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Convention on the Protection  
and Promotion of the  
Diversity of Cultural  
Expressions

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# Expert Facility to Strengthen the System of Governance for Culture in Developing Countries

IMPLEMENTING THE UNESCO 2005 CONVENTION ON THE  
PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS



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## THE UNESCO 2005 CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS (“THE CONVENTION”)

The Convention is a legally binding international agreement that ensures artists, cultural professionals, practitioners and citizens worldwide can create, produce, distribute/disseminate and enjoy a broad range of cultural goods, services and activities, including their own.

Recognizing that culture can no longer be just a by-product of development, but rather the mainspring for sustainable development, the Convention ushers in a new international framework for the governance and management of culture by:

- ▶ Encouraging the introduction of cultural policies and measures that nurture creativity, provide access for creators to participate in domestic and international marketplaces where their

artistic works/expressions can be recognized and compensated and ensure these expressions are accessible to the public at large;

- ▶ Recognising and optimising the overall contribution of the cultural industries to economic and social development, particularly in developing countries;
- ▶ Integrating culture into sustainable development strategies and national development policies;
- ▶ Promoting international cooperation to facilitate the mobility of artists as well as the flow of cultural goods and services, especially those from the global South.

## EXPERT FACILITY TO STRENGTHEN THE SYSTEM OF GOVERNANCE FOR CULTURE IN DEVELOPING COUNTRIES (“THE PROJECT”)

As a Party to the Convention, the European Union actively contributes to its implementation. The programme, “Investing in People”, through the “Access to Local Culture, Protection and Promotion of Cultural Diversity” strand, has been especially important in supporting initiatives since 2007, and in this case, has provided UNESCO with funding to create an expert facility to strengthen the system of governance for culture in developing countries.

The Project aims to reinforce the role of culture as a vector for sustainable development and poverty reduction by providing high-level expertise designed to strengthen human and institutional capacities in beneficiary countries at the national and local levels.

Technical assistance missions (maximum duration of 63 working days) will be undertaken by top experts in the field of cultural policies and be based on the needs and priorities identified by beneficiary countries through an application procedure. It will support beneficiaries in their efforts to:

- ▶ Establish legal, regulatory and/or institutional frameworks necessary to develop the culture sector in their country; and
- ▶ Introduce policies that address the role of culture in social and economic development, particularly through the fostering of cultural industries.



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## WHAT IS THE EXPERT FACILITY?

The expert facility is a mechanism enabling rapid access to high-level expertise for public authorities/ institutions to assist them in the implementation of an ongoing project/ process related to the governance of the cultural sector at national and/or local level.

## WHO ARE THE BENEFICIARY COUNTRIES?

Beneficiary countries are developing countries that have ratified the Convention AND are eligible beneficiary countries under the European Union thematic programme “Investing in People”.

For the most up-to-date list of beneficiary countries:  
[www.unesco.org/culture/en/culturegov](http://www.unesco.org/culture/en/culturegov)

## WHO CAN APPLY?

- ▶ Ministries, public institutions and public agencies in charge of culture or having a direct influence on the governance of culture from developing countries included in the list of beneficiaries;
- ▶ Local public authorities from developing countries included in the list of beneficiaries, if the field of activity to which the project is related has a direct impact on the governance of culture.



## WHAT PRIORITIES SHOULD APPLICATIONS ADDRESS?

Requested technical assistance should aim to improve the governance of culture at the national and/or local level. Applications should reflect the following elements:

- ▶ **Needs and priority assessment:** identify needs/priorities related to the governance of culture and how the expertise to be provided is expected to respond to them;
- ▶ **Commitment of authorities:** demonstrate long-term economic and political commitment of decision-makers/public authorities;
- ▶ **Civil society involvement:** ensure significant civil society engagement;
- ▶ **Capacity-building:** systematically transfer competences/knowledge to a national team;
- ▶ **Sustainability:** ensure implementation continuity beyond the technical assistance;
- ▶ **Impact and risk assessment:** identify potential impact(s) and implementation risks.

## Application process

- 1) Applicants should download the electronic application form from:  
[www.unesco.org/culture/en/culturegov](http://www.unesco.org/culture/en/culturegov)
- 2) Application forms, completed in English or French and accompanied by supporting documents and relevant information should be sent via email in RTF or PDF version to [culture-governance@unesco.org](mailto:culture-governance@unesco.org) OR via fax: 33(0)1 45 68 55 95
- 3) All eligible applications will be evaluated by the project Steering Committee in accordance with the evaluation criteria.
- 4) The final decision, once taken, will be communicated to all applicants, whether positive or negative.

## SOME EXAMPLES OF AREAS OF INTERVENTION FOR WHICH EXPERTISE CAN BE SOUGHT

- ▶ Design and implementation of policies and measures concerning the creation, production, distribution and dissemination of cultural goods and services;
- ▶ Design and implementation of integrated cultural policy strategies and of adequate institutional and legal frameworks with the aim to reinforce the capacities of cultural operators as well as of cultural industries;
- ▶ Design and implementation of specific sectoral policies and measures, including reinforcement of public institutions and related infrastructure favouring the development of different cultural sectors, including those relevant to the management of intellectual property rights;
- ▶ Development of mechanisms and appropriate legal framework for financing the cultural industries and activities, and encouraging investment in the cultural industries, including from private entities;
- ▶ Design and implementation of strategies and regulatory and/or institutional framework(s) facilitating cultural exchanges and cooperation at regional and sub-regional levels;
- ▶ Implementation of strategies reinforcing the place of culture in public action at all levels (local, national, regional and international);
- ▶ Incorporation of the cultural dimension in other national policies, in particular development and social policies.





For more information

**UNESCO**  
SECTION OF DIVERSITY OF CULTURAL EXPRESSIONS

1 rue Miollis – 75732 Paris Cedex 15  
Fax 33(0)1 45 68 55 95

[culture-governance@unesco.org](mailto:culture-governance@unesco.org)  
[www.unesco.org/culture/en/culturegov](http://www.unesco.org/culture/en/culturegov)



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