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Diversity of  
Cultural Expressions

# National roadmap

## **CANADA AND**

## **QUEBEC**

## **2021**

## Roadmap for Implementing UNESCO’s Convention on the Protection and Promotion of the Diversity of Cultural Expressions in the Digital Environment



UNESCO Roadmap priorities	Regulatory frameworks, cultural policies and measures are designed or reviewed to meet challenges of the digital environment in an informed and participatory manner	Policies and measures to promote creativity, business and digital markets to ensure diversity of the digital ecosystem	International agreements facilitate the balanced flow of cultural goods and services and equality among countries in the digital environment	Digital skills and knowledge among the cultural community and the public are improved	Human rights and fundamental freedoms are promoted in the digital environment
UNESCO Roadmap activities	<ol style="list-style-type: none"> <li>1. Establish national teams made up of representatives from government, the private sector and civil society organizations, and hold country-wide consultations.</li> <li>2. Launch interdepartmental coordination mechanisms to monitor the impact of regulatory frameworks, cultural policies and sector strategies.</li> <li>3. Design, revise or implement regulatory frameworks, cultural policies, sector strategies and action plans to support the cultural and creative sectors in the digital environment.</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct studies and launch initiatives on the traceability of data; conduct studies on the use of metadata in the creative sector; ensure greater transparency in the use of algorithms.</li> <li>2. Develop policies and measures to ensure the accessibility of a range of local cultural content.</li> <li>3. Implement mechanisms for consulting with representatives from government, the private sector and civil society to support the cultural and creative sector in the digital environment.</li> </ol>	<ol style="list-style-type: none"> <li>1. Set up working groups between officials responsible for culture, intellectual property, business, development, technology and innovation.</li> <li>2. Negotiate cultural clauses in trade and investment agreements that address e-commerce and digital products to recognize the dual nature of cultural goods and services.</li> </ol>	<ol style="list-style-type: none"> <li>1. Implement tools and initiatives to address gaps in digital skills.</li> <li>2. Provide support to cultural and media institutions so that they become learning spaces for the public to acquire digital literacy skills and competencies through creation and experimentation.</li> </ol>	<ol style="list-style-type: none"> <li>1. Adopt and/or strengthen policies for ensuring gender equality in the cultural and creative sectors, especially in the digital environment.</li> </ol>

Examples of Canadian Best Practices

**1.1** Establishment of a multi-stakeholder working group made up of representatives of like-minded countries, civil society and the private sector that will develop guiding principles on diversity of content in the digital era, an international initiative within the Digital Democracy project (DCI): [Canada's Budget Support for Diversity 2019](#).

**1.2** Since its establishment, the working group has held a number of virtual meetings, with the goal of developing a set of guiding principles, based on four main pillars of action: access and discoverability of content; economic viability of creators; support for reliable information and news; and transparency regarding the impact of algorithms. The objective will then be to disseminate the guiding principles for adoption by a wider group of countries, civil society and private sector actors. This will ultimately lead to concrete actions by each category of stakeholders, thus promoting social inclusion and exposing citizens to a greater diversity of perspectives: [Diversity of Content Online](#).

**2.1** Establishment of the [Canada's Digital Charter](#) focusing on 10 principles, from universal access to personal control. It lays the foundation for measures to be taken by the government to modernize Canadian legislation on protecting personal data, competition rules and government programs. All Canadians will have equal opportunity to participate in the digital world and the necessary tools to do so, including access, connectivity, literacy and skills among innovations and benefits of the digital economy.

**1.1** Study on the [Economic impacts of music streaming platforms on Canadian creators](#), which presents a preliminary survey of digital data and descriptive information on the economic impact of music streaming, led by Canadian Heritage.

**1.2** Establishment of [Visual Arts Community](#): an initiative to better understand challenges and opportunities within the Canadian visual arts marketplace, VAMEI.

**2.1** Establishment of the [Canada's Creative Export Strategy](#): a support for the creative industries facilitating the achievement of international trade objectives and opportunities to promote Canadian creative content abroad (e.g. [Frankfurt Book Fair 2021](#)).

