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CELEBRATING THE WORLD DAY FOR CULTURAL DIVERSITY

INVESTING IN CREATIVITY

The UNESCO 2005 Convention on the
Protection and Promotion of the Diversity of
Cultural Expressions

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UNESCO



Cultural and Creative Industries (CCIs)

The cultural and creative industries contribute an estimated

US\$2,250 billion

to global GDP each year



The cultural and creative industries employ an estimated

30 million people worldwide



The UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

- ✓ a legally-binding international agreement
- ✓ establishes the right to adopt policies and measures to support the emergence of dynamic and strong cultural and creative industries
- ✓ ensures artists, cultural professionals, practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own
- ✓ a tool to reinforce organizational structures that have a direct impact on the different stages of the cultural value

149

Parties to the
Convention



The Convention provides a strategic framework and road map for action that requires governments and non-governmental actors to work together to achieve four goals:



Goal 1 SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE



Goal 2 ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS


















Goal 3 INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS



Goal 4 PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS

MONITORING FRAMEWORK OF THE 2005 CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

GUIDING PRINCIPLES	<p>Ensure the sovereign right of States to adopt and implement policies to protect and promote the diversity of cultural expressions, based on informed, transparent and participatory processes and systems of governance</p>				<p>Facilitate equitable access, openness and balance in the flow of cultural goods and services as well as the free movement of artists and cultural professionals</p>			<p>Recognize the complementary of economic and cultural aspects of sustainable development</p>		<p>Respect human rights and fundamental freedoms of expression, information and communication as a pre-requisite for the creation and distribution of diverse cultural expressions</p>	
GOALS	 <p>SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE</p>				 <p>ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS</p>			 <p>INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS</p>		 <p>PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS</p>	
2030 SDGs	   				  			 		 	
EXPECTED RESULTS	<p>National policies and measures support creation, production, distribution and access with regard to diverse cultural activities, goods and services and strengthen informed, transparent and participatory systems of governance for culture</p>				<p>National policies and measures, including preferential treatment, facilitate a balanced flow of cultural goods and services and promote the mobility of artists and cultural professionals around the world</p>			<p>Sustainable development policies and international cooperation programmes integrate culture as a strategic dimension</p>		<p>International and national legislation related to human rights and fundamental freedoms is implemented and promotes gender equality and artistic freedom</p>	
AREAS OF MONITORING	<p><i>Cultural and creative sectors</i></p>	<p><i>Media diversity</i></p>	<p><i>Digital environment</i></p>	<p><i>Partnering with civil society</i></p>	<p><i>Mobility of artists and cultural professionals</i></p>	<p><i>Flow of cultural goods and services</i></p>	<p><i>Treaties and agreements</i></p>	<p><i>National sustainable development policies and plans</i></p>	<p><i>International cooperation for sustainable development</i></p>	<p><i>Gender equality</i></p>	<p><i>Artistic freedom</i></p>
CORE INDICATORS	<p>Policies and measures support the development of dynamic cultural and creative sectors</p>	<p>Policies and measures support diversity of the media</p>	<p>Policies and measures support digital creativity, enterprises and markets</p>	<p>Measures strengthen the skills and capacities of civil society</p>	<p>Policies and measures support the outward and inward mobility of artists and cultural professionals</p>	<p>Policies and measures support balanced international flows of cultural goods and services</p>	<p>Trade and investment agreements refer to the Convention or implement its objectives</p>	<p>National sustainable development policies and plans include action lines to support diverse cultural expressions</p>	<p>Development cooperation strategies include action lines to support diverse cultural expressions</p>	<p>Policies and measures promote gender equality in the culture and media sectors</p>	<p>Policies and measures promote and protect freedoms of creation and expression and participation in cultural life</p>
ACTIONS	<p>Strategic decisions of the governing bodies implemented • Awareness raised • Partnerships and networks established, strengthened and fostered • Public debates organized Information and data collected, analysed and shared • Policy analysis, benchmarking and monitoring ensured • Global reports produced Capacities and skills reinforced • Technical assistance and policy advice provided • Projects financed</p>										



