



United Nations
Educational, Scientific and
Cultural Organization

Diversity of
Cultural Expressions

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Diversité
des expressions
culturelles

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Diversidad
de las expresiones
culturales

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

Разнообразие форм
культурного
самовыражения

منظمة الأمم المتحدة
للتربية والعلم والثقافة

تنوع أشكال التعبير
الثقافي

联合国教育、
科学及文化组织

文化表现形式
多样性

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CONFERENCE OF PARTIES TO THE CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

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Item 11 of the provisional agenda: Draft operational guidelines on the implementation of the Convention in the digital environment

The Conference of Parties adopted Resolution 5.CP 12 at its fifth session, requesting the Committee to continue its work on digital issues and to prepare draft operational guidelines on the implementation of the Convention in the digital environment. This document presents in Annex the draft operational guidelines adopted by the Committee at its tenth session in December 2016 and submitted to the Conference of Parties for its approval.

Decision required: paragraph 13.

1. Since the adoption of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Convention”), the digital environment and related technologies have transformed the way in which cultural goods and services are created, produced, distributed and consumed. The arrival of a new generation of connected multimedia devices such as smartphones, tablets and e-readers, the design of new trade models for the distribution of cultural content and the emergence of new online business models represent some of the challenges for public policies addressing the cultural industries. At the same time, not everyone has the necessary infrastructure (e.g. the lack of devices or low or no connectivity), artists do not always have the technical knowledge required, and the impact of new trade agreements on cultural industries in the digital environment will take time to measure. Lastly, the lack of concrete data to determine whether digital technologies and platforms have indeed made access to culture easier, faster and more affordable for everyone is detrimental to informed systems of governance for culture.

2. Over the past five years, the Convention's governing bodies have discussed the tremendous challenges raised by digital technologies for its implementation¹. Drawing on these debates, the Conference of Parties requested, during its fifth session in June 2015, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Committee”) to submit draft operational guidelines on digital issues for its approval at its sixth session (June 2017) (Resolution 5.CP 12 para. 3).

Preparation of the draft operational guidelines by the Committee

3. To enable the Parties' work on the preparation of preliminary draft operational guidelines, the Secretariat presented the Committee with a framework for discussion at its ninth session (December 2015)². A rich and constructive debate took place and emphasized the following issues to be taken into account in the guidelines³:

- the need for an integrated approach to digital issues due to the rapid growth of markets and economic pressures, which may affect the promotion of the diversity of cultural expressions;
- the recognition that while digital technologies provide an opportunity to ensure quick access to diverse cultural expressions, they also pose a challenge, particularly in an unequal digital environment in which many developing countries lack capacities and infrastructure;
- the inclusion of the principle of Internet universality pursuant to the Resolution of the General Conference concerning UNESCO's role in Internet-related issues (Resolution 38 C/56);
- the promotion of human rights and fundamental freedoms, including artistic freedom and freedom of expression;

¹ See working document “Digital issues and their impact on promoting the diversity of cultural expressions” (CE/15/5.CP/12), fifth ordinary session of the Conference of Parties, June 2015; detailed summary record of the eighth ordinary session of the Committee (CE/15/9.IGC/3), paragraphs 305-348; working document “Current state and action to address the challenges posed by digitization” (CE/14/8.IGC/12), eighth ordinary session of the Committee, December 2014; detailed summary record of the seventh ordinary session of the Committee (CE/14/8.IGC/3), paragraphs 351-358.

² See Working Document “Towards Operational Guidelines on digital issues” (CE/15/9.IGC/7), ninth ordinary session of the Committee, December 2015.

³ See the detailed summary record of the ninth ordinary session of the Committee (DCE/16/10.IGC/3), paragraphs 127-181.

