

Specific Terms of Reference

STUDY ON PROJECTS USING CULTURAL EXPRESSIONS AS A LEAVER FOR EMPLOYMENT, HUMAN RIGHTS, DEMOCRACY AND OTHER HUMAN DEVELOPMENT AREAS

FWC Commission 2011

Request for service 2011/281035/1

1. BACKGROUND

Since 2001, the Commission has acknowledged the role of culture in development cooperation as an instrument of human development resulting in social cohesion and economic growth.

The consensus with regards to the contribution of culture to a sustainable human, social and economic development was reinforced by the last United Nations resolution of November 2010 on culture and development¹. Progress has been made since UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions and the EU vision on culture and development has been further reinforced with an explicit recognition of the contribution of culture to the Millennium Development Goals in the 2010 MDG review².

In 2011 the European Commission's Communication "Increasing the impact of EU Development Policy: an Agenda for Change"³ set out a renewed development cooperation policy for the coming years, aiming at a more strategic EU approach to reducing poverty, including a more targeted allocation of funding. For that purpose, EU assistance should focus in priority on two key areas: 1) Human rights, democracy and other key elements of good governance, and 2) Inclusive and sustainable growth for human development.

Within this new framework, culture, although not seen as a core priority sector in the new programmes for the period 2014-2020, has an important role to play as a lever for human and social development as well as for democratic change.

Within this perspective and in preparation of new EU support programmes, two main areas need to be thoroughly explored.

On the one hand, the contribution of culture to quantifiable and sustainable employment is receiving large interest from the different stakeholders in the development aid community.

¹ http://www.unesco.org/culture/pdf/text_unga_resolution_culture_%20and_development_en.pdf

² <http://www.undp.org/mdg/summit.shtml>

³ http://ec.europa.eu/europeaid/what/development-policies/documents/agenda_for_change_en.pdf

On the other hand, conflicts and tensions between communities in different parts of the world show how important it is to assess how the support to cultural expressions plays a role in preventing discrimination and leading the path to reconciliation and conflict resolution. The articulation with the civil society in the process is seen as an important factor.

In view of the forthcoming new generation of programmes, it is important to assess the past support to culture within development cooperation programmes at national, regional or global levels and identify best practices and success stories with particular relevance to the new strategic approach. In particular, sound evidence-based analysis is needed to illustrate the potential **impact of cultural expressions**⁴ in human and social development as well as the promotion of democracy, human rights and conflict resolution.

For that purpose, the Commission has decided to commission a study to analyse a number of selected projects supported by EU programmes (indicative list in Annex 1) and beyond. The study will include desk work and a number of field visits to projects in different partner countries. It should illustrate best practises and provide recommendations on how culture could be taken into account in the post-2013 EC programmes, to promote e.g. human rights, employment and social cohesion, etc.

2. DESCRIPTION OF THE ASSIGNMENT

2.1. Global objective

The overall objective of the assignment is to provide evidence-based recommendations and guidance on how best cultural expressions can contribute to the 'Agenda for Change' key priorities in the context of post-2013 instruments and programming.

2.2. Specific objective

The specific objectives of the assignment are to:

- Conduct a study that assesses how a number of selected projects funded by the EU and other donors have an impact on human and social development areas with a specific focus on:
 - a) Measurable, successful and durable employment and social cohesion;
 - b) The fight against discrimination, the promotion of human rights and democracy, freedom of expression, reconciliation and conflict resolution;
 - c) Other areas including gender equality, good health for all, equitable education.
- Provide recommendations on how future programmes can take into account cultural expressions and the needs and challenges of the civil society and cultural actors in order to contribute to the 'Agenda for Change' key priorities (improvement of human rights, democracy, sustainable employment as well as other areas of human and social development - gender equality, equitable education, good health for all).

⁴ Cultural expressions” are those expressions that result from the creativity of individuals, groups and societies, and that have cultural content such as, literature, cinema and audiovisual, performing arts, arts and crafts, music, design, visual arts, architecture etc...

The study should take stock and assess relevance and performance in relation to objectives, coverage, expected results and activities of the projects selected.

2.3. Requested services, including suggested methodology

The elaboration of the study will involve:

- Desk work, including research and selection of *at least* 30 projects (10 per area 2.2a, b) and c) above), as well as communication with implementing partners of projects.
- Field visit to 6 to 10 project to be determined on the basis of the desk study findings.

The projects shall be taken from EU programmes as well as from EU Member States, NGOs or other international donors' initiatives

The team of experts will elaborate an outline of its methodology as part of its offer. This methodology will be finalised and agreed with the European Commission during the inception phase.

