



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

UNESCO CULTURE FOR DEVELOPMENT INDICATORS

We always had stories about culture's role in development. Now we have indicators



Culture for Development Indicators (CDIS)

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Methodology

Indicators

Dimensions

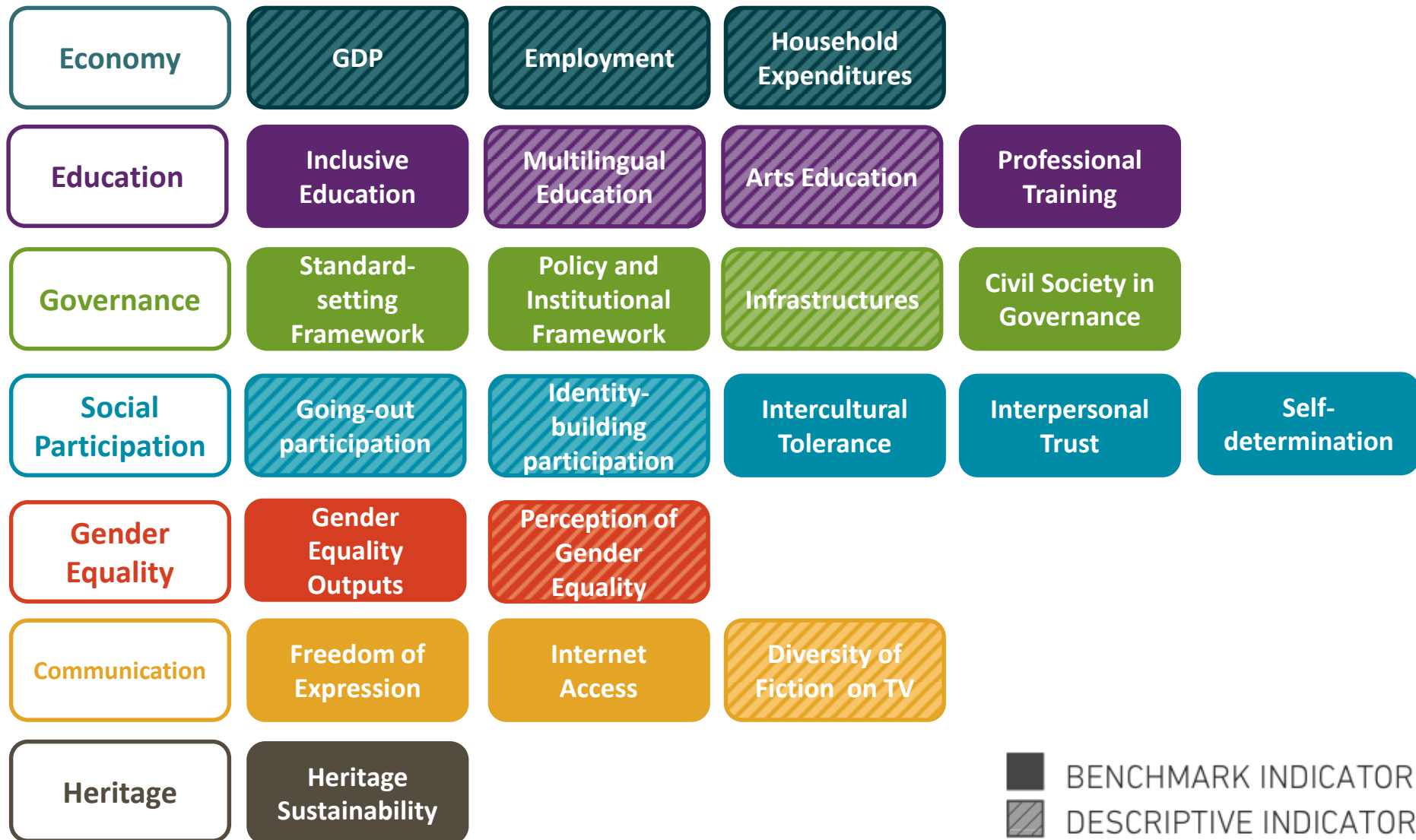
Countries

Partners

**Demonstrate with figures the contribution of
culture in development**

**Assess the environment for enhancing and sustaining
cultural assets, resources, and processes for development**

Culture for Development Matrix



2 types of Indicators

→ **Benchmark Indicators:** A goal to aim for, comparability

Education

Inclusive
Education

Ideal: All individuals between 17-22 years of age have 10+ years of education, no education deprivation of less than 4 years. Set to a scale of 0 to 1, 1 representing this ideal.

