights, for women creators and producers of cultural goods and services. Yet, the Global Report shows that the rights of artists to express themselves freely have been increasingly under attack worldwide. It also finds that while women are strongly represented in the creative sector, they remain poorly represented in a number of cultural professions and in decision-making positions in many cultural organizations and industries. With a view to strengthening evidence-based policy making, the Global Report has therefore developed core indicators of progress that will serve to inform future monitoring in each of these two core areas.

38. In the area of **artistic freedom** the UN Special Rapporteur's 2013 report on the right to freedom of artistic expression and creation and the Convention's 2015 Global Report argue that the recognition and protection of artistic freedom are germane not only to the creative practice of artists themselves but also to the rights of all cultural producers. In this context, freedom of expression for artists (or artistic freedom) can be understood as being supported through policies and measures that promote the right of artists and cultural professionals to create, produce and distribute diverse cultural expressions such as:

- support for artistic creation and fair remuneration;
- freedom of movement (mobility of artists and cultural professionals);
- freedom of association (for artists to organize in professional associations);
- protection of the social and economic rights of artists.

39. In 2016, the Secretariat undertook a number of activities in the area of artistic freedom and the status of artists:

- information collection and monitoring activities with support from the Swedish government (first results published in the 2015 Global Report to monitoring the implementation of the 2005 Convention. New evidence to be published in 2017);
- capacity building in 12 countries with support from the Swedish government;
- technical assistance in Mauritius, working with the Ministry of Arts and Culture to design new legislation on the Status of the Artist;
- working with international artists' associations to monitor issues of artistic freedom, in particular in the context of synergies to monitor the 1980 Recommendation concerning the Status of the Artist;
- reaching out to the key international networks such as Freemuse, ArtsWatchAfrica, Arterial Network, Pen International, EU working group Arts-Rights-Justice, ICORN, etc.

40. The Secretariat also worked together with the Communication and Information Sector to promote public discussions in the context of the World Press Freedom Day. To this end, it organised a parallel session entitled "Is artistic freedom a new development challenge?" on 3 May 2016 in Helsinki, Finland. This session, organized with the participation of the Minister of Education and Culture of Finland, the Deputy Director General of the Swedish Development Cooperation Agency (Sida) and several experts involved in the preparation of the Global Report, served to situate artistic freedom as a global challenge in the process of developing modern, sustainable and democratic societies. This session was preceded, as mentioned in para 21., by another event on "Improving Artistic Freedom in a Digital Age" and the adoption of a Declaration by the Nordic Ministers of Culture on "Promoting the diversity of cultural expressions and artistic freedom in a digital age".

41. In order to raise awareness at the global level on the principles of and challenges raised by artistic freedom, and the possible actions to be taken by public authorities and civil society, the Government of Denmark is supporting the development of a training module on artistic freedom and the organization of public awareness raising events to take place during World Press Day 2017 (2-4 May 2017 Jakarta, Indonesia).

42. With a view to promoting **gender equality**, new core indicators have been included in the 2015 Global Report. They relate specifically to the existence of legislative frameworks on gender equality, to policies and measures to support women as creators and producers of cultural goods, as well as to their participation in the cultural and creative sectors. These indicators will help governments and other stakeholders to track progress in fulfilling gender-related obligations under the Convention. New data on gender equality will be published in the 2017 edition of the Global Report.

43. In June 2015, the Conference of Parties adopted revisions to the Periodic Reporting Framework annexed to the Operational Guidelines on Article 9 of the Convention, with specific questions on gender equality. This change allows the Secretariat to collect more and better quality data and good practices, that will be used to inform its activities, publications, policy advice and advocacy work. Improved data and information can already be derived from the quadrennial periodic reports submitted in 2016, as well as from projects supported under the IFCD. Indeed, the fourth Conference of Parties approved new guidelines for the IFCD that include the promotion of gender equality among the uses of the resources of the Fund. The application form has been revised to reflect the new guidelines, thereby encouraging applicants to include gender equality dimensions in their projects. To recall, 30% of the total number of IFCD projects aim to empower women and girls and promote their participation in the cultural and creative sectors. Furthermore, 100% (6 out of 6) of the projects funded under the IFCD in 2015-2016 were gender-sensitive, and 50% were carried out by women.