The assignment will consist of primarily seven different main tasks/activities:

1. Following the signature of the contract, a briefing meeting will be held between experts and the European Commission. An inception report containing a work plan should be submitted within 15 days of this meeting.
2. The experts will perform the first stage of the desk study on the basis of available project documents in the case of EU-funded projects (grant contract, progress and final reports, monitoring reports, evaluation, etc) and research work to identify relevant projects funded by other donors. They will propose an initial list of relevant projects.
3. Based on the preliminary desk study, a questionnaire for implementing partners of projects should be prepared and discussed with the European Commission. Questions will in particular focus on issues such as sustainability, outreach, scaling up/multiplier effects to reach a broader range of beneficiaries and potential links with national institutions. This questionnaire will be sent to the initial list of pre-selected projects.
4. On the basis of the questionnaires' output, the experts will propose a final selection of projects (at least 30 (10 per area)) and an analysis of these projects. They will propose 6 to 10 projects to be visited.
5. Project visits (6 to 10) will be organised on the basis of the previous analysis.
6. Presentation of final findings and recommendations to the European Commission.
7. A synthesis will be developed for communication purpose on the contribution of cultural expressions to social and economic support programmes, to be used as guidance for future EU programmes.

2.4. Required outputs

- i) An inception report, including a work plan to be submitted within 15 days after the briefing meeting;

- ii) A preliminary desk study with an initial list of projects;
- iii) A questionnaire to be sent to implementing partners of projects;
- iv) An analytical report on the questionnaire's output and final selection of projects, including proposal for field visits;
- v) Field visits reports;
- vi) A final report presenting findings from the desk study and field visits and recommendations;
- viii) A synthesis for communication purpose.

3. EXPERTS PROFILE

3.1. Number of requested experts per category and number of man-days per expert

The assignment will be implemented by two senior experts. The total number of days allocated to each expert is 50 man-days per expert, including desk work, 10 3-day field visits and 3 one-day meetings in Brussels.

One of the two experts will act as Team Leader and will have the overall responsibility for the coordination of the work.

3.2. Profile or expertise required (education, experience, references and category as appropriate)

Senior expert in development cooperation with a focus on social and economic sectors

Qualification and skills: Postgraduate degree in Economics, Sociology or other relevant field.. Knowledge of cultural cooperation would be an asset.

Professional experience: He/she should have a minimum of 10 years professional experience in research and/or policy advice on development cooperation areas, especially employment and social inclusion. Sound experience in monitoring/evaluation of projects is required.

Senior expert in development cooperation with a focus on democracy and human rights

Qualification and skills: Postgraduate degree in Social Sciences, Political Sciences, or other relevant field. Knowledge of cultural cooperation would be an asset.

Professional experience: He/she should have a minimum of 10 years professional experience in research and/or policy advice on development cooperation areas, especially in human rights, democracy, conflict resolution, reconciliation. Sound experience in monitoring/evaluation of projects is required.

3.3. Working languages

The experts will need to speak, read and write excellent English. Good working knowledge of French is necessary. Knowledge of Spanish and Portuguese would be an asset. The output will be submitted in English.

4. LOCATION AND DURATION

4.1. Starting period

The assignment will start in January 2012 with a briefing meeting with the European Commission.

Six to 10 project visits will take place in developing countries, to be defined according to preliminary findings.

4.2. Foreseen finishing period or duration

The assignment is expected to be completed in August 2012.

4.3. Planning

Indicative planning table (final schedule will be agreed with experts at the briefing meeting):

Expected Succession of Activities	Location and Indicative Timing
Briefing meeting with European Commission services	Brussels – end January 2012
Submission of the inception report	Within 15 days of briefing meeting
Preliminary desk report with initial list of projects	March 2012
Submission of questionnaire	March 2012
Analytical report on questionnaire' output and final selection of projects, including proposed project visits	April 2012
Field visits	May-June 2012
Field visits reports	June 2012
Submission of the preliminary report	July 2012
Final report presenting findings and recommendations Meeting with European Commission services	Brussels – August 2012

5. REPORTING

5.1. Content

See point 2.3.

5.2. Language

The reports should be submitted in English. Projects are implemented in English, French, Spanish and Portuguese and working knowledge of these languages is helpful.

5.3. Timing for submission and comments and, when relevant, for approval

For the indicative planning see point 4.3. The final schedule will be agreed with the European Commission at the briefing meeting.

5.4. Number of report(s) copies

The final report and the synthesis document should be submitted in electronic version and 3 paper copies.

6. ADMINISTRATIVE INFORMATION

6.1. Items to foresee under ‘Reimbursable’

Travel costs and per diems for 3 one-day missions to Brussels by both experts.

Travel costs and per diems for a maximum of 10 project visits of 3 days each (plus travel time) in developing countries (to be determined).

