Digital
Environment

Digital Environment

> " Today's global challenges are deeply affected by the digital revolution, data, algorithms and artificial intelligence. These challenges cannot wait. By adopting operational guidelines, UNESCO and its Member States are promoting the diversity of cultural expressions in the digital world. "

AUDREY AZOULAY
Director-General of UNESCO

The digital environment and related technologies have transformed the way in which cultural goods and services are created, produced, distributed and accessed.

⋯⋙ The **2005 Convention** is technologically neutral. Its objectives and guiding principles apply to all new technologies, including artificial intelligence.

⋯⋙ The **2005 Convention** is actively working with governments to adapt policies and measures that protect and promote the diversity of cultural expressions in the digital environment by addressing the digital divide, digital literacy and access to local cultural content online.
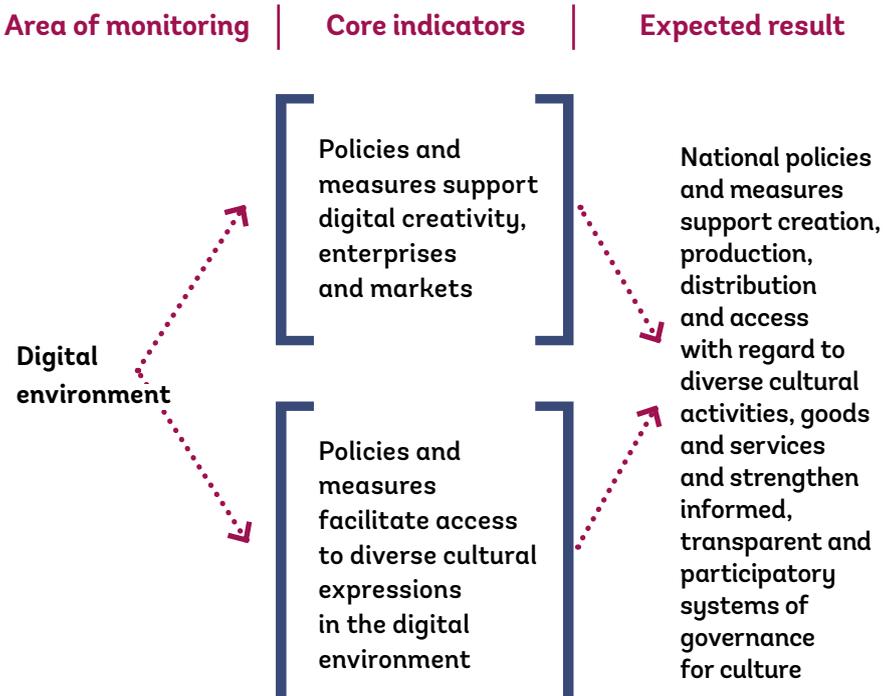
> **The creative economy is becoming increasingly digitized. Today, cultural and creative industries are a key driver of the digital economy, contributing to over US$200 billion in global digital sales.**

United Nations **Sustainable Development Goal 4** aims to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all".

4 QUALITY EDUCATION

Through its digital guidelines, the 2005 Convention provides a framework to support employment, decent jobs and entrepreneurship in the digital environment (Target 4.4).

MONITORING THE CREATIVE DIGITAL ENVIRONMENT WITH THE 2005 CONVENTION

Area of monitoring | **Core indicators** | **Expected result**

Digital environment

Policies and measures support digital creativity, enterprises and markets

Policies and measures facilitate access to diverse cultural expressions in the digital environment

National policies and measures support creation, production, distribution and access with regard to diverse cultural activities, goods and services and strengthen informed, transparent and participatory systems of governance for culture

Threats to the diversity of cultural expressions in the digital age

MARKET CONCENTRATION ⟶ Global platforms are increasingly contributing to market concentration with no guarantee that their systems will be adapted to local contexts.

STATISTICS DROUGHT ⟶ While there is an explosion of private data, there is a drought of statistics on the digital creative ecosystem that can affect informed cultural policy making.

UNFAIR REMUNERATION ⟶ There is a significant imbalance between the volume of creative work available online and the amount returned to creators. Rights holders are often unfairly remunerated for their works distributed online.

ARTIFICIAL INTELLIGENCE ⟶ The public sector may lose its agency on the creative sector if it fails to adopt a targeted approach to the rise of large platforms with a monopoly on artificial intelligence.
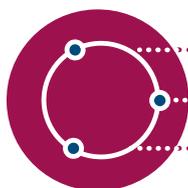
To address these challenges, States need to:

Adopt digital plans and strategies to invest in local cultural production

Support creative hubs, incubators and clusters to promote local content creation

Public sector
Private sector
Civil society

Develop new collaborative partnerships

Improve digital literacy to ensure access to diverse digital content to empower local actors

Policies in action

Digital Cultural Centre (Mexico)

The Mexican Ministry of Culture's Digital Culture Centre researches the cultural, social and economic implications of using digital technology. Since its foundation, the Centre has organized hundreds of activities – conferences, workshops, courses, exhibitions – and attracted hundreds of thousands of visitors, thanks to a collaborative strategy with other institutions.

Cultural crowdfunding platform (Switzerland)

A regional crowdfunding portal in the canton of Basel-Stadt was developed to encourage cultural production, distribution and participation. The initiative complements public support, and in just three years, it was able to raise over US$ 1 million for more than 250 local creative projects.

Media and Innovation Labs (Barbados)

Barbados' Mirror Image Media and Innovation Labs (MMIL) improves the innovative, creative and entrepreneurial skills of young artists. It provides training in animation, filmmaking, app design, coding, robotics, artificial intelligence and computer-aided design (CAD). The programme also includes grant-writing training and training on intellectual property rights.

The 2005 Convention is working to promote diverse cultural expressions in the digital age

Digital guidelines

Parties to the Convention have recognized **the increasing importance of promoting the diversity of cultural expressions in the digital environment** and have adopted Operational Guidelines that provide a strategic policy framework to secure fair and equitable remuneration for artists and cultural professionals. The Guidelines also promote cooperation between online platforms and rights holders to improve distribution and online access to diverse cultural expressions.

Digital road map

A road map for implementing the Convention in the digital environment was adopted by Parties to the Convention. It provides an action plan that calls on governments and civil society stakeholders to:

- Develop policies to support digital creativity, enterprises and markets
- Recognize the cultural value of digital products in e-commerce agreements
- Reinforce digital literacy skills and competencies
- Promote artistic freedom and gender equality in the digital environment