United Nations · Diversity of
Educational, Scientific and · Cultural Expressions
Cultural Organization ·

Organisation · Diversité
des Nations Unies · des expressions
pour l'éducation, · culturelles
la science et la culture

Organización · Diversidad
de las Naciones Unidas · de las expresiones
para la Educación, · culturales
la Ciencia y la Cultura

Организация · Разнообразие форм
Объединенных Наций по · культурного
вопросам образования, · самовыражения
науки и культуры

منظمة الأمم المتحدة · تنوع أشكال التعبير
للتربية والعلم والثقافة · الثقافي

联合国教育、 · 文化表现形式
科学及文化组织 · 多样性

CONFERENCE OF PARTIES TO THE
CONVENTION ON THE PROTECTION AND PROMOTIONOF THE
DIVERSITY OF CULTURAL EXPRESSIONS

Eight session
Online
1 – 4 June 2021

National roadmaps developed by Parties

In accordance with Resolution 7.CP 13, this document presents Parties' national Roadmaps that were transmitted to the Secretariat in 2021.

This document contains the three national roadmaps that have been received by the Secretariat since the seventh session of the Conference of Parties in June 2019.

CANADA

Roadmap for Implementing UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions in the Digital Environment

Canada

UNESCO Roadmap priorities	Regulatory frameworks, cultural policies and measures are designed or reviewed to meet challenges of the digital environment in an informed and participatory manner	Policies and measures to promote creativity, business and digital markets to ensure diversity of the digital ecosystem	International agreements facilitate the balanced flow of cultural goods and services and equality among countries in the digital environment	Digital skills and knowledge among the cultural community and the public are improved	Human rights and fundamental freedoms are promoted in the digital environment
UNESCO Roadmap activities	1. Establish national teams made up of representatives from government, the private sector and civil society organizations, and hold country-wide consultations. 2. Launch interdepartmental coordination mechanisms to monitor the impact of regulatory frameworks, cultural policies and sector strategies. 3. Design, revise or implement regulatory	1. Conduct studies and launch initiatives on the traceability of data; conduct studies on the use of metadata in the creative sector; ensure greater transparency in the use of algorithms. 2. Develop policies and measures to ensure the accessibility of a range of local cultural content. 3. Implement mechanisms for consulting with	1. Set up working groups between officials responsible for culture, intellectual property, business, development, technology and innovation. 2. Negotiate cultural clauses in trade and investment agreements that address e-commerce and digital products to recognize the dual nature of cultural goods and services.	1. Implement tools and initiatives to address gaps in digital skills. 2. 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.	1. Adopt and/or strengthen policies for ensuring gender equality in the cultural and creative sectors, especially in the digital environment.

UNESCO Roadmap priorities	Regulatory frameworks, cultural policies and measures are designed or reviewed to meet challenges of the digital environment in an informed and participatory manner	Policies and measures to promote creativity, business and digital markets to ensure diversity of the digital ecosystem	International agreements facilitate the balanced flow of cultural goods and services and equality among countries in the digital environment	Digital skills and knowledge among the cultural community and the public are improved	Human rights and fundamental freedoms are promoted in the digital environment
	frameworks, cultural policies, sector strategies and action plans to pour support the cultural and creative sectors in the digital environment.	representatives from government, the private sector and civil society to support the cultural and creative sector in the digital environment.			
Examples of Canadian Best Practices	**1.1** Establishment of a multi-stakeholder working group made up of representatives of like-minded countries, civil society and the private sector that will develop guiding principles on diversity of content in the digital era, an international initiative within the Digital Democracy project (DCI): Canada's Budget Support for Diversity 2019. **1.2** Since its establishment, the working group has held a number of virtual meetings, with the goal of developing a set of guiding principles, based on four main pillars of action: access and discoverability of content; economic viability of creators; support for reliable information and news; and transparency regarding the	**1.1** Study on the Economic impacts of music streaming platforms on Canadian creators, which presents a preliminary survey of digital data and descriptive information on the economic impact of music streaming, led by Canadian Heritage. **1.2** Establishment of Visual Arts Community: an initiative to better understand challenges and opportunities within the Canadian visual arts marketplace, VAMEI. **2.1** Establishment of the Canada's Creative Export Strategy: a support for the creative industries facilitating the achievement of	**1.1** The *Broadcasting Act* and the *Telecommunications Act* Panel of experts met with European leaders to monitor approaches/responses to digital disruption in other countries. **2.1** Fiscal approaches – Comparative studies on international approaches to taxing digital services with the European Union, Singapore, G7, OECD and France. Signature of the OECD Multilateral Convention to Implement Tax Treaty Related Measures to Prevent Base Erosion and Profit Shifting (2017). **2.2** CUSMA : Canada- United States – Mexico Agreement signed in November 2018. Canada negotiated a general exception for cultural	**1.1** The Digital Citizen Initiative (DCI) aims to support democracy and social cohesion in Canada by increasing the ability of citizens to critically assess online disinformation, helping them become more resilient against online harms, and increasing their ability to take part in democratic processes; and by building partnerships to support a healthy information ecosystem. This includes supporting the creation of a new research community which will help the DCI better understand online disinformation and other related harms to inform evidence-based policy	**1.1** The Government of Canada recently renewed its commitment to gender equality and equity, including in the cultural sector. For example, the Canada Media Fund, the largest fund supporting the production of television and digital content in Canada, has implemented a selection criteria that favour teams where at least 40% of positions are occupied by women (producer, executive producer, director, principal developer, designer, project manager). This approach ensures that women have access to unique opportunities for mentoring, funding and training.

