

## **2024 Call for Projects**

**Technical Assistance on the implementation of the 2005 Convention  
in the digital environment**

**Deadline to apply: 26 January 2025**

The United Nations Educational, Scientific and Cultural Organization (UNESCO), with funding from France, Canada and the government of Quebec (Canada), launches a call open for governments, to support initiatives aimed at protecting and promoting cultural diversity in the digital environment.

## I. Context

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Ongoing digital transformations have profoundly altered the conditions of creation, distribution and access to cultural expressions. For example, online activity is growing exponentially, with 62.1% of total music revenues coming from streaming in 2020. This is helping to widen access to cultural expressions, but at the same time poses challenges such as the concentration of the value generated in the hands of large digital platforms, fair remuneration for artists or the implications of artificial intelligence on intellectual property. The digital environment offers unprecedented opportunities for growth, while posing serious challenges to the diversity of cultural expressions ([UNESCO Global Report](#), 2022).

In order to address challenges and take advantage of the opportunities of the digital technology, in 2017, the Conference of Parties approved the "[Guidelines on the Implementation of the Convention in the Digital Environment](#)". Subsequently, responding to the request for more specific guidance, the 2005 Convention Secretariat developed an "[open roadmap for the implementation of the 2005 Convention in the digital environment](#)" which was approved by the Conference of Parties in 2019. The Open Roadmap is a **flexible framework** that offers concrete reference policy activities to protect the means of creation, production, dissemination, access, and exchange of cultural goods and services in the face of rapid technological changes.

These measures were complemented by the establishment of an assistance program dedicated to the implementation of the Convention in the digital environment, at the request of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions. Since 2022, four pilot countries (Georgia, Uganda, Zimbabwe and Cameroon) have benefited from UNESCO technical assistance under this program, thanks to financial support from France, Canada and the Government of Quebec (Canada).

Thanks to the renewed support from France and to additional funding from Canada, UNESCO launches another **call** to accompany **six governments** in making a structural change for the **protection and promotion of cultural diversity in the digital environment**.

## II. Objectives of this call for projects

This call for projects under the Programme aims to support structural initiatives by implemented by governments, aimed at meeting the challenges and exploiting the opportunities of the digital environment for the development of the cultural and creative industries (CCI), in line with the **Output 1** of the Open Roadmap for **the implementation of the 2005 Convention in the digital environment**, that is to say:

- The elaboration of a **national digital roadmap** in accordance with [Resolution 7.CP 13](#). Such a roadmap is a strategic document that takes stock on the regulatory frameworks that touch CCIs in the digital environment, and identifies gaps in the regulatory framework that can be addressed through the elaboration of new policies, strategies or laws;
- The development and adoption of **regulatory frameworks to fill identified gaps**;
- The **establishment of interministerial cooperation** mechanisms in order to monitor the implementation of regulatory frameworks for CCIs in the digital environment.

OUTPUTS

ACTIVITIES

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**Regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner**

**1.1** Conduct overall mapping of the digital cultural and creative sectors

**1.2** Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations

**1.3** Establish interministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies

**1.4** Design, revise or implement regulatory frameworks, cultural policies, sector strategies and action plans to support cultural and creative sectors in the digital environment

The Secretariat of the 2005 Convention is to assist six governments to work on one of the above objectives, as expressed by the applying entity in the application form (Annex I).

The projects are expected to start by May 2025 and are limited to a one-year implementation period, until May 2026.

## III. Technical assistance to governments and public institutions

Technical assistance is a **non-financial assistance** provided by national and international experts to governmental institutions in order to **reinforce their political commitment**, and **their institutional and human capacities**, through the necessary participation of multiple stakeholders.

As such, activities<sup>1</sup> could include:

- Consultations with civil society, cultural professionals, and Ministries;
- Capacity reinforcement workshops;
- Peer-to-peer exchanges;
- Multi-stakeholder drafting sessions

On-demand assistance is provided based on an interest expressed by governments and public institutions for services to help them meet the needs and challenges facing CCIs in the digital

<sup>1</sup> An envelope up to **30,000 USD** can be requested in order to support the logistics of the project's implementation (e.g., the logistical organization of meetings/consultations/capacity-building activities, funding of communication activities, etc.). The applicant is invited to present a preliminary budget and the planned activities, as indicated in the application form.

environment. **It is offered in the spirit of partnership in order to ensure ownership and sustainability of results by national stakeholders.**

Experts and local partners work together to achieve the aims and objectives of the technical assistance requested by applying countries through the application form. The provision of expertise is designed as a continuous process that helps in responding to identified needs, obstacles and weaknesses. It also includes capacity development support through the organization of training activities to ensure a transfer of competences to the public entities requesting support.

