



United Nations  
Educational, Scientific and  
Cultural Organization

10 June 2021

Ref.: CL/4357

Subject: **Call for nominations –2021 UNESCO-Bangladesh “Bangabandhu Sheikh Mujibur Rahman” International Prize for the Creative Economy**

Sir/Madam,

I am pleased to invite your Government to submit nominations for the 2021 edition of the UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy.

The purpose of the Prize is to recognize and reward innovative projects or programmes undertaken by an individual, institution, entity or non-governmental organization to promote entrepreneurship in the creative economy by young people starting from the age of 16.

Created in 2020 following the decision of the UNESCO Executive Board (210 EX/15), and named after Bangabandhu Sheikh Mujibur Rahman, Father of the nation of Bangladesh, the Prize will be awarded for the first time in 2021.

The Prize winner shall receive a monetary award of US \$50,000.

The nominations must be submitted, in English or French, by midnight on **21 July 2021** at the latest (Paris time, UTC+2) through the 2005 Convention's website (dedicated page for the Prize).

Please find, enclosed, the Statutes of the Prize (Annex I) and the concept note of the first call for nominations (Annex II).

The Secretariat of the Prize, at the Entity for the Diversity of Cultural Expressions (e-mail: [creativeeconomyprize@unesco.org](mailto:creativeeconomyprize@unesco.org)), is at your disposal for any further information you may require.

Please accept, Sir/Madam, the assurances of my highest consideration.

Yours sincerely,

A handwritten signature in cursive script, appearing to read 'Audrey Azoulay'.

Audrey Azoulay  
Director-General

Enclosures: 2

cc: National Commissions for UNESCO  
Permanent Delegations to UNESCO

**ANNEX I****STATUTES OF THE UNESCO-BANGLADESH BANGABANDHU SHEIKH MUJIBUR RAHMAN  
INTERNATIONAL PRIZE FOR THE CREATIVE ECONOMY****Article 1 – Purpose**

1.1 The purpose of the UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy is to recognise and reward exceptional initiatives of an individual, institution, an entity or non-governmental organization which/who, devised and delivered innovative projects or programmes that promote youth entrepreneurship, with the age starting at 16 in line with the United Nations definition in this regard, in the creative economy.

1.2 The objective of the Prize is in conformity with UNESCO's policies and is related to the Programme of the Organization in the field of Culture. The Prize contributes to Strategic Objective 8 of UNESCO's Medium-term Strategy 2014-2021 (37 C/4), to the "UNESCO Priority Gender Equality Action Plan 2014-2021" (GEAP II) and to the "UNESCO Operational Strategy on Youth (2014-2021)".

**Article 2 – Designation, amount and periodicity of the Prize**

2.1 The Prize shall be entitled the UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy ("the Prize").

2.2 The Prize shall be funded by the People's Republic of Bangladesh ("the Donor") and shall consist of a recurrent payment of US \$150,000 (one hundred and fifty thousand US dollars) which shall be paid on a biennial basis, at the latest three months before the opening of the call for nominations for the Prize. The cash value of the Prize shall be US \$50,000, as determined by the Director-General in consultation with the Donor on the basis of the contribution received, the interest on the sum deposited in the special account, in accordance with the Financial Regulations of UNESCO, and the charges to be borne by the account for the cost of administering the Prize.

2.3 All funds received and the interest accrued thereon shall be kept in a special interest-bearing account for the Prize (see Financial Regulations in Annex 2).

2.4 The full staff support and operating/management costs of the Prize, including all costs related to the award ceremony, the meeting of the International Jury and public information activities, estimated at US \$100,000 (one hundred thousand dollars) shall be fully covered by the Donor. To this end, the Director-General will determine a mandatory management cost amount to be applied and charged against the funds of the Special Account, which is to be established under the financial regulations for the Prize.