**2.2** [Linked Digital Future](#) : a project from the Canadian Arts Presenting Association (CAPACOA) that provides information, resources and tools to performing arts organizations.

**2.3.** [TV5MONDEplus](#): Created to increase the online presence of French-language content, TV5MONDEplus is a video on demand platform that is free and accessible worldwide with more than 2500 hours of programming. It offers Canadian, Quebec, French, Swiss, Belgian and African programs from TV5MONDE's partner public broadcasters. The interface provides subtitles in five languages: French, English, German, Spanish and Arabic. TV5MONDEplus has the ambition to offer Francophones and Francophiles around the world the

**1.1** The [Broadcasting Act](#) and the [Telecommunications Act Panel of experts](#) met with European leaders to monitor approaches/responses to digital disruption in other countries.

**2.1** Fiscal approaches – Comparative studies on international approaches to taxing digital services with the European Union, Singapore, G7, OECD and France. [Signature of the OECD Multilateral Convention to Implement Tax Treaty Related Measures to Prevent Base Erosion and Profit Shifting \(2017\)](#).

**2.2** [CUSMA](#) : Canada- United States – Mexico Agreement signed in November 2018. Canada negotiated a general exception for cultural industries, which applies horizontally across all chapters of the agreement, including the chapter on digital trade and preserves Canada's cultural sovereignty in the physical and digital environments.

**1.1** The [Digital Citizen Initiative](#) (DCI) aims to support democracy and social cohesion in Canada by increasing the ability of citizens to critically assess online disinformation, helping them become more resilient against online harms, and increasing their ability to take part in democratic processes; and by building partnerships to support a healthy information ecosystem. This includes supporting the creation of a new research community which will help the DCI better understand online disinformation and other related harms to inform evidence-based policy development around citizen resiliency and digital media education.

**1.2** The Canada Music Fund (CMF) is building the knowledge and skills of the Canadian music industry to help companies and artists better strategize the promotion of their music in an ever-changing digital environment. These professional development opportunities also provide participants with a greater understanding of international markets and copyright. Further, the CMF has increased access to these training opportunities for artists and companies from equity-seeking groups.  
**2.1** [Linked Digital Future](#) : Canadian Arts Presenting Association (CAPACOA) promotes the adoption of semantic technologies by offering art organizations training in the form of workshops, professional development sessions, regional roadshows and individual coaching. Arts organizations will actively participate in the data and metadata strategy, gain familiarity with semantic technologies, and have access to high quality, interoperable and discoverable metadata. The developed pan-Canadian knowledge graph will also be linked to performing arts data in Wikidata.

**2.2** Hub for Data in Culture [Synapse C](#): On February 18, 2019, the Quartier des

**1.1** [The Government of Canada recently renewed its commitment to gender equality and equity](#), including in the cultural sector. For example, the Canada Media Fund, the largest fund supporting the production of television and digital content in Canada, has implemented a selection criteria that favor teams where at least 40% of positions are occupied by women (producer, executive producer, director, principal developer, designer, project manager). This approach ensures that women have access to unique opportunities for mentoring, funding and training.

**1.2** [Telefilm Canada](#): In 2016, Telefilm Canada set itself the goal of building a more representative and diversified feature film portfolio that better reflects Canada's population. With respect to parity, the goal was to achieve, within three years, a balanced production portfolio (at all budget levels) that reflects gender parity in each of the key roles of director, screenwriter and producer. The percent of supported film projects featuring a woman in one of the key roles (producer, director, screenwriter) for 2019-2020 is as follows: Director 47%, Screenwriter 46%, Producer 43%.

**3.1** Legislation amending the *Broadcasting Act* introduced by the Government of Canada in November 2020. Proposed amendments would empower the Canadian Radio-television and Telecommunications Commission (CRTC) to implement a modernized regulatory framework, to ensure both traditional and online broadcasting undertakings contribute in an appropriate manner to the Canadian broadcasting system.

