



United Nations  
Educational, Scientific and  
Cultural Organization

# CULTURE | 2030

## INDICATORS

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# Implementation

## *Day 1*

The five steps of implementation

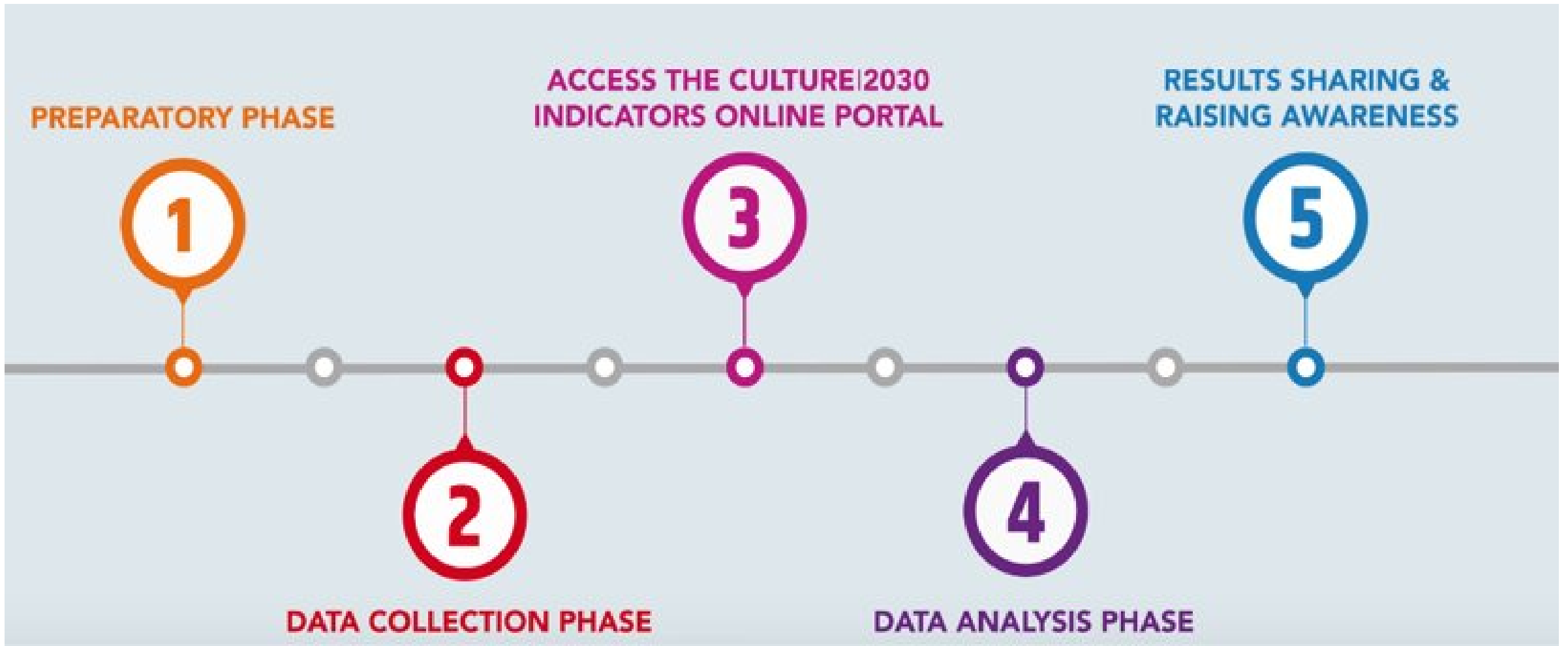
Introduce by Naïma Bourgaut

# Culture | 2030 Indicators

**A monitoring tool to assess the implementation of policies and measure for culture and development**

- Capacity-building to map, collect and process data on culture and related field of SDG
- Capture the attention on culture of stakeholders with figures and credible process
- Flexibility and ownership of the process to meet with context and needs
- Transversal reading of the results
- Sustainability of the process and the methodology

# Implementation Process at the national and local level



# Tools



Methodology manual - UNESCO tools



Collaborative platform



Data tables

# 1 Preparatory phase

- Building the team
- Mastering the methodology
- Screening relevant data sources
- Drafting a Workplan
- Presentation Workshop



