2025 UNESCO Framework for culture statistics: a vision for the future

Culture Statistics 2030, Online Conference, Czech Republic

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#25YearsOfDataInsights

UNESCO Institute for Statistics (UIS)

- Statistical branch of UNESCO.

- Official and trusted source of internationally-comparable data on education, science, culture and communication.

- Producers of the data to fuel the policies and investments needed to transform lives and propel the world towards its development goals.

- Responsible for methodology and data production of all SDG 4, and selected SDG 9 and SDG 11.4 indicators.
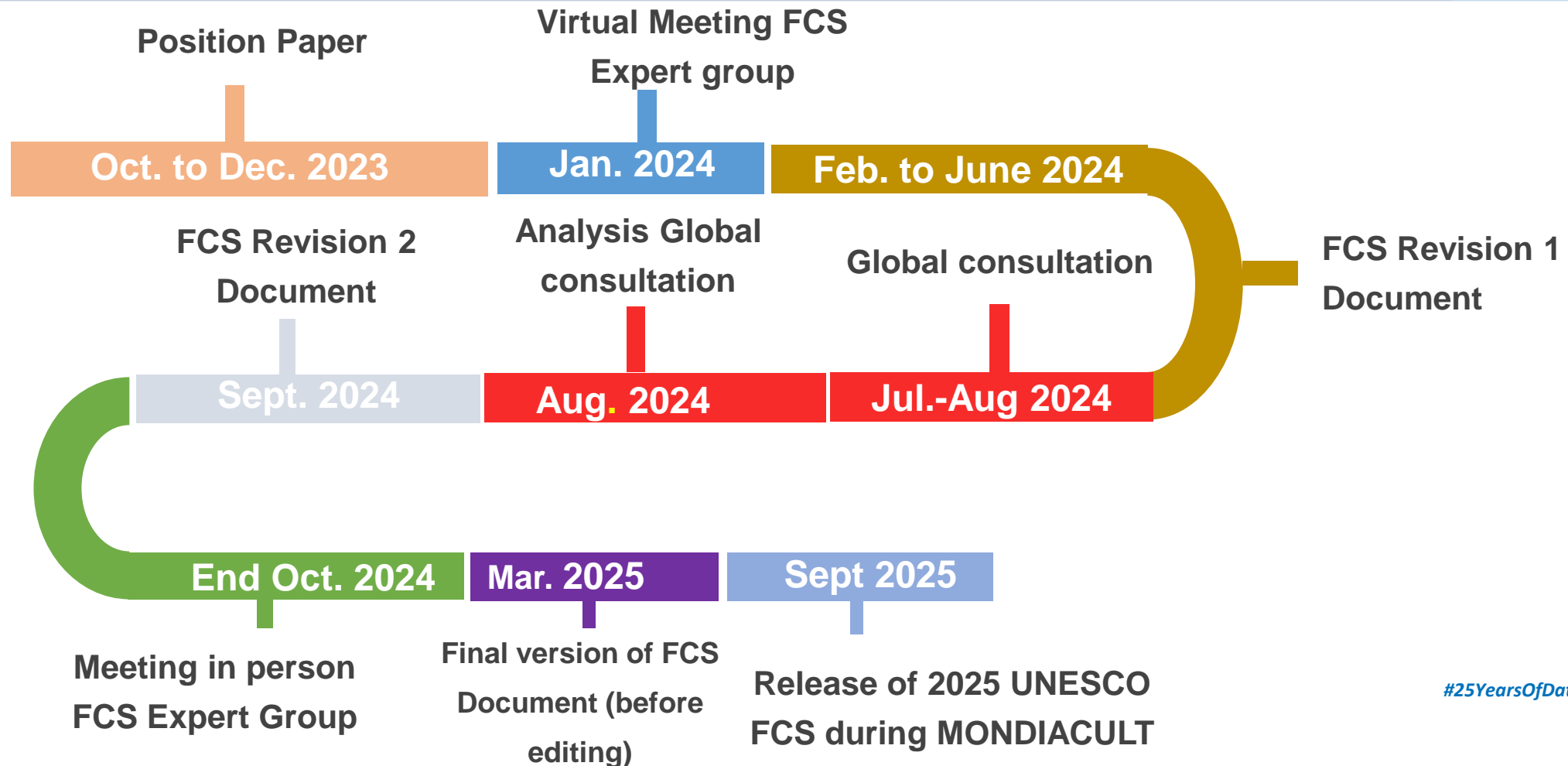
Revision process

The Need to Revise the 2009 UNESCO FCS

- It is 15 years old! It needs an update.

