FORMAT		
1. Name of resource	**Backstage - Managing Creativity and the Arts in South-East Asia**	
2. Location	https://unesdoc.unesco.org/ark:/48223/pf0000375664 (ENG) https://unesdoc.unesco.org/ark:/48223/pf0000378077 (LAO) https://unesdoc.unesco.org/ark:/48223/pf0000378294 (THA) https://unesdoc.unesco.org/ark:/48223/pf0000378490 (BAHASA INDONESIA) https://unesdoc.unesco.org/ark:/48223/pf0000378489 (KHMER) https://unesdoc.unesco.org/ark:/48223/pf0000378681 (VIET)	
3. Alternative location		
4. Author[s]	Sunitha Janamohanan, Sari Sasaki, Audrey Wong Wai Yen Contributors: Kai Brennert; Kamonrat Chayamarit; Jefferson Chua; Chanmaly Panyaphone; Sunitha Janamohanan; Cecil Mariani; and Tran Thi Thu Thuy	
5. Publisher/producer/ host	United Nations Educational, Scientific and Cultural Organization (UNESCO) and UNESCO Office in Bangkok	
6. Year	2021	
7. Suggested citation	UNESCO (2021). Backstage - Managing Creativity and the Arts in South-East Asia	
8. Languages in which available	English, Lao, Thai, Bahasa Indonesia, Khmer and Vietnamese	
9. Geographic area resource relates to	Southeast Asia, with global relevance, especially countries where Southeast Asian diasporas and communities are present	
10. Does the resource relate to a specific time frame?	No	
11. Type	Report	X
	Toolkit/Framework/Roadmap	
	Sign-post to other resource (database)	X
	Case studies	X
	Other	
12. If this is part of an initiative, what is the initiative?		
COLLECTIONS AND COLLECTIONS-BASED INSTITUTIONS		
13. Explicit links to	X	

	collections	
14. Explicit links to museums/libraries/archives	X	
15. Types of institutions the resource covers	**Museums**	X
	Archives	X
	Libraries	X
	Other	X
16. Does the resource relate to specific disciplines?	**Arts, humanities and social sciences: philosophy, psychology, religion, social sciences, law, politics, language, arts and recreation, architecture, literature, history, geography and ethnology, anthropology, archaeology**	X
	Science, natural history, technology, medicine, engineering, manufacturing	X
17. If no explicit links to collections, justification for inclusion		

HOW IT CONTRIBUTES TO SUSTAINABLE DEVELOPMENT

18. Collections-related activities the resource relates to (mark all that apply)

Develop collections to protect and safeguard wider cultural and natural heritage more effectively, for example by targeting collecting to threatened forms of heritage in strategic ways	X
Use collections to promote learning and educational opportunities that contribute to sustainable development more effectively, for example education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development and/or skills development relating to collections	X
Use collections to promote cultural participation/social inclusion more effectively, for example by reducing barriers to participation, to ensure no-one is 'left behind'	X
Use collections to promote sustainable tourism more effectively, for example by developing new products based on local cultural heritage, and/or considering the rights of stakeholder groups in relation to collections	X
Use collections to support research that contributes to sustainable development (including all forms of personal and self-directed research at all levels that make use of stored collections)	X

more effectively, for example by providing effective facilities, collections and information to meet researchers' needs	
Make decisions around collections that contribute to sustainable development more effectively	
i. employment (recruiting, staff training, staff safety)	X
ii. energy consumption, greenhouse gas emissions, reduction, monitoring and reporting	
iii. waste management and reduction of waste	
iv. transport (forms of transport, energy use)	
v. commercial activities including copyright and IP	X
vi. governance and management	X
vii. security, disaster preparedness and risk reduction	
Direct external leadership, partnerships and collaborations towards sustainable development more effectively, for example by developing impactful partnerships	X
19. Does the resource relate clearly to any international conventions (mark all that apply)?	
Culture conventions:	
1952, 71 Protection of Copyright and Neighbouring Rights	
1954 Protection of Cultural Property in the Event of Armed Conflict	
1970 Fighting Against the Illicit Trafficking of Cultural Property	
1972 Protection of the World Cultural and Natural Heritage	X
2001 Protection of the Underwater Cultural Heritage	
2003 Safeguarding of the Intangible Cultural Heritage	
2005 Protection and Promotion of the Diversity of Cultural Expressions	X
Rio Conventions:	
Convention on Biological Diversity (CBD), Convention to Combat Desertification (UNCCD), Framework Convention on Climate Change (UNFCCC)	
AIMS AND CONTENT	
20. What issues does the resource aim to address?	"The publication showcases the policy environments in which the creative sector is operating and concretely identifies areas in which exchanges and further development can be engineered to unleash the full potential of the sector. It also tells the stories of the twenty-nine organizations across the region, serving as examples of those who are on the front line of moving the sector forward." (P.4)
21. Intended audience of resource	Staff, professionals, personnel who are involved with the cultural and creative industries (CCI) in Southeast Asia
22. Process of development	The study that led to the publication of the resource started in 2019. Additional interviews were used to demonstrate how already discovered problems and challenges worsened during the COVID-19 pandemic. P.5 of the resource contains more background information.