# Preparatory phase : building the team

## FOSTERING OWNERSHIP : ROLE OF KEY PARTNERS AND STAKEHOLDERS

### Keys to success – roles, requirement and responsibilities

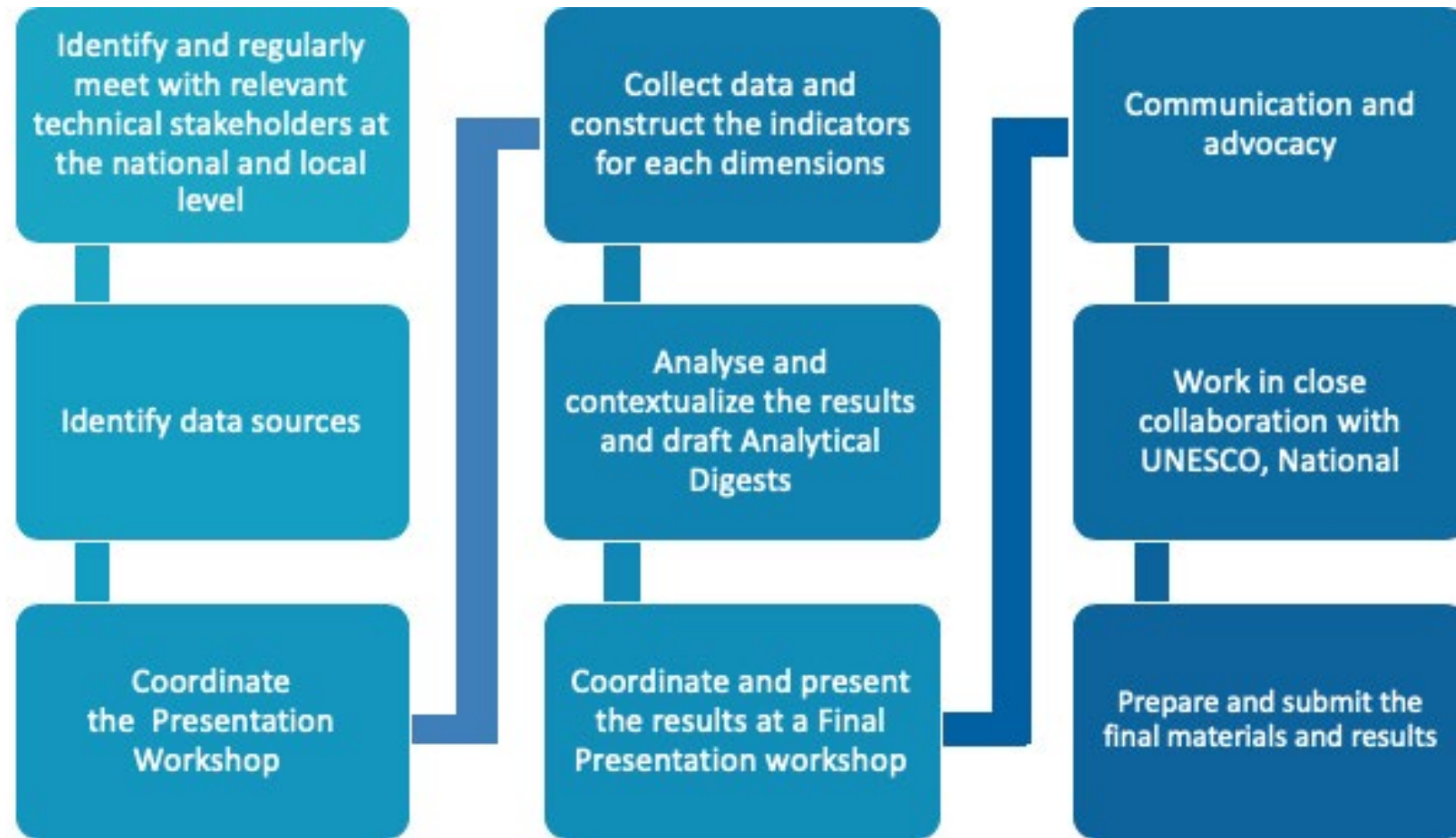
- **Leading partner** : Ministry of Culture and/or National Statistic Office
  - Provides institutional and logistical support
- **International and regional expert teams**
  - Offers technical and methodological backstopping
- **Regional or local contractor(s)**
  - Identify and explore collaboration opportunities
  - Draft and implement the work plan
- **Stakeholders**
  - Strengthen both process and final results of the cultural indicators
  - Depend on individual national contexts, however the Ministry of Culture and the National Statistic Agency are both key partners

