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COALITION CURRENTS: NEWSLETTER # 9

This is the 9th UKCCD's newsletter to members.

Please send us information or links with specific relevance to Convention/Coalition objectives & agendas which you wish to share. Please mark "newsletter" in subject box and send to ukccd1@gmail.com. Our website (www.ukccd.org) is currently under reconstruction at the moment, but you can find all the information on our temporary website at <http://ukccd.wordpress.com>. Please visit our temporary website for latest newsletters, upcoming events, document archives and more.

1. Intergovernmental Committee. Paris December 7-9 2009 3rd Ordinary Session. Report for Culture Committee and UK Coalition for Cultural Diversity

This session adopted draft operational guidelines for Article 16 – Preferential Treatment for Developing Countries: conducted a first discussion on the funding and operation of the International Fund for Cultural Diversity (Article 18) and a first discussion to inform the Secretariat on measures to increase the visibility and the promotion of the Convention.

- Implementation of International Fund for Cultural Diversity (INCD)
 - Contributions to the fund are voluntary and to date only 17 of the 103 signatories have made initial contributions and only a few of those have done so on a recurrent basis.
 - The total of contributions as of 4th December stood at \$2,132,384.36
- Signatory states had submitted a list of experts for consideration. Of the total of 71 names submitted by national commissions before the deadline, there were 38 experts submitted from the European region. No-one had been recommended by the UK national commission.
- Drafting operational guidelines on measures to increase visibility and promotion of Convention
 - A consultation document had been issued with responses from the range of governmental, and civil society organisations detailing the actions taken which included events, advocacy, seminars, conferences, publications and various other initiatives to promote the Convention amongst its stakeholders. These responses had been taken into consideration by the Secretariat in the preparation of draft operational guidelines, to which lengthy amendments were proposed. The operational guidelines were accepted.
 - A feasibility study regarding the procedure and cost of creating an emblem for specific promotion of this Convention will be carried out for discussion at the next Committee.

2. Second Congress of the IFCCD in Salvador de Bahia, Brazil – Nov. 5-8

International Meeting on Cultural Diversity was held in Salvador, Brazil hosted by the Brazilian Coalition for Cultural Diversity in partnership with the IFCCD and the French and Canadian Coalitions for Cultural Diversity.

3. Second Conference of Parties to the UNESCO Convention on the Diversity of Cultural Expressions: a first set of operational guidelines, a new set of implementation priorities, but silence on a major issue

States attending the Second Conference of the Parties to the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions in Paris June 15 and 16, 2009 approved a first set of operational guidelines for the Convention, elected 12 new members to the Convention's Intergovernmental Committee and set priorities for the next two years of implementation. However, these priorities did not include development of operational guidelines for Articles 20 and 21, which address the relationship of the Convention to other international instruments, an issue fundamental to how the Convention will effectively serve to uphold the right of States to apply cultural policies. The question of whether operational guidelines for these key articles of the Convention will ultimately be developed was deferred to a future conference.

- States Parties attending the Conference quickly approved the entire package of proposed operational guidelines developed by the Intergovernmental Committee in the first phase of implementation work—pursued over the course of four meetings of the Committee between December 2007 and March 2009 supported by UNESCO's Convention Secretariat throughout.

- The first set of guidelines focused on the following themes: measures to promote and protect cultural expressions (Articles 7, 8 and 17); partnerships between the public and private sectors and non-profit organizations (Article 15); the role and participation of civil society (Article 11); the integration of culture in sustainable development (Article 13); cooperation for development (Article 14) and use of the resources of the International Fund for Cultural Diversity (Article 18); and finally preferential treatment for developing countries (Article 16).

- The Parties then established the mandate of the Intergovernmental Committee for the next two years of implementation of the Convention. Once again, the decision-making process was brief and three articles were unanimously selected, namely:

- *Article 9* "Information Sharing and Transparency";

- *Article 19* "Exchange, Analysis and Dissemination of Information" dealing with the exchange of information and expertise between the States Parties to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions

- *Article 10* "Education and Public Awareness" which commits States to cooperate to raise public awareness with respect to the importance of the protection and promotion of the diversity of cultural expressions.

4. European Coalition for Cultural Diversity News

UKCCD is part of the European Region of the IFCCD which met to make recom

mendations to the IFCCD Congress and also to IFCCD submission to the IGC3. The Swiss coalition has recently produced a "White Book" reviewing policy in the arts and media, and international cooperation. "Cultural Diversity- More than a Slogan: Proposals for the Implementation in Switzerland of Unesco's Convention, 2005" This can be downloaded from the Swiss coalition site, www.coalitionsuisse.ch

The French Coalition has already provided a review of policy and the German Coalition is preparing to do the same.

