

## Capacity-building on periodic reporting for the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

### Context

The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) is an international standard setting instrument providing a framework for the governance of culture that is based on fundamental principles of freedom of expression, gender equality, openness and balance to other cultures and expressions of the world and on the complementary economic and cultural aspects of sustainable development as defined in Part 1 (“Objectives and guiding principles”) of the Convention. The most recent UNESCO Convention in the field of culture and ratified by 135 Parties to date, it encourages governments to introduce policies for culture within a global context and commitment to protect and promote the diversity of cultural expressions.

The submission of a periodic report every four years (quadrennial periodic reports<sup>1</sup>) reporting on measures taken to implement the Convention is one of the obligations of all Parties to the Convention. To date, 71 reports out of 116 expected have been submitted. Parties, particularly from developing countries, have expressed a number of challenges such as lack of relevant data and information required for evidence-based and transparent policy-making; limited capacity to assess and monitor the impact of policies and measures for the diversity of cultural expressions; fragile networking between governments and civil society.

### Objective

This capacity-building project responds to the expressed needs of developing countries for support to strengthen human and institutional capacities of governmental and civil society actors to monitor and report on the diversity of cultural expressions, through preparation of quadrennial periodic reports. For this purpose, UNESCO will provide specialized expertise to organize a multi-stakeholder consultation; carry out needs assessments; deliver trainings on data collection and indicator-building, periodic reporting and monitoring methodologies; bring together relevant stakeholders, including governmental and civil society actors, to participate in the collection of information and drafting process; and facilitate public debates that can support transparent and participatory policy-making processes leading to informed decision making. Policy making being a cyclical process, monitoring and reporting constitutes an indispensable step within this policy cycle, helping countries to grasp the state of affairs of their creative sector and understand and define priority actions for the future. Throughout the process, efforts will be made to create synergies with work in the field of communication so as to enhance media diversity for the promotion of the diversity of cultural expressions.

### Beneficiaries

Project beneficiaries are the governmental and civil society actors engaged in policy-making and monitoring processes for the promotion of the diversity of cultural expressions in developing countries. Such governmental actors include national contact points<sup>2</sup>; policy makers; public authorities and local

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<sup>1</sup> Every four years, in compliance with article 9 of the 2005 Convention, Parties are to provide to UNESCO appropriate information in their “quadrennial periodic reports” on measures taken to protect and promote the diversity of cultural expressions within their territory and at the international level. See <http://en.unesco.org/creativity/node/4142>

<sup>2</sup> 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

administrators including officials of various ministries (e.g., Ministries of culture, education, social affairs, employment, tax, trade and competition, enterprise development, finance, information and technology, foreign affairs); statistical offices; public institutions.

Civil society actors will include, for the purpose of the Convention, non-governmental organizations, non-profit organizations, professionals in the culture sector and associated sectors, groups that support the work of artists and cultural communities.

### **Expected result**

Governmental and civil society actors participate in transparent and informed policy making processes

### **Outputs**

1. Governmental and civil society actors participate in data collection, indicator-building and policy monitoring action contributing to informed policy-making
2. Awareness raised among governmental and civil society stakeholders about the importance of the guiding principles of the Convention and the participatory monitoring and reporting of the Convention implementation

### **Deliverables of the project**

1. A national consultation organized
2. Needs assessment conducted
3. 3-day national workshop carried out
4. Quadrennial periodic reports elaborated in a participatory manner
5. Public presentation and debates on the periodic reports held
6. Quadrennial periodic reports finalized and submitted to UNESCO

### **Activities**

In order to implement capacity-building activities at the national level, UNESCO will launch collaborative planning and implementation processes with national counterparts, governmental and non-governmental, in beneficiary countries. Typically the implementation of a full-fledged capacity-building intervention will take the following four main sequences over 10 to 12 months.

- Activity 1: multi-stakeholder national consultations and needs assessments;
- Activity 2: 3-day national training workshops on data collection, monitoring and indicator-building;
- Activity 3: mentoring and coaching of national teams in the preparation of periodic reports;
- Activity 4: establishment of public dialogue platform with civil society for the validation of periodic reports.

At the beginning of the project, UNESCO will agree with the beneficiary country on the roles and responsibilities for the implementation of the project and help establish multi-stakeholder national teams. The interventions at country level will be delivered through UNESCO Field Offices, with the support of international experts selected by UNESCO and beneficiary countries.

### **Activity 1 – Multi-stakeholder consultations and needs assessment**

A capacity-building process at the country level begins with a selection of two trainers from the Expert Facility to be identified jointly by each beneficiary country and UNESCO. These trainers would accompany

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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.

the beneficiary countries throughout the 10- to 12-month intervention period.

A one-day multi-stakeholder consultation will be organized in order to inform stakeholders about the main purpose of the project. In order to ensure the participation of a wide range of stakeholders, the experts will provide guidance in cooperation with UNESCO colleagues about who should be invited to the consultation. This open consultation will kick-start the open dialogue between the government and civil society actors. Parallel to the consultations, a needs assessment will be conducted in order to determine demands and the needs of the concerned stakeholders and customize the capacity-building content accordingly.