- affirmation of the States' sovereign right to introduce policies to promote the diversity of cultural expressions in the digital environment while facilitating access to other cultural expressions;
- fair remuneration for artists and creators in the digital environment, particularly in the music and publishing industries, where artists feel that their remuneration is under threat, as well as a fair balance between the rights and interests of all stakeholders, including both the rights-holders and users of cultural content;
- international cooperation to strengthen and adapt international instruments, particularly within the context of cultural and trade agreements, as well as public policies related to cultural industries in the digital environment;
- preferential treatment measures to strike a balance for the developing countries so that their artists and cultural professionals, their cultural goods and services and their languages may be promoted internationally through the use of digital technologies;
- copyright and related measures to address online piracy;
- promoting the objectives and principles of the Convention in trade negotiations and agreements;
- the essential participation of all members of society in the digital environment in order to contribute to the diversity of cultural expressions, particularly social groups targeted by the Convention, with an emphasis on gender equality;
- the importance and the need to monitor and measure the exchange of cultural goods and services, and to share good practices on fiscal issues relating to their trade through online distribution platforms;
- the 2030 UN Sustainable Development Goals (SDGs);
- the influence of data and algorithms on the production and distribution of cultural goods and services and the issue of media diversity.

4. Following this constructive debate, the Committee requested the Secretariat to prepare preliminary draft operational guidelines on digital issues, taking into consideration the debates from its ninth session as well as the work undertaken by the governing bodies over the past years (Decision 9.IGC 7).

5. In order to comply with Decision 9.IGC 7 and Resolutions 5.CP 12 and 14, the Secretariat worked on preliminary draft operational guidelines on the implementation of the Convention in the digital environment. In addition, a study on the impact of digital issues in Spanish-speaking countries was conducted with the support of Spain (see publication "Culture in the Digital Environment - Assessing Impact in Spain and Hispanic America"). The Secretariat has also published a study on the impact of Articles 16 and 21 as well as 17 case studies on the application of these two articles in bilateral and regional trade agreements, including on issues related to e-commerce (see publication "Culture in Treaties and Agreements - Implementing the 2005 Convention in Bilateral and Regional Trade Agreements").

6. The preliminary draft operational guidelines were drafted by the Secretariat with two experts from the Expert Facility⁴. Building on the work of the governing bodies, the preliminary draft proposal was presented to the Committee at its tenth session in December 2016, and took into account the many debates, decisions and resolutions of the governing bodies over the past five years as well as the legal provisions of the Convention, its operational guidelines approved since 2009, and the principle of technological neutrality.

Review and adoption of the draft operational guidelines by the Committee

7. The Committee reviewed and had an extensive debate on the preliminary draft operational guidelines at its tenth session in December 2016. The preliminary draft proposal was well received by the Members of the Committee, who commended its quality and comprehensiveness. They agreed that it adequately reflected the discussions of the governing bodies over the past years and expressed their support for the project, subject to their proposed amendments. The debates were facilitated by the document being made available online four months ahead of the statutory deadline, which encouraged consultations not only between Members of the Committee but also between the Parties and civil society and its representatives.

8. The Committee devoted one of the three days of its session to examine the preliminary draft. Nearly 25 interventions from Members of the Committees, Parties and civil society representatives were made to express general comments. A number of key issues were repeatedly mentioned, such as technological neutrality, the visibility and discoverability of local and national cultural content, the fair remuneration of creators and performers as well as the development of digital competencies.

9. The Members of the Committee then examined the text, including the amendments proposed by the Parties and civil society organizations, one paragraph at a time. Several amendments proposed by the Parties and civil society were similar in content or even identical, particularly with regard to the fair remuneration of artists. The debates were numerous and included the relationship between the draft operational guidelines and other international obligations of the Parties to the Convention. For instance, the Members of the Committee discussed the challenges faced by some Parties regarding the inclusion of a cultural clause in their trade agreements. They agreed on a wording that reaffirms the Parties' capacity to adopt policies to promote the diversity of cultural expressions in the digital environment. The debates also led to certain clarifications to the text. For instance, the Members of the Committee highlighted the need to set up educational programs for the mastery of digital tools, rather than focusing on the use of digital tools in educational programs. Following this exchange, the Committee adopted the preliminary draft and requested that it be transmitted to the Conference of Parties for its approval at its sixth session in June 2017 (Decision 10.IGC 7).