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	impact of algorithms. The objective will then be to disseminate the guiding principles for adoption by a wider group of countries, civil society and private sector actors. This will ultimately lead to concrete actions by each category of stakeholders, thus promoting social inclusion and exposing citizens to a greater diversity of perspectives: Diversity of Content Online. **2.1** Establishment of the Canada's Digital Charter focusing on 10 principles, from universal access to personal control. It lays the foundation for measures to be taken by the government to modernize Canadian legislation on protecting personal data, competition rules and government programs. All Canadians will have equal opportunity to participate in the digital world and the necessary tools to do so, including access, connectivity, literacy and skills among	international trade objectives and opportunities to promote Canadian creative content abroad (e.g. Frankfurt Book Fair 2021). **2.2** Linked Digital Future : a project from the Canadian Arts Presenting Association (CAPACOA) that provides information, resources and tools to performing arts organizations. **2.3.** TV5MONDEplus: Created to increase the online presence of French-language content, TV5MONDEplus is a video on demand platform that is free and accessible worldwide with more than 2500 hours of programming. It offers Canadian, Quebec, French, Swiss, Belgian and African programs from TV5MONDE's partner public broadcasters. The	industries, which applies horizontally across all chapters of the agreement, including the chapter on digital trade and preserves Canada's cultural sovereignty in the physical and digital environments.	development around citizen resiliency and digital media education. **1.2** The Canada Music Fund (CMF) is building the knowledge and skills of the Canadian music industry to help companies and artists better strategize the promotion of their music in an ever-changing digital environment. These professional development opportunities also provide participants with a greater understanding of international markets and copyright. Further, the CMF has increased access to these training opportunities for artists and companies from equity–seeking groups.**2.1** Linked Digital Future : Canadian Arts Presenting Association (CAPACOA) promotes the adoption of semantic technologies by offering	**1.2** Telefilm Canada: In 2016, Telefilm Canada set itself the goal of building a more representative and diversified feature film portfolio that better reflects Canada's population. With respect to parity, the goal was to achieve, within three years, a balanced production portfolio (at all budget levels) that reflects gender parity in each of the key roles of director, screenwriter and producer. The percent of supported film projects featuring a woman in one of the key roles (producer, director, screenwriter) for 2019-2020 is as follows: Director 47%, Screenwriter 46%, Producer 43%. **1.3** The National Film Board of Canada (NFB) continues to meet its gender-parity goals, both for the number of productions directed by women and for production budgets allocated to

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	innovations and benefits of the digital economy. **3.1** Legislation amending the *Broadcasting Act* introduced by the Government of Canada in November 2020. Proposed amendments would empower the Canadian Radio-television and Telecommunications Commission (CRTC) to implement a modernized regulatory framework, to ensure both traditional and online broadcasting undertakings contribute in an appropriate manner to the Canadian broadcasting system. **3.2** Canada Council for the Arts' Digital Strategy Fund encourages an overall approach that supports artists, groups and art organizations in understanding the digital world, engaging with it, and responding to the cultural and social changes it produces.	interface provides subtitles in five languages: French, English, German, Spanish and Arabic. TV5MONDEplus has the ambition to offer Francophones and Francophiles around the world the best audiovisual content in French in all its richness and diversity. **3.1** The International Meeting on Diversity of Content in the Digital Age, with representatives from civil society, digital platforms and governments, to share responsibility for adopting good practices and to promote collaborations aimed at creating, producing and promoting diversity of content. **3.2** The Canada–European Union Digital Dialogues to advance shared interests around digital cooperation and		art organizations training in the form of workshops, professional development sessions, regional roadshows and individual coaching. Arts organizations will actively participate in the data and metadata strategy, gain familiarity with semantic technologies, and have access to high quality, interoperable and discoverable metadata. The developed pan-Canadian knowledge graph will also be linked to performing arts data in Wikidata. **2.2** Hub for Data in Culture Synapse C: On February 18, 2019, the Quartier des Spectacles Partnership announced the launch of Synapse C, the first initiative dedicated to data for arts and culture in Canada. Synapse C is the result of a coordinated effort by cultural, business and	women—four years after making its initial commitment. It also surpassed its goals for gender parity in two of four key creative functions in 2019-2020, screenwriting (61%) and editing (55%), with net progress in cinematography and music composition. In 2019–2020: 46% of NFB works were directed by women 44% of the NFB production budget was allocated to works created by women.

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		contributing to meaningful information sharing; joint cooperation in multilateral fora and sharing of best practices to overcome challenges and grasp opportunities in the digital economy. In 2020, the Dialogues served as a forum for discussion of governmental support to the creative industry in response to COVID-19, and collaboration, at all levels, to inform policy development on a number of priority topics for Canadian Heritage, such as online harms, disinformation, remuneration of online news publishers and copyright and broadcasting legislation. This bilateral engagement will continue to evolve in 2021.		data science communities to equip the cultural sector with a unique shared intelligence and business development tool. A governance model for shared cultural data will also be developed.	

CANADA – QUÉBEC

Government of Quebec's Roadmap for Implementing the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions in the Digital Environment

UNESCO Roadmap Priorities	Regulatory frameworks, policies and cultural measures designed or reviewed to overcome challenges of the digital environment in an informed and collaborative manner	Policies and measures promote the accessibility and discoverability of cultural content and highlight culture in the digital environment	International agreements facilitate the balanced flow of cultural goods and services and equality among countries in the digital environment	Digital skills and knowledge among the cultural community and the public are improved	Human rights and fundamental freedoms are promoted in the digital environment
Related activities inspired by the UNESCO Roadmap	1. Design, review or implement regulatory frameworks, cultural policies, sector strategies and action plans to support the cultural and creative sectors in the digital environment.	1. Conduct studies and launch initiatives on the traceability of data and accessibility to various creative expressions, on fair compensation for creators in the digital environment, and on the use of metadata in various creative sectors. 2. Develop regulations, policies and measures to ensure the accessibility of a range of local cultural content, fair compensation for creators, and greater transparency in the use of algorithms.	1. Set up working groups made up of leaders in culture, intellectual property, business, development, technology and innovation. 2. Negotiate cultural clauses in trade and investment agreements that address e-commerce and digital products to recognize the dual nature of cultural goods and services. 3. Promote agreements / cooperation projects with other states and governments to support digital cultural development.	1. Implement tools and initiatives to address gaps in digital skills. 2. Support cultural and media institutions in their quest to become learning spaces where both artists and the public can acquire digital skills and abilities through creation and experimentation.	1. Adopt and/or strengthen policies for ensuring gender equality in the cultural and creative sectors, especially in the digital environment.

