

**Culture &
Creativity**

EU-Eastern Partnership Programme



UNESCO CULTURE FOR DEVELOPMENT INDICATORS

Armenia's Analytical Report



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ABOUT CULTURAL INDICATORS

The UNESCO Culture for Development Indicators (CDIS) is an advocacy and policy tool developed within the framework of the Secretariat of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expression. Cultural sector indicators are an internationally applied data baseline on the competence of the creative and culture sector. They equip countries to be more competitive on the international market; increase information sharing among policy makers, civil society and commerce; identify knowledge gaps and needs of cultural operators, and identify networks, good practice and gaps in cultural and creative sectors. Tested and implemented in 11 countries since 2009, the CDIS demonstrates, through quantitative and qualitative data, the enabling and driving role of culture in sustainable development. Its main objectives are to:

- provide evidence-based justification for the inclusion of culture in national and international development strategies and plans;
- gather new data for informed policies and monitoring systems for culture;
- build capacities in data collection and analysis on culture and development;
- promote awareness of culture's role in sustainable development through participative inter-institutional dialogue;
- foster a comparable understanding at the international level.

The CDIS methodology examines seven key policy dimensions: Economy, Education, Governance, Social Participation, Gender Equality, Communication and Heritage.

More information on the CDIS (www.unesco.org/creativity/cdis).

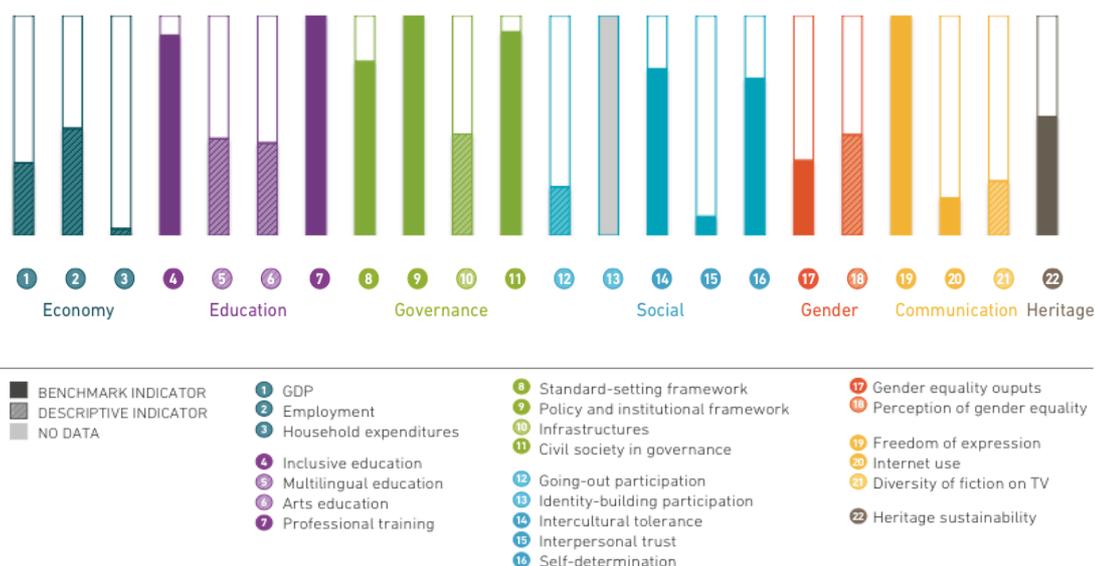
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RESULTS AT A GLANCE

Recognition of culture’s role in development has been increasingly advocated in recent years in Armenia. The challenge is to ensure that the full range of culture’s benefits is considered and that culture is consistently mainstreamed as a defining and sustainable component in national development plans and policies. In this context, the CDIS Programme was launched in Armenia in May 2016 and brought together more than 50 stakeholders involved in the process of data collection and concerned by the impact of culture in the national economic and social development.

The results obtained in February 2017 provide the new wealth of data on culture and development, making it possible to empirically illustrate culture’s multidimensional contribution to development, beyond a restricted view of heritage’s economic potential through tourism. The participative implementation process unveiled gaps in national statistics and monitoring systems, pointing the way to strengthening them and further reinforcing the knowledge base to inform national policies.



Culture matters in Armenia: CDIS indicators highlight Armenia’s culture sector’s potential for economic development and wellbeing, while underlining certain obstacles that inhibit it from reaching its full potential.

The results suggest that culture contributes a respectable amount to the national formal economy and GDP (3.33% of GDP), even though currently available data does not allow to estimate its full contribution. The look at cultural employment can provide a deeper insight, as the result of 4.86% demonstrates its high importance for the economy, serving as a means of poverty reduction.

The examination of links between education, culture and development in Armenia showed positive results, reflecting the priority of Armenian authorities to provide good level of education to the population. The index of inclusiveness is relatively high (0.91/1), all types of cultural training are available. High attention is given to multilingual and arts education.



Although positive results for indicators on standard setting framework and policy and institutional framework, civil society participation in cultural governance (0.88/1; 1/1; 0.95/1) suggest the foundation for good cultural governance is in place, obstacles persist regards the distribution of cultural infrastructures across Armenia (0,49/1), which not only reduces access to culture, but also disfavours outlets for cultural production, division and enjoyment.

Social participation indicators determine the nature and quality of social relationships, impacting individuals and communities' sense of integration, tolerance of diversity, trust and cooperation. The results in this connection are not satisfying: going-out cultural activities are not very common, the tolerance of other cultures as well as interpersonal trust are low in the society. This is conditioning the closeness of the society and creates obstacles for the individual self-determination (the result for freedom self-determination in Armenia is 6.36/10).

To realize culture's potential for wellbeing as a medium of expression and satisfaction, action ought to be taken to improve the enabling political, economic, legal, social and cultural context that ensures the freedom of expression (37/100).

INDICATORS FOR ECONOMY

In post-industrial economies, creative and cultural industries are dynamic and rapidly expanding sectors and play an increasingly important role. These industries contribute to growth, enabling the diversification of national economies, generating income and creating employment, and meeting customer demand for cultural goods and services. By

providing an outlet for creative expression, experimentation and entrepreneurship they foster the creative and the social capital of a country. In addition, as they contribute to the creation, production, transmission and enjoyment of symbolic content, their effect extends to non-economic benefits. This research is a first step to recognize and measure the importance of cultural and creative industries in Armenia's economy. For this purpose, according to UNESCO CDIS Methodology Manual, the Economy Dimension examines three core indicators: contribution of cultural activities to GDP, cultural employment and household expenditures on culture.

Core Indicators	Description
CONTRIBUTION OF CULTURAL ACTIVITIES TO GDP	▶▶▶ Percentage of the contribution of private and formal cultural activities to Gross Domestic Product
CULTURAL EMPLOYMENT	▶▶▶ Percentage of persons engaged in cultural occupations within the total employed population
HOUSEHOLD EXPENDITURES ON CULTURE	▶▶▶ Percentage of household final consumption expenditures on cultural activities, goods and services set against total household consumption expenditures

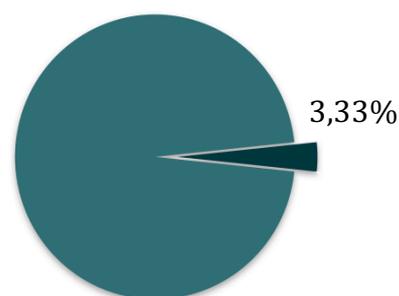
1 - Contribution of Cultural Activities to GDP: 3.33% (2014)

This indicator was constructed following the UNESCO Framework for Cultural Statistics and the CDIS Methodology on the national accounts data, provided by the National Statistic Service of the Republic of Armenia for the year 2014.

In 2014, cultural activities represent 3.33% to the Gross Domestic Product (GDP) in Armenia, which indicates that culture is responsible for an important part of national production, and that it helps to generate income and sustain the livelihoods of its citizens.

While already indicating a vibrant sector, culture's contribution to GDP is underestimated by this indicator as it only takes into consideration private and formal cultural activities and excludes the indirect and induced impacts of the culture sector. Nevertheless, this indicator offers valuable new information on the profits generated by the culture sector.

