



INSTRUMENT FOR PRE-ACCESSION ASSISTANCE (IPA II) 2014-2020

MULTI-COUNTRY

Fighting illicit trafficking of cultural property in the Western Balkans

Action summary

The action will focus on protecting cultural heritage in the Western Balkans, by reinforcing the fight against illicit trafficking of cultural property. It will (1) enhance the legal, technical and institutional capacities and frameworks of key stakeholders in the fight against illicit traffic of cultural property; and (2) raise awareness on the need and importance of protecting cultural heritage. It will target the authorities involved in fighting illicit trafficking of cultural property, as well as private operators, civil society actors and the general public, in particular youth and women. The action contributes to reconciliation and good neighbourly relations in the Western Balkans, through culture, in line with the Commission Communication on "*A credible enlargement perspective for and enhanced EU engagement with the Western Balkans*" and the Sofia Priority Agenda.

Action Identification			
Action Programme Title	IPA II Multi-country Action Programme 2019		
Action Title	Fighting illicit trafficking of cultural property in the Western Balkans		
Action ID	IPA 2019/NEAR>EAC.13/MC/Illicit trafficking		
Sector Information			
IPA II Sector	9. Regional and territorial cooperation		
DAC Sector	15160 (Human Rights)		
Budget			
Total cost	EUR 3.05 million		
EU contribution	EUR 2.8 million		
Budget line(s)	22.020401- Multi-country programmes, regional integration and territorial cooperation		
Management and Implementation			
Management mode	Indirect management		
<i>Indirect management:</i> Entrusted entity	United Nations Educational, Scientific and Cultural Organization (UNESCO)		
Implementation responsibilities	Directorate-General for Education, Youth, Sport and Culture (co-delegated by Directorate-General for Neighbourhood and Enlargement Negotiations)		
Location			
Zone benefiting from the action	Western Balkans (Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia)		
Specific implementation area(s)	N/A		
Timeline			
Final date for contracting including the conclusion of delegation agreements	At the latest by 31 December 2020		
Indicative operational implementation period	72 months from the adoption of the Financing Decision		
Policy objectives / Markers (DAC form)			
General policy objective	Not targeted	Significant objective	Main objective
Participation development/good governance	<input type="checkbox"/>	<input type="checkbox"/>	x
Aid to environment	x	<input type="checkbox"/>	<input type="checkbox"/>
Gender equality (including Women In Development)	<input type="checkbox"/>	x	<input type="checkbox"/>

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

Trade Development	x	<input type="checkbox"/>	<input type="checkbox"/>
Reproductive, Maternal, New born and child health	x	<input type="checkbox"/>	<input type="checkbox"/>
RIO Convention markers	Not targeted	Significant objective	Main objective
Biological diversity	x	<input type="checkbox"/>	<input type="checkbox"/>
Combat desertification	x	<input type="checkbox"/>	<input type="checkbox"/>
Climate change mitigation	x	<input type="checkbox"/>	<input type="checkbox"/>
Climate change adaptation	x	<input type="checkbox"/>	<input type="checkbox"/>

1. RATIONALE

PROBLEM AND STAKEHOLDER ANALYSIS

As acknowledged by the EU Western Balkans Strategy, regional cooperation and good neighbourly relations are essential preconditions for the Western Balkans progress on a European path. The EU's enlargement policy aims at exporting stability. In the context of the Western Balkans region, an important emphasis needs to be placed on reconciliation and restoring trust among citizens and societies in view of firmly anchoring peace, ensuring lasting stability and socio-economic development in the region. This is all the more important in a context where increased radicalism and hate speech are spreading in Europe, including the Western Balkans region. Ethnic-based radicalism and nationalist speech feed on unresolved issues and the denial of past atrocities.

