

Call for Applications

EU/UNESCO Expert Facility on the Governance of Culture in Developing Countries:

Support for new regulatory frameworks to strengthen the cultural and creative industries and promote South-South cooperation

The United Nations Educational, Scientific and Cultural Organization (UNESCO), with funding from the European Union, launches an open call for on-demand provision of expertise and peer-to-peer learning support to governments, public bodies and professional associations from developing countries parties to the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (the 2005 Convention). The objective of the Expert Facility project is to strengthen the regulatory frameworks for the cultural and creative industries (CCIs) of developing countries, including Intellectual Property Rights regulations related to CCIs. This call is open to developing countries that are Parties to the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005). Twelve (12) beneficiary countries, or more if budget allows, can benefit from this call. **Annex 1** provides a list of eligible countries.

Ratified by 145 countries and the European Union as of December 2018, the Convention establishes rights to adopt regulations, policies and measures to support the emergence of dynamic and strong cultural and creative industries. It ensures **artists, cultural professionals and creative practitioners, as well as all citizens, have the capacity to create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own.**

I. Context and purpose of the project

The cultural and creative industries (CCIs) have become a driver and enabler of sustainable development, generating annual global revenues of US\$ 2,250 billion and exports of over US\$ 250 billion. It is estimated that these sectors provide nearly 30 million jobs worldwide and employ more people aged 15-29 than any other sector.

The CCIs operate in a complex environment requiring laws, strategies, policies and measures that can be based on goals and principles defined in the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005). This means that frameworks regulating the CCIs should contribute to an enabling environment for the culture sector, where artistic freedom, creativity and innovation, the diversity of cultural contents and expressions, intellectual property rights, the mobility of artists and cultural professionals and market access are ensured. Such frameworks also need to address the significant and rapid changes posed by digital technologies and the challenges that artists and cultural professionals face in order to ensure that their works can be protected and promoted in a digital environment.

Therefore, this programme aims to support developing countries within a timeframe of 18-24 months to:

- **Design, adapt and/or implement regulatory frameworks** (laws, strategies, policies and measures) for the CCIs, including intellectual property rights related to CCIs;
- **Strengthen skills and capacities** to support long-term cultural policy development and implementation that support the CCIs;
- **Create peer-to-peer mechanisms** to strengthen institutional capacities for the CCIs through South-South cooperation activities.

Annex 2 provides examples of different types of expertise and peer-to-peer learning support governments can expect from this programme.

In addition to EU and UNESCO global priorities, the programme responds to the **African Union's 2063 Agenda "The Africa We Want"**, in particular, Aspiration 5 by promoting "*African creative arts and industries ... contributing significantly to self-awareness, well-being and prosperity*", as well as Aspiration 6 by supporting "*the creativity, energy and innovation of Africa's youth being the driving force behind the continent's political, social, cultural and economic transformation.*" It will also support the advancement of **gender equality** through specific gender- sensitive activities that aim to support the recognition and advancement of women working in CCI's.

Guided by the overarching objective of poverty reduction and sustainable development, this cooperation programme also responds to the EU Joint Communication on "Towards an EU Strategy for international cultural relations" (June 2016) and the "New European Consensus for Development" (June 2017). This vision is aligned with EU commitments taken as a Party to the 2005 Convention.

The results of this programme are expected to provide developing countries with support in achieving their commitments to the UN's 2030 Agenda for Sustainable Development in general and specific Sustainable Development Goals (SDG) aimed at:

- Creating sound policy frameworks to support accelerated investment in poverty eradication actions (SDG target 1.b)
- Adopting and strengthening sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels (SDG target 5.c)
- Promoting policies that support entrepreneurship, creativity and innovation, and encourage formalization and growth of micro and SMME's (SDG target 8.3)
- Ensuring responsive, inclusive, participatory and representative decision-making at all levels (SDG target 16.7)



II. What is on-demand provision of expertise and peer-to-peer learning support?

Provision of expertise and peer-to-peer learning support are **non-financial assistance** provided by national and international experts, involving transfer of knowledge and peer-to-peer exchanges, skills training, and consulting services. Its goal is to provide expertise to developing countries in order to reinforce their political commitment, institutional and human capacities, requiring the participation of multiple stakeholders.

On-demand assistance is provided based on an expressed interest by governments from developing countries for services to help them meet the needs and challenges facing the CCI's in their countries. It is offered in the spirit of **partnership** in order to ensure ownership and sustainability of results.

