



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

14 IGC

DCE/21/14.IGC/14
Paris, 5 January 2021
Original: French

INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

Fourteenth session
Online
1-6 February 2021

Item 14 of the provisional agenda: Proposal for the establishment of an assistance programme for the implementation of the Convention in the digital environment

Pursuant to Decision 13.IGC 7, this document contains a concept note for the establishment of an assistance programme for the implementation of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions in the digital environment through peer learning, information-sharing and advocacy initiatives, in particular among policymakers in developing countries, if voluntary contributions are identified.

Decision required: paragraph 13

I. Introduction

1. Document DCE/21/14.IGC/14 presents to the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Committee”) a concept note for the establishment of an assistance programme for the implementation of the Convention in the digital environment.
2. This programme proposal was requested by the Committee at its thirteenth session (February 2020) in order to implement the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Convention”) in the digital environment through peer learning, information-sharing and advocacy initiatives, in particular among policymakers in developing countries, if voluntary contributions were identified ([Decision 13.IGC 7](#)).

II. Background

3. The Parties initiated a process for dialogue, reflection and defining common priorities for the implementation of the Convention in the digital environment in 2013 ([DCE/13/7.IGC/13](#)). This process led to the adoption of the Operational Guidelines on the Implementation of the Convention in the Digital Environment in June 2017 (hereinafter “the Operational Guidelines”) ([Resolution 6.CP 11](#)). At its eleventh session, the Committee stressed that Parties needed more specific guidance in order to implement these Operational Guidelines. It therefore invited the Secretariat to develop an open roadmap in this regard, including examples of good practices ([Decision 11.IGC 5](#)).
4. This open roadmap, which proposes five outputs and twenty benchmark activities, was examined by the Committee at the twelfth session in December 2018 ([DCE/18/12.IGC/9](#)) and approved by the Conference of Parties in June 2019 ([Resolution 7.CP 13](#)).
5. On that occasion the Conference of Parties invited Parties to draw on the open roadmap in developing national roadmaps according to their needs and resources ([Resolution 7.CP 13](#)). The main objective of the national roadmaps is to provide state actors with a framework in which to design and implement regulatory or legislative measures for the effective promotion and protection of the diversity of cultural expressions in the digital environment.
6. The outputs proposed in the Open Roadmap to guide Parties in drawing up their national roadmaps are as follows:
 - regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner;
 - policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem;
 - international agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment;
 - digital literacy, skills, and competences are reinforced;
 - human rights and fundamental freedoms are promoted in the digital environment.
7. A four-step process is proposed for developing the national roadmaps:
 - conduct a mapping, an audit and/or an analysis to identify the needs and challenges faced by the cultural and creative industries in the digital environment;
 - set up a multipartite, multisectoral team and hold consultations at the national and/or other levels (state, regional, local, etc.);
 - strengthen human and institutional capacity among professionals working in the digital environment as a cross-cutting exercise;
 - develop and revise legislation, measures and strategies for the implementation of the Convention in the digital environment.

8. In order to develop and implement their national roadmaps in a transparent, participatory and inclusive manner, Parties were invited to cooperate with various stakeholders at each step of the process, including professionals working in cultural and creative industries and other civil society actors such as culture professionals and artists.
9. At its thirteenth session, the Committee took note of an initial status report on the national roadmaps following a consultation carried out by the Secretariat in autumn 2019 which received eighteen responses. The low rate of participation in the consultation suggested that few Parties had begun to develop their national roadmaps. Faced with this finding, the Committee requested the Secretariat to establish an assistance programme dedicated to the implementation of the Convention in the digital environment ([Decision 13.IGC 7](#)).
10. A concept note for the establishment of this programme is presented in the Annex to this document. Its roll-out is entirely dependent on voluntary contributions. Depending, on the Committee's decisions and on the resolutions of the Conference of Parties regarding any potential update or revision to the Guidelines on the use of the resources of the International Fund for Cultural Diversity¹, voluntary contributions relating to this programme could in future be paid into the Fund, under Article 18.5 of the Convention.

III. Next steps

11. In accordance with [Resolution 7.CP 13](#), the Secretariat is continuing its work to collect examples of good practices implemented by Parties to protect and promote the diversity of cultural expressions in the digital environment. A status report on the drafting and implementation of the national roadmaps should be presented at the eighth session of the Conference of Parties in June 2021. In addition, the Conference of Parties has asked the Committee to incorporate the collection of information and good practices into the mechanisms for monitoring the implementation of the Convention and, in particular, into the Policy Monitoring Platform ([Resolution 7.CP 14](#)). Subject to availability of the necessary voluntary contributions, the Secretariat will launch the assistance programme for implementation of the Convention in the digital environment through peer learning, information-sharing and advocacy initiatives, in particular among policymakers in developing countries, to support Parties implementing the Convention in the digital environment.
12. The Committee is invited to consider the concept note for this programme in the Annex, the final version of which may be expanded to include observations made by the Committee at its fourteenth session.
13. The Committee may wish to adopt the following decision:

