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Report of the Institute for Statistics of the United Nations Educational, Scientific and Cultural Organization on selected activities of its cultural statistics programme

Note by the Secretary-General

In accordance with Economic and Social Council decision 2013/235, the Secretary-General has the honour to transmit the report of the Institute for Statistics of the United Nations Educational, Scientific and Cultural Organization on selected activities of its cultural statistics programme, which is presented to the Commission for information. The Commission is invited to take note of the report.

* E/CN.3/2014/1



Report of the Institute for Statistics of the United Nations Educational, Scientific and Cultural Organization on selected activities of its cultural statistics programme

I. Introduction

1. The present report on the status of the cultural statistics programme of the Institute for Statistics of the United Nations Educational, Scientific and Cultural Organization (UNESCO), prepared in accordance with Economic and Social Council decision 2013/235, provides updated information on recent developments in international cultural statistics. In particular, it provides information on the proposed new global survey of cultural employment statistics and progress towards its implementation. The report also presents information on the global implementation of the 2009 UNESCO Framework for Cultural Statistics,¹ focusing on two principal capacity-building activities: the handbook series and the programme of training workshops.

II. Background

2. UNESCO is the lead agency in the United Nations system for culture and the Institute for Statistics is the lead entity for global statistics on culture. In September 2008, the cultural statistics programme of the Institute developed a new strategy that focuses on three main lines of action — (a) the collection, analysis and dissemination of internationally comparable data on culture; (b) the development of new methodologies, standards and indicators in cultural statistics; and (c) training and capacity-building in cultural statistics — in the framework of collaborations and partnerships with national, regional and international governmental and civil society organizations.

3. With regard to the collection and dissemination of internationally comparable data, the Institute carries out a survey of feature film statistics on a biennial basis. In addition, it is expected that a new survey of cultural employment statistics will be launched in 2015 (see paras. 6-15 below). All statistical data on culture are available from www.uis.unesco.org.

4. With regard to the development of new methodologies, standards and indicators, the Institute publishes cultural statistics methodological documents, as well as analytical documents, in various formats, such as bulletins and information notes. It also collaborates with international agencies to support the improvement of international classifications.

5. With regard to training and capacity-building in cultural statistics, the Culture Unit of the Institute focuses on two primary activities: (a) carrying out regional training workshops; and (b) providing technical assistance to countries that request it.

¹ Available from www.uis.unesco.org/culture/Documents/framework-cultural-statistics-culture-2009-en.pdf.

III. New global survey of cultural employment statistics

6. The Institute is implementing a global survey of cultural employment statistics with the purpose of collecting and disseminating internationally comparable data on cultural employment and making available to countries, policymakers and other stakeholders the first global database of cultural employment data and indicators. In addition, analyses will be produced and disseminated in various formats.

7. It is anticipated that the data will be collected chiefly from national labour force surveys, which are the primary sources of labour statistics. The Institute will work closely with national statistical offices, which will, in most cases, be the primary respondents to the survey since they are the ones responsible for the management of these surveys.

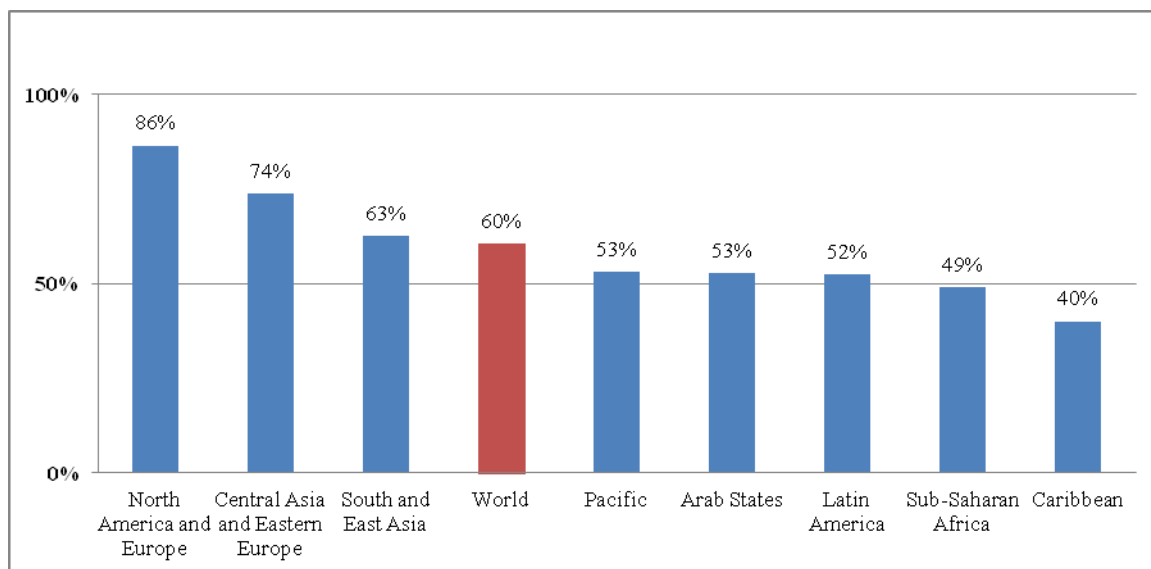
8. In 2009, the Institute identified the need to develop a second international survey of cultural statistics in addition to the biennial survey of feature film statistics. In order to assess the feasibility of developing a global survey and generating internationally comparable cultural data, the Culture Unit of the Institute commissioned four feasibility (scoping) studies in 2010 that examined the following subjects: (a) books statistics; (b) crafts statistics; (c) cultural employment statistics; and (d) festivals statistics. After reviewing the reports, it was decided to develop a global survey of cultural employment.

