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Diversity of  
Cultural Expressions

# National roadmap

## **GERMANY**

### 2021

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**National Digital Roadmap: Implementation of the 2005 Convention in the digital environment, congruent with the four main goals**

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**Goal (I): Support Sustainable Systems of Governance for culture**

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

1.1. Conduct overall mapping of the digital cultural and creative sectors

- **Digital-made-in.de Dashboard** Digital policy of the Federal Government (Bundesregierung Digitalpolitik) (2020)  
URL: <https://www.digital-made-in.de/dmide>
- **German Digitization Strategy:** The Federal Government (2020): Shaping digitization. Implementation strategy of the Federal Government, 5<sup>th</sup> updated edition – September 2020, p. 158-164.  
URL: <https://www.bundesregierung.de/breg-de/service/publikationen/digitalisierung-gestalten-1605002>

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<sup>1</sup> [https://en.unesco.org/creativity/sites/creativity/files/sessions/14igc\\_decisions\\_en.pdf](https://en.unesco.org/creativity/sites/creativity/files/sessions/14igc_decisions_en.pdf)

- **2020 Third Quadrennial Periodic Report on the 2005-UNESCO Convention by Germany**, Chapter 1.3. Digital environment, p. 44ff. and Chapter 8 Challenges, Achievements and next steps for 2020 to 2023, p. 111ff.
  - German Commission for UNESCO (2021): **Assessing internet development in Germany**: using UNESCO's Internet Universality ROAM-X Indicators/UNESCO Series of Internet Universality Indicators National Assessments URL: <https://www.wiegehtsdeminternet.de/>
- 1.2. Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations
- **Digital Summit / Digital IT-Summit** (Digitalgipfel/IT- und Digitalgipfel) URL: <https://www.bmwi.de/Redaktion/DE/Artikel/Digitale-Welt/digital-gipfel.html>
  - **Platform 8 „Culture and Media“** (Plattform 8 "Kultur und Medien") Working group of the German IT- and Digital Summit [ongoing, annually] URL: <https://www.de.digital/DIGITAL/Navigation/DE/Konferenzen/Digital-Gipfel/Plattformen/Plattform-08/kultur-und-medien.html>
  - **The Glorious 17** (Die Glorreichen 17) (2019) Campaign and Consultation by the Federal Government. As part of the updating of the German National Sustainability Strategy (revised version due March 2021), a broad country-wide online consultation was organised in autumn 2019 in which interested citizens could participate. URL: <https://www.bundesregierung.de/breg-de/themen/nachhaltigkeitspolitik/die-glorreichen-17-fuer-mehr-nachhaltigkeit-1555956>
  - Partnering with civil society for the **2020 - Third Quadrennial Report**. Third QPR (2020), Chapter 1.4, p. 53f
- 1.3. Establish interministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies
- **Digital Cabinet** (Kabinettausschuss-Digitalisierung/Digitalkabinet) URL: <https://www.bundesregierung.de/breg-de/themen/digitalisierung/steuerungs-und-beratungsgremien-im-ueberblick-1548450>
- 1.4. Design, revise or implement regulatory frameworks, cultural policies, sector strategies and action plans to support cultural and creative sectors in the digital environment
- **German Digitization Strategy**: The Federal Government (2020): Shaping digitization. Implementation strategy of the Federal Government, 5<sup>th</sup> updated edition – September 2020, p. 158-164. URL: <https://www.bundesregierung.de/breg-de/service/publikationen/digitalisierung-gestalten-1605002>

- **Amendment of copyright law to implement the EU Copyright Directives** amended in April 2019 (2019 to 2021) Implementing actor: Federal Ministry of **Justice** and Consumer Protection. Goal: Adapting copyright law to the requirements of a digital society; implementing the provisions of the amended European Directive on copyright and related rights in the Digital Single Market (Copyright Directive) adopted in 2019; strengthening copyright. Third QPR (2020), Chapter 1.2., p. 40f

## Goal (I): Support Sustainable Systems of Governance for culture

### **2. Policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem**

#### 2.1. Conduct studies and collect data on the traceability of diverse creative expressions and their accessibility, on the fair remuneration of creators in the digital environment and on the use of metadata in different creative sectors

- **Diversity Monitor of the Land Media Authorities** (Medienvielfaltsmonitor der Landesanstalten für Medien) (since 2015)  
The 14 Land Media Authorities (Landesanstalten für Medien) are examining developments in Germany's broadcasting and media landscape with a focus on the development of media diversity; creating transparency in the media. Third QPR (2020), Chapter 2.2., p. 38f.