DRAFT DECISION 14.IGC 14

The Committee,

1. *Having examined Document DCE/21/14.IGC/14 and its Annex,*
2. *Recalling Decision 13.IGC 7 and Resolution 7.CP 13,*
3. *Takes note of the concept note elaborated by the Secretariat for an assistance programme dedicated to the implementation of the Convention in the digital environment contained in the Annex to the above-mentioned document;*
4. *Strongly encourages Parties to make earmarked voluntary contributions to this programme to enable the Secretariat to develop a comprehensive programme and roll it out through capacity-building activities that include peer learning, information-sharing and advocacy;*
5. *Invites Parties that have not yet started the development of their national roadmap for the implementation of the Convention in the digital environment to undertake that process, according to their needs and available resources, and to keep the Secretariat periodically*

1. See document DCE/21/14.IGC/10.

informed of their progress in order to promote the sharing of information and good practices;

6. *Requests Parties wishing to see information on their national roadmaps, as well on the progress made and challenges encountered during their development and/or implementation, included in the status report to be submitted to the eighth session of the Conference of Parties, to share them with the Secretariat, in French or English, no later than 5 March 2021.*

ANNEX

Protecting and promoting the diversity of cultural expressions in the digital environment

Concept note for an assistance programme dedicated to the implementation of the Convention in the digital environment through peer learning, information-sharing and advocacy initiatives, in particular among policymakers in developing countries, to support Parties in the implementation of the Convention in the digital environment

| | |
|--|--|
| Geographic scope/beneficiary country/countries | Developing countries, Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions in all regions of the world |
| Duration (in months) | 48 months The programme is intended to be long-term. The first phase of the programme will last four years (2022-2025) |
| Name, unit and contact | Diversity of Cultural Expressions Entity Secretariat of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, Culture Sector Convention2005@unesco.org |
| Partner Institutions | Regional and international intergovernmental organizations, Category II Centres, UNESCO Chairs, universities and research centres, international civil society organizations working to promote the diversity of cultural expressions in the digital environment |
| Provisional budget, including programme support costs | US\$1,750,000 (for the first phase) |

Overall object and purpose

A constantly evolving context that calls for urgent policy responses

As noted in the second edition of the Global Report, *Re|Shaping Cultural Policies*, the cultural and creative industries generated, prior to the COVID-19 pandemic, annual global revenues of US\$2,250 billion and exports of over US\$250 billion. These sectors provided some 20 million jobs worldwide and employ more people aged 15-29 than any other sector. They account for up to 10% of the GDP in some countries. Digital technology is now a major driver of the creative economy and, in 2018, global digital sales accounted for US\$200 billion.

The Global Report also calls for the promotion of the diversity of cultural expressions in the digital environment. It highlights the need for additional efforts in supporting cultural and creative industries in the digital environment, promoting a more balanced flow of cultural goods and services worldwide, and strengthening capacity-building and technical assistance for Parties in the implementation of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Convention”) in the digital environment.

Technological changes continue to occur, constantly transforming the cultural ecosystem, with digital technology bringing significant change in the cultural and creative sectors worldwide and throughout the culture sector's value chain. Many transformations require urgent rethink and reshaping of public policy-making so that Parties may respond swiftly and effectively to challenges of the digital environment: the emergence of new actors and strong growth in global cultural exchanges through powerful digital platforms who act as intermediaries between the supply of cultural content (films, series, music, books, video games) and global demand from users/consumers worldwide or developments in new digital technologies such as artificial intelligence, virtual reality, augmented reality and blockchain, and their applications to cultural and creative industries.. In addition, with the digital shift, the cultural and creative industries are facing issues with the fair remuneration of artists in the digital environment, and the right to artistic freedom and access to diverse digital content.

In 2020, the pandemic and the ensuing health crisis have had a devastating impact on the status of artists, driving their vulnerability to unprecedented levels. The crisis has led to the closure of many small and medium-sized cultural enterprises and left many culture professionals unemployed. The impact on the cultural and creative industries is enormous and remains difficult to measure as a whole. Nevertheless, the crisis has also speeded up the process of digitization in the cultural sectors, especially in terms of access to cultural goods and services online and shown the power of digital technology for enabling individuals to keep in contact, create and express themselves.

The scale of the transformation brought about by the spread of digital technology, and its impact on the creation, production, distribution and consumption of cultural goods and services have weakened the national cultural governance ecosystems in many countries, both developing and developed. Parties, and in particular the authorities responsible for devising and implementing cultural policy in developing countries Parties to the Convention, are faced with the urgent need to find effective, targeted and sustainable responses to protect the diversity of cultural expressions in the digital environment, an expected outcome of the Open Roadmap approved by the Conference of Parties.