Drawing upon the deliberations of the consultations and the needs assessment, a multi-stakeholder national team will be formed for the purpose of preparing the periodic reports and monitoring the implementation of the Convention. This team, in conformity with the Convention and the Framework for quadrennial periodic reports guidelines<sup>3</sup>, will comprise governmental and civil society actors.

As periodic reports need to report on activities not only of Ministries and policy departments concerned strictly with cultural affairs but also of several other bodies active with regard to sustainable development (e.g. those in charge of foreign affairs, employment, economic development, education, social affairs, youth, trade, etc.), the national team will include representatives of various government ministries and departments.

The Convention also calls upon Parties to “ensure the involvement of civil society in the preparation of the reports according to jointly-agree modalities” (Article 9, para 7 of the Convention). The national team will therefore also include representatives of civil society, which is called upon to fill in and sign a section on activities pursued to promote the objectives of the Convention, bring the concerns of citizens, associations and enterprises to public authorities, monitor policy and programme implementation, and contribute to the achievement of greater transparency and accountability in the governance of culture. In promoting media diversity, media professionals will also be part of the national team. Gender balance will also be ensured in the composition of the national teams, as much as possible.

### **Activity 2 – Training workshops for multi-stakeholder national teams**

Following the public consultation and a needs assessment, a 3-day training workshop will be conducted by UNESCO trainers for the multi-stakeholder national team. While specific contents of the workshop may vary from one beneficiary country to another depending on the needs assessment, the workshop will generally focus on structure and objectives of the periodic reports, analysis of case studies, data collection exercises, and participatory drafting processes including cultural policies and measures; international cooperation for development and preferential treatment to facilitate the mobility of artists and cultural workers; integration of culture in sustainable development policies and measuring cultural contribution to development; the engagement of civil society in the implementation of the Convention at the national, regional and international levels; the status of the artist including issues on freedom of artistic expression; the development and impact of digital technologies on the promotion and access to a diversity of cultural expressions; media diversity including the role of public service broadcasting and independent media; and gender equality and empowerment of women as creators, producers and consumers of diverse cultural expressions.

In addition to the qualitative information on measures that countries have taken in these thematic fields, Parties are also asked to provide statistical information on issues such as the mobility of artists and the

<sup>3</sup> See [https://en.unesco.org/creativity/sites/creativity/files/Conv2005\\_QPR\\_Form\\_Eng.pdf](https://en.unesco.org/creativity/sites/creativity/files/Conv2005_QPR_Form_Eng.pdf)

import/export of cultural goods and services; cultural production and distribution; cultural consumption/participation; connectivity, infrastructure and access/media pluralism; financing of culture; and international cooperation. In this regard, the training will serve to assist participants in the gathering of relevant statistics, indicator frameworks and methodologies useful for measuring the impact and effectiveness of policies and measures to promote the diversity of cultural expressions in the thematic fields of monitoring.

By the end of the workshop, the national team will be familiarized with the overarching purposes of policy monitoring and on participative drafting methodologies. The national team will also have produced a concrete action plan on the preparation of their periodic report, which will need to be carried out in the following 6-8 months.

### **Activity 3 – Periodic report elaboration**

Drawing upon the action plan elaborated during the workshop, the national team will draft a quadrennial periodic report during a 6-8 month period. The national team will be requested to provide to the trainers and UNESCO regular updates about concrete actions that they have undertaken according to the action plans. The trainers and UNESCO are to provide distance coaching/mentoring to the national teams throughout the drafting process. Mentoring will ensure that the national team uses collaborative and participatory methodologies in report writing and that inputs from various stakeholders, governmental and non-governmental, are duly integrated in the report.

### **Activity 4 – Public presentation and debates on the periodic reports**

A one-day multi-stakeholder public presentation meeting will be organized by the national team to present the periodic reports elaborated under Activity 3. The trainers and relevant UNESCO Field office professionals will participate to ensure that the meeting serves as an open feedback process, providing an opportunity for stakeholders to review the contents, improve certain information and data and validate the report. The meeting is expected to foster a permanent dialogue mechanism between the government and cultural actors/civil society for the implementation of the Convention.

It is also foreseen that representatives of women and youth will participate in public multi-stakeholder presentations and debates on the periodic reports, in order to enhance civic engagement and democratic participation. Furthermore, media professionals will be also invited to participate in the event.

After the public presentation meeting, the national team will come together for a debriefing session to integrate the results of the public debate in view of finalizing the periodic reports for submission to UNESCO. The national team will also discuss lessons learnt and follow-up actions. It is also expected that participatory methodologies on data collection and monitoring are institutionalized in each beneficiary country and that awareness about the guiding principles of the Convention is enhanced among governmental and civil society actors.