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Examples of Quebec's Good Practices	**1.1** Launched in June 2018, Quebec's cultural policy, "Partout, la culture" [our culture here, everywhere] was created following extensive public consultations held across Quebec. It provides guidelines adapted to current issues, notably to help overcome challenges created by digital technologies. **1.2** The Plan d'action gouvernemental en culture 2018-2023 [government cultural action plan 2018-2023] accompanies the cultural policy and contains numerous digital measures, including a $15 million enhancement and 2-	**1.1** Conduct a situational analysis on metadata in the book, audiovisual, sound recording, performance, heritage and museology fields (measure 80 of the PCNQ). **1.2** Implement an action plan for data on Quebec cultural content that has, among other things, allowed the creation of sectoral working groups, the publication of a guide *"Pour des données ouvertes en culture"* and the creation of an ISNI agency for Quebec creators (*Bibliothèque et Archives nationales du Québec (BAnQ)* became in 2020 a national agency to assign ISNI[1] identifiers (International Standard Name Identifier) to metadata describing	**1.1** Maintain collaboration between the Ministère de la Culture et des Communications and the Ministère de l'Économie et de l'Innovation in order to formulate Quebec government positions on trade agreements negotiated by Canada. **2.1** Support the production of a guide on cultural clauses in trade agreements to strengthen negotiation strategies with governments, especially those in developing countries (measure 75 of the PCNQ). **3.1** Implement an agreement between the BAnQ and the Réseau francophone numérique (RFN). To ensure that Francophone documentary heritage is available online,	**1.1** Create a network of digital cultural development agents serving national, regional or sectoral organizations to help the cultural network stakeholders develop digital strategies and action plans and to help build their skills (measure 120, measure 97 and measure 99 of the PCNQ). **1.2** Continuation of the program: Exploration and digital deployment of CALQ (measure 62 of the PCNQ) to help build digital knowledge through development and skill transfer activities, and foster support for Quebec artists and art organizations as they appropriate the digital world for the purpose of creation, production, dissemination and influence. **1.3** Creation of the *Hub numérique de l'Estrie* with the	**1.1** Measure 18 of the Plan d'action gouvernemental en culture 2018-2023 involves implementing actions targeting equality between women and men in the cultural sector, including in the digital environment. Anticipated actions include an analysis of exclusion factors in various trades in the cultural sector, and the identification and implementation of priority responses in order to improve everyone's access to cultural services, programs, jobs, networks and decision-making structures, including representation in media and audiovisual spaces.

1. ISNI is a unique standardized identifier number used to identify people and organizations internationally and on a long-term basis. It is a gateway between different systems and databases and facilitates the flow of information.

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	year extension of the Plan culturel numérique du Québec (PCNQ) [Quebec digital cultural plan], bringing the total investment to $125 million over 9 years (2014-2023). Nearly 130 concrete measures have been implemented since 2014.	individuals and communities who have participated in Quebec works) (measure 111 of the PCNQ). **1.3.** Completion of a feasibility study on the design of a statistical indicator of the influence of Quebec's online cultural content (measure 122 of the PCNQ) **1.4** Support for the technological tool *Où voir ça*, created by Mediafilm, which allows moviegoers to discover Quebec films as well as foreign films, guide them to the platforms that showcase the films they are looking for, as well as collect statistics on the discovery and consumption of Quebec and foreign films (measure 118 of the PCNQ). **1.5** Creation of common description standards for each cultural sector. An	the main institutions responsible for preserving and disseminating it have agreed to work together, with support from the International Organization of La Francophonie. **3.2** Ensure that digital cultural development is included as a priority theme when launching calls for multi-jurisdictional cooperation projects (measure 76 of the PCNQ).	objective of developing toolboxes for organizational transformation and digital communication, developing case studies, accompanying, supporting and training Estrie cultural workers and perpetuating the developed expertise (measure 124 of the PCNQ). **2.1** Launch MLab Creaform, a lab for digital creation and experimentation, aimed at the appropriation of digital technologies and cultures, as well as museum innovation regarding the collections and exhibits of the Musée de la Civilisation du Québec (MCQ) and Quebec heritage, and create a digital hub on appropriating digital cultures for MCQ employees. **2.2** Establishment of the LAB collective incubator for Quebec digital cultural mediation at the Musée des beaux-arts de Montréal in order to encourage	

