

RE | SHAPING CULTURAL POLICIES

Advancing creativity for development



LAUNCH CEREMONY OF THE **2018** GLOBAL REPORT

THURSDAY 14 DECEMBER 2017

UNESCO HQ. Room II

3:00 PM–6:00PM



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Launch Ceremony of the 2018 Global Report

Thursday 14 December 2017, UNESCO HQ, 3:00 PM–6:00PM, Room II

The second edition of the UNESCO Global Report on the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, now ratified by 145 States and the European Union, assesses the impact of the most recent policies and measures implemented to promote the diversity of cultural expressions around the world.

The Report assesses progress made and the challenges encountered in advancing the implementation of the 2005 Convention's **four goals** to:



On the basis of the quadrennial periodic reports submitted by Parties to the Convention between 2015 and 2017, as well as other sources, the Report identifies the main trends and issues related to the implementation of the Convention in ten key monitoring areas: cultural policies, public service media, digital environment, partnerships with civil society, mobility of artists and cultural professionals, flow of cultural goods and services, treaties and agreements, national sustainable development policies and plans and international sustainable development programs, gender equality and artistic freedom.

It highlights the links between achieving the objectives of the 2005 Convention and the UN 2030 Sustainable Development Agenda and its Goals. The Report also examines how the Convention contributes to reshaping cultural policies and proposes new ways to better meet the needs of society for the overall improvement of the governance of culture.

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KEY QUESTIONS FOR THE DEBATE

In the presence of the authors of the report, a first panel will address the following questions:

- How has the implementation of the 2005 Convention helped to reshape cultural policies and advance creativity for development?
- Does civil society have the necessary space to influence policy making?
- What are the main innovations to facilitate the mobility of artists, especially from the global South and how can we measure their impact?
- How is artistic freedom understood in the 2005 Convention and how does this relate to the 2030 UN Agenda where creativity, innovation and freedom of expression have a central place?

The 2005 Convention is unique. It recognizes the sovereign right of States to support, through relevant policies and measures, the cultural and creative industry sectors, such as the film industry (for example, through quotas, tax exemptions, financial support for creation, co-production agreements, artist residencies, etc.). It also calls for preferential treatment measures to provide developing countries with greater access to world markets and to promote the mobility of artists.

A second panel discussion on policies to support the film industry will bring together different actors to talk about the challenges facing the independent film sector and exchange on ways for it to thrive in a globalized and increasingly digitized market of cultural goods and services.

KEY QUESTIONS FOR THE DEBATE

- What are the new opportunities for independent cinema production and distribution in the digital environment? How can policies overcome the new challenges?
- What are the recent innovations in production and co-production funding? What is still needed to better finance domestic film industries and support those in the global South?
- How can film festivals as important distribution platforms provide new opportunities for independent filmmakers, especially from the global South?
- What is the impact of targeted actions to support female filmmakers and what are the urgent priorities to be addressed?

PROGRAM

3:00pm-3:10pm: Opening speech by **Audrey Azoulay**, Director-General of UNESCO

3:10pm-3:20pm: Introductory words by **Karin Strandås**, Secretary of State, Ministry of Culture and Democracy (Sweden)

3:20pm-3:35pm: **Key findings of the Global Report**, Yudhishtir Raj Isar, Principal Editor of the Global Report (France/India)

3:35pm-4:30pm: **Panel discussion with the authors of the Global Report**, Moderated by Yudhishtir Raj Isar

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- **Jordi Baltà Portolés**, author of the chapter *“Towards more collaborative cultural governance”*
- **Khadija El Bennaoui**, author of the chapter *“Surviving the paradoxes of mobility”*
- **Andrew Firmin**, author of the chapter *“Engaging civil society in cultural governance”*
- **Sara Whyatt**, author of the chapter *“Promoting the freedom to imagine and create”*

Questions and answers with the public

Other authors present: **Lydia Deloumeaux** (author of the chapter *“Persisting imbalances in the flow of cultural goods and services”*); **Véronique Guèvremont** (author of the chapter *“The Convention in other international forums: a crucial commitment”*); **Ammu Joseph** (author of the chapter *“Gender equality: missing in action”*); **Christine M. Merkel** (author of the chapter *“Enlarging choices: cultural content and public service media”*)

4:30pm-5:50pm: Panel Discussion: Towards Support Policies for Independent Cinema?

Moderated by **Frédéric Bonnaud**, Director General of the French Cinémathèque (France)

- **Yoonhyung Jeon**, Distribution Director, Korean Film Council (Republic of Korea)
- **Ebba Sinzinger**, Film director and producer (Austria)
- **Karim Moussaoui**, Film director (Algeria)
- **Claude-Eric Poiroux**, Director General, Europa Cinemas (France)

Questions and answers with the public

5:50pm-6:00pm: Closing remarks, **Danielle Cliche**, Secretary of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO

6:00pm-7:30pm: Swedish buffet, by Chef Henrik Hendersson (Foyer, Picasso), with the support of Sweden

The **Global Report 2018** will be available at <http://en.unesco.org/creativity/>

Follow the live event on:

 Twitter: [#SupportCreativity](https://twitter.com/SupportCreativity)

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