- Improve the usefulness and relevance of the standard for member states and other users.

- Reflect current and emerging global and national culture policy priorities (i.e. Mondiacult).

- Reflect current understanding of key concepts and definitions.

- Reflect the advancements in statistical measurement such as advances in data collection and data sources (i.e. surveys, administrative data, big data, data mining, generative AI).
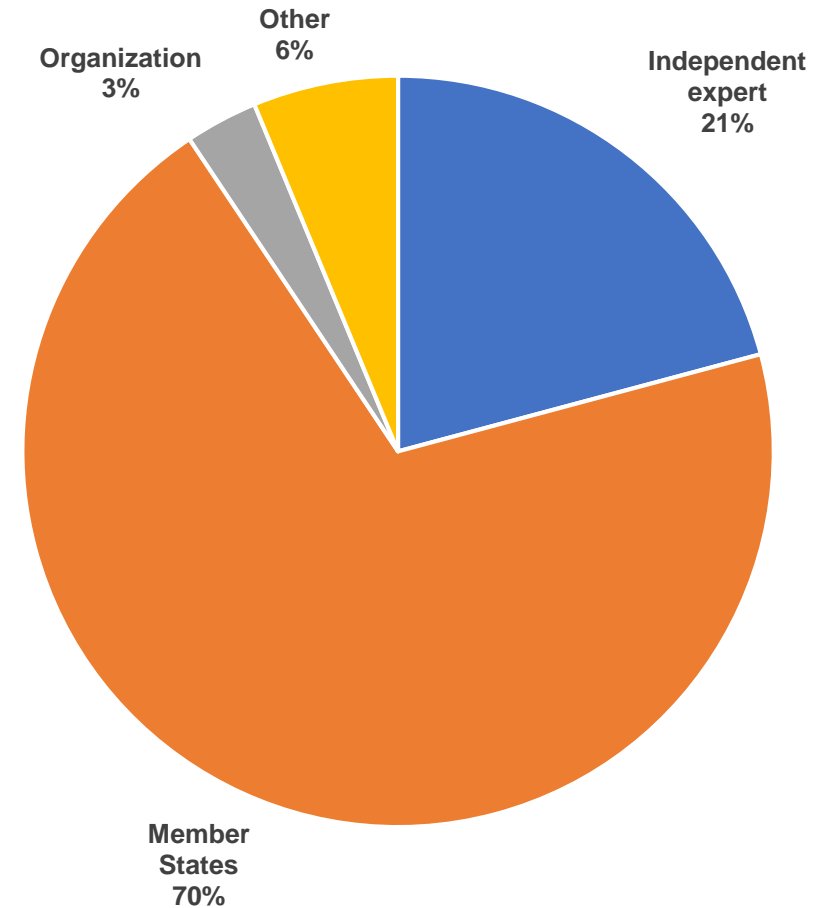
The Need to Revise the 2009 UNESCO FCS

- Consider new phenomena affecting the culture sector such as digitization and artificial intelligence technology.

- Improve on the guidance for the measurement of Cultural and Natural heritage.

- Improve on the guidance for the measurement Intangible Cultural Heritage.

- Improve on the guidance for the measurement of the social dimension of culture.

- Reflect the changes in current international classifications.

