



## **UK Coalition for Cultural Diversity**

### **Context and aims of UKCCD, 2019-2020**

In an era of production and dissemination totally transformed by on-line services, the UK Coalition for Cultural Diversity campaigns for cultural policies to safeguard choice, enhance cultural diversity, pluralism of access and fair treatment for artists.

We are the UK Chapter of the International Federation of Coalitions (<https://ficdc.org/en/?lang=en>) bringing together the expertise of over seven hundred cultural and creator organisations in support of UNESCO's Convention on Diversity of Cultural Expressions, (2005). This groundbreaking Convention was adopted by UNESCO to protect national sovereignty so nations can adopt cultural policies supporting local creative production, dissemination and exchange. This was deemed essential at a time where there is a risk of cultural interests being traded off in bi-lateral trade agreements.

With Brexit comes the threat of greater restrictions on artists' mobility and withdrawal from EU legislative programmes which have evolved over decades to deliver creative partnerships, exchange and inclusivity, not least in relation to the dominant, Internet players. Whatever the outcome, the British government is a signatory to the Convention and the UKCCD will continue to work with our regional partners through our Brussels office to monitor European Union legislation, inform on critical measures, and to hold British policy to account.

The UKCCD benefits significantly from the skills of our European networks and its Chair, Carole Tongue, former MEP and President of the European Coalitions, has a long record of promoting the interests of the creator/creative worker community through a wide platform of decision-makers in Europe.

For over 10 years, the UK Coalition has provided information and lobbying services for members which include the Federation of Entertainment Unions and the Authors' Licensing and Collection Society, whilst offering advice and networking skills with grassroots arts organisations such as the arts/culture network, What's Next.

**Our principle objectives include:**

- the promotion of policies to enhance the diversity of cultural expressions, pluralism and freedom of expression in all sectors
- keeping culture, in particular the audio-visual sector, outside international trade agreements and liberalisation commitments under the World Trade Organisation or bi-lateral initiatives such as the Transatlantic Investment Partnership (TTIP)
- the development of policy to safeguard neutrality on the internet and a proportionate financial return for creators
- the defence of author's rights and robust copyright protection both off and online

**In the context of the Brexit negotiations UKCCD campaigns for:**

- Membership of the EU Creative Europe programme
- Measures to ensure the mobility of artists
- Access to the EU single market
- Implementing legislation to deliver visibility of national/EU works online and offline
- Ensuring a sustainable environment for the production and dissemination of works through measures such as the revised Audio Visual Media Services (AVMS) directive
- A well-resourced public service broadcasting sector in the context of ever more exclusive subscription video on demand