

international fund for cultural diversity

Investing in creativity.
Transforming societies.



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

**CALL FOR APPLICATIONS
2021**

On 17 March 2021,
the International Fund for Cultural Diversity (IFCD)
launches its 12th call for funding requests.

The International Fund for Cultural Diversity (IFCD) is a key instrument of international cooperation and assistance of **the Convention on the Protection and Promotion of the Diversity of Cultural Expressions**.

Its purpose is to foster the emergence of dynamic cultural sectors in developing countries that are Parties to the Convention, through strengthening the means to create, produce, distribute and have access to diverse cultural goods and services. As a multi-donor fund, the IFCD promotes South-South and North-South cooperation, while contributing to the achievement of the UN Sustainable Development Goals and gender equality.

Since 2010, the IFCD has provided more than US\$ 8.7 million in funding for 120 projects in 60 developing countries. These projects cover a wide range of areas, from the development and implementation of cultural policies, capacity-building for cultural professionals and entrepreneurs, access to new markets, to greater participation in cultural life.

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.



Basic information

Beneficiary countries

Projects must be implemented and/or benefit **eligible countries** only (developing countries that are Parties to the 2005 Convention). Applications from INGOs must be implemented in two or more eligible countries and demonstrate that the proposed project has an impact at the sub-regional, regional or inter-regional level.

Project duration

12 to 24 months

Project launch date

April 2022 at the earliest (upon the approval of the project by the Intergovernmental Committee in February 2022)

Amount

US\$ 100,000 is the maximum amount that can be requested

Allocations will be sent in several installments:

Beginning of the project: 50%
Mid-way through the project: 30 %
Completion of the project: 20%

Language

The application and accompanying documents must be in English or French

Submission deadline

16 June 2021 (12:00PM, Paris time)

Who is eligible?

The IFCD invests in projects that lead to structural change through:

- The introduction and/or elaboration of policies and strategies that have a direct effect on the creation, production, distribution of and access to a diversity of cultural expressions, including cultural goods, services and activities
- The reinforcement of human and institutional capacities of public sector and civil society organizations deemed necessary to support viable local and regional cultural industries and markets in developing countries

Who can apply

- Public authorities and institutions from **eligible countries** (developing countries that are Parties to the 2005 Convention)
- Non-governmental organizations (NGOs) from **eligible countries** that meet the definition of civil society*
- International non-governmental organizations (INGOs) registered in countries of **Parties to the 2005 Convention** that meet the definition of civil society in the Operational Guidelines and present projects that have an impact in developing countries at the sub-regional, regional or inter-regional level

Sectors of intervention

Projects may have a transversal (cultural policies, strategies, copyright, etc.) or sectoral focus. There are seven eligible sectors:

Audio-visual/cinema Design
Media arts Music Performing arts
Publishing Visual arts

* Non-governmental organizations, non-profit organizations, professionals in the culture sector and associated sectors, groups that support the work of artists and cultural communities. Criteria identified in the Operational Guidelines on civil society are: civil society have interests and activities in one or more fields covered by the Convention; they have a legal status in compliance with the established rules of the jurisdiction in the country of registration; they are representative of their respective field of activity, or of the respective social or professional groups they represent. (Operational Guidelines, Article 11)

Type of eligible projects

1. Projects submitted by **public authorities and institutions** that:

- Develop tools that contribute to decision-making and planning (mappings, sustainable statistical collection and processing systems, sectoral strategies, etc.)
- Create/strengthen public cultural agencies and institutions essential to the development of cultural industries, including developing the expertise of civil servants
- Establish/strengthen financing and market development mechanisms for cultural goods and services
 - Implement international cooperation agreements and treaties aimed at a more balanced exchange of cultural goods and services
 - Create/strengthen the pedagogical and organizational capacities of educational, vocational and technical training institutes in the cultural industry sectors
- Promote the development of cultural industries in the digital environment, in accordance with the **Open Road Map** for the Implementation of Guidelines to Promote the Diversity of Cultural Expressions in the Digital Environment
 - Strengthen participation in cultural life, in particular measures to promote access for vulnerable groups (including persons belonging to minorities and indigenous peoples) in the creation, production, distribution and access to diverse cultural expressions
- Create and implement measures or policies to promote gender equality in the cultural sector