44. In line with its global capacity-building strategy, the Secretariat was able to finalize and test its training module on participatory policy monitoring and periodic reporting. This module, consisting of 10 units, has been used as a main tool for the capacity-building activities implemented in 2016 in the 12 beneficiary countries involved in the project “Enhancing fundamental freedoms through the promotion of the diversity of cultural expressions” as well as in Ecuador, Madagascar and Mozambique through UNESCO Field Offices. In this regard, 6 out of 10 units of the training module deal with fundamental principles of freedom of expression and gender equality. This mainstreaming of gender equality issues will serve to help improve, at national levels, policy design and monitoring processes on the role of women in the cultural and creative sectors.

45. Finally, Deeyah Khan (Norway), a critically acclaimed music producer and documentary film director, as well as officially designated (on 21 November 2016) UNESCO Goodwill Ambassador to support the work of the Organization in the field of artistic freedom and creativity, became the first Ambassador directly attached to the work of the Convention. A supporter of women's rights and freedom of expression, Deeyah Khan has participated in previous debates organized by the Secretariat to promote artistic freedom. It is expected that this nomination will enhance the visibility of UNESCO's action and create promising avenues for new Convention outreach activities.

V. Conclusion

46. Overall, progress towards achieving the Expected Result 6 of the 38 C/5 for the biennium 2016-2017 remains on track. During the period covered, 3 new countries ratified the Convention: Ghana (January 2016), South Sudan (March 2016) and Saint Kitts and Nevis (April 2016).

47. While it is still too early to determine the full impact of the Convention and the work of the Secretariat on the 10 policy areas identified in the 2015 Global Report⁶, several experts and policy makers have indicated that the Convention monitoring framework serves as a useful tool to design or review their current cultural policies. This is confirming the importance and pertinence of the Convention as an international treaty providing a policy framework for the governance for culture.

48. Feedback on the monitoring framework has been overwhelmingly positive not only externally but also internally. Inspired by the framework, the Internal Oversight Service (IOS) of UNESCO and some Member States are suggesting culture convention Secretariats to develop monitoring frameworks like the one of the Convention. The Social and Human Sciences Sector (SHS) has recently approached the Secretariat of the 2005 Convention for the conceptualization of its own monitoring framework to track progress of science policy together with the Natural Sciences Sector (SC).

49. In order to facilitate information and knowledge sharing on the Convention, the Secretariat is continuing to improve its Knowledge Management System and web platform to support awareness raising activities. This is supported by the secondment to the Convention Secretariat of an associate expert, funded by the Government of Italy until the end of 2017. With this support considerable efforts were made to increase the visibility of the Secretariat's activities in the media, on the web and on social media networks. A total audience of 6,553,058 active users was captured using the Hashtag: #supportcreativity (November 2015 - August 2016). More than 200 media articles, mostly online, were published mentioning the Convention from January to August 2016. During that period, 40 stories (news & events) were published on the Convention website. Content partnerships were established with the Huffington Post, Thomson Reuters Foundation and the New York Times, for the publication of key articles. The total expected reach/audience for media articles published between January - August 2015 is 60 million readers worldwide and the total advertisement value of the media articles is US\$ 90,000. These combined efforts have also led to a 22% increase in users of the Convention website

50. Despite all the progress made, the main challenge remains to secure extra-budgetary funds and the required expertise to implement existing and new priorities identified by the governing bodies, and to undertake in particular capacity building and knowledge management activities to implement the Convention. The new activities added to the work plan for the quadriennium (2014-2017) through decisions of the ninth ordinary session of the Committee and the fifth ordinary session of the Conference of Parties will also require additional support, for example, for the implementation of a new technical assistance programme.

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

DRAFT DECISION 10.IGC 4

The Committee,

1. Having examined Document DCE/16/10.IGC/4 and its Annexes as well as Information Documents DCE/16/10.IGC/INF.3, DCE/16/10.IGC/INF.4, DCE/16/10.IGC/INF.6, DCE/16/10.IGC/INF.7; DCE/16/10.IGC/INF.8; DCE/16/10.IGC/INF.9; DCE/16/10.IGC/INF.10;
2. Takes note of the Secretariat's report on its activities for the period 2016;

⁶ As mentioned in Document DCE/16/10.IGC/9, a series of public presentations of the Global Report were organized around the world, helping to raise awareness about the importance of periodic reporting and policy monitoring. Member States and UNESCO National Commissions have been instrumental in making the Global Report available in various linguistic versions. Ten months after its launch, the full Global Report is available in Chinese, English, French and Spanish, while the Executive Summary is accessible in Arabic, English, French, German, Korean, Portuguese and Spanish.

