



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions



Ministry of Culture, Sports  
and Tourism

With funding from the Republic of Korea

## Meeting to build capacities in Asia-Pacific for the implementation of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions

### Call for Expression of Interest

**Extended Deadline: 18 March 2018**

The United Nations Educational, Scientific and Cultural Organization (UNESCO) is launching a call for expression of interest to solicit specialists from the Asia-Pacific region to join the community of practice on the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Convention”).

Targeting mid-career experts, UNESCO will organize a 5-day training in **Seoul, Republic of Korea, from 11 to 15 June 2018**, with the support of the Korean Government. Its aim will be to share knowledge on the Convention, raise awareness about opportunities from ratifying and implementing the Convention, facilitate networking, encourage future cooperation with UNESCO. Its long-term objective is to bring together a new generation of specialists from Asia-Pacific that can potentially, in future, become part of the Convention’s international Expert Facility and support the implementation UNESCO’s research, capacity development and technical assistance programmes.

### Background

Ratified by 145 countries around the world, as well as by the European Union, the 2005 Convention establishes the right of governments to adopt policies and measures to support the emergence of dynamic and strong cultural and creative industry sectors in all countries. Its key message is that artists, cultural professionals and creative practitioners, as well as all citizens, must have the capacity to create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own.

The Convention provides a road map that promote governments and non-governmental actors to work together to achieve four 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.

Fostering the emergence of dynamic cultural sectors, in particular the cultural and creative industries, is increasingly recognized as a priority for sustainable development in the Asia-Pacific region. And yet, the region is the most underrepresented region: out of 146 Parties, only 14 are from this region.

**Table 1: List of countries belonging to Asia/Pacific region**

Parties to the Convention	Non-Parties to the Convention	
Afghanistan	Bhutan	Nauru
Australia	Brunei Darussalam	Nepal
Bangladesh	Cook Islands	Niue
Cambodia	Democratic People’s Republic of Korea	Pakistan
China	Fiji	Palau



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions



Ministry of Culture, Sports  
and Tourism

With funding from the Republic of Korea

India	Iran (Islamic Republic of)	Papua New Guinea
Indonesia	Japan	Philippines
Lao People's Democratic Republic	Kazakhstan	Singapore
Mongolia	Kiribati	Solomon Islands
New Zealand	Kyrgyzstan	Sri Lanka
Republic of Korea	Malaysia	Thailand
Viet Nam	Maldives	Tonga
Samoa	Marshall Islands	Turkmenistan
Timor-Leste	Micronesia (Federated States of)	Tuvalu
	Myanmar	Vanuatu

The Convention Secretariat established in 2011 an [Expert Facility](#), which acts as an international pool of highly qualified experts to assist UNESCO in implementing the Convention's programmes around the world. The mandate of the experts is regularly renewed. UNESCO works with the members of the Facility to deliver research services, country-level assistance in different thematic areas of the Convention, etc. through different modalities (workshops, advisory technical assistance, short and long-term capacity-building interventions, mentoring, coaching, etc.).

Experts from the Asia-Pacific region are critically under-represented in the Facility- only three experts are currently from the region. Participating in this training would serve to connect Asia/Pacific specialists with the 2005 Convention who could support the development of new human and institutional capacities, creating a network and community of practice and opening up possibilities for future cooperation with UNESCO and its Field Offices. It is expected that selected participants of this Seoul training could help UNESCO to better address the many demands for information, training, technical assistance.

The implementation of the Convention at the policy and programme level requires the involvement of a wide range of actors. Designing and implementing policies for culture involves in particular the participation of civil society including artists and cultural professionals, academics, other governmental and non-governmental actors dealing with trade, industry development, employment, education, international cooperation, foreign affairs, research, from the cultural sector, as well as the interaction among them.

In this context, building an engaged community of practice of specialists from different policy fields who are knowledgeable about the 2005 Convention is of necessity, in order to reinforce in future the ratification/implementation of the Convention in the region, and to expand regional cooperation possibilities (research, technical assistance, policy advice, etc.). The training, to be facilitated by two members from the Expert Facility, and with the participation of the Secretary of the 2005 Convention, will serve to:

- 1) exchange on the key principles and objectives of the 2005 Convention;
- 2) increase awareness about the benefits of ratifying and implementing the 2005 Convention;



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions



Ministry of Culture, Sports  
and Tourism

With funding from the Republic of Korea

- 3) provide a platform for experience sharing and analysis of innovative policies and good practices in the implementation of the 2005 Convention;
- 4) identify opportunities for increased cooperation/networking within the region on policy areas related to the 2005 Convention after the training.

## Modalities of the Call

This Call for Expression of Interest is issued by UNESCO in order to solicit applications from mid-career Asian-Pacific specialists.

