



United Nations
Educational, Scientific and
Cultural Organization

CULTURE | 2030

INDICATORS

Thematic Indicators for Culture Prosperity & Livelihoods

Day 2 – Presentation by
Naima Bourgaut



Learning Objectives

Module : Prosperity & Livelihood

At the end of this training session,
participants will:

- » Learn how to construct indicators 6-12 of the framework and become familiar with the data tables of these indicators
- » Impart with practical advise on constructing indicators with proxies in case of missing data

40 Minutes 

Time to complete



Module Outline

Module : Prosperity & Livelihood

6. Culture in GDP
7. Cultural employment
8. Cultural businesses
9. Household expenditure
10. Trade in cultural goods & services
11. Public finance for culture
12. Governance of culture



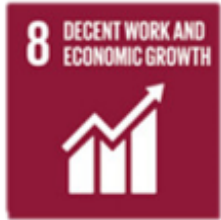
Related Goals

8.3 Promote development-oriented policies that **support productive activities, decent job creation, entrepreneurship, creativity and innovation**, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

8.9 By 2030, **devise and implement policies to promote sustainable tourism** that creates jobs and promotes local culture and products

10.A Implement the principle of special and **differential treatment for developing countries**, in particular least developed countries, in accordance with World Trade Organization agreements

11.4 Strengthen efforts to **protect and safeguard the world's cultural and natural heritage**



UNESCO

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UNESCO's Culture Conventions & Recommendations



Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)



Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970)



Convention for the Protection of Cultural Property in the Event of Armed Conflict and its two protocols (1954 and 1999)



Convention Concerning the Protection of World Cultural and Natural Heritage (1972)



Convention for the Safeguarding of the Intangible Cultural Heritage (2003)



Convention on the Protection of the Underwater Cultural Heritage (2001)

Outputs and outcomes of the thematic



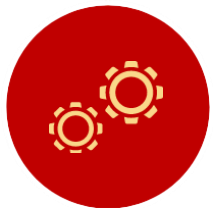
Providing a framework and a methodology, based on international standards and studies



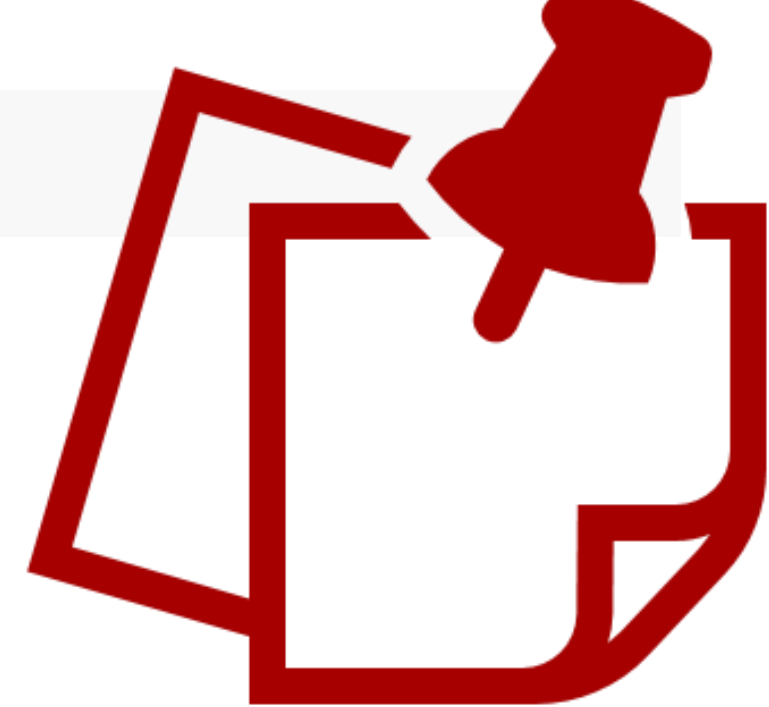
Generating Data, from sources that are often scarce and disseminated



Multiple facets assessment, across all cultural domains and related, **to inspire policy-making**



Highlighting and strengthening the enabling and driving role of culture for sustainable development