23. Organisation/structure/contents	Background
	Case Studies
	       Education
	       Advocacy & Human Rights
	       Creative Experiments
	       Heritage & Archives
	       Promotion & Communication
	       Entrepreneurship
	CCI Numbers and Facts
	Country Briefs
	       Cambodia
	       Indonesia
	       Lao PDR
	       Malaysia
	       Myanmar
	       The Philippines
	       Singapore
	       Thailand
	       Viet Nam
	Recommendations
	Conclusions

FRAMEWORKS	
24. Framework structure	
25. Relevant policy considerations	Yes
26. Resources for implementation identified	Yes
27. Specific assessment points/indicators/milestones/action plan for monitoring	
28. ASPECTS OF SUSTAINABILITY COVERED BY RESOURCE (mark all that apply)	
People (social sustainability)	X
Planet (environmental sustainability)	
Prosperity (economic sustainability)	X
Peace	X
Partnerships	X
29. CROSS-CUTTING CONSIDERATIONS COVERED BY RESOURCE (mark all that apply)	
Gender perspectives	
North and South perspectives	X
HOW THE RESOURCE CONTRIBUTES TO AGENDA 2030 AND THE SDGs	

HOW AGENDA 2030 AND THE SDGs FEATURE IN THE RESOURCE	
30. SDGs and Agenda 2030 specifically mentioned?	Yes
31. SDGs specifically mentioned?	Yes, SDG 17
32. SDG targets specifically mentioned?	Yes, SGD target 17.9 'Enhance international support for implementing effective and targeted capacity building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation'
33. SDG indicators specifically mentioned?	
SDGs AND SDG TARGETS AND LINKAGES	
34. Comments on SDG linkages	This open-access resource helps users have a better understanding of the contemporary context, development, success, challenges in CCI and their sustainability and relevance in Southeast Asian countries and societies. Topics and contents presented are related to SDG targets 3.3 (flexibility in operation demonstrated in some featured organizations in response to the global COVID-19 pandemic). 3.4 (COVID-19 prompted organizations to incorporate well-being into their work), 4.3 (vocational education and short-term courses offers), 4.4 (education programmes that encourage development of creativity and entrepreneurship). 4.5 (facilitation of training and education related creativity and arts), 5.5 (highlight case studies on women's participation), 8.3. (stress on the importance of development and financial sustainability for small-medium-sized organizations, collectives and groups), 8.9 (connections among CCI and local opportunities and cultures), 9.1 (highlight infrastructure's and hardware's significance to CCI in Southeast Asia), 10.2 (promotion of inclusion and empowerment through CCI), 11.4 (safeguard intangible and tangible cultural heritage), 11.7 (inclusive and accessible space). 11.A (support links and connections in different regions and parts of the countries), 16.7 (participatory decision-making), 17.9 (stress on North-South and South-South cooperation) and 17.16 (encourage greater partnership for sustainable development in developed and developing countries).
35. SDGs and SDG targets the resource helps advance	
SDG 3: Ensure healthy lives and promote well-being for	Collection development that can contribute to programmes

all at all ages 3.3 By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases	addressing AIDS, tuberculosis, malaria and/or neglected tropical diseases, combat hepatitis, water-borne diseases and other communicable diseases. Number of educational programmes addressing these subjects. Number of targeted educational and participatory programmes for marginalized and at-risk groups.
SDG 3: Ensure healthy lives and promote well-being for all at all ages 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being	Plans, policies and procedures in place for the safe use of collections, notably in relation to chemical, physical, biological and other forms of hazard. Proportion of users of collections facilities reporting positive well-being during and as a result of activities relating to collections. Number and proportion of programmes relating to collections that incorporate wellbeing considerations and perspectives. Number of targeted programmes drawing on collections that address issues relating to non-communicable diseases, supporting prevention and treatment.
SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all 4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university	Number of learning programmes in schools, colleges and universities that make use of collections. Proportion of learning programmes in schools and colleges making use of collections that prioritise disadvantaged areas. Gender balance of students in learning programmes. Number of programmes using collections that aim to encourage people to participate in education in schools, colleges and universities.
SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all 4.4 By 2030, substantially increase the number of youth and adults who have	Number of young people and adults in skills-development activities and programmes drawing on collections, for employment, decent jobs and entrepreneurship Increase in number of young people and adults in such programmes

relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship	Number and proportion of staff who have received training in the last year, to better support their contribution to the SDGs.

