



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions

**Create**  
2030

**PRO  
GRAM  
ME**



**12th Intergovernmental Committee**  
*for the Protection and  
Promotion of the  
Diversity of Cultural Expressions*

DEC. 11-14  
**2018**



**Create**  
2030

# WHAT IS CREATE | 2030?

**Create|2030** is a series of talks hosted by UNESCO to discuss how investments in creativity can have a direct impact on achieving the 2030 Agenda for Sustainable Development.

**Create|2030** features artists, academics, policy makers and entrepreneurs from around the world. It introduces innovative ideas for the cultural and creative sectors that promote gender equality, fundamental freedoms, quality education, economic growth and decent jobs and equality between countries.

**Create|2030** Talks will take place at UNESCO HQ, in Paris, during the regular sessions of the Intergovernmental Committee for the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005). The Talks are moderated by George Papagiannis, UNESCO's Chief of Communication.

**Interpretation:** English and French

# PRO GRAMME



**Create**  
2030

**11** DEC

**15h00**



*You Are Next: Empowering Women in the Digital Arts*

**13** DEC

**10h00**



*Artificial Intelligence: a New Working Environment for Creators?*

**15h00**



*What is Artistic Freedom to You?*

**14** DEC

**10h00**



*Civil Society: an Actor of Change in the Governance of Culture*

All events to take place in Room II, UNESCO Headquarters, Paris

**11** TUESDAY  
DECEMBER  
2018

**15 00**h.

**YOU  
ARE  
NEXT:**

Empowering  
Women in the  
Digital Arts





# YOU ARE NEXT:

11 DEC | PARIS

The creative economy is becoming increasingly digitized. While artists are finding new and innovative ways of expressing themselves in order to capitalize on the digital revolution, the participation of women in digital arts remains a tremendous challenge.

Promoting gender equality and supporting the digital creative industries are among UNESCO's core actions. It recognizes that there are significant inequalities between women and men as creators and producers of cultural goods and services in all sectors of the digital creative industries from book publishing to music, cinema and visual arts. Women artists

and digital creative industry entrepreneurs from the Global South face additional challenges due to the overall lack of infrastructure, funding, training and regulatory frameworks.

A 2018 UNESCO Global Report, Re|Shaping Cultural Policies, shows that women are not only less connected, but benefit less from the very few digital literacy and skills training programmes that exist. Women are less likely to be hired by tech companies and are underrepresented in tech conferences or creative industry marketplaces.

To address this issue, Sabrina Ho, a cultural entrepreneur and philanthropist, has partnered with UNESCO to launch, "You Are Next". This global initiative is designed to create opportunities for women under 40 from the global South and support their access to funding, infrastructure, equipment and co-production opportunities in the digital creative industries.

**Four projects** have been selected for funding in 2018:

#BeYourVoice	WAVE	DigitELLES	Academy of Digital Arts
<b>MEXICO</b>	<b>PALESTINE</b>	<b>SENEGAL</b>	<b>TAJIKISTAN</b>
A project to provide girls with skills in virtual reality technology	A training programme to provide young women with audiovisual education and skills based training	A digital programme to provide young women in the music industry with technical training and entrepreneurial skills	Creation of a digital academy for female cultural entrepreneurs in Tajikistan and Afghanistan

YOU ARE NEXT:

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# SPEAKERS

**Create|2030** brings project leaders benefitting from the “You are Next” initiative together to share their insights: What are the gender gaps in the digital creative sectors in their countries? How do their projects address these gaps? How do they see the future for women working in the digital arts?

Session opened by  
**Sabrina Ho**

Founding and Managing  
Director, Chiu Yeng Culture  
(CYC)

Mexico

## Ghali Martinez

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Ghali is the project leader at Artes Escenicas Teatro de Aire AC for, #BeYourVoice, a unique platform for virtual reality technologies. Through this new VR e-learning tool, women will have more employment opportunities and will create a network of future decision-makers in the digital creative industries.