Reconciliation cannot be imposed from the outside. Bottom-up community and society ownership of actions are important success factors towards restoring trust among all categories of citizens and between communities. In this context, culture and inter-cultural dialogue should be used as vectors for reconciliation and mutual understanding. Protecting and promoting a rich and diverse mosaic of cultural and creative expressions foster social cohesion and contribute to economic growth and development, thus creating an environment conducive to reconciliation.

Over the past years, the cultural heritage has been seriously threatened in the Western Balkans. While the illicit trafficking of cultural property within and across the region is a long-standing, serious threat, the issue has become an even more pressing challenge in recent years. In addition to unresolved issues of illicit trafficking of cultural property connected to the 1990s conflicts, there is an increased internal demand for cultural property, which spurs the development of an illegal market. The region has further progressively become an area of transit for illicitly trafficked objects from other geographical regions, and especially the Middle East, towards destinations in Europe and beyond, highlighting the need for more effective regional and international cooperation.

The illicit import, export and transfer of ownership of cultural property impoverish the cultural heritage of the countries of origin and can result in potential threats to social cohesion. Reversely, enlisting especially youth in the fight against illicit trafficking can have positive effects including in terms of job creation and strengthening of identities. The fight against illicit trafficking of cultural property - in, from and through the region – has thus progressively become a top priority in the protection of cultural heritage of the Western Balkans

While Western Balkans have developed capacities in this area, there are still gaps in terms of relevant legal frameworks, technical skills (particularly at police and customs levels), -internal coordination and regional and international cooperation, as well as awareness of the issue. The following needs have been particularly identified: the difficulty to ensure adequate protection to heritage sites and collections over their territories; the adoption of adequate legal frameworks, with specific references to the ratification and implementation of relevant international and EU legal instruments; the definition of strategic policy frameworks and codes of conduct; the improvement of inter-institutional coordination; the lack of specialized services; the development of specific professional capacities within relevant authorities (ministries of culture, police, judiciary, customs agencies, etc.); and the need to raise awareness among business operators and the public – particularly young generations – as to the crucial importance of protecting cultural heritage.

In addition, women play a key role in the promotion and conservation of heritage, in particular in the transmission on the importance on cultural heritage. On the other hand, they are also facing many barriers to access to, contribute to and participate equally in culture, which prevents them from developing their full potential and impedes social and inclusive sustainable development. It is thus crucial to include the role of women and ensure women's participation in the promotion and preservation of heritage.

The main stakeholders involved in implementing an effective response include institutions with complementary responsibilities in fighting illicit trafficking of cultural property as well as private operators, civil society actors and the general public, in particular youth and women.

OUTLINE OF IPA II ASSISTANCE

The proposed assistance will aim at protecting cultural heritage by reinforcing the fight against illicit trafficking of cultural goods. The action will contribute to protecting cultural diversity, fostering intra-regional cooperation, mutual respect, appreciation and recognition among communities, which, in turn, will create a stronger environment conducive to reconciliation and stability in the region.

Main Indicative Activities

The foreseen activities include:

- (1) Providing for an updated assessment of the state of play in the Western Balkans of the legal, institutional and policy frameworks; capacity-building needs (including internal coordination, and regional and international cooperation); and awareness-raising needs. The assessment will, where possible, also identify opportunities of promoting employment and opportunities for especially youth in this area;
- (2) On the basis of this needs' assessment, as appropriate and relevant:
 - (a) providing technical assistance to improve the legal, technical and institutional frameworks and to strengthen the beneficiaries' capacities including through training and sharing of best practice;
 - (b) improving the security at selected cultural sites including through targeted training;
 - (c) conducting awareness-raising activities and developing communication tools;
 - (d) enhancing cooperation at domestic, regional and international levels.

As relevant, this action may also consider improving and operationalising restitutions processes as outlined in international conventions and in the scope of alternative means of dispute resolutions.

The activities will be developed and implemented in close cooperation with the main stakeholders to build on their actual needs and priorities as well as to ensure full ownership and sustainability.