In practice, the capacity to strengthen cultural sectors in the digital environment on a national scale is hampered by many factors, such as the deficit in expertise and know-how in devising specific digital policies, the fragility or absence of institutional structures dedicated to the digital environment, the lack of relevant data essential for designing informed digital policies, and the limited capacity for evaluation and monitoring of the impact of digital policies and measures on the cultural sector. There is, in addition, a recurring problem: the lack of capacity for designing, revising and implementing the regulatory frameworks, policies and measures necessary for strong cultural and creative industries to emerge and thrive in the digital environment, through participatory processes involving all stakeholders. An assistance programme for implementing the Convention in the digital environment is necessary to support developing countries that are Parties to the Convention create institutional and professional environments conducive to the promotion of the diversity of cultural expressions in the digital age and respond to the challenges identified.

Why UNESCO?

As the only United Nations agency with a mandate in the field of culture, and as depositary of the 2005 Convention on the Promotion and Protection of the Diversity of Cultural Expressions, UNESCO has not only the legitimacy but also the recognized competence to support Member States in strengthening human and institutional capacity, and enhancing skills and competencies in view of supporting the development of policies and measures for the cultural and creative sectors.

UNESCO gives special attention to digital issues in the framework of the Convention. Since its adoption by the General Conference at its 33rd session in 2005 and its entry into force in 2007, the Convention, which counts 149 Parties to date, has inspired considerable interest, reaffirmed in the 2000s with the challenges posed by digital and new technologies. Designed to be technologically neutral, the terms of the Convention apply regardless of the environment in which Parties adopt or revise their public policies on cultural and creative industries, including in the digital environment.

Accordingly, the impact of digital transformations on these industries led the Convention's governing bodies to attach increasing importance to the development of digital technology and to initiate a process of dialogue, reflection and definition of common priorities as early as 2013. This process

led, in 2017, to the adoption by the Parties of the Operational Guidelines on the Implementation of the Convention in the Digital Environment ([Resolution 6.CP.12](#)) (hereinafter “the Operational Guidelines”), followed by the adoption, in 2019, of an Open Roadmap to guide the Parties in this process ([Resolution 7.CP.13](#)). The roadmap identifies twenty priority activities to guide Parties in implementing the Convention in the digital environment. In the same resolution, the Conference of Parties invited them to start developing their own national roadmaps according to their needs and available resources. The Conference of Parties also requested the Secretariat to design peer learning, information-sharing and advocacy initiatives, in particular with policymakers in developing countries, to support Parties in implementing the Convention in the digital environment, provided voluntary contributions were obtained for this purpose.

The impact of digital technologies and online platforms on culture was a recurrent theme throughout the thirteenth session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Committee”), held at UNESCO Headquarters in February 2020. Recognizing the growing number of both opportunities and threats posed by these new tools and their impact on the cultural sector, the Committee discussed progress made on the digital roadmap for the implementation of the Convention. This roadmap is intended as a frame of reference for the adoption and revision of national policies and measures for cultural and creative industries in the digital environment. The Committee also requested the Secretariat to establish an assistance programme, funded entirely from voluntary contributions, for the implementation of the Convention in the digital environment through peer learning, information-sharing and awareness-raising initiatives, particularly among policymakers in developing countries, to support Parties in implementing the Convention in the digital environment ([Decision 13.IGC.7](#)).

Furthermore, following the decision of the UNESCO General Conference at its 40th session in November 2019, UNESCO has embarked on the development of the first global standard-setting instrument on the ethics of artificial intelligence, over a two-year period.

Linkages with the 2030 Agenda



Participatory development of public policies on cultural and creative industries in the digital environment contributes to the implementation of the United Nations 2030 Agenda for Sustainable Development. By supporting the establishment of legislative and regulatory frameworks to promote the creation, production, dissemination and distribution of cultural goods and services in the digital environment, the programme will contribute in particular to achieving the following targets:

- 4.4: ensuring access for all to quality education on an equal basis, and promoting opportunities for lifelong learning, by supporting the creation of decent jobs and entrepreneurship in the digital world;
- 8.3: by supporting trade, decent work and entrepreneurship, creativity and innovation;
- 16.7 and 16.10, through the promotion of peaceful and inclusive societies;
- 10.2: by promoting the social, economic and political inclusion of all, irrespective of age or sex, through support for the creation, production, dissemination of, and access to, a greater number of diverse cultural expressions;
- 17.6, 17.8 and 17.17, by promoting the development, transfer, dissemination and use of environmentally conscious technologies and strengthening local, national and regional dialogue among concerned stakeholders.

