



**Call for proposal**

**Data collection, analysis and visualization for the 2017 edition of the UNESCO Global Report “Re|Shaping Cultural Policies”**

<p><b>Purpose</b></p>	<p>The <b>Secretariat of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions</b> (2005 Convention) invites professional research institutes, companies, individuals or consortiums to <b>submit a proposal for the collection, analysis and visualization of data</b> to be included in the second edition of the UNESCO Global Report on the implementation of the 2005 Convention, to be published in December 2017.</p>
<p><b>Background information</b></p>	<p>The 2005 Convention is an international standard-setting instrument providing a framework for the governance of culture. The most recent UNESCO Convention in the field of culture and ratified by 142 Parties as of March 2016, it encourages governments to introduce policies that protect and promote the diversity of cultural expressions.</p> <p>The Global Report series was conceived as a tool to monitor the implementation of the 2005 Convention since its adoption, and facilitate information sharing and knowledge production on the many ways in which the promotion of the diversity of cultural expressions is being pursued across the world. The Report serves as a monitoring and advocacy tool targeting governmental and non-governmental entities as well as the general public. The first edition of the Global Report was launched on 16 December 2015. The second edition will be launched in December 2017.</p> <p>The Global Report is supported by the Government of Sweden (International Development Cooperation Agency), within the framework of the project “Enhancing fundamental freedoms through the diversity of cultural expressions”.</p>
<p><b>Objectives of the Global Report</b></p>	<p>Since its adoption, Parties to the 2005 Convention have reported a number of challenges: the lack of relevant data and information required for evidence-based and transparent policy-making; limited capacity to assess and monitor the impact of policies and measures for the diversity of cultural expressions; and fragile networking between governments and civil society.</p> <p>As part of a wider exercise to promote transparent and informed/evidence-based policy making, the Global Report series serves as a benchmarking and monitoring tool, by analyzing current trends; by tracking progress and by identifying the principal advances made, but also the difficulties, weaknesses and challenges faced, by Parties and other relevant policy actors; providing examples of innovative policies and measures and setting in motion the process of building new indicators of progress in this domain. This will serve to support evidenced-based policy, and to strengthen informed, transparent and participatory systems of governance.</p> <p>To this effect, the 2015 edition has proposed a <b>new monitoring framework</b> to monitor the implementation of the 2005 Convention, around <b>four implementation Goals, 10 areas for monitoring and 33 core indicators</b>. The 33 core indicators are complemented in each of the chapters by a series of proposed means of verification (or quantitative and qualitative data to be collected) to monitor areas of change or progress (<b>see pages 36-41</b> of the 2015 Global Report).</p> <p>These indicators are derived from the principles of the 2005 Convention, the Operational</p>

	<p>Guidelines, and from the work of the various experts who have contributed chapters to the Report. The key indicators for each policy field refer to the legislative base as well as to specific policies and measures adopted by Parties.</p> <p>The indicator framework intends to measure progress (or lack thereof) and monitor the existence and functioning of policies and measures implementing the Convention.</p> <p>The indicators have been designed to address <b>key questions</b>:          Are policies and measures established and implemented?          Have they been regularly evaluated to determine impact?          If so, what are the results in terms of capacity-building and performance?</p> <p>The 2017 Global Report will monitor and measure these proposed indicators and means of verification in the following <b>10 areas of monitoring</b>.</p> <ol style="list-style-type: none"> <li>1) Cultural Policies</li> <li>2) Public service media</li> <li>3) Digital environment</li> <li>4) Civil society</li> <li>5) Mobility of artists and cultural professionals</li> <li>6) Flow of cultural goods and services</li> <li>7) Treaties and agreements</li> <li>8) Culture and sustainable development</li> <li>9) Gender equality</li> <li>10) Artistic freedom</li> </ol> <p>The quantitative and qualitative data to be collected will support each of the 10 areas of monitoring, corresponding to 10 distinct chapters, and serve to measure the impact of the implementation of the Convention since its adoption in 2005.</p> <p>Each chapter, written by an international expert, will be approximately 20 standard pages in length, as defined by UNESCO (a standard page contains 320 words), and will comprise: key messages; an analysis based on data collected from various sources; messages from eminent personalities in the field; case studies; innovative measures; best practices; policy recommendations; visualized data; photos and infographics.</p> <p>Please refer to the 2015 edition of the Global Report, which serves as a model for the 2017 Global Report: <a href="http://unesdoc.unesco.org/images/0024/002428/242866E.pdf">http://unesdoc.unesco.org/images/0024/002428/242866E.pdf</a></p>
<b>Target audience</b>	<p>The target audiences of the Global Report are main stakeholders and partners of the 2005 Convention including: government officials, civil society organizations, specialized institutions, experts, development practitioners, UN agencies, as well as all those engaged in the creation and promotion of the diversity of cultural expressions - artists and professionals from the culture sector at large.</p> <p><b>Language</b>          The Global Report is to be produced in English and French. Translations in additional languages to be produced following the launch.</p>
<b>Specific aim of this Call</b>	<p>Companies, institutes, professionals or consortiums interested in responding to this call, depending on their skills and expertise, are <b>invited to submit proposals to collect, analyse and visualize data for all 10 areas of monitoring, or for any one of these specific fields.</b></p>
<b>Deliverables</b>	<p>The contractor is expected to deliver the following:</p>