#### 2.2. Provide spaces dedicated to digital creativity and innovation that enables artistic experimentation and collaboration

- **KULTUR.GEMEINSCHAFTEN** (2020) joint funding programme for digital content production in cultural institutions of the Federal Government Commissioner for Culture and the Media and the Cultural Foundation of the Länder. Goal: Acquisition of the necessary technology for the production of digital formats, projects for knowledge transfer and networking of the institutions, dissemination of the created productions.  
URL: <https://kulturgemeinschaften.de/#popup1>
- **Digital Pathways to the Museum** (Digitale Wege ins Museum) (2017 to 2020) Implementing actor: Ministry of Science, Research and the Arts, Land Baden-Württemberg. Goals: Facilitating access to art and culture through new digital rooms for experience; enabling museums to open up to new audience segments and groups.  
Third QPR (2020), Chapter 1.3., p. 46.
- **UpdateGermany** (UpdateDeutschland) (March 2021) Hackathon for crowdsourcing of solutions for challenges and issues for the future by the Federal Government. URL: <https://updatedeutschland.org/>

#### 2.3. Provide financial or other forms of support to small and medium sized enterprises and entrepreneurs working in the digital cultural and creative sectors

- **NEUSTART KULTUR** (2020, follow-up programme 2021) Cross-Sectoral Emergency and Recovery Package by the Federal Government Commissioner for Culture and the Media (BKM) for employees, self-employed and small and medium sized enterprises in all sectors of the German cultural sector during the COVID-19 Pandemic.  
URL: <https://neustartkultur.de/>
- **Dive in. Programme for digital interaction** (Programm für digitale Interaktion) (2021) by the Federal Cultural Foundation (Kulturstiftung des Bundes), part of the NEUSTART KULTUR initiative by the Federal Government.  
URL: <https://www.kulturstiftung-des-bundes.de/de/projekte/film-und-neue-medien/detail/dive-in-programm-fuer-digitale-interaktionen.html>
- **Innovation fund for digital development in the cultural sphere in Berlin (2018-2019)** Implementing actor: Berlin Senate. Goal: Foster digital awareness and innovation of cultural players, i.e. their willingness and ability to adapt to the possibilities, opportunities, requirements and constraints of the digital transformation in business and society.  
Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 136.  
URL: <https://www.berlin.de/sen/kultur/en/cultural-policy/cultural-participation/digitalization/innovation-fund/>
- **Games Funding Programme by FilmFernsehFonds Bavaria** (since 2009) for the production of high quality, non-violent computer games.  
Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 136.  
URL: <https://www.fff-bayern.de/en/funding/funding-schemes/games.html>

#### 2.4. Design regulations, policies and measures to ensure discoverability of local and diverse cultural content, fair remuneration for creators, greater transparency in the use of algorithms

- **Amendment of the Interstate Media Agreement (Medienstaatsvertrag)** to implement the EU Audiovisual Media Services Directive (2018 to 2019) Implementing actor: All 16 Länder. Goals: Ensuring equal opportunities in communication offline and online by means of adapted, appropriate and jointly accepted rules; implementing the provisions of the European Audiovisual Media Services (AVMS) Directive, as amended in 2018, at the national level; guaranteeing protection of young people in relation to the media.  
Third QPR (2020), Chapter 1.2., p. 40f.

#### 2.5. **Reducing the rate of value-added tax for digital publications** Aligning the value-added tax on digital publications with that levied on print media, 2019. Goal: Facilitating independent opinion forming through a diverse press landscape that should be able to offer high-quality content regardless of delivery channel; increasing diversity in the press and publishing landscape, 2020 Third QPR (2020), Chapter 1.3., p. 49f.

