



UK Coalition for Cultural Diversity

UKCCD Action Report 2020

The UK Coalition for Cultural Diversity partners with over 700 cultural and creator organisations to implement UNESCO's Convention on Diversity of Cultural Expressions, 2005. We monitor and campaign for policies which support increased diversity in the production, distribution and exhibition of creative works; fair shares for creators/workers from the creative industry economy both on and off-line; pluralism and inclusion. At European level we operate through our office in Brussels as part of the European Coalitions for Cultural Diversity (ECCD).

1 TRADE AGREEMENTS AND BREXIT - EU/UK and potential UK/US deals

1.1 Research, preparation and delivery of Trade Briefing involving consultation with rights-holders, decision-makers and lawyers, to ascertain state of play and potential content of future trade deals. Recommendations include:

- a UK/EU audiovisual agreement
- adoption of EU 2019 copyright directive
- exclusion of audiovisual from UK/US agreement
- transposition of AVMS agreement into UK law

Trade Briefing distributed to over 450 contacts and followed up with key politicians in all political parties and others (See below). Briefing updated in September to inform on significant development in the Canada/USA/Mexico agreement.

3.2 Key Briefings

Parliament:

We have briefed parliamentarians and decision makers involved in media, culture and international trade including:

Labour

Jo Stevens, Shadow Culture Secretary;
Paul Blomfield, Shadow Brexit Secretary and tabled PQ on AVMS directive
Lord Wilf Stevenson, Labour spokesperson on media
Joyce Quin, Member of Lords Comms Committee
Steven Barnett, Secretary to the House of Lord Communications Committee

Conservative

Office of Rt Hon Oliver Dowden MP, Culture Secretary
Office of Damien Collins MP

Liberal Democrat

Baroness Bonham Carter; Lord Don Foster; Lord Tim Clements, Lord Tom McNally; Jamie Stone, MP

Regulators, Trade Bodies, Trades Unions and Civil Society:

Content Board Member, OFCOM re AVMS

Paul Flemming, General Secretary of Equity

Tony Lennon, Head of Research, BECTU

John McVay, Head of PACT

Elizabeth Diaferia, Secretary to the Creative Industries Trade & Investment Board

Peter Bazalgette, Chair ITV

Dominic McDonigal, Advisor to performers and other rights holders

Andrew Yeates, Copyright specialist and advisor to creators

Creative Industries Federation

What Next network of creators, life performance and arts organisations

2. PUBLIC SERVICE BROADCASTING

2.1 UKCCD Submission to DCMS Select Committee on the future of public service broadcasting. <https://ukccd.org/2020/05/07/dcms-submission/>

2.2 Liaising with civil society organisations

Building on the 2009 Citizens' Campaign for Public Service Broadcasting, UKCCD is preparing a coalition to defend the values and institutions of the BBC, Channel 4 and other PSB companies. We aim to partner with a 30 strong list of organisations.

Agreement with the Voice of the Viewer to coordinate/contact 30 civil society organisations to secure their input to Ofcom as pressure for continued support and funding for a strong PSB.

Input into the development of a "shadow panel" to monitor and respond to the government's own advisory panel initiative, to include academics and industry professionals.

3 ACTION IN EUROPE with European Coalitions (ECCD)

Carole Tongue is Chair of the ECCD

3.1 Draft and organisation of appeal to EU Council and Commission
Over 70 arts, cultural and union organisation appealed for creators and creative workers/ creative industries to be properly supported by a EU recovery programme.

Outcome: This initiative helped ensure that the next MFF increases the budget of Creative Europe (2,2 billion euros) (+600 million euros compared to the Budget proposed by the Council in July).

Outcome: High level zoom meeting with Commissioner Thierry Breton who promised dedicated spending from EU budget and measures in Digital Services Act to regulate platforms, digital markets and to support EU digital catalogues.

3.2 ECCD zoom meeting with Spanish Socialist MEP and Rapporteur for AI
Outcome: secured appropriate wording for European Parliament report on AI, reflecting cultural/creative industry concerns.

4. UNESCO REPRESENTATION with International Federation (IFCCD)

Holly Aylett is a board member of IFCCD

4.1 Direct consultations with Head of the Convention Secretariat to inform on agendas for the Intergovernmental Committee Meetings

4.2 Preparation of an annual report on the actions of civil society with recommendations for further operational support from the member governments

4.3 Preparation of the second Resiliart conference at UNESCO on measures necessary to ensure creator and cultural communities survive Covid lockdowns

<https://en.unesco.org/news/resiliart>

4.4 Bi-monthly trade briefings drawing on input of international coalitions

4.5 Day conference and training programme to strengthen Latin American coalition networks

5 WEBSITE

Update and relaunch of UKCCD website, <https://ukccd.org/>

Regular Monthly Blogs

6. UKCCD Board and Advisory Board

6.1 In March we welcomed former MEP Mary Honeyball on to UKCCD Board

6.2 We are building an advisory board to strengthen feedback from the creative sector