10. It is recalled that the operational guidelines do not go beyond what the Convention stipulates and that their goal is not to reopen the text of the Convention. As requested and discussed by the Parties, they aim to provide a transversal reading of the Convention and its existing guidelines with regard to digital issues and related technologies. References to creation, production, distribution/dissemination, access and use, including enjoyment, of diverse cultural expressions in the digital environment draw upon the objectives and principles of the Convention, which calls upon Parties to adopt policies and measures at different stages of the value chain.

⁴ Members of the Secretariat worked together with two experts from the Convention's Expert Facility, namely Ms Véronique Guèvremont (Canada) and Mr Octavio Kulesz (Argentina), who contributed to the debates of the governing bodies over the past five years as well as to the monitoring framework to determine the impact of the Convention in the digital environment.

11. The structure of the draft operational guidelines follows the Convention's monitoring framework as presented in the Global Report, "Re|Shaping Cultural Policies: a decade promoting the diversity of cultural expressions for development", and includes the following sections:

- General considerations
- Guiding principles
- Parties strengthen systems of governance for culture in the digital environment
- Rebalancing the flow of cultural goods and services
- Integration of culture in sustainable development frameworks
- Role of civil society
- Gathering and sharing information and good practices
- Role of the UNESCO Secretariat

12. The Conference of Parties is invited at this session to approve the operational guidelines on the implementation of the Convention in the digital environment, taking into account the draft adopted by the Committee at its tenth session and contained in the Annex.

13. The Conference of Parties may wish to adopt the following resolution:

DRAFT RESOLUTION 6.CP 11

The Conference of Parties,

1. *Having examined Document DCE/17/6.CP/11 and its Annex;*
2. *Recalling its Resolutions 5.CP 12, paragraph 3, 5.CP 14, paragraph 4 and 4.CP 13, paragraph 6, as well as Decisions 6.IGC 17, paragraph 5, 7.IGC 5, paragraph 7, 7.IGC 13, paragraphs 3 and 7, 8.IGC 12, paragraph 7, 9.IGC 7 and 10.IGC 7 of the Committee;*
3. *Approves the operational guidelines on the implementation of the Convention in the digital environment annexed to this Resolution.*

ANNEX

Draft operational guidelines on the implementation of the Convention in the digital environment

General considerations

1. These guidelines provide a strategic framework for understanding, interpreting and implementing the Convention on the Protection and Promotion of the Diversity of Cultural Expressions in a digital environment where cultural goods and services are created, produced, distributed, disseminated, consumed and/or stored electronically. These goods and services transmit cultural expressions through, for example, a computer program, a network, a text, a video, an image or an audio recording and are distributed through constantly evolving digitally-encoded platforms.
2. The distinctive nature of cultural activities, goods and services as vehicles of identity, values and meaning does not change in the digital environment. Consequently, the recognition of the dual nature of cultural goods and services (cultural and economic) is also applicable to cultural expressions in the digital environment or those produced with digital tools.
3. Protecting and promoting human rights and the freedom of creation, expression, information and communication in the digital environment means supporting the principles of Internet universality that promote a Human Rights-based open Internet, which is accessible to all and characterized by multi-stakeholder participation.
4. There are significant differences in the rate at which digital technologies are adopted and accessed around the world. The resulting digital divide exists between and within countries and between women and men as well as urban and rural areas, in both developed and developing countries. This has an impact on the way in which cultural goods and services are created, produced, distributed and accessed in the digital environment.
5. The accelerated expansion of social networks and user generated content (UGC), the explosion of data, the complexity of distribution models, and the proliferation of connected multimedia devices in the hands of the users have had a huge impact on the creative sector in all parts of the world. Technological changes have also led to the emergence of new players and new logics, and will continue to provide new challenges and opportunities to promote the diversity of cultural expressions and, in particular, to design relevant public policies.
6. Recalling that technological neutrality is affirmed as a principle in the Convention, these guidelines shall be interpreted and applied in relation to the Convention as a whole, thus promoting a transversal approach to the diversity of cultural expressions in the digital environment. They complement all relevant provisions of the Convention and existing guidelines that refer to digital issues and new information and communication technologies.
7. All stakeholders are encouraged to respect and promote the Convention and these guidelines, which are interlinked with the United Nations Sustainable Development Goals (Agenda 2030) and the United Nations Guiding Principles on businesses and human rights, as well as international human rights instruments and principles. They primarily address public authorities. Non-governmental organizations, cultural and creative industries from the public and private sectors, including global digital platforms, Internet service providers (ISP) and other actors in the digital environment, are also encouraged to follow them.

