

Sixth Newsletter of the International Network for Cultural Diversity

The Secretariat has been busy over the summer planning for the September Conference and founding meeting of the INCD taking place on the Greek Island of Santorini from 24-26 September. There is still time to join us at the Conference on The Artist, Culture and Globalization but you must act soon. Please contact

Janet_Creery@mail.culturenet.ca for registration and hotel information.

The final agenda for the Conference and the Founding Meeting is on our web site <http://www.incd.net>, and follows this note. You will see we have assembled an excellent cross-section of speakers and experts from every region and we are anticipating a stimulating exchange of views on the critical issues.

The Ministers of Culture from 40 nations will be attending their third annual gathering at the same site beginning the following day and there will be opportunities for dialogue between the NGOs and the Ministers.

WTO's Agenda on Trade in Services Moves Forward

Meanwhile, the World Trade Organization has also been busy. Negotiations for a new and greatly expanded General Agreement on Trade in Services (GATS) commenced in Geneva on 25 February of this year and are scheduled to conclude by the end of 2002. For artists, producers and everyone concerned about the health of the arts and promoting cultural diversity, these negotiations are the most troubling, since the US and others have announced plans to push for a greatly expanded GATS that would include audiovisual and other cultural "services." Over the next few months it is vital for the INCD to monitor developments and organize NGOs to put pressure on governments to resist this push.

This will be a key strategic discussion in Greece and we hope you can join us for it.

Garry Neil
Coordinator
International Committee Canadian Conference of the Arts
September 1 2000

Please feel free to share your views in the forums on our web site, or on this email list, whether you can attend in Greece or not.

The Artist, Culture and Globalization – *revised agenda*

September 24–26, 2000

Santorini, Greece

Programme – Sunday 24 September

1300 *Official Opening/Honorary Chair Introduction from Meeting Co_Hosts*
Megan Williams (Canada) Peter Curman (Sweden) Christos Lazos (Greece)

1400 *The Artist and Globalization: Broadening Horizons or Narrowing Options?*
Peter Curman (Sweden, writer) Mikis Theodorakis, Honorary Chair (Greece, musician, composer)
invited

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 affect 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. Artists in the developing world face particular challenges. How do we make sense of these contradictory forces?

1530 Break

1600 *Media, Culture and Civil Society*
Richard Letts (Australia) To be determined (Greece) Verena Wiedemann (Germany/Belgium)
Zrinjka Perusko Culek (Croatia) Japan Mthembu (South Africa)

This session will look at the impact of culture and the media on the exchange of views among different groups in society. It will examine the distortions to that process created by concentration of cultural industries and new technologies as well as restrictions on the ability of nations to finance their cultural sector. A special focus will be the fear that public broadcasting systems are at risk. It will begin to identify which sectors in which regions are most vulnerable and identify means by which they might be protected.

1700 *Arts and Culture in World Trade: A Brief Historical Review*
Ben Goldsmith (Australia) Garry Neil (Canada) Luciana Castellina (Italy) Irene Leon (Ecuador)
invited

This session will provide a brief review of international developments and will assess the positive and negative consequences of the trade agreements. It will include analysis of the exemption from the 1947 GATT for cinema screen quotas; the pressure from the U.S. on audiovisual services; issues of cultural rights 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, the legal challenges of globalization and the role of the IMF, World Bank and other global institutions.

1800 Opening Reception

Monday 25 September

0900 Morning Welcome

0930 Concurrent Sessions A – *The Challenges of Globalization*

a) Intellectual Property

Joost Smiers (Holland), Mahinda Ralapanawe (Sri Lanka)

The session will look at developments in intellectual property. While copyright remains essential for individual artists, international copyright does not account adequately for different views of artistic creation. As media convergence and corporate integration continue, copyright becomes more industrially based. In other fields, there are pressures on the intellectual property system to recognize patents in life forms and seeds. This session will review the TRIPS agreement and the role of WIPO.

b) Culture.com

Yen Lu Wong (United States), Dagfinn Bach (Norway) invited, Jean-Baptiste Epelehou (Côte d'Ivoire) invited

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 feature a discussion of some innovative Internet-based projects which support cultural diversity. It may 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) Heritage

Tom Hill (Canada) Aziz Zeria (United Kingdom) Peter Musa (Cameroon) To be Determined (Greece)

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.

1100 Break

1130 *The WTO's Agenda for 2000/2*

Robert Pilon (Canada) Yvon Thiec (France/Belgium) Victoria Marles (Australia) Mahinda Ralapanawe (Sri Lanka)

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 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.

1230 Lunch

1400 Concurrent Sessions B – *Promoting Pluralism in the Arts and Culture*

a) The Artist and Market Forces

Bernt Lindberg (Sweden), Maxine Heppner (Canada), Nitis Jacon (Brazil), David Watson (United States)

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

Helen Gould (United Kingdom) invited, Burama K. Sagnia (Senegal), Geeta Dharmarajan (India), James Early (USA)

This session will feature 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 that will support participatory, culturally_led approaches to sustainable development.

c) Indigenous and Aboriginal Communities

Roberta Jamieson (Canada), Raymond Chavez (Philippines) invited

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.