Standard Classifications



United Nations
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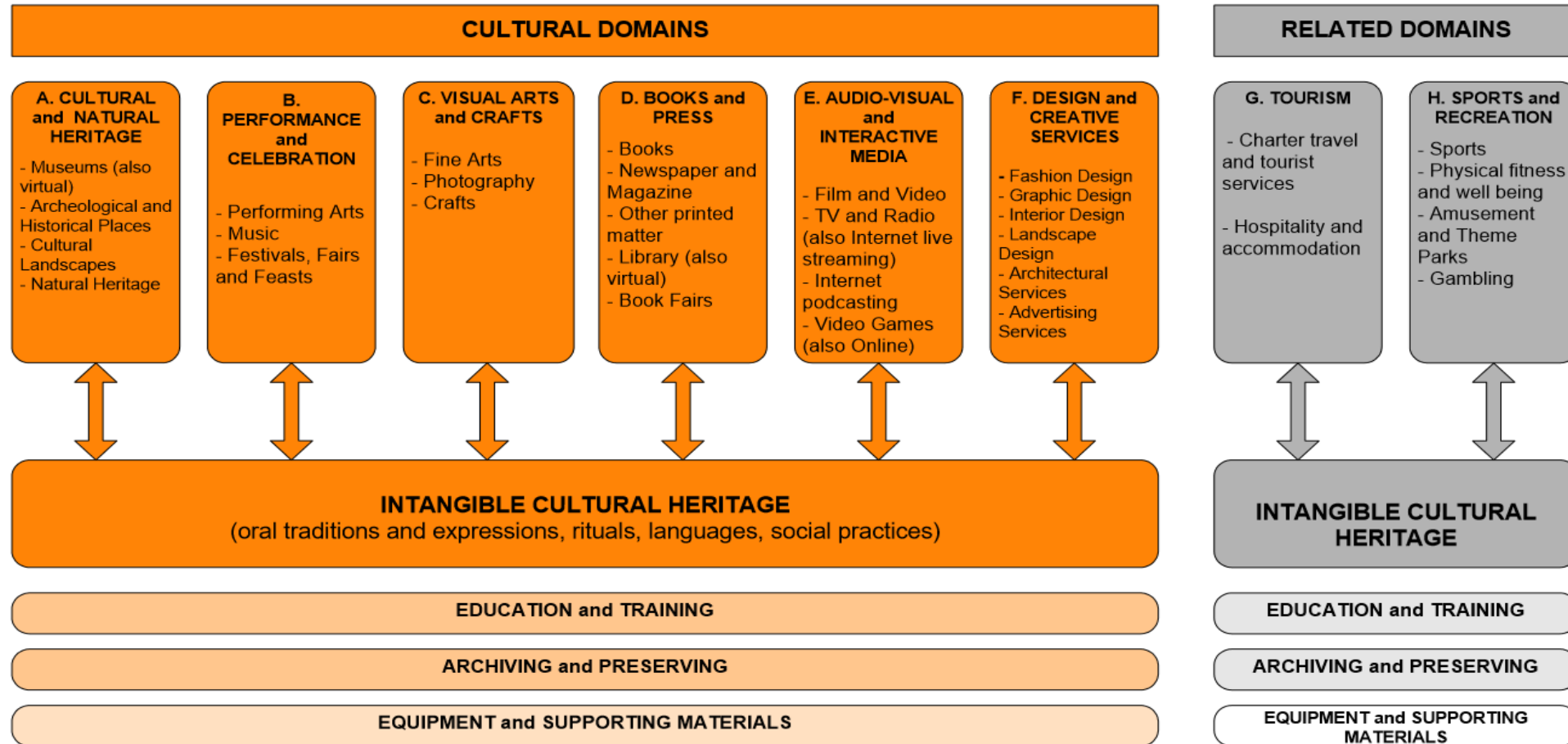
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STATISTICS

- » **International Standard Classifications** : common understanding of economic activities, occupations and consumption etc. = statistician language
- » The International Standard Industrial Classification of Economic Activities (ISIC);
- » The International Standard Classification of Occupations (ISCO);
- » The Classification of Individual Consumption According to Purpose (COICOP).
- » **National Classifications** – most of the time = adaptation of these international standards (ex: NACE rev.2 in Europe, OKVED 1.1 code of the economic activity in Russia)

UNESCO Institute for Statistics : **2009 UNESCO Framework for Cultural Statistics**
(FCS/ISU)

→ Common language for cultural activities, occupations and consumption

General methode



Source : 2009 Framework for Cultural Statistics – UNESCO Institute for Statistics (FCS/ISU)

Indicators – Data-mapping

Core Indicators	Description	Data Sources	Locations	
6	CONTRIBUTION OF CULTURAL ACTIVITIES TO GDP	Percentage of the contribution of private and formal cultural activities to GDP	<ul style="list-style-type: none"> • National Accounts • Industry surveys and censuses • Government records • Household income and expenditure surveys • Household enterprise surveys • Labour Force Sources • Cultural special surveys, etc. 	National Statistic Office Ministry of Finance...
7	CULTURAL EMPLOYMENT	Percentage of persons engaged in cultural occupations within the total employed population	<ul style="list-style-type: none"> • Population Census • Labour Force and household employment surveys • Administrative records (e.g. social security registers) 	National Statistic Office Ministry of Finance...
9	HOUSEHOLD EXPENDITURE	Percentage of household final consumption expenditures on cultural goods and services set against total consumption expenditures	<ul style="list-style-type: none"> • Household income and expenditure surveys • Industry surveys and censuses • Service surveys • Small establishment surveys 	National Statistic Office Ministry of Finance...

