

OPEN ROADMAP

for the implementation of
the 2005 Convention in the

DIGITAL ENVIRONMENT



United Nations
Educational, Scientific and
Cultural Organization



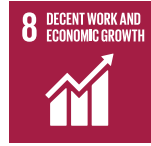


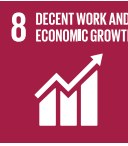


Diversity of
Cultural Expressions



Sustainable
Development
Goals

PARTIES PROMOTE THE DIVERSITY OF CULTURE

OUTPUTS	<p style="text-align: center;">1</p> <p style="text-align: center;">Regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner</p>	<p style="text-align: center;">2</p> <p style="text-align: center;">Policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem</p>	<p style="text-align: center;">3</p> <p style="text-align: center;">International policies support the flow of services between the digital cultural and creative sectors</p>		
ACTIVITIES	<p>1.1 Conduct overall mapping of the digital cultural and creative sectors</p> <p>1.2 Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations</p> <p>1.3 Establish interministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies</p> <p>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</p>	<p>2.1 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</p> <p>2.2 Provide spaces dedicated to digital creativity and innovation that enables artistic experimentation and collaboration</p> <p>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</p> <p>2.4 Design regulations, policies and measures to ensure discoverability of local and diverse cultural content, fair remuneration for creators, greater transparency in the use of algorithms</p>	<p>3.1 Coordinate trade agreements on the digital environment</p> <p>3.2 Set up agreements between digital cultural and creative sectors to develop innovative business models</p> <p>3.3 Coordinate co-distribution of digital cultural and creative services</p> <p>3.4 Negotiate trade agreements dealing with digital products of cultural and creative sectors</p>		
GOALS OF THE CONVENTION	 <p>SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE</p>			<p>ACHIEVING THE CONVENTION'S STRATEGIC OBJECTIVES AND CULTURAL POLICY</p>	
SDG 2030	 <p>4 QUALITY EDUCATION</p>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	 <p>17 PARTNERSHIPS FOR THE GOALS</p>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>

CULTURAL EXPRESSIONS IN THE DIGITAL ENVIRONMENT

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International agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment

Conduct an audit of clauses in international agreements that have an impact on cultural and creative sectors in the digital environment

Set up working groups with government officials responsible for intellectual property, trade, investment, technology and innovation

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

Negotiate cultural clauses in trade and investment agreements and with e-commerce and digital services to recognize the dual nature of cultural goods and services

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Digital literacy, skills and competences are reinforced

4.1 Audit and identify specific digital skill gaps in the cultural and creative sectors

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

4.3 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

4.4 Design and implement cultural cooperation programmes that support digital literacy and skills

5

Human rights and fundamental freedoms are promoted in the digital environment

5.1 Collect and analyze data on women working in the digital cultural and creative sectors to inform policy making

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

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

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



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

10 REDUCED INEQUALITIES



17 PARTNERSHIPS FOR THE GOALS



8 DECENT WORK AND ECONOMIC GROWTH



17 PARTNERSHIPS FOR THE GOALS



5 GENDER EQUALITY



10 REDUCED INEQUALITIES





The Open Roadmap is a tool to help Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions meet the challenges and seize the opportunities offered by the digital environment. Following the unanimous adoption of Operational Guidelines on the Implementation of the Convention in the Digital Environment in 2017, the Secretariat developed this flexible framework that offers a range of possibilities to promote and protect the diversity of cultural expressions in the digital environment. The Open Roadmap suggests clear expected results and concrete reference activities to protect the means of creation, production, dissemination, access, and exchange of cultural goods and services in the face of rapid technological changes. Parties are invited to take ownership of the Open Roadmap and to adapt it according to their needs, resources and priorities.


<http://en.unesco.org/creativity>

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