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		initial standard has been adopted in the music sector through support for the MetaMusic initiative, which is a guide to assist rights holders in the music value chain in indexing their content using metadata. **1.6** Development of a metadata management framework for Télé-Québec's *La Fabrique culturelle* in order to promote the discoverability of its content (Measure 126 of the PCNQ). **1.7** Implementation of conditions allowing for the analysis and use of usage data from ticketing systems by the *Grand Théâtre* and its partners (Measure 114 of the PCNQ), as well as from the Civilization Museum (Measure 121 of the PCNQ). **1.8** Support for a study to better understand the social impact of recommendation		collaborative pedagogy, trans-disciplinarity, co-creation, multiple points of view on works and visitor autonomy and to sensitize the technology sector to the stakes of Quebec cultural institutions and collaborate on innovative solutions (measure 115 of the PCNQ). **2.3** Launch La Serre at BAnQ. La Serre offers the general public (across Quebec through webinars) a series of workshops and conferences on themes related to digital literacy. La Serre is for curious adults who would like to learn more about the technologies used in an ever-changing Quebec society. **2.4** Support for the creation of a new massive data cluster (Synapse C) aimed at developing and pooling expertise in data enhancement for arts and culture in Quebec and	

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		algorithms on the curation of francophone music content in Quebec by the INRS (measure 110 of the PCNQ). **2.1** Unveiling of a joint strategy developed by France and Quebec to improve the online discoverability of French-language cultural content and publication of the report by the French and Quebec mission heads on discoverability. **2.2** Continuation of the program Exploration and digital deployment by the Conseil des arts et des lettres du Québec (CALQ)(measure 62 of the PCNQ) to support Quebec artists and art organizations in their efforts to optimize the discoverability of their digital content, in particular by producing metadata according to the professional standards in force and by		Canada and becoming an international reference in the exploitation of this data for the benefit of the cultural ecosystem (measure 116 of the PCNQ).	

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		exploiting this metadata (open data). **2.3** Implementation of the program *Ambition numérique*, as part of the economic recovery plan for the cultural sector in response to Covid-19. This program aims to carry out structuring, collaborative and sustainable initiatives, notably promoting a profound and lasting transformation of business and economic models, as well as the influence of Quebec culture online. Its general objectives are to increase the discoverability of Quebec cultural content and products, as well as their online consumption, and to increase revenues related to the exploitation of online cultural content or products. **2.4** Implementation of the program *Rayonnement numérique*, as part of the			

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		economic recovery plan for the cultural sector in response to Covid-19. This program aims to increase the number of initiatives for the creation, adaptation, dissemination and promotion of online cultural events and content, to stimulate innovation in the approach and formats of dissemination, and to develop the necessary skills for the dissemination of online cultural events and content. **2.5** Implementation of the *Aide aux initiatives innovantes* program by the Société de développement des entreprises culturelles (SODEC) to support strategic technological, digital or business process innovation projects, the implementation of which enables businesses to meet the challenges of new consumer habits and take			

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		advantage of the potential of new creation and dissemination tools. **2.6** Increased accessibility and dissemination of French-language cultural content by enhancing the telequebec.tv website and launching an online Télé-Québec platform (measure 119 of the PCNQ). **2.7** Support for the H264 digital distribution company and content aggregator to promote the accessibility of quality independent works on digital platforms. **2.8** Digitization and dissemination of audiovisual archives by the Cinémathèque québécoise (measure 112 of the PCNQ).			

GERMANY

National Digital Roadmap: Implementation of the 2005 Convention in the digital environment, congruent with the four main goals

Goal (I): Support Sustainable Systems of Governance for Culture

1   Regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner

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

- **Digital-made-in.de Dashboard** Digital policy of the Federal Government (Bundesregierung Digitalpolitik) (2020)
  URL: https://www.digital-made-in.de/dmide

- **German Digitization Strategy:** The Federal Government (2020): Shaping digitization. Implementation strategy of the Federal Government, 5th updated edition – September 2020, p. 158-164.
  URL: https://www.bundesregierung.de/breg-de/service/publikationen/digital- isierung-gestalten-1605002

- **2020 Third Quadrennial Periodic Report on the 2005-UNESCO Convention by Germany,** Chapter 1.3. Digital environment, p. 44ff. and Chapter 8 Challenges, Achievements and next steps for 2020 to 2023, p. 111ff.

- German Commission for UNESCO (2021): **Assessing internet development in Germany:** using UNESCO's Internet Universality ROAM-X Indica- tors/UNESCO Series of Internet Universality Indicators National Assessments
  URL: https://www.wiegehtsdeminternet.de/

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

- **Digital Summit / Digital IT-Summit** (Digitalgipfel/IT- und Digitalgipfel)
  URL: https://www.bmwi.de/Redaktion/DE/Artikel/Digitale-Welt/digital-gip- fel.html

- **Platform 8 „Culture and Media"** (Plattform 8 "Kultur und Medien") Working group of the German IT- and Digital Summit [ongoing, annually]
  URL: https://www.de.digital/DIGITAL/Navigation/DE/Konferenzen/Digital-Gipfel/Plattformen/Plattform-08/kultur-und-medien.html

- **The Glorious 17** (Die Glorreichen 17) (2019) Campaign and Consultation by the Federal Government. As part of the updating of the German National Sustainability Strategy (revised version due March 2021), a broad country- wide online consultation was organised in autumn 2019 in which interested citizens could participate.
  URL: https://www.bundesregierung.de/breg-de/themen/nachhaltigkeitspoli- tik/die-glorreichen-17-fuer-mehr-nachhaltigkeit-1555956

- Partnering with civil society for the **2020 - Third Quadrennial Report**. Third QPR (2020), Chapter 1.4, p. 53f

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

- **Digital Cabinet** (Kabinettausschuss-Digitalisierung/Digitalkabinett)
  URL: https://www.bundesregierung.de/breg-de/themen/digitalisierung/steue- rungs-und-beratungsgremien-im-ueberblick-1548450

1.4. <u>Design, revise or implement regulatory frameworks, cultural policies, sector strategies and action plans to support cultural and creative sectors in the digital environment</u>