Indicators – Data-mapping

Core Indicators	Description	Data Sources	Locations
<p>8</p> <p>CULTURAL BUSINESSES</p>	<p>Trends in cultural businesses as a percentage of all businesses</p>	<p>→</p> <ul style="list-style-type: none"> • National Accounts • Industry surveys and censuses • Business survey • Registers of businesses 	<p>Chamber of commerce and/or of Industries, Ministry of culture, sectorial surveys etc.</p>
<p>10</p> <p>TRADE IN CULTURAL GOODS AND SERVICES</p>	<p>Exports of cultural goods and services as a percentage of all exports.</p>	<p>→</p> <ul style="list-style-type: none"> • UNESCO data: UIS • National Customs and Revenue reports preferred, otherwise the international COMTRADE database 	

Indicators – Data-mapping

	Core Indicators	Description	Data Sources	Locations
11	PUBLIC FINANCE FOR CULTURE	Proportion of public expenditure devoted to cultural and creative activities and the annual public budget and expenditure for the cultural and creative sectors	<ul style="list-style-type: none"> •Administrative data •Specific national surveys and Information systems for culture when available. 	
12	GOVERNANCE OF CULTURE	Checklist of the governance framework to support culture and creativity	<p>UNESCO data: Periodic reports of the 1954, 1970, 1972, 2003, and 2005 Conventions.</p> <ul style="list-style-type: none"> • Administrative data • Specific national surveys and Information systems for governance culture when available 	

Indicators – Data-mapping

First outputs :

- Identification of gaps and challenges
- Stocks of resources and references (by domains and/or sectors)
- Workplan !!!!

Must be :

- Partnerships and memorandum of understanding
- Technical capacities
- Regularly: updates and meetings

Keep in mind :

- Data quality criteria
- Possibility to provide Alternative and/or additional information

Presentation workshop – TAKE OFF - give some tips about how to organize the workshop

Data collection – Data Quality criteria

Relevance: It is always delicate to choose a single indicator to capture a political topic, but it's essential to build a pertinent data reflecting as accurately as possible determined objectives. The validity of chosen indicators can be additionally assessed by using statistical techniques.

Alignment: To ensure a reliable and valid measurement regarding the objectives, no matter the nature of the indicator, it's necessary to rely on data, norms and recommendation already defined and widely accepted, inducing measuring constructs not to vary across settings. The measurement of different variables raises challenges over data targeting and calculation methods and these challenges also vary according to the level of implementation (national and/or local).

Feasibility: The targeting of data sources and construction of the indicator should be realized on a regular basis, considering the way countries, cities and different organizations collect and process information. Statistical capacities largely condition the consistency of the chosen indicator. The preference should be given to cost-effective collection of data.

Interpretation and communication: The selected indicator must be easy to understand and lead to a clear lecture or interpretation regarding the related objectives and potential progresses to be made.

The value of the indicator must be striking and transparent, its evolution over time must be obvious for an efficient communication and advocacy. All forms of derivatives should be accompanied by methodological documentation.

Data Collection : General method

>> **Step 1 : Asking for questionnaire** used for national surveys and classification standards of the corresponding database (**codebook**)

>> **Step 2 :** Identification of central and equipment/supporting cultural domains in the identified national classifications. Using the questionnaire codebooks identify all relevant cultural codes

-Use the FCS/ISU

>> **Step 3 :** Correspondence exercise between the codes selected from international standards and national classifications

- Fill in the table of correspondence for each indicator in the Data Table depending on the number of digit available (4, 3 or 2 digit level codes)



			ISCO Rev.4	National classification	
2 digits	3 digits	4 digits	Activity class	Code	Activity class
		3211	Manufacture of jewelry and related articles		
	322	3220	Manufacture of musical instruments		
59	591	5911 5912	Motion picture, video and television programme production activities		
		

Data Collection : General method

>> Step 4 : Asking for the extraction of the selected codes from national accounts/surveys and recodification

- For occupations and consumptions, ask as much as possible data to be disaggregate by key socio-economic variables (sex, age, level of education, quintile of recourses etc.)

>> Step 5 : Construction of indicators depends on the digit level of available classifications.

- Provide the digit level of the national classification employed in the data table
- Closely follow the selection of codes proposed by the FCS.ISU -> core indicator
- Possibility to construct additional indicators to better explore the specificity of national cultural sectors contribution -> including more codes

>> Step 6 : Construction of infographics -> giving life to data

Technical Report – to present the methodological process and the statistical validity
Include : implementation process; main partner involved; working methods employed, description of data sources and calculation methods for all indicators, technical challenges encountered etc.