Palestine



## Tania Murtaja

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Tania is the External Relations Officer at Ayyam Al Masrah, for WAVE - Women's Audio Visual Education, which combines digital animation, drama & storytelling and vocational training to build entrepreneurial, creative and technical skills among young women. This project will also promote freedom of expression and women's rights.



*Women struggle for access in the digital creative field. Gender equality affects us all and extends all the way up to the wealthiest and most glamorous fields we know. You are Next is designed to increase opportunities for funding, infrastructure, equipment and co-production in the digital creative industries for women under 40*

Sabrina Ho **Founding and Managing Director of Chiu Yeng Culture (CYC)**



## Dieynaba Sidibé

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Dieynaba is the project leader at Africulturb, and for DigitELLES, a new digital training programme for young female artists working in the music industry. The programme aims to strengthen technical and artistic skills, as well as contribute towards achieving financial independence and fight against discrimination in this sector.

Senegal

## Sergey Chutkov

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Sergey is the Director of Bactria Cultural Centre, where the Digital Arts Academy project will offer courses in coding, digital creation and entrepreneurship to help young women in Tajikistan and Afghanistan become competitive in the digital job market. Their digital artistic productions will be promoted and given recognition in Central Asia.



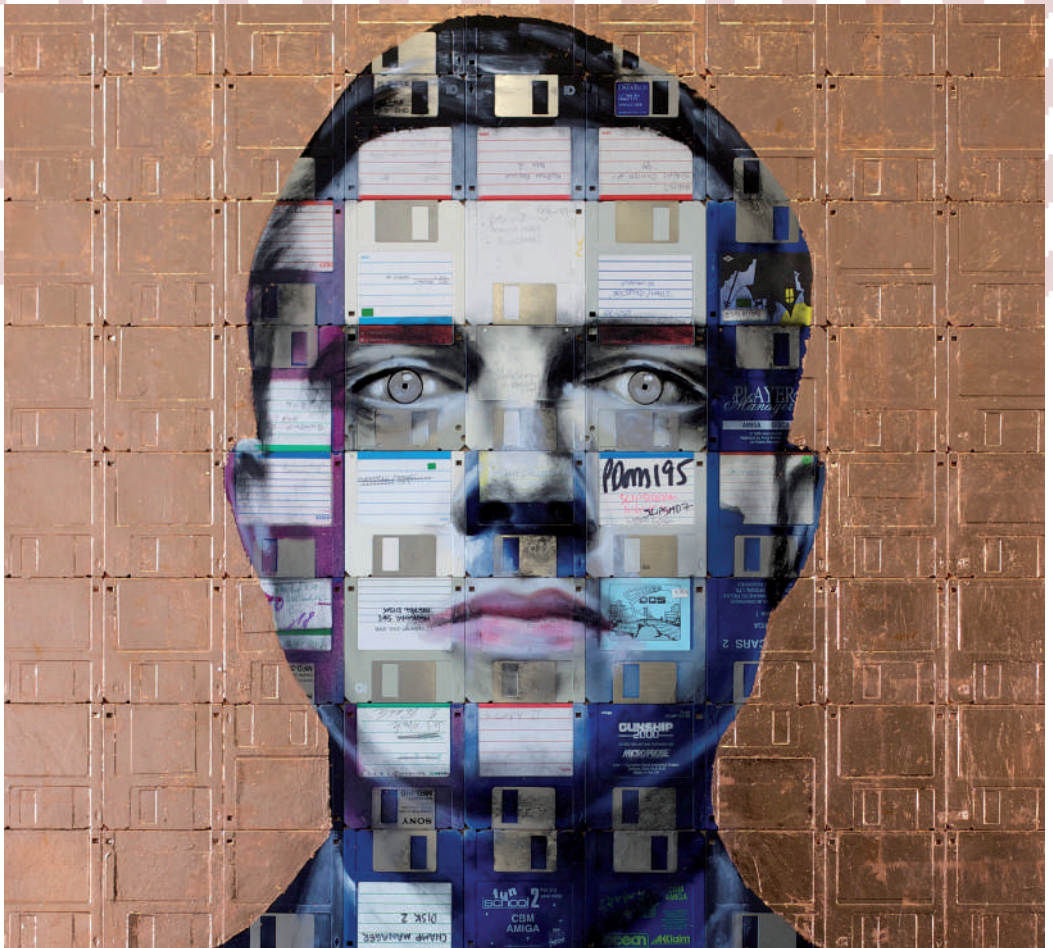
Tajikistan

# ARTIFICIAL INTELLIGENCE:

A New Working  
Environment for  
Creators?

