



10 YEARS OF CREATIVITY

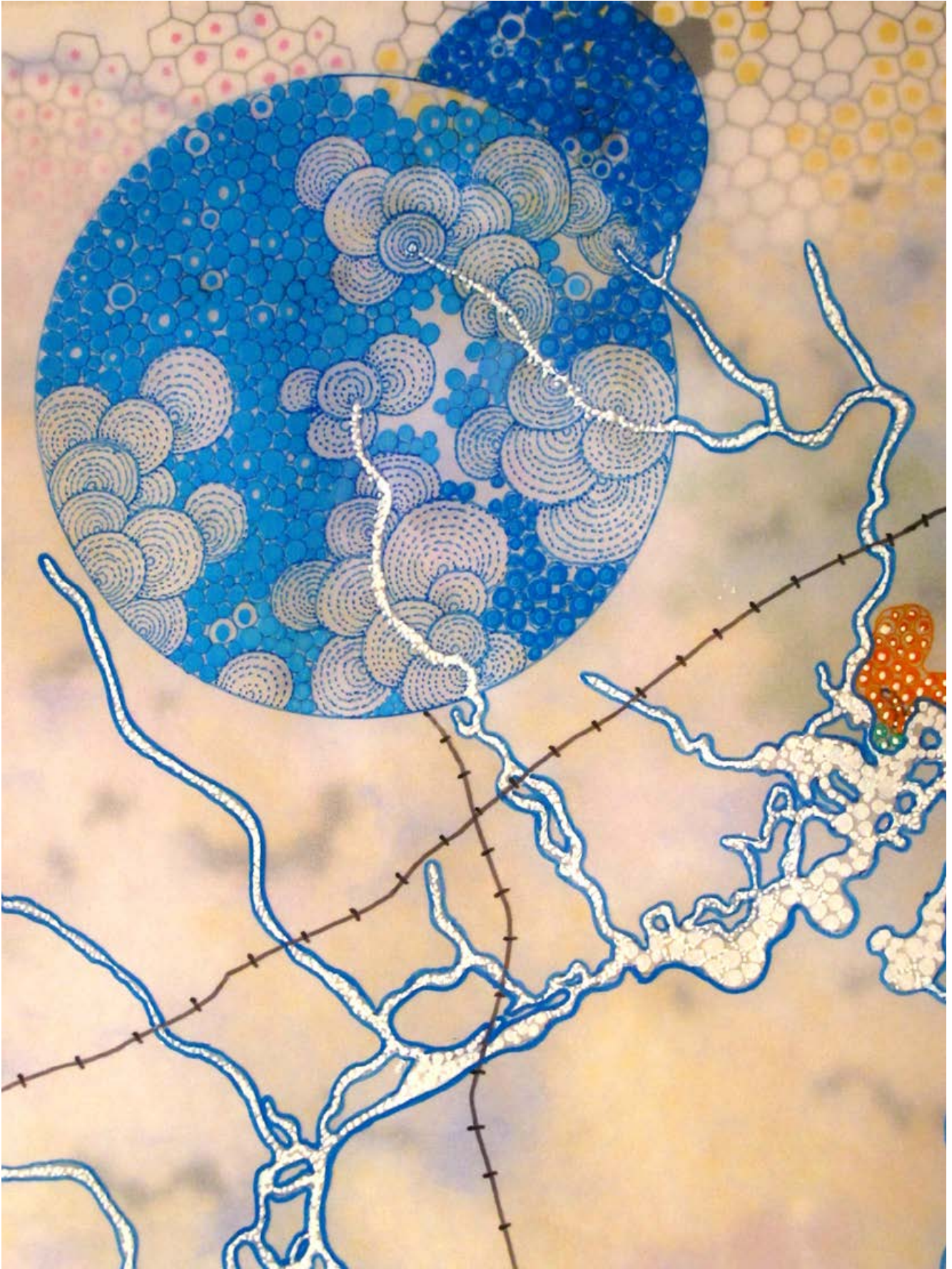


United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

international
fund for cultural
diversity Investing in creativity.
Transforming societies.