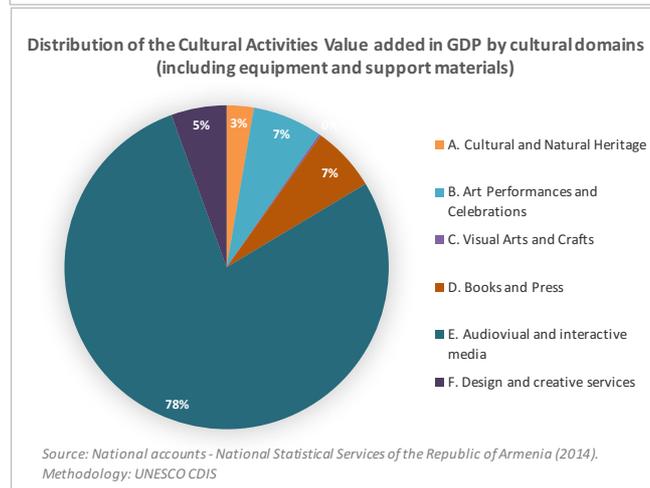
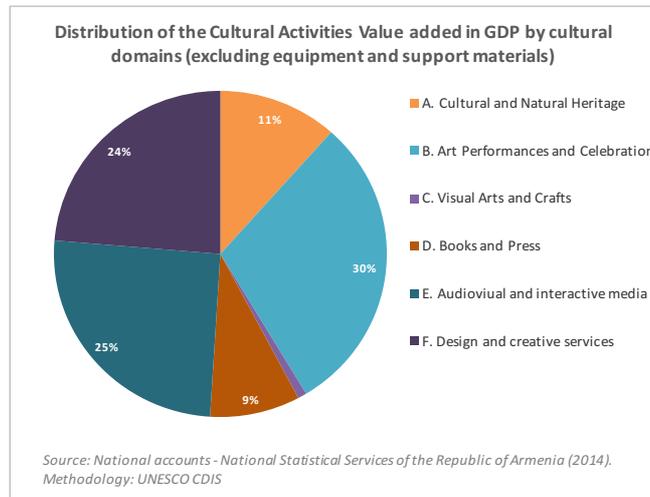
Percentage of the contribution of private and formal cultural activities to GDP



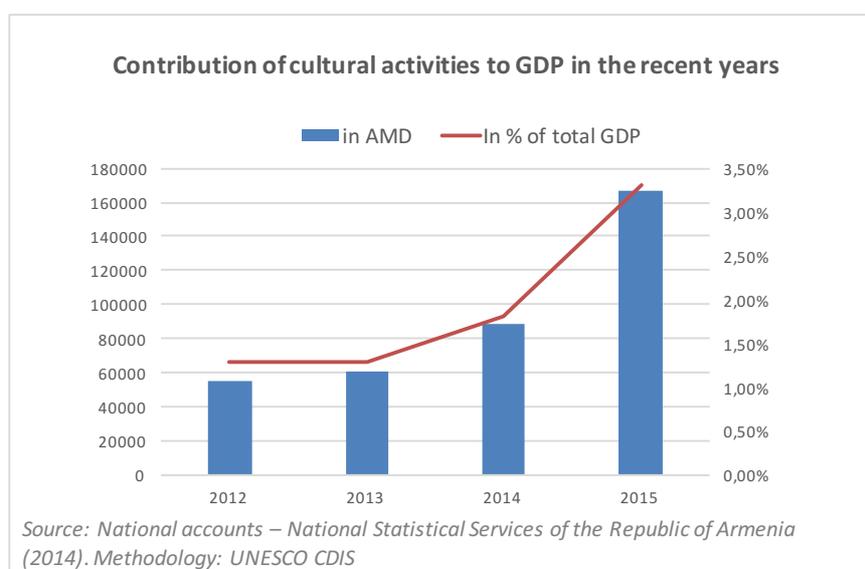
Source: : National accounts – National Statistical Services of the Republic of Armenia (2014).
Methodology: UNESCO CDIS

The analysis of distribution by cultural activities value added in GDP by cultural domains revealed the fact that the largest contribution (78%) to GDP is made by audio-visual and interactive media, taking into consideration Wired & Wireless telecommunications activities. The UNESCO Statistics Institutes insist on the

essential interconnection between the technology used to exchange cultural contents and the dynamism of the cultural creation to nourish the telecommunication systems. Excluding equipment and support materials from the analysis gives us more uniform representation of relative values added.



According to the national classification for the production structure, regrouping in cultural activities arts, entertainment and recreation activities, the contribution of cultural activities value added in Armenia's GDP has been steadily increasing for the last four years.



Armenia's Strategy for Cultural Policy acknowledges that the cultural field and its industries can have a significant impact on overall development, especially by providing many jobs and reaching out to social profits. Culture and cultural industries are identified in the Strategy as an «area of investment and personal development». Regularly collected and improved statistic system of data could increase the visibility of the sector's significance as well as assist in monitoring the defined objectives outlined in policies.

2 - Cultural Employment: 4.86% (2015)

This indicator is based on the information from the Labour Force Survey 2015, provided by National Statistical Services of Republic of Armenia. The percentage of people having cultural occupation as a primary job within total employment was nearly 4.86% (52.1 thousand people) in 2015. The percentage of people working in establishments dedicated to cultural activities was 2.62% (28.1 thousand people).

Cultural employment in Armenia: cultural occupation and employment in establishment dedicated to cultural activities.

	Establishment engaged in cultural activities	Establishment not engaged in cultural activities	Total
Cultural Occupations	7 733 (14.8% ¹) (27.5% ²)	44 411 (85.2%) (4.2%)	52 144 (100%) (4.86%)
Non-cultural Occupations	20 333 (2%) (72.5%)	1 000 165 (98%) (95.8)	1 020 498 (100%) (95.14%)
Total	28 066 (2,62%) (100%)	1 044 576 (97,38%) (100%)	1 072 642 (100%) (100%)

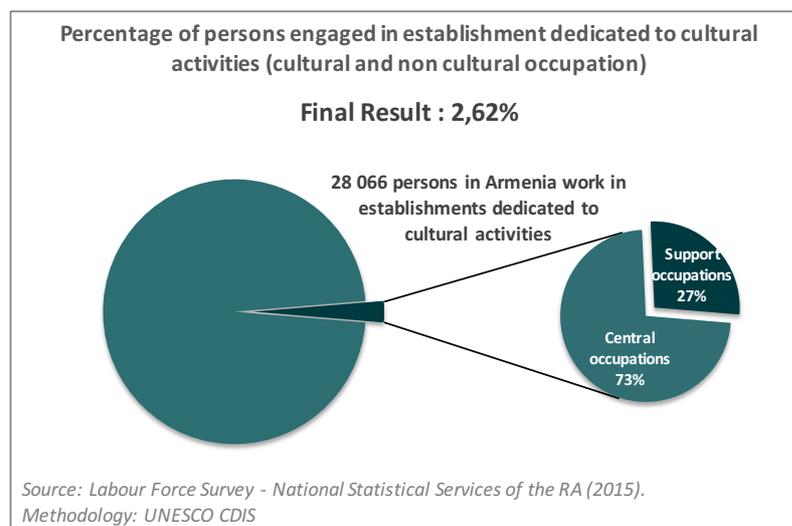
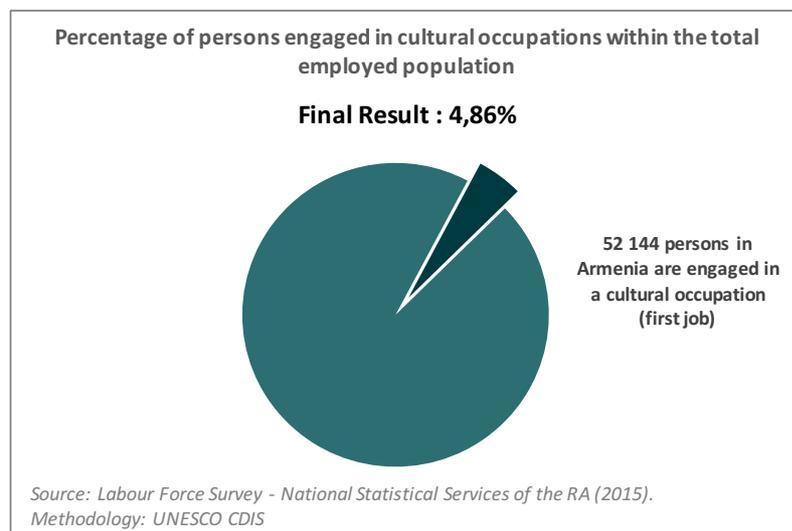
¹ % of cultural occupations

² % of occupation in cultural establishments

The cultural occupations in cultural establishments represent only 14.8% of the total number of people engaged in cultural occupation as a first job occupation. On the other hand, the cultural occupations represent 27.6% of the total number of people who works in cultural establishments. That reveals the fact that most of the people engaged in cultural occupation do not work within an establishment dedicated only to cultural activities, they can work as individual workers and/or within an establishment that is not dedicated to cultural activities.

Although this result already emphasizes culture’s important role as an employer in the country, the global contribution of the culture sector to employment is underestimated by this indicator due to a restrictive selection of data³. This figure does not cover all cultural occupations performed in non-cultural establishments or induced occupations with a strong link to culture, such as employees of hospitality (restaurants, etc.) and hotelier services located in or close to heritage sites. Many artists engaged in the sector are not covered by statistical reports.

Analysing gender aspect of the cultural occupations in Armenia, we observe gender equality: 51.4% women and 48.6% men. At the same time, in establishments dedicated to cultural activities a little bit more men are employed than women: 54.7% men and 45.3% women.