Expected results

Through the above-activities, the needs of the stakeholders will be addressed through the following expected results: (1) enhanced capacities of stakeholders and increased security of cultural heritage sites; (2) increased cooperation at domestic, regional and international levels between these stakeholders; (3) increased awareness on the need and importance of protecting cultural heritage and fighting illicit trafficking of cultural property.

RELEVANCE WITH THE IPA II MULTI-COUNTRY STRATEGY PAPER AND OTHER KEY REFERENCES

The revised IPA II Multi-Country Indicative Strategy Paper 2014-2020¹ highlights the need for further progress from the relevant IPA II beneficiaries towards reconciliation and good neighbourly relations, including through culture.

Reconciliation and good neighbourly relations are further key elements of the enlargement and stabilisation and association process, as recalled in the February 2018 Commission Communication on "*A credible*

¹ C(2018) 3442, 31.05.2018, p. 21

enlargement perspective for and enhanced EU engagement with the Western Balkans” (“Western Balkans Strategy”).²

Enhancing cooperation in culture, including work to protect the Western Balkans cultural heritage and to fight against the illicit traffic in cultural property, is one of the actions in support to Flagship Initiative 6 of the Western Balkans Strategy to foster reconciliation and good neighbourly relations.

This action will also contribute to support the implementation of the Joint Communication to the European Parliament and the Council ‘Towards an EU strategy for international cultural relations’. This Joint Communication stresses both the key role of inter-cultural dialogue in the promotion of reconciliation and the need to combat trafficking of heritage, including through increased training of law enforcement authorities and cooperation between countries and with art market professionals.³

The actions will also support the EU candidates to fulfil the obligations under relevant chapters of the EU Accession negotiations, particularly the Chapters 1, 24, 26, 29 and 31.

The fight against the illicit trafficking in cultural property is further a priority area of cooperation in the “Regional Strategy for Cultural Cooperation in South East Europe”, approved by the Council of Ministers of Culture of South-East Europe – Enhancing Culture for Sustainable Development (CoMoCoSEE).⁴ In a 2017 Joint Statement, the Ministers of culture and Heads of delegation participating to the CoMoCoSEE meeting reaffirmed this commitment to reinforce their cooperation and develop a coordinated approach to support the fight against illicit trafficking of cultural property in, from and through the region, in full compliance with the relevant international standards and resolutions.⁵

LESSONS LEARNED AND LINK TO PREVIOUS FINANCIAL ASSISTANCE

This is the first time that such an action is deployed under the IPA Multi-Country Programme. However, this action builds upon the results and lessons learned of a previous intervention implemented by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in EU Member States under the supervision of the Directorate-General for Education, Youth, Sport and Culture.

UNESCO, which will implement this action, has a unique mandate in culture, as depositary of the main relevant international Conventions, and long experience in tackling illicit trafficking in cultural property. Their experience shows that tackling this issue requires a needs-based comprehensive and coordinated action with a long-term vision, combining grass-root action with a sector-wide approach. It is also important to , engage a wide range of key stakeholders and partners.

More specifically, improving the legal and institutional framework as well as providing for capacity-building including through training should be designed in close coordination with the beneficiaries to adequately meet their needs. Accordingly, the action foresees the conduct of an updated needs-assessment, with particular consideration as how to operationalize successful capacity-building activities. The action will promote ownership and coordination in all of its aspects, mobilizing different stakeholders and partners with complementary tasks and responsibilities along an agreed policy framework.

In order to ensure the most effective and efficient use of resources throughout the action, and to avoid duplication, close cooperation and synergy will be ensured with other stakeholders, including the United Nations Office for Drugs and Crime (UNODC), the International Institute for the Unification for Private Law (UNIDROIT), the International Criminal Police Organization (INTERPOL), the World Custom Organization (WCO), the International Centre for the Study of the Preservation and Restoration of Cultural Property

² COM (2018) 65, 6.2.2018, pp. 7 and 18.

³ Join(2016) 29 final, 8.6.2016, pp. 11 and 12.