1530 Break

1600 *Lessons from Other Movements/ Building Broad Alliances*

Jerry Mander (United States) invited, Miloon Kothari (India) invited

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?

1700 *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.

1830 Adjournment

Tuesday 26 September

0900 Morning Welcome

0915 Conclusions
Yolanda Schweri/ Jochen Kelter (Switzerland), To be determined (Greece)

The rapporteurs from each session will have met together to synthesize the discussions. 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?

1000 Break

1030 INTERNATIONAL NETWORK FOR CULTURAL DIVERSITY Founding Meeting

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. It will discuss how to build links with others who share the views.

1200 Closing

2100 Buffet Dinner In collaboration with Culture Ministers attending the INCP

Presenters

Dagfinn Bach Coordinator of Artspages International, an Internet delivery vehicle for audio-visual producers in developed and developing countries, Norway (invited)

Luciana Castellina President Italia Cinema, former President of the Cultural Commission at the European Parliament and of the Economic External Relation Commission of the European Parliament, Italy

Zrinjka Perusko Culek Head, Department for Culture and Communication, Institute for International Relations, and representative of the Culturelink Network, Zagreb Croatia

Peter Curman President, Swedish Joint Committee of Literary and Artistic Professionals (KLYS), Stockholm, Sweden

Geeta Dharmarajam Literacy worker with low-income residents of New Delhi, India
James Early Director, Cultural Studies and Communication, Smithsonian Institute, USA

Jean-Baptiste Epeleku (invited) Association des jeunes pour la promotion de la culture africaine (A.J.C.A), Côte d'Ivoire, invited

Mireille Gagné Director, Canadian Music Centre, Quebec Region, co-chairperson INCD Advisory Committee, Montreal, Canada

Ben Goldsmith Research Fellow Fellow, Australian Key Centre for Cultural and Media Policy, Brisbane, Australia

Helen Gould (invited) Coordinator, Creative Exchange network for culture and development, UK

Maxine Heppner, Choreographer, Cofounder of Canadian Alliance of Dance Artists, co-chairperson INCD advisory committee, Montreal and Toronto, Canada

Tom Hill Director, Woodland Cultural Centre, Ontario, Canada

Nitis Jacon Executive Director, LA RED, Latin American and Caribbean Network, Parana, Brazil

Roberta Jamieson Chair, International Aboriginal Media Arts Festival, Toronto, Canada

Miloon Kothari (invited) International NGO Committee on Human Rights in Trade and Investment (INCHRITI), India

Christos Lazos Director, The National Book Centre of Greece, Athens, Greece

Irene Leon (invited) Coordinator of ALAI, Alternative Media Network of Latin America, Quito, Ecuador

Richard Letts Executive Director, Music Council of Australia, Sydney, Australia

Bernt Lindberg Journalist/illustrator and Board Member, Swedish Joint Committee of Literary and Artistic Professionals (KLYS), Sweden

Jerry Mander (invited) President, International Forum on Globalization

Victoria Marles Chair of the Board of Directors, Theatre Oz, Australia

Japan Mthembu Actor and General Secretary of the Performing Arts Workers Equity association of South Africa, Johannesburg, South Africa

Peter Musa Director, Musa Heritage Gallery, Cameroon

Garry Neil Coordinator of the INCD and international consultant to the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), Toronto, Canada

Robert Pilon Executive Vice-President, Coalition for Cultural Diversity, Montreal, Canada

Mahinda Ralapanawe Copyright expert at the Arts Council of Sri Lanka

Burama K Sagnia African Itinerant College for Culture and Development, Senegal

Yolanda Schweri General Secretary, Suisse Culture, Switzerland Or Mr Jochen Kelter President, Suisse Culture, Switzerland

Joost Smiers Expert on copyright at the Centre for Research of the Utrecht School of the Arts, Holland

Mikis Theodorakis (invited) Greek composer whose film scores popularized Greek music, Greece

Yvon Thiec Director, Eurocinéma, Association de Producteurs de Cinéma et de Télévision, Brussels, Belgium

David Watson International Society for the Performing Arts, USA

Verena Wiedemann Head of European Affairs, ARD (German Public Service Regional Broadcasters) Brussels, Belgium

Megan Williams National Director of the Canadian Conference of the Arts, Ottawa, Canada

Yen Lu Wong Professor in the Dept of TV, Radio, Film & Theatre, San Jose State University, California, USA

Aziz Zeria, Special Officer with Northern Arts, a subsidiary of the Arts Council of England, UK

Presenters not yet identified

Greek Speakers have not yet been identified. However, we expect representation from the following organizations:

Greek co-host:

- The National Book Centre of Greece

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
- Greek Film and TV Producers Association