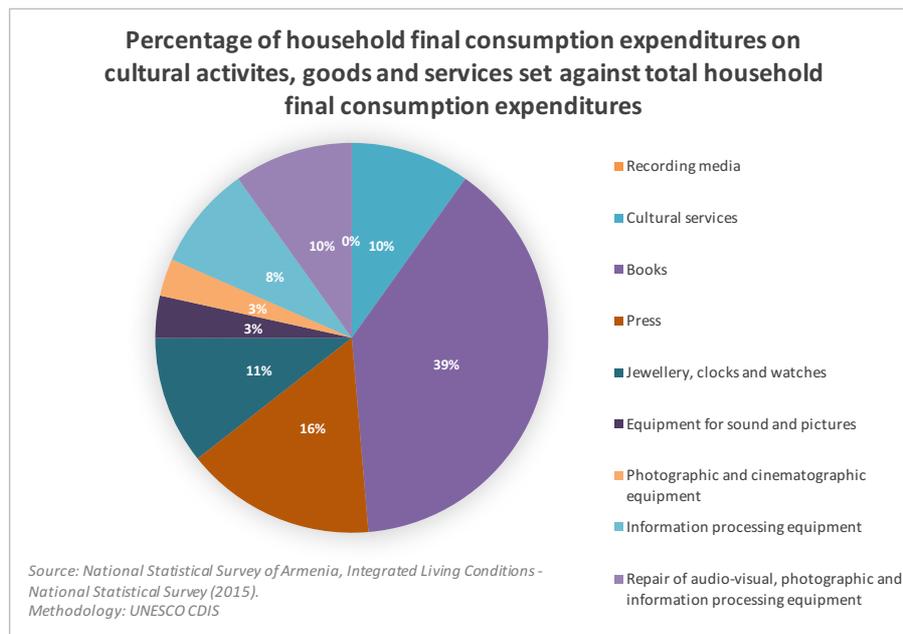
³ See more details on the calculation method in the Technical Reports

3 - Household Expenditures on Culture: 0.03% (2015)

In Armenia, 0.03% of household final consumption expenditures in 2015 concerned cultural goods and services. Individual consumption expenditures in cultural activities, goods and services incurred by households provide an insight into the size and the potential of the national market for culture. The economic flows demonstrate the extent to which a society values culture. According to the volume of market transactions, it is not possible to conclude that Armenian society values cultural goods and services highly. The final result of 0.03 % of the total actual consumption of households is very small compared to other countries. While interpreting this result, we should take into consideration the limitations of this indicator:

- It includes imports
- It does not include the value of exports
- It excludes the majority of non-market products
- It leaves out certain spending on cultural products that are not financed directly by households, such as design services and advertisements

This indicator does not cover the totality of household consumptions from the perspective of spending. However, it is still possible to define major cultural expenditures of Armenian consumers:



To better understand consumption practices, new surveys should be conducted to provide updated information. It would also be useful to make available raw data disaggregated by socio-economic factors such as income quintile, level of education, and geographic area, in order to inform targeted policies for equal access to cultural goods, services and activities, as well as to fully exploit the potential of the domestic market.

RECOMMENDATIONS FOR IMPROVING CULTURAL STATISTICS

In order to improve the assessment of the connection between culture and the economy in Armenia, better and accurate statistics should to be made available.

CONTRIBUTION OF CULTURAL ACTIVITIES TO GDP

- > The contribution of Armenian culture sector to GDP is rather large, but at the same time it is underestimated. This indicator measures only the contribution of private cultural activities to GDP. Cultural activities that take place in non-market establishments are not included in the calculations.
- > This indicator could be more solid if one could include the share from illegal activities, such as piracy and the high level of the informal economy in Armenia (estimated at 50% of GDP according to different sources). In creative and cultural industries the share of informal economy is probably even higher.
- > There is lack of attention to indirect and induced impacts and externalities. Thus, the contribution of cultural activities to the national economy requires further exploration. For policy-making it's also very important to compare the rate of growth between key economic sectors and the culture sector over time.

CULTURAL EMPLOYMENT

To allow for more complete results regarding employment, it would be beneficial to develop surveys that collect information on occupations, with the further possibility of disaggregating the data by socio-economic characteristics such as sex, level of education, geographical area, etc.

INDICATORS FOR EDUCATION

Education not only provides individuals with the skill and knowledge required to become empowered citizens, it is a recognized fundamental cultural right. It plays a key role in promoting knowledge societies capable of devising innovative strategies to face future challenges. The education cycle also provides a key environment for the construction, learning and transmission of cultural

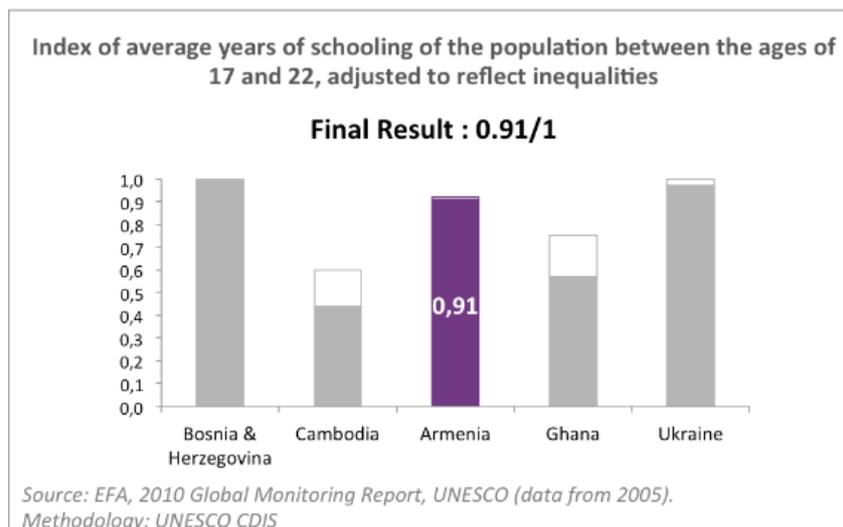
values and aptitudes, which may foster social inclusion and tolerance. Likewise, education is essential in the promotion and valorisation of cultural diversity, and the encouragement of new talents and creativity.

The Education Dimension examines the relationship between education, culture and human development by assessing the inclusiveness of education; the valorisation of interculturality, cultural diversity and creativity; and the opportunities for acquiring professional skills in cultural fields.

4 - Inclusive Education: 0.91/1 (2005)

The Constitution of the Republic of Armenia declares all citizens have the right for education (Chapter 2, Article 38).

Core Indicators	Description
INCLUSIVE EDUCATION	▶▶▶ Index of average years of schooling of the population between the ages of 17 and 22, adjusted to reflect inequalities
MULTILINGUAL EDUCATION	▶▶▶ Percentage of instructional hours dedicated to promoting multilingualism in relation to the total number of instructional hours dedicated to languages (grades 7-8)
ARTS EDUCATION	▶▶▶ Percentage of instructional hours dedicated to arts education in relation to the total number of instructional hours (grades 7-8)
PROFESSIONAL TRAINING IN THE CULTURE SECTOR	▶▶▶ Index of coherency and coverage of technical and vocational education and training (TVET) and tertiary education in the field of culture



The EFA 2010 Global Monitoring Report was used to calculate the adjusted index of average years of schooling of the population between the ages of 17 and 22, based on data from 2005. According to this information the target population aged 17-22 has on average 9.2 years of schooling. The adjustment for education deprivation

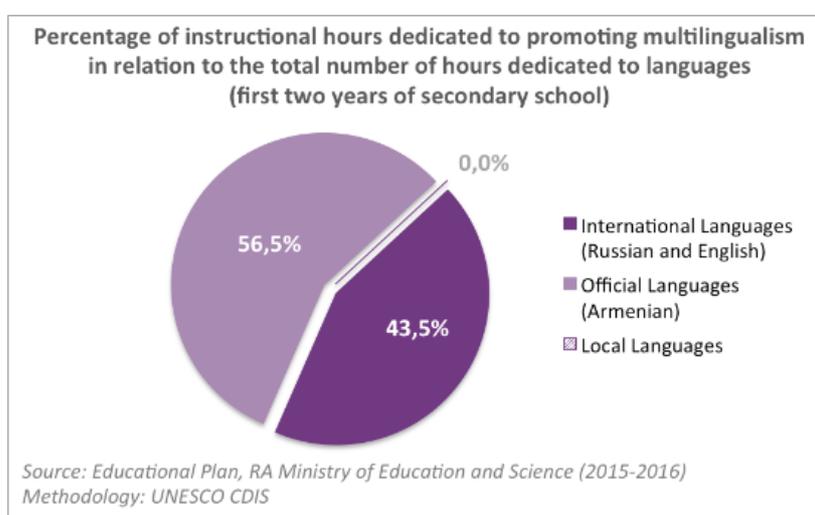
(less than 4 years of schooling) is made, which corresponds to 1% of the target population.

