

Annex 1 Fact Sheet Provision of Expertise”

Project title	Pilot Programme on the implementation of the 2005 Convention in the digital environment
Project Duration	September 2022 to December 2023
Implementing body	Section for the Diversity of Cultural Expressions, Culture Sector, UNESCO
What is a regulatory framework for CCI and why does it need to be reinforced?	<p>The cultural and creative industries (CCIs) have become a driver and enabler of sustainable development, generating annual global revenues of US\$ 2,250 billion and exports of over US\$ 250 billion. It is estimated that these sectors provide nearly 30 million jobs worldwide and employ more people aged 15-29 than any other sector. The value chains in the cultural and creative industries are becoming increasingly more complex in the digital environment. Challenges, such as piracy, freedom of expressions, and receiving a just income for cultural work, are only exacerbated online. The COVID-19 pandemic was a turning point: online activity is growing exponentially, with 62.1% of total music revenues coming from streaming in 2020.</p> <p>The CCIs operate in a complex environment requiring laws, strategies, policies and measures that can be based on goals and principles defined in the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005). This means that frameworks regulating the CCIs should contribute to an enabling environment for the culture sector, where artistic freedom, creativity and innovation, the diversity of cultural contents and expressions, intellectual property rights, the mobility of artists and cultural professionals and market access are ensured. Such frameworks also need to address the significant and rapid changes posed by digital technologies and the challenges that artists and cultural professionals face in order to ensure that their works can be protected and promoted in a digital environment.</p>
What is the project and why?	<p>This programme aims to support developing countries within a timeframe of 6 – 12 months to:</p> <ol style="list-style-type: none"> 1. To assist countries in the elaboration and implementation of one or multiple benchmarking activities from the Digital Open Roadmap. 2. To sensitize culture and non-culture stakeholders on the importance of developing a national digital roadmap. 3. To strengthen digital skills and capacities of cultural professionals to ensure better market access in the digital environment 4. To reinforce North-South-South cooperation on good policy practices in the digital environment.
Main activities	<ul style="list-style-type: none"> • Multi-stakeholder dialogue and consultation. The project will support the organization of multi-stakeholder meetings in order to gather diverse perspectives. Such consultations are indispensable to ensuring that the actions are implemented, and will foster communication mechanisms (among Ministries, and with civil society) for future actions. • Training workshops. • Peer-to-peer learning support, exchanges and sharing of knowledge. In order to encourage peer-to-peer learning, the project will facilitate exchanges with public officials/policy administrators/implementers from the Global South who have created exemplary policies in their own country. • Technical backstopping. UNESCO (Headquarters and Field Offices) will provide continuous support to ensure effective implementation of the activities in the country and take remedial actions as necessary.

Expected project outcome	Governments and civil society actors take steps to implement benchmarking activities from the Open Roadmap for the implementation of the 2005 Convention in the Digital Environment to protect and promote the cultural and creative industries in the digital environment.
Link between the Project and the 2030 Agenda	<p>The results of this programme are expected to provide developing countries with support in achieving their commitments to the UN's 2030 Agenda for Sustainable Development in general and specific Sustainable Development Goals (SDG) aimed at:</p> <ul style="list-style-type: none"> • Creating sound policy frameworks to support accelerated investment in poverty eradication actions (SDG target 1.b) • Adopting and strengthening sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels (SDG target 5.c) • Promoting policies that support entrepreneurship, creativity and innovation, and encourage formalization and growth of micro and SMME's (SDG target 8.3) • Ensuring responsive, inclusive, participatory and representative decision-making at all levels (SDG target 16.7)
UNESCO priorities	<ul style="list-style-type: none"> • In addition to UNESCO global priorities, the programme responds to the African Union's 2063 Agenda "The Africa We Want", in particular, Aspiration 5 by promoting <i>"African creative arts and industries... contributing significantly to self-awareness, well-being and prosperity"</i>, as well as Aspiration 6 by supporting <i>"the creativity, energy and innovation of Africa's youth being the driving force behind the continent's political, social, cultural and economic transformation."</i> • It will also support the advancement of gender equality through specific gender-sensitive activities that aim to support the recognition and advancement of women working in CCI, specifically in the digital environment.