### ***Eligible countries***

Project proposals may be submitted by government institutions in developing countries, in accordance with the [OECD-DAC 2024 list of ODA recipients](#), that are parties to the 2005 Convention.

### ***Who can submit a project proposal?***

Applicants should be a national government/public institution whose mandate is relevant for the governance of culture:

- Ministries (Culture, Finance, Information, Technology and Communication, Social Affairs, etc.)
- National arts councils and specialized committees concerned with arts, cultural and creative industries
- National Parliaments and/or their special thematic commissions

It is to be noted that only **one** application per country is accepted.

### ***Requirements for applications***

As the objective of the Call for Projects is to bring about structural change, special attention of proposals encompassing one or more points:

- The proposal brings together different initiatives, such as the **alignment or inclusion of CCIs in the national digital transformation strategy**, spearheaded by the Ministry in charge of digitalization.
- The proposal furthers knowledge exchange and the **elaboration of (national) advocacy tools** to the Ministries of Culture in view of interministerial cooperation for structural inclusion of the CCIs in the digital transformation.
- The proposal focuses on **one sub-sector of the CCIs** (e.g. music, audiovisual, book) or **one specific aspect of the digital environment** (e.g. discoverability, artificial intelligence, etc.).
- Particular attention will be paid to the composition of a **national multi-stakeholder team** involving not only various government agencies, but also **relevant civil society organizations**.
- The requesting institution should also highlight how it intends to **promote gender equality** during the implementation of the technical assistance.

#### IV. Selection criteria

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Project proposals will be evaluated according to the following criteria:

- **Relevance** of the proposal, in alignment with the objectives of the UNESCO 2005 Convention and the Convention's [Digital Open Roadmap](#), notably Output 1 "*Regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner*".
- **Clarity of the proposal**, its objectives, activities, key products and timeline. Please note that the project implementation period will not exceed one year.
- **Ability of the applicant** to carry out the proposed project and experience in managing similar ones.
- **Effectiveness** of the proposed implementation modality, including with regards to gender mainstreaming.
- **Cost-effectiveness** of the proposal, as well as ability to mobilize co-funding/in-kind contributions.
- **Relevant partnerships** with concerned stakeholders including other government institutions and civil society organizations.
- **Effective communication** and visibility strategy.

Special attention will be granted to applications that address the strategic priorities of UNESCO:

- **Africa**
- **Gender Equality**
- **Small island developing states (SIDS)**
- **Youth**

#### V. Application and selection process

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In order to submit a project proposal, applicants should:

1. Download the electronic application form in English or in French on the website.  
  
If you experience difficulties downloading the electronic application form, please contact the UNESCO Secretariat at [convention2005.call@unesco.org](mailto:convention2005.call@unesco.org).
2. Fill out the application form in English OR in French.
3. Attach the relevant supporting documentation.
4. Sign and date the application form.
5. Send the completed form by email to [convention2005.call@unesco.org](mailto:convention2005.call@unesco.org) The UNESCO Secretariat will confirm receipt of proposals via email. All applicants will be notified as to whether their requests have been approved or not.

An independent panel of experts will evaluate applications and make a recommendation to UNESCO, which will decide upon the successful candidates, considering the eligibility and selection criteria outlined above.

## VI. Implementation

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Selected proposals will be finetuned and finalized in cooperation with UNESCO before the start of implementation, notably in terms of methodology, timeline and budget. The following steps must be taken into account:

1. a detailed **implementation work plan**, no later than three months after the notification of approval (between May and June 2025);
2. a detailed **mid-term report** on the implementation of the project and progress towards the results. The candidate will notify UNESCO of any challenges that may lead to changes in the original work plan or conditions for the successful implementation of the project (between December 2025 and January 2026); and,
3. a **final report** providing information on outcomes/outputs and follow-up to the project, no later than three months following its completion (by May 2026).

Applicants should be directly responsible for the implementation and management of the proposed activities.

## VII. Indicative timeline

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Activity	Timeframe
Launch of the call for projects	16 December 2024
Application deadline	26 January 2025
Announcement of the results	12 February 2025
Implementation period	May 2025 – May 2026

## VIII. UNESCO Secretariat contact information

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Should you have any questions, please contact the UNESCO Secretariat by e-mail:

[convention2005.call@unesco.org](mailto:convention2005.call@unesco.org)