Guiding Principles

8. Complementing the goals and principles set out in Articles 1 and 2 of the Convention, these guidelines aim to:
 - 8.1 reaffirm the Convention's principle of technological neutrality;
 - 8.2 reaffirm the recognition of the dual nature (cultural and economic) of cultural goods and services, whatever the means and technologies used;
 - 8.3 encourage the use of digital tools and provide for digital competencies through education programmes;
 - 8.4 reaffirm the Parties' sovereign right to formulate, to adopt and to implement policies and measures for the protection and promotion of the diversity of cultural expressions in the digital environment;
 - 8.5 safeguard, following the principle of Internet neutrality, equal and non-discriminatory treatment of data traffic in the provision of Internet access services and related end-users' rights (in order to prevent data traffic management practices which block or slow down specific applications that could affect the circulation of local cultural goods and services);
 - 8.6 promote equitable access and balance in the flow of cultural goods and services in the digital environment, in particular through the application of preferential treatment provisions for works created or produced by artists and cultural professionals, enterprises and independent organizations from developing countries;
 - 8.7 recognize the complementarity of economic, educational, and cultural aspects of sustainable development in national digital strategies as well as within international assistance programmes that support digital programmes and projects;
 - 8.8 promote international cooperation for development to enable greater and more affordable access to digital technologies, to develop related skills and competencies and to support mechanisms that are required for the emergence of dynamic cultural and creative industries in the digital environment;
 - 8.9 promote respect for fundamental freedoms of expression, information and communication and for privacy and other human rights as pre-requisites for the creation, distribution and access to diverse cultural expressions. This includes promoting artistic freedom as a corollary to freedom of expression, the social and economic rights of authors and artists working in the digital environment and connectivity of all partners to partners with those of their choice;
 - 8.10 promote respect for human rights in the digital environment, including gender equality and the empowerment of women and girls through support for their participation in the cultural and creative industries as creators, producers and consumers of cultural expressions in the digital environment;
 - 8.11 affirm that the same rights that people have offline must also be protected online, in particular freedom of expression, which is applicable regardless of frontiers and through any media of one's choice, in accordance with Article 19 of the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights.