Summary of objectives and lines of action

Objectives

The results of consultations conducted in autumn 2019 with Parties to the 2005 Convention showed that most Parties had not yet begun elaborating their national roadmaps². Only twenty Parties had done so, following the sequence proposed in the Open Roadmap.

While the Operational Guidelines and the Open Roadmap provide a strategic framework for the implementation of the Convention in the digital environment, Parties, and in particular developing countries that are Parties to the Convention, face different challenges in mobilizing stakeholders and effectively applying the principles underlying these reference texts. There are, moreover, many developing countries whose cultural policies have yet to take sufficient account of the issues, opportunities and risks associated with the new digital environment.

The lack of human and institutional skills required to successfully adapt and/or develop the national roadmaps has been highlighted as one of the main obstacles to the introduction of legislation, measures and strategies for implementing the Convention in the digital environment. To address this challenge, the programme “Promoting the diversity of cultural expressions in the digital environment” aims to allow developing countries to fully understand and interpret the issues, take ownership of the Open Roadmap and use it to draw up their national roadmaps.

The programme’s long-term goal is to transform systems of governance for culture in such a way that they can respond to the changes triggered by the digital shift, in the interests of the cultural and creative industries and of promoting the diversity of cultural expressions.

To do this, the programme puts the accent on assisting in the implementation of the guidelines, through targeted technical assistance to developing countries that are Parties to the Convention in order to create institutional and professional environments conducive to promoting the diversity of cultural expressions in the digital age and through the development of national digital roadmaps adapted to existing digital infrastructures and their cultural and creative industries.

To boost its impact, the programme also includes complementary activities intended to promote peer learning, information-sharing and advocacy and communication at the global and regional levels.

The programme is proposed in the framework of long-term implementation. However, it includes a first four-year phase from 2022-2025 presented below, which corresponds to the next UNESCO programme and budget (41C/5) and will be followed by an evaluation intended to guide and inform its future evolution and adaptation.

Lines of action

The programme’s objectives will be achieved through six main lines of action:

LINE OF ACTION 1: Production of capacity-building content, tools and methodologies adapted to the local context and designed to facilitate and support the implementation of the Open Roadmap

This line of action consists of a series of preparatory activities, including:

- Developing a framework for programme outputs, together with a timetable of activities to guide its roll-out;
- Devising and disseminating targeted communication tools;
- Developing and launching a rolling open call to developing countries that are Parties to the Convention to seek technical assistance in implementing the Open Roadmap. To

2. See document [DCE/20/13.IGC/7](#).

respond to the call³, eligible countries must present a draft setting out their objectives in implementing the roadmap, the partners they intend to involve in order to ensure a participatory process, and the human and/or financial resources they intend to contribute to ensure the assistance is put in place, the processes adopted and the results obtained;

- Gathering and collating information and developing tools and methodologies adapted to the digital environment to support and facilitate putting the Open Roadmap into practice at the national level in developing countries that are Parties to the Convention, and to build a common framework for offering specific technical assistance to beneficiary countries;
- Developing a monitoring and evaluation framework for the programme, and tools to ensure regular monitoring by various stakeholders and timely identification of risks and challenges, so that preventive action can be taken, and appropriate adjustments made.

LINE OF ACTION 2: Building specialised expertise in the digital creative economy and the promotion of cultural diversity in the digital environment

This line of action consists of:

- Issuing a global call, in cooperation with UNESCO's Field Offices, to extend the Expert Facility on the Governance of Culture by including new experts from different regions with recognized expertise in the five expected outputs of the Open Roadmap, with a particular focus on the following themes that have been identified as priorities:
 - (a) collection of data to inform the adaptation of policy, regulatory and legislative frameworks;
 - (b) accessibility and discoverability of the diversity of local cultural content online;
 - (c) strengthening the capacities of cultural operators, especially women working in culture;
 - (d) fair remuneration and respect for the intellectual property of creators and their creative works.
- Setting up a meeting of experts to develop practice communities, foster the sharing of knowledge and expertise and train new experts about the goals of the Convention, ensuring that they are familiar with the various tools and mechanisms developed in the framework of the Convention (periodic reports, Policy Monitoring Platform, publications and research, the International Fund for Cultural Diversity, etc.). This meeting of experts will also make it possible to finalize the development of tools and methodologies to support and facilitate putting the Open Roadmap into practice through technical assistance.

LINE OF ACTION 3: Roll-out of on-demand technical assistance to support the implementation of the Open Roadmap in developing countries adapted to their context and needs

The assistance programme for the implementation of the Convention in the digital environment seeks to improve skills and strengthen capacities of both governmental and non-governmental actors for drawing up a national roadmap to implement the Convention in the digital environment through training and technical assistance activities. As Parties do not face the same opportunities or the same challenges but are confronted with a wide variety of contexts and situations, it is understood that they will not necessarily have the same priorities at the time of adapting the roadmap.

