

**UKCCD**  
**U40 Seminar**  
**City University, 4 June 2010**

## **HISTORY & CONCRETE IMPLEMENTATION OF CONVENTION**

### **Genesis of the 2005 Convention**

- Pressure of a global monoculture that threatened to draw all expressions of culture into the rigours of world trade
- Economic orthodoxy was all powerful
- It doesn't exist or have importance if you can't count it as a commodity with economic value
- We were living through an age where the role of the state, social systems, economic conditions and cultural diversity were not taken into account as part of a holistic society

### **The Convention was a great achievement**

Signed under great pressure

### **Cultural expressions**

Film, TV, books, music, theatre, cultural education

### **The aims of the Convention to:**

- Encourage creation of all kinds
- Support production
- Stimulate the dissemination of varied cultural expressions
- Promote access to cultural diversity

### **What Does It Say?**

- Cultural expressions carry sense, meaning, values, identity
- They are not widgets, not commodities
- They go to the heart of what we are as human beings
- Every country has a right to cultural sovereignty
- Every country has a right to develop cultural policies and a cultural policy toolkit
- *What happens if you don't - e.g. Korea bi-lateral negotiations with USA: from 40% quota for local films on theatrical release to 0%; only changed to 20% under pressure. E.g. New Zealand –pressurised in to having no special provisions for PSB*
- E.g. public service broadcasting, aid to theatre, support for artists, exchange programmes and co productions with other countries

### **Why Is It Important Now?**

- We live in digital age
- Digital technology challenges what happens to creation
- The dissemination of creation is easy but creation is not
- How can SMEs survive?

- How can we have cultural diversity in music and film?
- In film when piracy can undermine the livelihood of an independent film maker?
- What future for the independent musician?
- How do we protect creators?
- How do we maintain author's rights?

***EUROPE - the current struggles***

*Copyright Protection/ Fair Remuneration for artists/ IPR regimes/ New pan-European platforms for digital age e.g. VOD – no change in audience for European cinema*

*Positive impact of Convention: Communication between DG Trade and DG culture & Development/ Cultural cooperation protocols supporting development e.g. in Caribbean; Media Mundus – encouraging coop in film between Europe and rest of world*

**What Should Happen here in UK?**

UK Government should:

Adhere to certain principles of the convention in all it does, central to this is:

- Cultural diversity and cohesion can go hand in hand
- Communication and exchange between cultures inside the UK and between the UK and other countries is of vital importance for peace and understanding
- Cultural exchange should be central to UK foreign policy
- Take cultural diversity into account in all its policies
- Elaborate cultural policies that directly address the issues above

*Critical Points: Digital Economy Act/ Copyright/ BBC License Fee/ Funding PBS/access for artists from abroad*

**INVESTMENT IN CULTURE *Funding LOCAL CONTENT***

There should be continued support for:

- public service broadcasting
- film and tv industries....co productions with the Commonwealth countries
- theatre, dance etc.
- organisations that work with artists abroad

**CULTURAL EDUCATION**

- Cultural education should have a stronger place in the curriculum
- Consideration of imitating elements of the International Baccalaureate
- Media literacy should go across all disciplines
- Children's film should have a more important role in UKFC and BBC

**CONCLUSION**

Bio diversity has been centre stage for a while now: Cultural diversity must be too  
 You can make that happen by your work and pressure on the powers that be  
 And in your future work

It could be the biggest contribution we make to world peace...developing our true natures, sharing creativity within and between cultures across the globe