5. National Commission News

The Convention is now one of 2 priorities in the UK National Commission strategy for 2009-2012. Director of UKCCD, Holly Aylett, has been appointed to the Culture Committee of Unesco and will be helping to inform action to promote the Convention's agendas in the National Commission's action plan. June 5-8th, 2010, the UK National Commission will host the European and north American national commissions in London, and the UKCCD will be seeking to ensure that there is an event/s for civil society to feed back into any discussions on the implementation of the Convention.

6. World Cinema Alliance. Beijing Declaration, 25th November 2009.

The China Film Association hosted the Annual General Meeting of the World Cinema Alliance in Beijing, China, from 23rd to 26th November 2009, where member associations, cinema experts, academics and government representatives unanimously passed the following Declaration.

"We declare our total support for international film and audio-visual production as an expression of cultural diversity. We reaffirm our belief that film is not merely a product for trade; it is art and we recognise the cultural impact and reach of film at a human level, reflecting the diversity of expression, aspiration and heritage. We affirm our support for the UNESCO Convention for the Protection of Cultural Diversity and recommend the establishment of a world-wide cinema fund to provide support for films that reflect cultural diversity.

We emphasise the importance of protection of the intellectual property of the creators of film, and assert the importance of authorial rights, both economic and moral, to safeguard the future health of film. We further support the widest possible international circulation of film from all countries and regions of the world and greater international cooperation in support of the exchange of cinema art and craft.

7. Conference on Online Content and Creative Rights. Brussels, December 2009.

On 1st December, a conference on Online Content and Creative Rights took place in Brussels, and was attended by members of the Parliament, civil servants from the Commission and representatives of the industry.

The first panel "the cult of the amateur" focused on: how can the internet be kept

open while ensuring that quality content can be produced and paid for? . The second panel's "Get paid when you get played" focused on: how can cultural diversity in Europe be secured while introducing multi-territorial licensing for musical work? What policies are the new European Parliament and the European Commission going to pursue for creative content online?

<http://conferences.euobserver.com/creative09/index/>

8. Project Canvas launches website, December 2009.

Project Canvas, the proposed UK video-on-demand platform that would see content delivered over the internet to Freeview and Freesat set-top boxes and connected TV sets, has launched a website providing information and latest news about the service.

The site, projectcanvas.info, provides background information on the joint venture between the BBC, ITV, Five and BT as well as updates on latest developments. It also includes a range of screen shots demonstrating how the service might look.

The BBC Trust recently revealed that Project Canvas is expected to cost a little over £115m (€127m) during its first four years. The partners behind the project are hoping to launch the service during 2010.

http://www.digitaltveurope.net/news_articles/dec_09/04_dec_09/project_canvas_launches_website

9. Forum of the Intercultural Cities: Local Communities and the policies of hospitality and integration in Europe and the Mediterranean. Italy, December 2009.

In co-operation with and thanks to the contribution from the region of Apulia and the personal commitment of its President, Mr Vendola, the conference "Local communities and the policies of hospitality and integration in Europe and in the Mediterranean – Forum of the Intercultural Cities" was held in Bari, Italy on 11 December 2009.

Representatives of the pilot Intercultural cities, Mayors from cities in the South Mediterranean and the Balkans region, officials from international and national institutions and organisations, intellectuals and journalists participated in this event to discuss the challenges of managing intercultural diversity at the local level.

This event was also an occasion to launch the European campaign against discrimination in the region of Apulia.

http://www.coe.int/t/dg4/cultureheritage/culture/Cities/bari/Default_en.asp

10. IFCCD Resolutions

The members of the International Federation of Coalitions for Cultural Diversity presented following resolutions at the December Intergovernmental Committee Meeting:

- Call on states that are parties to the convention to commit to promoting cultural cooperation as prescribed in the convention, in particular in article 12.
- Call on all states having ratified the UNESCO Convention on the Diversity of Cultural Expressions to observe coherence in their international commitments.
- Urge the Intergovernmental Committee to address the issue of promoting the principles and objectives of the Convention in other international forums so as to establish procedures and other mechanisms for consultation consistent with their mandate set out in article 23 6 (e).
- Call on all countries that have not yet ratified the UNESCO Convention on the Diversity of Cultural Expressions to initiate this process.
- Underscore the importance of rapidly making the International Fund for Cultural Diversity operational, given that operational guidelines for the Fund were approved by the Conference of the Parties in June 2009.
- Call on States to incorporate culture into their sustainable development strategies, consistent with Article 13 of the Convention.
- Call on all States that are Parties to the Convention to implement it.
- Urge UNESCO and the various national UNESCO Commissions to give the Convention the priority it warrants.