3. In the first phase of the project, at least five countries per year for three years (totalling 15 countries and considering geographical balance) could benefit from the programme, provided the necessary voluntary contributions are received.

Thus, based on the projects presented by beneficiaries in response to the call for projects, the outputs and activities to be prioritized in the design and implementation of the national roadmap must be specified. They should be chosen from the outputs and activities proposed in the Open Roadmap:

| OPEN ROADMAP FOR IMPLEMENTATION OF THE CONVENTION IN THE DIGITAL ENVIRONMENT AS APPROVED BY THE CONFERENCE OF PARTIES |
|--|
| Output 1: Regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner |
| Activity 1.1: Conduct overall mapping of the digital cultural and creative sectors |
| Activity 1.2: Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations |
| Activity 1.3: Establish interministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies |
| Activity 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 |
| Output 2: Policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem |
| Activity 2.1: Conduct studies and collect data on the traceability and accessibility to 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 |
| Activity 2.2: Provide spaces dedicated to digital creativity and innovation that enable artistic experimentation and collaboration |
| Activity 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 |
| Activity 2.4: Design regulations, policies and measures to ensure discoverability of diverse and local cultural content, fair remuneration for creators, greater transparency in the use of algorithms |
| Output 3: International agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment |
| Activity 3.1: Conduct an audit of clauses in trade agreements that have an impact on the cultural and creative sectors in the digital environment |
| Activity 3.2: Set up working groups between officials responsible for culture, intellectual property, trade, development, technology and innovation |
| Activity 3.3: Conclude co-production and co-distribution agreements to improve the distribution of cultural goods and services in the digital environment |
| Activity 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 |
| Output 4: Digital literacy, skills, and competences are reinforced |
| Activity 4.1: Audit and identify specific digital skill gaps in the cultural and creative sectors |

| OPEN ROADMAP FOR IMPLEMENTATION OF THE CONVENTION IN THE DIGITAL ENVIRONMENT AS APPROVED BY THE CONFERENCE OF PARTIES |
|--|
| Activity 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 |
| Activity 4.3: Provide support to cultural and media institutions to become learning spaces for the public to acquire digital literacy skills and competencies through creation and experimentation |
| Activity 4.4: Design and implement cultural cooperation programmes that support digital literacy capacities and skills |
| Output 5: Human rights and fundamental freedoms are promoted in the digital environment |
| Activity 5.1: Collect and analyse data on women working in the digital cultural and creative sectors to inform policy making |
| Activity 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 |
| Activity 5.3: Set up bodies to receive complaints and monitor violations to artistic freedom in a digital environment |
| Activity 5.4: Adopt or revise legislation to address cyber harassment, online trolling and targeted attacks, particularly against female artists on digital platforms. |

The deployment of technical assistance in beneficiary countries must be adapted on a case-by-case basis to those outputs and activities in the Open Roadmap considered as priorities in the national context.

Lasting from 12 to 18 months, technical assistance will include the following stages:

- Evaluation of the projects submitted by developing countries Parties to the Convention against criteria already established as part of the rolling open call process, within the limits of the voluntary resources available.
- Selection, with the beneficiary Party, of one or more suitable experts to provide technical assistance depending on the outputs and activities identified as priorities in elaborating the national roadmap. The expert or experts will support all the activities by providing consulting services, adapting training methods and modules and supporting the development of training and capacity-building activities.
- Setting up a consultation and diagnostic process designed to pinpoint the needs and challenges facing the cultural and creative sectors in the digital environment and the priorities for developing/adapting the relevant legislative and regulatory frameworks. This is a precondition for meeting the challenges of the digital environment in an informed and participatory manner, and successfully reforming the regulatory frameworks or drawing up or revising cultural policies and measures derived from the national roadmap. Stakeholders from the public and private sectors and civil society will be called upon to play an active part in this consultation and diagnostic phase.
- Establishing a multipartite, multidisciplinary national team favouring interministerial cooperation and dialogue with the relevant civil society and private sector actors, to be responsible, with the support of the chosen expert or experts, for steering the preparation of the national roadmap and plan of action.
- Implementing targeted actions to build capacity and develop the necessary human and institutional competences for elaborating the national roadmap.

- Finalization of the national roadmap by the national team and validation by the competent national authority. Preparation by the competent national authority, in cooperation with the national team and with the option of remote support from the previously selected experts, of a plan of action setting out the stages for implementing the national roadmap and specifying the legislation, measures and strategies requiring to be adapted and/or drafted for this purpose.
- Public presentation of the national roadmap to all stakeholders in the public, private and civil society sectors, and dissemination of the outputs using the appropriate means of communication.
- Putting in place measures for implementation and monitoring of the national roadmap based on the plan of action.
- Submission to UNESCO of the national roadmap and plan of action, together with a report describing the participatory process for its elaboration, as well as the challenges and opportunities encountered that can be fed back into the assistance programme and its tools.