Ghana: 0.57/1
Namibia: 0.77/1

Colombia: 0.94/1
Bosnia and Herzegovina: 0.99/1

Governance

Standard-
setting
Framework

Ideal: All international and national instruments, legislation and regulations identified as key for the protection and promotion of culture, cultural rights and cultural diversity have been adopted. Checklist on a scale from 0 to 1.

Swaziland: 0.42/1
Cambodia: 0.43/1

Uruguay: 0.82/1
Burkina Faso: 0.95/1

→ **Descriptive Indicators:** No one best ideal to be achieved, context is important

Economy

GDP

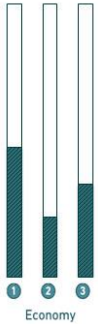
No one ideal % of GDP to be achieved. There is not yet a direct or implied scale of achievement.

Ecuador: 4.76%
Ghana: 1.53%

Colombia: 3.41%
Bosnia and Herzegovina: 5.72%

7 Dimensions

Economy



→ *Capture the contribution of the cultural sector to economic development: and its potential for growth*

- *Added value to GDP*
- *Cultural Employment*
- *Household expenditures on culture*

Education

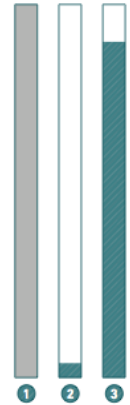
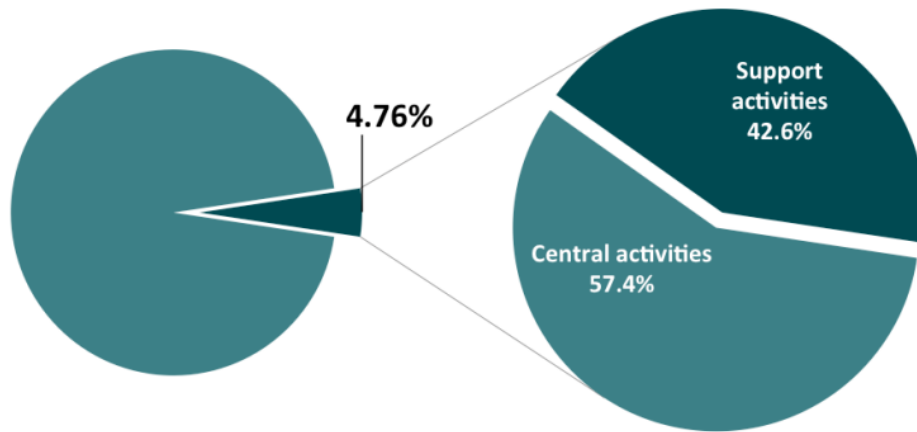


→ *Priority given by public authorities to support an education system that:*

- *offers the broadest possible coverage – cultural right*
- *values diversity and openness -*
- *promotes a competitive and creative class.*

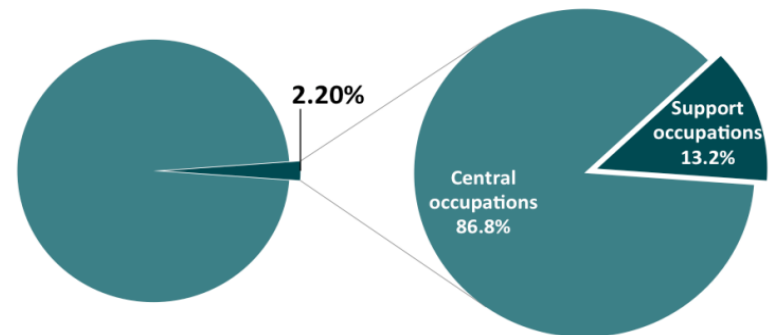
Economy – Ecuador

Percentage of the contribution of private and formal cultural activities to GDP



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

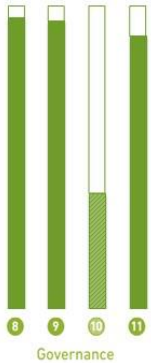
Percentage of persons engaged in cultural occupations within the total employed population