The result of 0.91/1 reflects the efforts of national authorities in guaranteeing the fundamental right for education in a complete, fair and inclusive manner.

However, it should be noted that in 2006 Armenia adopted the 12-year schooling model instead of previous 10-year model. The result presented here should be recalculated on the new data.

5 - Multilingual Education: 43.48% (2015-2016)

The official language of the Republic of Armenia is Armenian (Constitution, Chapter 1, Article 20). The rights of national minorities to protect and develop their traditions, religion, language and culture is guaranteed by the Constitution (Chapter 2, Article 56). Yet, only 1.8% of Armenia's total population is national minorities. Minority languages are included only in the special curriculum of minority schools (or classes).

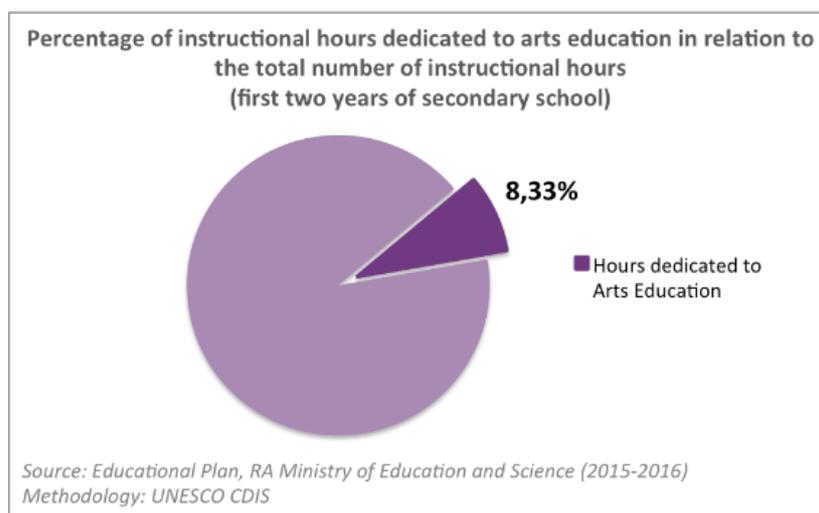


According to 2015-2016 official curriculum, 56.52% of the required time dedicated to languages in the first two years of secondary school (grades 5-6) is to be dedicated to the official national language (Armenian). The remaining 43.48% of the time is to be dedicated to the teaching of international languages. The first international language is Russian and 26.09% of the language-learning time is dedicated to it. Remaining time (17.39%) is dedicated to other international languages (English, French or others). The first international language is introduced in the second grade of primary school, the second – in the third. All international languages are taught throughout all following years of schooling.

6 - Arts Education: 8.33% (2015-2016)

According to the Educational Plan of RA Ministry of Education and Science in 2015-2016, a national average of 8.33% of all instructional hours in the first two years of secondary school are to be dedicated to arts education, reflecting a rather high level of priority given to the arts and culture. 38% of instructional hours in grades 5-6 are dedicated to languages and 27% to science.

The total number of instructional hours in grade 5 is 986 (100%), while the total number of instructional hours dedicated to art is 102 (10.34%), including music, painting and technology (each 34 hours). The total number of instructional hours in grade 6 is 1054 (100%), while the total number of instructional hours dedicated to art is 68 (6.45%), including 17 hours for music, 17 hours for painting and 34 hours for technology. Starting from grade 8 there are no instructional hours dedicated to art.



7 - Professional Training in the Culture Sector: 1/1 (2015-2016)

The index of coverage of education in the field of culture is constructed according to the information provided by RA Ministry of Education and Science and by key stakeholders. It basically indicates the existence of different types of training in culture.

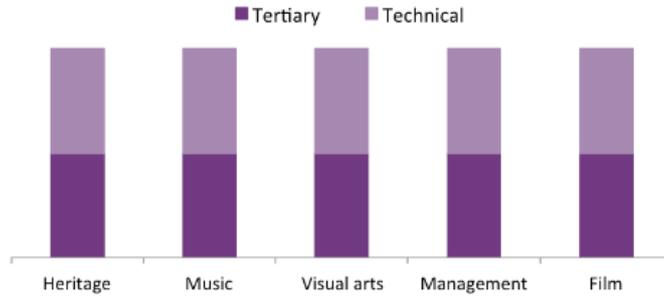
Armenia's result of 1/1 indicates that the national authorities have a strong interest and willingness to invest in the training of cultural professionals. 6 out of 24 government-funded superior educational institutions (universities and institutes) offer programmes in the field of culture. There are 22 vocational schools and colleges covering different aspects of cultural education (10 in Yerevan, 12 in different regions).

However, some issues deserve to be highlighted. One of them is a low number of instructional hours dedicated to cultural management, conservation and preservation of cultural values, light and sound engineering and directing. The lack of professionals in the distant regions of the country is another issue.

In 2010 the government of Armenia signed a decision to adopt a complex plan for training, retraining and requalification of staff in cultural sector (RA Government Decision N73-N, 14 January 2010).

Index of coherency and coverage of technical and vocational education and training (TVET) and tertiary education systems in the field of culture

Final Result : 1/1



Source: RA Ministry of Education and Science and consultations with key stakeholders (2016). Methodology: UNESCO CDIS

INDICATORS FOR GOVERNANCE

Cultural governance encompasses:

- aggregate of standard-setting frameworks regulating cultural activities;
- availability of public policies, infrastructures, institutional capabilities and processes intended to foster inclusive cultural development, promote cultural rights and diversity;
- satisfactory level of cultural infrastructure and its branching within the country;
- possibility for public and civil society institutions participating in cultural policy decision-making.

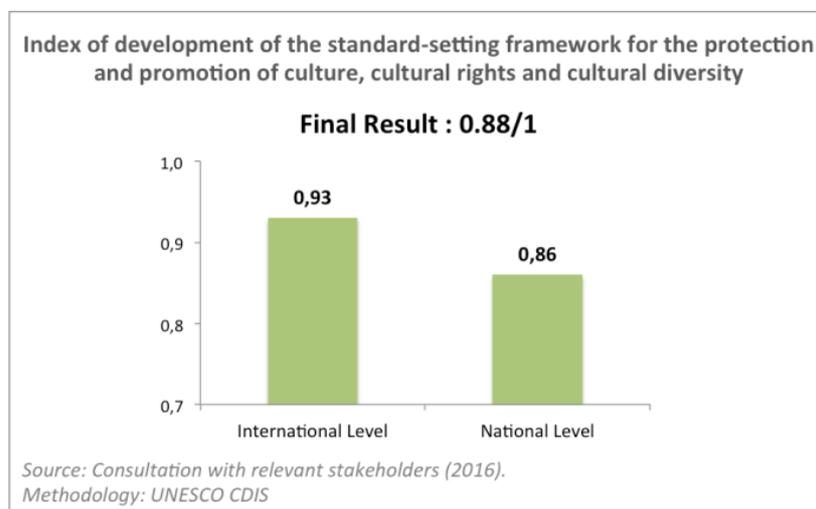
Core Indicators	Description
STANDARD-SETTING FRAMEWORK FOR CULTURE	▶▶ Index of development of the standard-setting framework for the protection and promotion of culture, cultural rights and cultural diversity
POLICY AND INSTITUTIONAL FRAMEWORK FOR CULTURE	▶▶ Index of development of the policy and institutional framework for the protection and promotion of culture, cultural rights and cultural diversity
DISTRIBUTION OF CULTURAL INFRASTRUCTURES	▶▶ Distribution of selected cultural infrastructures relative to the distribution of the country's population in administrative divisions immediately below State level
CIVIL SOCIETY PARTICIPATION IN CULTURAL GOVERNANCE	▶▶ Index of the promotion of the participation of cultural professionals and minorities in the formulation and implementation of cultural policies, measures and programmes that concern them

All these four aspects reflect conditions under which cultural rights are exercised, which are crucial for developing peaceful societies in which individuals have the opportunity to lead full, creative lives in accordance with what they value. In spite that each of these aspects is extremely important only their synergy could provide the appropriate development of cultural sector and cultural diversity, satisfy cultural demands of all citizens irrespectively of their place of residence, ethnic and social background, age, sex, etc.

Thus, cultural governance plays a key role in enabling culture to fully contribute to inclusive, rights-based human development.

8 - Standard-Setting Framework for Culture: 0.88/1 (2016)

Armenian's result of 0.88/1 indicates that there is already a high standard-setting framework for culture. While on the national level it's possible to certify 86% standard-setting framework provision, on the international level it would be about 93%.



Such high indicators prove the complexity of legislative foundations for realizing efficient cultural policy of Armenia, the understanding of the role of culture in modern social and economic development, and the commitment to international principles and approaches for providing cultural rights and cultural diversity.

