

Fifth Newsletter of the International Network for Cultural Diversity

July 10, 2000

1. PREPARATIONS FOR SANTORINI CONFERENCE AND INCD FOUNDING MEETING ARE WELL UNDERWAY

We hope you are making plans to join us for the conference on The Artist, Culture and Globalization taking place in Santorini, Greece 24-26 September, 2000. The Conference will conclude with the Founding Meeting of the INCD.

Ministers of Culture from 50 nations will be attending their fourth annual gathering beginning the next day.

It is expected a delegation from the INCD will address the ministerial meeting about the concerns of the international cultural community and the plans for the global NGO network.

There has been an excellent response to the draft agenda. We received many comments and some of the ideas for other topics have been incorporated into the latest version. You are welcome to continue to contribute your thoughts as further modifications are anticipated as the guest speakers continue to confirm their attendance.

To date, the following speakers have confirmed they will be able to offer presentations:

- Ben Goldsmith, Research Fellow, Australian Key Centre for Cultural and Media Policy, Brisbane, Australia
- Richard Letts, Executive Director, Music Council of Australia, Sydney, Australia
- Verena Wiedemann, ARD Office of Representation, Brussels, Belgium
- Zrinjka Peresko Culek, Head, Department for Culture and Communication, Institute for International Relations, Zagreb Croatia
- Yolanda Schweri, General Secretary, Suisse Culture, Switzerland
- Nitis Jacon, Executive Director, LA RED, Latin American and Caribbean Network
- Roberta Jamieson, Chair, Aboriginal Media Arts Festival, Canada
- James Early, Smithsonian Institute, USA
- David Watson, International Society for the Performing Arts, USA
- Peter Curman, President, Swedish Joint Committee of Literary and Artistic Professionals.

We are seeking funding for a number of other speakers. Because there has been a

great deal of interest from groups in the developing world, we have submitted a proposal to our international development agency to fund their participation. Thanks are due to Helen Gould at Creative Exchange for the great deal of help which she has provided to us in the process of writing the application and planning a session on culture and development. We await another decision on funding to determine whether Helen herself can present at the conference.

We will of course also have speakers drawn from our Greek co-host, The National Book Centre of Greece, and our other Greek non-governmental partners: Institute of Audiovisual Media, Greek Centre of Cinema, Greek Actors Union, Greek Union of Screenplay Writers, Panellenic Cultural Movement, Society of Greek Writers, Balkan Music Forum, and Greek Film and TV Producers Association. There will also be other presenters from our long-time collaborator the Swedish Joint Committee of Literary and Artistic Professionals, and from the Canadian organizers of the network.

In terms of logistics for Santorini, we are estimating hotels will be around \$90 US per night, but will not have conclusive information on that until next week when our agents return from a visit to the smaller hotels on the island. As for travel, the cheapest way for international travelers to go may be to fly through London. There is a company called easyJet which offers inexpensive flights from London to Athens - they are about \$134 US/80 British pounds return at the moment. You can check their website, www.easyjet.com.

For those who want to fly from Athens to Santorini, it will likely cost another \$134 US Canadian return. But the ferry crosses the Aegean to Santorini from Athens for about \$30. It takes seven hours, but it is no doubt very scenic.

Final conference information will be available in mid-July. In the meantime, please contact:

Janet_Creery@mail.culturenet.ca

if you are planning to attend, have ideas for the meeting, or if you need more information.

2. INCD WEB SITE

The INCD web site was launched on May 28 and is ready for your posts. Visit us and explore this online resource at:

<http://www.INCD.net>

<http://www.RIDC.net>

You will find on the site past issues of the newsletters, useful information and updates on developments of concern at the WTO and elsewhere. Our site (prepared by the byDesign-eLab, please contact annarr@bydesign-elab.net for input or

feedback) is intended to be interactive. If you have information of interest to colleagues internationally, please share it. You may post in the World Culture Net forums, and send documents you would like others to see in the Resources section.

In the next month, we plan to post a list of all members of the INCD on the web site. *IF YOU DO NOT WISH THE NAME OF YOUR ORGANIZATION TO APPEAR, PLEASE LET US KNOW IMMEDIATELY.* Contact:

Janet_Creery@mail.culturenet.ca.