	<p>1. Participate in two <b>Editorial Board meetings</b>. The first meeting will be held in <b>September 2016</b> in order to:</p> <ul style="list-style-type: none"> <li>• Ensure a shared understanding of the monitoring– framework (areas of monitoring; indicators and means of verification); and</li> <li>• Determine with experts/authors the nature of the data to be collected for each area of monitoring and set expectations for data collection, analysis and visualization.</li> </ul> <p>The second meeting will be held in <b>February 2017</b> in order to:</p> <ul style="list-style-type: none"> <li>• Discuss preliminary findings; and</li> <li>• Identify data/information gaps and needs with authors.</li> </ul> <p>2. In close consultation with UNESCO and the author (s) of the relevant chapter (s), <b>conduct data collection, analysis and visualization</b> for the 2017 Global Report in one or more specific area of monitoring, using the relevant core indicators and means of verification outlined in the Report.</p> <p>This assignment involves the following tasks:</p> <ul style="list-style-type: none"> <li>• Drawing on the Monitoring Framework of the first edition of Global Report “Re Shaping Cultural Policies”, and using the relevant core indicators and means of verification outlined in the Report, source, collect, and analyze quantitative/qualitative data, updating findings from the 2015 Report where relevant ;</li> <li>• Analyse data collected through the new Quadrennial Periodic Reports (to be submitted from January 2016 until 30 April 2017);</li> <li>• Perform basic statistical analysis for the years 2005, 2010 and 2015 (e.g., descriptive statistics) and produce statistical graphics (e.g., scatterplots, histograms, maps, tables, figures, etc.);</li> <li>• Edit and run code for analysis.</li> <li>• In regular dialogue and interaction with experts/authors, ensure the accuracy of data and relevance to area of monitoring/chapter.</li> </ul>
<p><b>Data collection and analysis</b></p>	<p>The data, both quantitative and qualitative, to be collected and analyzed at national/regional/international levels, shall draw on two sources of information.</p> <p>1) Quadrennial periodic reports (QPRs)</p> <p>Parties to the 2005 are required to submit, every four years, a Quadrennial Periodic Report (QPR) on the implementation of the Convention. The QPRs systematically collect information, data, statistics and best practices on policies and measures adopted by Parties. They are also key to determining how the fundamental principles and concepts of the Convention are translated into policies and measures, how they have developed over time in different countries and how they have (or have not) successfully addressed the realities faced by creators and producers of cultural expressions. First QPRS were submitted in 2012. The 2015 Global Report analyzed the QPRs submitted between 2012 and 2015 (71 QPRs).</p> <p>The data to analyze the policy information and statistics shall draw on the QPRs submitted <b>between January 2016 and 30 April 2017</b> (approx. 100 QPRs are expected).</p> <p>2) Other sources of data and information, including academic and civil society materials</p> <p>With the formal recognition of the role and responsibilities of civil society in the implementation of the Convention and in the preparation of the periodic reports, non-governmental sources of information are also used in the elaboration of Global Report.</p> <p>The data to be collected <b>will serve to identify general trends for the 2005-2017 period</b>. Beyond</p>

