



## UK Coalition for Cultural Diversity

### UKCCD Action Report July 2023

*The UK Coalition for Cultural Diversity works with over 700 cultural and creator organisations (The International Federation) to implement UNESCO's Convention on Diversity of Cultural Expressions, 2005.*

*UKCCD monitors and campaigns for policies which support pluralism & diversity in production, distribution and exhibition of creative works, both nationally and regionally; and fair remuneration for creators/workers from the creative industry economy, both on and off-line.*

*Importantly, post Brexit, we are active at European level through the European Coalitions for Cultural Diversity (ECCD), based in Brussels.*

#### **1 Activities through European Coalition for Cultural Diversity**

The ECCD monitors and feeds back on the instruments which the EU has developed to reinforce and defend its cultural diversity. These include:

- Upgrading directives – copyright and audio-visual – ambitious 30% quota
- Levies on streamers – proportionate return for creators/ IP rights
- The promotion of national and European creative works – prominence & discoverability EU works online and off-line
- The transparency of data, metadata and algorithms
- The implementation of funds dedicated to the digitisation of works

As President of the European Coalitions for Cultural Diversity, Carole Tongue organised and chaired the first ever Discoverability Forum in the European Parliament, March 2023. Participants included the EU Commission, MEPs, The European Council and creator organisations. ECCD is supporting the implementation of Europe's digital programme:

The ECCD lobbied the European Parliament regarding the Kammerevert report on the AVMS directive and its revision for the future. This critical intervention supported amendments to safeguard measures ensuring investment in local audiovisual content by Member States

The ECCD opposed the demand by Telecoms at EU level for a contribution from platforms that could act as a downward pressure on monies paid to creators.

UKCCD joined with other creator organisations across EU to send a letter to the EU Commission regarding Article 20 of the European Media Freedom Act. This seeks to prevent this article from remaining in the text of the act where it can potentially undermine the aims of Article 13 of the AVMS directive. This provides for Member States to ask for investment contributions from streaming platforms and requires all Member States to implement the 30% quota for local programming in all streaming catalogues.

The ECCD drafted key amendments to the European Parliament's recent report on the Status of the Artist, in particular ensuring that

- Member States implement the 2019 copyright directive
- The EU Commission undertakes work to prevent creators from being disadvantaged by the use of artificial intelligence

UKCCD continues to use our unrivalled network inside EU institutions to call for reciprocal free movement for UK musicians and other artists and performers.

## **2. UK Media Bill**

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

and our response to "Up Next: Government's Vision for the Broadcasting Sector" White Paper: <https://ukccd.org/up-next-white-paper/>

UKCCD submitted a response to the DCMS Committee for Pre-legislative Scrutiny of the Media Bill emphasising the need for amendments to clearly define the aim and scope of public service broadcasting in order that OFCOM is empowered to fully regulate the new media environment.

<https://ukccd.org/draft-media-bill-2023/>

Rupa Huq MP, Member of the Culture Media & Sport committee raised points from our paper with those giving evidence. She relayed support via Twitter for UKCCD emphasis on placing clear obligations for regional dramatic output on all public service broadcasters.

UKCCD continues to liaise with other civil society organisations in defence of diversity of expression in the output and structure of public service media and the BBC.

## **3 Submission to the Labour Party Policy Forum**

UKCCD is lobbying and feeding into debates on cultural policy in the Labour Party. <https://ukccd.org/submission-to-labour-party-policy-forum/>

#### **4 Mondiacult**

UKCCD played a key role in representing the International Federation of Coalitions, IFCCD, at last year's Mondiacult in Mexico City. This exceptional gathering of over 150 ministers of culture was the first in 40 years.

Contexts included the impact of the Pandemic on creators, the climate crisis, the poorly regulated digital environment and restoration of cultural heritage.

IFCCD successfully campaigned as part of Culture2030, alongside IFACCA, ICOMOS, Arterial Network and others, to include a commitment to culture as the 18<sup>th</sup> Goal in the 2030 Sustainable Development Goals in Mondiacult's unanimous final declaration, a major achievement.

#### **5 Congress of Parties, Paris, June 2023**

IFCCD supported the significant initiative led by the German National Commission, and the University of West Indies with a report by Veronique Guevremont, *Fair Culture: Key to Sustainable Development*. Using strategies from the Fair Trade movement, this outlines strategies to end the significant imbalance in trade and remuneration both between countries of the South and between these countries and Europe and North America.

#### **6 Liaison with Canada on audiovisual policy**

As part of UKCCD's ongoing exchange with partners in Canada, Carole Tongue was invited to attend a digital Canadian AV conference where investment obligations, levies, discoverability and regulation of algorithms were discussed. Information circulated to ECCD and UKCCD members.

#### **7 Developing policy for the machine learning world**

With its partners UKCCD is tracking European Parliament and World discussions on policy on the following topics:

- The ethical aspects of AI
- Intellectual property rights for the development of AI technologies
- Civil liability regime for artificial intelligence
- AI in education, culture and the audio-visual sector
- Regulation to make AI companies responsible for the onward exploitation by users of the applications they produce

Carole Tongue, ECCD & EU Discoverability Forum Chair, will chair a Forum on 9 November in Brussels on AI & the Discoverability of European works.