# Preparatory Phase : Data-mapping – getting started

Indicators	Recommended data sources	Core data source available	Data location / Institution holding data	Comments	Alternative / additional indicators and related data sources
<b>Prosperity and livelihood</b>					
Percentage of the contribution of private and formal cultural activities to Gross Domestic Product	<ul style="list-style-type: none"> <li>!☐ Industry surveys and censuses</li> <li>!☐ Service and commercial surveys</li> <li>!☐ Small establishment surveys</li> <li>!☐ Government records</li> <li>!☐ Household income and expenditure surveys</li> <li>!☐ Household enterprise surveys</li> <li>!☐ Labour Force Sources</li> <li>!☐ Cultural special surveys, artist registers, etc.</li> <li>!☐ Private sector sources. e.g. special surveys done by guilds or media announcers.</li> </ul>				
Percentage of persons engaged in cultural occupations within the total employed population (cultural occupation and occupation in cultural industries)	<ul style="list-style-type: none"> <li>Population Census</li> <li>!☐ Labour Force and household employment surveys</li> <li>!☐ Administrative records (e.g. social security registers)</li> </ul>				
Percentage of household final consumption expenditures on cultural activities, goods and services set against total household consumption expenditures	<ul style="list-style-type: none"> <li>!☐ Household income and expenditure surveys</li> <li>!☐ Industry surveys and censuses</li> <li>!☐ Service surveys</li> <li>!☐ Small establishment surveys</li> </ul>				



# Preparatory Phase : workplan with clear responsibilities





## 2 - Data collection phase



Collecting raw Data



Processing data and constructing indicators



Drafting the technical report

3

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Data tables > **Digital Data Bank**

## 4 - Data analysis phase



Developing  
infographics

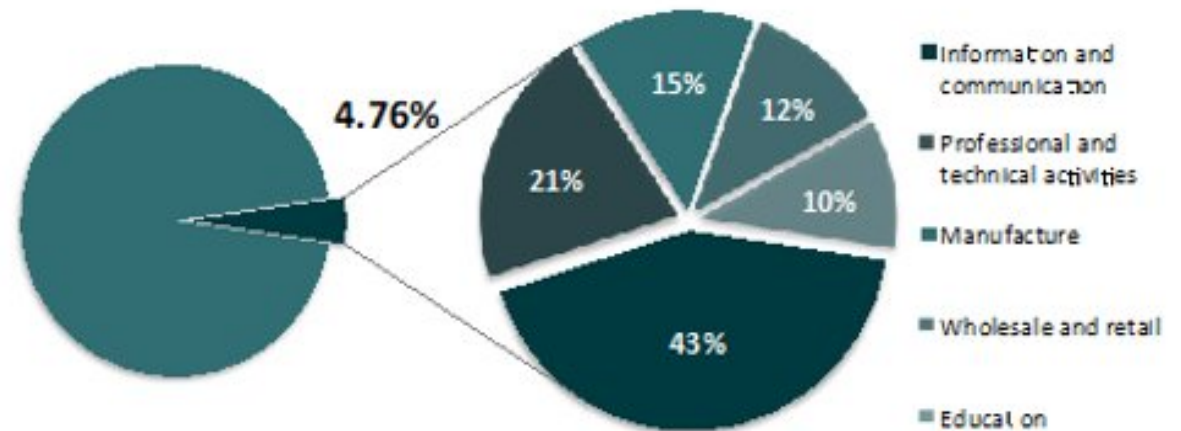


Policy review



Drafting the analytical  
brief

Percentage of the contribution of private and formal cultural activities to GDP by main sectors in Ecuador



Source: Censo Económico, INEC (2010). Methodology: UNESCO CDIS.

## 5 - Result sharing and raising awareness

- ✓ **Final workshop**
- ✓ Finalizing the output products
- ✓ Raising awareness and encouraging concrete policy developments

# Main deliverables – How to get the best impact

- **1<sup>st</sup> workshop** – bringing together a wide range of stakeholders (data-holders)
- **Technical report** – to be written all along !
- **Analytical brief** – based on a comprehensive policy review and illustrated by infographics
- **2<sup>nd</sup> workshop** – should results with policy-making recommendations and in strengthened inter-institutional partnerships



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## Thank You

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