Parties strengthen systems of governance for culture in the digital environment

9. Pursuant to Articles 5, 6, and 7 of the Convention and to these guidelines, Parties shall aim to adopt or update existing policies and measures to protect and promote the diversity of cultural expressions in the digital environment paying due attention to the special circumstances and needs of women as well as various social groups.
10. These policies and measures shall aim to address all areas - creation, production, distribution, dissemination, as well as access and enjoyment - taking into account the profound changes to the value chain and the arrival of new actors.
11. Parties are invited to update their legislative and regulatory frameworks for public service, private and community media as well as independent media organizations to promote the diversity of cultural expressions and the diversity of media in the digital environment, taking into account the increasing convergence of operations across the value chain.
12. Parties are encouraged to strengthen the level of digital competencies of the cultural sector and the general public, and to promote know-how and skills needed to fully participate in the ongoing changes to the creation, production, distribution, dissemination and access to diverse cultural expressions in the digital environment.
13. Parties are encouraged to establish interministerial groups on digital issues that would bring together representatives of relevant Ministries and institutions (including those responsible for culture, research, trade, industry, telecommunications and education), and involve the Convention's contact point and civil society representatives in their work.
14. At the stage of **creation**, Parties shall aim to support new forms of creativity in the digital environment, including artistic practices that are interactive and occur in real-time. This may include national, regional or local policies and programmes and funding schemes that:
 - 14.1 provide direct support to artists and other cultural professionals working with digital tools;
 - 14.2 contribute to creation and to the fair remuneration of creators and performers;
 - 14.3 establish new training programmes and education curricula for artists and other cultural professionals in the use of digital technologies to deepen their knowledge and skills for improved participation in a digital environment;
 - 14.4 provide spaces dedicated to digital creativity and innovation that enable artistic experimentation and collaboration such as incubators and laboratories, artist residences and centres that promote international cooperation through networking activities;
 - 14.5 promote cooperation among artists, educational and cultural professionals working in the cultural and creative industries, with actors in the digital environment, including designers, programmers, engineers and scientists;
 - 14.6 recognize and value the work of creators in the digital environment, by promoting:
 - equitable and fair remuneration for artists and cultural professionals;
 - transparency in the distribution of income between digital distributors, Internet service providers (ISP) and rights holders as well as among rights holders;
 - access to necessary bandwidth;
 - respect for and protection of intellectual property rights, allowing for collective management, if applicable, and for collective bargaining of digital rights; and
 - electronic legal deposit systems to document and archive their works.

15. At the stage of **production**, Parties shall aim to support the modernization of the cultural and creative industries. Measures relating to the production of cultural expressions in the digital environment should aim to:
 - 15.1 promote digitization and the incorporation of technological tools into the cultural and creative industries' production processes, in particular among micro, small and medium-sized enterprises and civil society organizations;
 - 15.2 provide support to cultural entrepreneurs, civil society organizations, local production companies or incubators wishing to expand their activities in the digital environment;
 - 15.3 promote new forms of financing for cultural and creative industries in the digital environment and encourage new types of partnerships between the public and private sectors in the digital environment;
 - 15.4 recognize the role played by artists using digital technologies in research and development, which is a benefit to society and produces new and different communication tools.
16. At the stage of **distribution/dissemination**, Parties shall aim to support and provide opportunities for works to be distributed in the digital environment as well as promote and consolidate the development of emerging and local digital markets. Measures at this stage of the value chain should aim to:
 - 16.1 encourage the diversity of digital media including the multiplicity of digital distributors of cultural goods and services and digital actors (online platforms, Internet service providers (ISP), search engines, social networks), while also ensuring visibility and discoverability of national and local cultural content;
 - 16.2 promote dialogue between private operators and public authorities in order to encourage greater transparency in the collection and use of data that generates algorithms, and encourage the creation of algorithms that ensure a greater diversity of cultural expressions in the digital environment and promote the presence and availability of local cultural works;
 - 16.3 work toward the standardisation and interoperability of electronic communications networks and services, of formats, protocols, software, interfaces and metadata in order to achieve diverse digital environments for the distribution of cultural goods and services;
 - 16.4 adapt and modernise online transaction mechanisms and processes in order to facilitate and secure e-commerce;
 - 16.5 encourage a fair, transparent, sustainable and ethical trade in the exchange of cultural goods and services in the digital environment, in particular with developing countries;
 - 16.6 develop the legal framework for online distribution of cultural goods and services such as ratification of relevant international copyright and related rights treaties, contractual arrangements and measures to protect and combat piracy and the illicit trafficking of cultural goods online;
 - 16.7 promote cooperation between online platforms (video, audio and other aggregators) and the rights holders of these goods and services (including licensing agreements and deployment of technical tools) in order to improve the online distribution of cultural goods and services and to better find the content being disseminated.

