



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions

# 8 IGC

CE/14/8.IGC/12  
Paris, 10 November 2014  
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## INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

**Eighth Ordinary Session**  
**Paris, UNESCO Headquarters**  
**9 - 11 December 2014**

**Item 12 of the Provisional agenda:** Current state and action to address the challenges posed by digitisation

At the request of Canada and France, an item entitled "Current state and action to address the challenges posed by digitisation" was placed on the provisional agenda.

**Explanatory note – Addition of an item on digital technologies to the agenda of the 8<sup>th</sup> session of the Intergovernmental Committee meeting of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions**

**Issue:** Addition of an item on digital technologies to the agenda of the 8<sup>th</sup> session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions, December 9 to 11, 2014.

**Background:** The expansion of digital technologies presents both opportunities and challenges for the enrichment of the diversity of cultural expressions. Applied in the context of the cultural industries, digital technologies have a direct effect on the methods of creation, production, access, distribution and dissemination of cultural expressions, all of which are protected and promoted under the *UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions* (the “Convention”). Thus, the players involved at the various stages in the cultural value chain must respond to the opportunities and challenges that these technologies present, just as the various Convention stakeholders must take into account their impact on the diversity of cultural expressions. Given this context, it is essential that the Parties to the Convention reflect on how to implement the Convention in an environment in which digital technologies occupy an ever larger place.

In June 2013, the Conference of Parties recognized, by adopting Resolution 4.CP 13, that it was important that the digital issue be studied by the organs of the Convention. It invited “[...] the Parties that so wish as well as civil society to report to the Secretariat on aspects of the development of digital technologies that have an impact on the Convention and proposals for future action for examination of the Committee during its seventh session, and [requested] the Committee to transmit the results of its work to its fifth ordinary session.”

In follow-up to this resolution, the item on the agenda of the 7<sup>th</sup> session of the Intergovernmental Committee concerning the Committee’s activities bore mainly on the issue of digital technologies and the role of public service television and broadcasting in the achievement of the Convention objectives. The Committee also decided that special attention should be paid to the issue of digital technologies in the quadrennial periodic reports.

At this meeting, although the written contributions of a few Parties to the Convention and of civil society generated a first discussion on the digital technologies issue, that discussion was brief and did not go into the matter in depth.

It is in this context that we propose that an exhaustive analysis of this issue be initiated at the Intergovernmental Committee’s next meeting and that concrete courses of action be identified for the Parties to ensure the protection and promotion of the diversity of their cultural expressions in the digital age.

Note that France will soon publish a study entitled “Application de la Convention de l’UNESCO de 2005 sur la protection et la promotion de la diversité des expressions culturelles à l’ère du numérique.” The results of that study and of other studies are sure to contribute to future discussions on this issue.

**Objectives:** The Canadian and French delegations consider it desirable for the digital technologies issue to be included on the agenda of the 8<sup>th</sup> session of the Intergovernmental Committee, which will be held from December 9 to 11, 2014, in order that the Committee may:

- Discuss the opportunities and challenges for the Parties wishing to adopt and/or implement cultural policies in the digital age;
- Mobilize the Convention on the digital technologies issue and guide its implementation, in order that its objectives may be achieved in the digital age;
- Share best practices related to the protection and promotion of the diversity of cultural expressions in the digital age;

- Strengthen developing countries' ability to protect and promote the diversity of their cultural expressions in the digital age, particularly with respect to cultural policies in the digital environment; and
- Allow the Intergovernmental Committee to submit, at the Conference of Parties in June 2015, a full report providing a status update with regard to the various aspects of the development of digital technologies that have an impact on the Convention, as well as concrete courses of action for the organs of the Convention.

**Courses of action:** To achieve these objectives, the Canadian and French delegations propose the following courses of action:

- Request that the Secretariat send a questionnaire to the Parties and to civil society to document the States' practices and opportunities; the challenges they face in connection with the implementation of the Convention in the digital age; the possibilities and difficulties encountered by artists and cultural professionals in the digital environment; and that it share the information provided by the responses to this questionnaire online in the existing database in advance of the 9<sup>th</sup> session of the Intergovernmental Committee;
- Discuss the results of the questionnaire sent to the Parties and civil society at the 9<sup>th</sup> session of the Intergovernmental Committee;
- Request that the Conference of Parties determine, at its fifth ordinary session, the next steps in consideration of digital technologies and the diversity of cultural expressions; and
- Organize an exchange session in conjunction with the 5<sup>th</sup> session of the Conference of the Parties to discuss the Parties' practices and the challenges facing the Parties in connection with the implementation of the Convention in the digital age.

#### **DRAFT DECISION 8. IGC 12**

*The Committee,*

1. *Referring to Resolution 4.CP 13, paragraph 6 of the Conference of the Parties, as well as its decisions 6.IGC.17, paragraph 5, 7.IGC.5, paragraph 7, and 7.IGC.13, paragraphs. 3 and 7;*
2. *Having reviewed document CE/14/8.IGC/12 and its Annexes;*
3. *Considering the importance of continuing and contributing to the reflection on the challenges and opportunities presented by digital technologies in connection with the implementation of the Convention, as well as their impact on the diversity of cultural expressions;*
4. *Requests that the Secretariat gather information on the implementation of the Convention in the digital age by sending a questionnaire to the Parties to the Convention and to the representatives of civil society, that it share it online on the existing database following the 8<sup>th</sup> ordinary session of the Intergovernmental Committee;*
5. *Requests that the Secretariat prepare a document summarizing the responses of the Parties and of civil society for discussion by the Intergovernmental Committee at its 9<sup>th</sup> ordinary session;*
6. *Requests that the Secretariat organize an exchange session to discuss practices and the challenges facing the States in connection with the implementation of the Convention in the digital age in conjunction with the 5<sup>th</sup> ordinary session of the Conference of the Parties; and*
7. *Submits, for deliberation, to the fifth ordinary session of the Conference of the Parties, the proposal that the next steps in the reflection on digital technologies and the diversity of cultural expressions be determined.*



Délégation permanente du Canada  
auprès de l'UNESCO

Permanent Delegation of Canada  
to UNESCO

*L'Ambassadeur*  
*Délégué permanent*



Délégation permanente de la France  
auprès de l'UNESCO

*L'Ambassadeur*  
*Délégué permanent*

Paris, le 6 novembre 2014

Madame la Secrétaire de la Convention,

Vous trouverez, en pièce jointe, une note explicative qui donne suite à la requête du Canada et de la France du 11 juin dernier, d'ajouter un point intitulé « État de situation et suivi à donner aux enjeux du numérique » à l'ordre du jour de la 8<sup>e</sup> session du Comité intergouvernemental.

Nous vous remercions pour votre collaboration et nous vous prions de croire, Madame la Secrétaire de la Convention, à l'assurance de nos hommages respectueux.

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