

# Call for Projects

Technical Assistance for the protection and the promotion of the  
status of artists and cultural professionals



## Background

The outbreak of the COVID-19 pandemic has shed the light on the central and indispensable role that artists and cultural professionals play in times of crisis. They help foster social cohesion, stimulate critical thinking, cope with mental distress and promote cultural diversity and dialogue. They are also key drivers of the cultural and creative industries, producing wealth, knowledge, and growth.

The pandemic has also underlined the vulnerability of the artists and cultural professionals, particularly women, who face multi-layered challenges exacerbated by the health crisis including precariousness, insufficient social and economic protection as well as lack of legal and policy frameworks protecting and promoting their status. Indeed, in many countries, the pandemic has led to a shutdown of activities and loss of income for many artists and cultural professionals, particularly those operating in physical spaces. Informal status of artists and their unstable work modalities (part-time, freelance, on-demand work, verbal contracts, gig-economy all over the world) exacerbated their risk of falling through the cracks of the social safety net.

UNESCO has launched several crisis responses against the backdrop of the COVID-19 pandemic in favour of artists and cultural professionals. Building on a wide range of consultations with stakeholders worldwide including the recommendations of the ResiliArt movement, UNESCO has recalibrated the scope of its programme for artists and cultural professionals to respond to the expressed needs of governments, artists, cultural professionals and civil society organisations in line with the objectives of the 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions as well as the 1980 Recommendation concerning the Status of the Artist. In this respect, the UNESCO-Aschberg programme launches a yearly call for applications aiming to support inclusive and evidence-based legal, regulatory or policy reforms that can protect and promote the economic, social and cultural rights of the artists and cultural professionals. This technical and financial assistance mechanism will support interested Member States in designing, revising or implementing inclusive reforms to improve, for instance, social security, decent jobs and income generation, copyrights protection, credit conditions, tax exemptions, mobility, freedom of artistic expression, trade unions and professional organizations, unemployment benefits, sick leaves or health insurance from which professionals in other sectors already benefit.

The call for application is timely, also considering that the year 2021 is the UN declared “International Year of Creative Economy for Sustainable Development”. UNESCO advocates the central role of artists and cultural professionals in developing the creative economy and the needs for creating an enabling ecosystem for the creative sector. UNESCO’s periodic Global Reports (2015 and 2018) state that while some positive developments are being taken by various countries such as the protection of artists in certain cultural subsectors and specific measures on taxation, social benefits and pensions, progress remains slow worldwide, and a lot more needs to be done to enable the active role of artists to the creative economy, and further support the diversity of cultural expressions.

The guidelines hereafter clarify the eligibility criteria, assistance and funding modalities. Interested applicants are invited to submit a detailed proposal (**in English or French**), using the **[Application Form](#)**. Applications can be submitted between **16 September and 3 December 2021 at midnight CET Time**. Applications are to be submitted by emails to the following address: **[Aschberg@unesco.org](mailto:Aschberg@unesco.org)**

For any additional information, please contact **[Aschberg@unesco.org](mailto:Aschberg@unesco.org)**

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# Objectives of the Technical Assistance

- **Assist** policy makers and government institutions in adapting and/or creating policies, laws, regulations, or measures protecting and promoting the status of the artist and cultural professionals in line with the Objectives of the 2005 Convention and the 1980 Recommendation concerning the Status of the artist.
- **Build** the monitoring, inclusive planning and reporting capacities of Member States on the status of the artist and cultural professionals through intersectoral research, capacity building, evidence-informed consultations and policy dialogue involving relevant CSOs.
- **Enhance** public understanding of the important role of artists and cultural professionals for the creative economy, cultural diversity and sustainable development via innovative communication and advocacy initiatives as well as creative partnerships between Government and CSOs.



## Types of Eligible Activities

*For this call, the following types of activities are eligible:*

**Axis 1: Technical assistance to accompany consultative processes, strategic planning and policy dialogue aimed to design or revise laws or regulations in order to promote the economic, social and cultural rights of the artists**

- Support the design or revision of laws, policies, measures, regulations, roadmaps, policy briefs or provisions through evidence-informed strategic planning workshops and thematic working groups facilitated by national or international experts, involving relevant sectoral departments (Health, Economy, Labor, Finance, etc.) as well as civil society;
- Public events restituting research findings or policy recommendations, and fostering ownership of relevant stakeholders over new policy or legal reforms;
- Debates and technical discussions of case studies and (inter)sectoral issues related to the status of the artists and cultural professionals.