3. *Invites each Party to determine the most appropriate mechanisms to support the activities carried out by the Secretariat at Headquarters and in the Field Offices identified in the 38 C/5 and the resolutions of the fifth ordinary session of the Conference of Parties for the implementation of the Convention at the country level;*
4. *Encourages Parties to provide extrabudgetary resources for the Secretariat's capacity-development programme and implementation of the global Knowledge Management System, and to support the reinforcement of the Secretariat by the appointment of an Associate Expert or a secondee to work on the implementation of the Convention;*
5. *Requests the Secretariat to present, at its eleventh ordinary session, a report on its activities for the 2016-2017 Biennium.*

ANNEX I

Approved 38 C/5, MLA 2, Expected Result 6: Monitoring progress (2016-2017)

Expected Result 6: 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)	Targets/Benchmarks 2016-2017	Output Status: September 2016
Governing bodies of the 2005 Convention exercise sound governance through the effective organization of statutory meetings	Conference of Parties [1] and Intergovernmental Committee [2] organized	10IGC (2016): 12 working documents and 6 information documents (EN/FR). 6CP and 11IGC to be held in 2017. 1 exchange session organised prior to the 10IGC Evaluation report on the Secretariat's performance presented to 10IGC.
National policies and measures introduced and human and institutional resources strengthened to promote the diversity of cultural expressions, including cultural goods, services and activities	Policies developed or revised, human and institutional resources strengthened in 10 States 8 countries to pilot 3 training modules to raise awareness of the Convention, develop policies for creativity, to prepare their periodic reports	5 countries received in-country technical assistance (Mongolia, Pakistan, Samoa, Uganda, Viet Nam). 12 countries piloted training modules to prepare their periodic reports.
International assistance requests submitted, processed and projects effectively implemented and monitored (IFCD)	200 international assistance requests processed and 40 projects implemented and monitored	115 IFCD requests processed. 67 projects implemented fully. 17 ongoing projects monitored.
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	70 reports and 50 best practices including 20% promoting women's participation in the creation, production and dissemination of cultural goods and services	33 reports submitted. Best practices, including those addressing women, will be published in 2017.
Number of Parties to the Convention increased	8 new ratifications of which 4 are from under-represented regions	3 new Parties (Ghana, South Soudan, St. Kitts and Nevis).

Performance Indicators (PI)	Targets/Benchmarks 2016-2017	Output Status: September 2016
Number of stakeholders involved in the implementation of the Convention contributing to information to the Knowledge-Management System	<p>40 stakeholders contributing</p> <p>50 pages dedicated to provide knowledge to support capacity-building activities including policy making actions, tools and methodologies</p>	<p>43 civil society stakeholders contributing to knowledge management.</p> <p>10 new pages developed.</p>
Number of organizations within and outside the United Nations system, civil society, and the private sector contributing to programme delivery	<p>2 formal partnerships established or renewed</p> <p>10 civil society organizations participate in the governance mechanisms of the Convention</p>	<p>1 partnership established (C2C International Center for Creativity and Sustainable Development).</p> <p>Number of civil society organizations engaged in the work of the governing bodies (to be determined following registration to the 10 IGC).</p> <p>Private sector strategy to raise funds for the IFCD has been prepared.</p>

ANNEX II

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

Statutory meetings in figures (2014-2016)

Session	8.IGC (December 2014)	5.CP (June 2015)	9.IGC (December 2015)	10.IGC (December 2016)
Total number of Parties	134	139	140	144
Total number of participating Member States, (Parties, non-Parties), IGO and NGO observers	23 Members of the Committee 74 Parties not Members of the Committee 14 non-Parties 2 IGOs 10 NGOs	95 Parties 9 non-Parties 4 IGOs 9 NGOs	23 Members of the Committee 68 Parties not Members of the Committee 7 non-Parties 8 IGOs 26 NGOs	TBD
Number of individuals registered at each meeting	293	279	253	TBD
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	6 hrs/day x 3 days = 18 hrs
Number of exchange sessions organized	0	2	1	1
Number of languages (translation of documents and interpretation)	2	6	2	2
Number of agenda items	17	16	12	12
Average number of working and information document pages produced and distributed by the Secretariat per session	892	2304	631	491

