



SERVING AUTHORS WORLDWIDE  
AU SERVICE DES AUTEURS DANS LE MONDE  
AL SERVICIO DE LOS AUTORES EN EL MUNDO

**COU16-0646**

David Fajolles  
Secrétaire général  
Commission nationale française pour l'UNESCO  
57 Boulevard des Invalides,  
75700 Paris 07 SP

Neuilly-sur-Seine, June 21, 2016

Dear Mr. Fallojes,

**CISAC's Contribution to the Questionnaire on the Implementation of UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions**

We are writing to you in our roles as President and Director General of CISAC, the International Confederation of Societies of Authors and Composers. We thank you for the opportunity to contribute to the quadrennial report on the implementation of UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions ("the Convention").

CISAC is a not-for-profit, non-governmental organisation comprising 239 authors' societies from more than 120 countries across the world. Through our membership, CISAC represents more than 4 million creators, including composers, screenwriters, directors, sculptors, painters, designers, photographers, choreographers and publishers. These creators are drawn from a wide variety of artistic fields, including music, drama, literature, visual arts and audiovisual.

CISAC's mission and objectives are to protect and promote the interests of creators worldwide, fostering an environment that supports cultural and creative activities, thereby contributing to both cultural diversity and economic growth.

As the global voice of creators, CISAC places a key importance on the implementation of principles established by the Convention. The protection of authors' rights goes hand-in-hand with the recognition of the specific nature of cultural goods and services as well as the acknowledgment of the vital social, cultural and economic roles played by those involved in the creative process.

CISAC goes to great lengths to support the diverse forms of creativity lying at the heart of cultural and creative industries. We also help individual creators and authors' communities around the world to address the many challenges posed to their rights and interests by the digital market.

Last year, CISAC published a unique study that quantifies the economic and social contributions of cultural and creative industries around the world. This first-of-its-kind study demonstrates that cultural and creative industries are massive contributors to the global economy in terms of revenue and employment as well as a key driver of the digital economy in both developed and developing regions. The study also reveals the contribution of diverse forms of creative expressions in achieving the goal of people-centred, inclusive and sustainable development. Moreover, creative industries tend to favour the participation of women compared to more traditional industries. The study was presented in Paris at a joint press conference hosted by UNESCO in the presence of UNESCO Director General Irina Bokova. The event, which attracted many journalists from all over the world, generated strong press coverage in over 200 publications. It is no coincidence that UNESCO chose to host the event surrounding the publication of the report. It clearly demonstrates the importance of maintaining and promoting cultural diversity and creative activity as an engine for social, cultural and economic growth.

CISAC takes additional steps to protect the interests of creators and protect cultural activities around the world. For example, we actively participate in the work of the UN's specialised agency for intellectual property, the World Intellectual Property Organization (WIPO). CISAC has closely followed the negotiations that led to the adoption of the WIPO Marrakesh Treaty, facilitating access to published works for persons who are blind, visually impaired or otherwise print-disabled. More recently, CISAC has been promoting the universal implementation of the visual artists' resale right through a new international treaty. The resale right is an important tool to foster creativity in visual arts and preserve the value of cultural heritage of individual countries around the world.

CISAC is also endorsing an important campaign aimed at rebalancing the distribution of value in the digital market, which currently favours digital operators at the expense of creators. The goal is to establish a system that nurtures creative talent while balancing all of the interests and different ways diverse cultural expressions are expressed, augmented and transmitted, regardless of the means or technologies used. This campaign is taking place at numerous levels, including lobbying with national governments, capacity building among our members, raising awareness initiatives and education.

Over the past years, CISAC has significantly strengthened its cooperation with international organisations in an effort to foster policies that promote authors' rights and cultural diversity. One example is our partnership with OIF (*Organisation Internationale de la Francophonie*) launched last year to facilitate activities that enhance the operating capabilities of CISAC member societies in French-speaking African countries. This region was chosen due to its strong cultural identity and the untapped potential of its creative industry. In December 2015, CISAC and OIF jointly organized a major cross-region training seminar on private copying remuneration management.

Through our regional offices in Africa (Burkina Faso), Asia (China), Europe (Hungary) and Latin American (Chile), CISAC frequently organises training and educational activities in various fields aimed at supporting the growth of authors' societies in developing markets for the benefit of their affiliated creators. These efforts lead to increases in societies' efficiencies and, in turn, creators' remuneration.

CISAC also put in place numerous activities to directly support authors and, therefore, the diversity of cultural expressions in developing countries. For example, CISAC works in cooperation with its creators' councils; the International Council of Music Authors (CIAM), representing music composers and lyricists; the International Council of Creators of Graphic, Plastic and Photographic Arts (CIAGP), representing graphic arts; and Writers & Directors Worldwide, representing film and TV screenwriters and directors. The joint activities organised by CISAC and the creators' councils include, for example, a copyright and collective management seminar held in Kigali, Rwanda in January 2016 to enhance authors' awareness of their rights. The event was organised by CISAC in partnership with the Pan-African Composers' and Songwriters' Alliance (PACSA). Founded in 2010 and representing 35 member associations with 16,500 composers and songwriters across Africa, PACSA is a key partner of CISAC and CIAM in lobbying for the interests of composers and songwriters in the region. Its goal is to develop copyright in this complex and rapidly developing region while helping artists better understand their rights to fair remuneration.

Inspired by the fruitful experience of PACSA in Africa, CISAC and CIAM are currently working to establish a new music alliance in the Asia-Pacific region with the aim of supporting the creative communities of developing countries in that region. Finally, CISAC promotes authors' rights and cultural diversity worldwide through lobbying with local legislators and governments as well as advocating in favour of creators at international forums.

We do hope that the above information will assist you and the institution you represent in the elaboration of the quadrennial periodic report on the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. We remain at your disposal for any questions or clarifications you may have on the above-mentioned considerations. We would appreciate the opportunity to continue a dialogue with you and the UNESCO bodies in order to share further views and work towards a valuable, effective implementation of the 2005 Convention.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'J. Jarre', with a long horizontal stroke extending to the right.

Jean-Michel Jarre  
President

A handwritten signature in blue ink, clearly legible as 'Gadi Oron'.

Gadi Oron  
Director General