2.5 The Prize shall be awarded on a biennial basis, initially for three iterations of the Prize. There shall only be one winner of the Prize at each iteration. There shall be no honourable mentions, but a list of up to ten runners-up shall be announced after the announcement of the winner.

**Article 3 – Conditions/Qualifications of candidates**

3.1 Candidates shall have made a significant contribution to the creative economy by devising and delivering innovative initiatives that promote youth entrepreneurship, with the age starting at 16, in the creative economy.

3.2 Initiatives, projects or programmes that focus on building the capacity and participation of women or disadvantaged groups, particularly from diaspora or migrant communities, are particularly encouraged.

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3.3 Prizes may be conferred upon individuals, institutions, other entities or non-governmental organizations. Individuals shall have had a significant impact through their body of work, i. e. with several initiatives or organisations over a period of time.

**Article 4 – Designation/Selection of the Prize-winner**

4.1 The Jury shall be guided in its recommendation by the innovative nature and/or proven impact of the initiatives put forward in the nominations. Particular attention will be given to initiatives that:

- Address gender inequality in access to labour markets in cultural and creative industries;
- Build capacities in creative entrepreneurship among migrant and diaspora communities to foster wider cultural exchange.

4.2 The prize-winner shall be selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by the jury.

**Article 5 – Jury**

5.1 The Jury shall consist of five independent members, being personalities with a recognized reputation in the fields covered while also taking into consideration the need for equitable geographical distribution, gender equality and the principle of non-payment of honoraria.

5.2 The jury members shall be appointed by the Director-General for two-year periods, for a maximum period of six years.

5.3 Representatives and alternatives of Members of the Executive Board cannot be appointed as jurors.

5.4 Jurors involved in a real or potential conflict of interest shall recuse themselves from further deliberations or be asked by the Director-General to do so. The Director-General may replace members of the jury for this reason.

5.5 The Jury shall elect its own chair and deputy chair. A quorum of three jurors present will be required for jury deliberations to proceed. The working languages for deliberations by a jury shall be English and French.

5.6 Members shall receive no remuneration for their work, but will receive allowances for travel and accommodation, where required.

5.7 The Jury shall conduct its business and deliberations in conformity with these Statutes and shall be assisted in the performance of its task by a member of the UNESCO Secretariat designated by the Director-General. Decisions shall be taken by consensus to the extent possible, and otherwise by secret ballot until a simple majority is obtained. A member shall not take part in a vote concerning a nomination from his or her country.

5.8 The Jury shall meet at least once, digitally, every other year.

5.9 The Jury shall send an assessment of nominations and accompanying recommendations to the Director-General of UNESCO at least two months before the award ceremony.

**Article 6 – Nomination of candidates**

6.1 When UNESCO has received the funding for the Prize, as indicated in Article 2 above, the Director-General of UNESCO shall officially invite the submission of nominations to the Secretariat of the Prize by a date no earlier than four weeks and no later than eight weeks after the date on which the period for nominations for the Prize opened, by the governments of Member States in

consultation with their National Commissions, as well as by international, regional, or national professional, academic and non-governmental organizations active in the field of the creative economy, including non-governmental organizations maintaining official partnerships with UNESCO.

6.2 Nominations shall be submitted to the Director-General by:

- (a) the governments of Member States, in consultation with their National Commissions, and relevant Ministries working in the field of the creative economy, and/or
- (b) international, regional, or national professional, academic and non-governmental organizations active in the field of the creative economy, including non-governmental organizations maintaining official partnerships with UNESCO.

A self-nomination cannot be considered.

6.3 Each nomination shall be accompanied by a written recommendation, which shall include, in English or French, *inter alia*:

- (a) a description of the candidate's background and achievements;
- (b) a summary of the work or the results of the work, publications and other supporting documents of major importance, submitted for consideration;
- (c) a detailed description demonstrating how the candidate's initiative contributes to the Prize's objectives.