Source: Censo Población y Vivienda, INEC (2010). Methodology: UNESCO CDIS

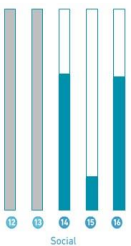
7 Dimensions

Governance



→ *Public commitment for creating the conditions to structure the cultural sector, strengthen cultural processes, and promoting diversity of views and voice*

Social Participation



→ *Assess how cultural practices, values and attitudes may orient behavior – inclusion, cooperation and individual empowerment*

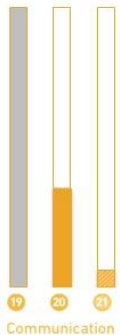
7 Dimensions

Gender Equality



→ Assess objective and subjective gaps between women and men in their opportunities and rights to take part in cultural social, economic and political life

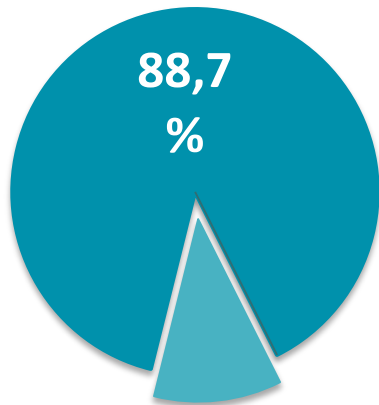
Communication



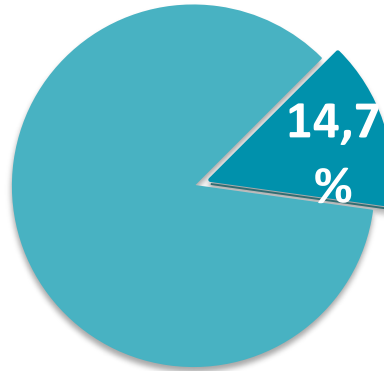
→ Assess conditions of access, enjoyment of diverse content and freedom of expression,

Culture as a set of basic freedoms and element for social cohesion : Burkina Faso

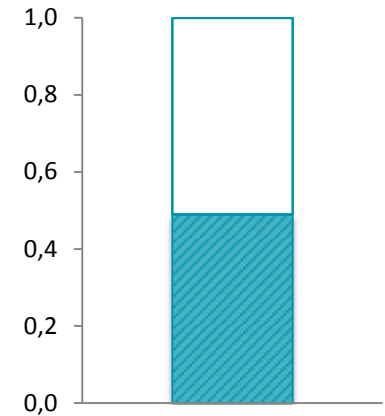
Intercultural Trust



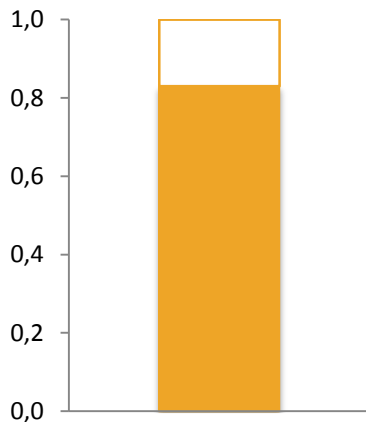
Interpersonal Trust : proxy social capital



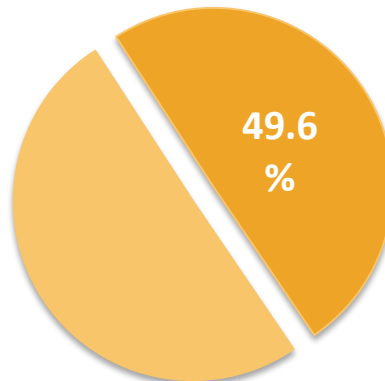
Freedom of self determination (Art 1 IC)