ANNEX III

2005 Convention Contribution to 2030 UN Agenda for Sustainable Development

SDGs	Targets related to the 2005 Convention	Convention Goals	Modes of intervention ⁷	Examples of intervention by the 2005 Convention Secretariat
<p>SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<p>4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</p>	<p>Goal 3. Integrate culture in sustainable development frameworks</p>	<p>Direct financial support (IFCD) and technical assistance to integrate culture into education systems in developing countries as well as technical training to build relevant skills needed for employment, decent jobs and entrepreneurship in the cultural industries in development countries</p>	<p>The IFCD provided financial assistance to Teatro Argentino, which offered vocational training to 610 unemployed youth and adults on stage management and other specialties of the performing arts in Argentina. Thanks to this project, students went from being unemployed to finding jobs and becoming entrepreneurs, starting up NGOs like Almenara and companies like BOOM ARTS Magazine.</p> <p>http://en.unesco.org/creativity/node/3607</p>

⁷ Modes of intervention include: **direct financial support** through the International Fund for Cultural Diversity (with contributions from 40 countries) and **non-financial support in the form of expertise** provided through the Secretariat's capacity development programme funded by Denmark, Republic of Korea, Spain, Sweden and European Union.

SDGs	Targets related to the 2005 Convention	Convention Goals	Modes of intervention ⁷	Examples of intervention by the 2005 Convention Secretariat
<p>SDG 5. Achieve gender equality and empower all women and girls</p>	<p>5.c Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels</p>	<p>Goal 4. Promote human rights and fundamental freedoms</p>	<p>Direct financial support (IFCD) and technical assistance to support Parties to develop and implement policies to promote gender equality and the empowerment of women as creators and producers of cultural goods and services.</p> <p>Through the periodic reporting framework, Parties share information on policies to promote gender equality and the empowerment of women. This information features in the Global Report to monitor the implementation of the Convention and in its best practice listing.</p>	<p>The Sida-funded project supports 12 developing countries to put in place a system to collect data on gender equality in the culture sector. This will allow for the adoption and the strengthening of sound policies and enforceable legislation that are developed in a participatory, evidence-based and transparent manner.</p> <p>http://en.unesco.org/creativity/capacity-building/programmes/policy-monitoring</p>
<p>SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>	<p>8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial</p>	<p>Goal 3. Integrate culture in sustainable development frameworks</p>	<p>Direct financial support (IFCD) and technical assistance to provide support to Parties to design and implement national development plans and policies that support decent job creation, entrepreneurship, creativity and innovation</p>	<p>The UNESCO/EU technical assistance project supported Viet Nam to design a development-oriented “National Strategy for the development of creative industries in Viet Nam to 2020, vision 2030” and an action plan to implement the strategy, aiming to support productive cultural activities, decent job creation, entrepreneurship, creativity and innovation through cultural</p>

SDGs	Targets related to the 2005 Convention	Convention Goals	Modes of intervention ⁷	Examples of intervention by the 2005 Convention Secretariat
	services		Through the periodic reporting framework, Parties share information on plans and policies that support decent job creation, entrepreneurship, creativity and innovation. This information features in the Global Report to monitor the implementation of the Convention and in its best practice listing.	industries. With the implementation of the strategy and the action plan, Viet Nam is set to promote inclusive and sustainable economic growth through building a professional, entrepreneurial and highly-skilled workforce for the culture sector, nurturing a vibrant creative community of cultural businesses and organizations particularly through networking activities and the development of new investment models for cultural industries. http://en.unesco.org/creativity/capacity-building/programmes/field-activities/vietnam
SDG 10. Reduce inequality within and among countries	10.a Implement the principle of special and differential treatment for developing countries, in particular least developed countries, in accordance with World Trade Organization agreements	Goal 2. Achieve a balanced flow of cultural goods and services and increasing the mobility of artists and cultural professionals	Technical assistance to support Parties' efforts to introduce preferential treatment measures in their trade and other investment agreements to facilitate a balanced flow of cultural goods and services and the mobility of artists and cultural professionals around the world	The new UNESCO-Aschberg programme provides technical assistance to support Parties' efforts to introduce preferential treatment measures to facilitate a balanced flow of cultural goods and services and promote the mobility of artists and cultural professionals from the global South. The programme implementation will be from end of 2016 to 2020.