⁴ “Ohrid Strategy”, approved on 28 June 2014, <http://archiv.bka.gv.at/DocView.axd?CobId=56282>

⁵ Available at http://www.unesco.org/new/en/venice/about-this-office/single-view/news/promoting_culture_in_south_east_europe_a_shared_driver_for/

(ICCROM), the Council of Europe, the Organisation for Security and Cooperation in Europe (OSCE) and the International Council of Museum (ICOM).

2. INTERVENTION LOGIC

LOGICAL FRAMEWORK MATRIX

OVERALL OBJECTIVE	OBJECTIVELY VERIFIABLE INDICATORS (*)	SOURCES OF VERIFICATION	
To foster reconciliation and good neighbourly relations in the Western Balkans region through cultural heritage and culture	<p>Perception and feedbacks from targeted IPA beneficiaries on the quality of the cooperation following implementation of the project, and its impact on reconciliation and good-neighbourly relations</p> <p>Increased and improved strategic and operational cooperation among the Western Balkans' authorities and between them and their EU counterparts in the protection of cultural heritage and fight illicit trafficking of cultural property</p>	Final evaluation report	
SPECIFIC OBJECTIVE	OBJECTIVELY VERIFIABLE INDICATORS (*)	SOURCES OF VERIFICATION	ASSUMPTIONS
To protect cultural heritage in the Western Balkans, by reinforcing the fight against illicit trafficking of cultural property	<p>Quantity and quality of measures taken to improve the relevant legal, institutional, policy, and operational frameworks in the Western Balkans</p> <p>Perceptions from targeted IPA II beneficiary authorities and authorities in the EU on the quality of the cooperation following implementation of the action.</p>	<p>Action's intermediate and final reports</p> <p>Targeted IPA Beneficiaries reports and statistics</p> <p>Reports on the implementation of 1970 Convention, the UNIDROIT 1995 Convention, and other relevant EU, regional, and international standards</p> <p>Updates from the Western Balkans on the UNESCO Database of National Cultural</p>	<p>Political will to protect cultural heritage and tackle illicit trafficking of cultural property</p> <p>Necessary political will at bilateral, regional and international level to cooperate</p>

		Heritage Laws	
RESULTS	OBJECTIVELY VERIFIABLE INDICATORS (*)	SOURCES OF VERIFICATION	ASSUMPTIONS
<p>Result 1: Enhanced capacities of stakeholders in protecting cultural heritage and fighting illicit trafficking of cultural property</p>	<p>Number and quality of proposed amendments to legal, institutional, policy and operational frameworks (against recommendations)</p> <p>Number of and categories of participants and of institutions participating to capacity development activities (including sex- and age disaggregated data)</p> <p>Number of sites with increased security and quantity and quality of interventions to reinforce site-security</p>	<p>Monitoring of the action</p> <p>Consultations with partners and stakeholders</p> <p>Surveys conducted during the project</p>	<p>Political support or prioritization for the activities</p> <p>Willingness of stakeholders to participate in defined capacity-building and awareness-raising programmes and activities</p> <p>Cooperation with and between the stakeholders in the Western Balkans</p>
<p>Result 2: Enhanced coordination within targeted IPA beneficiaries and at regional and international levels</p>	<p>Number and categories of participants and organizations participating in meetings/exchanges promoting domestic/cooperation at all levels</p>	<p>Monitoring of the project</p> <p>Consultations with partners and stakeholders</p> <p>Surveys conducted during the project</p>	<p>Cooperation with and between main international stakeholders</p>
<p>Result 3: Awareness raised on the need and importance of protecting cultural heritage and fighting illicit trafficking of cultural property</p>	<p>Number of instances where awareness-raising tools are used</p> <p>Number and categories of participants to workshops, seminars meetings (including sex and age-disaggregated data)</p>	<p>Monitoring of the project</p> <p>Consultations with partners and stakeholders</p> <p>Surveys conducted during the project</p>	

DESCRIPTION OF ACTIVITIES

The implementation of the action will start with the conduct of an updated assessment of the state of play in the Western Balkans in terms of the legal, institutional, policy and operational frameworks; capacity-building needs (including internal coordination and regional or international cooperation); and awareness-raising needs as to the importance to fight illicit trafficking of cultural property.

