



## **UK Coalition for Cultural Diversity**

### **2012 & 2013 ACTIONS TAKEN IN SUPPORT OF UNESCO CONVENTION**

#### **1 Informing UK National Commission for UNESCO (UKNC) on Convention**

UKCCD still represents the Convention 2005 at the panel of experts advising the UKNC.

Priority is given to the Heritage Convention in relation to culture and the 2005 Convention, is still relatively invisible, as evidenced in the UK's report on the financial value of its membership of UNESCO.

<http://www.unesco.org.uk/widervalue>

The report found that UK organisations benefit by generating £90 million per year through the UK's membership of UNESCO, with these finances contributing to regeneration and conservation activities across the UK.

UKCCD is now in discussion with the UK National Commission to publish a special policy brief on the centrality of creative works to sustainable development.

We are also advocating that the UKNC play an active role in persuading the Department for International Development to support the need for cultural policy to be incorporated in sustainable development goals which will replace the Millennium Development Goals and be adopted by the international community in 2015.

#### **2 Advising Ministry of Culture (DCMS)**

The UKCCD continues to keep the International Office of the DCMS informed on issues of concern to the Convention. In particular we have circulated information on the reasons to support a cultural exception in on-going discussions on the US-EU Free Trade Agreement, TTIP. This is to enable Member State freedom of legislative action in cultural policies, particularly in the audiovisual sphere.

#### **3 Lobbying UK & MEPS and MPs on TTIP**

We have kept a network of MEPs and MPs informed on the development of the debate on the cultural exception in the TTIP, and we have lobbied decision makers before crucial votes in the European Parliament.

#### **4 Monitoring impact of cuts on cultural funding for the arts in UK**

*Report to ECCD, April 2012*

#### **4 Action with European Coalitions for Cultural Diversity**

- Regular monitoring of European Commission and DG Info Society and DG Education and Culture and DG Competition to ensure compliance of EU internal market digital agenda and cultural policies and that they do not have negative impact on diversity of cultural expressions. Key policy areas have been: the mandate for the USA-EU Free Trade Agreement; the implementation of the Audiovisual Media Services Directive; film funding & competition law; copyright; orphan works; the role of collecting societies; the MediaPlus programme which has now been incorporated the Creative Europe programme.
- ECCD Response to Communication on State Aids for Cinema –June 2013
- Carole Tongue has informed over 25 MEPs on Convention agendas and has communicated with rapporteurs on audiovisual policy in particular. She has also spoken with senior officials in DG Education and Culture, Internal Market and Connect explaining the aims of the 2005 Convention in relation to ongoing policy agendas

## **5. Building partnerships, advocacy and awareness building on the Convention including speeches given at:**

Voice of the Viewer and Listener Spring conference on EU audiovisual policy

FIA conference in Edinburgh on EU Audiovisual Policy

UNI MEI conference on EU Audiovisual policy and joining with others in favour of CD

Cultural Panel of EuroAsia Economic Forum, Xi'an, China

Lectures: including at London Metropolitan, City and Queen's University

## **6 Defence of BBC, Public Service Broadcasting and local UK content**

UKCCD continues to lobby for policies in support of public service broadcasting and to achieve a fair and proportionate contribution from major internet platforms, and non-linear service providers, including Google and Apple to ensure a virtuous circle of investment in indigenous new programming and film.

Submission for Intergovernmental Committee Meeting, Dec 2013:  
*PSB and the impact of Digital Technologies in UK*, October 2013

## **7 Advocating on International Policy to maximise Exchange & Cooperation**

UKCCD continues to advocate with the British Council, the Commonwealth Foundation and the Department for International Development to extend their strategy to implement the aims of the Convention.

8 UKCCD is **Partnership Building for a Conference** on Public Service Broadcasting, the Internet, Freedom of Speech and the Convention