Let's celebrate the IFCD!

2020 marks the 10th anniversary of the International Fund for Cultural Diversity (IFCD)

Designed to support the implementation of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005), the IFCD, in one decade, has successfully financed 105 projects in 54 developing countries for US\$7.5 million.

The IFCD owes this success to its partners who, for 10 years, have not hesitated to invest in creativity. I would like to thank them for their vital support and commitment.

Over the past ten years, the IFCD has supported cultural actors, policy-makers and cultural professionals, while making cultural and creative industries a lever for sustainable development. The IFCD has also created a network of beneficiaries around the world who are now ambassadors for the protection and promotion of the diversity of cultural expressions.

The IFCD's ambition is clear: it aims to support sustainable systems of governance for culture, create an enabling environment for cultural entrepreneurs, facilitate market access and ensure the accessibility of diverse cultural expressions for all. There is no doubt that the projects financed by the IFCD contribute, each in their own way, to the implementation of the 2005 Convention.

As we enter this new decade, it is essential that the IFCD's partners renew their support to ensure the Fund's sustainability and its capacity to foster the emergence of dynamic cultural and creative sectors in developing countries. The renewal of this commitment is all the more crucial as the IFCD's projects will play a key role in achieving the 2030 Agenda for Sustainable Development.

Ernesto Ottone R.

Assistant Director-General for Culture,
UNESCO

International Fund for Cultural Diversity

MISSION

Fostering the emergence of dynamic cultural sectors in developing countries in order to contribute to their sustainable development

THEMATIC AREAS

Governance and public policy

Vocational training and entrepreneurship

Market access

Participation and inclusion

FRAMEWORK

The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) is an international standard-setting instrument that recognizes the sovereign right of states to formulate and implement policies and measures that support the emergence of dynamic and diverse creative sectors.

Since 2010, the IFCD has enabled structural changes in the cultural and creative sectors of developing countries by investing in projects that strengthen governance and public policy, vocational training and entrepreneurship, market access, and participation and inclusion. This brochure highlights a handful of the projects that have actively contributed to protecting and promoting the diversity of cultural expressions worldwide.

105
PROJECTS

US\$
7 563 944

10
YEARS

54
COUNTRIES

The IFCD in action



Governance and public policy

Supporting sustainable systems of governance for culture

Strong and dynamic cultural and creative industries rely on sustainable systems of governance. By increasing civil society participation, providing training, mapping cultural and creative sectors and establishing networks, the IFCD is ensuring responsive, inclusive, participatory and representative cultural decision-making at all levels.

51 PROJECTS	US\$ 3 630 266
10 YEARS	36 COUNTRIES

ALBANIA

2018-2019



US\$ 86 052

Transforming Albania's public art spaces

Public art reflects a society's evolving culture and collective memory. With IFCD funding, Ekphrasis Studio developed a targeted strategy to encourage participation in the creation and production of cultural expressions in public spaces.

Ekphrasis Studio developed Tirana's first digital map of public artistic expressions, which today counts over 400 locations. Public workshops, events, and consultations focused on the democratic use of public spaces were organized and two surveys were also disseminated amongst relevant stakeholders and networks to develop key recommendations.

With these recommendations, the Action and Public Arts Policy Plan (2019-2024) was developed and presented to the Ministry of Culture and the Municipality of Tirana in 2019.



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GOVERNANCE
FOR CULTURE



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



MALAWI

2014

US\$ 42 490

Working together to support Malawi's film industry

Introducing participatory decision-making processes ensures more transparent and accountable policy making. The Malawi National Commission for UNESCO, in collaboration with the Film Association of Malawi and with funding from the IFCD, conducted a participatory study that identified critical areas of intervention for Malawi's film industry.

Through this process, over 100 representatives from public institutions, civil society and cultural actors from the audiovisual sector contributed to the elaboration of the Investment and Development Strategy for the Film Industry in Malawi, 2015-2020.

In 2016, inspired by the Strategy, the Government of Malawi adopted a cultural policy through participatory mechanisms and launched a fund to support cultural entrepreneurs and artists.

