



14 IGC

DCE/21/14.IGC/14
Paris, 5 January 2021
Original: French

**INTERGOVERNMENTAL COMMITTEE
FOR THE PROTECTION AND PROMOTION
OF THE DIVERSITY OF CULTURAL EXPRESSIONS**

**Fourteenth session
Online
1-6 February 2021**

Item 14 of the provisional agenda:

I. Introduction

1. Document DCE/21/14.IGC/14 presents to the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Committee”) a concept note for the establishment of an assistance programme for the implementation of the Convention in the digital environment.
2. This programme proposal was requested by the Committee at its thirteenth session (February 2020) in order to implement the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Convention”) in the digital environment through peer learning, information-sharing and advocacy initiatives, in particular among policymakers in developing countries, if voluntary contributions were identified ([Decision 13.IGC 7](#)).

II. Background

3. The Parties initiated a process for dialogue, reflection and defining common priorities for the implementation of the Convention in the digital environment in 2013 ([DCE/13/7.IGC/13](#)). This process led to the adoption of the Operational Guidelines on the Implementation of the Convention in the Digital Environment in June 2017 (hereinafter “the Operational Guidelines”) ([Resolution 6.CP 11](#)). At its eleventh session, the Committee stressed that Parties needed more specific guidance in order to implement these Operational Guidelines. It therefore invited the Secretariat to develop an open roadmap in this regard, including examples of good practices ([Decision 11.IGC 5](#)).
4. This open roadmap, which proposes five outputs and twenty benchmark activities, was examined by the Committee at the twelfth session in December 2018 ([DCE/18/12.IGC/9](#)) and approved by the Conference of Parties in June 2019 ([Resolution 7.CP 13](#)).
5. On that occasion the Conference of Parties invited Parties to draw on the open roadmap in developing national roadmaps according to their needs and resources ([Resolution 7.CP 13](#)). The main objective of the national roadmaps is to provide state actors with a framework in which to design and implement regulatory or legislative measures for the effective promotion and protection of the diversity of cultural expressions in the digital environment.
6. The outputs proposed in the Open Roadmap to guide Parties in drawing up their national roadmaps are as follows:
 - regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner;

8. In order to develop and implement their national roadmaps in a transparent, participatory and inclusive manner, Parties were invited to cooperate with various stakeholders at each step of the process, including professionals working in cultural and creative industries and other

informed of their progress in order to promote the sharing of information and good practices;

6. *Requests Parties wishing to see information on their national roadmaps, as well on the progress made and challenges encountered during their development and/or implementation, included in the status report to be submitted to the eighth session of the Conference of Parties, to share them with the Secretariat, in French or English, no later than 5 March 2021.*

ANNEX

Protecting and promoting the diversity of cultural expressions in the digital environment

Concept note for an assistance programme dedicated to the implementation of the Convention in the digital environment through peer learning, information-sharing and advocacy initiatives, in particular among policymakers in developing countries, to support Parties in the implementation of the Convention in the digital environment

Geographic scope/beneficiary country/countries	Developing countries, Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions in all regions of the world
Duration (in months)	48 months The programme is intended to be long-term. The first phase of the programme will last four years (2022-2025)
Name, unit and contact	Diversity of Cultural Expressions Entity Secretariat of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, Culture Sector Convention2005@unesco.org
Partner Institutions	Regional and international intergovernmental organizations, Category II Centres, UNESCO Chairs, universities and research centres, international civil society organizations working to promote the diversity of cultural expressions in the digital environment
Provisional budget, including programme support costs	US\$1,750,000 (for the first phase)

Overall object and purpose

A constantly evolving context that calls for urgent policy responses

As noted in the second edition of the Global Report, *Re|Shaping Cultural Policies*, the cultural and creative industries generated, prior to the COVID-19 pandemic, annual global revenues of US\$2,250 billion and exports of over US\$250 billion. These sectors provided some 20 million jobs worldwide and employ more people aged 15-29 than any other sector. They account for up to 10% of the GDP in some countries. Digital technology is now a major driver of the creative economy and, in 2018, global digital sales accounted for US\$200 billion.