17. At the stage of **access**, Parties shall aim to ensure the free and permanent access to diverse cultural expressions as well as to increase participation in cultural life in the digital environment. This includes measures which aim to ensure continuous access to digital technologies, know-how and diverse cultural goods and services and should aim to:
 - 17.1 introduce greater transparency and readability of indexing and content referencing modes in order to ensure that the digital mechanisms (recommendation algorithms), determining the content available to the users, provide a wide range of diverse cultural expressions in the digital environment;
 - 17.2 invest, develop and strengthen telecommunications infrastructures to improve access to diverse cultural expressions in the digital environment;
 - 17.3 encourage the implementation of digital preservation measures and the development of infrastructure to ensure universal and continuous access to cultural content, despite the constant and rapid evolution of the digital environment;
 - 17.4 support linguistic diversity and translation interfaces in the digital environment;
 - 17.5 encourage public cultural institutions to provide online access to diverse cultural expressions;
 - 17.6 supply the necessary digital equipment to public institutions such as schools, libraries and cultural centres;
 - 17.7 set up programmes for digital literacy, public education and awareness on using the Internet and on mastering digital tools;
 - 17.8 encourage legislative measures that allow for the fair remuneration of rights holders.

Rebalancing the flow of cultural goods and services

18. In the context of international solidarity and cooperation, Parties shall aim to introduce preferential treatment provisions to facilitate more balanced flows of cultural goods and services from developing countries in the digital environment, pursuant to Article 16 of the Convention. Parties may:
 - 18.1 improve the distribution of cultural goods and services in the digital environment produced by artists and cultural professionals, enterprises and independent organizations from developing countries, including through artistic and cultural collaboration, co-production and co-distribution agreements;
 - 18.2 take into account the provisions of international trade agreements they have concluded and will conclude, and their respective mechanisms with a view to offering preferential treatment in favour of cultural goods and services from developing countries in the digital environment.
19. Consistent with their obligations in Article 21 of the Convention to promote the objectives and principles of the Convention in other international fora, and in order to foster an integrated approach in the area of culture, trade and investment in the digital environment, Parties are encouraged to promote:
 - 19.1 complementarity and coherency among the various legal instruments addressing the diversity of cultural expressions in the digital environment;
 - 19.2 transparency in bilateral, regional or multilateral negotiations having an impact on cultural goods and services in the digital environment;

- 19.3 close coordination between national authorities responsible for culture and trade, as well as other relevant public authorities and bodies and civil society representatives;
- 19.4 the consideration of introducing cultural clauses in international bilateral, regional or multilateral agreements, namely provisions that take into account the dual nature of cultural goods and services, including preferential treatment clauses, with particular attention to the status of e-commerce that shall recognize the specificity of cultural goods and services;
- 19.5 the incorporation of explicit references to the Convention and these guidelines on the digital environment in trade and investment agreements, as well as provisions that enable their implementation, including the preservation of the capacity to design new public policies when necessary.