THE 2005 CONVENTION AT WORK



SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE

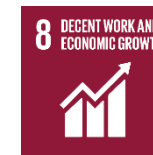


Goal 1

The 2005 Convention assists governments in the design and implementation of policies that support creation, production, distribution and access to diverse cultural goods and services,

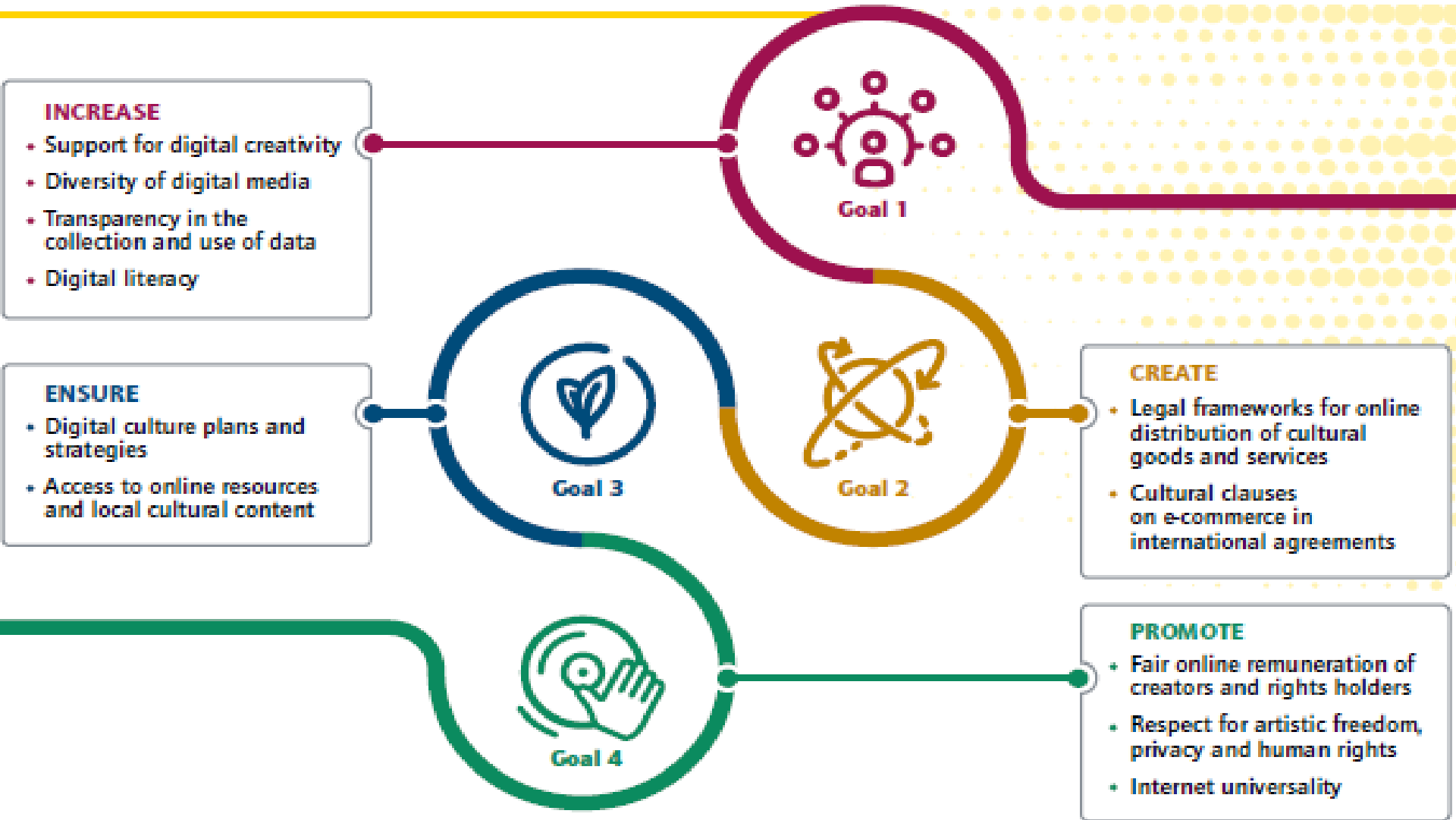
These policies must be:

- **transparent** in their decision making processes
- **participatory** by engaging civil society in policy design and implementation
- **informed** through the regular collection of evidence and data to support future policy decisions



SUPPORTING CREATIVITY IN THE DIGITAL AGE

Digital Age





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



Goal 2

The 2005 Convention orients governments in designing policies and measure that ensure equitable access, openness and balance.

These policies and measures must ensure that:

- Creative professionals and artists can **travel freely**
- **Balance in the flow** of cultural goods and services is achieved
- **Preferential treatment** measures, such as new trade frameworks and agreements, recognize the specificity of cultural goods and services



PUTTING PREFERENTIAL TREATMENT INTO PRACTICE



Flows

- Cultural cooperation arrangements
- Tax credits
- Double taxation avoidance agreements
- Co-production and co-distribution agreements
- Financial aid
- Importation of material and equipment at lower costs
- Lowering of import quotas



Mobility

- Simplification of visa procedures for entry, stay and temporary travel
- Lowering of visa costs
- Art residencies
- Fiscal incentives



INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS

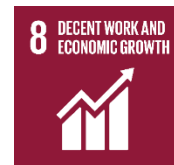


Goal 3

The 2005 Convention supports governments in the integration of culture in their sustainable development policies, plans and programmes.

These policies, plans and programmes must ensure that:

- **national development plans** are based on equity in the distribution of and access to cultural resources
- **international development frameworks** support the emergence of dynamic creative sectors in developing countries
- **technical and financial assistance** strengthens human and institutional capacities and support creativity in developing countries



WORKING TOGETHER TO ADVANCE CREATIVITY FOR DEVELOPMENT

Culture, creativity and artistic innovation are drivers and enablers of development. As the only international agreement binding States Parties to the integration of culture in their development policies, the 2005 Convention is actively working toward the achievement of the Sustainable Development Goals (SDGs).