**3.2** [Canada Council for the Arts' Digital Strategy Fund](#) encourages an overall approach that supports artists, groups and art organizations in understanding the digital world, engaging with it, and responding to the cultural and social changes it produces.

best audiovisual content in French in all its richness and diversity.

**3.1** The [International Meeting on Diversity of Content in the Digital Age](#), with representatives from civil society, digital platforms and governments, to share responsibility for adopting good practices and to promote collaborations aimed at creating, producing and promoting diversity of content.

**3.2** The Canada–European Union Digital Dialogues to advance shared interests around digital cooperation and contributing to meaningful information sharing; joint cooperation in multilateral fora and sharing of best practices to overcome challenges and grasp opportunities in the digital economy. In 2020, the Dialogues served as a forum for discussion of governmental support to the creative industry in response to COVID-19, and collaboration, at all levels, to inform policy development on a number of priority topics for Canadian Heritage, such as online harms, disinformation, remuneration of online news publishers and copyright and broadcasting legislation. This bilateral engagement will continue to evolve in 2021.

Spectacles Partnership announced the launch of Synapse C, the first initiative dedicated to data for arts and culture in Canada. Synapse C is the result of a coordinated effort by cultural, business and data science communities to equip the cultural sector with a unique shared intelligence and business development tool. A governance model for shared cultural data will also be developed.

**1.3** [The National Film Board of Canada \(NFB\)](#) continues to meet its gender-parity goals, both for the number of productions directed by women and for production budgets allocated to women—four years after making its initial commitment. It also surpassed its goals for gender parity in two of four key creative functions in 2019–2020, screenwriting (61%) and editing (55%), with net progress in cinematography and music composition. In 2019–2020: 46% of NFB works were directed by women 44% of the NFB production budget was allocated to works created by women.

## Government of Quebec Roadmap for Implementing the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions in the Digital Environment