LINE OF ACTION 4: Promotion of peer learning and establishing communities of practice

- To promote the creation of communities of practice and the sharing of knowledge and experience, both of the challenges and opportunities arising from the elaboration of the national roadmaps as a tool for strategic planning and creating spaces for dialogue, and of the solutions proposed and the outputs and activities identified as priorities, this line of action will consist of: Organizing thematic exchange sessions, including on 1) gathering data to inform the adaptation of policy, regulatory and legislative frameworks to digital; 2) accessibility and discoverability of the diversity of local cultural content online; 3) strengthening the capacities of cultural operators and in particular women working in culture; 4) fair remuneration and respect for the intellectual property of creators and their creations. These thematic exchange sessions will bring together beneficiaries of the programme in the process of elaborating national roadmaps addressing these issues with other Parties to the Convention having previous experience identified by the beneficiaries as relevant.
- Holding periodic informal exchange sessions between the beneficiaries, with the support of Expert Facility members, to monitor progress achieved and the main challenges arising in the elaboration of national roadmaps. Particular attention will also be given to better targeting, through these exchanges, areas requiring special focus when developing tools to strengthen the digital capacities and skills of the different stakeholders in the cultural and creative sectors, contributing to the drafting and implementation of the national roadmaps.
- Holding an exchange session to close the first phase of the programme, with all Party beneficiaries, the field offices involved and the members of the Expert Facility supporting the provision of technical assistance, aimed at drawing up an overview of the results, guiding future adjustments to the programme at the global level and defining the activities for the follow-up and operational roll-out of the national roadmaps.

LINE OF ACTION 5: Collection and sharing of knowledge on actions, tools, methods and processes for elaborating policies and measures adapted to the digital environment

- To strengthen the actions taken to monitor the policies and measures adopted to implement the Convention in the digital environment and provide clearer guidance to all Parties, and in particular developing countries Parties to the Convention, in drawing up or revising digital cultural strategies and policies, this line of action includes: Developing and updating a knowledge management system for the Convention with good practices employed by Parties in drawing up national roadmaps for implementation of the

Convention in the digital environment. This involves gathering, logging and sharing innovative experiences in both the drafting and implementation of national roadmaps, which can be replicated/adapted/improved in different contexts. Documenting the processes of elaborating national roadmaps in different countries should enable Parties to the Convention that have not yet started preparing their own roadmap or have not made sufficient progress to identify initiatives, measure or actions to draw upon.

- Adding new examples of policies and measures contributing to implementation of the Convention in the digital environment to the Policy Monitoring Platform⁴ in order to complement those gathered from the Quadrennial Periodic Reports⁵ to promote the sharing and capitalization of experience, reflecting the ever-changing challenges the digital environment presents for the goals and principles of the Convention.

LINE OF ACTION 6: Advocacy and communication

This line of action, which relies on the exploitation of knowledge acquired through various experiences, successes and lessons learned through the elaboration of national roadmaps for the implementation of the Convention in the digital environment, will include, among other things:

- Benefiting from the results obtained and lessons learned from the various meetings, forums and events organized by UNESCO and its partners on the diversity of cultural expressions in the digital environment and the creative digital economy.
- Cooperation with the relevant Category 2 Centres and UNESCO Chairs in studies or applied research to analyse the impacts of the digital shift on the diversity of cultural expressions in developing countries.
- Strengthening cooperation with United Nations organizations and programmes (such as UNCTAD, UNDP, ILO and WIPO), regional intergovernmental organizations (such as the European Union, MERCOSUR, the Organisation internationale de la francophonie, the Organization of Ibero-American States and the African Union) and relevant development banks.
- Organizing exchange sessions between the beneficiaries of the programme and all Parties to the Convention as part of the Convention's statutory meetings.
- Identifying, in each of the beneficiary countries, leaders (giving priority to young people and women) in the field of digital culture, in order to build a network of influencers helping to publicize and promote the Open Roadmap by providing feedback on their experiences at the local/national and regional level during international, regional and national meetings on issues and challenges involved in protection and promotion of the diversity of cultural expressions in the digital environment.
- Mobilizing civil society actors in beneficiary countries to conduct awareness-raising initiatives about the potential of the digital environment, using information and communication technology, organizing events and leading platforms for consultation, dialogue and cooperation among different types of actors and in different cultural sectors.
- Developing and disseminating communication tools on the programme and its results.

4. Available at <https://en.unesco.org/creativity/policy-monitoring-platform>

5. The quadrennial periodic reporting framework, aligned with the Convention's Monitoring Framework since 2019, includes the following two indicators: i) policies and measures to support digital creativity in businesses and markets and ii) policies and measures facilitating access to diverse cultural expressions in the digital environment.