PROMOTE
HUMAN RIGHTS
AND FUNDAMENTAL
FREEDOMS



Goal 4

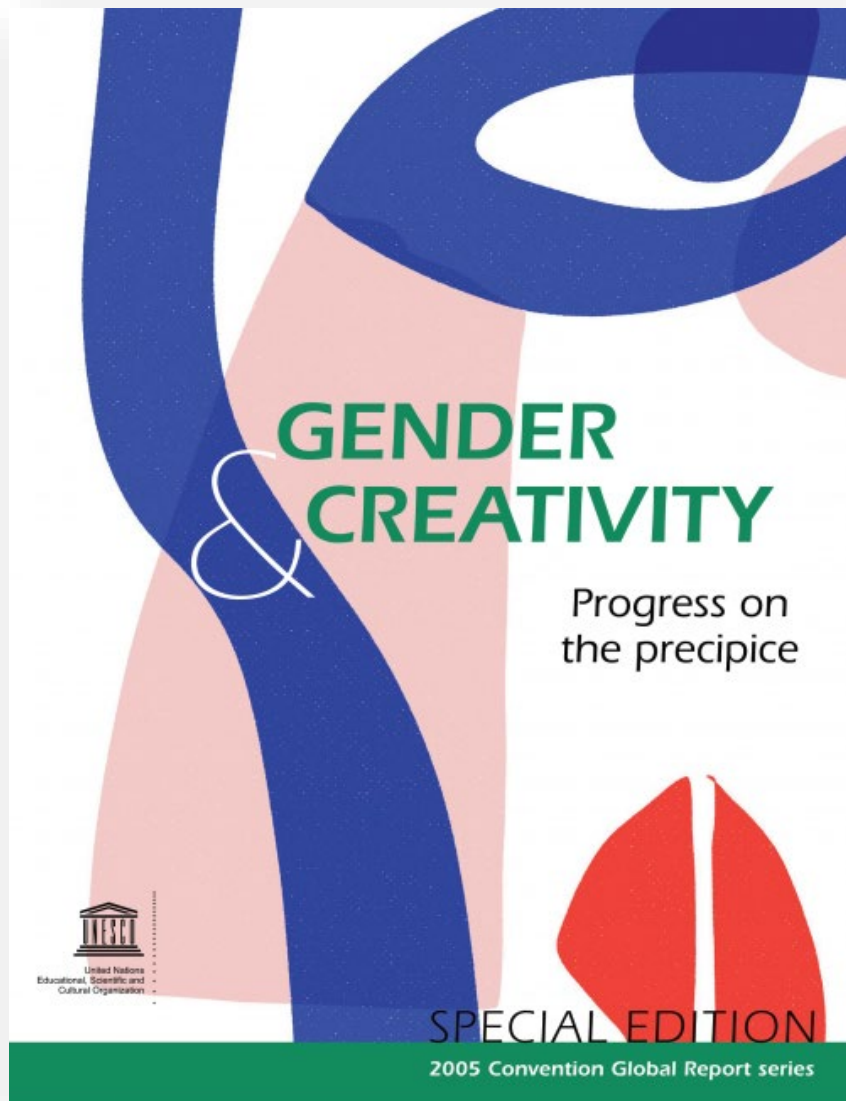
The 2005 Convention assists governments in designing international and national legislation that promotes respect for human rights and fundamental freedoms.

These policies and measures must guarantee that:

- **gender equality**, as a cornerstone of human rights, is achieved for women creators, producers and consumers of cultural goods and services
- **artistic freedom**, as a pillar of the fundamental freedom of expression, is promoted and protected



Gender Equality



7% of women hold more than one job, in the culture sector it's

10%

24% of women are self-employed, in the culture sector it's

34%

5 GENDER EQUALITY



Only

31%

of National Arts Institutes, Academies or Councils are headed by women

<https://en.unesco.org/creativity/publications/gender-creativity-progress-precipice>

Artistic Freedom



<https://en.unesco.org/creativity/publications/freedom-creativity-defending-art-defending>

The Convention and its guiding principles can inspire legislation, policies and measures that promote and protect artistic freedom, understood as:

- The right to create without censorship or intimidation
- The right to have artistic work supported, distributed and remunerated
- The right to freedom of movement
- The right to freedom of association
- The right to protection of social and economic rights
- The right to participate in cultural life





THE 2005 CONVENTION IN ACTION



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions



International Fund for Cultural Diversity (IFCD)

The IFCD is a unique multi-donor, voluntary fund established under the Convention that fosters the emergence of dynamic cultural sectors in developing countries that are Parties to the Convention.

The IFCD
has funded over

100 projects



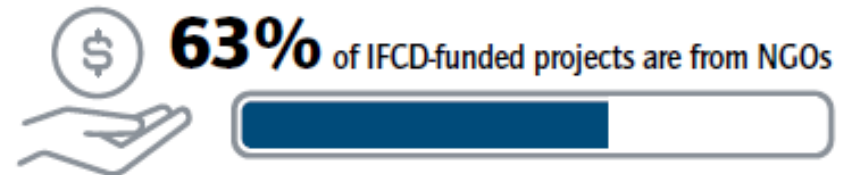
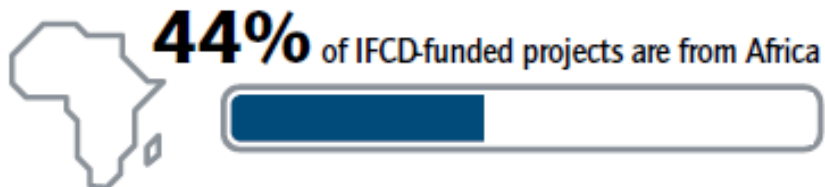
and has invested
more than

US\$7 million



in more than

50 developing countries



The IFCD promotes sustainable development and poverty reduction through investments in creativity.