- **German Digitization Strategy:** The Federal Government (2020): Shaping digitization. Implementation strategy of the Federal Government, 5th updated edition – September 2020, p. 158-164.
  URL: https://www.bundesregierung.de/breg-de/service/publikationen/digital- isierung-gestalten-1605002

- **Amendment of copyright law to implement the EU Copyright Directives** amended in April 2019 (2019 to 2021) Implementing actor: Federal Ministry of **Justice** and Consumer Protection. Goal: Adapting copyright law to the requirements of a digital society; implementing the provisions of the amended European Directive on copyright and related rights in the Digital Single Market (Copyright Directive) adopted in 2019; strengthening copyright.
  Third QPR (2020), Chapter 1.2., p. 40f

Goal (I): Support Sustainable Systems of Governance for culture

2 **Policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem**

2.1 <u>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</u>

- **Diversity Monitor of the Land Media Authorities** (Medienvielfaltsmonitor der Landesanstalten für Medien) (since 2015)
  The 14 Land Media Authorities (Landesanstalten für Medien) are examining developments in Germany's broadcasting and media landscape with a focus on the development of media diversity; creating transparency in the media. Third QPR (2020), Chapter 2.2., p. 38f.

2.2 <u>Provide spaces dedicated to digital creativity and innovation that enables artistic experimentation and collaboration</u>

- **KULTUR.GEMEINSCHAFTEN** (2020) joint funding programme for digital content production in cultural institutions of the Federal Government Commissioner for Culture and the Media and the Cultural Foundation of the Länder. Goal: Acquisition of the necessary technology for the production of digital formats, projects for knowledge transfer and networking of the institutions, dissemination of the created productions. URL: https://kulturgemeinschaften.de/#popup1

- **Digital Pathways to the Museum** (Digitale Wege ins Museum) (2017 to 2020) Implementing actor: Ministry of Science, Research and the Arts, Land Baden-Württemberg. Goals: Facilitating access to art and culture through new digital rooms for experience; enabling museums to open up to new audience segments and groups. Third QPR (2020), Chapter 1.3., p. 46.

- **UpdateGermany** (UpdateDeutschland) (March 2021) Hackathon for crowdsourcing of solutions for challenges and issues for the future by the Federal Government. URL: https://updatedeutschland.org/

2.3 <u>Provide financial or other forms of support to small and medium sized enter- prises and entrepreneurs working in the digital cultural and creative sectors</u>

- **NEUSTART KULTUR** (2020, follow-up programme 2021) Cross-Sectoral Emergency and Recovery Package by the Federal Government Commissioner for Culture and the Media (BKM) for employees, self-employed and small and medium sized enterprises in all sectors of the German cultural sector during the COVID-19 Pandemic. URL: https://neustartkultur.de/

- **Dive in. Programme for digital interaction** (Programm für digitale Interaktion) (2021) by the Federal Cultural Foundation (Kulturstiftung des Bun- des), part of the NEUSTART KULTUR initiative by the Federal Government. URL: https://www.kulturstiftung-des-bundes.de/de/pro-jekte/film_und_neue_medien/detail/dive_in_programm_fuer_digitale_inter-aktionen.html

- **Innovation fund for digital development in the cultural sphere in Berlin (2018-2019)** Implementing actor: Berlin Senate. Goal: Foster digital aware- ness and innovation of cultural players, i.e. their willingness and ability to adapt to the possibilities, opportunities, requirements and constraints of the digital transformation in business and society. Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 136. URL: https://www.berlin.de/sen/kultur/en/cultural-policy/cultural-participa-tion/digitalization/innovation-fund/

- **Games Funding Programme by FilmFernsehFonds Bavaria** (since 2009) for the production of high quality, non-violent computer games. Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 136. URL: https://www.fff-bayern.de/en/funding/funding-schemes/games.html

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

- **Amendment of the Interstate Media Agreement (Medienstaatsvertrag)** to implement the EU Audiovisual Media Services Directive (2018 to 2019) Implementing actor: All 16 Länder. Goals: Ensuring equal opportunities in communication offline and online by means of adapted, appropriate and jointly accepted rules; implementing the provisions of the European Audiovisual Media Services (AVMS) Directive, as amended in 2018, at the national level; guaranteeing protection of young people in relation to the media. Third QPR (2020), Chapter 1.2., p. 40f.

- **Reducing the rate of value-added tax for digital publications** Aligning the value-added tax on digital publications with that levied on print media, 2019. Goal: Facilitating independent opinion forming through a diverse press land- scape that should be able to offer high-quality content regardless of delivery channel; increasing diversity in the press and publishing landscape, 2020 Third QPR (2020), Chapter 1.3., p. 49f.

- **Establishment of the youth service "funk" in 2016.** Implementing actor: Broadcaster SWR (Südwestrundfunk) Goal: Creating contemporary content for adolescents and young adults; familiarising and involving a young audience with the output of public broadcasters; examining matters of democracy and social cohesion to actively address the social, democratic and cultural needs of 14- to 29-year-olds. Third QPR (2020), Chapter 1.2., p. 42f.

- **Establishment of the radio station COSMO in 2017** as a counterpoint to COSMO TV, previously on air as Funkhaus Europa. Implementing actor: Broadcaster WDR (Westdeutscher Rundfunk Köln) and Radio Bremen, in cooperation with broadcaster RBB (Rundfunk Berlin-Brandenburg). Goal: Having COSMO Radio further develop its media output for multilingual listeners in Germany to promote their participation in cultural life; communicating cultural diversity and a broad spectrum of perspectives through spoken-word and musical contributions; introducing a complementary daily jazz and world music slot on culture radio channel WDR 3, with output including music of di- verse styles from outside Europe.
Third QPR (2020), Chapter 1.2., p. 42f.