SDGs	Targets related to the 2005 Convention	Convention Goals	Modes of intervention ⁷	Examples of intervention by the 2005 Convention Secretariat
<p>SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<p>11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries</p>	<p>Goal 3. Integrate culture in sustainable development frameworks</p>	<p>Promoting international cooperation with and among cities for the inclusive and sustainable urban development.</p>	<p>The 116 cities which currently make up the UNESCO Creative Cities Network share their best practices and develop partnerships towards a common objective: placing creativity and cultural industries at the heart of their development plans through participatory planning and management at the local level and cooperating actively at the international level. The Creative Cities Network functions as a platform for reflection on the role of creativity as a lever for sustainable urbanization at the local and regional levels but also as a breeding ground of action and innovation on city planning and management using creativity as a key lever.</p> <p>http://en.unesco.org/creative-cities/home</p>
<p>SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>	<p>16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels</p>	<p>Goal 1. Support sustainable systems of governance for culture</p>	<p>Direct financial support (IFCD) and technical assistance to develop and implement informed, transparent and participatory systems of governance for culture.</p> <p>Through the periodic reporting framework, Parties share information on the participation of civil</p>	<p>The IFCD provided financial assistance to ZIMCOPY, an NGO in Zimbabwe to identify the gaps in copyright legislation and list the challenges faced by all the stakeholders including government officials, academics, artists and civil society. From these deliberations, recommendations were submitted to strengthen the protection of rights holders and reproduction rights organizations. A National Strategy on Copyright was developed and adopted,</p>

SDGs	Targets related to the 2005 Convention	Convention Goals	Modes of intervention ⁷	Examples of intervention by the 2005 Convention Secretariat
			<p>society in policy design and implementation. This information features in the Global Report to monitor the implementation of the Convention and in its best practice listing.</p>	<p>and a platform was created where the strategy can regularly be reviewed.</p> <p>http://en.unesco.org/creativity/node/3654</p>
	<p>16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements</p>	<p>Goal 4. Promote human rights and fundamental freedoms</p>	<p>Development of communication and capacity-building materials on fundamental freedoms including expression, required to promote the diversity of cultural expressions, including artistic freedom. These are designed to raise awareness and support country level interventions.</p> <p>Development of indicators to monitor policies that promote and protect artistic freedom. Results are published in the Global Report to monitor the implementation of the Convention and will feature in its best practice listing.</p>	<p>UNESCO has developed, through the Sida-funded project, a 300-page training module highlighting the importance of ensuring fundamental freedoms including expression, for the promotion of the diversity of cultural expressions, among others. The training module is used in UNESCO-led capacity-building workshops to support Parties to ensure public access to information about the culture sector and protect fundamental freedoms especially for artists and cultural professionals in view of promoting the diversity of cultural expressions.</p> <p>UNESCO has also developed, through the Sida-funded project, an overarching monitoring framework of the 2005 Convention including three core indicators and corresponding means of verification to monitor policies that promote and protect artistic freedoms.</p> <p>http://en.unesco.org/creativity/global-report-2015</p>

SDGs	Targets related to the 2005 Convention	Convention Goals	Modes of intervention ⁷	Examples of intervention by the 2005 Convention Secretariat
SDG 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development	17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries	Goal 3. Integrate culture in sustainable development frameworks	Implementation of indicators of progress/impact on culture and development in the context of the Convention, including technical assistance support for statistical capacity-building in developing countries. Results published in the Global Report to monitor the implementation of the Convention and will feature in its best practice listing.	The Culture for Development Indicators (CDIS) which generate facts and figures demonstrating the multidimensional contribution of culture to development thus informing policy implementation at the national and regional levels, are currently being implemented in 8 countries (Armenia, Azerbaijan, Croatia, Georgia, Republic of Moldavia, Serbia and Ukraine in the framework of a EU project, and Côte d'Ivoire). The UNESCO Field Office in Mexico is also working in the adaptation of the methodology at the local level and its implementation in several cities of the country, including Guerrero that has published the results obtained in June 2016. http://en.unesco.org/creativity/cdis