3. INCD STATEMENT OF PRINCIPLES

We have also received excellent feedback about the draft Statement of Principles for the global NGO network. The latest version follows:

Principles

- Expression through arts and culture is a fundamental part of human society.
- Human society is diverse.
- Cultural diversity strengthens us all.
- Market forces cannot ensure the creation and sustainability of cultural diversity.
- Individuals' and arts organizations' creative cultural expression goes beyond goods and services and includes research, creation, production, presentation, dissemination and conservation.
- Trade rules developed for conventional goods and services are not appropriate for arts and culture.
- Policies and programs which support diverse artistic and cultural activities must be designed and adopted at both national and international levels.

Because current trade agreements do affect the arts and cultural expression, our network will research measures and develop recommendations to sustain cultural diversity within the international arena. We will also advocate those recommendations nationally and internationally.

International cultural organizations which participated in the development of the Action Plan at the UNESCO-sponsored conference, *The Power of Culture* (Stockholm, Sweden, April 1998), and *At Home in the World: An International Forum on Culture and Cooperation* (organized by the Canadian Conference of the Arts, Ottawa, Canada, June 1998), recognized the importance of establishing a global network. Advocacy has continued since then.

Note: This is a working document open to modification. May 2000

4. MONITORING DEVELOPMENTS

Here in Canada, the CCA and the Coalition for Cultural Diversity are monitoring

developments at the WTO. Work on revising the General Agreement on Trade in Services (GATS) has begun and there are enormous implications for the cultural sector as the US tries to expand the scope of the agreement to include audiovisual, and other cultural "services." There has also been discussion about reconvening the entire WTO in 2001 to pick up the pieces from Seattle.

We believe this fall will be an important time for those concerned about the potential consequences for culture of globalization and the trade agreements. We are planning to launch a renewed campaign to raise public awareness of our concerns as the discussions in Geneva heat up. We are interested in hearing from others who are considering similar actions later this year.

In this same connection, the timing of our Conference in Santorini is fortunate, because we will be in a position to have the latest information in time for our campaign. We look forward to meeting you at that time and expanding the international dialogue.

Megan Williams, National Director, CCA

The Artist, Culture and Globalization

September 24-26 2000, Santorini, Greece

Agenda, June 2

SUNDAY 24 SEPTEMBER

1400 Official Opening/Welcome from Honorary Chair, Introduction from Meeting Co-Hosts

1500 The Artist and Globalization: Broadening Horizons or Narrowing Options?

The Keynote Address will tackle the issue of globalization from the perspective of the individual artist.

As the world becomes a global village, new influences can effect the artist and bring a fusion of artistic expression. The work of some artists is more widely available in global markets. Artists use technology to create whole new art forms. At the same time, the dominant cultures become more pervasive and strangle cultural diversity. Support programs important for both the artist and those who take the work to audiences are threatened by the growth of huge, vertically integrated firms and the trade agreements. How do we make sense of these contradictory forces?

1700 Media, Culture, and Civil Society

This session will look at the impact of culture and the media on the exchange of views among different groups in society. It will also examine the distortions to that process created by undue concentration of cultural industries, restrictions on the ability of nations to finance their cultural sector, or other reasons. It will begin to identify which cultural sectors, in which regions, are vulnerable at this time of globalization, and identify means by which they might be protected.

1800 Opening Reception

MONDAY 25 SEPTEMBER

0900 Morning Welcome

0930 Arts and Culture in World Trade: A Brief Historical Review

This session will provide a brief review of international developments and will assess the positive and negative consequences of the trade agreements. The session will include analysis of the exemption from the 1947 GATT for cinema screen quotas; the pressure from the U.S. on audiovisual services; the outcome of the Uruguay Round; issues of cultural rights which are being raised by groups in developing countries; and the disputes involving cultural goods and services which have been considered by the WTO. It will include an overview of the treatment of the arts and culture in regional trade agreements.

1100 CONCURRENT SESSIONS: Challenges of Globalization

a) Legal Challenges to Cultural Policy

There is interest in learning more about specific cases, in order to understand what precedents exist for other arts and cultural sectors, including:

- the Canadian magazine issue, the WTO dispute settlement panel ruling and the resolution agreed to between Canada and the U.S.;
- the recent Australian Supreme Court decision which found, as a consequence of the free trade agreement between the countries, that television programs produced in New Zealand are to be considered "Australian Content" for purposes of broadcast rules.