The Global Report also calls for the promotion of the diversity of cultural expressions in the digital environment. It highlights the need for additional efforts in supporting cultural and creative industries in the digital environment, promoting a more balanced flow of cultural goods and services worldwide, and strengthening capacity-building and technical assistance for Parties in the implemen2005

led, in 2017, to the adoption by the Parties of the Operational Guidelines on the Implementation of the Convention in the Digital Environment ([Resolution 6.CP.12](#)) (hereinafter “the Operational Guidelines”), followed by the adoption, in 2019, of an Open Roadmap to guide the Parties in this process ([Resolution 7.CP.13](#)). The roadmap identifies twenty priority activities to guide Parties in implementing the Convention in the digital environment. In the same resolution, the Conference of Parties invited them to start developing their own national roadmaps according to their needs and available resources. The Conference of Parties also .

Summary of objectives and lines of action

Objectives

The results of consultations conducted in autumn 2019 with Parties to the 2005 Convention showed that most Parties had not yet begun elaborating their national roadmaps². Only twenty Parties had done so, following the sequence proposed in the Open Roadmap.

While the Operational Guidelines and the Open Roadmap provide a strategic framework for the implementation of the Convention in the digital environment, Parties, and in particular developing countries that are Parties to the Convention, face different challenges in mobilizing stakeholders and effectively applying the principles underlying these reference texts. There are, moreover, many developing countries whose cultural policies have yet to take sufficient account of the issues, opportunities and risks associated with the new digital environment.

The lack of human and institutional skills required to successfully adapt and/or develop the national roadmaps has been highlighted as one of the main obstacles to the introduction of legislation, measures and strategies for implementing the Convention in the digital environment. To address this challenge, the programme “Promoting the diversity of cultural expressions in the digital environment” aims to allow developing countries to fully understand and interpret the issues, take ownership of the Open Roadmap and use it to draw up their national roadmaps.

The programme’s long-term goal is to transform systems of governance for culture in such a way that they can respond to the changes triggered by the digital shift, in the interests of the cultural and creative industries and of promoting the diversity of cultural expressions.

To do this, the programme puts the accent on assisting in the implementation of the guidelines, through targeted technical assistance to developing countries that are Parties to the Convention in order to create institutional and professional environments conducive to promoting the diversity of cultural expressions in the digital age and through the development of national digital roadmaps adapted to existing digital infrastructures and their cultural and creative industries.

To boost its impact, the programme also includes complementary activities intended to promote peer learning, information-sharing and advocacy and communication at the global and regional levels.

The programme is proposed in the framework of long-term implementation. However, it includes a first four-year phase from 2022-2025 presented below, which corresponds to the next UNESCO programme and budget (41C/5) and will be followed by an evaluation intended to guide and inform its future evolution and adaptation.

Lines of action

The programme’s objectives will be achieved through six main lines of action:

LINE OF ACTION 1: Production of capacity-building content, tools and methodologies adapted to the local context and designed to facilitate and support the implementation of the Open Roadmap

This line of action consists of a series of preparatory activities, including:

- Developing a framework for programme outputs, together with a timetable of activities to guide its roll-out;
- Devising and disseminating targeted communication tools;
- Developing and launching a rolling open call to developing countries that are Parties to the Convention to seek technical e

respond to the call³, eligible

Thus, based on the projects presented by beneficiaries in response to the call for projects, the outputs and activities to be prioritized in the design and implementation of the national roadmap must be specified. They should be chosen from the outputs and activities proposed in the Open Roadmap:

OPEN ROADMAP FOR IMPLEMENTATION OF THE CONVENTION IN THE DIGITAL ENVIRONMENT AS APPROVED BY THE CONFERENCE OF PARTIES
Output 1: Regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner
Activity 1.1: Conduct overall mapping of the digital cultural and creative sectors
Activity 1.2: Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations
Activity 1.3: Establish interministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies
Activity 1.4: Design, revise or implement regulatory frameworks, cultural policies, sector strategies and action plans to support cultural and creative sectors in the digital environment
Output 2: Policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem
Activity 2.1: Conduct studies and collect data on the traceability and accessibility to diverse creative expressions and their accessibility, on the fair remuneration of creators in the digital environment and on the use of metadata in different creative sectors
Activity 2.2: Provide spaces dedicated to digital creativity and innovation that enable artistic experimentation and collaboration
Activity 2.3: Provide financial or other forms of support to small and medium sized enterprises and entrepreneurs working in the digital cultural and creative sectors
Activity 2.4: Design regulations, policies and measures to ensure discoverability of diverse and local cultural content, fair remuneration for creators, greater transparency in the use of algorithms
Output 3: International agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment
Activity 3.1: Conduct an audit of clauses in trade agreements that have an impact on the cultural and creative sectors in the digital environment
Activity 3.2: Set up working groups between officials responsible for culture, intellectual property, trade, development, technology and innovation
Activity 3.3: Conclude co-production and co-distribution agreements to improve the distribution of cultural goods and services in the digital environment

Activity 3.

**OPEN ROADMAP FOR IMPLEMENTATION OF THE CONVENTION
IN THE DIGITAL ENVIRONMENT
AS APPROVED BY THE CONFERENCE OF PARTIES**

Activity 4.2: Establish training programmes to strengthen the digital skills and competencies of the cultural and creative sectors to fully participate in the ongoing changes to the cultural value chain

Activity 4.3: Provide support to cultural and media institutions to become learning spaces for the public to acquire digital literacy skills and competencies through creation and experimentation

Activity 4.4: Design and implement cultural cooperation programmes that support digital literacy capacities and skills

- Finalization of the national roadmap by the national team and validation by the competent national authority. Preparation by the competent national authority, in cooperation with the national team and with the option of remote support from the previously selected experts, of a plan of action setting out the stages for implementing the national roadmap and specifying the legislation, measures and strategies requiring to be adapted and/or drafted for this purpose.
- Public presentation of the national roadmap to all stakeholders in the public, private and civil society sectors, and dissemination of the outputs using the appropriate means of communication.
- Putting in place measures for implementation and monitoring of the national roadmap based on the plan of action.
- Submission to UNESCO of the national roadmap

Convention in the digital environment. This involves gathering, logging and sharing innovative experiences in both the drafting and implementation of national roadmaps, which can be replicated/adapted/improved in different contexts. Documenting the processes of elaborating national roadmaps in different countries should enable Parties to the Convention that have not yet started preparing their own roadmap or have not made sufficient progress to identify initiatives, measure or actions to draw upon.

- Adding new examples of policies and measures contributing to implementation of the

Implementation strategy

The table below provides a **provisional timetable** for the implementation of the six lines of action in the programme's first phase:

Line of action	Year1	Year 2	Year 3	Year 4
1: Production of capacity-building content, tools and methodologies adapted to the local context and designed to facilitate and support the implementation of the Open Roadmap				
2: Building specialized expertise in the digital creative economy and the promotion of cultural diversity in the digital environment				
3: Roll-out of on-demand technical to support implementation of the Open Roadmap in developing countries adapted to their context and needs		5 countries	5 countries	5 countries
4: Promotion of peer learning and establishing communities of practice				
5: Collection and sharing of knowledge on actions, tools, methods and processes for elaborating policies and measures adapted to the digital environment				

The growth in digital technology –

- The private sector, such as cultural and creative businesses, professionals and entrepreneurs in culture and the media, and creative artists.

Indirect beneficiaries

- Women artists and culture professionals, also young people aspiring to build a career as creative artists or culture professionals in the digital cultural and creative industries
- Academic institutions and centres of research or training
- The general public wishing to have better access to a diversity of cultural expressions in the digital environment.

Key partners

The main partners in implementing and disseminating this programme will be United Nations organizations and programmes (such as UNCTAD, UNDP, ILO and WIPO), regional organizations (such as the European Union, MERCOSUR, the Organisation internationale de la francophonie, the Organization of Ibero-