**13** THURSDAY  
DECEMBER  
2018

**10 00**h.







**Create**  
2030

# ARTIFICIAL INTELLIGENCE:

13 DEC | PARIS

By 2030, artificial intelligence (AI) is expected to increase global GDP by 14% – or by 15.7 thousand billion dollars – making it the most significant commercial opportunity in today's economy (PWC 2017). Companies in Asia have already invested \$39B in artificial intelligence. This technology promises to revolutionize our transportation, medicine, education, finance, defence and manufacturing.

But, what impact will AI have on the creative sector? The data that feeds AI machines is the fruit of human creativity. Today, this information is being used to create new cultural

expressions: songs (AIVA, Amper), short stories (Sheherazade), film scripts (Benjamin) and paintings (CAN) – often to a surprisingly high standard. For the very first time in October 2018, a painting, "Edmond De Belamy," which depicts a fictional man created by an algorithm (Generative Adversarial Networks, known as GANs), was auctioned by Christie's and sold for \$432,500.

These developments raise important questions about the status of artists, the integrity of the cultural value chain and the sector's ability to continue providing decent jobs and fairly remunerate artists for their creative work. The public sector may lose its agency in the creative sector if it fails to adopt a targeted plan to address the rise and market concentration of large platforms or the lack of transparency in the collection and use of data generated for and by AI algorithms.

**How will AI affect artistic freedom?**

**What opportunities and challenges does AI present for women working in the creative sector?**

**How will AI affect jobs in the creative sector?**

ARTIFICIAL INTELLIGENCE:

# SPEAKERS

**Create|2030** invites a panel of experts to talk about AI in the creative sector. It will examine innovative ways of achieving SDGs related to gender equality, economic growth and fundamental freedoms.

Session opened by  
**Jean-Michel  
Jarre**

President, CISAC and  
UNESCO Goodwill  
Ambassador

Kenya

## Kathleen Siminyu

Kathleen is chief data scientist for Women in Machine Learning and Data Science, Africa's Talking. She co-organizes the Nairobi Chapter of Women in Machine Learning and Data Science. Kathleen is committed to improving the representation of African women in the fields of data science and machine learning.



Luxembourg

## Pierre Barreau

Pierre is a co-founder of Artificial Intelligence Virtual Artist (AIVA).

Pierre is a computer engineer, composer and author-director of TV movies nominated for the "Gold Panda Awards". The goal is to make AIVA one of the world's major composers.

*UNESCO adopted global guidelines on promoting the diversity of cultural expressions in the digital environment, which is increasingly dominated by AI. The guidelines provide a set of ethical standards and principles to address the impact of AI on creators, the cultural and creative industries and freedom of artistic expression. They will inspire policy makers as they prepare new national AI strategies and ensure that the creative sector is no longer an afterthought.*



France

## Alexandra Bensamoun

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Alexandra is a professor of private law at the University of Rennes.

She is a member of the French working group on AI's legal and regulatory challenges that contributed to France's National Strategy on Artificial Intelligence – «France AI», 2017. She was appointed to the Council of Artistic and Literary Property (CSPLA) by the French Culture Minister in January 2018.

Argentina

## Octavio Kulesz

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Octavio is an Argentinian expert in digital publications and founder of Teseo, one of the first e-book projects in Latin America. He is also a researcher on e-books, social media and digital culture in emerging economies. And, since 2012, he has been one of the coordinators of the Digital Laboratory of the International Alliance of Independent Publishers, based in Paris.