THROUGHOUT THE PROCESS

6. Culture in GDP

6 Culture in GDP

Method

- » Percentage of Gross Domestic Product attributable to private and formal cultural production
- » To obtain the ratio of cultural GDP, add the values obtained using the ISIC statistic codes include in the UIS Framework for Cultural Statistics (UNESCO-UIS 2009, pp. 52-64) then compare this sum with the gross domestic product (GDP) of the local economy.

$$CGDP = \frac{\sum_1^n GVA_{isic\ codes}}{GDP}$$

- » Where GVA is (GDP + subsidies – (direct, sales) taxes)

Data sources

- » National and local sources: National Accounts, Business surveys and censuses, Service and commercial surveys, Government records, Cultural special surveys, artist registers, etc., Private sector sources (e.g. special surveys done by trade unions or chambers of commerce).
- » Stock of resources and references

6 Culture in GDP

Purpose

- » This indicator aims to **assess the overall contribution of the culture sectors** to the economy in a given territory.
- » Notes :
 - this indicator is not taking into account all informal and unpaid cultural activities – the tip of the iceberg
 - It allow the alignments of data with international classification standards (FCS/ISU) – international comparison
 - Once created the data extraction can be done on regularly basis – trends

Interpretation guideline

- » It will serve to quantitatively demonstrate how the culture sector contributes to growth, economic diversification, and helps to generate income and sustain livelihoods.
- » At the national level, it is highly recommended to compare the contribution to GDP of cultural activities with other economic sectors with similar or higher contributions.
- » Comparisons can only be made between countries using exactly the same codes selected under the methodology and the same digit level of data

7. Cultural employment

7. Cultural employment

Data sources

- » UNESCO data: UIS
- » National and local sources: National Accounts, Population Census, Labour Force surveys (LFS), Administrative records (e.g. social security registers), Professional associations.

7. Cultural employment

Method

- » Number of people employed in the cultural and creative sectors and cultural occupations as a percentage of overall employment for the latest year.

$$CEP_0 = \frac{\sum_1^n CE_{isico\ codes}}{EP}$$

- » CEP0 is the percentage of people engaged in cultural occupations;
- » CE_isco codes is the total number of people employed in cultural occupations according to the selected International Standard Classification of

Occupations (ISCO) codes; (or ISIC codes – see below – where occupation data is not available)

- » -EP is the total number of the employed

	Cultural occupation	Non-cultural occupation
Cultural occupation	A	C
Non-cultural occupation	C	

7. Cultural employment

Purpose

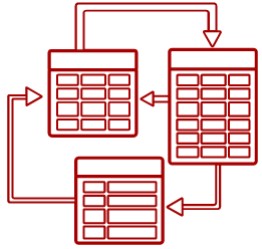
- » This indicator aims to assess the role of culture as an “employer” at the national and local level as well, as the vitality and dynamism of the culture sector and its potential in improving the material welfare of those employed in it
- » allows for a detailed and disaggregated snapshot of employment in central and equipment/supporting cultural professions and gives some basic indications of the employment status of women and men in this sector

Interpretation guideline

- » provides a picture of its contribution and weighthow the culture sector contributes to job creation and the material welfare of those employed in this sector.
- » At the national level, it is highly recommended to compare the share of cultural occupations within total employment with other major sectors with similar or higher contributions
- » Comparisons can only be made between countries using exactly the same codes selected under the methodology and the same digit level of data.

8. Cultural businesses

Data sources



- National and local sources: Business surveys, Registers of businesses (such as the Chamber of Commerce and sectoral bodies).

Method



Trends in cultural businesses as a percentage of all businesses.

Level of change as measured by annual percentage points difference in cultural businesses as a percentage of all businesses for the given area:

$$CE/\sum E * 100 \{Year 2\} - CE/\sum E * 100 \{Year 1\}$$

Where CE = number of cultural establishments and $\sum E$ = the total number of establishments in the given city.

8. Cultural businesses

Data sources

- » National and local sources: Business surveys, Registers of businesses (such as the Chamber of Commerce and sectoral bodies.

- » $CE/\Sigma E * 100 \{Year\ 2\} - CE/\Sigma E * 100 \{Year\ 1\}$

- » Where CE = number of cultural establishments and ΣE = the total number of establishments in the given city.

Method

- » Trends in cultural businesses as a percentage of all businesses.
- » Level of change as measured by annual percentage points difference in cultural businesses as a percentage of all businesses for the given area:

8. Cultural businesses

Purpose

- » This indicator aims to assess the enabling conditions provided to cultural businesses (especially small and micro enterprises) by following the trend in numbers of cultural businesses, in particular, where there is no data for indicator 6 “Culture in GDP”.

Interpretation guideline

- » The more nuanced indicators of production (6) and employment (7) are to be preferred
- » This indicator can provide an overall summary of changes in the nature of cultural business
- » Easiest to present in the form of a graph of trends for each year

9. Household expenditure

9. Household expenditure

Data sources

- » National and local sources: Industry surveys and censuses, Service surveys, Small establishment surveys, household expenditure surveys.

Method

- » Percentage of total household expenditure devoted to cultural activities, goods and services.

- » CHFC is the household final consumption expenditure on cultural activities, goods and services set against total household final consumption expenditure;
- » HCSCOICOP codes is the total amount of household expenditure in the selected COICOP codes; HFC is the total household final consumption expenditure.

$$CHFC = \frac{\sum_1^n HCS_{coicop\ codes}}{HFC}$$

9. Household expenditure

Purpose

- » This indicator aims to assess how households of a given territory value cultural goods and services through markets transactions and to obtain insight into the size and the potential of the local market for cultural activities, goods and services.
- » it is recommended to analyze the results according to the disaggregation criteria proposed in the Data Table, namely by income quintiles, urban/rural, central and equipment/supporting cultural goods and services. This would help to obtain a more accurate picture of cultural consumption patterns of the overall population as well as that of particular social groups.