#### **Article 7 – Procedure for awarding of the Prize**

7.1 The Prize shall be awarded by the Director-General at an official ceremony held for that purpose at UNESCO Headquarters. The first award ceremony may be held on the occasion of UNESCO's 41st General Conference in November 2021 and subsequent award ceremonies may be held on the occasion of the Conference of Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. UNESCO shall present to the prize-winner a check for the amount of the Prize. UNESCO shall officially announce the name of the prize-winner.

7.2 A list of up to ten runner-ups shall be established by the Jury and be made public after the announcement of the prize-winner.

7.3 The prize-winner, if possible, shall give a presentation on a subject relevant to the work for which the prize has been awarded. Such a presentation shall be organized during or in connection with the Prize ceremony.

7.4 The work produced by a person since deceased shall not be considered for a Prize. If, however, a prize-winner dies before he/she has received the Prize, then the Prize may be presented posthumously.

7.5 Should a prize-winner decline the Prize, the jury shall submit a new proposal to the Director-General.

#### **Article 8 – Sunset clause – mandatory renewal of the Prize**

8.1 Six months prior to the agreed end of the term of the Prize, the Director-General of UNESCO together with the donor will undertake a review of all aspects of the Prize and decide about its continuation or termination. The Director-General will inform the Executive Board of UNESCO about the results of this review.

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8.2 In case of termination of the Prize, any unspent balance of funds shall be returned to the Donor unless otherwise agreed, in accordance with the Financial Regulations of the Special Account for the Prize.

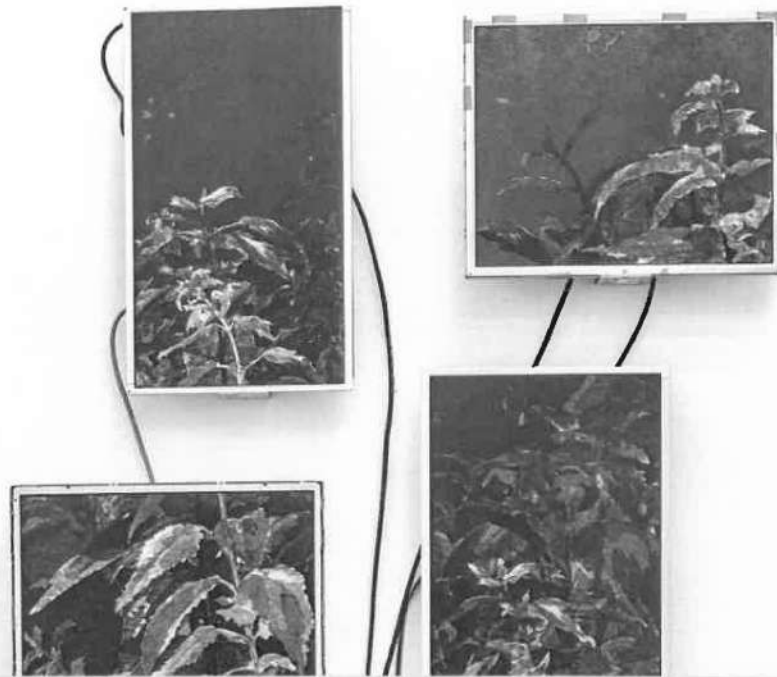
**Article 9 – Appeals**

No appeals shall be allowed against the decision of UNESCO with regard to the award of the Prize. Proposals received for the award of a Prize may not be divulged.