GOVERNANCE
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8 DECENT WORK AND
ECONOMIC GROWTH



16 PEACE, JUSTICE
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BRAZIL

2018-2019

US\$ 91 355

Creating networks within Brazil's cultural industries

Local decision-making for culture requires strong and representative networks. The Brazilian Centre of Analysis and Planning (CEBRAP), with IFCD funding, strengthened local networks in Embu das Artes, Toledo, Macapá and Serra Talhada by providing training to civil society and government representatives.

Local cultural stakeholders were trained in the elaboration and management of cultural projects and in cultural mapping methodology and advocacy. Selected participants were transformed into "multipliers" and led a mapping exercise that identified 208 organizations and 690 cultural workers. The mapping revealed over 200 cultural initiatives in four cities.

The mapping provided an opportunity for local cultural actors to expand existing networks and structure their actions. It also provided the opportunity to formulate recommendations that were presented to the local cultural centres in each city.

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ECONOMIC GROWTH



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



Vocational training and entrepreneurship

Creating an enabling environment for cultural entrepreneurs

Cultural entrepreneurs are at the heart of the cultural and creative industries. They innovate, inspire and entertain, all while driving economic and social development. By ensuring artists and cultural professionals develop relevant skills, including technical and vocational, the IFCD is fostering sustainable development through creativity.

48 PROJECTS	US\$ 3 894 262
10 YEARS	43 COUNTRIES

PALESTINE

2017-2018



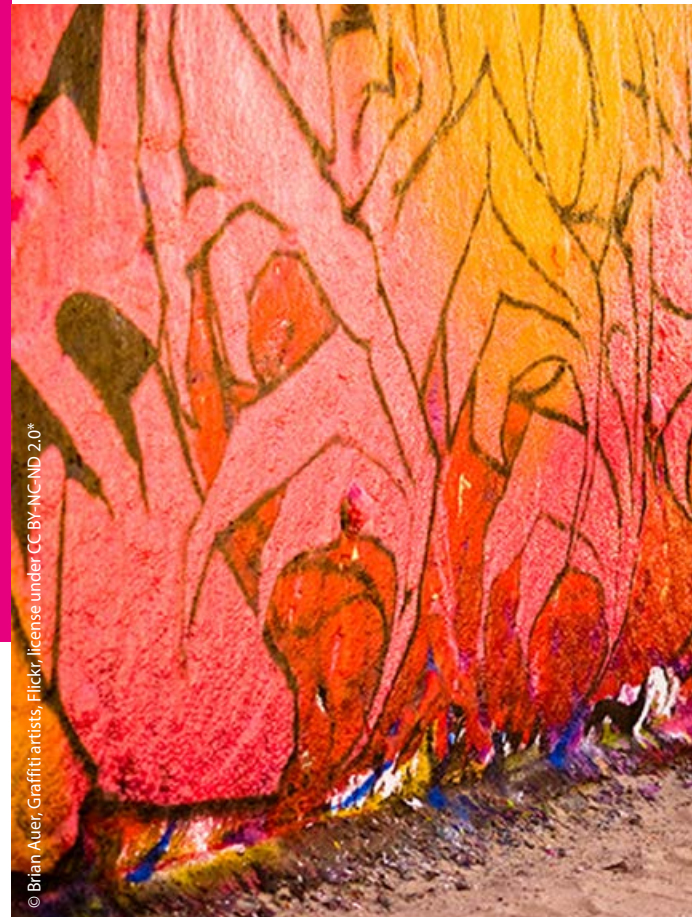
US\$ 99 350

Bolstering Palestine's emerging cultural entrepreneurs

Cultural entrepreneurs are change agents who contribute to social and economic development through innovation. Leaders recognized the potential of Palestine's young cultural entrepreneurs and invested in the development of local skills.

With IFCD funding, Leaders developed an incubator programme where nearly 200 young Palestinian entrepreneurs were able to test the viability of their businesses, develop prototypes and business models, conduct initial market analysis and establish networks.