Goal (II): Achieve a balanced flow of cultural goods and services and in- crease the mobility of artists and cultural professionals

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

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

   n/a

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

- **Copyright law reform:** Interest groups and associations are involved in the reform process in Germany and at EU level: Initiative Urheberrecht (a copy- right initiative, https://urheber.info/verbaende) and the Netzwerk Autorenrechte (an authors' rights network, http://www.netzwerk-autorenrechte.de). Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 136.

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

- **TURN, cooperation with Africa fund** (2012 to 2021) Implementing actor: German Federal Cultural Foundation. Goal: Promoting artistic debate between German and African partners on an equal footing; building sustainable networks and cooperation. Third QPR (2020), Chapter 2.4., p. 59f

- **Berlinale World Cinema Fund,** greater focus on Africa (since 2016) Implementing actor: Berlin International Film Festival (Berlinale) business division of Kulturveranstaltungen des Bundes in Berlin GmbH (KBB). Goal: Producing and distributing films from the World Cinema Fund regions of Latin America, Central America, the Caribbean, Africa, the Near East, West Asia, Central Asia, Southeast Asia and the Caucasus as well as Bangladesh, Nepal, Mongolia and Sri Lanka; strengthening film industries and film culture with and from Africa in particular.
  Third QPR (2020), Chapter 2.4., p. 59f

3.4   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

- **Amendment of copyright:** A law reforming the act on copyright contracts (Urhebervertragsgesetz) entered into force on 1 March 2017. Copyright law constitutes a further legal basis for the implementation of UNESCO's 1980 Recommendation. Germany's Fourth Implementation Re- port (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in 2020 Third QPR, p. 130f.

- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in 2020 Third QPR, p. 135 and 138.

Goal (III): Integrate culture in sustainable development frameworks

4   Digital literacy, skills and competences are reinforced

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

- German Commission for UNESCO (2021): **Assessing internet development in Germany:** using UNESCO's Internet Universality ROAM-X Indica- tors/UNESCO Series of Internet Universality Indicators National Assessments URL: https://www.wiegehtsdeminternet.de/

- Third QPR (2020), Chapter 1.3., p. 44ff. and Chapter 8, p. 111.

4.2 <u>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</u>

- **Museum4punkt0 – Digital Strategies for the Museum of the Future.** (Since 2016) Implementing Actor: Federal Commissioner for Culture and Me- dia. Goals: Development of digital tools for outreach, education, communication and research in different types of museums and museum infrastructures; Consolidation and interconnection of know-how on digital development and work processes in museums; Visitor target groups should be given the opportunity to discover museums in a varied way; Sharing of gained knowledge and newly developed digital programmes with other cultural institutions.
  Die Bundesregierung (2020): Digitalisierung gestalten, p. 164. Third QPR (2020), Chapter 1.3., p. 46.

- **German film Fonds II**. Implementing Actor: Federal Commissioner for Culture and Media. Goals: Improved utilisation and, if possible, expansion of production service providers in the field of digital filmmaking, especially digitally creating VFX (virtual effects) companies; prevention of the migration abroad of digital filmmakers trained in Germany and of German co-produced film productions with a high VFX content; innovative cross-sectional effects for other sectors.
  Die Bundesregierung (2020): Digitalisierung gestalten, p. 164.

- **Digital Culture** (Kultur Digital) (2018 to 2024), Implementing actor: German Federal Cultural Foundation. Goals: Enabling cultural institutions to make full use of digital possibilities and to tailor use to their respective activities; sup- porting cultural institutions in their efforts to proactively seize the opportunities offered by digital possibilities and address the corresponding challenges in a professional manner.
  Third QPR (2020), Chapter 1.3., p. 46.

- A broad number of **Universities and colleges in Germany** are preparing cultural workers for the new conditions, opportunities and challenges of culture and art in the digital field (Braunschweig University of Arts, University of Popular Music and Music Business, Leuphana University Lüneburg, ea.). Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 137.

4.3 <u>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</u>

- **Expansion of the Deutsche Digitale Bibliothek (DDB)**. Implementing Ac- tor: Federal Commissioner for Culture and Media. Goals: Further expansion of the number of public cultural and scientific institutions networked in the DDB; optimisation of data processing, improvement of data and object quality and expansion of the DDB as a data platform; expansion of content and increase in reach; improvement of the user experience.
  Die Bundesregierung (2020): Digitalisierung gestalten, p. 158.

- **Digitisation of holdings by the Federal Archives, the German National Library and the International Tracing Service (Arolsen Archives)**. Implementing Actor: Federal Commissioner for Culture and Media. Goal: Provide access to and preserve archival, film and library material that is of interest and relevance to citizens and the professional public.
  Die Bundesregierung (2020): Digitalisierung gestalten, p. 160.

- **Digitization of the national film heritage.** Implementing Actor: Federal Commissioner for Culture and Media. Goals: Implementation of a joint funding programme by the Federal Government, the Länder and the German Federal Film Board (FFA). Enable film heritage institutions, archives and private rights holders to continue to commercially assess, digitise and secure films over a reliable period of ten years.
  Die Bundesregierung (2020): Digitalisierung gestalten, p. 161.

- **Establishment of a Research Database for Provenance Research.** Sup- port of the German Lost Art Foundation (Deutsches Zentrum für Kulturgutverluste). Implementing Actor: Federal Commissioner for Culture and Media. Goal: Strengthening of Provenance Research.
  Die Bundesregierung (2020): Digitalisierung gestalten, p. 165.

- **SmartCULTURE (SmartKULTUR)**, Land Mecklenburg-Western Pomerania, since 2017 Goal: Using digital means to preserve written and audio-visual cultural assets and artists' archives and to make them accessible.
  Third QPR (2020), Chapter 1.3, p. 44.