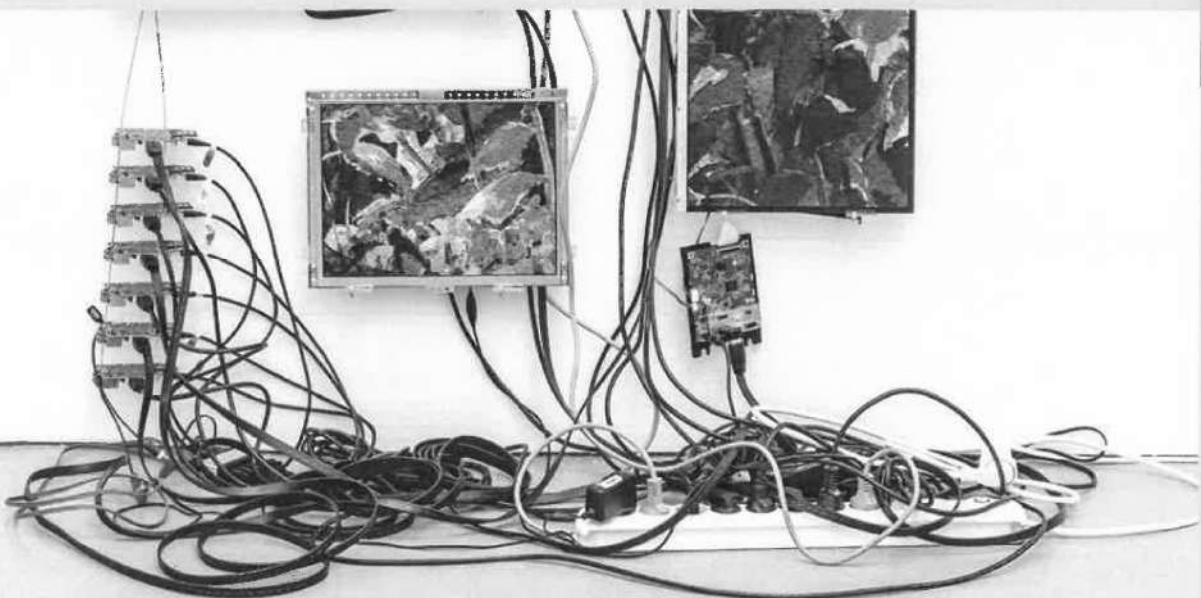
**Article 10 – Amendments to the Statutes of the Prize**

Any amendment to the present Statutes shall be submitted to the Executive Board for approval.

ANNEX II



**UNESCO-Bangladesh  
Bangabandhu Sheikh Mujibur Rahman  
International Prize for the Creative Economy**





## BACKGROUND

The UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy was created in 2020 to recognise and reward exceptional initiatives of an individual, institution, an entity or non-governmental organization which/who devised and delivered innovative projects or programmes that promote youth entrepreneurship, with the age starting at 16.

The Prize, generously supported by the People's Republic of Bangladesh, bears the name of Bangabandhu Sheikh Mujibur Rahman in honour of the Father of the nation of Bangladesh, on the centenary of his birth.

The US \$50,000 Prize will be awarded on a biennial basis, initially for three iterations of the Prize. The first award ceremony will be held on the occasion of UNESCO's 41st General Conference in November 2021 and subsequent award ceremonies will be held on the occasion of the Conference of Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

## What is the Creative Economy?

The creative economy is a reflection of the remarkable innovation and creativity inherent in the world's most remarkable natural resource: its people. Every society, culture and country have an abundance of this resource. However, it would be critical to stimulate, release, train and empower people's creativity, to see it flourish and prosper.

The creative economy includes sectors such as cinema/audio-visual, design, media arts, music, performing arts, publishing, and visual arts.

In the 21st century, the creative economy has become closely aligned with technological innovation, providing content for platforms and new products. At the same time, technology provides new mechanisms through which both content and products can be shared and traded.

The year 2021 has been designated by the United Nations General Assembly as the International Year of Creative Economy for Sustainable Development in recognition of the role of the creative economy in creating full and productive employment and decent work, supporting entrepreneurship, creativity and innovation, encouraging the formalization and growth of micro-, small and medium-sized enterprises, stimulating innovation, empowering people, promoting social inclusion, and reducing poverty. UNESCO has been supporting the emergence of strong and dynamic cultural and creative industries through its 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.