	<p>the QPRs, it shall be based on any other recognized national, regional or international sources from national statistic and governmental agencies, academic and cultural institutions, civil society organizations or private corporations as well as other intergovernmental and/or international organizations. This includes, along with official national data sources, documents, news media and social media, reports from international organizations, experts and scholarly and academic analyses, etc.</p> <p>Specifically, the benchmark years for statistical data and analysis shall be for <b>the years 2005, 2010 and 2015</b>, in order to determine policy changes, impact and trends since the adoption of the Convention.</p>
<p><b>Scope of data collection and research</b></p>	<p>The Global Report is intended to address all Parties to the Convention (142).</p> <p>However, data (whether from Periodic Reports or other official and non-official sources) may not be available for all Parties and it may not be possible to collect/analyse data in a systematised manner for each Party to the Convention.</p> <p>It is therefore expected that data collected shall primarily aim at determining <b>general trends</b> at national/regional/international levels, while highlighting <b>best practices and innovative examples</b> from all regions of the world.</p>
<p><b>Special Requirements</b></p>	<ul style="list-style-type: none"> <li>• Attention must be given to the <b>geographical representation/balance</b> when selecting data for analysis.</li> <li>• Whenever possible, specific attention must be given to disaggregation of key quantitative/qualitative data by <b>gender</b>.</li> <li>• The <b>copyright</b> of all that would be created/produced within the contract will belong to UNESCO</li> </ul>
<p><b>Proposal</b></p>	<p>The proposal submitted to UNESCO should include</p> <p>1. A Technical Proposal consisting of the following:</p> <ul style="list-style-type: none"> <li>• A description of your organization, including its managerial/administrative capacity and previous engagement conducting international data collection/research projects in the fields covered by the Global Report</li> <li>• If applicable, information about any additional partners envisaged in a consortium to be led by your organization;</li> <li>• A description of the proposed team, including updated CVs;</li> <li>• The added value of your organization and additional partners in this research;</li> <li>• The monitoring domains your organization will cover and an assessment of specific indicators that could be implemented from the framework through existing data or where new data will be required to be collected;</li> <li>• A detailed work plan for the assignment, keeping in mind the following key dates: <ul style="list-style-type: none"> <li>○ First Editorial Meeting : September 2016</li> <li>○ Second Editorial Meeting: February 2017</li> <li>○ Submission of data collected, analysed, and visualized: May 2017;</li> </ul> </li> <li>• Examples (2) of data visualization from past projects (e.g., scatterplots, histograms, maps, tables, figures, etc.).</li> </ul> <p>2. A Financial Proposal for the assignment, broken down by activity and quoted in US Dollars. Please note, data subscriptions costs should be included in financial proposal.</p> <p>The proposal and any supporting documents must be in English or French.</p> <p>Submissions will be acknowledged by email upon receipt but <b>ONLY</b> selected organizations will</p>

	<p>receive further notification and correspondences.</p> <p>It is the applicant's responsibility to ensure that the proposal is received by the deadline.</p>
<b>Deadlines</b>	<p>Interested companies, institutions, professionals or consortiums are requested to send in their <b>proposals together with a financial proposal</b> to Anthony Krause (<a href="mailto:a.krause@unesco.org">a.krause@unesco.org</a>) and Lindsay Cotton (<a href="mailto:l.cotton@unesco.org">l.cotton@unesco.org</a>) by no later than <b>Friday, June 3, 2016</b>.</p> <p>It is expected that a contract will be established by <b>Friday, July 1, 2016</b> with a company/individual selected among those that submit proposals.</p> <p>This call for proposal does not include production of infographics.</p> <p>For any inquiry, please contact Anthony Krause and Lindsay Cotton by e-mail.</p>
<b>Relevant background information/documents</b>	<p><b>Website</b> The Convention <a href="#">website</a> is the main tool for information dissemination. A platform was recently launched to provide further information about key activities of the Convention. The website also includes an interactive section dedicated to the Global Report series. <a href="http://en.unesco.org/creativity/">http://en.unesco.org/creativity/</a></p> <p><b>List of Parties to the 2005 Convention</b> <a href="http://www.unesco.org/eri/la/convention.asp?KO=31038&amp;language=E">http://www.unesco.org/eri/la/convention.asp?KO=31038&amp;language=E</a></p> <p><b>QPRs available</b> <a href="http://en.unesco.org/creativity/monitoring-and-reporting/periodic-reports">http://en.unesco.org/creativity/monitoring-and-reporting/periodic-reports</a></p> <p><b>Basic Texts of the Convention</b> Available in the six official UNESCO languages, the <a href="#">Basic Texts</a> of the Convention can be downloaded at: <a href="http://en.unesco.org/creativity/files/basic-texts-2005-convention">http://en.unesco.org/creativity/files/basic-texts-2005-convention</a></p> <p><b>Global Report 2015</b> <a href="http://unesdoc.unesco.org/images/0024/002428/242866E.pdf">http://unesdoc.unesco.org/images/0024/002428/242866E.pdf</a></p> <p><b>Creative Economy Report, Special 2013 Edition</b> <a href="http://unesdoc.unesco.org/images/0022/002246/224698e.pdf">http://unesdoc.unesco.org/images/0022/002246/224698e.pdf</a></p>