- **Establishment of the youth service “funk” in 2016.** Implementing actor: Broadcaster SWR (Südwestrundfunk) Goal: Creating contemporary content for adolescents and young adults; familiarising and involving a young audience with the output of public broadcasters; examining matters of democracy and social cohesion to actively address the social, democratic and cultural needs of 14- to 29-year-olds.  
Third QPR (2020), Chapter 1.2., p. 42f.
- **Establishment of the radio station COSMO in 2017** as a counterpoint to COSMO TV, previously on air as Funkhaus Europa. Implementing actor: Broadcaster WDR (Westdeutscher Rundfunk Köln) and Radio Bremen, in cooperation with broadcaster RBB (Rundfunk Berlin-Brandenburg). Goal: Having COSMO Radio further develop its media output for multilingual listeners in Germany to promote their participation in cultural life; communicating cultural diversity and a broad spectrum of perspectives through spoken-word and musical contributions; introducing a complementary daily jazz and world music slot on culture radio channel WDR 3, with output including music of diverse styles from outside Europe.  
Third QPR (2020), Chapter 1.2., p. 42f.

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## **Goal (II): Achieve a balanced flow of cultural goods and services and increase the mobility of artists and cultural professionals**

### **3. International agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment**

#### 3.1. Conduct an audit of clauses in trade agreements that have an impact on the cultural and creative sectors in the digital environment

n/a

#### 3.2. Set up working groups between officials responsible for culture, intellectual property, trade development, technology and innovation

- **Copyright law reform:** Interest groups and associations are involved in the reform process in Germany and at EU level: Initiative Urheberrecht (a copyright initiative, <https://urheber.info/verbaende>) and the Netzwerk Autorenrechte (an authors' rights network, <http://www.netzwerk-autorenrechte.de>). Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 136.

#### 3.3. Conclude co-production and co-distribution agreements to improve the distribution of cultural goods and services in the digital environment

- **TURN, cooperation with Africa fund** (2012 to 2021) Implementing actor: German Federal Cultural Foundation. Goal: Promoting artistic debate between German and African partners on an equal footing; building sustainable networks and cooperation.  
Third QPR (2020), Chapter 2.4., p. 59f
  - **Berlinale World Cinema Fund**, greater focus on Africa (since 2016) Implementing actor: Berlin International Film Festival (Berlinale) business division of Kulturveranstaltungen des Bundes in Berlin GmbH (KBB). Goal: Producing and distributing films from the World Cinema Fund regions of Latin America, Central America, the Caribbean, Africa, the Near East, West Asia, Central Asia, Southeast Asia and the Caucasus as well as Bangladesh, Nepal, Mongolia and Sri Lanka; strengthening film industries and film culture with and from Africa in particular.  
Third QPR (2020), Chapter 2.4., p. 59f
- 3.4. Negotiate cultural clauses in trade and investment agreements dealing with e-commerce and digital products to recognize the dual nature of cultural goods and services
- **Amendment of copyright:** A law reforming the act on copyright contracts (Urhebervertragsgesetz) entered into force on 1 March 2017. Copyright law constitutes a further legal basis for the implementation of UNESCO's 1980 Recommendation. Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in 2020 Third QPR, p. 130f.
  - Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in 2020 Third QPR, p. 135 and 138.

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### Goal (III): Integrate Culture in sustainable development frameworks

#### 4. Digital literacy, skills and competences are reinforced

##### 4.1. Audit and identify specific digital skill gaps in the cultural and creative sectors

- German Commission for UNESCO (2021): **Assessing internet development in Germany:** using UNESCO's Internet Universality ROAM-X Indicators/UNESCO Series of Internet Universality Indicators National Assessments  
URL: <https://www.wiegehtsdeminternet.de/>
- Third QPR (2020), Chapter 1.3., p. 44ff. and Chapter 8, p. 111.