Interpretation guideline

- » The final results will sub-estimate the total actual final consumption of households of cultural goods and services
- » It is recommended to explore how this indicator enhances the information obtained from the indicator on value added of cultural production

10. Trade in cultural goods & services

10. Trade in cultural goods & services

Data sources

- » National and local sources: National Customs and Revenue reports preferred, otherwise the international COMTRADE database (comtrade.un.org)
- » The value of exports of cultural services using the codes (EBOPS where possible) as listed in FCS (p. 39) as a percentage of the value of all service exports. The value of exports and imports either in US\$ (preferred) or national currency.

Method

- » The value of physical cultural exports using the codes (HS where possible) as listed in FCS as a percentage of the value of all exports of physical goods. The value of exports and import either in US\$ (preferred) or national currency.

10. Trade in cultural goods & services

Purpose

- » This indicator aims to assess the degree to which expressions of culture are exported reflecting both the economic demand, the international profile of the country/city's cultural products and services, and the regulatory environment to enable this

Interpretation guideline

- » Amongst the easiest data to obtain thanks to the national submissions for physical goods included in the COMTRADE database
- » May be restricted to physical products
- » The indicator measures the significance of the cultural products of a country that are circulated internationally

11. Public finance for culture

11. Public finance for culture

Method

For public expenditure for culture, the following disaggregation would be required:

- » Public expenditure by administrative unit
- » Type of public expenditure (capital investment, operating expenditure)
- » Public expenditure per inhabitant
- » By sector of intervention
- » Public expenditure by source

For public budget for culture, the following disaggregation would be required:

- » Public budget by administrative unit
- » Type of public expenditure (capital investment, operating expenditure)
- » Public budget per inhabitant
- » By sector of intervention
- » By source of funding (donation, central government allocation, local taxes)

11. Public finance for culture

Purpose

- » This indicator aims to monitor the amount of actual public spending on cultural and creative activities. Actual expenditure figures are preferred to the allocated budget. Expenditure figures may be compared to the allocated budget. Where expenditure is not available, budget figures may still be presented.

Interpretation guideline

- » This indicator can be difficult to calculate for several reasons:
 - National accounting frameworks may not clearly separate cultural and other activities
 - Money may be rechannelled for different uses

- Money may be double counted at different levels of public administration

But, any framework for culture must attempt to gain a clear picture of public spending in culture and the arts.

- » Public spending on culture may include much more than direct support to the 'sector'.
- » Figures for this indicator would include public expenditure on heritage (as included in Indicator 1).
- » If allowance is made for the use of different sources, it is possible to estimate the % of public cultural spending devoted to heritage.
- » For public budget for culture Information on expenditure is to be preferred to budgets, since actual spending often differs considerably from budget.
- » The current indicator includes all public budgets allotted to projects or institutions which would be included in FCS domains

12. Governance of culture

12. Governance of culture

Data sources

» UNESCO data: Periodic reports of the 1954, 1970, 1972, 2003, and 2005 Conventions.

» National and local sources:

-Administrative data, Specific national surveys and Information systems for governance culture when available.

»

12. Governance of culture

Method

Checklists for Governance of Culture

A) NATIONAL LEVEL ONLY

All responses in the form of 'Yes' or 'No' with supporting evidence in the form of policy/legal documents, or reports of resulting activities.

Table 6(A). Checklist for Governance of Culture – NATIONAL LEVEL ONLY

	CONVENTION REFERENCE	YES/NO	EVIDENCE
1. SUPRANATIONAL OR INTERNATIONAL LEVEL			
Binding international instruments ratified			
Convention Concerning the Protection of the World Cultural and Natural Heritage			
Convention for the Safeguarding of the Intangible Cultural Heritage			

B) NATIONAL AND URBAN LEVEL

This checklist is designed to assess cultural governance across all the domains of cultural activity (as classified by FCS). While not all items will be relevant across all domains, it is important to obtain as comprehensive a picture as possible.

Table 6(B). Checklist for Governance of Culture – NATIONAL AND URBAN LEVEL

	CONVENTION REFERENCE	HERITAGE	B. PERFORMANCE	C. VISUAL ARTS	D. BOOKS AND PRESS	E. AUDIO VISUAL	F. CREATIVE SERVICES	G. TOURISM	H. SPORTS AND RECREATION
Standard-setting, policy and institutional framework to support culture and creativity at the government level (State / City)									
Institutional									
Evidence of a Ministry of Culture or a Culture secretariat with ministerial/directorial status at the State/national level	2005 Conv. / Goal 1.1. Question 1								
Evidence of a 'culture committee' in the Parliament/main national legislative body									

12. Governance of culture

Purpose

This indicator offers an overall picture of the government policies and regulatory frameworks in place to support a variety of activities in the culture sector, intended to ensure and foster its contribution for economic and social development as well as the decision-making processes in cultural domains. This indicator aims to assess the regulation of the Culture sector and to promote better working and trade conditions for better livelihoods.