Bahra, one of the startups, now offers a platform for locating unexpected cultural spaces in Palestine. Another, Lamet Sahafeh, provides new opportunities for young journalists and produces Palestinian media content.



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ECONOMIC GROWTH**



MADAGASCAR

2017-2018

US\$ 99 975

Unlocking the potential of Madagascar's film industry

While Madagascar's film industry has been developing steadily, its full potential has yet to be reached. With funding from the IFCD, T-Movie contributed to the professionalization of the Malagasy film industry by encouraging young people to get involved in cinema, by providing them with training and intensive practical work experience and through awareness-raising campaigns.

Thirty young people received technical training in film production, and several went on to secure internships following the training. An awareness-raising campaign across the country's five provinces reaching over 2,000 young Malagasies, was also organized to bring the country's film industry to young people. Following the project, many of the beneficiaries have gone on to win film competitions in Madagascar or to set up cultural businesses.

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TAJIKISTAN

2012-2013

US\$ 85 000

Revitalizing Tajikistan's music industry

Despite the potential of Tajikistan's music industry, musicians struggle with limited access to vocational training and production facilities. Bactria Cultural Centre (BCC), with funding from the IFCD, created a space where emerging musicians and professionals could develop and strengthen their skills.

BCC provided emerging Tajik musicians with free access to recording facilities and to the latest recording technology. Over 500 musicians and professionals were also trained in music management, marketing and sound production. Following the training, 50% of them were able to secure jobs in the field.

Through its various programmes, BCC has developed a network of artists, curators, music producers, managers, students and others from the Central Asian cultural community and has connected them with audiences, increasing the number of music events in Tajikistan by 50%.



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Market access

Facilitating market access for diverse cultural expressions

Viable cultural and creative industries rely on their capacity to penetrate markets. Promotion and distribution are key to market access. Through its projects, the IFCD is promoting diverse cultural expressions in local and international markets by creating digital platforms, reinforcing networks, developing innovative initiatives and promoting participation in international festivals and fairs.

12 PROJECTS	US\$ 812 530
10 YEARS	19 COUNTRIES

NAMIBIA

2016-2018

US\$ **87 125**

Finding new audiences for Namibian music

Few outside of Namibia have heard of San music. With support from the IFCD, the Museums Association of Namibia has brought San and Namibian music to international audiences.

Through specialized workshops in music management, San musicians were able to acquire the skills required to create and promote their music abroad.

Nambian Tales, a Dutch music group, worked with four women from the //Xao /oba village in the Kalahari Desert to create new musical compositions. In 2017, *Kalahari Encounters*, a collaborative album that blends San music and popular music was released. Following the success of the album, the group toured in Europe and received the award for Best World Music Album at the 2017 Netherlands Awards.



© Maimouna Guerresi*

**FLOWS AND
MOBILITY**



10 **REDUCED
INEQUALITIES**



LATIN AMERICA

2019-2020

US\$ 87 125

Improving access to Latin American cinema

Online platforms have revolutionized the cultural and creative industries by increasing access to local content. The Department of Cinematography in Colombia's Ministry of Culture, in collaboration with counterparts in Bolivia, Ecuador, Mexico, Peru and Uruguay, is strengthening distribution, promotion and access to Latin American cinema.

Through IFCD funding, a mobile application that provides free access to cinema on Retina Latina's platform was created.

In addition, 30 young creators from Latin America and the Caribbean were trained in film distribution for traditional and digital screens during the Bogota Audiovisual Market (BAM). Participants were encouraged to network and share experiences with film industry experts.

In 2019, after Retina Latina prompted interest in the Ibero-American region, the transformation of the platform to benefit Ibero-American markets was included in the Declaration of the XX Conference of Ministers of Culture of Ibero-America.