Based on the findings of this assessment, the following main indicative activities will be deployed.

Expected Result 1: Enhanced capacities of stakeholders

- Technical assistance to improve the legal, institutional and policy frameworks in line with EU and international legal instruments, standards and resolutions;
- Capacity-building and best practice sharing activities (including through case studies, field work and e-learning modules);
- Technical assistance on sectoral policy and standards to improve security and disaster-risk preparedness of cultural heritage sites (including museums and galleries; archaeological sites; libraries; archives; places of cult);
- Installation of security measures at targeted sites and provision of training courses to relevant staff on security of sites (at least one site per targeted IPA beneficiary).

Expected Result 2: Enhanced coordination within targeted IPA beneficiaries and at regional and international levels

- Technical assistance and best practice sharing on coordination and cooperation mechanisms (including inter-institutional coordination workshops and ad hoc training for specialized stakeholders, such as police, customs);
- Improvement of institutional arrangements and tools (coordination bodies; technical platforms and databases)

Expected Result 3: Awareness raised on the need and importance of protecting cultural heritage and fighting illicit trafficking of cultural property

- Implementation of awareness activities, including through national workshops (for journalists, media operators and art dealers), social media, internet, cinemas, TV and radio stations, airports, major tourism hotspots,;
- Production and dissemination of awareness-raising tools, including for secondary schools and art dealers;
- Targeted engagement with authorities, private sectors, communities and civil society (including young people and women).

RISKS

Two main risks have been identified for this action:

Risk 1: Deterioration of the cooperation within the region

While there is a general commitment of the concerned beneficiaries to fight jointly against the illicit trafficking of cultural goods, political fluctuations in the region or with EU Member States may affect the successful implementation of this action.

The risk will be mitigated through careful planning of activities and close consultation with the beneficiaries, including at the technical level. The awareness-raising and regional capacity-building activities are also

expected to contribute to strengthened networking and trust-building, creating favorable conditions at the technical/operational level to counterbalance possible negative developments at the political level.

Risk 2: Lack of sufficient political prioritization of the issue by the Beneficiaries

The lack of sufficient political support or prioritization given to the activities as well as an asymmetrical or sectoral approach to capacity-development which focuses only on some actors and not on all those concerned, may affect the successful implementation of this action.

This risk will be mitigated by the following measures:

- Building up full political support prior to the commencement of the action and continuous awareness-raising at top decision-making levels, including through the planned activities;
- Promoting a comprehensive approach to both capacity-building and awareness-raising activities, while engaging all relevant stakeholders.

CONDITIONS FOR IMPLEMENTATION

There are no particular conditions that are required for the start of the implementation of this action. However, in order to ensure the sustainability and effectiveness of this action, the following conditions are to be met:

- a) Institutional level
 - The institutional sustainability should be ensured by the direct involvement – and thus full ownership - of all relevant institutions in the design and implementation of the activities.
 - Further sustainability will be ensured by the institutional capacity-building components, which are designed as a cross-cutting priority encompassing all activities under this action. In particular, the direct involvement of relevant institutions in designing and implementing the activities will also have an impact in the sense of building their capacities and strengthening their relevant services.

- b) Policy level
 - The work at policy level is one of the basic elements of this action’s methodology and of its comprehensive approach. In particular, the action shall aim at increasing the sustainability of current policies in the concerned fields of action, especially by assessing and implementing cultural heritage related policies, as well as by supporting the improvement of legal and institutional frameworks on the protection of cultural heritage.