UNESCO Roadmap Priorities	Regulatory frameworks, policies and cultural measures designed or reviewed to overcome challenges of the digital environment in an informed and collaborative manner	Policies and measures promote the accessibility and discoverability of cultural content and highlight culture in the digital environment	International agreements facilitate the balanced flow of cultural goods and services and equality among countries in the digital environment	Digital skills and knowledge among the cultural community and the public are improved	Human rights and fundamental freedoms are promoted in the digital environment
Related activities inspired by the UNESCO Roadmap	<p>1. Design, review or implement regulatory frameworks, cultural policies, sector strategies and action plans to support the cultural and creative sectors in the digital environment.</p>	<p>1. Conduct studies and launch initiatives on the traceability of data and accessibility to various creative expressions, on fair compensation for creators in the digital environment, and on the use of metadata in various creative sectors. 2. Develop regulations, policies and measures to ensure the accessibility of a range of local cultural content, fair compensation for creators, and greater transparency in the use of algorithms.</p>	<p>1. Set up working groups made up of leaders in culture, intellectual property, business, development, technology and innovation. 2. Negotiate cultural clauses in trade and investment agreements that address e-commerce and digital products to recognize the dual nature of cultural goods and services. 3. Promote agreements / cooperation projects with other states and governments to support digital cultural development.</p>	<p>1. Implement tools and initiatives to address gaps in digital skills. 2. Support cultural and media institutions in their quest to become learning spaces where both artists and the public can acquire digital skills and abilities through creation and experimentation.</p>	<p>1. Adopt and/or strengthen policies for ensuring gender equality in the cultural and creative sectors, especially in the digital environment.</p>
Examples of Quebec's Good Practices	<p><b>1.1</b> Launched in June 2018, <a href="#">Quebec's cultural policy, "Partout, la culture"</a> [our culture here, everywhere] was created following extensive public consultations held across Quebec. It provides guidelines adapted to current issues, notably to help overcome challenges created by digital technologies. <b>1.2</b> The <a href="#">Plan d'action gouvernemental en culture 2018-2023</a> [government cultural action plan 2018-2023] accompanies the cultural policy and contains numerous</p>	<p><b>1.1</b> Conduct a situational analysis on metadata in the book, audiovisual, sound recording, performance, heritage and museology fields (<a href="#">measure 80 of the PCNQ</a>). <b>1.2</b> Implement an action plan for data on Quebec cultural content that has, among other things, allowed the creation of sectoral working groups, the publication of a guide "<a href="#">Pour des données ouvertes en culture</a>" and the creation of an ISNI agency for Quebec creators (<i>Bibliothèque et Archives nationales du Québec (BAnQ)</i> became in 2020 a national</p>	<p><b>1.1</b> Maintain collaboration between the Ministère de la Culture et des Communications and the Ministère de l'Économie et de l'Innovation in order to formulate Quebec government positions on trade agreements negotiated by Canada. <b>2.1</b> Support the production of a <a href="#">guide on cultural clauses in trade agreements</a> to strengthen negotiation strategies with governments, especially those in developing countries (<a href="#">measure 75 of the PCNQ</a>). <b>3.1</b> Implement an agreement between the BAnQ and the Réseau francophone numérique (RFN). To</p>	<p><b>1.1</b> Create a network of digital cultural development agents serving national, regional or sectoral organizations to help the cultural network stakeholders develop digital strategies and action plans and to help build their skills (<a href="#">measure 120</a>, <a href="#">measure 97</a> and <a href="#">measure 99</a> of the PCNQ). <b>1.2</b> Continuation of the program: Exploration and digital deployment of CALQ (<a href="#">measure 62 of the PCNQ</a>) to help build digital knowledge through development and skill transfer activities, and foster support for Quebec artists and art organizations as they appropriate the digital world for</p>	<p><b>1.1</b> Measure 18 of the <a href="#">Plan d'action gouvernemental en culture 2018-2023</a> involves implementing actions targeting equality between women and men in the cultural sector, including in the digital environment. Anticipated actions include an analysis of exclusion factors in various trades in the cultural sector, and the identification and implementation of priority responses in order to improve everyone's access to cultural services, programs, jobs, networks and decision-making structures, including representation in media and audiovisual spaces.</p>

digital measures, including a \$15 million enhancement and 2-year extension of the [Plan culturel numérique du Québec \(PCNQ\)](#) [Quebec digital cultural plan], bringing the total investment to \$125 million over 9 years (2014-2023). Nearly 130 concrete measures have been implemented since 2014.

agency to assign ISNI<sup>1</sup> identifiers (International Standard Name Identifier) to metadata describing individuals and communities who have participated in Quebec works) ([measure 111 of the PCNQ](#)).

**1.3.** Completion of a feasibility study on the design of a statistical indicator of the influence of Quebec's online cultural content ([measure 122 of the PCNQ](#))

**1.4** Support for the technological tool [Où voir ça](#), created by Mediafilm, which allows moviegoers to discover Quebec films as well as foreign films, guide them to the platforms that showcase the films they are looking for, as well as collect statistics on the discovery and consumption of Quebec and foreign films ([measure 118 of the PCNQ](#)).

**1.5** Creation of common description standards for each cultural sector. An initial standard has been adopted in the music sector through support for the [MetaMusic](#) initiative, which is a guide to assist rights holders in the music value chain in indexing their content using metadata.

**1.6** Development of a metadata management framework for Télé-Québec's [La Fabrique culturelle](#) in order to promote the discoverability of its content ([Measure 126 of the PCNQ](#)).

**1.7** Implementation of conditions allowing for the analysis and use of usage data from ticketing systems by the *Grand Théâtre* and its partners ([Measure 114 of the PCNQ](#)), as well

ensure that Francophone documentary heritage is available online, the main institutions responsible for preserving and disseminating it have agreed to work together, with support from the International Organization of La Francophonie.

**3.2** Ensure that digital cultural development is included as a priority theme when launching calls for multi-jurisdictional cooperation projects ([measure 76 of the PCNQ](#)).

the purpose of creation, production, dissemination and influence.