Implementation strategy

The table below provides a **provisional timetable** for the implementation of the six lines of action in the programme's first phase:

| Line of action | Year1 | Year 2 | Year 3 | Year 4 |
|--|-------|-------------|-------------|-------------|
| 1: Production of capacity-building content, tools and methodologies adapted to the local context and designed to facilitate and support the implementation of the Open Roadmap | | | | |
| 2: Building specialized expertise in the digital creative economy and the promotion of cultural diversity in the digital environment | | | | |
| 3: Roll-out of on-demand technical to support implementation of the Open Roadmap in developing countries adapted to their context and needs | | 5 countries | 5 countries | 5 countries |
| 4: Promotion of peer learning and establishing communities of practice | | | | |
| 5: Collection and sharing of knowledge on actions, tools, methods and processes for elaborating policies and measures adapted to the digital environment | | | | |
| 6: Advocacy and communication | | | | |

The programme also relies on UNESCO's unique capacity to bring together various actors around a common goal, and it follows UNESCO's integrated policy support methodology, which focuses on strengthening individual and institutional capacities. The implementation of the programme at beneficiary country level will thus favour a **participatory and inclusive approach**, ensuring sustainable results for which beneficiaries can take ownership at the national level. Therefore, beneficiaries must involve those with a stake in digital culture, including public institutions, civil society and private sector organizations, in the process of elaborating the national roadmap. Particular attention will be paid to developing **interministerial coordination mechanisms** (involving, among others, ministries for the digital economy, trade, industry, telecommunications and education) to ensure overall consistency among the regulatory frameworks, cultural policies and sectoral strategies identified in the national roadmaps as relevant to the digital environment, and coherence between digital development strategies and cultural policies. **Civil society organizations**, and in particular professional organizations in the cultural sector, and the **main private sector actors in culture and digital** at the national level, must also be encouraged to take part in consultations on the issues raised by digital technologies to be reflected in the national roadmaps. To promote this participatory approach, the beneficiaries, acting in close cooperation with national multipartite teams of main stakeholders from the different sectors concerned, will designate public authorities to steer the programme activities.

UNESCO Field Offices will be closely associated with implementing the programme in beneficiary countries and will help monitor the technical assistance and disseminate the lessons learned and results obtained at the sub-regional level. Their active participation in the programme roll-out is a key factor in ensuring the replication of its results and its expansion into new countries.

Lastly, the methodologies for implementing the programme will favour the use of **information and communication technology**, especially in the current context where physical distancing measures are enforced, but also with a view to facilitating the adaptation and replication of capacity-building tools and ensuring broad, inclusive consultation processes.

Gender equality and women's empowerment

As indicated in the second edition of the Global Report, *Re|Shaping Cultural Policies*, women's access to digital technology and the opportunities it offers in many fields, including artistic expression and creative entrepreneurship, remains limited.

The growth in digital technology – relatively cheap, accessible and easy-to-use – offers new possibilities for professional women in the cultural sectors. But the digital divide remains a pressing concern, with women more likely than men to face obstacles when it comes to access to internet, smartphones and other tools that facilitate digital creative practice. As an example, according to the OECD, 327 million fewer women than men own a smartphone or have access to mobile internet.

This digital divide, which disproportionately affects women, has major consequences in terms of the digital shift prevalent in the cultural and creative industries: not only are women less connected, but they have less access to training in the digital environment and fewer opportunities to acquire specific digital skills. Therefore, they are less likely to be hired by technology companies and are under-represented at conferences and events in this field. They are still rarely found in decision-making positions and suffer workplace segregation and pay gaps. In Peru, for example, one recent survey revealed that 84% of video game developers were men.

Women who use digital technology are also disproportionately exposed to the risk of cyber harassment and abuse. The European Institute for Gender Equality (EIGE) estimates that one in ten women has already suffered some form of cyber-violence by the age of 15. Women artists who promote their work on the Internet also face online harassment, especially if their art highlights their sexuality or identity, and many have withdrawn from the Internet and social networks in order to protect themselves.

The Open Roadmap for implementation of the 2005 Convention in the digital environment focuses on a number of activities that could be used to promote gender equality in the digital cultural industries, thus reducing the digital gender divide, for example: collect and analyse data on women working in the digital cultural and creative sectors to inform policy making; 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; and adopt or revise legislation to address cyber harassment, online trolling and targeted attacks, particularly against female artists on digital platforms.