Interpretation guideline

- » Wherever possible, each component (row) should be evaluated for each domain (column) as defined by UIS/FCS. This will not be possible for all aspects of the table.
- » Please note that in each case, 'evidence' in the form of supporting documentation is required.
- » Cultural and natural heritage are inextricably linked; wherever the checklist below considers cultural heritage it should be understood to include natural heritage, as well as taking into account the impact of cultural activity on the natural environment

Purpose

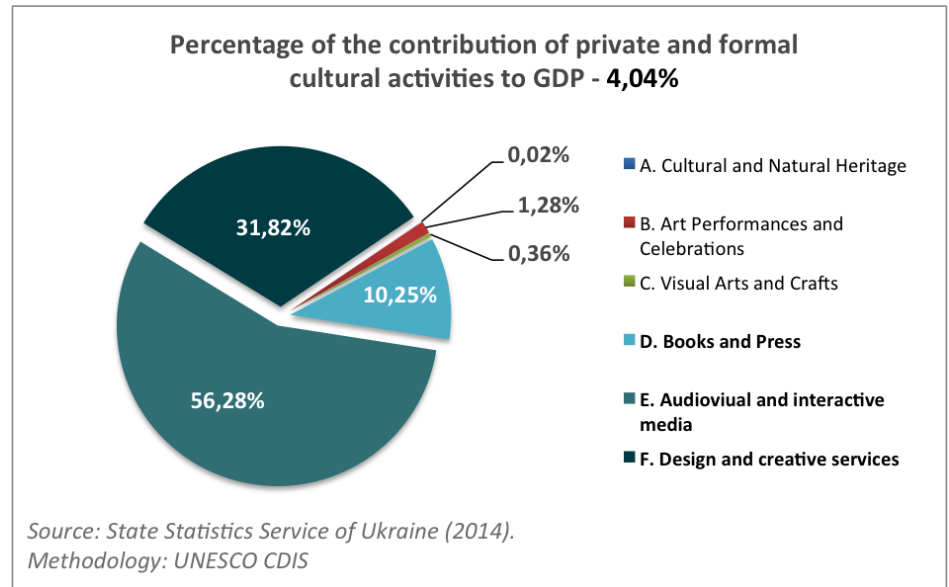
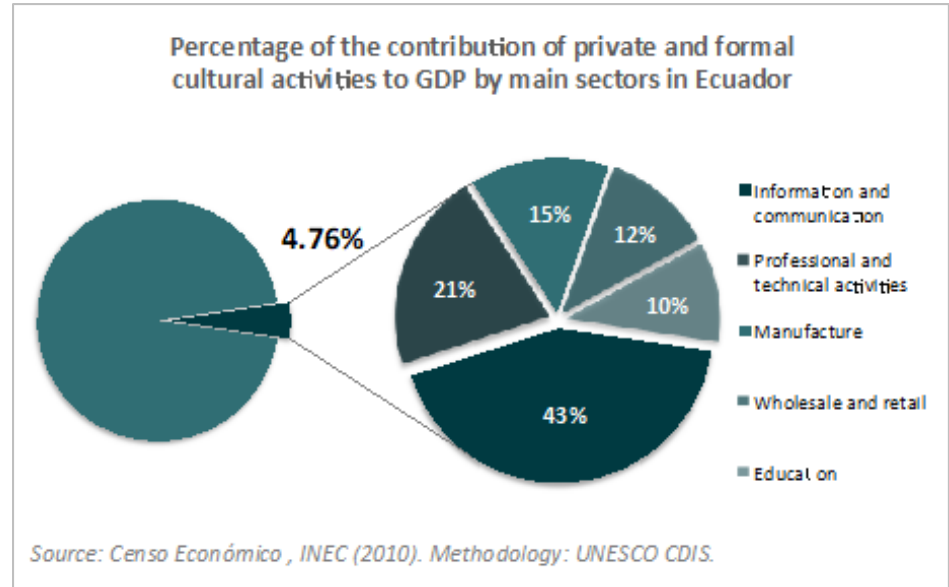
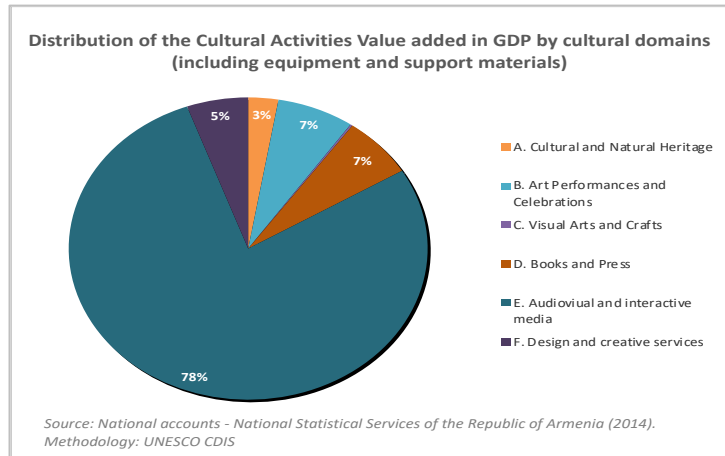
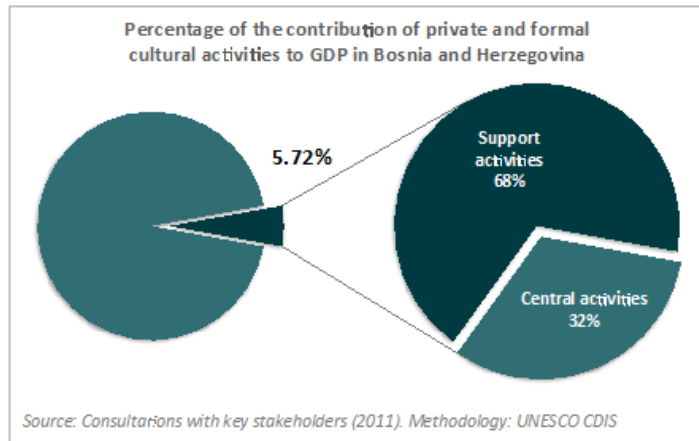
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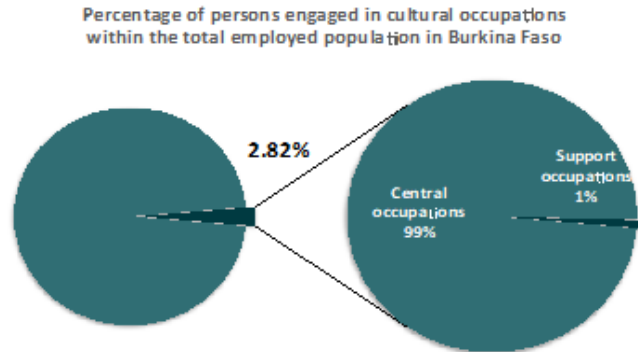
6 Prosperity and livelihoods