International experts and local partners work together to achieve the aims and objectives of the individual country projects. They work to formulate pragmatic strategies, ensuring the creation of an endogenous development dynamic. The provision of expertise and peer-to-peer learning support are therefore designed as a continuous process that assists in responding to **identified needs**, obstacles and weaknesses. It also includes **capacity development support** through the organization of training activities to ensure a transfer of competences to the public entities requesting support.

The provision of expertise and peer-to-peer learning support also require **peer-to-peer arrangements** to be effective and sustainable. Supporting collaborative arrangements and partnerships between countries from the Global South facing similar policy challenges are therefore an integral part of this scheme.

More specifically, the selected beneficiaries will receive from UNESCO the following types of support during a period of 18-24 months, depending on the nature of the request:

- **Specialized expertise.** Drawing upon the expertise requested, an international expert from the EU/UNESCO Expert Facility and a national expert will be identified by national authorities and contracted by UNESCO to guide the beneficiary government in the design of **laws, strategies, policies and measures for the cultural and creative industries (CCIs)**, including Intellectual Property Rights regulation related to CCIs. The programme will cover the costs of up to three missions by the international expert. He/she will work with a national expert, and the duration of each mission and the precise mission schedule will be decided between the beneficiary country, the experts and UNESCO. The experts will provide mentoring throughout the policymaking process.
- **Multi-stakeholder dialogue and consultation.** The project will support the organization of multi-stakeholder meetings in order to gather diverse perspectives during the elaboration of a new regulatory framework. Such consultations are indispensable to ensuring that the new regulatory framework takes into account the needs, challenges and opportunities faced by a wide range of stakeholders (various ministries within a government, civil society, professional associations/unions, the private sector, etc.).
- **Training workshops.** In order to ensure that the beneficiary government is empowered to implement the new regulatory policies/measures, the project will organize training workshops targeting government officials and civil society stakeholders.
- **Peer-to-peer learning support, exchanges and sharing of knowledge.** In order to encourage peer-to-peer learning, the project will facilitate exchanges with public officials/policy administrators/implementers from the Global South who have created exemplary policies in their own country. He/she will share his/her experience during a visit to the beneficiary country. In addition, public officials from the beneficiary country will also be invited to visit their counterparts in order to gain first hand knowledge and experience from their peer. This cooperation mechanism will support the exchange of information and knowledge as well as capacity-building for professionals and public officials in the culture sector.
- **Technical backstopping.** UNESCO (Headquarters and Field Offices) will provide continuous support to ensure effective implementation of the activities in the country and take remedial actions as necessary.

III. Eligibility Criteria

1. Beneficiary Countries

The list of countries eligible to apply for the project is provided in **Annex 1**. The two main eligibility criteria are:

- (a) Developing countries recipients of Official Development Assistance (ODA) on OECD-DAC (Development Assistance Committee) List
- (b) Parties to the 2005 UNESCO Convention

Particular attention will be given to Africa, Caribbean and Pacific (ACP) countries. Priority will also be given to eligible countries that have not benefited from the first phase of the “EU/UNESCO Expert Facility: Strengthening Systems of Governance for Culture” project (2010-2015)¹.

2. Who can apply?

- Ministries, public institutions and public agencies responsible for culture and media having a direct influence and regulatory responsibilities on the governance of culture, in developing countries included in the list of eligible countries.

¹ 13 countries benefited from this first project: Argentina, Barbados, Burkina Faso, Cambodia, Democratic Republic of Congo, Haiti, Honduras, Kenya, Malawi, Mauritius, Niger, Seychelles, Viet Nam.

IV. Requirements for Applications

1. Focus Area

Applications are to identify a focus area in terms of **policies and measures** to support regulatory frameworks for the CCIs. The focus may be **sectoral** (e.g., book industry, film industry, audio-visual industry, music industry, etc.) or **transversal** (e.g., copyright revision taking into account the digital environment, new forms of financing for SME in the CCIs, status of the artist, legislation to ensure visibility or diverse cultural expressions and discoverability of local cultural content, etc.). See **Annex 2** for examples.