**13** THURSDAY  
DECEMBER  
2018

**15 00** h.

**WHAT IS  
ARTISTIC  
FREEDOM  
TO YOU?**



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# ARTISTIC FREEDOM:

13 DEC | PARIS

Promoting respect for human rights and fundamental freedoms of expression is a pre-requisite for the creation, distribution and enjoyment of diverse cultural expressions. This diversity can not be guaranteed if the freedom to imagine and create is under threat. It can not be guaranteed if citizens are not free to participate in cultural life. It can not be guaranteed if artists

are unable to travel freely, to work on common projects or associate with their peers in other countries.

Every year there are thousands of songs, paintings, plays, dances or books that are censored, vandalized or destroyed. Book fairs, film festivals and museums have pulled "offensive" works from their programmes.

There is a global rise in the number of threats to artistic freedom, in digital surveillance and online trolling, putting an increasing number of artists at risk. Such threats generate important cultural, social and economic losses to society. It deprives artists of their means of expression and livelihood. It deprives citizens of their right to participate in the cultural life of their choosing.

- How can economic and social conditions for artists be improved?**
- How are creators affected by threats in the digital environment?**
- How can documentation, information and data analysis be improved to build and share knowledge ?**
- Why is artistic freedom important to all?**

The film "What is artistic freedom to you" (15'), produced by UNESCO, will be screened and will set the background for the discussion.

WHAT IS ARTISTIC FREEDOM TO YOU?:

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## SPEAKERS

**Create|2030** invites a panel of experts to talk about artistic freedom and the status of artists. They will be asked how the economic and social conditions for artists can be improved and why this is important for society.

They will explain how creators are affected by threats in the digital environment and talk about innovative ways of achieving SDGs related to gender equality, access to information and fundamental freedoms.

### Valerie Oka

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A leading artist and designer, Valerie mixes different media in her creations: performances, installations, drawings, paintings, sculptures, furniture. She has also held various institutional positions, including President of the UNESCO Culture Commission for Côte d'Ivoire, President of the National Jury of Clap Ivoire in 2014, Vice President of the Pan-African Cultural Congress of the African Union since 2015, and Member of the Jury at FESPACO 2017. UNESCO is hosting her new virtual reality media installation "la Carte n'est pas le territoire".

Côte d'Ivoire



*UNESCO is working to raise awareness of artistic freedom and advocates for the right of artists and cultural professionals to create without censorship or intimidation. It also works to ensure the right of artists to have their works supported, distributed and remunerated.*

## Amelia Hapsari

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Indonesia

Amelia is program director of In-Docs, a non-profit organization that promotes documentary filmmaking in Indonesia. In-Docs creates breakthrough programs that improve the capacity of Indonesian filmmakers, create access for Indonesian audiences to watch documentaries, and build a documentary infrastructure. Her past experiences include managing a non-profit production house in East Timor, editing news for China Radio International in Beijing, as well as producing and directing documentaries that have won national and international awards.

## Deeyah Khan

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Deeyah is an Emmy Award winning film director and founder of Fuuse, an independent media and arts production company.

In 2016, she became the first UNESCO Goodwill Ambassador for artistic freedom and creativity. She is working with UNESCO and other international professional organizations to enhance advocacy on issues related to the Status of the Artist, freedom of expression and creation, mobility of artists and cultural professionals.

Norway



**14** **FRIDAY**  
DECEMBER  
2018

**10 00** h.

# **CIVIL SOCIETY:**

An Actor of Change in the  
Governance of Culture







# CIVIL SOCIETY:

14 DEC | PARIS

The importance of participative governance is no longer deniable. The true test of whether governance is open to civil society is the degree to which it is involved and has influence over setting and implementing policy agendas, including at the global level. Recent examples of how civil society organizations (CSOs) were actively involved in the adoption of the UN 2030 Agenda for Sustainable Development is a case in point. They worked in coalitions across sectors and across countries to contribute to the drafting of its goals and targets and supported participatory and representative decision making among the key targets in

achieving peace, justice and strong institutions for sustainable development.