9. In June 2011, the Institute held an inter-agency meeting on cultural employment statistics in order to present and discuss the proposal for the development of a global survey of cultural employment statistics. The purpose of the meeting was twofold: the first objective was to share institutional experience in the area of labour statistics and employment data collection, and/or cultural employment data, methodology and related issues; the second objective was to discuss the potential for partnerships. Representatives from the following organizations attended the meeting: International Labour Organization (ILO), Eurostat, European Commission (ESSnet project), Organization for Economic Cooperation and Development, World Intellectual Property Organization and UNESCO.

10. From July 2011 to May 2013, the Institute worked in collaboration with a cultural economist who was commissioned to examine the methodological issues related to the production of comparable cultural employment data and to prepare an initial analysis of test data from selected countries. In order to ensure comparability of data, the survey uses the definitions of culture and of cultural domains contained in the 2009 UNESCO Framework for Cultural Statistics, as well as the cultural classification codes of the International Standard Industrial Classification (Rev.4) and the International Standard Classification of Occupations (2008), as identified in the Framework. In addition, it uses the ILO concepts and definitions for collecting labour statistics.

11. Between November 2012 and March 2013, the Culture Unit of the Institute sent a metadata questionnaire to 197 national statistical offices worldwide in order to gather detailed information about national sources of labour statistics (i.e. labour force surveys, population and household censuses, business surveys etc.). A total of 119 responses were received (equal to a response rate of 60 per cent). The response rate of the metadata questionnaire is illustrated, by region, in the figure below.

Figure
Metadata questionnaire response rates by region



12. An expert group on cultural employment statistics was established in March 2013. The expert group consists of nine specialists in the area of labour force statistics, cultural statistics and household survey methodologies from across the world. Members include representatives from Canada, Colombia, Estonia, Germany and the United States of America, and of Afristat, Eurostat, ILO and the UNESCO Culture Sector. The purpose of the group is to provide guidance during the development of the cultural employment survey. The first meeting of the expert group was held in Paris on 17 and 18 June 2013.

13. In November 2013, a pilot survey was sent to the national statistical offices of the following 20 countries: Australia, Brazil, Colombia, Costa Rica, Côte d'Ivoire, Fiji, Grenada, Mali, Mongolia, Morocco, Niger, Qatar, Russian Federation, Saudi Arabia, Serbia, Seychelles, South Africa, Sri Lanka, Thailand and Turkey. All participating countries were asked to submit their responses by the end of February 2014. The purpose of the pilot survey was to test and assess the proposed data-collection instrument and data-collection process, assess the availability and quality of data and understand the response burden on countries.

14. It is anticipated that the participating countries will meet to discuss the results of the pilot survey in the second quarter of 2014. Subsequently, the expert group on cultural employment statistics will meet to discuss any final issues and help finalize the survey instrument.

15. It is anticipated that the Institute will launch the first global collection of cultural employment statistics in the third quarter of 2015. Respondents will primarily be national statistical offices. It is anticipated that the survey will be administered on a biennial basis.

IV. Handbook series

16. In 2010, as part of its work on establishing global standards, norms and new methodologies in cultural statistics, the Institute established the 2009 UNESCO Framework for Cultural Statistics handbook series. The purpose of the series is to produce and disseminate methodological documents on selected topics related to the measurement of culture.