**1.3** Creation of the *Hub numérique de l'Estrie* with the objective of developing toolboxes for organizational transformation and digital communication, developing case studies, accompanying, supporting and training Estrie cultural workers and perpetuating the developed expertise ([measure 124 of the PCNQ](#)).

**2.1** Launch [MLab Creaform](#), a lab for digital creation and experimentation, aimed at the appropriation of digital technologies and cultures, as well as museum innovation regarding the collections and exhibits of the Musée de la Civilisation du Québec (MCQ) and Quebec heritage, and create a digital hub on appropriating digital cultures for MCQ employees.

**2.2** Establishment of the LAB collective incubator for Quebec digital cultural mediation at the Musée des beaux-arts de Montréal in order to encourage collaborative pedagogy, transdisciplinarity, co-creation, multiple points of view on works and visitor autonomy and to sensitize the technology sector to the stakes of Quebec cultural institutions and collaborate on innovative solutions ([measure 115 of the PCNQ](#)).

**2.3** Launch [La Serre](#) at BAnQ. La Serre offers the general public (across Quebec through webinars) a series of workshops and conferences on themes related to digital literacy. La Serre is for curious adults who would like to learn more about the

<sup>1</sup> ISNI is a unique standardized identifier number used to identify people and organizations internationally and on a long-term basis. It is a gateway between different systems and databases and facilitates the flow of information.

as from the Civilization Museum ([Measure 121 of the PCNQ](#)).

**1.8** Support for a study to better understand the social impact of recommendation algorithms on the curation of francophone music content in Quebec by the INRS ([measure 110 of the PCNQ](#)).

**2.1** Unveiling of a [joint strategy developed by France and Quebec to improve the online discoverability of French-language cultural content](#) and publication of the report by the French and Quebec mission heads on discoverability.

**2.2** Continuation of the program Exploration and digital deployment by the Conseil des arts et des lettres du Québec (CALQ)([measure 62 of the PCNQ](#)) to support Quebec artists and art organizations in their efforts to optimize the discoverability of their digital content, in particular by producing metadata according to the professional standards in force and by exploiting this metadata (open data).

**2.3** Implementation of the program [Ambition numérique](#), as part of the economic recovery plan for the cultural sector in response to Covid-19. This program aims to carry out structuring, collaborative and sustainable initiatives, notably promoting a profound and lasting transformation of business and economic models, as well as the influence of Quebec culture online. Its general objectives are to increase the discoverability of Quebec cultural content and products, as well as their online consumption, and to increase

technologies used in an ever-changing Quebec society.

**2.4** Support for the creation of a new massive data cluster (Synapse C) aimed at developing and pooling expertise in data enhancement for arts and culture in Quebec and Canada and becoming an international reference in the exploitation of this data for the benefit of the cultural ecosystem ([measure 116 of the PCNQ](#)).

revenues related to the exploitation of online cultural content or products.

**2.4** Implementation of the program [Rayonnement numérique](#), as part of the economic recovery plan for the cultural sector in response to Covid-19. This program aims to increase the number of initiatives for the creation, adaptation, dissemination and promotion of online cultural events and content, to stimulate innovation in the approach and formats of dissemination, and to develop the necessary skills for the dissemination of online cultural events and content.

**2.5** Implementation of the [Aide aux initiatives innovantes](#) program by the Société de développement des entreprises culturelles (SODEC) to support strategic technological, digital or business process innovation projects, the implementation of which enables businesses to meet the challenges of new consumer habits and take advantage of the potential of new creation and dissemination tools.

**2.6** Increased accessibility and dissemination of French-language cultural content by enhancing the telequebec.tv website and launching an online Télé-Québec platform ([measure 119 of the PCNQ](#)).

**2.7** Support for [the H264](#) digital distribution company and content aggregator to promote the accessibility of quality independent works on digital platforms.

**2.8** Digitization and dissemination of audiovisual archives by the Cinémathèque québécoise ([measure 112 of the PCNQ](#)).