3. IMPLEMENTATION ARRANGEMENTS

ROLES AND RESPONSIBILITIES

The main stakeholders include institutions with complementary responsibilities in fighting illicit trafficking of cultural property such as Ministries responsible for culture, cultural heritage divisions within ministries, institutes for protection of cultural heritage, museums, museums archives and other depositary institutions, police forces and customs agencies, judiciary and public prosecutors, art dealers, tourism industry actors and chambers of commerce.

The stakeholders further include those who are key to promoting the protection of cultural heritage, such as political decision-makers, religious institutions and leaders, relevant private operators (art dealers; travel agencies and tourism promotion agencies; etc.), local authorities, communities around heritage sites, civil society organizations, media and social networks and the public at large, primarily the youth.

UNESCO will implement the action through the UNESCO Regional Bureau for Science and Culture in Europe and its Antenna in Sarajevo, as the relevant field office, with backstopping by the Movable Heritage and Museums entity within the Culture Sector at UNESCO Headquarters (which is also the Secretariat of the 1970 Convention). The UNESCO Liaison Office and Representation to the European Institutions will ensure proper follow-up and visibility at Brussels' level.

Whenever relevant and appropriate, at all times during the implementation of the action, UNESCO shall ensure due coordination with relevant regional and international organizations, leveraging the sector-wide and well-established cooperation network of UNESCO at institutional and operational levels. The project will build up on what has been achieved by previous actions. In particular, capacity-building activities already provided and the training material produced under previous actions should be capitalised.

The policy steer will be provided jointly by the Directorate-General for Education, Youth, Sport and Culture and the Directorate-General for Neighbourhood and Enlargement Negotiations.

UNESCO will set up a Steering Committee to provide strategic guidance, advisory role and oversight during the project implementation. The Steering Committee will include the representatives of EU, UNESCO, one representative per each of six Western Balkan entities, and one representative each for INTERPOL, UNODC, UNIDROIT and WCO. The Steering Committee will meet for the first time one month after the Project inception to adopt its Terms of Reference and agree on the periodicity and modalities for its subsequent meetings. New members / Observers to the Committee may be added / invited on an ad hoc basis whenever necessary and feasible

In order to strengthen the institutional ownership of the project, inclusion of other relevant representatives of authorities in all participating WB entities in the work of the Steering Committee, can be discussed and agreed during the Committee meetings, taking into account specific mandates of Institutions which might be invited to take the part in the work of this action.

IMPLEMENTATION METHOD(S) AND TYPE(S) OF FINANCING

This action will be co-delegated to the Directorate-General for Education, Youth, Sport and Culture. UNESCO will be the implementing partner. The method of implementation is indirect management with an International Organization (UNESCO) (EUR 2.8 million). The indicative duration of the contribution agreement will be 36 months.

4. PERFORMANCE MEASUREMENT

METHODOLOGY FOR MONITORING (AND EVALUATION)

The European Commission may carry out a mid-term, a final or an ex-post evaluation for this action or its components via independent consultants, through a joint mission or via an implementing partner. In case a mid-term or final evaluation is not foreseen, the European Commission may, during implementation, decide to undertake such an evaluation for duly justified reasons either on its own decision or on the initiative of the partner. The evaluations will be carried out as prescribed by the Directorate-General for Neighbourhood and Enlargement Negotiations Guidelines on linking planning/programming, monitoring and evaluation. In addition, the action might be subject to external monitoring in line with the European Commission rules and procedures.

UNESCO, which will be responsible for implementing this action, will constantly monitor the implementation of the activities, budget and timeline. The action's outputs will serve as quantitative indicators, while qualitative indicators will be provided through feedbacks from regular consultations with the local partners and stakeholders, including by using questionnaires. The information gathered during

regular monitoring and reporting will serve as input for the open-ended adjustment of the action and overall work plan.