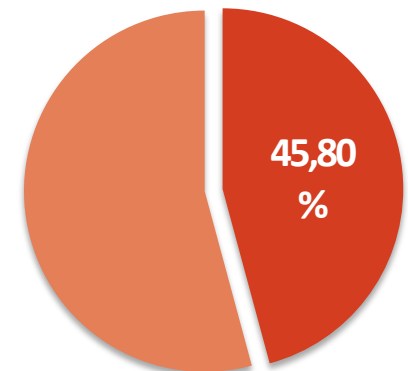
Freedom of expression (objective)



Perception of freedom of expression (subjective)



Perception gender equality



The 7 Dimensions

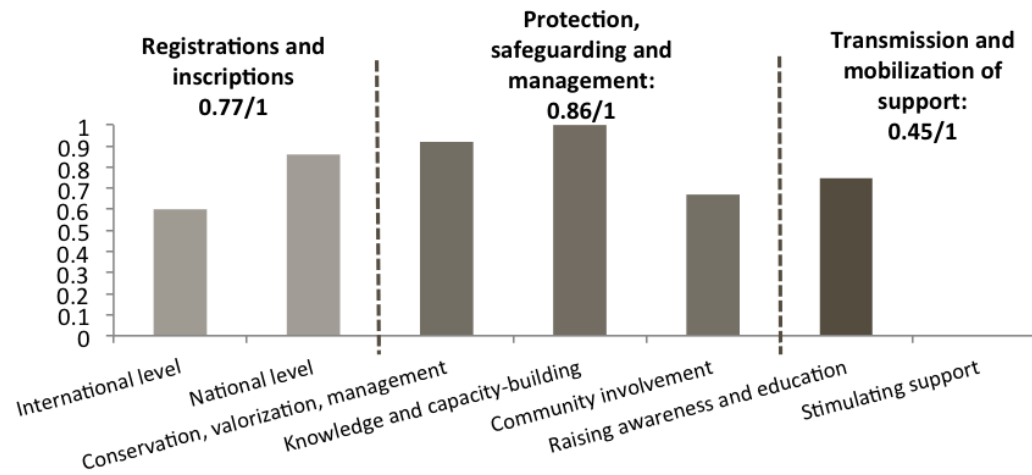
Heritage



→ *Public commitment to set up and enforce (standards, policies and measures to protect and promote heritage assets, ensuring access and its sustainability)*

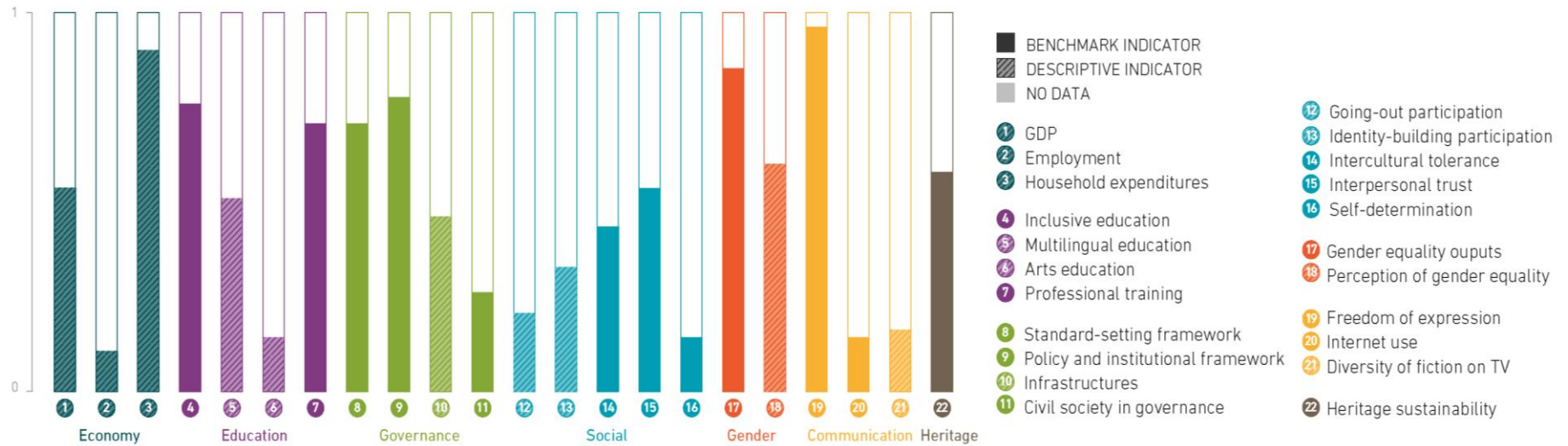
Index of development of a multidimensional framework for heritage sustainability