Capacity Building/ technical assistance/ policy advice



Policy design and implementation

(culture sector mapping, policy elaboration and/or revision...)



Policy monitoring and evaluation

(indicator building, data collection, periodic reporting...)



Project development

(project design, implementation and evaluation...)

Research / advocacy /
Information sharing

RE | SHAPING CULTURAL POLICIES Global Report series

- ✓ monitors the implementation of the Convention
- ✓ produces new and valuable evidence to inform cultural policy making and advance creativity for development
- ✓ puts forward a set of policy recommendations for the future



Policy Monitoring Platform

A search engine to explore the different ways Parties promote the diversity of cultural expressions



THE 2005 CONVENTION STAKEHOLDERS



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

Intergovernmental Committee (IGC)

- Operational body implementing decisions of the Conference of Parties
- Decides on projects to be funded by the International Fund for Cultural Diversity
- Composed of representatives of 24 States Parties to the Convention (term of 4 years)
- Meets annually

Conference of Parties (CoP)

- Plenary body of governments that have ratified the Convention
- Makes key management, operational and strategic decisions
- Elects members to the Intergovernmental Committee
- Approves Operational Guidelines
- Composed of all Parties to the Convention
- Meets every two years

The Convention

Civil Society Forum

- Fundamental partners to achieve the objectives of the Convention and promote ratification
- Participate in quadrennial periodic reporting
- Participates actively in the decision-making processes of the governing bodies
- Participates in the design and implementation of cultural policies at the country level

UNESCO Secretariat

- Supports decision-making and implements the priorities of its governing bodies
- Supports the implementation of the Convention through capacity development and technical assistance programmes
- Conducts policy research and analysis



Who it benefits



Governments can:

- Set global agendas to Re|Shape Cultural Policies for the future
- Invoke the Convention when negotiating exemption clauses for cultural goods and services in trade agreements
- Legitimately adopt domestic policies and measures to support the creation, production, distribution and access to diverse cultural goods and services
- Benefit from UNESCO's capacity development and technical assistance programmes



Artists and cultural professionals can:

- Benefit from greater mobility and market access through preferential treatment measures
- Work in an environment where there is respect for artistic freedom, the protection of economic and social rights, gender equality and media diversity
- Advocate for better policies and measures in support of contemporary cultural expressions



Entrepreneurs from the private sector can:

- Benefit from solid institutional and regulatory frameworks for the cultural and creative industries
- Benefit from assistance programmes and measures which support cultural entrepreneurial skills and trade opportunities
- Benefit from increased market access to countries worldwide



Civil society can:

- Contribute to discussions and decisions on the future of cultural policy at the national and global levels
- Submit funding requests to the International Fund for Cultural Diversity (IFCD)
- Gain skills and competencies needed to participate in policy making, monitoring and implementation
- Rely on international networks to strengthen their actions locally





@UNESCO #supportcreativity



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www.youtube.com/unesco



www.instagram.com/unesco



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Who supports it

Member States, international organizations, development agencies, the private sector and individuals provide financial support or expertise to achieve the objectives of the Convention.

The 2005 Convention donor compact



Denmark



European Union



Germany



Norway



Republic of Korea



Spain



Sweden



For further information:

[http://en.unesco.org/creativity/
convention2005@unesco.org](http://en.unesco.org/creativity/convention2005@unesco.org)

[https://www.un.org/pga/75/culture-
and-sustainable-development/](https://www.un.org/pga/75/culture-and-sustainable-development/)