The project's outputs will serve as quantitative indicators, while qualitative indicators will be drawn up from feedbacks and regular consultations with the local implementation partners and stakeholders, including the use of questionnaires. The information gathered during regular monitoring and reporting will serve as input for the open-ended adjustment of the project activities and overall work plan, in a virtuous loop. This will also be ensured thanks to the key role of the UNESCO's field network in the project implementation.

INDICATOR MEASUREMENT

Indicator	Baseline (value + year)	Target 2020	Final Target (2023)	Source of information
Number and quality of proposed amendments to legal, institutional, policy and operational frameworks	0	At least one sector-wide advisory report for each targeted IPA beneficiary, with 4 sub-sets of recommendations (legal; institutional; policy; operational)	Conditions created to start the implementation of at least one priority measure for each of the 4 sub-sets, in each targeted IPA Beneficiary	Monitoring of the project Consultations with partners and stakeholders
Number of and categories of participants and of institutions participating to capacity development activities (including sex- and age disaggregated data)	50 participants ⁶	200 (participation of female beneficiaries will be encouraged, with a 50% target)	500 (participation of female beneficiaries will be encouraged, with a 50% target)	Monitoring of the project Consultations with partners and stakeholders Surveys conducted during the project
Number of sites with increased security and quantity and quality of interventions to reinforce site-security	0	3	10 ⁷	Monitoring of the project Consultations with partners and stakeholders

⁶ Direct beneficiaries involved in previous capacity-building activities conducted by UNESCO for the IPA beneficiaries during 2014-2018.

⁷ 6 sites directly supported by the action, plus 4 in which security is increased by domestic authorities based on the action's technical assistance.

Number and categories of participants and organizations participating in meetings/exchanges promoting domestic / cooperation at all levels	0	25	40	Monitoring of the project Consultations with partners and stakeholders
Number of instances where awareness-raising tools are used	0	2	6	Monitoring of the project Consultations with partners and stakeholders
Number and categories of participants to workshops, seminars meetings (including sex and age-disaggregated data)	0	2	6 ⁸	Monitoring of the project Consultations with partners and stakeholders

⁸ Tentatively including: political decision-making authorities (e.g. parliaments); executive and administrative authorities; business operators; schools; tourists; general public

5. CROSS-CUTTING ISSUES

GENDER MAINSTREAMING

Heritage preservation policies can only claim to be inclusive and comprehensive, and hence drive the development process, if they recognize and take into account the specific involvement and position of women at all levels. The United Nations General Assembly resolution 68/223 on Culture and Sustainable Development highlighted the role of gender equality in achieving sustainable development through culture. It is thus crucial to include the role of women and ensure women's participation in the promotion and preservation of heritage.

This action will be implemented through an approach that promotes gender equality. This will be achieved by ensuring gender balance and active participation of women and girls into the activities planned under this action.

UNESCO promotes gender equality and equal opportunities as one of its global priorities. Within this framework, the present action will address gender mainstreaming by means of:

- use of gender-neutral language for all communication materials and capacity development actions.
- For the selection of the participants of the training workshops, institutional stakeholders will be requested to take into account gender equality considerations to strive for a balanced representation.
- Include the collection of gender and age disaggregated data in project monitoring and reporting.

Where possible, the action will provide for sex-disaggregated data.

EQUAL OPPORTUNITIES

The action will be designed and implemented to allow equal participation for both women and men. Gender Equality is one of the Organization's two global priorities, as identified in UNESCO's 2014-2021 Medium-Term Strategy. The Organization is fully engaged in promoting gender equality through concrete, substantive projects and initiatives in all its fields of competence in line with the [UNESCO Gender Equality Action Plan 2014-2021](#). Throughout project design and implementation, attention will be given to identifying and transforming gender imbalance.

MINORITIES AND VULNERABLE GROUPS

This action will contribute to promoting good governance and the protection of human rights, including cultural rights. It will promote inter-cultural dialogue, non-discrimination, social cohesion and integration of minorities, as well as overall appreciation of cultural diversity, by supporting the protection of cultural heritage irrespectively of its origin or owners.

