OPEN ROADMAP

for the implementation of the 2005 Convention in the

DIGITAL ENVIRONMENT

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Diversity of
Cultural Expressions

Sustainable
Development
Goals

PARTIES PROMOTE THE DIVERSITY OF CULTURAL EXPRESSIONS IN THE DIGITAL ENVIRONMENT

OUTPUTS

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

2 — Policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem

3 — International agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment

4 — Digital literacy, skills and competences are reinforced

5 — Human rights and fundamental freedoms are promoted in the digital environment

ACTIVITIES

1
1.1 Conduct overall mapping of the digital cultural and creative sectors

1.2 Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations

1.3 Establish interministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies

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

2
2.1 Conduct studies and collect data on the traceability of 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

2.2 Provide spaces dedicated to digital creativity and innovation that enables artistic experimentation and collaboration

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

2.4 Design regulations, policies and measures to ensure discoverability of local and diverse cultural content, fair remuneration for creators, greater transparency in the use of algorithms

3
3.1 Conduct an audit of clauses in trade agreements that have an impact on the cultural and creative sectors in the digital environment

3.2 Set up working groups between officials responsible for culture, intellectual property, trade, development, technology and innovation

3.3 Conclude co-production and co-distribution agreements to improve the distribution of cultural goods and services in the digital environment

3.4 Negotiate cultural clauses in trade and investment agreements dealing with e-commerce and digital products to recognize the dual nature of cultural goods and services

4
4.1 Audit and identify specific digital skill gaps in the cultural and creative sectors

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

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

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

5
5.1 Collect and analyze data on women working in the digital cultural and creative sectors to inform policy making

5.2 Adopt and/or strengthen policies to empower women and girls, ensure their effective participation and equal opportunities to work in the digital cultural and creative sectors

5.3 Set up bodies to receive complaints and monitor violations to artistic freedom in the digital environment

5.4 Adopt or revise legislation to address cyber harassment, online trolling and targeted attacks, particularly against female artists on digital platforms

GOALS OF THE CONVENTION

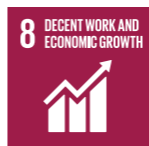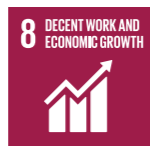**SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE**

ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS

INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS

PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS

SDG 2030

- 4 QUALITY EDUCATION
- 8 DECENT WORK AND ECONOMIC GROWTH
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

- 8 DECENT WORK AND ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES
- 17 PARTNERSHIPS FOR THE GOALS

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- 17 PARTNERSHIPS FOR THE GOALS

- 5 GENDER EQUALITY
- 10 REDUCED INEQUALITIES

The Open Roadmap is a tool to help Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions meet the challenges and seize the opportunities offered by the digital environment. Following the unanimous adoption of Operational Guidelines on the Implementation of the Convention in the Digital Environment in 2017, the Secretariat developed this flexible framework that offers a range of possibilities to promote and protect the diversity of cultural expressions in the digital environment. The Open Roadmap suggests clear expected results and concrete reference activities to protect the means of creation, production, dissemination, access, and exchange of cultural goods and services in the face of rapid technological changes. Parties are invited to take ownership of the Open Roadmap and to adapt it according to their needs, resources and priorities.

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