Final Result : 0.71/1



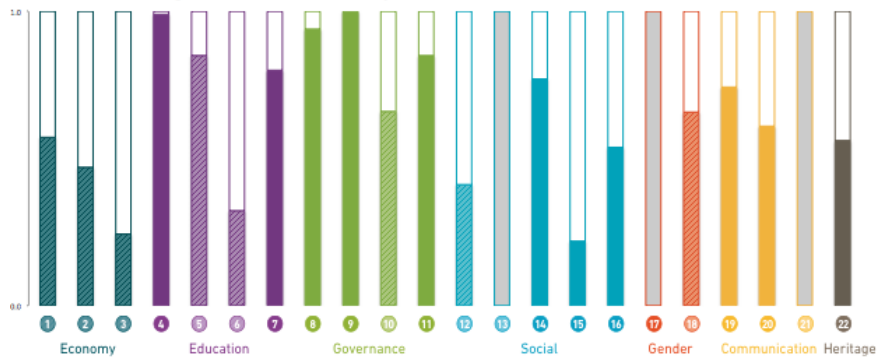
Source: UNESCO Phnom Penh; Ministry of Culture and Fine Arts (2014). Methodology: UNESCO CDIS

Culture for Development DNA

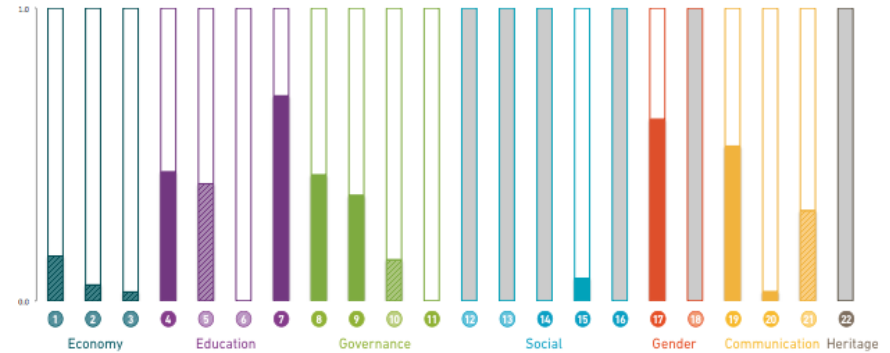


Comparative understanding : Bosnia, Cambodia, Colombia and Namibia

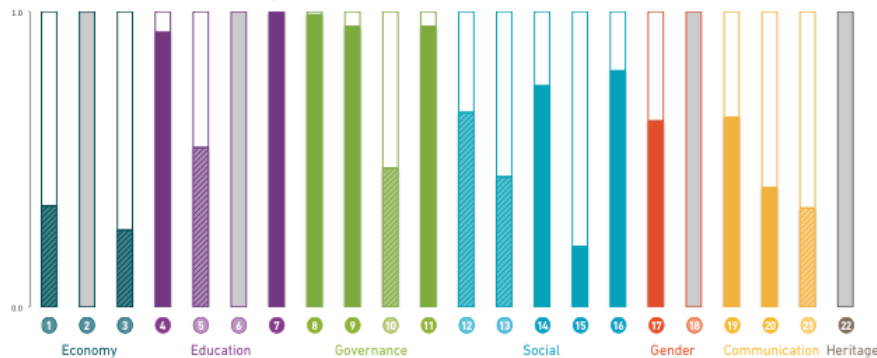
Bosnia and Herzegovina : Culture for Development DNA



