

The 2005 Convention for the protection and Promotion of Cultural Diversity and the 1980 Recommendation on the Status of Artists

Prepared for Workshop on Harnessing the contribution of creative industries to Ethiopia's sustainable development

MoCS and UNCTAD - NME

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What are (Culture) Conventions?

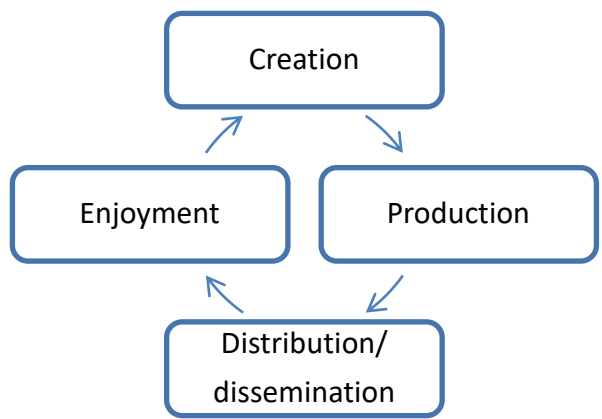
- International legal framework negotiated and **adopted by State Parties** under the auspices of an international organization
- Subject to **ratification or accession** by States and regional economic integration/organizations.
- **Standard-setting instruments** for legal protection - the development of cultural heritage laws and policy frameworks;
- UNESCO play a **coordination & secretariat** role for governing bodies of the Conventions & follow-up on implementations & monitoring
- 6 conventions & 3 recommendations has been adopted to ensure the protection and safeguarding of humanity's shared heritage - tangible and intangible properties.

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

What is it?



- International standard setting instrument
- Policy framework for the **governance of culture**
- Participatory, transparent, informed and evidence-based **policy making**
- Policies/measures to support every stage of the cultural value chain



Guiding principles



- Respect for human rights and fundamental freedoms
- Sovereignty
- Equal dignity of and respect for all cultures
- International solidarity and cooperation
- Complementarity of economic and cultural aspects
- Sustainable development
- Equitable access
- Openness and balance

Key Concepts

- ✦ **Diversity** is understood as a capacity for expression, creativity and innovation
- ✦ **Cultural expressions** result from the contemporary creativity of individuals, groups and societies that have cultural content and are transmitted by words, sound, images and in multiple formats
- ✦ **Diversity of cultural expressions** is manifested through diverse modes of artistic creation, production, distribution, whatever the means and technologies used

Key Message

It ensures all citizens, especially
artists, cultural professionals & creative practitioners
that they can
create, produce, disseminate & enjoy
a diversity of cultural goods and services



What do We Mean by...

Cultural Industries

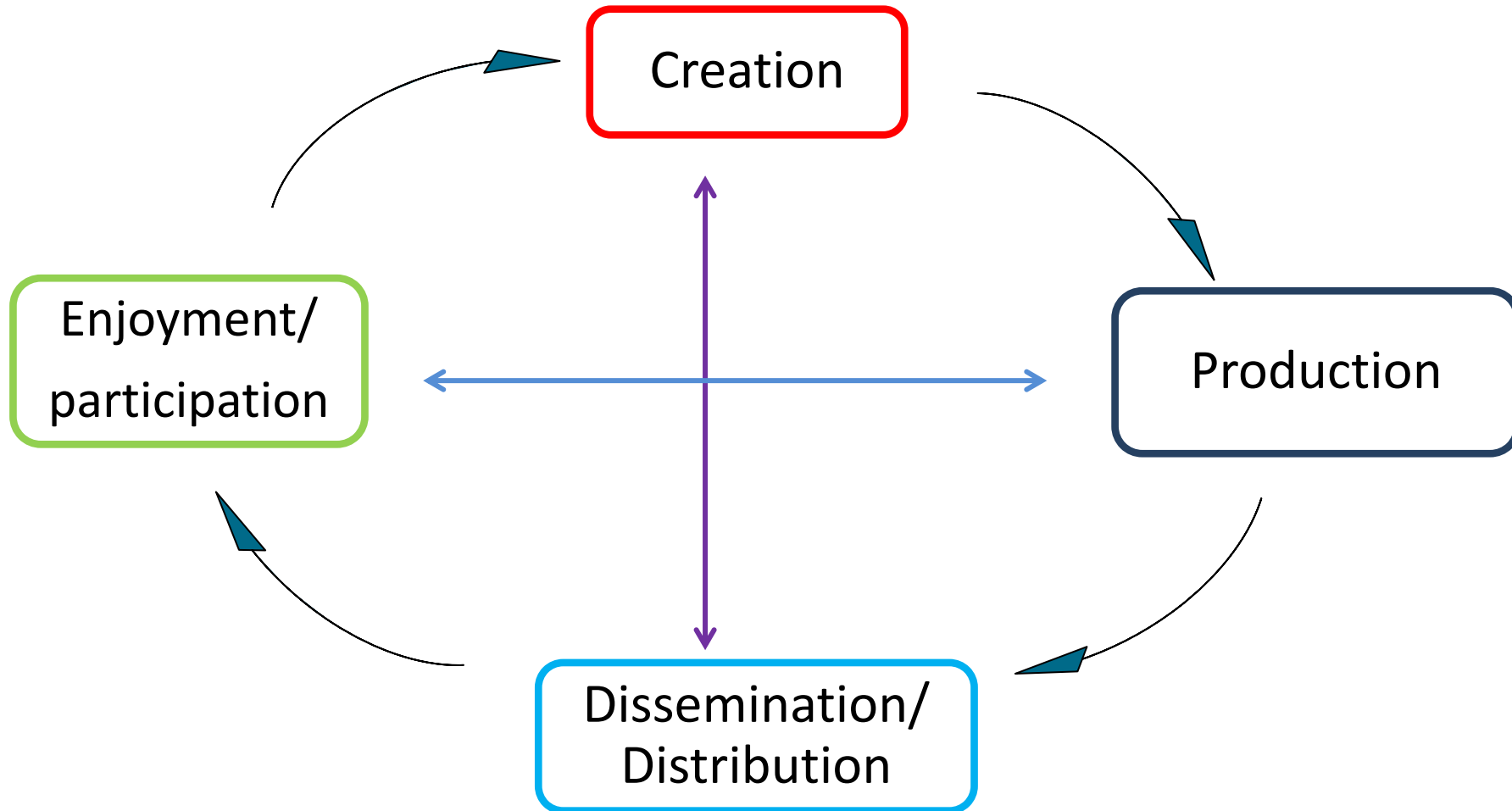
- producing and distributing contemporary cultural expressions [as cultural goods or services]