# The Call for Nomination

## Who may submit nominations for the Prize?

According to Article 6.2 of the Statutes of the Prize, nominations can be submitted by:

- Governments of UNESCO Member States, in consultation with their National Commissions for UNESCO, and relevant Ministries working in the field of the creative economy
- NGOs maintaining official partnerships with UNESCO
- International, regional or national professional, academic and non-governmental organisations active in the field of the creative economy

Self-nominations will not be considered.

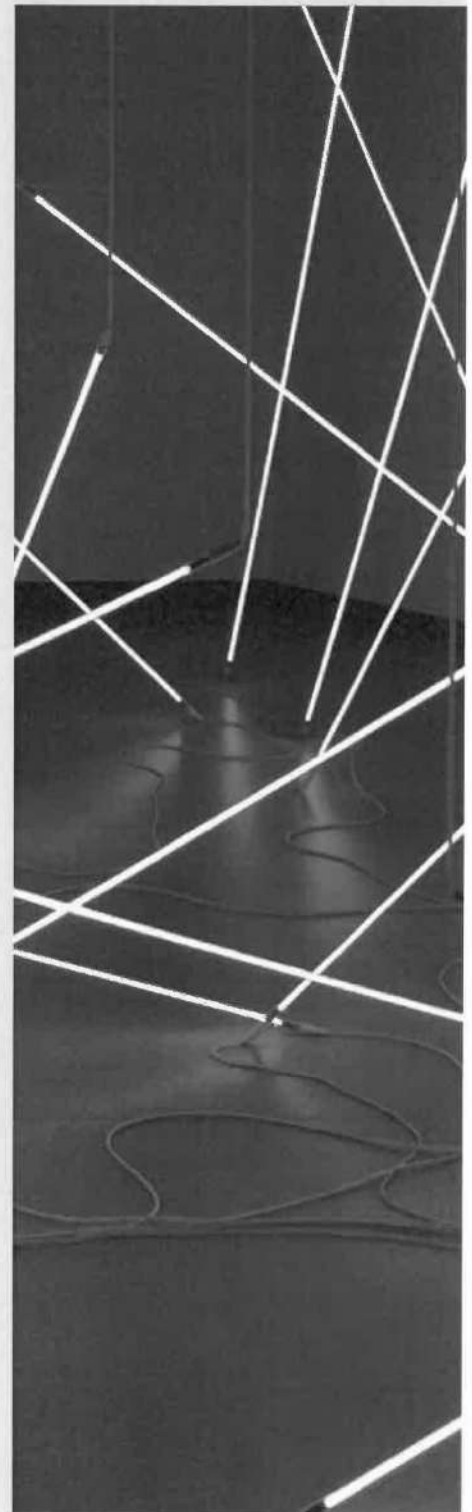
## Who is eligible?

In conformity with Article 3, the Prize is open to:

- Individuals, institutions, organisations, entities, and non-governmental organisations (NGOs) that have made a significant contribution to the creative economy by devising and delivering innovative initiatives that promote youth entrepreneurship in the creative economy

Initiatives, projects and programmes that focus on building the capacity and participation of women or disadvantaged groups, particularly from diaspora or migrant communities, are particularly encouraged.

Work produced by a deceased person will not be considered in accordance with the article 7.4 of the Statute.





# How to apply

Nominations shall be submitted in  
**English** or in **French** to  
the Secretariat of the Prize through  
the **UNESCO website** by  
**21 July 2021:**

[Apply here for nomination, UNESCO-Bangladesh Prize](#)

## **Each nomination should include:**

1. A description of the nominee's background and the achievements of the initiative;
2. A detailed description demonstrating how the nominee's initiative contributes to the Prize's objectives;
3. Supporting documents (photos, video testimonies from beneficiary of the programme, reports);
4. Endorsement letter from the National Commission for UNESCO, where applicable.