Programs and processes to ensure the availability of a skilled workforce. (GRI)

Average hours of training per year per employee by gender, and by employee category. (GRI)

Total estimated number of individuals receiving training from the company as a result of the initiative. (e.g. employees, suppliers, distributors) (Business Call to Action) |
| **SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**
4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations | Number of educational and/or training programmes drawing on collections directed to meet the particular needs of persons with disabilities.

Number of educational and/or training programmes drawing on collections directed to meet the particular needs of Indigenous peoples' groups.

Number of educational and/or training programmes drawing on collections directed to meet the particular needs of children in vulnerable situations. |
| **SDG 5. Achieve gender equality and empower all women and girls**
5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life | Number and proportion of women included in programmes, partnerships and processes relating to collections and collection-based institutions at
i. foundation/entry levels
ii. intermediate levels
iii. senior levels, including management, leadership and decision-making. |
| **SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**
8.3 Promote development-oriented policies that | Development-oriented policies in place for the range of activities, or development-oriented considerations are included in other policies.

Number of micro-, small- and medium-sized enterprises |

support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services	supported. Number and proportion of formalised arrangements with micro-, small- and medium-sized enterprises. Total value of financial services or financial support provided to micro-, small and medium-sized enterprises.
SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	Numbers of jobs created or supported that relate to sustainable tourism drawing on local products (e.g. craft producers). Develop and implement plans to reduce and remove negative impacts of tourism. Numbers of activities and/or products drawing on local culture. Value to artisans and source communities of activities and products drawing on local culture.
SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation 9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all	Development of research-useful collections to support reliable, sustainable and resilient use by researchers and others. Number and proportion of collections facilities and stores that support economic development and human well-being. Number and proportion of collections facilities and stores that provide affordable and equitable access for all. Investment in collections facilities. Inclusion of collections information in regional and transborder initiatives, notably via digital access for discoverability.
SDG 10. Reduce inequality within and between countries 10.2 By 2030, empower and	Collections development to ensure that collections effectively meet the needs of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or

promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	other status. Numbers and proportions of people making use of collections in relation to the demographic of the local population Numbers and proportions of people involved in focused programmes aimed at promoting social, economic and political inclusion Numbers and proportions of people from different demographic groups involved in decision-making processes relating to collections and collections-based institutions Number and types of partnerships that build relationships with marginalized groups, individuals and communities.
SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable 11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage	***11.4.1 Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage*** Plans, policies and procedures in place for the safe use of collections for a variety of purposes, protecting and safeguarding both collections and those who use them. Plans, policies and procedures in place for the identification, safeguarding and protection of cultural and natural heritage at risk. Collecting programmes in place to protect, safeguard and make use of cultural and natural heritage, addressing the needs of communities and stakeholders, and ensuring that collections can be an effective resource for sustainable development. Number and diversity of educational, awareness-raising, research programmes, and partnerships that aim to strengthen protection of cultural and natural heritage.
SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable 11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in	Numbers of people accessing collecting institutions from different demographic groups, notably women, children, older people and persons with disabilities. Increases in numbers of people accessing collecting institutions from different demographic groups.

particular for women and children, older persons and persons with disabilities	
SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable 11.A Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning	Considerations of regional economic, social and environmental trends and risks incorporated into collecting institutions' planning. Participation in local and regional planning, to foster access to services, cultural participation, prevent exclusion, and support equitable urbanisation. Ensure data collection and metrics can be useful for planning in conjunction with other sectors and between urban and rural areas. Number of outreach and other activities that promote awareness and accessibility of collecting institutions in urban and rural areas, and that promote awareness of regional development plans and risks, with opportunities for people and communities to input into such plans.
SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. 16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels	*16.7.1 Proportions of positions (by sex, age, persons with disabilities and population groups) in public institutions (national and local legislatures, public service, and judiciary) compared to national distributions* *16.7.2 Proportion of population [audience/users/non-users] who believe decision-making is inclusive and responsive, by sex, age, disability and population group* Decision-making addresses societal, environmental and economic challenges related to the community, considering short-term and long-term risks and opportunities. Decision-making draws on diverse backgrounds, viewpoints and interests, reflecting a broad base of stakeholders, and working to promote inclusion and provide effective services for all of society.
SDG 17. Partnerships for the goals 17.9 Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the	Number and diversity of international capacity-building activities to aid implementation of each and all of the SDGs. Number and diversity of North-South, South-South, and/or triangular co-operations and partnerships to aid implementation of each and all of the SDGs.

Sustainable Development Goals, including through North-South, South-South and triangular cooperation					
SDG 17. Partnerships for the goals 17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries		Number and/or increase in number, and diversity of global and international multi-stakeholder partnerships that share collection-related knowledge, expertise, technology and financial resources to address the SDGs, or that otherwise involve collections-based organisations and institutions. Number and/or increase in number, and diversity of global and international multi-stakeholder partnerships involving developing countries that share collection-related knowledge, expertise, technology and financial resources to address the SDGs			
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	