2. Diagnostics, Needs and Priority Assessment

Before applying, the country must have undertaken a diagnostics, needs and priority assessment in order to substantiate the need for provision of expertise and peer-to-peer learning support and capacity development support. This situational analysis is indispensable for the evaluation by UNESCO. The beneficiary country will make all existing information, reports and data relevant to the mission available to the international expert

3. Civil Society Involvement

Applications must clearly demonstrate that the project for which provision of expertise and peer-to-peer learning support are requested, will be implemented with significant civil society engagement. A list of involved civil society stakeholders is to be attached to the application.

4. Commitment of Authorities

While UNESCO will cover the contracts of one international and one national expert as well as the organization of activities (see **Section II**), applicants are requested to provide:

- an indicative budget (to be expressed in US\$) elaborating the national contribution for backstopping the project (e.g., providing the experts with the necessary logistics to accomplish their mission including work space and related technical requirements as well as the local transportation required for the realization of the mission);
- a monitoring and evaluation and sustainability plan
- a visibility/communication plan
- a plan to promote gender equality

5. Establishment of a Multi-Stakeholder National Team

Since regulations, policies and measure for the CCIs often require the cooperation of various ministries and stakeholders, and with a view to ensuring the transfer of knowledge and sustainability of capacity-building activities, the project will be implemented by a multi-stakeholder national team, ensuring continuity beyond the provision of expertise, peer-to-peer learning support and capacity development activities. The team is to appoint a key focal point to coordinate/communicate with the international/national experts and UNESCO. A preliminary list of members of the multi-stakeholder national team is requested in the application.

V. Selection Criteria

The Applications will be evaluated and decided on the basis of the following criteria:

- **Direct beneficiaries:** Who is supposed to be empowered by the proposed request and achieve change?
- **Relevance:** To what extent is the proposed request for provision of expertise and peer-to-peer learning support relevant to the objectives of the programme and the goals and guiding principles of the 2005 Convention?



- **Feasibility:** Are the stated outcome/outputs in the request for provision of expertise and peer-to-peer learning support realistically attainable within the expected timeframe and available resources?
- **Effectiveness:** To what extent does the request help the beneficiary country meet its needs and priorities?
- **Sustainability:** Are measures/policies/impact resulting from the provision of expertise and peer-to-peer learning support likely to continue and grow after the completion of the programme?

VI. Application and Selection Process

In order to apply for provision of expertise and peer-to-peer learning support, applicants should:

1. Download the electronic application form at: <https://en.unesco.org/creativity/news/strengthen-your-creative-sectors-unesco-european-union>.
If you experience difficulty downloading the electronic application form, please contact the UNESCO Secretariat at culture-governance@unesco.org.
2. Fill out the application form in English OR in French.
3. Attach relevant supporting documentation, including a result framework.
4. Sign and date the application.
5. Send the completed application by email to culture-governance@unesco.org. The UNESCO Secretariat will confirm receipt of applications via email. All applicants will be notified within two months as to whether or not their requests have been approved.

A Steering Committee composed of UNESCO and the European Commission representatives will evaluate applications and decide upon successful candidates, considering the eligibility and selection criteria outlined above.

Applications are received and evaluated on an on-going basis. While there is no submission deadline for applications, this open-ended call will be closed once twelve beneficiary countries, or more if budget allows, have been selected. It is expected that the selection process will not go beyond the end of 2019.

Once the letter of agreement between the beneficiary country and UNESCO is signed, it will act as a basis for the contract between UNESCO and the experts.

Unsuccessful applications can be revised and resubmitted in light of the comments provided by the Steering Committee.

VII. Implementation

The provision of expertise, peer-to-peer learning and capacity development support in selected beneficiary countries are expected to last between **18 and 24 months**. The beneficiary countries are to organize regular meetings for the international/national experts with all national team members and subsequent meetings and interviews with local stakeholders as required (public officials, professionals, civil society actors). Project implementation will be supported by UNESCO Headquarters and Field Offices.

Please note that the beneficiary countries are required to present to the UNESCO Secretariat:

1. a detailed **implementation work plan** no later than one month after the notification of approval;
2. a detailed **mid-term report** on the implementation of the project and on expertise and peer-to-peer learning support provided to selected countries, and progress towards the results. The beneficiary country will notify UNESCO of any challenges that may lead to changes in the original work plan or conditions for the successful implementation of the project and the provision of expertise and peer-to-peer learning support; and



3. a **final report** providing information on outcome/outputs and follow-up for the project no later than three months following completion of the project and provision of expertise and peer-to-peer learning support to selected countries.