Timeline for the revision of the 2009 UNESCO FCS

Position Paper

Virtual Meeting FCS Expert group

| Oct. to Dec. 2023 | Jan. 2024 | Feb. to June 2024 |

FCS Revision 2 Document

Analysis Global consultation

Global consultation

FCS Revision 1 Document

| Sept. 2024 | Aug. 2024 | Jul.-Aug 2024 |

| End Oct. 2024 | Mar. 2025 | Sept 2025 |

Meeting in person FCS Expert Group

Final version of FCS Document (before editing)

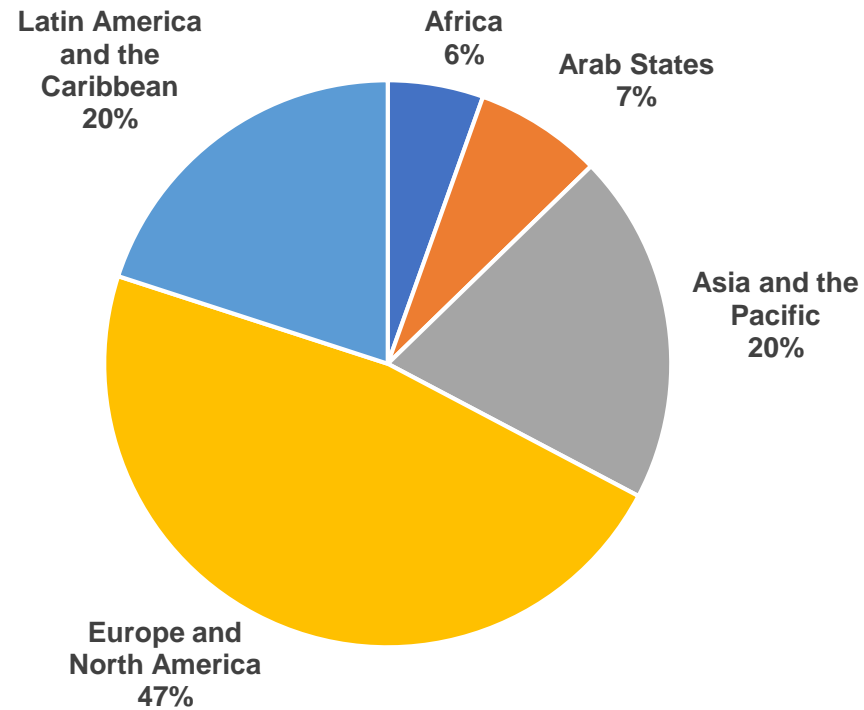**Release of 2025 UNESCO FCS during MONDIACULT**

Characteristics of the Global Consultation

- Conducted from the 11th of July 2024 to 23rd of August 2024

- Online open consultation on the Web : Open to experts around the world

- Targeted respondents:
  - Ministries of Culture and National Statistical Offices
  - UNESCO National Commissions, Permanent Delegations
  - Announced to social media network such as LinkedIn,
  - Some Expert Group members sent to their own networks and organizations

- **96 responses**
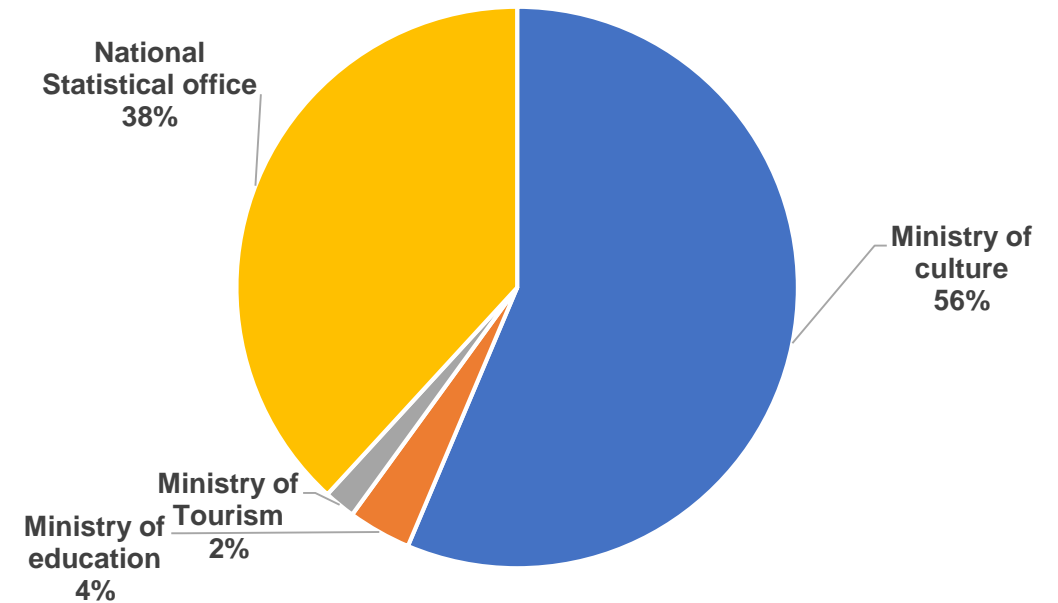
- **67 from Member States representing 55 countries**