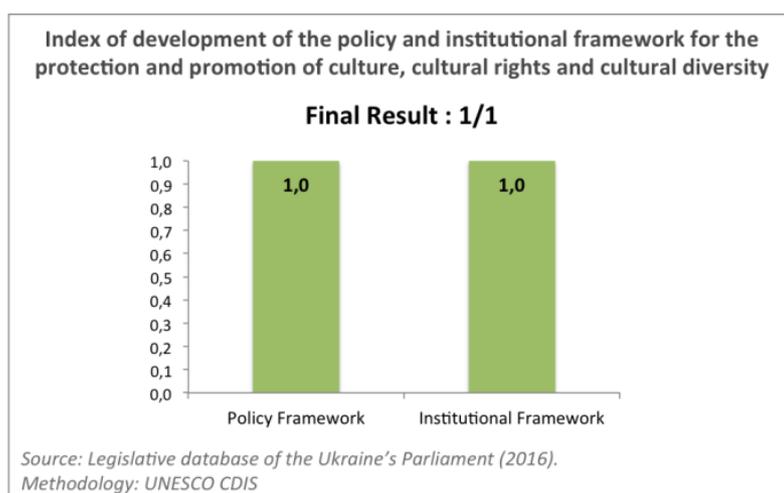
On the supranational level, there are only 4 non-ratified instruments:

1. UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects
2. Optional Protocol to the International Covenant on Economic, Social and Cultural Rights
3. Universal Copyright Convention

Unfortunately, the high level of standard-setting framework in the sphere of culture is not transformed sufficiently into the efficient mechanisms of state policy.

9 - Policy and Institutional Framework for Culture: 1/1 (2016)

The result for the development of the policy and institutional framework for the formulation, implementation and management of cultural policies and measures is 100% (1/1), which is in line with the European principals of privatization, decentralization, and democratization as stated in the long-term strategy for Strategic programme of prospective Development of Republic of Armenia 2014-2025. Several ministries are responsible for culture at all levels of governance and have allocated budgets. The Strategy evaluates problems in the Armenian cultural sector, defines directions for reform, their principles and objectives, specifies measures related to upgrading of culture management and culture network, cultural heritage, museums, theatres, libraries and reading skills, film industry, visual arts, music, cultural infrastructure, international cooperation, research and educational activities, author's right, communication and public activities in culture. This document distinguishes the notion of creative and cultural industries, while before the cultural policy has been focused on the traditional understanding of culture.



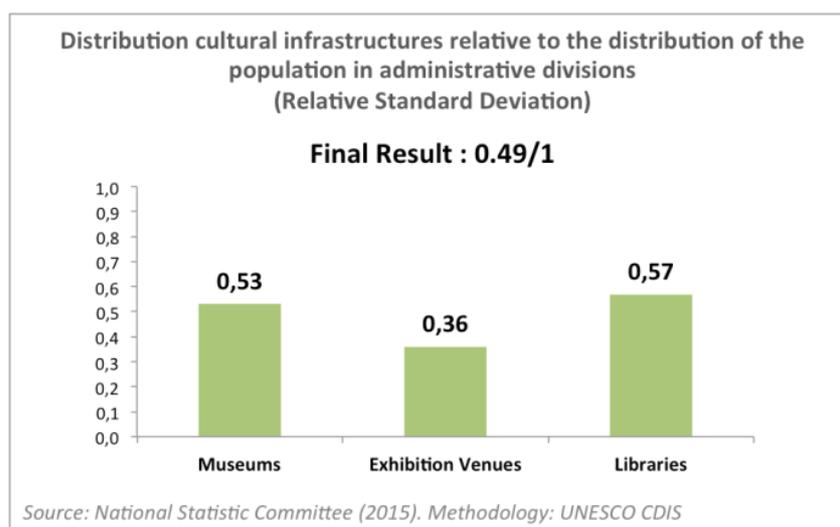
The development of cultural sector is also included to the “Strategic Program of Prospective Development of Republic of Armenia 2014-2025” approved by RA Government Decree as of 27.03.2014, № 442-N; 2016-2018 Medium-term public expenditure framework, 2017-2022 The Government programme approved by the RA Government, as of 19.06.2017, N 646-A.

In Armenia, the cultural sector is represented at the national level both in legislative power (National Assembly, Standing Committee on Scenes, Education, Culture, Youth and Sport Issues) and in executive power – Ministry of Culture of Armenia.

Culture is represented in all 11 administrative divisions (Marz) at the local level (town and village). As a rule, culture is represented in the elected bodies (councils) of territorial communities by committees on culture and in executive bodies (regional and local administrations) – by departments or subdivisions of culture. The exception is small territorial communities without separate structure subdivisions for culture. Here public servants are responsible for cultural policy implementation. The Law “On State Budget” of the Republic of Armenia dedicates resources for culture.

10 - Distribution of Cultural Infrastructures: 0.49/1 (2015)

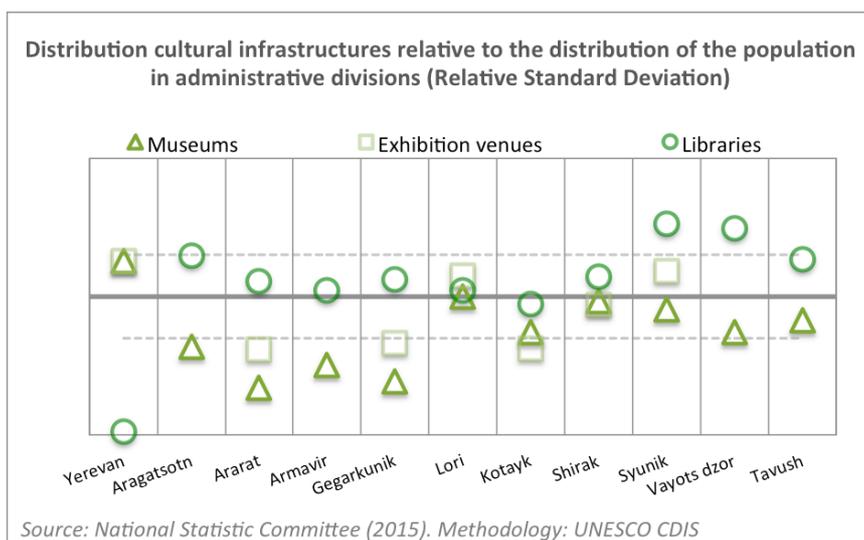
Armenia’s final result is 0.49/1, 1 representing the situation in which selected infrastructure is equally distributed amongst administrative divisions according to the relative size of the population. All levels of the government provide cultural services through publicly funded cultural institutions. The score of 0.49/1 thus reflects that there are many cultural facilities available across all administrative divisions directly below State level in Armenia, but that some inequality persists regarding access to Museums, Exhibition Venues Dedicated to the Performing Arts, Libraries and Media Resource Centres.



Armenia has inherited the basic network of cultural institutions from the Soviet Union. Almost every village has either a library or a club or both. It provides respectively equal sharing of cultural infrastructure premises. However, their physical condition is often not satisfactory.

The average value for distribution of cultural infrastructure by administrative divisions/marzes of Armenia and by population living there is respectively high constituting 0.49/1; it's rather higher for libraries, 0.57, and lower for exhibition venues – 0.36.

Special attention should be placed on indicators for the capital Yerevan where 36% of population is concentrated, but with the access to 64% of all museums, 64% of exhibition venues and 4% of libraries.



Increasing the equality of access to cultural infrastructure could enhance wellbeing in Armenia by both providing more opportunities to take part in cultural and creative activities which benefit the country economically through the production and consumption of cultural goods and services, and by nurturing an appreciation for the diverse cultures of the country through participation.

11 - Civil Society Participation in Cultural Governance: 0.95/1 (2016)

The final result of 0.95/1 indicates that many opportunities exist for dialogue and representation of both cultural professionals and minorities in regard to the formulation and implementation of cultural policies, measures and programmes that concern them. Such opportunities for participation in cultural governance exist at the national as well as administrative division levels.

The authorities generally collaborate with both cultural professionals and minorities through institutional mechanisms and organic structures. Cultural ministry, administrative division and local cultural departments and subdivisions, as well as national and large cultural institutions have special expert councils and commissions, often for a specific sub-sector: heritage, cultural participation and availability, cultural policy and finance. In many cases, decisions of such structures have critical weight. Cultural professionals can raise their voice also through cultural unions.

In terms of legislative power, the Parliamentary Committee on Culture has a public council taking part in committee meetings as well as a pool of independent experts providing consultancy on a voluntary basis. Regional and local/city councils of elected deputies have, as a rule, similar structures of public culture councils. The division of ethnic minorities and religious affairs of the Government closely collaborates with the Ministry of Culture of Armenia and special ministerial department on minorities and religions issues. Similar departments or subdivisions are in all regional and local administrations working closely with local minorities and their associations. A special budget programme for cultural minorities support is envisaged annually in the State Budget's cultural expenditure.