2. Projects submitted by **non-governmental organizations (NGO)** that:

- Strengthen capacities of civil society focusing on policy participation, communication and/or networking
- Contribute to inform policy making, including monitoring and evaluation activities to determine the impact of cultural policies and measures to promote the cultural industries
- Develop advocacy strategies and activities to raise awareness of the Convention among civil society organizations including those outside the culture sector
 - Strengthen the pedagogical and organizational capacities of educational, vocational and technical training institutes in the cultural industry sectors
 - Create new financing opportunities and promote access to national and international markets for cultural goods and services
- Promote the development of cultural industries in the digital environment, in accordance with the **Open Road Map** for the Implementation of Guidelines to Promote the Diversity of Cultural Expressions in the Digital Environment
 - Strengthen participation in cultural life, including measures to promote access for vulnerable groups (including persons belonging to minorities and indigenous peoples) in the creation, production, distribution and access to diverse cultural expressions
 - Support activities that promote gender equality in the cultural and creative industries

Who is NOT eligible?



- **Projects exclusively aiming at the production of cultural and artistic works and events**
 - **Projects related to safeguarding intangible cultural heritage (please refer to the Fund for the Safeguarding of the Intangible Cultural Heritage)**
 - **Projects related to tangible cultural heritage including World Heritage sites (please refer to the World Heritage Fund)**
 - **Projects aimed at offsetting a deficit, repaying a debt or paying interest**
- **Projects exclusively financing permanent working spaces and/or equipment**
- **Projects that are conceived as scholarships or grants for personal needs**
- **Projects financing physical construction or the restoration of buildings**
- **Projects that focus on primary and secondary school environments**
 - **Projects sustaining ongoing activities with recurring costs**
 - **Projects that focus on cultural tourism**

* In accordance with the Operational Guidelines on the Use of the Resources of the IFCD approved by the Conference of Parties in June 2013, National Commissions and any other organizations participating in the pre-selection or approval of projects submitted to the UNESCO Secretariat are also not eligible for IFCD funding

Submission deadline

16 June 2021 (12:00PM, Paris time)*

Applications submitted after this date will
NOT be considered for the evaluation

Prepare the application

- Review the Call for Funding
- Review the [Annotated Guide](#)
- Complete the [Project Framework](#)**
- Gather required [Complementary Documents](#)

Submit the application

- Create your account at
<https://en.unesco.org/creativity/applicant/register>
- Fill out the online Application Form at
<https://en.unesco.org/creativity/user>
- Upload the Project Framework and
Complementary Documents
- Date, sign and click 'SUBMIT' to finalize your application

*To avoid technical problems at the time of submission,
please ensure to submit your application well in advance of the deadline.

**Use Microsoft Excel (2011 or later versions) or similar applications

How to apply

Selection Procedure

Step 1

National Commissions will form a pre-selection panel consisting essentially of representatives from Ministries of Culture and/or other Ministries responsible for the cultural industries and members of civil society organizations specializing in culture. They will review the applications for relevance and feasibility, whether it meets the country's needs and priorities and if the proposals have been subject to a consultation among stakeholders. This panel will then perform an online **pre-selection of a maximum of four funding requests** (two maximum from public authorities/institutions and two maximum from NGOs) by **26 July 2021**, midnight, Paris time.

Step 2

Upon receiving the pre-selected applications from the National Commissions, the **UNESCO Secretariat** will perform a technical assessment to ensure that the applications are complete and fall within IFCD's areas of intervention. The Secretariat will also review applications from international NGOs (INGOs) at this stage as they do not go through the National Commission panel.

Step 3

All eligible applications will be evaluated by an international panel of experts from UNESCO's **five** regions. Each application will be reviewed by two members of the Panel of Experts, based on the evaluation criteria established for the IFCD. The results of the technical assessment and the IFCD Panel of Experts' evaluation will be published in **January 2022** on the **'Results'** page of the IFCD website.