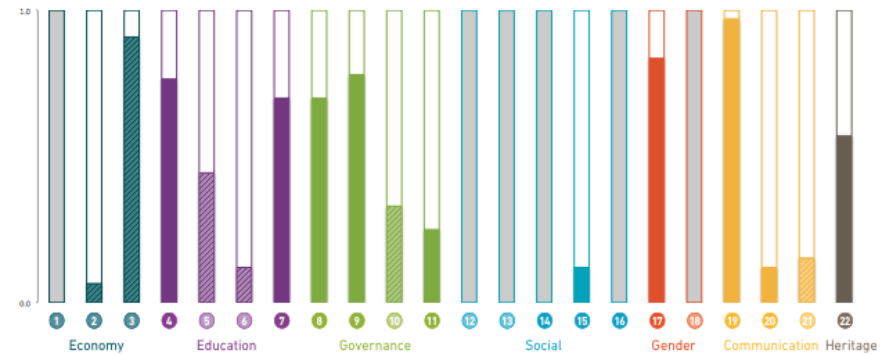
Cambodia : Culture for Development DNA



Colombia : Culture for Development DNA



Namibia : Culture for Development DNA



CDIS : a measurable basis driving real life policy impact

- **Informed cultural policies for development**
 - Informing the formulation of a Cultural Policy for **Cambodia**
- **Integration of culture in development strategies and plans**
 - Inclusion of culture in the next UNDAF (2014-2018) in **Namibia**
 - Integration of culture indicators in **Ecuador's** National Development Plan
 - On-going discussions between UN agencies regarding the integration of culture in the next UNDAF in **Ghana**
- **Strengthened national statistics and information systems**
 - Inclusion of culture questions in 2014 Multiple Indicators Cluster Survey in **Swaziland**
 - Informing the preparation of a a National Satellite Account for Culture in **Peru**
 - Inspired a larger research process led by the Ministry of Culture to measure the contribution of culture at the local level in **Colombia**

Products and tools

A NEW CHAPTER IN THE STORY OF CULTURE AND DEVELOPMENT.



Full Toolkit available for download on the CDIS Website:
en.unesco.org/creativity/cdis

CDIS Global Database

UNESCO CDIS DATABASE

Below are the results of the 22 core CDIS indicators.

Legend

N/A
A
•

Unable to construct the core indicator.

An alternative indicator has been constructed (see more in Country Technical Report)

The core indicator is under construction. Once validated, the final result will be included in the database.

