United Nations
Educational, Scientific and
Cultural Organization

Diversity of
Cultural Expressions

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

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Item 7 of the provisional agenda: Status report on the national roadmaps for the implementation of the 2005 Convention in the digital environment

This document presents an overview of national roadmaps for promoting the diversity of cultural expressions in the digital environment in order to guide Parties in the implementation of the Convention in the digital environment (Decision 12.IGC 9 and Resolution 7.CP 13). It also proposes future courses of action to support Parties in this process.

Decision required: paragraph 16

1. The purpose of this document is to guide Parties in the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter "the Convention") in the digital environment. To this end, it presents a status report on the national roadmaps for the implementation of the operational guidelines for the promotion of the diversity of cultural expressions in the digital environment (paragraphs 6 to 10 below). The document is accompanied by examples of good practices (paragraphs 11 and 12 below and Information Document DCE/20/13.IGC/INF.4) in order to illustrate concretely how the operational guidelines are being implemented by Parties. It also proposes future courses of action to accompany Parties in the elaboration of their national roadmap (paragraphs 13 to 15 below).

2. At this session, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter "the Committee") is invited to examine the current status of the national roadmaps and future proposals to accompany Parties in their development.

BACKGROUND

3. To recall, Parties have initiated a process of dialogue, reflection, and definition of common priorities for the implementation of the Convention in the digital environment in 2013 (DCE/13/7.IGC/13). This process led to the unanimous 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 formulate an open roadmap to this effect, illustrated by examples of good practice (Decision 11.IGC 5).

4. An open roadmap proposing five products and twenty reference activities was prepared by the Secretariat and presented to the Committee in December 2018 at its twelfth session (DCE/18/12.IGC/9) and then to the Conference of Parties in June 2019 at its seventh session (DCE/19/7.CP/13). On these occasions, all Parties supported the open roadmap, considering it relevant and ambitious. The open roadmap was approved by the Conference of the Parties in 2019 (Resolution 7.CP 13).

5. On the occasion of the open roadmap's adoption in June 2019, the Conference of Parties invited Parties to develop national roadmaps to implement the Convention in the digital environment according to their needs and resources (Resolution 7.CP 13). As Parties do not have the same opportunities or face the same challenges, it is understood that they will not necessarily prioritize the same cultural sectors at the same time. Nevertheless, the results expected from the national roadmaps will be common to all:

- regulatory frameworks, cultural policies, and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner;

- policies and measures support digital creativity, enterprises, and markets to ensure a diverse digital ecosystem;

- international agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment;

- digital literacy, skills, and competences are reinforced;

- human rights and fundamental freedoms are promoted in the digital environment.

NATIONAL ROADMAPS

6. During the seventh session of the Conference of Parties, some Parties reported on their first steps in the development their national roadmaps on the basis of the open roadmap (Austria, Brazil, Canada, Germany, Indonesia, Latvia, and Nigeria). They also indicated the main axes of their roadmaps and their priority areas of intervention. For example, some Parties mentioned that they consider supporting the accessibility of local digital content as a priority and that they wish to emphasize the availability of diverse creative content online. Other Parties said their priority was to promote the dual nature of digital cultural goods and services in international fora and to reinforce digital skills and competences both within the cultural sectors and among citizens in general. Finally, some Parties stressed that they prefer to focus on the preservation of artistic freedom on the Internet, the fair remuneration of creators, and transparency in the use of algorithms.

7. During these discussions, Parties underlined the importance of maintaining an open and participatory process in the development of their national roadmaps. They stressed that it was essential to involve all stakeholders, such as public institutions, civil society organizations, and the private sector, in order to be able to identify the needs, opportunities, and challenges for culture in the digital environment. Parties also noted that this process should be cross-cutting and involve, *inter alia*, policymakers from ministries of culture, education, and communication. Finally, some Parties indicated that they would like to see further discussions on artificial intelligence, digital commerce, and online platforms.

8. In order to get an overview of the current state of development of the national roadmaps, the Secretariat consulted Parties in the fall of 2019. To this end, a letter was sent to the Parties on 1 October to gather as much information as possible. Eighteen (18) responses have been received.[1] The low participation rate in this consultation suggests that few Parties have begun the development of their national roadmap.