The session will include analysis of global export trends for artistic works.

b) Technology and the Arts The session will look at technological developments and assess their impact on artists and cultural expression in nations with varying cultural support structures and varying levels of technological and economic development. It will also examine potential developments in the trade agreements

respecting broadcasting, telecommunications, the Internet and e-commerce, since these have an enormous impact in the era of convergence.

c) Indigenous and Aboriginal Communities

There is concern about the additional challenges involved and the importance of maintaining the rich diversity of world languages and cultures both in developed and developing regions. This session will review the different relationships of folklore, heritage and community-based arts to the western industrial view of cultural products and copyright.

d) Heritage and Globalization Communities around the world are reclaiming their histories and redefining heritage. They are finding new ways to preserve and promote cultural memory both for their own communities and for the rest of the world. This session will explore the particular concerns of the heritage community about technological change and the effects of globalization.

1400 The WTO's Agenda for 2000/2

Despite the failure of Seattle, the WTO process of "trade liberalization" proceeds. The US Trade Representative, Charlene Barshefsky has announced the U.S. will pursue its interests for the audiovisual sector in the GATS discussions and will make further demands under TRIPS. Concern is growing in developing countries that TRIPS will increasingly interfere with community-based cultural rights. This session will review these developments and the official WTO timetable from the perspective of the arts and cultural community. It will discuss ways to monitor and influence the process. The session will include analysis of the non-finalized Seattle ministerial text, and will broach the issue of whether exemptions or special rules are the best path to pursue to defend cultural diversity in the future. It will include a strategic discussion of how to achieve the agreed solution.

1530 CONCURRENT SESSIONS

Promoting Pluralism in the Arts and Culture:

a) The Artist and Market Forces

This session will focus on the different ways that artists organize themselves. These include not-for-profit organizations, non-profit enterprises, smaller, for-profit firms and community oriented ventures. The session will explore the consequences of these different relationships.

b) Artistic Expression, Culture and Sustainable Development

This session will feature five key people working in grassroots culture and development internationally. They will present case material about their work and subsequently animate a discussion about developing appropriate international

systems which will support participatory, culturally-led approaches to sustainable development.(See, attached, a fuller description of the culture and sustainable development session).

c) Public Broadcasting

There is a considerable fear around the world that public broadcasting systems are at risk from globalization, economic integration and the trade agreements. European groups have been particularly vocal in their defense of public broadcasting, but this issue also has great resonance across North America and through the developing world. One of the most controversial recommendations which came out of UNESCO's World Commission on Culture and Development was that public broadcasting must be supported to allow different cultural communities equitable access to media. This session will focus on ways to ensure the protection and development of public broadcasting in the present international context.

TUESDAY 26 SEPTEMBER

0900 Morning Welcome

0930 The International Network for Cultural Policy

Ministers of culture from more than 40 nations have joined together in a network to discuss international developments in cultural policy. The ministers will continue their discussions at their third meeting to be held in Santorini 27-29 September. One or more of the officials connected with the network will address the Conference.

1030 Lessons from Other Movements

Environmental, labour and human rights organizations are responding to the challenges of globalization from their perspectives. Some progress on these issues has been made over the past few years. What lessons can the arts and cultural community learn from these groups?

1130 Conclusions

The chairs and rapporteurs from each session will join together to synthesize the discussions of the previous two days. Have the consequences of globalization and the trade agreements been positive or negative for the world's artists and cultural industries? How can we promote diversity and pluralism in the arts and culture for the benefit of all nations?

Note: All sessions of the Conference will be interactive and will conclude with suggestions for research and action. These suggestions will provide the focus for this final session.

TUESDAY 26 SEPTEMBER, afternoon

INTERNATIONAL NETWORK FOR CULTURAL DIVERSITY Founding Meeting

1400 Founding Meeting of a global NGO network

Structure of the International Network for Cultural Diversity

Steering Committee/Secretariat/Financing

This part of the meeting will discuss the founding of the network and establish the goals and objectives for the coming period, including preparation for the 2001 meeting in Switzerland.

1700 Closing and Formalities

1930 Joint evening Gala in collaboration with Culture Ministers attending the INCP