



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions



Celebrating 10th Anniversary of the 2005 Convention

Debates on the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

9 June 2015
UNESCO Headquarters, Room II

PROGRAMME

Exchange Session 1: Diversity of Cultural Expressions in the Digital Age

10:00 - 11:00 **Cultural policies in the digital age: how to ensure access to diverse cultural expressions and sustainability of small and medium sized enterprises working in the creative industries?**

Moderator: Ms Françoise Benhamou, Professor, University Paris-XIII

- Mr Georges Dupont, International Telecommunications Union (ITU)
- Mr Guy Berger, Director, Division of Freedom of Expression and Media Development, UNESCO
- Mr Octavio Kulesz, Digital Publisher and Researcher, Argentina

On numerous occasions, new technologies have helped to democratize access to diverse cultural expressions, but in other cases they have accentuated disparities between different countries or within the same territory. The digital age represents an extraordinary potential for the creative industries, in terms of both production and marketing; however, for small and medium sized creative enterprises, this new era is not without obstacles (for example, a lack of know-how) or threats (in particular due to competition from the Web giants, which enjoy immeasurable financial and legal clout). What public policies are being carried out or should be implemented in the future, whether in the North or South, to ensure access to diverse cultural expressions and sustainability of the creative industries?

11:00 – 11:30 **Open debate**

11:30 – 12:30 How to stimulate creativity and social participation with the help of new technologies?

Moderator: Ms Sophie Rochester, The Literary Platform, UK

- Ms Jephumba, African Digital Art, Kenya
- Mr Vincent Ricordeau, KissKissBankBank, France
- Ms Alice Wiegand, Wikimedia Foundation, USA

In recent years, we have witnessed an explosion of content on the Web. In spite of all the obstacles – infrastructure problems, resource constraints, lack of know-how – creators from around the globe are discovering the huge potential of digital tools. At the same time, the boom in mobile phones and social networks has ushered in a new era of social participation, in both the developed world and developing countries. What impact will these technologies have on the diversity of cultural expressions? What initiatives should be carried out to encourage creativity and social participation in the digital age?

12:30 – 13:00 Open debate

***** Lunch *****

Exchange Session 2: Preferential treatment, international coordination and consultation

15:00 - 16:30 The 2005 Convention at the crossroads of international cooperation and trade

Moderator: Mr Kimmo Aulake, Ministerial Adviser, Deputy Director, Ministry of Education and Culture, Finland

- Mr Mhlanganisi Masoga, Director, Small Business Development, Creative Industries, Department of Trade, South Africa
- Ms Véronique Guèvremont, Professor, Laval University, Quebec
- Ms Nkiru Balonwu (Nigeria), CEO Spinlet Group
- Ms Nina Obuljen Korzinek, Researcher, IRMO, Zagreb

In 2005, an overwhelming majority of UNESCO Member States reached consensus that while cultural goods, services and activities have important economic value, they are not mere commodities or consumer goods that can be regarded as objects of trade. As a consequence, they adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

The Convention was designed to offer a unique platform for cooperation within the framework of world trade and international cooperation. Moreover, it provides specific clauses on preferential treatment (Article 16) to facilitate the mobility of artists and other cultural professionals from the global South, as well as greater access for cultural goods and services from developing countries in international markets. This requires a holistic approach not only for coordination and coherence between multiple instruments and frameworks, in particular development aid and trade instruments, but also active synergies between them (Article 21).

Since the adoption of the Convention ten years ago, important developments are witnessed demonstrating the inclusion of culture in bilateral and regional trade agreements. There is also a growing number of legal cases in which the Convention has been used to support the legality of measures regarding cultural goods and services in the area of competition. New questions are being raised about electronic commerce, its inclusion in the framework of free trade agreements and the impact of these agreements on the status of cultural goods and services.

This debate will provide insight into whether the implementation of this new international instrument, as well as subsequent trade and culture-related bilateral/multilateral agreements, has achieved its original objective, the challenges it has faced and the impact it has had.

16:30 - 17:30 **Open debate**

17:30 - 18:00 **Conclusions by Mr Octavio Kulesz and Ms Nina Obuljen Korzinek**