Contribution of cultural activities to GDP



7 Prosperity and livelihoods

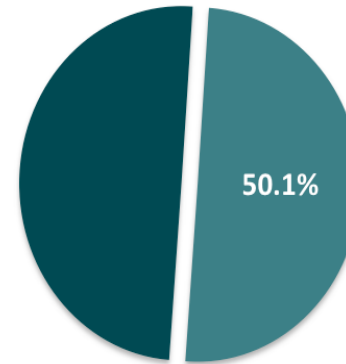
Cultural employment



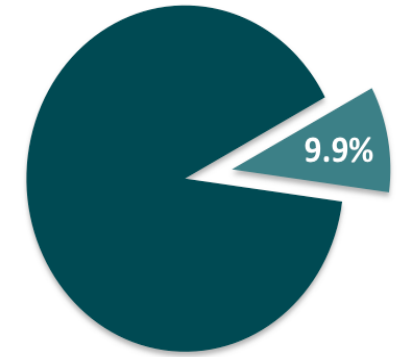
Source: Enquête Intégrale sur les Conditions de Vie des Ménages, Institut National de la Statistique et de la Démographie (EICVM-2009). Methodology: UNESCO CDIS

Percentage of women engaged in cultural occupation in Burkina Faso

Within the total cultural occupations

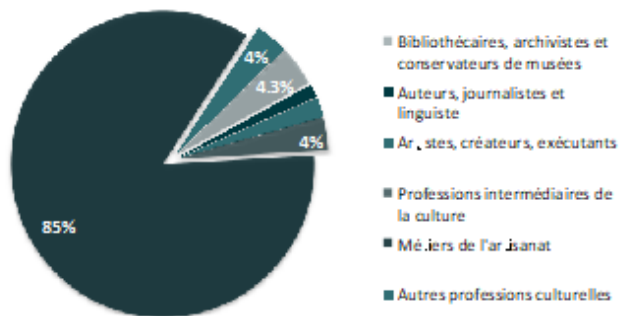


Within the "middle and superior" cultural occupations



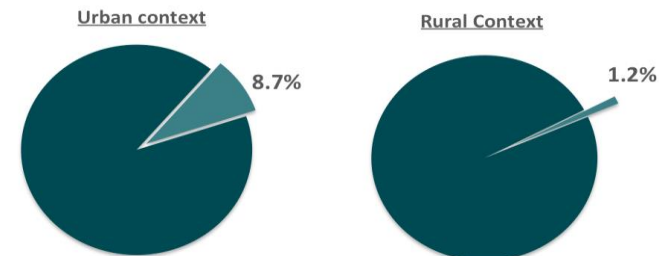
Source: Enquête Intégrale sur les Conditions de Vie des Ménages, Institut National de la Statistique et de la Démographie (EICVM-2009). Methodology: IUCD-UNESCO