17. The first handbook in the series was published in 2012 and is entitled *Measuring the Economic Contribution of Cultural Industries: A Review and Assessment of Current Methodological Approaches*.² It provides a comprehensive review and assessment of existing methodologies.

18. The second handbook in the series, also published in 2012, is entitled *Measuring Cultural Participation*.³ The purpose of this handbook is to present a review of the fundamental conceptual and methodological issues surrounding the development of cultural participation surveys, provide an extensive review of recent surveys conducted globally and make recommendations on a core set of questions and issues.

19. The Institute is currently working on the production of two more handbooks. The first, tentatively entitled *Measuring the Economic Contribution of Cultural Industries: a Republic of Serbia Case Study*, is a follow-up report to the first handbook and presents the results of a model methodological approach for measuring the economic contribution of cultural industries using data from Serbia. The second handbook, tentatively entitled *Measuring Festivals*, will provide an overview of the key concepts and latest approaches used to measure festivals and proposes a model festival indicators framework. It is anticipated that these handbooks will be ready for publication in late 2014 or early 2015.

V. Programme of cultural statistics training workshops

20. The Culture Unit of the Institute established its programme of regional training workshops in 2009 with the aim of beginning the programme after the publication of the 2009 UNESCO Framework for Cultural Statistics. The training workshops are designed for professionals of ministries of culture and national statistics offices, as these institutions are the primary producers and users of cultural statistics. The schedule of workshops has been determined with a focus on supporting capacity-building in developing countries.

21. The objectives of the training workshops are (a) to provide training on the use and implementation of the 2009 UNESCO Framework for Cultural Statistics; (b) to

² Available from www.uis.unesco.org/culture/Pages/economic-contribution-culture-handbook-2012.aspx.

³ Available from www.uis.unesco.org/culture/Pages/fcs-measuring-participation-handbook.aspx.

provide training in selected cultural statistics topics; and (c) to support the development of professional networks in cultural statistics.

22. Since the publication of the 2009 UNESCO Framework for Cultural Statistics, seven training workshops attended by approximately 247 persons have been held. The table below provides a brief summary of the workshop-related activities carried out from 2009 to 2013.

Cultural statistics training workshops organized by the Institute for Statistics

<i>Region</i>	<i>Workshop location</i>	<i>Year</i>	<i>Participating countries</i>	<i>Number of countries</i>	<i>Number of participants</i>
Caribbean	Kingston	2009	Aruba, Barbados, Belize, Bermuda, Cuba, Grenada, Guyana, Haiti, Jamaica, Netherlands Antilles, Saint Kitts and Nevis, Suriname, Trinidad and Tobago	13	33
Francophone Africa	Dakar	2010	Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Comoros, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Gabon, Guinea, Madagascar, Mali, Niger, Senegal, Togo	17	48
Central Asia and Eastern Europe	Almaty, Kazakhstan	2010	Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Republic of Moldova, Russian Federation, Tajikistan, Turkmenistan, Ukraine, Uzbekistan	12	29
Pacific	Suva	2011	Cook Islands, Fiji, Palau, Solomon Islands, Papua New Guinea, Tonga, Tuvalu, Vanuatu, New Zealand	9	35
Anglophone Africa	Addis Ababa	2011	Angola, Botswana, Ethiopia, Ghana, Kenya, Malawi, Mozambique, Namibia, Nigeria, Seychelles, South Africa, Uganda, United Republic of Tanzania, Zambia, Zimbabwe	15	40
South-East Asia	Bangkok	2012	Bhutan, Brunei Darussalam, Cambodia, China, Indonesia, Lao People's Democratic Republic, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, Viet Nam	13	36
South and West Asia	New Delhi	2013	Afghanistan, Bangladesh, India, Iraq, Maldives, Nepal, Pakistan, Sri Lanka	8	26
Total				87	247

23. It is anticipated that the Institute will continue to hold cultural statistics training workshops in 2014 and 2015 in order to provide an opportunity for professionals from the remaining regions, Latin America and Arab States in particular, to participate.

VI. Conclusions

24. The new survey of cultural employment statistics will represent a significant step forward towards understanding the global trends in cultural employment and will contribute to the global measurement of the economic impact of the cultural sector. The Institute will produce the first database of internationally comparable cultural employment data and indicators that will support the work of numerous stakeholders, including government policymakers, academics and international agencies.

25. Both the handbook series and the programme of cultural statistics training workshops are initiatives of the Institute that have been designed to support the building of statistical capacity in cultural statistics for statisticians and officers of national statistical offices and ministries of culture worldwide. The Statistical Commission may wish to take note of the present report.