CDIS Dimensions

CDIS Indicators

CDIS Dimensions	Economy			Education				Governance				Social Participation				Gender Equality		Communication			Heritage	
CDIS Indicators	Contribution of cultural activities to GDP	Cultural employment	Household expenditures on culture	Inclusive education	Multilingual education	Arts education	Professional training in the culture sector	Standard-setting framework for culture	Policy and institutional framework for culture	Distribution of cultural infrastructures	Civil society participation in cultural governance	Participation in going-out cultural activities	Participation in identity-building cultural activities	Tolerance of other cultures	Interpersonal trust	Freedom of self-determination	Gender equality objective outputs	Perception of gender equality	Freedom of expression	Access and internet use	Diversity of fictional content on public television	Heritage sustainability
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Max.	10%	10%	10%	1	100%	20%	1	1	1	1	100	100%	100%	100%	100%	10	1	100%	30	100%	100%	1
Min.	0%	0%	0%	0	0%	0%	0	0	0	0	0	0%	0%	0%	0%	0	0	0%	100	0%	0%	0
Bosnia and Herzegovina	5,72%	4,70%	2,43%	0,99	85,00%	6,45%	0,80	0,94	1,00	0,66	85,00	41,14%	N/A	77,03%	21,90%	5,38	A	65,77%	48,00	61,00%	A	0,56
Burkina Faso	N/A	2,14%	0,62%	0,09	42,00%	0,00%	0,70	0,95	1,00	0,55	96,25	N/A	N/A	88,70%	14,70%	4,91	0,55	45,80%	42,00	2,64%	27,30%	0,61
Cambodia	1,53%	0,54%	0,30%	0,44	40,00%	0,00%	0,70	0,43	0,36	0,14	0,00	N/A	N/A	N/A	7,70%	N/A	0,62	A	63,00	3,10%	23,66%	0,71
Colombia	3,41%	2,10%	2,75%	0,94	N/A	N/A	1,00	0,96	0,95	0,48	95,00	65,90%	44,10%	93,17%	20,50%	8,13	0,64	A	55,00	40,40%	33,50%	0,86
Ecuador	4,76%	2,20%	3,41%	0,97	62,50%	17,00%	0,70	0,96	0,95	0,56	0,90	8,40%	N/A	A	16,60%	6,78	0,89	A	N/A	31,40%	6,00%	0,84
Ghana	1,53%	0,03%	0,66%	0,57	40,00%	0,00%	0,60	0,79	1	0,46	92,50	N/A	N/A	75,76%	8,50%	7,14	0,34	45,73%	28,00	14,10%	24,69%	0,53
Montenegro	4,62%	3,12%	2,29%	0,99	91,11%	3,03%	0,70	0,88	0,82	0,31	65,00	N/A	N/A	N/A	N/A	N/A	A	48,67%	39,00	66,30%	4,14%	0,71
Namibia	N/A	0,65%	9,09%	0,77	44,40%	2,40%	0,70	0,70	0,78	0,33	25,00	N/A	N/A	A	12,00%	N/A	0,84	A	32,00	12,00%	12,15%	0,62
Peru	1,58%	3,33%	1,56%	0,97	33,33%	5,71%	0,70	0,78	0,50	0,46	N/A	A	A	89,30%	17,50%	7,09	0,82	77,02%	43,00	38,20%	A	0,65
Swaziland	N/A	1,85%	0,44%	0,72	50,00%	0,00%	0,30	0,42	0,75	0,36	68,75	N/A	N/A	A	9,00%	N/A	0,38	A	N/A	20,80%	32,43%	0,70
Uruguay	N/A	3,10%	3,08%	0,96	49,50%	9,67%	0,90	0,82	0,91	0,52	89,00	68,80%	67,30%	92,70%	30,90%	7,48	0,65	80,70%	26,00	51,40%	A	0,75
Viet Nam	N/A	N/A	N/A	0,76	46,29%	12,00%	1,00	0,81	1,00	0,66	95,00	A	N/A	57,13%	52,10%	6,70	0,69	53,43%	84,00	35,07%	46,83%	0,75

Available for download in the CDIS Toolbox at: en.unesco.org/creativity/cdis

Implementation Process

From 6 to 8 months

ROLES OF KEY PARTNERS AND STAKEHOLDERS WITHIN A COLLABORATIVE PROCESS

UNESCO CDIS Team; National leading partner; Local contractor(s); National Stakeholders

PREPARATORY PHASE

- > Building the country team
- > Mastering the CDIS methodology
- > Screening relevant data sources
- > Drafting a work plan
- > Presentation Workshop

DATA COLLECTION PHASE

- > Getting started
- > Collecting raw data
- > Processing data and constructing indicators
- > Drafting the Technical Report

DATA ANALYSIS PHASE

- > Developing infographics
- > Policy review
- > Drafting the Analytical Brief

RESULTS SHARING & ADVOCACY PHASE

- > Final Workshop
- > Finalizing the CDIS output products
- > Raising awareness and encouraging concrete policy developments

CDIS Roll out

Countries currently implementing CDIS

Montenegro
Serbia
Croatia
Moldova
Albania
Ivory Coast
Egypt
Mexico

Countries that have requested technical assistance :

Cuba
Ethiopia
Bolivia
Brazil
Kazakhstan
EU Eastern Partnerships
Programme *Culture and Creativity*

Serving the 2030 Agenda

More...unesco.org/creativity/cdis

Indicadores UNESCO de la Cultura para el Desarrollo en Perú



QUE UBIQUEN A

