Second Ordinary Meeting
(UNESCO Headquarters, Paris, 18-19 February 2013)

OPERATIONAL GUIDELINES
OF THE IFPC

Aims
1. The resources of the International Fund for the Promotion of Culture are intended to promote:

   (a) cultures as sources of knowledge, meanings, values and identity;

   (b) the role of culture for sustainable development;

   (c) artistic creativity in all its forms, while respecting freedom of expression;

   (d) international and regional cultural cooperation.

2. The Fund’s operations shall be undertaken in synergy and complementarity with other UNESCO funds, particularly those established within the framework of UNESCO’s standard-setting instruments in the field of culture.

3. To achieve these aims, the Fund’s resources will be used to support:

   (a) the cultural and artistic projects of creators in developing countries;

   (b) culture and development strategies and programmes;

   (c) the reinforcement of national mechanisms, structures and facilities whose purpose is to support cultural activities and artistic creators in developing countries;

   (d) the organization of exchanges to foster international cooperation.

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As set forth in Article 2 of the IFPC Statutes.
Beneficiaries

4. The potential beneficiaries of the Fund shall be:
   
   (a) public bodies with specific responsibility for the promotion of culture and artistic creation;
   
   (b) non-governmental organizations (NGOs) and non-profit private bodies whose objectives are in conformity with those of the Fund and whose activities contribute to the promotion of culture and artistic creation;
   
   (c) individuals, particularly artists and creators.

5. Funding may not be provided to projects that are already in receipt of funding provided by other UNESCO funds or programmes.

Eligible activities

6. Activities eligible for receipt of assistance from the International Fund for the Promotion of Culture include:
   
   (a) the production of cultural and artistic works;
   
   (b) the organization of cultural and artistic events of national, regional and/or international scope contributing to the establishment of culture and development strategies and programmes.

Modalities of assistance

7. Requests for assistance from the International Fund for the Promotion of Culture may relate to:
   
   (a) technical assistance, through the provision of a paid expert for a given period;
   
   (b) financial aid to in the form of grants or project co-financing for the implementation of the activity concerned.

Criteria

8. IFPC assistance measures shall be allocated subject to availability of resources and taking into account the projects’ compliance with all of the following criteria:
   
   (a) the amount of assistance required is between US $20,000 and US $100,000 and covers no more than 80% of the total budget;
   
   (b) the project may contribute to ensuring visibility and awareness of the significance of:
      
      (i) cultures as sources of knowledge, meanings, values and identity; and/or

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2 As set forth in Article 3, paragraph 5, of the IFPC Statutes.
3 As described in Article 3, paragraph 2, of the IFPC Statutes.
(ii) the role of culture for sustainable development; and/or

(iii) artistic creativity in all its forms, while respecting freedom of expression; and/or

(iv) international and regional cultural cooperation;

(c) the amount of assistance requested is appropriate for its implementation;

(d) the proposed activities are well conceived and feasible and vested with means of rigorous evaluation;

(e) the project may have sustainable financial, and/or institutional, and/or social results;

(f) another source of funding, whether financial or in kind, has been identified, covering at least 20% of the total estimated budget;

(g) the project may have a multiplier effect, inspiring the implementation of other measures, activities and projects.

(h) priority is given to young creators and artists aged 18 to 30 years.

The projects’ conformity to the following criteria will be considered as an asset:

(i) the project contributes to gender equality;

(j) the project aims to promote forms of expression that, despite their value to the community or country of origin, are relatively under-represented on the global arts scene and therefore deserve support;

(k) the project aims to promote peace, social stability and cultural diversity.

9. Priority shall be given, as far as possible, to requests from or benefiting developing countries.

**Content and format of requests**

10. Applicant(s) will be requested to demonstrate in the application files that their project satisfies all of the abovementioned criteria (form annexed to this document).