Successful applicants are to:

- agree that their names, contact details and information concerning their professional profile and area of expertise, relevant to the capacity-building Programme of the Convention, be included in a publicly available online experts' database managed by UNESCO;
- ensure their availability to participate in a five-day intensive training workshop scheduled to take place from **11 to 15 June 2018** in **Seoul, Republic of Korea**;
- ensure their commitment to undertake the necessary preparatory reading on topics related to the Convention and to carry out follow-up activities after the training<sup>1</sup>;
- for civil servants, provide an official document from their administration certifying authorization to take leave from their post for the period of the training workshops.

Please note that costs for the training (economy return ticket, room and board, local transportation, etc.) for the selected participants will be covered by UNESCO.

## 1. Eligibility Criteria

### 1.1. General Criteria

Applicants may be: civil servants, governmental experts, cultural professionals, managers of cultural institutions or associations, researchers, academics and/or independent experts specialized in the required fields. Women candidates are strongly encouraged to apply.

Applicants must be a national from one of the 44 countries (Parties and non-Parties to the Convention) from the Asia-Pacific region (see Table 1).

Applicants must be in their mid-career.

### 1.2. Language Proficiency

Applicants should demonstrate excellent spoken and written English. Knowledge of additional languages, in particular languages of potential beneficiary countries and/or other UN

---

<sup>1</sup> Among the mandatory reading: the [Global Report 2015](#) and the [Global Report 2018](#) ("Re-Shaping Cultural Policies") on the implementation of the 2005 Convention.



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions



Ministry of Culture, Sports  
and Tourism

With funding from the Republic of Korea

official languages (i.e., French, Spanish, Russian, Chinese, Arabic), is an asset. The training will be conducted in English language.

### 1.3. Profile

University degree in human and social sciences, economics, international development, law, humanity or related fields.

A degree or specialization in cultural policies or cultural management, with a proven knowledge/experience of the 2005 convention, will be an asset.

### 1.4. Professional Experience

- professional experience of minimum 5 years relating to:
  - institutional organization of the creative sector; and/or
  - development and implementation of overall policies, strategies, regulatory frameworks in the field of cultural and creative industries; and/or
  - implementation of international cooperation projects; and/or
  - financing (e.g. identifying and securing public, private and international resources) as well as cultural entrepreneurship development; and/or
  - developing and strengthening a specific sector (eg. publishing, visual arts, music, copyright and related rights, etc.); and/or
  - data collection in the cultural and creative sector as well as developing sectoral mappings. Experience in the development of indicators would be an asset.
- Specialization in one of the following fields will be given priority attention:
  - cultural policies;
  - cultural statistics and indicators;
  - culture and trade;
  - arts and digitization;
  - public service media;
  - artistic freedom;
  - status of the artist;
  - preferential treatment;
  - mobility of artists;
  - culture and development;
  - gender and culture;

## 2. Selection Process

A maximum of 30 specialists, reflecting diverse profiles and experiences, will be selected, on the basis of the criteria outlined in this Call for Expression of Interest<sup>2</sup>. In order to verify the level of language competencies, a phone interview may be conducted with short-listed candidates. Particular attention will be given to achieve gender parity.

---

<sup>2</sup> Please note that the fact that the specialists selected upon the basis of this Call for Expression of Interest does not imply any obligation on the part of UNESCO to award a consultant contract.



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions



Ministry of Culture, Sports  
and Tourism

With funding from the Republic of Korea

### 3. Application

3.1. Applicants should use the electronic application form (PDF format) that can be downloaded at: <https://en.unesco.org/creativity/> Should you experience any difficulty in downloading the application form, please contact the UNESCO Secretariat at the following email address: Ms Eunbok Lee ([e.lee@unesco.org](mailto:e.lee@unesco.org)) and Mr Daniel Mebarek-Daza ([d.mebarek-daza@unesco.org](mailto:d.mebarek-daza@unesco.org))

3.2. On the application form, applicants must provide evidence that they possess the required skills and professional experience described in this call for expression of interest.

3.3 Applicants must write an essay on the following theme: "The relevance of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions to the growth and sustainability of Asian-Pacific creative sector generally, and to my country in particular". The essay should not be longer than 5 standard pages.

3.4. All application forms must be completed in English. It must be accompanied by a Curriculum Vitae (maximum 3 standard pages) and the essay. These three documents must be sent via e-mail in RTF or PDF version to: [e.lee@unesco.org](mailto:e.lee@unesco.org) and [d.mebarek-daza@unesco.org](mailto:d.mebarek-daza@unesco.org)

3.5. Application form and attachments must be received by the UNESCO Secretariat no later than **18 March 2018, midnight Paris time**

3.6. All applicants will be notified as to whether or not their applications have been approved.

#### UNESCO Secretariat Contact Information

UNESCO

Section of the Diversity of Cultural Expressions (CLT/CRE/DCE)

7 Place de Fontenoy

75352 Paris 07 SP France

E-mail [e.lee@unesco.org](mailto:e.lee@unesco.org) and [d.mebarek-daza@unesco.org](mailto:d.mebarek-daza@unesco.org)