INDICATORS FOR SOCIAL PARTICIPATION

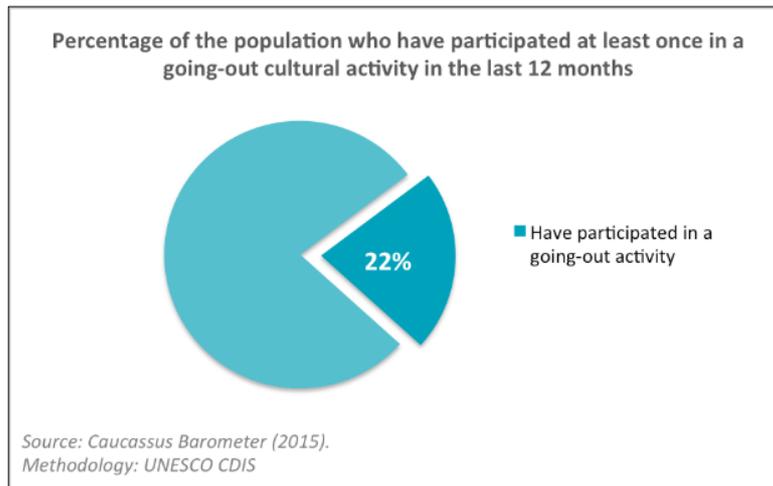
Culture plays a central role in sustaining and enhancing individuals' and communities' quality of life and wellbeing. Cultural practices, assets and expressions are key vehicles for the creation, transmission and reinterpretation of values, attitudes and convictions through which individuals and communities express the meanings they give to their lives and their own development. These values, attitudes and convictions shape the nature and quality of social relationships, impacting individuals and communities' sense of integration, tolerance of diversity, trust and cooperation. The Social Participation Dimension examines the multi-dimensional ways culture influences the preservation and enhancement of an enabling environment for social progress and development by analysing the levels of cultural participation, interconnectedness within a given society, a sense of solidarity and cooperation, and individuals' sense of empowerment.

12 - Participation in Going-Out Cultural Activities: 22% (2015)

The data of Caucasus Barometer was chosen to calculate the indicator. Representative nationwide data is available since 2008. The question about going-out cultural activities is available from 2011. The questions concerning museum visits (“Could you please tell me which of these activities have you been involved in during the past 6 months? - Went to a museum / art gallery”) is available only for 2011. The second question refers to both theatre and cinema: “Could you please tell me which of these activities have you been involved in during the past 6 months? - Went to a theatre / cinema”. This data is available for the years 2011, 2012, 2013 and 2015.

Core Indicators	Description
PARTICIPATION IN GOING-OUT CULTURAL ACTIVITIES	▶▶▶ Percentage of the population who have participated at least once in a going-out cultural activity in the last 12 months
PARTICIPATION IN IDENTITY-BUILDING CULTURAL ACTIVITIES	▶▶▶ Percentage of the population who have participated at least once in an identity-building cultural activity in the last 12 months
TOLERANCE OF OTHER CULTURES	▶▶▶ Degree of tolerance within a society towards people from different cultural backgrounds
INTERPERSONAL TRUST	▶▶▶ Degree of interpersonal trust
FREEDOM OF SELF-DETERMINATION	▶▶▶ Median score of perceived freedom of self-determination

The result is based on the latest data for going-out cultural activities and refers to 2015. The result shows that 22% of RA population participated in going-out cultural activity. While the result itself is rather low, the Caucasus Barometer Cross-country dataset shows that in Armenia the percent of people who took part in going-out cultural activities is higher than in neighbour countries (years 2011, 2012, 2013, 2015).



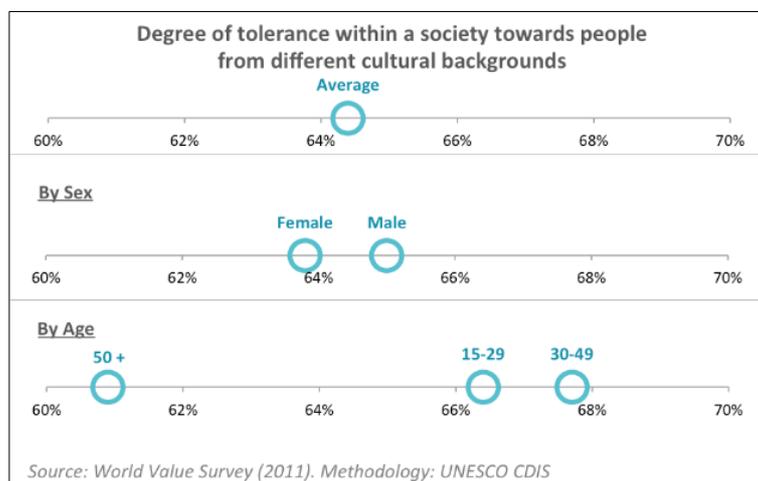
13 - Participation in Identity-Building Cultural Activities (no data)

Identity-building cultural activities cover amateur cultural practice, membership of cultural associations, popular culture, ethnic culture, community practices and youth culture. Unfortunately, it was not possible to construct this indicator because of a lack of relevant and robust data. Undoubtedly the involvement of Armenians in such activities would be of a high level.

14 - Tolerance of Other Cultures: 64.4% (2011)

In 2011 64.4% of the people of Armenia agreed that they do not find people of a different culture as undesirable neighbours. This indicator provides an assessment of the degree of tolerance and openness to diversity, thus providing insight into the levels of interconnectedness within a given society. It is a composite result of respondents' replies regarding neighbours falling under 3 categories: people of a different race, immigrants/foreign workers, and people of a different religion.

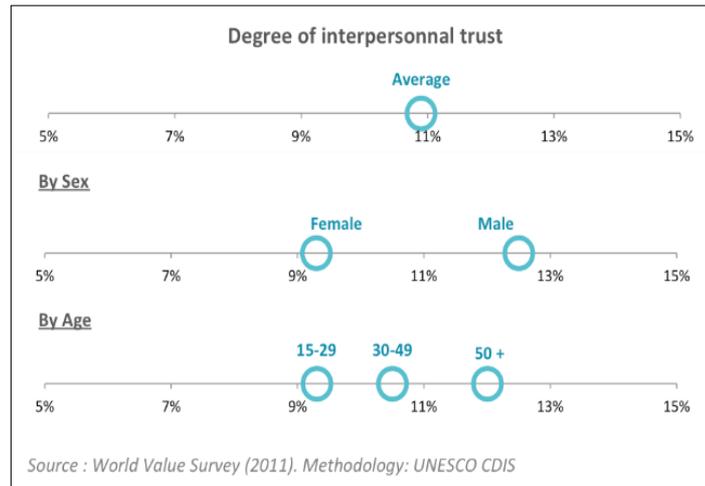
The most tolerant in these questions are representatives of the age group between 30 and 49 years.



It's worth mentioning that the majority of RA population are Armenian, the national minorities are only 1.8% of the population.

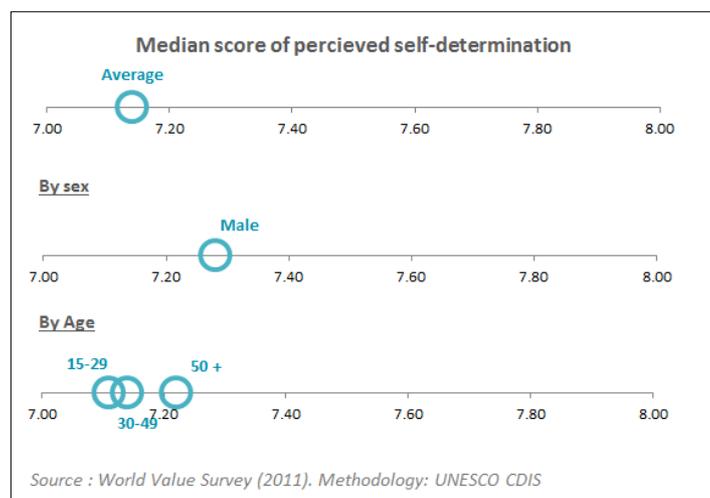
15 - Interpersonal Trust: 10.9% (2011)

In 2011, 10.9% of the people of Armenia agreed that most people can be trusted. The result indicates low level of trust and solidarity. Variations in the results aren't considerable across age or sex groups. 9.3% of women and 12.5% of men agree that most people can be trusted. The lowest result of interpersonal trust shows the group of ages 15-29 (9.3%) and the highest result of 12% belong to the group of ages 50 and up.



16 - Freedom of Self-Determination: 6.36/10 (2011)

The result of Armenia is 6.36/10, 10 representing the situation in which individuals believe that there is 'a great deal of freedom of choice of control' and 1 being 'no freedom of choice and control'. Nearly no variation can be seen across ages. The medians are correspondently 7.11, 7.14, 7.22 for ages 15-29, 30-49, 50 and up. The median for male respondents is 7.28, while the median for female respondents is 6.94. The result is almost equal to the average results for all countries having implemented the CDIS, which is situated at 6.67/10.



INDICATORS FOR GENDER EQUALITY

Gender equality is not only internationally recognized as a critical building block of sustainable development, gender equality can go hand in hand with respecting cultural diversity and cultural rights when placed within a human rights framework that favours inclusion and equal access to rights and opportunities.

