Open roadmap for the implementation of guidelines
to promote the diversity of cultural expressions in the digital environment

Impact

Parties promote the diversity of cultural expressions in the digital environment

Outputs

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

Activities

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

2. Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations

3. Establish interministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies

4. Design, revise or implement regulatory frameworks, cultural policies, sector strategies and action plans to support cultural and creative sectors in the digital environment | 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

2. Provide spaces dedicated to digital creativity and innovation that enable artistic experimentation and collaboration

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

4. Design regulations, policies and measures to ensure discoverability of local and diverse cultural content, fair remuneration for creators and greater transparency in the use of algorithms | 1. Conduct an audit of clauses in trade agreements that have an impact on the cultural and creative sectors in the digital environment

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

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

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 | 1. Audit and identify specific digital skill gaps in the cultural and creative sectors

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

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

4. Design and implement cultural cooperation programmes that support digital literacy and skills | 1. Collect and analyze data on women working in the digital cultural and creative sectors to inform policy making

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

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

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

Goals of the Convention

Support sustainable systems of governance for culture	Achieve a balanced flow of cultural goods and services and increase the mobility of artists and cultural professionals	Integrate culture in sustainable development frameworks	Promote human rights and fundamental freedoms