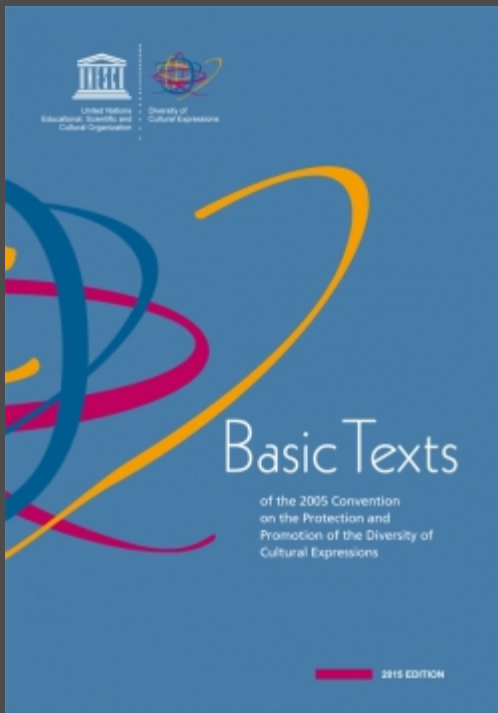


What is the 2005 Convention?

A **legally-binding** international agreement that:

- Recognizes the **distinctive nature** of cultural goods, services and activities: they are not mere commodities or consumer goods that can only be regarded as objects of trade, but are recognized as vehicles of identity, values and meaning.
- Calls for the introduction of policies and measures that can support the **creation, production, distribution and access** to diverse cultural goods and services
- Promotes **preferential treatment** measures for developing countries to facilitate the mobility of artists and cultural professionals, as well as a balanced flow of cultural goods and services
- Encourages the integration of culture into **sustainable development** policies and frameworks



A tool to produce solid evidence for **policy monitoring and impact assessment**:

- Analyze trends, track progress, identify challenges
- Facilitate information sharing and knowledge production (data and statistics)
- Provide examples of innovative policies and measures
- Provide evidence for the implementation of the UN SDG agenda 2030



« For the first time at the global level, the recently adopted United Nations Sustainable Development Agenda for 2030 acknowledges the key role of culture, creativity and cultural diversity to solving sustainable development challenges »

Irina Bokova, *UNESCO's Director General*

For what expected results?

Goals	Expected results
SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE OF CULTURE	National policies and measures are implemented that effectively promote the creation, production, distribution and access to a diversity of cultural goods and services and contribute to informed, transparent and participatory systems of governance for culture
ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS	Preferential treatment measures are granted at the individual, institutional and industry levels to facilitate a balanced flow of cultural goods and services and to promote the mobility of artists and cultural professionals around the world
INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS	Sustainable development policies and international assistance programmes integrate culture as a strategic element
PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS	International and national legislation related to human rights and fundamental freedoms are implemented and promote both artistic freedom and the social and economic rights of artists

- Support evidenced-based policy
- Encourage governments to adopt policies and measures based on the fundamental principles of the 2005 Convention: respect for human rights and fundamental Freedoms, equality, equitable access, openness and balance, sustainability.
- Strengthen informed, transparent and participatory systems of governance for culture

Why is it innovative?

MONITORING THE 2005 CONVENTION

ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

GOALS	SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE				ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS			INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS		PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS	
AREAS FOR MONITORING	<i>Cultural policies</i>	<i>Public service media</i>	<i>Digital environment</i>	<i>Partnering with civil society</i>	<i>Mobility of artists and cultural professionals</i>	<i>Flow of cultural goods and services</i>	<i>Treaties and agreements</i>	<i>National sustainable development policies and plans</i>	<i>International sustainable development programmes</i>	<i>Gender equality</i>	<i>Artistic freedom</i>
CORE INDICATORS	National cultural policies support creation, production, distribution and access to diverse cultural goods and services	Legislative base supports media freedom and diversity	Legislative base supports universal access to the Internet	Legislative and financial base support civil society	Legislative base ensures freedom of movement	Legislative base supports flows of cultural goods and services	Parties promote the objectives and principles of the Convention in other forums	Culture is integrated into national sustainable development policies and plans	Culture is integrated into international sustainable development programmes	Legislative framework guarantees gender equality in cultural arena	Legislative base supports freedom of expression
	Multiple government agencies participate in policy making	Goals of public service media are legally defined and guaranteed	Policies and measures encourage digital creativity and promote civil society participation in the digital environment	Civil society participates in the design and implementation of policies	Policies and measures support mobility from the global South	Policies and measures support international flows of cultural goods	Convention explicitly referenced in international and regional treaties and agreements	Policies and measures support regional equity in the distribution of cultural resources	Technical assistance programmes strengthen human and institutional capacities in the cultural and creative industries in developing countries	Policies and measures support women as creators and producers of cultural goods and services	Policies and measures promote and protect artistic freedom
	Parties actively support informed policy making processes	Public service media policies and measures serve the needs of all groups in society	Policies and measures support dynamic and diverse digital cultural industry markets	Civil society is actively involved in the ratification and promotion of the Convention	Non-governmental initiatives facilitate mobility from the global South	Policies and measures support international flows of cultural services	Policies and measures implement international and regional treaties and agreements that refer to the Convention	Policies and measures support equity in access to cultural resources by vulnerable groups in the community	Financial assistance supports creativity in developing countries	Policies and measures promote the opportunity for women to access cultural activities, goods and services	Policies and measures promote the social and economic rights of artists

The Four Goals of the 2005 Convention

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**

UNESCO's First Global Report Monitoring
The Implementation Of The 2005 Convention



RE | SHAPING CULTURAL POLICIES:

*A Decade Promoting The
Diversity Of Cultural
Expressions for Development*



[#supportcreativity](#)