VIII. UNESCO Secretariat Contact Information

Should you have any questions, please contact the UNESCO Secretariat by e-mail:
culture-governance@unesco.org

UNESCO
Diversity of Cultural Expressions (DCE)
Culture Sector
7, place de Fontenoy
75352 Paris 07 SP
France



Annex 1: List of eligible countries

Developing countries recipients of Official Development Assistance (ODA) on the OECD-DAC List² that are Parties³ to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. A particular attention will be provided to countries from the African Caribbean Pacific (ACP) region.

1	Afghanistan	41	Georgia
2	Albania	42	Ghana
3	Algeria	43	Grenada
4	Angola	44	Guatemala
5	Antigua and Barbuda	45	Guinea
6	Argentina	46	Guyana
7	Armenia	47	Haiti
8	Azerbaijan	48	Honduras
9	Bangladesh	49	India
10	Belarus	50	Indonesia
11	Belize	51	Iraq
12	Benin	52	Jamaica
13	Bolivia (Plurinational State of)	53	Jordan
14	Bosnia and Herzegovina	54	Kenya
15	Brazil	55	Lao People's Democratic Republic
16	Burkina Faso	56	Lesotho
17	Burundi	57	Madagascar
18	Cambodia	58	Malawi
19	Cameroon	59	Mali
20	Central African Republic	60	Mauritania
21	Chad	61	Mauritius
22	China (People's Republic of)	62	Mexico
23	Colombia	63	Mongolia
24	Comoros	64	Montenegro
25	Congo	65	Morocco
26	Congo (Democratic Republic of)	66	Mozambique
27	Costa Rica	67	Namibia
28	Côte d'Ivoire	68	Nicaragua
29	Cuba	69	Niger
30	Djibouti	70	Nigeria
31	Dominica	71	Palestine
32	Dominican Republic	72	Panama
33	Ecuador	73	Paraguay
34	Egypt	74	Peru
35	El Salvador	75	Rwanda
36	Equatorial Guinea	76	Saint Lucia
37	Eswatini	77	Saint-Vincent and the Grenadines
38	Ethiopia	78	Samoa
39	Gabon	79	Senegal
40	Gambia	80	Serbia
		81	South Africa
		82	South Sudan
		83	Sudan
		84	Syrian Arab Republic
		85	Tajikistan
		86	The former Yugoslav Republic of Macedonia
		87	Timor-Leste
		88	Togo
		89	Tunisia
		90	Turkey
		91	Uganda
		92	Ukraine
		93	United Republic of Tanzania
		94	Venezuela (Bolivarian Republic of)
		95	Vietnam
		96	Zimbabwe

² See list at http://www.oecd.org/dac/financing-sustainable-development/development-finance-standards/DAC_List_ODA_Recipients2018to2020_flows_En.pdf

³ <http://www.unesco.org/eri/la/convention.asp?KO=31038&language=E>

Annex 2: Examples of potential areas for provision of expertise and peer-to-peer learning support

This table is based on the framework to monitor the implementation and impact of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions. It puts forward a set of policy goals and objectives to inform policy making for the CCIs as well as advance creativity for development⁴.

Goal 1: Support sustainable systems of governance for culture	
Policies and measures to support the development of dynamic cultural and creative sectors	
1.	Design or revise a law, strategy, policy and measure for the development of cultural and creative industries (CCIs), including in a digital environment
2.	Design or revise a sector-specific law, strategy, policy and measure that supports different cultural and creative industries (e.g., film, music, visual arts, publishing, design, etc.)
3.	Design or revise measures that invest in job creation, entrepreneurship and encourage the formalization and growth of micro-, small- and medium-sized enterprises in the cultural and creative industries
4.	Design or revise a law on intellectual property rights, taking into account the challenges of the digital environment
Policies and measures to support media diversity	
5.	Design or revise a media policy or media strategy to guarantee media freedom and public access to information in the digital environment
6.	Design or revise a media policy or media strategy to promote distribution and access to a diversity of cultural content in the media
Policies and measures to support diversity of content in the media	
7.	Strengthen public service media with a legal remit to promote the diversity of cultural expressions (public service media with cultural mandate)
8.	Design or revise policies or measures that support regional or local broadcasters; linguistic diversity in media programming; community programming for marginalized groups; co-productions with other countries; and socio-cultural programming
9.	Design or revise legislation to ensure visibility of diverse cultural expressions and discoverability of local cultural content
Policies and measures to support digital creativity, enterprises and markets	
10.	Design or revise a policy or measure to ensure vibrant domestic digital cultural industry markets with a diversity of e-players of all sizes
11.	Design or revise specific policies or support mechanisms to foster modernization of cultural and creative industries and institutions (training schemes, funding for digitization of analogue industries, support to female entrepreneurs working with new technologies)
12.	Design or revise policies or measures to promote digital creativity and support artists and other cultural professionals working with new technologies
13.	Design or revise specific technical/vocational training on information and communication technology (ICT) for artists and cultural professionals
14.	Design or revise policies and measures to enhance access to domestically produced cultural content in the digital environment