This programme will pay special attention to including lines of action in the national roadmaps to promote gender equality in the digital cultural industries, in line with the Open Roadmap. It will also include awareness-raising and advocacy activities at both national and global levels, relying on tools like the third edition of the Global Report, *Re|Shaping Cultural Policies*, the special edition of the report on gender equality in the cultural and creative sectors, and the evaluation of the “You are Next” programme, among others. From this perspective, a transformative approach can be taken to gender equality, drawing on results from the programme “Rethinking cultural policies for the promotion of fundamental freedoms and the diversity of cultural expressions” funded by the Swedish Government through the Swedish International Development Cooperation Agency.

Beneficiaries and partners

Direct beneficiaries

- Governments (including decision-makers, civil servants and representatives of public institutions) responsible for formulating and implementing public policy on cultural and creative industries in the digital environment and the corresponding regulatory framework in developing countries Parties to the Convention. These include representatives of the ministries responsible for culture, the digital economy, education, industry, information/communication/dissemination, trade, employment, tax, competition, gender equality and foreign affairs as well as statistical bodies.
- Members of the multipartite national teams composed of representatives of the different ministries and civil society organizations taking part in elaborating the national roadmaps
- Civil society (artists, professional bodies in the cultural and digital sectors, also organizations involved in promoting gender equality, human rights and freedom of expression or introducing youth into the workplace)

- The private sector, such as cultural and creative businesses, professionals and entrepreneurs in culture and the media, and creative artists.

Indirect beneficiaries

- Women artists and culture professionals, also young people aspiring to build a career as creative artists or culture professionals in the digital cultural and creative industries
- Academic institutions and centres of research or training
- The general public wishing to have better access to a diversity of cultural expressions in the digital environment.

Key partners

The main partners in implementing and disseminating this programme will be United Nations organizations and programmes (such as UNCTAD, UNDP, ILO and WIPO), regional organizations (such as the European Union, MERCOSUR, the Organisation internationale de la francophonie, the Organization of Ibero-American States and the African Union) and the development banks, as well as the Category 2 Centres, the UNESCO Chairs, universities, research centres and non-governmental international organizations acting to promote the diversity of cultural expressions in the digital environment. The Expert Facility on the Governance of Culture will also play a key role in implementing and disseminating the programme.

For each country benefiting from technical assistance, the specific direct and indirect beneficiaries and partners will be identified during the diagnostic phase.

Risk analysis, sustainability and exit strategy

- The risks include: Lack of political commitment and frequent staff changes in governments and public institutions
- Institutional fragility and weak networking between governments, civil society and the private sector
- Lack of availability of suitable experts
- Failure of beneficiaries to take part in training and consultations
- The COVID-19 pandemic

These risks will be mitigated by setting up a global monitoring and evaluation framework at the outset of programme implementation, enabling problems and risks to be identified and for concerted action taken by the different parties to resolve them. UNESCO puts the accent on sustainability by strengthening the capacities of stakeholders at the national level. This programme will be designed for maximum sustainability and replicability by addressing the different stages in the cycle of public action and policy. The diagnostics and consultations will help create a sense of ownership, while capacity-building will focus on empowerment of the programme's stakeholders.

The physical distancing measures prompted by the global COVID-19 pandemic could cause delays and problems in the roll-out of the activities. Case-by-case adaptation strategies will be put in place in close cooperation with the beneficiary countries, especially in order to adapt training materials and tools to online use. UNESCO plans to mitigate the effects of COVID-19 on programme implementation by regular communication with the main stakeholders and beneficiary countries in order to find joint solutions suitable for each context. The exit strategy will consist of establishing a bank of human and institutional capacities able to implement the Convention in the digital environment, which will remain in place beyond the end of the programme. Strengthening regional cooperation, including through the development of peer learning, will also help ensure the sustainability of the programme outcomes.

Preliminary budget overview

Implementation of the programme in its entirety will depend on necessary voluntary contributions. A **variable geometry strategy** could be drawn up to ensure the gradual implementation of the first phase of the programme depending on the levels of funding reached.

The total estimated budget for the first four-year implementation phase of the six lines of action presented is US\$1,750,000.

| Component | Estimated amount in US dollars |
|---|--------------------------------|
| Line of action 1: Production of capacity-building content, tools and methodologies adapted to the local context and designed to facilitate and support the implementation of the Open Roadmap | 105,000 |
| Line of action 2: Building specialized expertise in the digital creative economy and the promotion of cultural diversity in the digital environment | 105,000 |
| Line of action 3: Roll-out of on-demand technical assistance to support the implementation of the Open Roadmap in developing countries adapted to their context and needs | 900,000 |
| Line of action 4: Promotion of peer learning and setting up communities of practice | 250,000 |
| Line of action 5: Collection and sharing of knowledge on actions, tools, methods and processes for elaborating policies and measures adapted to the digital environment | 105,000 |
| Line of action 6: Advocacy and communication | 95,000 |
| Evaluation | 52,500 |
| Indirect costs | 137,500 |
| TOTAL | 1,750,000 |