- **Totally Digital! Reading and storytelling with digital content** (Total Digital Lesen und erzählen mit digitalen Inhalten) (2018 to 2022) Implementing actor: German Library Association within the framework of Culture is Strength. Education Alliances. (Kultur macht stark. Bündnisse für Bildung), Goal: Providing children and young people who have limited access to education additional opportunities for education and developing and strengthening their ability to express themselves with and through digital media.
  Third QPR (2020), p. 46.

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

- **Digitization strategy of the Federal Government for the cultural Sector.** Implementing Actor: Federal Commissioner for Culture and Media. Goals: Supporting cultural institutions of different disciplines to productively shape the digital transformation; Achieving the widest possible synergy effects. Die Bundesregierung (2020): Digitalisierung gestalten, p. 159.

- **Centre for Digitisation and Culture (Zentrum für Digitalisierung und Kultur)**, Land Schleswig-Holstein (since 2018) Digitally transforming the cultural infrastructure of Land Schleswig-Holstein and facilitating cooperation between cultural institutions. 2020 Third QPR, p. 44.

- **NFDI4Culture - National Research Data Infrastructure for Culture.** Project by DFG Deutsche Forschungsgemeinschaft. Geographically, thematically and institutionally balanced network of 9 co-applicants and 52 participants including four universities (Cologne, Heidelberg, Marburg, Paderborn), three infrastructure institutions (FIZ Karlsruhe, TIB Hannover, SLUB Dresden), Stiftung Preußischer Kulturbesitz and the Academy of Sciences and Literature Mainz.
  URL: https://www.dfg.de/en/research_funding/programmes/nfdi/index.html

Goal (IV): Promote Human Rights and Fundamental Freedoms

5   Human rights and fundamental freedoms are promoted in the digital environment

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

- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist: **Implementing the 1980 UNESCO-Recommendation on the Status of the Artist.** Published in: Third QPR (2020), p. 127ff.

- German Commission for UNESCO (2021): **Assessing internet development in Germany**, Chapter 7, Category X, Indicator A.1.

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

- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist. **Implementing the 1980 UNESCO-Recommendation on the Status of the Artist.** Published in: Third QPR (2020), p. 164ff.

- German Commission for UNESCO (2021): **Assessing internet development in**

Germany, Chapter 7, Category X, Indicator A.1.

- **Fuerza latina media project** (since 2019) Implementing actor: Deutsche Welle. Goals: Addressing international gender issues and disseminating knowledge; strengthening women's participation in social, cultural and eco- nomic spheres; combating discrimination; empowering women with strengthened participation in the cultural and media industry.
  Third QPR (2020), Chapter 4.1. p. 84f.

- **Gender awareness in Egypt** (2016 to 2019) Implementing actor: Goethe-Institute. V. Goals: Addressing international gender issues and disseminating knowledge; strengthening women's participation in social, cultural and economic spheres; combating discrimination; empowering women with strengthened participation in the cultural and media industry.

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

- Promoting human rights and fundamental freedom, 2020 – Third QPR, Chapter 4, p. 78ff

- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist, published in: 2020 Third QPR, p. 160ff.

- **#anstanddigital-Initative against Hatespeech** (2020) by Catholic Academy Berlin (Katholischen Akademie Berlin) in cooperation with the Cultural Office of the Protestant Church in Germany (Kulturbüro der Evangelischen Kirche Deutschlands). Project: Development of "11 Commandments" ("11 Gebote") for tolerant and respectful digital interaction and communication, Contact point to initiatives against Hatespeech. URL: https://anstanddigital.de/11-commandments/?

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

- Germany's Fourth Implementation Report (2019) of UNESCO's 1980 Recommendation concerning the Status of the Artist. **Implementing the 1980 UNESCO-Recommendation on the Status of the Artist.** Published in: Third QPR (2020), p. 160ff. and 167.

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REPUBLIC OF KOREA

Summary: Outputs of the Roadmap and Key Policy Cases

Output 1: Regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner

Activity 1.1: Conduct overall mapping of the digital cultural and creative sectors

1.1.1. The Ministry of Culture, Sports and Tourism (MCST) publishes an annual 'Report on Content Industry Statistics Research' to monitor changing trends in the contents industry, and to provide an index for rational decision making in formulating government policies and corporate management plans. The report comprises internet and mobile statistics in 11 content sectors including publication, comics, music, game, film, animation, TV, advertisement, character, knowledge information, and content solution.

1.1.2. The MCST publishes a yearly white paper that gathers information on domestic and international trends in the industry, and related policy information on digital content including digital comics, online video and music service, and mobile character. The white paper overviews six genres including game, TV, comics, animation, character, and music to provide information on trends for the entire content industry. The industry white paper for each genre is available on the MCST website.

1.1.3. The Korean Film Council operates a film information system to provide data on film industry statistics. The information system gathers details on film box office information, including online cinema box office viewership, and provide the statistics through the Korea Box Office Information System (KOBIS).

Activity 1.2: Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations

1.2.1. The 'Immersive Content Council' was launched in April 2019 with private and public participation including the MCST, mobile carriers, content production and distribution companies, academia and the research sector aiming to expand public access to 5G-based immersive content. The Council discusses nurturing immersive content businesses, fostering creative talents who can merge content and technology, and research and development of immersive content technology.

1.2.2. The 'Overseas Copyright Protection Council' was established in October 2019 as a joint consultative body of government department, public sector and rights holder organizations, and was expanded to the 'Overseas Intellectual Property Protection Council' in June 2020. A total of six government ministries including the MCST, eight public institutions and 15 private rights holder organizations participates in this Council. The Council focuses on identifying the state of Korean copyright infringement overseas and preparing joint public-private policy responses.

