

INTERVENTION BY LAURE GICQUEL
FRENCH COALITION FOR CULTURAL DIVERSITY

**General debate on the implementation of the Convention by stakeholders,
Conference of the Parties to the 2005 Convention on the Protection and
Promotion of the Diversity of Cultural Expressions**

Point 13: Roadmap for the operational directives in the digital environment

We would like to thank the Secretariat for drafting such an important tool. The roadmap has the merit of proposing very concrete actions to the parties.

We believe that it is very important to foster collaboration between the parties on these subjects. We consider also that UNESCO could play a key role at the global level.

The actions we would like to highlight are the following:

- 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.

It would be important to include performers in this sentence

Several advances have been made, mainly in the European Union, on these issues. It would be appropriate to draw inspiration from European legislation to promote the implementation of these regulations in all world regions.

We also want to underline the relevance of the planned activities concerning free trade agreements, and in particular the provisions concerning electronic commerce.

In this regard, the Civil Society Forum made a proposal during the Workshop number 1 that we would like to recall:

- The parties to the Convention ensure that they negotiate a comprehensive and complete cultural exemption for culture in possible negotiations on electronic commerce at the WTO.

We propose that a discussion, of “Create 2030” type, be organized for the next meeting of the Intergovernmental Committee. This meeting could provide an opportunity to solicit the participation of experts on the issues at stake in these negotiations and on the best ways to protect and promote the diversity of cultural expressions in WTO negotiations on electronic commerce, as well as in other plurilateral and bilateral negotiations.

Given the growing use of e-commerce for the exchange of cultural goods and services, we consider that negotiations exclusively on this issue within the WTO framework should deserve particular attention.