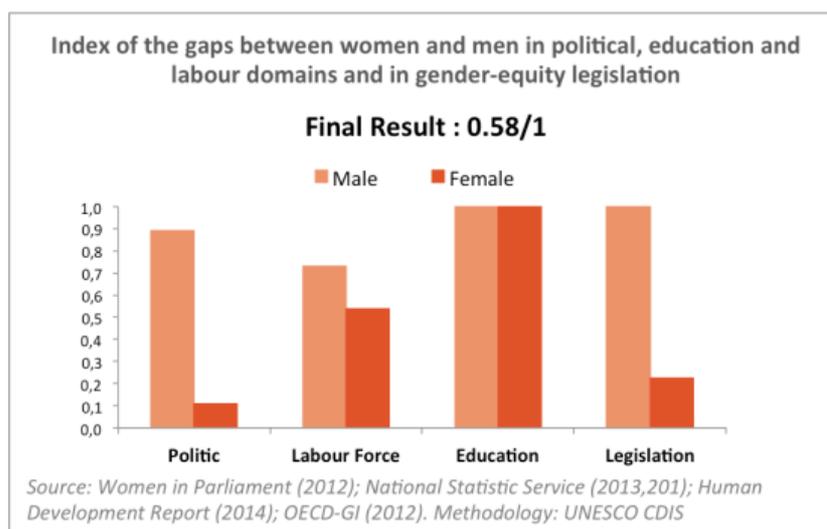
Targeted policies and interventions in favour of gender equality strongly influence attitudes and perceptions of gender roles and improve the levels of gender equality in practice. Furthermore, cultural attitudes and perceptions play a key role in orienting such policies and measures. Nevertheless, policies require people: they need to be supported by members of the community to be successful and sustainable.

The Gender Equality Dimension examines the correlations or gaps existing between the promotion and valorisation of gender equality through targeted policies and actions, and culturally based perceptions of gender equality.

Core Indicators	Description
GENDER EQUALITY OBJECTIVE OUTPUTS	▶▶ Index of the gaps between women and men in political, education and labour domains and in gender-equity legislative frameworks (objective outputs)
PERCEPTION OF GENDER EQUALITY	▶▶ Degree of positive assessment of gender equality (subjective output)

17 - Gender Equality Objective Outputs: 0.578/1 (2013-2015)

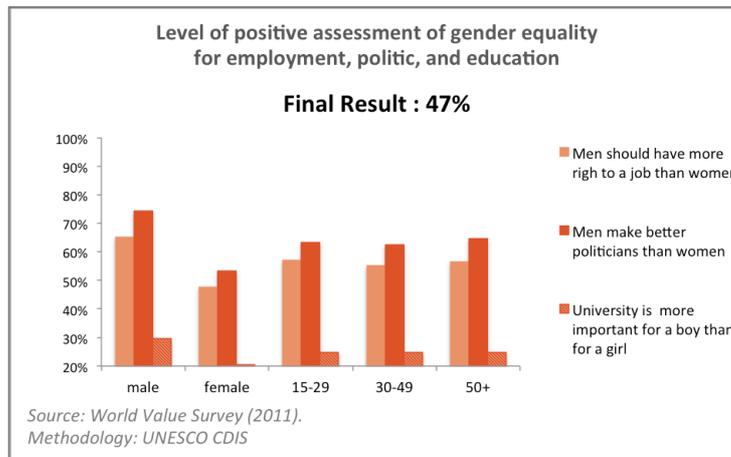
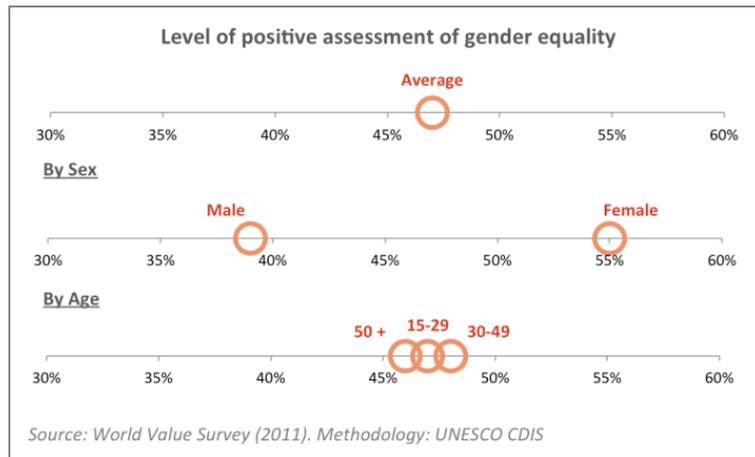
Result for Armenia 0.578 shows a little bit lower than middle level of gaps between women and men in political, education and labour domains and in gender-equity legislative frameworks. Special attention should be paid to political participation (11% on the parliamentary level) and legislation. Despite the greater participation of women over the last decades, there remain some gender gaps.



18 - Perception of Gender Equality: 47% (2011)

This is a descriptive indicator measuring the extent to which gender equality is positively perceived and supported amongst members of a society. In 2011 47% of

the people of Armenia positively perceived gender as a factor for development, according to their responses to questions regarding three key domains that parallel the objective indicators for this dimension- employment, political participation and education. The final result is a composite indicator, which suggests that nearly half the population views gender as a positive factor for development. The cross-analysis of the subjective and objective indicators reveals that while some attitudes and values are reflected in persisting gaps in objective outputs, the majority's positive perception of women in politics is not translated into tangible outcomes. These results suggest a need for greater advocacy efforts targeting attitudes in regard to key domains.



INDICATORS FOR COMMUNICATION

Communication is the exchange of thoughts, knowledge and messages of information. Culture and communication are strongly interlinked. Culture requires diverse forms of communication in order to flourish, create, be re-created and shared. At the same time, culture shapes a large part of the

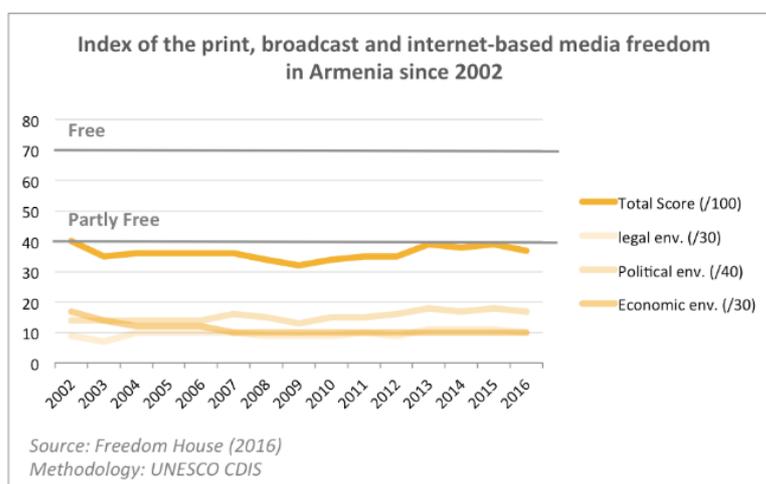
Core Indicators	Description
FREEDOM OF EXPRESSION	▶▶▶ Index of print, broadcast, and internet-based media freedom
ACCESS AND INTERNET USE	▶▶▶ Percentage of individuals using the Internet
DIVERSITY OF FICTIONAL CONTENT ON PUBLIC TELEVISION	▶▶▶ Ratio of annual broadcasting time of domestic television fiction programmes out of total annual broadcasting time of television fiction programmes on public free-to-air national TV channels

content and the forms of communication. Together, culture and communication have the potential to produce and disseminate a wealth of information, knowledge, ideas and contents, contributing to the expansion of individuals' options, thus creating enabling environments for inclusive people-centred development.

The Communication Dimension examines the extent to which a positive interaction between communication and culture is promoted by assessing the right to freedom of expression, the existing opportunities to access NICTs and the content they convey, and the supply of domestic productions within public broadcasting.

19 - Freedom of Expression: 37/100 (2016)

The freedom of expression, the freedom of the media and the free flow of information are protected by law and guaranteed in the Constitution of the Republic of Armenia (Chapter 2, Article 42).



