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**13th session of the Intergovernmental Committee of the 2005 Convention
on the Protection and Promotion of the Diversity of Cultural Expressions**

We welcome this opportunity to contribute to such an important reflection on the challenges, priorities and strategies to be put in place to foster the implementation of the Convention in the medium term. At its 6th Congress in Lomé last fall, the IFCCD identified five thematic priorities to contribute to the protection and promotion of the diversity of cultural expressions.

First, we take this opportunity to reiterate our call for the implementation of Articles 16, 20 and 21 of the Convention in the context of trade negotiations, including through the continuation of current efforts to raise awareness from Parties, as well as the participation of civil society.

This could include the promotion of the ‘Guide to the negotiation of cultural clauses in trade agreements’ that was presented by the UNESCO Chair for the diversity of cultural expressions on Tuesday. Such an endeavour seems even more urgent as the WTO talks on e-commerce are progressing. These negotiations could indeed have a determining effect on the future of the diversity of cultural expressions worldwide. Thus, we invite the parties to discuss the best ways for common strategies, in the spirit of Article 21, to make sure that an eventual agreement is compliant with our Convention.

Secondly, it is becoming urgent to pursue the adoption of cultural policies in the digital environment that ensure the creation and production of diverse works and their showcasing on the various platforms providing access to cultural expressions.

Digitization has impacts on all value chains. For example, it has led to significant revenue losses for the entire music industry worldwide, and this has strong impacts on artists and businesses, particularly on independent producers, who invest large sums of money in the development of new talent as well as on non-featured artists, who in most cases are excluded from royalty payments by the platforms.

The audiovisual industry is also affected in many ways by new players who are gaining in popularity, have production budgets that are difficult to compete with, and are not concerned with the promotion of local productions.

Thirdly, since the diversity of cultural expressions emanates from civil society, civil society rightfully wishes to actively contribute to the elaboration of cultural policies. That being said, we still see that there is a lot of progress to be made within the territories of some parties.

Fourthly, in addition to what we have already stressed in other interventions concerning cultural policies in favour of artists, we invite the Secretariat to consider establishing closer links with other UN agencies that can make an important contribution to this objective, for example, on the issue of social security.

Finally, digitization has led to unprecedented data production, yet less and less data are available on access to cultural content. It is fundamental to ensure that States, civil society organizations and researchers also have access to the data needed to assess the health of the diversity of cultural expressions within their territory.