11. Funding requests must reach the IFPC Secretariat by the deadline specified publicly each year and must contain the following information:

(a) project title
(b) scope of the project (national, regional, international)
(c) type of assistance requested (technical assistance or funding)
(d) project summary
(e) project description
(f) schedule for the stages of the project
(g) expected results, indicators and means of verification
(h) IFPC aims pursued by the project
(i) project’s communication and visibility
(j) budget summary
(k) detailed budget breakdown
(l) contact details of those responsible for the project
(m) list of partners
(n) a statement committing the applicant to submit a report on the execution of the project.

Evaluation

12. For the purposes of evaluation, requests must include measurable expected results for at least three of the following indicators:

(a) number of beneficiaries, such as visitors, spectators, clients or participants;

(b) number of articles published in the local, national and international media;

(c) number of partners associated with the project’s implementation;

(d) number of partner institutions and potential donors who have shown interest in the activity;

(e) number of exchanges organized and cooperation networks set up between artists and/or cultural actors, regionally and internationally, around the project;

(f) number of other measures, actions and projects inspired by the project.

Timetable

13. The working cycle of the International Fund for the Promotion of Culture is set out as follows:

**Phase 1: Call for projects and submission**

1 March* Year 0

Public call for projects

31 May* Year 0

Deadline by which projects must be received by the Secretariat. Files received after this date will be examined in the following cycle.

30 September* Year 0

Deadline by which the Secretariat will have processed the files, including registration and acknowledgement of receipt. If additional information is requested by the Secretariat, the applicant will be invited to submit it within one month from the date of request. Incomplete files are returned to the applicants, who may complete them for a next cycle.

*in the event that this date coincides with a public holiday as per UNESCO Headquarters’ calendar, the deadline will be attributed to the previous working day

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4 Article 3, paragraph 4, of the IFPC Statutes.
Phase 2: Evaluation
January Year 1
The files, together with presentation sheets prepared by the Secretariat, are transmitted electronically to the Members of the Administrative Council.

February Year 1
The Administrative Council, meeting in ordinary session, considers the requests and takes its decisions.

March Year 1
The Secretariat informs the interested parties of the Administrative Council’s decisions.

Phase 3: Implementation and performance reports
April-December Year 1
Implementation of projects receiving IFPC assistance

31 January Year 2
Deadline by which all project implementation reports must be received by the Secretariat.

Use of the IFPC logo

14. The UNESCO/IFPC logo (for use by entities other than UNESCO itself) consists of the following:
   – the UNESCO logo
   – the IFPC logo
   – additional text “With the support of the International Fund for the Promotion of Culture”

15. Graphic representation of the above logo:

   [Image of the UNESCO/IFPC logo]

   General conditions for the use of the UNESCO/IFPC logo

16. The use of the UNESCO/IFPC logo is governed by the “Directives concerning the use of the name, acronym, logo and Internet domain names of
UNESCO*, approved by the General Conference at its 34th session, available online at the following address: http://www.unesco.org/new/en/name-and-logo/general-principles/reference-documents/

17. The UNESCO/IFPC logo may be authorized by UNESCO for use on the communication documents of specific events or projects that have received IFPC support.

18. Communication materials featuring the UNESCO/IFPC logo that are produced by events and project organizers must include a disclaimer such as: “xxx (name of the organizer) is responsible for the choice and the presentation of the facts and opinions in this [document], which are not necessarily those of UNESCO and do not commit the Organization”.

19. The UNESCO/IFPC logo must not be used for commercial purposes. The sale of goods or services bearing the UNESCO/IFPC name and logo is considered to be commercial.

20. Events and project organizers may be authorised by UNESCO to use the UNESCO/IFPC logo as stated above, but may not authorize third parties to use the UNESCO/IFPC logo in any form.

Procedure for obtaining the UNESCO/IFPC logo

21. An electronic file of the above logo will be sent to senior members of the project team who have formally obtained supportive measures from the IFPC by the UNESCO Secretariat following a written request containing the reference of the project that has received the subsidy. Communication material produced with the UNESCO/IFPC logo should be annexed to the project implementation report.

22. The Secretariat shall inform events and project organizers that they shall be fully responsible for any consequences resulting from their use of the UNESCO/IFPC logo.