##### 4.2. Establish training programmes to strengthen the digital skills and competencies of the cultural and creative sectors to fully participate in the ongoing changes to the cultural value chain

- **Museum4punkt0 – Digital Strategies for the Museum of the Future.** (Since 2016) Implementing Actor: Federal Commissioner for Culture and Media. Goals: Development of digital tools for outreach, education, communication and research in different types of museums and museum infrastructures; Consolidation and interconnection of know-how on digital development and work processes in museums; Visitor target groups should be given the opportunity to discover museums in a varied way; Sharing of gained knowledge and newly developed digital programmes with other cultural institutions. Die Bundesregierung (2020): Digitalisierung gestalten, p. 164. Third QPR (2020), Chapter 1.3., p. 46.
- **German film Fonds II.** Implementing Actor: Federal Commissioner for Culture and Media. Goals: Improved utilisation and, if possible, expansion of production service providers in the field of digital filmmaking, especially digitally creating VFX (virtual effects) companies; prevention of the migration abroad of digital filmmakers trained in Germany and of German co-produced film productions with a high VFX content; innovative cross-sectional effects for other sectors. Die Bundesregierung (2020): Digitalisierung gestalten, p. 164.
- **Digital Culture (Kultur Digital) (2018 to 2024),** Implementing actor: German Federal Cultural Foundation. Goals: Enabling cultural institutions to make full use of digital possibilities and to tailor use to their respective activities; supporting cultural institutions in their efforts to proactively seize the opportunities offered by digital possibilities and address the corresponding challenges in a professional manner. Third QPR (2020), Chapter 1.3., p. 46.
- A broad number of **Universities and colleges in Germany** are preparing cultural workers for the new conditions, opportunities and challenges of culture and art in the digital field (Braunschweig University of Arts, University of Popular Music and Music Business, Leuphana University Lüneburg, e.a.). Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 137.

4.3. Provide support to cultural and media institutions so that they become learning spaces for the public to acquire digital literacy skills and competencies through creation and experimentation

- **Expansion of the Deutsche Digitale Bibliothek (DDB).** Implementing Actor: Federal Commissioner for Culture and Media. Goals: Further expansion of the number of public cultural and scientific institutions networked in the DDB; optimisation of data processing, improvement of data and object quality and expansion of the DDB as a data platform; expansion of content and increase in reach; improvement of the user experience. Die Bundesregierung (2020): Digitalisierung gestalten, p. 158.
- **Digitisation of holdings by the Federal Archives, the German National Library and the International Tracing Service (Arolsen Archives).** Implementing Actor: Federal Commissioner for Culture and Media. Goal: Provide



access to and preserve archival, film and library material that is of interest and relevance to citizens and the professional public.

Die Bundesregierung (2020): Digitalisierung gestalten, p. 160.

- **Digitization of the national film heritage.** Implementing Actor: Federal Commissioner for Culture and Media. Goals: Implementation of a joint funding programme by the Federal Government, the Länder and the German Federal Film Board (FFA). Enable film heritage institutions, archives and private rights holders to continue to commercially assess, digitise and secure films over a reliable period of ten years.  
Die Bundesregierung (2020): Digitalisierung gestalten, p. 161.
- **Establishment of a Research Database for Provenance Research.** Support of the German Lost Art Foundation (Deutsches Zentrum für Kulturgutverluste). Implementing Actor: Federal Commissioner for Culture and Media. Goal: Strengthening of Provenance Research.  
Die Bundesregierung (2020): Digitalisierung gestalten, p. 165.
- **SmartCULTURE (SmartKULTUR),** Land Mecklenburg-Western Pomerania, since 2017 Goal: Using digital means to preserve written and audio-visual cultural assets and artists' archives and to make them accessible.  
Third QPR (2020), Chapter 1.3, p. 44.
- **Totally Digital! Reading and storytelling with digital content** (Total Digital! Lesen und erzählen mit digitalen Inhalten) (2018 to 2022) Implementing actor: German Library Association within the framework of Culture is Strength. Education Alliances. (Kultur macht stark. Bündnisse für Bildung), Goal: Providing children and young people who have limited access to education additional opportunities for education and developing and strengthening their ability to express themselves with and through digital media.  
Third QPR (2020), p. 46.