Where possible, this action will promote youth inclusion and empowerment.

ENGAGEMENT WITH CIVIL SOCIETY (AND IF RELEVANT OTHER NON-STATE STAKEHOLDERS)

Civil society organizations will be one of the target group of this action, particularly in connection with the awareness-raising activities. Other relevant non-State stakeholders will include business operators (with special focus on the art market and the tourism sector), religious authorities (with regard to the protection of cultural heritage in their possess), and the news media.

ENVIRONMENT AND CLIMATE CHANGE (AND IF RELEVANT DISASTER RESILIENCE)

This action has no direct link with the EU environmental *acquis*.

Where possible and relevant, the impact of this action on the environment will be taken into consideration

Climate action relevant budget allocation: EUR 0
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6. SUSTAINABILITY

The proposed implementation strategy is intended to produce medium and long-term impacts, through combining capacity-building, awareness-raising and the improvement of legal, institutional and policy frameworks.

The direct involvement and mobilization of all main actors at the Beneficiary level, both separately and in a coordinated manner, will ensure local ownership and contribute to the overall sustainability of results, including where possible through supporting economic growth and job creation.

These activities will be developed and implemented in close cooperation with the beneficiaries to build on their actual needs and priorities as well as to ensure their ownership. To avoid any duplication and increase its efficiency, the assistance will also promote close synergy with and between international stakeholders, including UNODC, UNIDROIT, INTERPOL, WCO, the Council of Europe and ICOM.

The assistance will be further designed and implemented in way to build up on and to ensure full synergy with a similar actions led by the UNESCO to fight against illicit trafficking of cultural property in the EU Member States. In particular, any training material produced under previous similar actions should be reused, to the extent possible.

The vast experience of UNESCO and its leading role on the project's theme, both regionally and at global level, combined with the possibility to mobilize UNESCO's extensive network of partners, are additional factors of sustainability.

7. COMMUNICATION AND VISIBILITY

Communication and visibility will be given high importance during the implementation of the action. The implementation of communication activities will be the joint responsibility of the beneficiaries, and shall be funded from the amounts allocated to the action.

All necessary measures will be taken to publicise the fact that the action has received funding from the EU in line with the EU communication and visibility requirements in force. All stakeholders and implementing partners shall ensure the visibility of EU financial assistance provided through IPA II throughout all phases of the programme cycle.

Visibility and communication actions shall demonstrate how the intervention contributes to the agreed programme objectives and the accession process, as well as the benefits of the action for the general public. Actions shall be aimed at strengthening general public awareness and support of interventions financed and the objectives pursued. The actions shall aim at highlighting to the relevant target audiences the added value and impact of the EU's interventions and will promote transparency and accountability on the use of funds.

Visibility and communication aspects shall be complementary to the activities implemented by the Directorate-General for Neighbourhood and Enlargement Negotiations and the EU Delegations in the field. The European Commission and the EU Delegations should be fully informed of the planning and implementation of the specific visibility and communication activities.

UNESCO will take all appropriate measures to communicate and acknowledge the EU support for this action, from its outset and throughout its implementation, at all levels and by all possible communication channels and media. At the start of the project a comprehensive communication and visibility plan will be developed in line with the EU communication and visibility requirements for external actions, and building on UNESCO's #Unite4Heritage campaign.

The UNESCO Regional Bureau for Science and Culture in Europe and its Antenna in Sarajevo, in close consultation with the Movable Heritage and Museums Entity of the UNESCO Culture Sector, as well as with the relevant EU representations, will deploy specific visibility and outreach measures in the targeted IPA beneficiaries.

The UNESCO Liaison Office and Representation to the European Institutions, in close consultation with the UNESCO Regional Bureau for Science and Culture in Europe (Venice and Sarajevo) and the Movable Heritage and Museums Entity of the UNESCO Culture Sector, will deploy visibility and outreach activities specifically targeting EU-stakeholders.