Step 4

Final recommendations by the Panel will be communicated to the Intergovernmental Committee of the 2005 Convention, which will make the final decision on projects to receive the funding during its 15th ordinary session at UNESCO Headquarters in Paris from **8-11 February 2022**.

Step 5

Beneficiaries will be contacted by the UNESCO Secretariat.

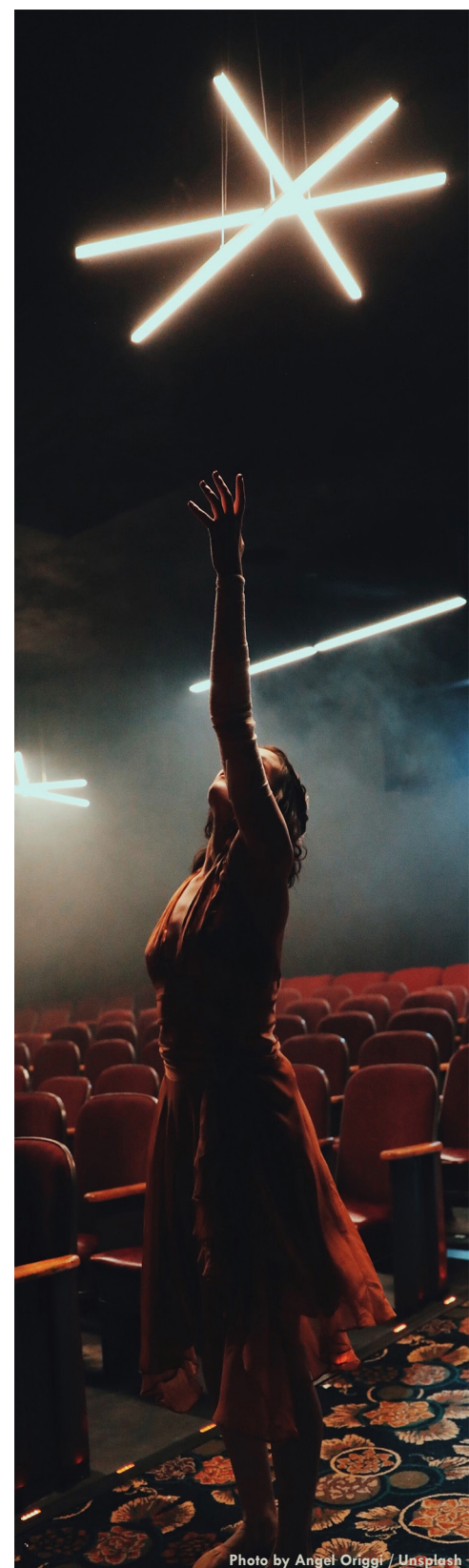




Photo by Samantha Weisburg / Unsplash

Applications for funding requests to the IFCD will be evaluated on the basis of the criteria on how the funding request:

- Addresses the objectives, priorities and areas of intervention of the 2005 Convention and the IFCD
- Meets the needs and priorities of the country where the project will be implemented, and is feasible and relevant
- Contributes to achieving concrete, measurable, realistic and sustainable results
- Has a potential structural impact leading to the emergence of a dynamic cultural sector
 - Promotes South-South and North-South-South cooperation
 - Ensures that the project's impact/long-term benefits can be achieved and promotes the sustainability of the project
 - Satisfies the principle of financial accountability

The skills and competences of key people involved in the implementation of the proposed activities as well as the involvement of stakeholders in the design and implementation of the project will also be evaluated.

Panel of Experts will evaluate the applicants' capacity to implement the work plan and manage the budget, ensuring that:

- Overhead costs do not exceed 30% of the total budget
- Requested funds are to be spent principally on project activities
- Resources are not spread too thinly or are used to support sporadic activities

Additional financial assistance, either in the form of self or co-funding, is highly advisable as a means to engage more partners in the process and to contribute to the smooth implementation and sustainability of the project.



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**For more information on the IFCD application process,
send an email to convention2005.ifcd@unesco.org
or visit the website <https://en.unesco.org/creativity/ifcd>**

