

ANALYSIS OF THE COALITIONS FOR CULTURAL DIVERSITY ACTIVITY REPORTS

Giuliana Kauark¹

The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions acknowledges, in its Article 11, the fundamental role of civil society as well as encourages it to actively participate to its implementation. As part of the 10th anniversary celebrations of the instrument, it is therefore most appropriate to recognise the role played by the Coalitions for Cultural Diversity in recent years.

Coalitions bring together associations of artists, producers and other creators from the cultural sector that support the principles and objectives of the 2005 Convention, and contribute to the development of policies and measures for the protection and promotion of the diversity of cultural expressions. Active at the global level, through the International Federation of Coalitions for Cultural Diversity (IFCCD), Coalitions remain an important player in promoting the Convention and in reinforcing international cooperation.

On the occasion of the 4th Congress of the International Federation of Coalitions for Cultural Diversity held in Mons (Belgium) last October 2015, 23 coalitions² submitted activity reports for the past two years (2013 and 2014), since the previous congress in Bratislava in 2012, and presented their prospects for action.

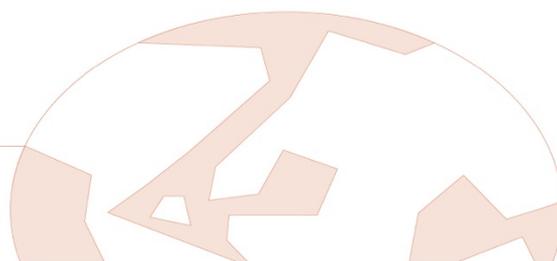
Main achievements

Coalitions for Cultural Diversity were especially active in organizing conferences, seminars and media campaigns to promote the 2005 Convention in their respective

¹ Giuliana Kauark is a member of the U40 World Forum and the Brazilian Coalition for Cultural Diversity. She is currently living in France for her doctorate studies on the impact of the Convention on national cultural policies.

² Coalitions that presented a report: AMERICAS: Argentina, Brazil, Canada, Chile, Paraguay, and Peru; AFRICA: Benin, Cameroon, Chad, Djibouti, Gabon, Mali, and Togo; ASIA-PACIFIC: Australia; EUROPE: Austria, Belgium, France, Portugal, Slovakia, Sweden, Switzerland, Turkey and the United Kingdom.

Coalitions that have not presented a report: AMERICAS: Colombia, Ecuador, Mexico, Uruguay, and Venezuela; AFRICA: Burkina Faso, Congo, Guinea, Ivory Coast, Mauritius, Morocco, Nigeria, Senegal, South Africa, and Tunisia; ASIA-PACIFIC: New Zealand and South Korea; EUROPE: Germany, Hungary, Ireland, Italy and Spain.



territories. Altogether, more than 30 events of such nature were organised in all regions (Africa, Americas, Asia-Pacific, and Europe).

At the local level, Coalitions participated actively in the development of national cultural policies, in collaboration with public institutions. Coalition members took part in councils, working groups and advisory committees, contributing to the elaboration of programs, the implementation of projects, the review of legislations, lobbying activities and the representation of policy positions. At the global level, coalitions were active in international cooperation. In this regard, it is worth mentioning cooperation initiatives with coalitions of Francophone Africa to which Canada and France participated mainly, as well as the group of European Coalitions for Cultural Diversity. The UK and Canada coalitions contributed to the international campaign to see culture included as a goal in the UN 2030 Agenda for Sustainable Development.

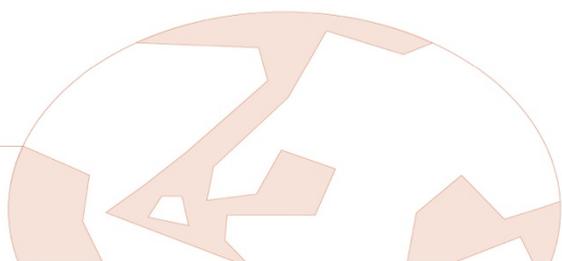
The 2013-2014 period was also been marked by the restructuring of some coalitions, the adoption of statutes, the renewal of their governing bodies, new membership and the withdrawal of some members, the launch of websites and social media, and other internal matters. A number of coalitions, especially in the American and African regions, report having difficulties pursuing their activities due to political and financial reasons, or as a result of a lower level of engagement by authorities and some of their members following the ratification of the Convention.

Current challenges

Even though the protection and promotion of the diversity of cultural expressions can be considered a global issue, challenges have their local specificity due to the different economic, political, social and cultural contexts.

The questions of *minorities* (Articles 6.2 (a), 7.1 (a) and 8) and of *minority languages* (Article 6.2 (b)) are a concern mainly for coalitions of the African and American regions. This raises the particular challenge of developing cultural policies addressing minorities and protecting cultural heritage in war zones and subject to destructive actions by fundamentalist groups. In some countries, the safeguard of freedom of expression and of creation remains at risk.

Institutional issues in the area of culture, in particular *funding* arrangements (Article 6.2 (d)), and adequate *public infrastructure* (Article 6.2 (f)) are current concerns share



by all. In all regions, debates revolve around the allocation of public resources specifically aimed at protecting and promoting the diversity of cultural expressions in the context of economic crisis and austerity.

Coalitions from all regions are mindful of the challenges *cultural industries* have to face (Articles 6.2 (c) and 10 (c)). In this regard, the need to organize data collection on enterprises, turnover and employment based on indicators and sound statistics is pointed out. Another key challenge is the distribution of cultural goods and services in the digital marketplace and the need to update the 2005 Convention to make it relevant to the new societal context.

With regard to *international cooperation* (Articles 7.1 (b), 12 and 10 (b)), one of the critical issue highlighted by the Canadian and European coalitions is the ongoing debate on the cultural exception in trade negotiations at the bilateral, regional or multilateral levels. Reference was made in particular to the recent negotiations of the Comprehensive Economic Trade Agreement (CETA) between Canada and the European Union, the Trans-Pacific Partnership (TPP), and the Transatlantic Trade and Investment Partnership (TTIP).

Five priorities for the coming years

1. Participating in the development of national cultural policies (45% of coalitions)
2. Safeguarding the cultural exception in trade agreements (35% of coalitions)
3. Contributing to training and education programs on cultural diversity (30% of coalitions)
4. Pursuing international cultural cooperation activities (25% of coalitions)
5. Review of status of the artist and copyright legislations (20% of coalitions)