Armenia's score of 37/100 indicated that its **print, broadcast and internet-based media is currently 'partly free.'** The legal environment score is 10/30, the political and economic environment scores are relevantly 17/40 and 10/30. This score illustrates the efforts made by the authorities to ensure an enabling environment for freed media to operate and freedom of expression to be respected and promoted. Through the free flow of ideas, knowledge, information and content, these

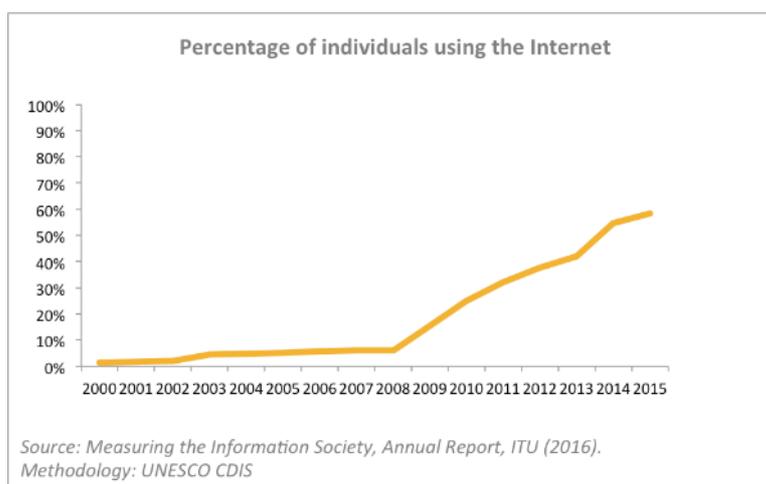
freedoms are the building blocks for the development of open and participatory societies as well as key enablers for creativity and cultural diversity.

The European Values Survey 2008 included a question on people's confidence in the press. Armenia's result showed that 5,7% of population have 'a great deal' of confidence in the press, 27,7% 'quite a lot', 39,1% 'not very much', 27,6% have no confidence in the press at all. The same question was included in World Values Survey (Armenia 2011). 3,2% of population had 'a great deal' of confidence in the press, 24,3% 'quite a lot', 44,9% 'not very much' and 24,2% didn't have any confidence in the press.

20 - Access and Internet Use: 58.25% (2015)

According to International Telecommunications Union (ITU) in Armenia 58.25% of population aged 16-74 used the internet in 2015. The growth of the number of internet users is considerable taking into consideration that in 2000 only 1.30% of population used internet, in 2005 and 2010 relevantly – 5.25% and 25%. Thus, in ICT development index ranking Armenia is 71 among 175 countries.

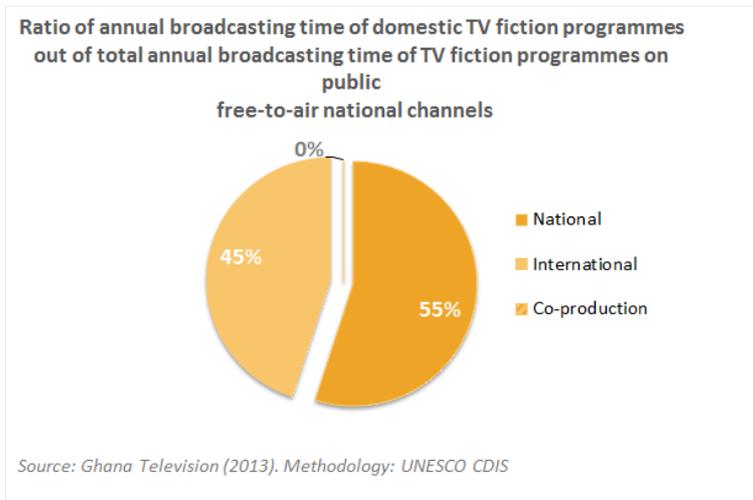
In 2014 the National Statistical Service in Armenia has calculated the percentage of household members using internet in last 12 months. The result showed that 54.6% of household members used the internet. The variation was notable across the residence. In urban residences 61.0% of population used the internet, while in rural places internet users were 43.6% of population.



21 - Diversity of Fictional Content in Public Television Programming: 42.55% (16.01.2017-22.01.2017)

There is no available information on number of domestic fictional programmes or hours annually broadcasted by domestic TV channels. Calculations were made by CDIS Armenian team on a study of one-week-program (16.01.2017-22.01.2017) of 7 national TV channels with republican coverage.

In one week, there were 510 fiction programmes (feature films, TV series and children’s animated films). 217 of those programmes were domestic. 20 of those programmes were feature films, 3 were animated films, the other 194 were TV series.



Thus, 42.55% of total fiction programmes are domestic productions, which is not a bad result, though there were no co-productions.

A one-week analysis of TV programmes of national channels shows that 1,046 of 1,403 programmes were domestic productions, which is 74.55% of total broadcasts. The biggest part of domestic programmes has current affairs content (33.08%). Fiction is in second place (20.75%), entertainment (16.25%) is third. 12.24% of domestic programmes have educational content, 9.65% are social, 4.59% are documentary. 3.44% of programmes have spiritual content (mainly broadcast by “Shoghakat” channel).

INDICATORS FOR HERITAGE SUSTAINABILITY

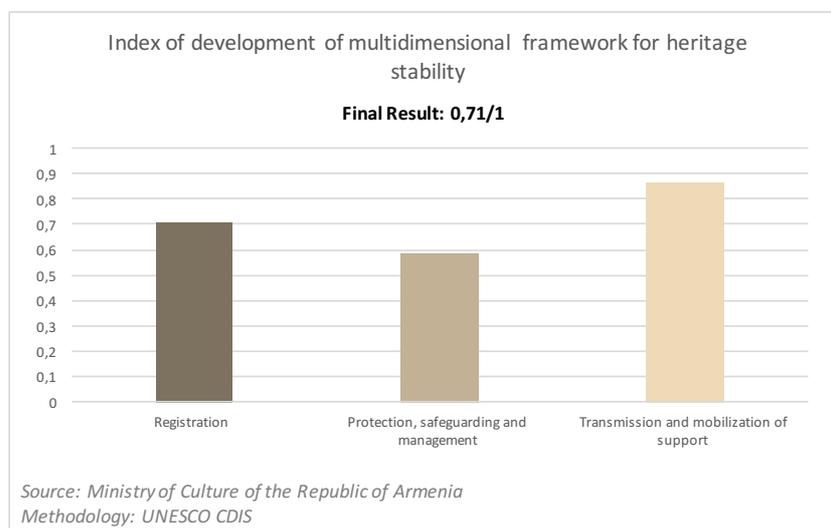
This Indicator offers a global picture of the strengths and shortcomings of public efforts deployed for the protection and promotion of heritage sustainability

Core Indicators	Description
HERITAGE SUSTAINABILITY	▶▶ Index of development of a multidimensional framework for heritage sustainability

through the analysis of three key components: 1) the establishment and further development of national and international registers and inventories; 2) the efforts made to protect, conserve, safeguard and manage heritage involving all stakeholders and fostering its sustainability; and 3) the strategies established to raise awareness and mobilize support in favour of safe-guarding and revitalising heritage.

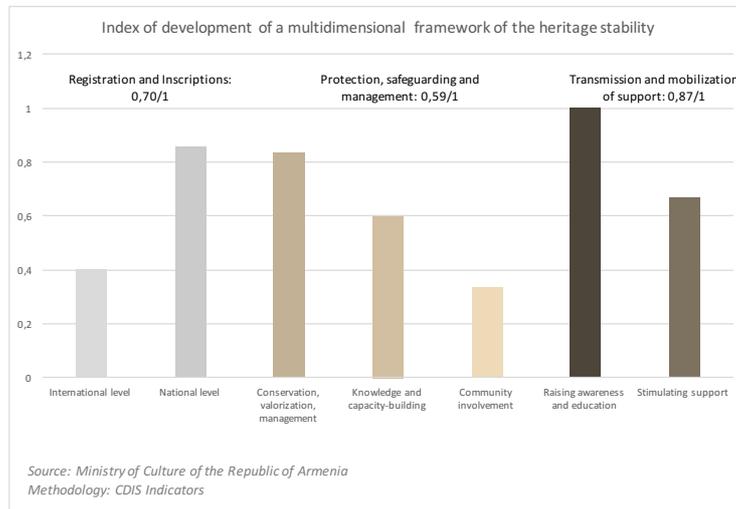
22 - Heritage Sustainability: 0.71/1 (2016)

Armenia's result 0.71/1 reflects a high level of priority given to the protection, safeguarding and promotion of heritage sustainability by Armenian authorities. The highest score corresponds to raising awareness activities 0.87/1, followed by the development of inventories 0.70/1, and activities dedicated to conserve and to manage heritage 0.59/1 in the last place. To improve this result Armenia should, in the first place, develop additional actions to improve its heritage management, as the existence of key policies and concrete measures is decisive for heritage sustainability.



Armenia scored 0.70/1 for registration in description, reflecting the authorities' efforts to provide up-to date national and international registrations. They are mainly realized at the national level.

The score 0.59/1 for the protection, safeguarding and management of heritage is relatively low mainly for the reason of low community involvement and knowledge and capacity building. Stimulating the community involvement in decision-making processes is a key element for a democratic and conscious management of heritage. Capacity-building training programmes, in their turn, ensure the transmission of knowledge on heritage management to different layers of the society.



Transmission and mobilization of support has the highest score among 3 dimensions: 0.87/1. It reflects the successful politics of Armenia in raising awareness of the importance of heritage preservation and gaining support amongst civil society and the private sector to insure the proper practice not only at political, but also informal levels.

Note

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