CSOs actively engaged with States to develop and adopt UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The result is a landmarked international standard-setting instrument that defines the responsibility of civil society in the governance of culture and assigns them a central role in policy design and implementation processes.

Today, UNESCO works to ensure that there are spaces at the global and country levels to ensure that civil society voices are heard, and that CSOs actively contribute to cultural policy making. The goal is to ensure that public policies to support the cultural and creative sectors can meet the needs and challenges of its stakeholders.

**What is civil society's role in protecting and promoting the diversity of cultural expressions?**

**How should CSOs participate in cultural governance?**

**What are the formal and informal "pathways" that enable CSO participation?**

**How can we connect CSOs and governments?**

## SPEAKERS

**Create|2030** brings together CSOs that participated in multi-stakeholder consultations with government officials to monitor cultural policies and measures to promote the diversity of cultural expressions. These consultations were supported by UNESCO with funding from the Swedish Government. Together they will reflect on civil society's role as an actor of change in the governance of culture and share the lessons they learned through the multi-stakeholder consultations.

They will be asked what advice they would give to other CSOs as well as to government officials about to embark on such consultations for the first time.

Indonesia

### Lisa Irawati

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Lisa is co-founder of Erudio School of Art, the first international high school for art in Indonesia, which aims to inspire humanity through art education. She also co-founded Suar Artspace, creative hub to promote and promote Indonesian visual art, the creative scene and emerging artists in Jakarta.



*The results of a recent survey show that progress is being made. Over 63% of CSOs reported that they contribute to national cultural policy consultations and 70% of them feel that their organization can make a difference to the policy environment.*

*Many CSOs hold a strong sense of commitment to improving cultural governance and participating in policymaking processes. However, there is still work to be done. Many CSOs still feel that current legislation does not enable them to fully partner with state actors, and that cultural policymaking processes are not as transparent as they could be.*

## Dida Nibagwire

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Dida is a founder and Managing Director of IYUGI, a creative company based in Rwanda. With a background in acting, production and culture project management, she has produced festivals, radio programmes and plays, films and commercials artworks. She also has worked as a researcher in Rwanda and East Africa.



Rwanda



Peru

## Mauricio Delfin

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Mauricio is the technical secretary of the Peruvian Alliance of Cultural Organizations (APOC) and the director of Asociación Civil Solar, a non-profit organization that promotes the open governance of culture in Peru. He was a founder and director of Realidad Visual, the Peruvian National Summit of Culture and Culturaperu.org, a cultural information system developed by civil society.



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Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions

# Implementing the SDGs

Culture, creativity and artistic innovation are drivers and enablers of development. As the only international agreement binding States Parties to the integration of culture in their development policies, the 2005 Convention is actively working toward the achievement of the Sustainable Development Goals (SDGs).

To achieve this, the Convention draws on its four goals:



**Goal 1**

SUPPORT SUSTAINABLE SYSTEMS  
OF GOVERNANCE FOR CULTURE



**Goal 2**

ACHIEVE A BALANCED FLOW OF  
CULTURAL GOODS AND SERVICES AND  
INCREASE THE MOBILITY OF ARTISTS  
AND CULTURAL PROFESSIONALS



**Goal 3**

INTEGRATE CULTURE IN SUSTAINABLE  
DEVELOPMENT FRAMEWORKS



**Goal 4**

PROMOTE HUMAN RIGHTS AND  
FUNDAMENTAL FREEDOMS

# IMPLE MENTING



Create  
2030

## the SDGs through culture



### Goal 1

SUPPORT  
SUSTAINABLE SYSTEMS  
OF GOVERNANCE FOR  
CULTURE



### Goal 2

ACHIEVE A BALANCED FLOW  
OF CULTURAL GOODS AND  
SERVICES AND INCREASE THE  
MOBILITY OF ARTISTS AND  
CULTURAL PROFESSIONALS



### Goal 3

INTEGRATE CULTURE IN  
SUSTAINABLE DEVELOPMENT  
FRAMEWORKS



### Goal 4

PROMOTE HUMAN RIGHTS AND  
FUNDAMENTAL FREEDOMS



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