Cultural policies and measures

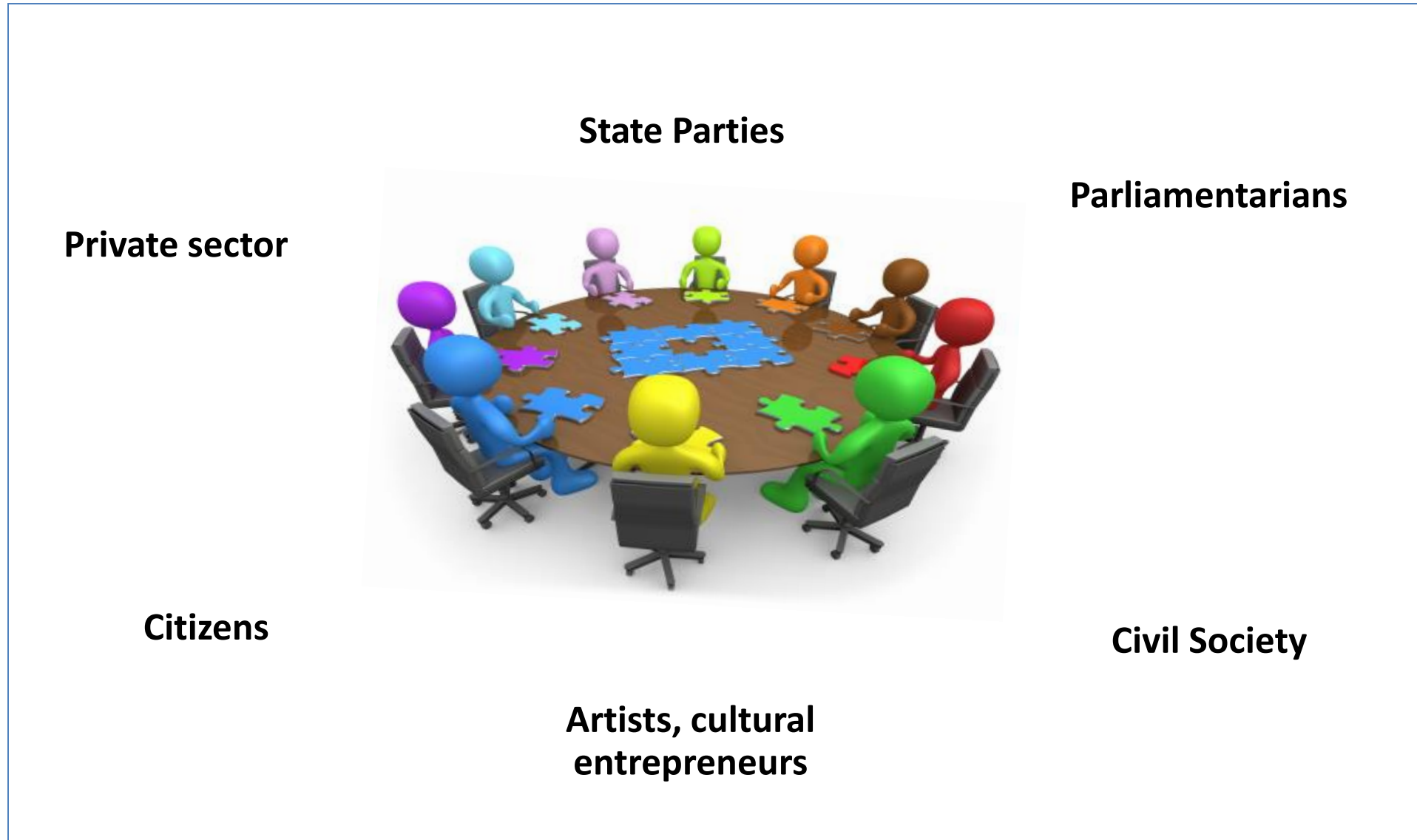
- policies that have an effect on the *creation, production, dissemination, distribution* of and *access* to cultural goods and services