Répartition des emplois culturels par type de profession



Source: Enquête Intégrale sur les Conditions de Vie des Ménages, Institut National de la Statistique et de la Démographie (EICVM-2009). Methodologie: IUCD-UNESCO

Percentage of persons engaged in cultural occupations within the total employed population



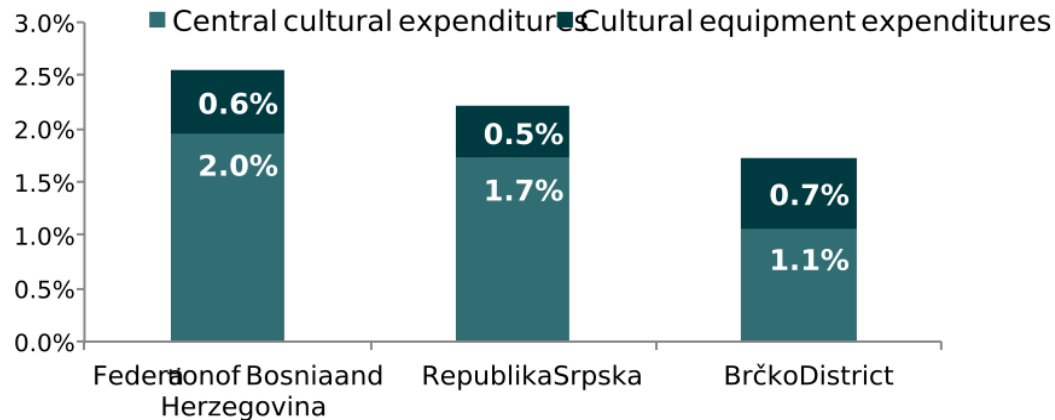
Source: Enquête Intégrale sur les Conditions de Vie des Ménages, Institut National de la Statistique et de la Démographie (EICVM-2009). Methodology: IUCD-UNESCO

9 Prosperity and livelihoods

Household expenditures on culture

Percentage of household final consumption expenditures on cultural activities, goods and services set against total consumption expenditures in Bosnia and Herzegovina

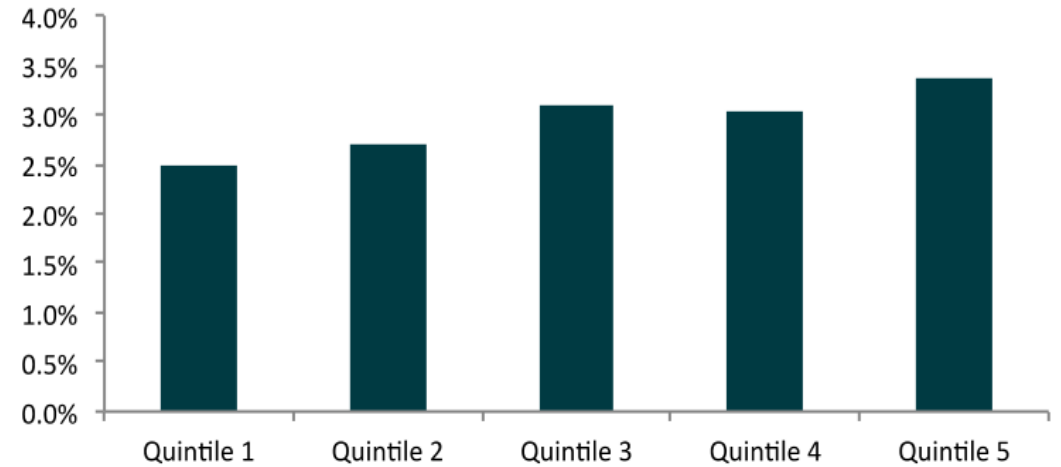
Final Result: 2.43%



Source: Consultation with stakeholders (2011). Methodology: UNESCO CDIS

Percentage of household final consumption expenditures on cultural activities, goods and services set against total consumption expenditures by income quintile in Uruguay

Final Result: 3.08%



Source: Encuesta de Gastos e Ingresos de los Hogares, INE (2005-2006). Methodology: UNESCO CDIS

Prosperity and livelihoods

Household expenditures on culture

Analytical Brief – summarizes and interprets the results

Include : concrete and sound policy messages to focus political attention and foster public debate on culture

3 descriptive and contextual indicators that :

- Offer **valuable information** of the income, employment and resources generated by cultural activities at national level (as well as relevant disaggregation ????) assess the vitality of cultural sectors and ICC
- Measure only the contribution, employment and consumption of private and formal cultural activities
-> **reflect only “the tip of the iceberg”** of the overall cultural sectors dynamism ...
- Represent a **significant investment in cultural data system** bringing national classification in line with international classification system



Tools



FCS/ISU and codebooks
Data-mapping
Draft Workplan
Lots of international resources



Collaborative platform



Data tables



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Thank You

👤 UNESCO World Heritage Centre

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🌐 whc.unesco.org/en/culture2030indicators