FLows AND
MOBILITY



10 REDUCED
INEQUALITIES



17 PARTNERSHIPS
FOR THE GOALS



CROATIA

2012-2013

US\$ 26 000

Strengthening Croatia's publishing sector

Like many of its industries, Croatia's publishing industry was hit by the economic crisis. In response, Kjinzi Blok, with IFCD funding, developed a series of measures to strengthen Croatia's publishing industry. These measures included a mapping of the sector, an analysis of challenges and opportunities and the implementation of an awareness raising campaign. To promote the sale of books, the "Book Night" initiative was launched. "Book Night" is now a yearly event aimed at the promotion of books in the region. The event provides an opportunity to gather information on reading habits, and assess the state of the industry on an annual basis.

Regional collaboration mechanisms for the creation of new markets and the exchange of knowledge were also developed. For instance, the concept for "Book Night" has since been replicated in Sarajevo, Bosnia and Herzegovina and in Ljubljana, Slovenia.



10 REDUCED
INEQUALITIES



FLows AND
MOBILITY



Participation and inclusion

Ensuring that diverse cultural expressions are accessible to all

The cultural and creative industries are at the core of sustainable development. They have the capacity to generate inclusive economic growth, while producing social benefits that empower individuals and communities. By fostering participation and inclusion, the IFCD is contributing to inclusive sustainable development and ensuring that artists, cultural professionals and citizens have the capacity to create, produce, distribute and enjoy a broad range of cultural goods and services, including their own.

35 PROJECTS	US\$ 2 747 320
10 YEARS	36 COUNTRIES

SENEGAL

2018-2019

US\$ 89 989

Bringing cinema to rural communities in Senegal

Senegal's cinemas are primarily located in the capital, Dakar, leaving rural communities with limited access to films. To address this issue, Culture Waw Association, with IFCD funding, created a network of mobile film projection units in six regions across Senegal. MobiCINÉ offers a repertoire of over 50 African films to audiences outside of Dakar.

In addition, the Culture Waw Association provided 60 young cultural professionals with training in project management, fundraising, financing and copyright. They were also trained in the technical aspects of mobile film projection to ensure the sustainability of the project.

A voice dubbing laboratory for local dialects was also created to ensure as many communities as possible could access the service.

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8 DECENT WORK AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES



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GUATEMALA & MEXICO

2018-2019

US\$ 77 777

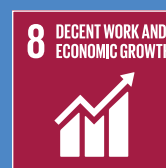
Encouraging intercultural dialogue among Guatemalan and Mexican cultural entrepreneurs

Innovative and new technologies are increasing access to diverse cultural expressions and facilitating intercultural dialogue. With support from the IFCD, Ventana a la Diversidad supports young cultural entrepreneurs from indigenous and vulnerable groups in Guatemala and Mexico.

Thanks to the project, Ventana a la Diversidad developed an online learning platform, the VEDI Campus, that allowed 56 young cultural entrepreneurs to receive training in business management. A creative business incubator for young people, called VEDI Space, was also established.

In 2019, Ventana a la Diversidad won the Intercultural Innovation Prize, awarded by the United Nations Alliance of Civilizations, for this project. This prize supports innovative projects that encourage intercultural dialogue and work towards a more peaceful and socially-inclusive world.

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PALESTINE

2019-2020

US\$ 90 815

Empowering Palestine's youth through community theatre

Community theatre contributes to the social capital of a community by developing the skills, community spirit, and artistic sensibilities of producers and audiences. The Basma Society for Culture and Arts promotes cultural diversity and empowers young people in Gaza through community theatre. With IFCD funding, the Basma Society for Culture and Arts offered a 10-week training course at the University of Palestine on community theatre to 90 students. A workshop on theatre production was also developed to tackle the absence of formal theatre training in the region. By supporting local theatre groups, the project encourages cultural participation in remote areas.

GOVERNANCE
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10 years of investment in Uruguay

Since 2010, IFCD funding has been promoting social inclusion through culture and creativity. From 2011 to 2016, the IFCD funded three projects in Uruguay that promoted participation in cultural life and fostered social cohesion.

These projects provided skills and tools necessary for active participation in the cultural and creative industries. By involving marginalized communities in cultural activities, the projects have removed the social and economic obstacles preventing them from integrating into Uruguayan society.