Cultural Value Chain



Stakeholders of the Convention



The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

- The support and promote CCI, which are essential for inclusive and sustainable economic growth and key to achieving the goals set out in the 2030 Agenda.
- It seeks to ensure that all countries creators can equally enjoy, participate in and benefit from the promise of the cultural and creative industries.
- Through its Global Report, Re|Shaping Cultural Policies, UNESCO also monitors the efforts of Member States to promote the diversity of cultural expressions through their policies and legislation.

The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

- **Have funding mechanisms** – (Such as IFCD, IFPC, Ashberg Program) – which are the key tools to support projects in developing countries, covering a wide range of areas, from the development and implementation of cultural policies, to capacity-building for cultural entrepreneurs, and the creation of new cultural industry business models.
- Advocates **preferential treatment measures** to promote a balanced flow of cultural goods and services between developed and developing countries, as well as the mobility of artists and cultural professionals from around the world.

1980 Recommendation concerning the Status of the Artist

- Artists are the driving force behind creativity, fostering a sense of belonging and economic values. The UNESCO 1980 Recommendation concerning the Status of the Artist has contributed to better responding to their specific needs.
- The sector is highly informal, and many workers do not have access to decent working conditions, are paid unfairly, or lack adequate social protection.
- Global imbalance of opportunity for artists' mobility and the trade of artistic goods and services. The global exchange of cultural goods and services is also characterized by disparity between developed countries and developing countries.

Recent studies conducted by UNESCO identified 9 gaps regarding the status of the Artists

1. Lack or poor enforcement of laws and regulations.
2. Under-payment and non-payment
3. Uneven access to social and economic protection.
4. Global imbalance of opportunity for artists' mobility and the trade of artistic goods and services.
5. Structural barriers to achieving equality, diversity, and inclusivity.
6. Attending to a growing digital divide:
7. Unlocking the power of machine-learning, such as AI to support artists
8. Facilitating opportunities for fair remuneration and robust intellectual property protection in the digital market:
9. Supporting artists to thrive at the heart of digital innovation

The 1980 Recommendation on the Status of Artists

- Artists are facing increasing censorship, harassment, violence and even death, with women and musicians suffering the grossest violations.
- UNESCO Global Reports Re|Shaping Cultural Policies take stock of what UNESCO Member States are doing to protect human rights and fundamental freedoms, including freedom of artistic expression.
- UNESCO serves as a forum for artists and human rights advocates to discuss the threats facing artists, and the Organization regularly highlights freedom of artistic expression issues during events such as World Press Freedom Day.

PROMOTING DIVERSITY IN THE DIGITAL ERA

- The advent of the Internet, large platforms such as YouTube and Amazon, and social networks has fundamentally changed the way many artists and creators produce, promote and distribute their work.
- In light of these upheavals, in June 2017, parties to the 2005 Convention adopted guidelines designed to help countries ensure that artists and producers benefit fully and fairly from the potential of digital technologies.
- The guidelines also reaffirm the need to respect human rights in the digital environment, notably freedom of expression, artistic freedom and gender equality.

Culture & future International Agenda (SDGs)

- In 2022 - MONDIACULT (Mexico) - UNESCO World Conference on Cultural Policies & SD, the participating 150 States called for culture to be firmly anchored as a global public good and **integrated as a stand-alone goal in the post-2030 international development agenda**
- States Parties to the Conventions brings **culture tangibly into development policies and practices and helps to reinforce and demonstrate the values of culture across the SDGs** and in the framework of the AU Agenda 2063 aspirations.
- Declaration adopted unanimously for UNESCO to produce a **Global Report on Cultural Policies on a quadrennial basis** for informed decision.

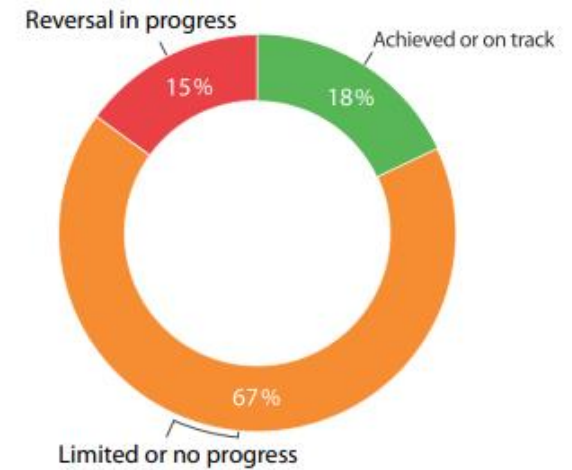
Figure 2.1

World SDG Dashboard at the midpoint of the 2030 Agenda



Figure 2.2

Status on individual SDG targets at the midpoint of the 2030 Agenda





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THANK YOU!