Integration of culture in sustainable development frameworks

20. In the context of the United Nations 2030 Agenda for Sustainable Development and its Sustainable Development Goals (SDGs) and pursuant to Articles 13 and 14 of the Convention, Parties may elaborate national development policies and international assistance programmes that recognize the importance of cultural aspects and the complementarity of the economic, social and environmental dimensions of sustainable development in the digital environment.
21. Parties shall integrate culture into their information and communication technologies (ICTs) plans and digital strategies, by including references to the Convention and to its aims and principles.
22. Parties shall support at the national and international levels capacity-building activities, the transfer of know-how and sustainable technologies (hardware and software), as well as the development of infrastructure.
23. At the *national* level, measures should aim to:
 - 23.1 raise awareness of and promote the consumption of local cultural content and, as a result, foster the development of viable cultural and creative industries in the digital environment at the local, regional and national levels;
 - 23.2 assess specific technological needs in order to promote geographical equity in the distribution of cultural resources as well as equitable access to those resources for various individual and social groups, as foreseen in Article 7 of the Convention;
 - 23.3 encourage inter-ministerial collaboration to integrate culture into the programmes of other ministries working on digital matters;
 - 23.4 reinforce and improve development policies in the digital environment in other sectors such as education, public health, security, research and urban planning.
24. At the *international* level, measures should aim to support developing countries by:
 - 24.1 updating cultural cooperation agreements so that they take into account the impact of digital technologies, particularly in the implementation of co-production and co-distribution agreements;
 - 24.2 developing new forms of cooperation that facilitate the co-production and co-distribution of networked artistic works, regardless of distances between creators;

- 24.3 prioritizing bottom-up cultural cooperation initiatives involving local actors, over top-down initiatives which, for example, restrict them to simple donations in kind (of equipment, software, content and connectivity);
- 24.4 ensuring equitable access to resources and cultural content in the digital environment through educational and public awareness activities on the uses of the Internet and digital tools;
- 24.5 supporting projects linked to the application of the Convention in the digital environment, particularly through regular voluntary contributions to the International Fund for Cultural Diversity (IFCD).

Role of civil society

- 25. Pursuant to Article 11 of the Convention and its Guidelines, partnership with civil society organizations is essential in the digital environment by contributing to monitoring the evolution of the digital world, and may take the form of:
 - 25.1 initiatives to raise awareness of the potential of the digital environment through the use of digital technologies (such as social networks, mobile applications, online discussion platforms), the organization of events and the creation of communication tools (such as shared-work platforms, real-time interactive exchange platforms, blogs, electronic information bulletins);
 - 25.2 efforts to consult actors in the cultural sector on digital matters, and to share the results with the Convention's governing bodies through the submission of written documents (information documents) and oral contributions to the Conference of Parties and the Intergovernmental Committee;
 - 25.3 active contribution to the preparation of the Parties' quadrennial periodic reports, by providing relevant information on the opportunities and challenges for artists and other cultural professionals and practitioners arising from digital technologies;
 - 25.4 collaboration between civil society representatives, including artists and cultural professionals, academics, researchers and experts, to provide input for reflection within other international organizations and to directly or indirectly focus on issues relating to the diversity of cultural expressions in a digital environment.

Gathering and sharing of information and good practices

- 26. When implementing Articles 9 and 19 of the Convention, Parties shall:
 - 26.1 systematically include information in their quadrennial periodic reports on policies to address the opportunities and challenges linked to the protection and promotion of the diversity of cultural expressions within a digital environment;
 - 26.2 encourage the collection of comparative statistics on the uses, practices and markets for cultural goods and services in the digital environment;
 - 26.3 support discussions and share good practices in developing countries on the opportunities and challenges for the diversity of cultural expressions in the digital environment.

Role of the UNESCO Secretariat

27. Pursuant to Article 19 of the Convention, the Secretariat shall, in an intersectorial manner and in collaboration with the Parties, civil society and relevant international organizations:
 - 27.1 gather, analyse and disseminate information and statistics on the protection and promotion of the diversity of cultural expressions in the digital environment, including on related technological developments;
 - 27.2 set up and maintain, through its Knowledge Management System, a list of good practices;
 - 27.3 strengthen dialogue with the Parties and civil society in order to strengthen cooperation with other international actors concerned by digital technologies, particularly those responsible for trade, intellectual property and telecommunications, to raise their awareness of the Convention and to share information with all Convention stakeholders;
 - 27.4 encourage discussions among Parties and report to the governing bodies on the opportunities and challenges for promoting the diversity of cultural expressions in the digital environment.