

## Call for expression of interest for experts

### Reflection Group on the diversity of cultural expressions in the digital environment

**Deadline: 6 October 2023**

#### 1. BACKGROUND

UNESCO is launching a call for experts to create a *Reflection Group on the diversity of cultural expressions in the digital environment (2024-2025)* within the framework of the implementation of the [2005 Convention](#) on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter "the 2005 Convention").

The creation of this Reflection Group stems from a request made in June 2023 by the Conference of the Parties to the 2005 Convention at its ninth session, which recognized the urgency and need to conduct an in-depth reflection on the implementation of the Convention in the digital environment ([Resolutions 9.CP 11 and 9.CP 14](#)).

To this end, the Conference of the Parties has identified the following themes for discussion by the Reflection Group:

- the promotion of linguistic diversity of cultural content;
- the discoverability of national and local cultural content on digital platforms;
- the importance of greater and meaningful transparency on digital platforms regarding cultural issues, notably artistic freedom;
- the impact of artificial intelligence on the cultural and creative industries.

The Reflection Group's mandate is to exchange shared knowledge and experience regarding the implementation of the 2005 Convention in the digital environment and to formulate recommendations, which will be presented to the Intergovernmental Committee at its eighteenth session in February 2025 and then transmitted to the tenth session of the Conference of Parties in June 2025. To this end, **UNESCO will organize two meetings of the Reflection Group (in May and September 2024, dates and venues to be confirmed).**

The 2005 Convention provides a framework for governments to take policy action to protect, strengthen and promote their cultural and creative industries, including in the digital environment. Since 2013, the Parties have repeatedly expressed their concerns regarding the implementation of the Convention in the digital environment. In 2017, [Guidelines](#) on the subject were approved and an [open roadmap](#) was adopted in 2019 to provide frameworks for implementing the Convention in the digital environment. From 2020, the COVID-19 pandemic has amplified the opportunities offered by digital technologies as well as the challenges faced in designing and revising policies for the cultural and creative industries. Today, artificial intelligence, platform regulation and the discoverability of online cultural content, among

others, are calling into question the fundamental aspects of the value chain within the cultural and creative industries and are having an impact on international exchanges of digital cultural goods and services and the mobility of artists, even while strategies are being mapped out to leverage their benefits.

## **2. WHO CAN APPLY?**

Candidates may be:

- independent experts and/or academic researchers specialized in the following fields related to the digital environment: cultural policies, cultural and creative industries, artistic freedom, intellectual property, multilingualism and linguistic diversity;
- cultural operators and managers of cultural institutions in digital cultural sectors such as music, audiovisual, publishing, performing arts, fashion and design.

This call concerns individuals and is not addressed to research entities/ centers/institutions or others.

In line with UNESCO's priorities, applications from female candidates are strongly encouraged.

Interested candidates are invited to complete the form, in English or French, according to their language of preference.

### **(i) Education**

Candidates must hold a university degree (minimum Master's) in culture, social sciences, economics, international development, law or a related field. A degree or specialization in cultural policies or digital technologies is an asset.

### **(ii) Experience**

Professionals with at least 10 years of experience in fields related to the cultural and creative industries, cultural policies and/or the application of new technologies to the cultural sectors are encouraged to apply.

The 10 years of experience should include the following:

- excellent knowledge of UNESCO's standard-setting instruments in the cultural sector, in particular the 2005 Convention and the 1980 Recommendation on the Status of the Artist, as well as the 2021 Recommendation on the Ethics of Artificial Intelligence;
- very good knowledge of policies relating to the cultural and creative industries in the digital environment, including in developing countries and on gender issues.

### **(iii) Languages**

Candidates must demonstrate excellent oral and written English and/or French language skills.

(iv) **Specific selection criteria**

Particular attention will be paid to candidates with expertise in the various themes of the Reflection Group as mandated by the Conference of the Parties, in particular:

- the promotion of linguistic diversity of cultural content,
- the discoverability of national and local cultural content on digital platforms,
- the importance of greater and meaningful transparency on digital platforms regarding cultural issues, notably artistic freedom,
- the impact of artificial intelligence on the cultural and creative industries such as publishing, audiovisual and music.

### **3. DETAILS OF THE APPLICATION AND SELECTION PROCESS**

In order for applications to be considered, candidates must complete the online application form, in English ([application form](#)) or in French ([formulaire de candidature](#)), and then send an up-to-date CV by email to [convention2005.call@unesco.org](mailto:convention2005.call@unesco.org) no later than **October 6, 2023** (Midnight, Paris time, France). Please note that incomplete applications will not be considered.

A maximum of 18 experts will be selected. Selection criteria will consider relevant professional experience, as well as the diversity of experts with regard to profile and expertise. Particular attention will be paid to gender equality and geographical representation in the selection of experts.

Selected candidates will be informed by e-mail and will be invited to attend two meetings (May and September 2024, dates and venues to be confirmed).

In addition to the two above-mentioned meetings, the Reflection Group will be called upon to support the work leading up to and following on from the two meetings, in particular by researching and drafting notes on the themes of the reflection as identified by the Conference of the Parties. Furthermore, Reflection Group members will take part in an introductory online workshop (date to be confirmed).

Selected candidates' profiles will be included in a publicly accessible UNESCO online database of experts. Candidates are hereby informed that by applying to this call, they agree to the aforementioned information being made public.

Selected candidates are informed that membership in this Reflection Group does not imply the right to obtain a contract with UNESCO.

If you have any questions concerning this call, please do not hesitate to contact UNESCO directly by e-mail: [convention2005.call@unesco.org](mailto:convention2005.call@unesco.org).