6.2. Others

Offers must include the proposed methodology (maximum 6 pages long), the financial proposal and CV of the proposed team.

ANNEX 1

Between 2001 and 2011, the EU funded through different geographic and thematic programmes multiple projects in the culture sector:

1. The thematic programme 'Investing in People' under the Development Cooperation Instrument (DCI)⁵, has the objective of providing support to actions in areas which directly affect people's living standards and well-being, and focusing on the poorest and least developed countries and the most disadvantaged sections of the population. As a thematic programme, it has been conceived to add value to and be coherent with actions funded under geographic programmes. The programme covers four different main themes: Good health for all; Education, knowledge and skills; Gender equality; Other aspects of human and social development, including culture; employment and social cohesion; youth and children.

Under the culture component, the programme promotes intercultural dialogue, cultural diversity and the respect for the equal dignity of all cultures and supports the cultural sector as a promising economic sector for sustainable development and growth.

2. Cultural cooperation is an important chapter of EU partnership with ACP countries, established in the Cotonou Agreement, and is a component of the Africa-EU Joint Strategy. A certain number of countries benefit from specific support programmes (Benin, Ethiopia, Eritrea, Mali, Senegal, Haiti) in the context of bilateral cooperation and the West Africa Economic and Monetary Union receives regional support.

3. In addition, the EU-ACP Programme for ACP Cultural Sectors "ACP Cultures+" (€ 30 million for the period 2011-2018) supports the creation and production of goods and services in all cultural sectors, including the film industry; better access to local, regional, intra ACP, European and international markets; capacity-building of cultural stakeholders, operators and entrepreneurs; and contributes to an improved legal environment for culture in the ACP States. The programme, under the intra-ACP component of the 10th European Development Fund, is the successor of the previous ACP-Films and ACP-Cultures programmes (2007-2012).

4. Culture has also been a central component of the EU's partnership with the Mediterranean region since the Barcelona Process in 1995. The Euromed Heritage regional programme has committed a total of EUR 57 million during the period 1998-2007 to support partnerships between conservative experts and heritage institutions in the region. Euromed Heritage IV (EUR 13.5 million) under the European Neighbourhood Partnership Instrument aims to facilitate the appropriation of cultural heritage by local populations. A regional programme to support the audiovisual sector and enhance Euro-Mediterranean cooperation in this area has also been created since 2000. Euromed Audiovisual III (EUR 12 million) is the successor of Euromed Audiovisual I and II (EUR 33 million over the period 2000-2008).

⁵ Regulation (EC) No 1905/2006 of the European Parliament and of the Council of 18 December 2006 establishing a financing instrument for development cooperation, OJ L378, 27/12/2006, pp.41-71 <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:378:0041:0071:EN:PDF> as amended by Regulation (EC) No 960/2009 of 14 October 2009, OJ L270, 15/10/2009, <http://eurlex.europa.eu/Notice.do?val=502660%3Acs&lang=en&list=502660%3Acs%2C&pos=1&page=1&nbl=1&pgs=10&hwords=>

5. In addition to these specific programmes, the EU supports the Anna Lindh Euro-Mediterranean Foundation (€5 million for 2010-2013) for the Dialogue between Cultures. The Foundation brings civil society and decision-makers together to foster intercultural dialogue and respect to diversity.

6. Other regional programmes such as the Cross-Border cooperation programme (€10 million for 2011-2013) and the CIUDAD programme (3€ million dedicated to Culture and Heritage out of the €4 million budget for 2009-2013) also include cultural cooperation components: to encourage dialogue among communities and address urban development problems in a sustainable manner, respectively.

7. The Eastern Partnership Culture programme (€12 million for 2011-2014) assists the countries of the Eastern Partnership region in their cultural policy reform at government level, as well as build the capacities and improve professionalism of cultural operators.

8. Support to culture is also an important component of the EU bilateral cooperation with some countries in Asia and Latin America, such as India and Mexico, as well as of regional cooperation programmes. It is the case of the regional cooperation with the Asian-Europe Meeting (ASEM), which supports among other initiatives the Asia-Europe Foundation (ASEF). ASEF promotes exchanges between civil societies in Asia and Europe and between governments and civil society groups in Asia, one of its priorities being the dialogue between cultures and civilisations. In Latin America, the EU supports the Mercosur's cinematographic and audiovisual as part of its strategy to promote regional integration.

9. Thematic programme 'Non-state actors and local authorities in development'

http://ec.europa.eu/europeaid/how/finance/dci/non_state_actors_en.htm

10. European Instrument for Democracy and Human Rights

http://ec.europa.eu/europeaid/how/finance/eidhr_en.htm