3
PROJECTS
FUNDED

US\$
260 215
INVESTED



Comparsa: a tool for cultural and social integration

A *comparsa* is a musical ensemble of afro-Uruguayan origin that includes singers, musicians and dancers. With IFCD funding, the Latin American Faculty of Social Sciences (FLACSO), in partnership with the Peace and Justice Service of Uruguay (SERPAJ) and the Guyunusa cultural center, designed a methodology using *comparsas* to promote social integration in Maracan , a disadvantaged neighborhood of Montevideo.

Drawing on local expertise, participants developed their music and dance skills in targeted workshops. These workshops also provided an opportunity to engage youth in dialogue on the Human Rights-related issues affecting their community. This civil society-led project contributed to social cohesion, to alleviating local tensions and to creating various networks linking organizations and people from different neighborhoods.

2011-2012  **US\$ 65 500**



  Leandra Jara, Fundaci n Teatro Argentino de la Plata*

“

It's about having a place to express oneself that responds to local interests. All the people who have participated in these workshops have changed their attitude towards life because they feel better, they can express themselves, which contributes to better health and quality of life.

”

Marisa Ledezma,
former manager of the SACUDE Municipal Complex

Vocational training for vulnerable groups

To promote the active participation of vulnerable groups in Uruguay's cultural and creative industries, the National Directorate of Culture, with support from the IFDC, strengthened its national "Cultural Factories" programme in nine regions by providing training in business management, marketing, and communications. Following the training, three Cultural Factories were incubated:

- A workshop where musical instruments for the deaf, like a cajón and a small harp that emits vibrations, were produced by deaf persons.
- A textile and embroidery workshop for the transgender community, where clothing and textiles were upcycled.
- A workshop where locals from Riviera, a disadvantaged district on the border with Brazil, were trained in the production of vitrified bricks.

Programme beneficiaries also participated in national fairs where they could promote their products. Through spaces dedicated to learning, product development and promotion, the project enabled participation in cultural life, increased opportunities for access to the labour market and strengthened communities and the social cohesion of vulnerable groups.

2015-2016  **US\$ 99 600**

Fostering a positive local identity

In the Casavalle Basin, an under-developed area north of Montevideo, residents were often marginalized or excluded from social activities. The Intendencia de Montevideo, with IFCD funding, organized hip hop, murga and percussions workshops in public spaces for over 200 youth. By providing access to equipment, rehearsal space and specialized training, they were able to participate in cultural life. Through this project, participants strengthened their self-confidence and their sense of community. The project also contributed to dissolving stigmas, promoting a positive local identity, encouraging social cohesion and engaging youth in cultural activities.

2012-2013  **US\$ 95 115**

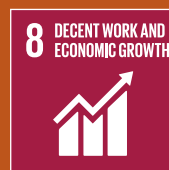
10 years of investment in Zimbabwe

Since 2010, the IFCD has been supporting sustainable systems of governance for culture by reinforcing civil society participation and informed policy making processes.

From 2012 to 2018, the IFCD funded four projects in Zimbabwe that, through regional mapping, targeted strategies and specialized training, contributed to the elaboration and implementation of new cultural policies like Zimbabwe's National Culture Policy, launched in 2019.

4
PROJECTS
FUNDED

US\$
388 781
INVESTED



Measuring the impact of cultural and creative industries

In most countries, cultural statistics are often hard to come by and Zimbabwe is no exception. With IFCD funding, the Culture Fund of Zimbabwe and the Zimbabwe National Statistics Institute (ZimStat) launched a statistical study on the economic contributions of Harare's cultural and creative industries to collect valuable data that would strengthen the sector.

With the empirical data, the project raised awareness of the sector's ability to meaningfully contribute to economic development, job creation and income generation in Zimbabwe. The project also led to better collaboration between the government and civil society and the creation of a unit dedicated to cultural statistics at ZimStat.

2012-2013  **US\$ 99 023**

Strengthening cultural management

Targeting managers of Zimbabwe's top arts and culture festivals, Nhimbe Trust, with IFCD funding, carried out capacity-building workshops on management, marketing, resource mobilization, and labour legislation. Cultural managers in Bulawayo strengthened their skills in order to increase the competitiveness of their cultural initiatives.

