



## UK Coalition for Cultural Diversity

### PUTTING LABOUR'S CULTURAL STRATEGY IN A EUROPEAN AND INTERNATIONAL CONTEXT

*The UKCCD is part of an international federation of coalitions (IFCCD) representing over 650 creator and cultural organisations worldwide. It supports the implementation of UNESCO's ground-breaking Convention for Diversity of Cultural Expressions, 2005. It participates actively in policy change in the European Region and in supporting cooperation and development measures globally.*

#### **Key Arguments**

UK has always been recognised for its achievement in the arts but since previous Labour governments made a clear commitment to the Creative Industries in the 90s, UK has become recognised as an international leader.

#### *Europe*

The European Union has played a key role in developing policies to expand jobs and growth in the creative industries. Such policies also sustain national identities and diversity. Britain however is often seen as simply following the US preference for an unregulated approach.

The Labour Party's new vision is exceptional and for once should allow the UK to work constructively with our European allies in developing policies which thus far have delivered jobs and outstanding quality and range of audiovisual content.

#### *Rest of the World*

There is room for the UK to do much more in the exchange of programmes which can export Labour's vision into sustainable development agendas, both through the post-2015 Millennium Development Goals and through the implementation of UNESCO's unique Convention for the Protection and Promotion of Diversity of Cultural Expressions, whose articles provide an internationally accepted toolkit.

Labour Party Strategy should also link to the UN's exemplary normative frameworks such as the Declaration of Human Rights (access to cultural expression as part of Freedom of Expression) and UN Cultural Conventions.

## **EUROPEAN POLICY**

1) The **TTIP** aims to review existing regulations and to remove trade barriers. The on-line audiovisual sector is the greatest content prize for certain US Internet players. The global video on demand market has been forecast to grow from \$21.08 billion in 2013 to \$45.25 billion in 2018, so unregulated access to a digital single market in Europe with no corresponding investment obligations is a key aim for American Internet stakeholders particularly GAFA – Google, Apple, Facebook, Amazon - the key lobbyists against the cultural exception along with the Telecoms' sector.

Further to the intervention of 15 EU Culture Ministers, audiovisual matters were excluded from the EU Commission's negotiating mandate with the US. The principle of cultural exception was endorsed by MEPs in June 2014.

**UKCCD recommends** that the new Commission must maintain this cultural exception.

2) To ensure that culture and creation remain strong assets for Europe **UKCCD recommends** that all governments and EU institutions pursue key objectives:

- To ensure that the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions is well respected in governmental policies at all levels;
- To protect the audiovisual/cultural exception in EU trade negotiations, including the exclusion of online services from TTIP;
- To modernize creation funding in order to integrate new internet players;
- To defend and secure the copyright framework and authors' social rights, and to guarantee the free movement of creators and audiovisual and culture professionals;
- To respond to the need for a better distribution of wealth from Internet revenues in order to properly reward creative workers/artists and to enable them to live from their work
- to strengthen collective bargaining to enhance the situation of creative workers
- To propose reduced taxation systems for cultural goods, with no differentiation on the nature of these goods (digital or physical)
- To localise taxation to the territory where a service/product is provided
- To support national subsidies to sustain diverse creative sectors and in particular to maintain the values and constitutional importance of public service broadcasting
- To develop national and regional policy measures to protect and/ or promote cultural and linguistic diversity, media pluralism and media

freedom in accordance with the EU's Commitment to the UNESCO Convention, 2005, and Article 167 of the TFEU

## **INTERNATIONAL POLICY FOR SUSTAINABLE DEVELOPMENT**

- *UNESCO's Convention for the Protection and Promotion of Diversity of Cultural Expressions, 2005*: 132 countries have now signed this unique treaty and toolkit of measures for co-operation and exchange. **UKCCD recommends**, as in Germany and France, that UK is proactive in seeking ways to implement it and sets up indicators through which to chart the impact of government policy on cultural and creative diversity.
- *Post-Millennium Development Goals*: It was largely thanks to Tony Blair's intervention in the mid-term review of the Millennium Goals that there was a mention of culture in this first document. **UKCCD recommends** that cultural indicators be included in the Post Millennium goals whereas reference to culture is still scarce and fragmented.
- *DFID* has no framework through which to mainstream cultural value into its programmes. **UKCCD recommends** that culture and the creative industries should be recognised as playing a central role in the alleviation of poverty and the strengthening of fragile states.
- *Exchange & Cooperation* - The UK has a considerable track record of exchange and co-operation in the development of broadcasting services. **UKCCD recommends** this should be extended, and those recent cutbacks, such as funding for the World Service and the British Council, should be reversed.

February 23 2015  
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