9. The analysis of the consultation's results shows that most Parties have used the methodology proposed in the open roadmap as a guide to develop their national roadmaps:

   - Some Parties that had not done so previously have started a mapping, assessment, and/or diagnostic exercise to identify the needs and challenges faced by the cultural and creative sectors in the digital environment;

   - other Parties, which had already conducted a mapping exercise, set up a multi-stakeholder and multi-sectoral team, and organized consultations at the national and/or other levels;

   - some Parties have promoted human and institutional capacity-building for professionals working in the digital environment;

   - finally, some Parties have developed or revised their legislation, measures, and strategies for the implementation of the Convention in the digital environment.

10. The results of this consultation underline the fact that Parties do not operate in the same sectors of the cultural and creative industries (e.g. music, publishing, audiovisual, visual and performing arts). Most Parties choose to begin the process of developing their national roadmap by intervening in a few key sectors according to their national priorities. Finally, the Parties' responses to this consultation provided several examples of measures, policies, and activities that enriched the Secretariat's list of good practices.

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[1] Australia, Austria, Azerbaijan, Belgium, Canada, Costa Rica, Egypt, France, Jamaica, Latvia, Lithuania, Madagascar, Norway, Seychelles, Slovakia, Trinidad and Tobago, Turkey and the United Republic of Tanzania.

EXAMPLES OF GOOD PRACTICE

11. To recall, a list of examples of good practice was presented to the twelfth session of the Committee in 2018 (DCE/18/12.IGC/9) and updated for the seventh session of the Conference of Parties in 2019 in order to illustrate the different types of activities proposed in the open roadmap (DCE/19/7.CP/13). These examples have been drawn from the two editions of the Convention's Global Report, *Re|Shaping Cultural Policies* (2015 and 2018), the Policy Monitoring Platform (https://en.unesco.org/creativity/policy-monitoring-platform), the Parties' quadrennial periodic reports, the responses to the global consultation on the 1980 Recommendation concerning the Status of the Artist and the consultation on the development of national roadmaps, which took place in October 2019.

12. In order to have an overview of the activities undertaken by Parties, the Secretariat compiled the examples of good practice collected since December 2018 and classified them according to the expected results of the open roadmap. These examples of good practice are presented in Information Document DCE/20/13.IGC.INF.4.

NEXT STEPS

13. The Secretariat will continue to collect examples of good practice to foster knowledge-sharing and peer-learning. It will also monitor the implementation of the open roadmap's activities and provide an overview of Parties' achievements in the context of the development and implementation of their own national roadmaps. To this end, the Secretariat will introduce the policies and measures to implement the Convention in the digital environment on the Policy Monitoring Platform, which has been developed in the framework of the quadrennial periodic reports (https://en.unesco.org/creativity/policy-monitoring-platform). These policies and measures will be clearly identified as examples of good practices extracted from the Parties' national roadmaps in order to complement the policies taken from the quadrennial periodic reports.

14. The Secretariat also commissioned a scoping study to develop a technical assistance programme to assist developing countries in the implementation the Convention in the digital environment. This study will be presented to the Committee as soon as it is finalized.

15. The members of the Committee are invited to examine the examples of good practice contained in Information Document DCE/20/13.IGC/INF.4 and to share their experiences. In order to enlighten the Committee on the challenges of digital issues for sustainable development, a "Create│2030 Talk" entitled "The discoverability of diverse content in the digital environment" will be held during this session. The objective of the debate will be to examine the opportunities and challenges posed by access to local cultural content and their impact on creativity, artists, and the diversity of cultural expressions.

16. The Committee may wish to adopt the following decision:

DRAFT DECISION 13.IGC 7

The Committee,

1. *Having examined Document DCE/20/13.IGC/7 as well as Information Document DCE/20/13.IGC/INF.4;*

2. *Takes note of the status report on the national roadmaps for the implementation of the Convention in the digital environment;*

3. *Requests* the Secretariat to continue collecting examples of good practice implemented by Parties in the digital environment and to incorporate them into its Policy Monitoring Platform;

4. *Further requests* the Secretariat to establish 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 policy makers in developing countries, to support Parties in the implementation of the Convention in the digital environment, if voluntary contributions are identified;

5. *Invites* Parties that have not yet started the elaboration of their national roadmap to undertake the process to implement the Convention in the digital environment according to their needs and available resources.