Pie chart:
- Independent expert 21%
- Member States 70%
- Organization 3%
- Other 6%

Results of the Global Consultation

Member Respondents profile by region

Latin America and the Caribbean 20%
Africa 6%
Arab States 7%
Asia and the Pacific 20%
Europe and North America 47%

Member States Respondents profile by type

National Statistical office 38%
Ministry of culture 56%
Ministry of Tourism 2%
Ministry of education 4%

Main characteristics of the 2025 UNESCO FCS

The 2025 UNESCO FCS: Principles

❖ Establishes a **comprehensive analytical framework**, guiding statistical operations designed to identify, characterize, and measure how culture contributes to development.

❖ **Provides essential conceptual tools** to assist ministries of culture and national statistical offices in producing reliable and comparable cultural data.

❖ **Dynamic statistical tool** to keep abreast of changes in international standard classifications.

❖ To support the **development of indicators** and **analytical research** in the culture sector

The 2025 UNESCO FCS: 2 documents

Part 1: UNESCO FCS Conceptual document includes all concepts, definition and scope

- Measurement of the culture and creative ecosystem
- Update of domains and cultural cycle to reflect the most recent changes in the cultural production and practices
- To be updated at mid-long term

Part 2: Classifications guide to the UNESCO FCS: practical

- Identify all codes related to the culture and creative ecosystem using most recent international classifications: ISIC Rev. 5, HS 2022, EBOPS 2010, ISCO 2008, CPC 3, COFOG 1999, COICOP 2018, ICATUS 2016
- Provides the matrix between the cultural categories and the cultural value chain
- To be updated every 5 years to follow the revision of international classifications: ISCO 2028, COFOG, EBOPS 2026

Based on two pillars

Cultural and Creative Ecosystem

- Complex environment wherein artists, social groups, cultural communities, audiences, creative producers, and a broad spectrum of public and private intermediaries engage in various relationships to generate diverse forms of cultural and economic value

- First level of Division of CCE: Domains

Value generation model

- Space where artists, creative producers, social groups, communities, and audiences engage in the development of cultural practices

- Focus on 3 main value generation;
    - Creation/Production
    - Dissemination and/or Consumption
    - Preservation/Transmission

- A different model for each cultural and creative category when possible

- Identify all agents involved in the value generation

Towards the future

Implementation of the 2025 UNESCO FCS

Next steps for UIS

- Develop a capacity building strategy to support the use and adoption of the 2025 UNESCO globally and at national level

- Advocacy for its adoption at country level

- Support for countries that wish to adapt the UNESCO 2025 FCS at the national level to develop their national frameworks

Benefits of a National FCS

- Defines culture for statistical purposes

- Advocacy for the development of cultural statistics

- Is a technical roadmap to produce culture statistics

- Provides guidelines for the extraction of cultural data from existing data sources

- Sets out definitions and concepts for the harmonization of culture variables across data collection instruments

- Facilitates the production of comparable data

- Facilitates the systematic monitoring of national policies

Challenges for the future and research agenda

- The need to adopt other techniques for data collection / production due to the increased digitization in culture sector

- A vast amount of data in the private sector with limited or no public access

- Continuous improvement of national and international classifications to better capture cultural and creative practices, creation and production

- How to measure informal economy?

- To improve statistical tools for measuring social dimension of culture

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