# What is UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions?

The 2005 Convention provides a framework for **informed, transparent and participatory** systems of governance for culture. It recognises the dual nature, both cultural and economic, of contemporary cultural expressions, and the significant contributions that the cultural and creative industries make to sustainable, inclusive growth, and the reduction of social inequality (through both access and participation). As such, it is a key global tool in achieving the 2030 Sustainable Development Agenda.

It is a legally binding international **agreement** that ensures artists, cultural professionals, practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of creative and cultural goods, services and activities, including their own. Recognizing that culture can no longer be just a by-product of development, but rather the mainspring for sustainable development, the 2005 Convention ushers in an **international framework** for the governance and management of culture.

The 2005 Convention is closely linked to the **creative economy** and creates a framework within which international "trade" in creative and cultural goods and services can thrive, in ways which are **sustainable – environmentally, culturally, creatively, and economically – and equitable.**





### Why is the creative economy important?

Today, the creative economy generates US\$2.25 trillion in revenue and employs more than 29.5 million people globally. It remains the fastest growing sector in many economies, providing a significant rate of return for governments that deploy appropriate policy tools to stimulate creativity and the sector's development.

### Why is the creative economy important for the economic, social and cultural development of youth, women and disadvantaged communities?

Important as this is, its impact is not just economic, but also cultural, environmental and social. It is, in relative terms, a **green sector** of the economy, at the heart of many social enterprises.

It is also a sector that already provides significant career opportunities for **young people, women and disadvantaged communities**.

It is reliant upon the ability to create narratives that stimulate, thrill and engage audiences. It successfully uses **technology** to extend the reach of traditional art forms, creating new audiences and new opportunities. It challenges, informs and extends both human discourse and understanding.

## What is creative entrepreneurship?

Creative entrepreneurship is one of the engines of the **creative economy**. It is the aptitude, energy and skills base, that – together with creativity – underpins the success of the creative sector.

Creative entrepreneurs inhabit every sector of the creative economy. They provide **business skills and analysis** to creative endeavours, bringing them out of the sphere of personal reflection and expression, into the public domain and marketplace. Creative entrepreneurs have long been an integral part of the creative economy, working with creative talent to find new opportunities and new markets. They are as critical to the sector's success as creative talent. Like creative talent, their instincts need to be nurtured and honed, to allow them to create a path to success.

The UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy seeks to highlight **best practice** and reward exceptional achievement in training programmes and other interventions that raise the skill level of creative entrepreneurs.

# SUSTAINABLE DEVELOPMENT GOALS

The UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy seeks to promote the creative economy and creative entrepreneurship as key vectors in achieving sustainable development. The Prize contributes to the achievement of the following Sustainable Development Goals.



Target 4.3 - By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

Target 4.4 - By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Target 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



Target 5.a - Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws

Target 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



Target 8.2 - Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

Target 8.3 - Promote development-oriented policies that 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

Target 8.5 - By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

Target 8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products



# Selection procedure

In accordance with Article 5, a Jury consisting of **five independent members**, being personalities with a recognized reputation in the field of the creative economy, shall be appointed by UNESCO's Director-General.

The Prize-winner shall be selected by UNESCO's Director-General on the basis of the assessments and recommendations made to her by the Jury.

The Jury shall be guided in its recommendations by the innovative nature and/or proven impact of the initiatives put forward in the nominations. Particular attention will be given to initiatives that:

- Address gender inequality in access to labour markets in cultural and creative industries
- Build capacities in creative entrepreneurship among migrant and diaspora communities to foster wider cultural exchange.

All incomplete submissions will not be considered.

## Calendar

**4 June 2021**

**Launch of the Call for Nominations**

**21 July 2021**

**Closing of the Call for Nominations**

**November 2021**

**Prize Award Ceremony at UNESCO**

**Headquarters, Paris, France during the**

**41st session of the General Conference**

### Contact us

UNESCO-Bangladesh  
Bangabandhu Sheikh Mujibur Rahman  
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