Following the project, a professional network for cultural managers and an information sharing platform were created in order to further reinforce cooperation. Nhimbe Trust also became the operational partner of the City of Bulawayo, identifying needs and reinforcing collaboration between civil society and local authorities. In 2017, the city opened the Bulawayo Cultural Affairs Office and in 2018 adopted the Bulawayo Arts, Culture and Heritage Policy. In 2020, the City of Bulawayo and Nhimbe Trust will organize the first Bulawayo Arts Festival.

2013  **US\$ 97 365**

“

During the festival workshop, we realized that we have common challenges and we learnt from each other's experiences. This was an empowering process. I gained a lot of knowledge, such as festival management and resource mobilization. Today, Intwasa is the most famous festival in Bulawayo and is still running.

”

**Raisedon Baya,
Festival Director, Intwasa Festival**

Reinforcing local cultural policies

Improving the dearth of data on the cultural and creative industries is central to improving local cultural policies. The Amagugu International Heritage Centre, with IFCD funds, mapped the contribution of cultural goods and services to local economic development in the districts of Beitbridge, Mangwe, Matobo and Mzingwane. It identified areas for improvement and informed the workshops later held with local council representatives from 24 rural districts.

These workshops served to coordinate future cultural activities and participants developed a draft cultural policy, later adopted as a resolution by the Rural District Council. As a result of its implementation, schools now include traditional dances in their curriculum. Following the project, a space was also dedicated to cultural activities in Beitbridge and a festival was organized in Mzingwane.

2014  **US\$ 92 928**

Promoting copyright protection

Inadequate copyright legislation can have a negative impact on the development of a country's cultural and creative industries. With IFCD funding, ZIMCOPY organized workshops and consultative meetings with rights holders, leaders of reproduction rights organizations and users of copyright to address copyright infringements and to analyze the state of copyright enforcement in Zimbabwe's publishing industry.

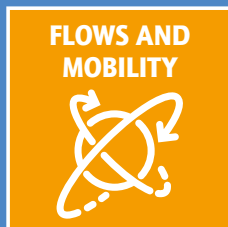
During project implementation, they worked closely with the Ministry of Education to raise awareness of copyright law in universities. Following the project, an agreement was drafted with the Library Association to collect royalties from universities. The project raised awareness of copyright challenges by publishing the National Copyright Strategy for Zimbabwe, which contributed to the development of Zimbabwe's National Intellectual Property Policy (2018-2022) and implementation strategy.

2016-2018  **US\$ 99 465**

Since 2010, the IFCD has



supported **24** sets of policy recommendations to support cultural and creative sectors in developing countries



contributed to the mobility of over **400** artists and cultural professionals



provided training to **11 373** artists and cultural professionals



funded **39** female-led projects

Acknowledgments

The IFCD has been able to implement its projects over the last decade thanks to your support:

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Albania	India
Andorra	Jamaica
Armenia	Jordan
Australia	Latvia
Austria	Lesotho
Azerbaijan	Lithuania
Barbados	Luxemburg
Belgium (Flanders)	Madagascar
Belgium (Wallonie Bruxelles)	Malawi
Belize	Mali
Benin	Mauritius
Bosnia and Herzegovina	Mexico
Brazil	Monaco
Bulgaria	Mongolia
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Estonia	Slovenia
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France	Spain
Gabon	Sweden
Germany	Switzerland
Greece	Togo
Grenada	Turkey
Guinea	Ukraine
Haiti	Uruguay
Iceland	Viet Nam
	Zimbabwe

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The IFCD is the Fund established by the Convention on the Protection and Promotion of the Diversity of Cultural Expressions and its goal is to invest in projects that lead to structural changes, demonstrating the value and opportunities that culture brings to sustainable development processes, in particular to economic growth and the promotion of a decent quality of life.

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Diversity of
Cultural Expressions

<http://en.unesco.org/creativity>