Activity 1.3: Establish inter-ministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies

1.3.1. The MCST and related ministries jointly announced the 'Digital New Deal Cultural Content Industry Growth Strategy' in September 2020. The strategy aims to ensure content competitiveness by responding quickly to the shift to the contactless environment, promoting investment on development of the next-generation content, restoring content industry ecosystem and enhancing capacity of cultural technology and manpower. To this end, three strategic tasks (digital transition to cope with the contactless environment, development of next-generation content market, strengthening competitiveness of Korean content in the global market) and 11 detailed tasks will be implemented.

1.3.2. In September 2019, the MCST and related ministries jointly announced the '3 Innovative Strategies in Content Industry' to create a momentum to jumpstart the content industry by implementing policies that can respond to future environmental changes pre-emptively. The three strategic tasks which include supporting jumpstart of innovative companies by expanding policy

finance, securing future growth engine by nurturing leading immersive content, and driving growth of related industries with the new Korean Wave, along with 10 detailed tasks are being implemented.

1.3.3. The MCST collaborated with the Korea Communications Commission and the Korean National Police Agency to reinforce action against copyright infringement in the digital environment. The MCST worked with the Korea Communications Commission to block 3153 illegal websites that violate copyright (2017~2020). By cooperating with the Korean National Police Agency on joint investigation, 50 major violation websites were closed down and 51 operators of 27 websites were arrested (2018~2020).

Activity 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

1.4.1. In October 2019, the MCST and music industry announced the 'Measure to Enhance Transparency in Calculating Music Royalties'. It aims to create a sustainable and transparent music ecosystem and to ensure a fair remuneration for creators. To this end, online music service business will expand the range of information provided on royalty calculation, and the MCST will establish an integrated information system for the public sector to collect and share copyright usage information with the market.

1.4.2. Owing to the increasing importance of content and copyright in the contactless society amid the COVID-19 pandemic, the MCST introduced the 'Measure to Increase Overseas Expansion and Strengthen Protection of Copyright', which was deliberated and approved by the Presidential Council on Intellectual Property in September 2019. The Measure entails response strategies against overseas copyright infringement such as forming and running a planned investigation team responsible for online scientific investigation against more international and intelligent violation. The strategy also includes strengthening cooperation among overseas institutions of ministries (e.g. core diplomatic missions on intellectual property rights of the Ministry of Korean Affairs, Korean Cultural Centres of the MCST, and KOTRA IP-Desk of the Korean Intellectual Property Office) to provide local support against violation overseas.

Output 2: Policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem

Activity 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

2.1.1. The Korea Creative Content Agency conducted research projects focused on a 'Survey on Working Environment of Employees in the Game Industry (2020)' and a 'Survey on Webtoon Artists (2018~2020)' with the aim to enhance the working environment and remuneration for employees and content developers; persons who comprise the core manpower of the digital content industry in the game and webtoon industries.

2.1.2. As the forms of online illegal distribution diversify for both overseas streaming websites and Korean linked websites and mobile applications, novel systematic response measures are required. In this regard, the Korean Film Council runs a yearly 'Survey on Illegal Distribution of Films Online' to analyse the current status, trends and scale of damage caused by the illegal distribution of Korean films online with the aim to seek new solutions to mitigate this challenge.

Activity 2: Provide spaces dedicated to digital creativity and innovation that enables artistic experimentation and collaboration

2.2.1. The Korean Film Council launched a public online platform service for independent and art films to diversify opportunities for content distribution and to establish a harmonious support system that combines online and offline platforms. The service categories consist of user training, a library of independent films, a support project, and an independent and art films database. The platform has supported the improvement of the distribution channel pathways for independent films, bridging of the cultural gap between different regions, sharing of social values of independent films, and screening of independent films.

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

2.3.1. Owing to the significance of the rapidly growing digital-based contactless industry, the MCST raised approximately USD 27 million for the 'Over-The-Top Media Content Fund' in order to build competitiveness of over-the-top media service content and to support projects of small and medium enterprises and venture businesses in the media sector.

Activity 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

2.4.1. The MCST runs the 'Regional Global Game Centre' with the Korea Creative Content Agency to alleviate regional inequality in the game industry. This initiative is a vital for the digital content industry to stimulate regional economy through projects supporting production of specialized regional games. Since the establishment of the first centre in 2015, a total 10 global game centres are operating in six regions throughout Korea as of 2020. Each centre supports the production of local games and implements incubating support projects tailored to each region.

Output 3: International agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment

Activity 3.1: Conduct an audit of clauses in trade agreements that have an impact on the cultural and creative sectors in the digital environment

3.1.1. The 'Measure to Increase Overseas Expansion and Strengthen Protection of Copyright', proposed by the MCST and approved by the Presidential Council on Intellectual Property in September 2020, includes trade law solutions on copyright infringement overseas. The Implementation Committee will raise issues and monitor implementation of agreement for parties to the Free Trade Agreement and examine the violation of international agreements on copyright such as the TRIPS Agreement for the non-parties.

Output 4: Digital literacy Strengthening of digital capacity

Activity 4.2: Establish training programs 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

4.2.1. Since 2019, the MCST has been operating a 'Game Talent Centre' to nurture talents specialized for game genres. This initiative provides training on advanced convergence technology and on-site projects and supports expert mentoring for gaming companies and prospective employees and entrepreneurs, including game major students.

4.2.2. The MCST has launched the 'Cultural Technology Experts Nurturing Project' to cope with the increasing demand for creative and innovative talents following the convergence of advanced technology with the culture, arts and content sectors. The project aspires to nurture leading convergence quality creators and cultural technology developers based on collaborative projects between Korean institutes, companies and creators.