⁴ See Global Report "Re|Shaping Cultural Policies" (UNESCO, 2018) at <https://en.unesco.org/creativity/global-report-2018>

Goal 2: Achieve a balanced flow of cultural goods and services and promote the mobility of cultural professionals	
Policies and measures to support the outward and inward mobility of artists and cultural professionals	
	15. Design or revise policies and measures to support the outward mobility of artists and cultural professionals (e.g., cultural agreements, memoranda of understanding, export offices, support for participation in international cultural markets, bilateral or international cultural partnerships and joint ventures, etc.)
	16. Design or revise policies and measures to support the inward mobility of artists and cultural professionals (e.g., cultural agreements, memoranda of understanding, development projects, etc.)
	17. Design or revise specific visa policies or other cross-border measures to support the inward mobility of foreign artists in your country (e.g., simplified visa procedures, reduced application fees, visas for longer durations)
	18. Design or revise work permit regulations to support foreign artists and cultural professionals in your country (e.g., double taxation avoidance agreements, special work permits, health insurance, accommodation, subsidies to cover living expenses, etc.)
Policies and measures to support balanced international flows of cultural goods and services	
	19. Signing of co-production and co-distribution agreements to improve the distribution of cultural goods and services in the digital environment
	20. Design or revise export strategies or measures to promote cultural goods and services abroad
	21. Design or revise measures that provide incentives to import cultural goods and equipment
	22. Design or revise fiscal measures on imports of cultural goods
Goal 3: Integrate culture in sustainable development frameworks	
National sustainable development policies and plans to include action lines to support creativity and diverse cultural expressions	
	23. Design or revise national sustainable development plans and strategies that recognize the strategic role of culture, creativity and innovation and cultural and creative industries
	24. Design or revise financial, infrastructural or other support mechanisms for artists and cultural professionals in rural/disadvantaged areas
Goal 4: Promote human rights and fundamental freedoms	
Policies and measures to promote gender equality in the culture and media sectors	
	25. Design or revise policies and measures to support women's full and effective participation in cultural life
	26. Design or revise legislation to address cyber harassment, online trolling and targeted attacks, particularly against female artists on digital platforms
	27. Design or revise policies to empower all women and girls, ensure their effective participation and equal opportunities to work in the cultural and creative industries, including in a digital environment
	28. Design or revise policies and measures to support the recognition and advancement of women as artists, cultural professionals and/or creative entrepreneurs (e.g., ensure equal pay for equal work or equal access to funding, coaching or mentoring schemes, anti-discrimination measures, etc.)
	29. Design or revise policies and measures to ensure equal opportunities at all levels of decision-making in culture and media sectors (e.g., ministries, public bodies and cultural facilities, training institutions and/or private companies)



Policies and measures to promote freedoms of creation, expression and participation in cultural life	
	30. Design or revise national regulatory frameworks that formally acknowledges the right of artists to freely create, disseminate and/or perform their artistic work
	31. Design or reinforce an independent body to receive complaints and monitor violations to fundamental freedoms of expression including artistic and/or media freedoms, in particular against women
Policies and measures to promote and protect the social and economic rights of artists	
	32. Design or revise a governance process to make decision-making for government funding, state grants and awards for artists more transparent
	33. Design or revise a law on the status of artist, including provisions to guarantee the right to form or join trade unions and professional organizations
	34. Design or revision of revise social protection for artists (e.g., health insurance, retirement schemes, unemployment benefits, etc.)
	35. Design or revise economic measures for artists (e.g., intellectual property rights, contracts, collective agreements, income tax and other frameworks, etc.)