#### 4.4. Design and implement cultural cooperation programmes that support digital literacy and skills

- **Digitization strategy of the Federal Government for the cultural Sector.** Implementing Actor: Federal Commissioner for Culture and Media. Goals: Supporting cultural institutions of different disciplines to productively shape the digital transformation; Achieving the widest possible synergy effects.  
Die Bundesregierung (2020): Digitalisierung gestalten, p. 159.
- **Centre for Digitisation and Culture (Zentrum für Digitalisierung und Kultur),** Land Schleswig-Holstein (since 2018) Digitally transforming the cultural infrastructure of Land Schleswig-Holstein and facilitating cooperation between cultural institutions.  
2020 Third QPR, p. 44.
- **NFDI4Culture - National Research Data Infrastructure for Culture.** Project by DFG Deutsche Forschungsgemeinschaft. Geographically, thematically and institutionally balanced network of 9 co-applicants and 52 participants including four universities (Cologne, Heidelberg, Marburg, Paderborn),

three infrastructure institutions (FIZ Karlsruhe, TIB Hannover, SLUB Dresden), Stiftung Preußischer Kulturbesitz and the Academy of Sciences and Literature Mainz.

URL: [https://www.dfg.de/en/research\\_funding/programmes/nfdi/index.html](https://www.dfg.de/en/research_funding/programmes/nfdi/index.html)

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## Goal (IV): Promote Human Rights and Fundamental Freedoms

### 5. Human rights and fundamental freedoms are promoted in the digital environment

#### 5.1. Collect and analyze data on women working in the digital cultural and creative sectors to inform policy making

- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist: **Implementing the 1980 UNESCO-Recommendation on the Status of the Artist**. Published in: Third QPR (2020), p. 127ff.
- German Commission for UNESCO (2021): **Assessing internet development in Germany**, Chapter 7, Category X, Indicator A.1.

#### 5.2. Adopt and/or strengthen policies to empower women and girls, ensure their effective participation and equal opportunities to work in the digital cultural and creative sectors

- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist. **Implementing the 1980 UNESCO-Recommendation on the Status of the Artist**. Published in: Third QPR (2020), p. 164ff.
- German Commission for UNESCO (2021): **Assessing internet development in Germany**, Chapter 7, Category X, Indicator A.1.
- **Fuerza latina media project** (since 2019) Implementing actor: Deutsche Welle. Goals: Addressing international gender issues and disseminating knowledge; strengthening women's participation in social, cultural and economic spheres; combating discrimination; empowering women with strengthened participation in the cultural and media industry. Third QPR (2020), Chapter 4.1. p. 84f.
- **Gender awareness in Egypt** (2016 to 2019) Implementing actor: Goethe-Institut e. V. Goals: Addressing international gender issues and disseminating knowledge; strengthening women's participation in social, cultural and economic spheres; combating discrimination; empowering women with strengthened participation in the cultural and media industry.

#### 5.3. Set up bodies to receive complaints and monitor violations to artistic freedom in the digital environment

- Promoting human rights and fundamental freedom, 2020 – Third QPR, Chapter 4, p. 78ff.
- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 160ff.
- **#anstanddigital-Initiative against Hatespeech** (2020) by Catholic Academy Berlin (Katholischen Akademie Berlin) in cooperation with the Cultural Office of the Protestant Church in Germany (Kulturbüro der Evangelischen Kirche Deutschlands). Project: Development of "11 Commandments" ("11 Gebote") for tolerant and respectful digital interaction and communication, Contact point to initiatives against Hatespeech.  
URL: <https://anstanddigital.de/11-commandments/>?

#### 5.4. Adopt or revise legislation to address cyber harassment, online trolling and targeted attacks, particularly against female artists on digital platforms

- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist. **Implementing the 1980 UNESCO-Recommendation on the Status of the Artist**. Published in: Third QPR (2020), p. 160ff. and 167.

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Federal Foreign Office (2019): 2018 Survey for UNESCO Member States: Federal Republic of Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist. Implementing the 1980 UNESCO-Recommendation on the Status of the Artist. Published in: Third QPR (2020), p. 127ff.

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