## **Axis 2: Technical assistance to document and report on the status of the artist and cultural professionals at country or regional level with a view to inform policy or legal reforms**

- Evaluation and research missions, including desk reviews and/or field surveys focusing on the legal and policy frameworks that are relevant to the status of the artist and cultural professionals at the national or regional level (labour law, pension, copyrights, etc.). Studies offering intersectoral approaches (social, economic and cultural) will be given priority attention;
- National workshops led by government institutions with the participation of CSOs, aiming to collect, analyze and discuss data and information related to the protection and promotion of the status of the artists and to help statutory reporting on the implementation of the 2005 Convention and/or the 1980 Recommendation concerning the Status of the Artist.

## **Axis 3: Support to implement capacity building activities to reinforce national planning, monitoring and reforms on measures enhancing the status of the artists and cultural professionals, including measures of preferential treatment**

- National or regional capacity building workshops and seminars aimed at equipping government institutions and/or partner CSOs with knowledge, skills and tools related to the status of the artist and the mobility of artists including, for instance, preferential treatments, labour laws, social and economic protection measures, digital marketing, online business development, copyrights protection, etc. in order to enhance the participatory planning and monitoring of the status of the artist;
- Development or adaptation of contextualized training toolkit on the several themes that are relevant for the status of the artist or preferential treatments.

## **Axis 4: Support to the communication and awareness-raising actions to advocate for the policy or law revision, design or implementation of measures in favour of the status of the artists and cultural professionals**

- Communication campaigns and promotional/informational contents production aimed at valorizing the central role of the artists and cultural professionals for local development, and fostering public commitments to increase investments and relevant reforms;
- Networking and advocacy events connecting culture professionals with the media as well as decision-makers and opinion-leaders to shed the light about the social, economic and cultural rights of the artists including women artists and stimulate the endorsement of common objectives and roadmaps;
- Awareness-raising activities on ongoing initiatives, research-findings and policy change aimed at supporting ownership amongst local communities and sustaining ongoing partnerships between government institutions and CSOs.





## Modalities of Technical Assistance

- UNESCO's support is, in principle, mainly technical (e.g., through contracts, provision of experts, organization of consultation meetings, data collection and analysis, etc.).
- Support can be decentralized to the applicant or to the relevant UNESCO Field Office for project's implementation.
- If needed, UNESCO will assign national and/or international experts to support the implementation of interventions.
- In case of contractual agreement between UNESCO and the applicant, UNESCO will follow its own rules and regulations.
- Depending on scope and themes of interventions submitted, UNESCO will assess the proposals and share comments with selected applicants in view of the finalization of the implementation methodology, timeline and budget.

## Indicative Timeline for 2022 Project Implementation

Activities	Indicative Timeframe
Announcement of the Call for Projects	16 September 2021
Online assistance to applicants to clarify the objectives and scope of the Call for Projects	27-28 October 2021
Application Deadline 2021-2022	3 December 2021
Notification of pre-selected applicants and request for additional information	30 January 2022
Announcement of the final results	8-11 February 2022
Start of implementation	March 2022

# General Eligibility Conditions

## Eligible entities/organizations

### Governmental and national institutions dealing with the status of the artist and cultural professionals:

- National ministries (Culture, Finance, Labour, Tourism, Communication, Social Affairs, etc.)
- National arts council and specialized committees dealing with arts, cultural and creative industries
- National Parliament and/or its special thematic commissions
- Universities and research centres
- Municipalities and Cities' Councils

### Civil society organizations (CSOs):

- National, regional, and international organizations, professional associations and foundations that are active in the cultural and creative industries
- Groups that support the work of artists and cultural communities
- Artist's networks or unions, cultural associations

## Criteria for Evaluating Proposals

*Evaluation will be carried out according to seven (07) main criteria:*

- Relevance of the proposal to the advancement of the status of the artist and cultural professionals and alignment with the 2005 Convention's and the 1980 Recommendation's objectives;
- Ability of the applicant to carry out proposed interventions and experience managing similar projects;
- Design of the proposal and ability to reach expected results within proposed timeline, including clarity of identified needs and theory of change;
- Implementation modality, including methodology, gender-approach;
- Cost-effectiveness of the proposal, as well as ability to mobilize in-kind contributions;
- Partnerships, including involvement of both government institutions and CSOs as well as other relevant groups;
- Communication and visibility strategy.



## Communication and Visibility

The communication of projects supported should focus on storytelling and highlight the human centric storytelling style to promote the impact of the project on the status of the artist and the diversity of cultural expressions. Communication efforts should raise awareness amongst target audiences about the importance to protect and promote the social, economic and cultural rights as well as balanced flows of cultural goods and services. Communication efforts should also ensure the visibility of UNESCO's Aschberg programmes technical or financial contribution during media coverage and public events.

