Culture Working Group

Issue Note

Contents

I. PRESENTATION

Culture, in all its forms, is a powerful force that crosses borders, unites nations, and shapes the course of mankind, its memory, history and identity. In the most diverse socio-cultural contexts, tolerance and respect for cultural differences are essential values for the construction of understandings and the resolution of conflicts. Culture, from the perspective of valuing cultural diversity, enables people to rethink their points of view and their value systems, fostering understanding, dialogue and tolerance between nations. At the same time, it serves as a source of development, nurturing innovation, creativity, and social cohesion. It shapes identities and provides a sense of belonging, promoting individual and collective well-being. As societies invest in cultural preservation, education, and the creative economy, they unlock immense potential for sustainable development, social empowerment, and poverty reduction.

While the field of Culture is still recovering from the devastating effects of the Covid-19 pandemic, which has led to huge losses in terms of jobs and income in the sector, countries are urged to turn to old and new challenges: conflicts in different parts of the world, attacks on democracy and cultural diversity, as well as the impacts of technological advances on social and economic relations.

Since 2020, and in an institutionalized manner from 2021, the G20 countries have sought to insert and strengthen the field of culture within the scope of their international relations, aware of its transformative potential for ensuring a sustainable and socially inclusive development that articulates respect and cooperation between peoples. Progress made since the presidency of Saudi Arabia in 2020, including the First G20 Culture Ministerial Meeting in Rome in 2021, and progress in institutionalizing work in the presidencies of Indonesia and India point to a consensus around the need for culture to play a central role in countries' development strategies.

In Varanasi, India, during the 2023 Ministers of Culture meeting, the CWG Terms of Reference were approved and they point to the need of building structured dialogues between member countries, seeking to reduce North-South disparities and reaffirm the inclusive value of culture.

With the recognition of culture as a global public good at the UNESCO World Conference on Cultural Policies and Sustainable Development (MONDIACULT) in 2022, the international community now has an important principle to position culture as a

structuring element for sustainable development in the discussions of the Post-2030 Agenda.

The Government of Brazil defined "Building a Just World and a Sustainable Planet" as the main motto of its G20 presidency in 2024. The themes of the CWG/G20 are aligned with this perspective, by seeking, through culture, to safeguard and promote a world where different forms of culture flourish and coexist, contributing to justice (social, economic, environmental) and sustainability.

Throughout Brazil's G20 presidency, we expect the discussions and actions of the Culture Working Group to focus on harnessing the transformative potential of culture in society, its impact on the economy and on sustainable and inclusive development, as well as on promoting a culture of peace and harmony among peoples. By putting culture at the center of our efforts, we can create a legacy of peace, prosperity, and cultural enrichment for future generations in our countries.

II.   PRIORITY TOPICS

Under Brazil's G20 presidency, the 4 priority areas of discussion for the Culture Working Group (CWG) will be:
1)   Cultural diversity and social inclusion;
2)   Culture, digital environment and copyright;
3)   Creative economy and sustainable economic development;
4)   Preservation, safeguarding and promotion of cultural heritage and memory.

II.a   CULTURAL DIVERSITY AND SOCIAL INCLUSION

Culture is intrinsically linked to the exercise of citizenship and democracy as it guarantees the representativeness of the different identity expressions of a society. At a time of spreading hatred and intolerance, it is essential to defend and invest in diversity, because today societies are multi-ethnic, multi-religious, multi-epistemological and multicultural, which should be seen as a form of richness and never as a threat. It is necessary that communities have their identities and cultures respected, and that intercultural dialogue be a strategy for peace.

Valuing diversity, the interaction between different social groups and broad social participation in the construction of cultural policies are elements that should guide international efforts to achieve the Sustainable Development Goals – SDGs of the 2030 Agenda.

A priority debate refers to the preservation of memory and the recognition of the knowledge of indigenous peoples, of the Afro-descendant population and of traditional communities, as well as women, people with disabilities, the LGBTQIA+ community, children, youth, the elderly and other vulnerable and deprived of freedom groups that have been historically marginalized and underrepresented in the construction of collective memory, thus perpetuating inequalities and injustices, and denying the contribution of these groups to national and regional cultures. The expansion of cultural citizenship aims to ensure the participation of society as a whole in cultural policies, valuing its protagonism, its knowledge and practices, artistic production, narratives and the offer of cultural goods and services.

Another fundamental topic of debate is the economic and technological barriers that interfere with the access of less privileged communities to the means of preservation and production and to the enjoyment of cultural content (face-to-face and digital), further deepening the differences between center and periphery, developed and developing countries. The rapid growth of new technologies, anchored in algorithms programmed in a single central language, represents a challenge for the search, production and cultural enjoyment in other languages. Even the Portuguese language, the most spoken in the Southern Hemisphere, faces challenges of access and insertion in platforms and technologies. Therefore, it is necessary to adopt mechanisms that favor the presence of national and local cultural content on digital platforms, with greater transparency in relation to copyright, artistic freedom and the impact of artificial intelligence on the cultural and creative industries.

The search for a more inclusive and diverse culture requires improvements from countries, with equal opportunities, fighting racism and prejudice, and valuing plural cultural expressions. Overcoming situations of disrespect for human rights and the full exercise of citizenship involves the promotion and guarantee of cultural rights: being able to express oneself in one's own language, receiving medical care that respects cultural codes and customs, having the right to access the means of producing culture and to political representation, among other aspects related free cultural expression and the ability of individuals and collectives to fully participate in community life.

Proposal for discussion:

1. What initiatives of the G20 countries can expand access to cultural rights and the exercise of citizenship, respect for cultural and linguistic diversity, and promote a culture of peace for vulnerable populations?

2. How to expand the vital interaction between culture and nature, positioning cultural diversity as one of the bases for environmental sustainability and the preservation of biodiversity on the planet?

Expected Results and Key Deliverables:

1) Develop a catalog of existing festivals, exchange programs, artistic-cultural residencies, training activities and scholarships in the G20 countries, in order to promote the popular and traditional cultures of the member countries and expand the promotion of dialogue and intercultural exchange.

2) Strengthen the representation of the various segments of society in the creation and implementation of cultural policies, and adopt inclusive and affirmative measures to ensure that all forms of cultural expression are respected, safeguarded and have space to develop, regardless of ethnic origin, gender, age or any other personal characteristic.

3) Sign a G20 document that recognizes and promotes sustainable cultural knowledge, practices and technologies, and the collective rights of indigenous peoples, Afro-descendant peoples and other traditional communities, which are responsible for the preservation of about 80% of the world's ecosystems and biomes, in order to contribute to conscious consumption and minimize the negative impacts of climate change and environmental pollution.

4) Sign a document with G20 guidelines and proposals for valuing ethnic, linguistic and cultural diversity, favoring multilingualism, including on virtual platforms, as a way to expand intercultural dialogue and peacebuilding.

II.b CULTURE, DIGITAL ENVIRONMENT AND COPYRIGHT

Copyright plays a key role in the area of culture, especially in the context of digital technologies. The development of the internet and of digital platforms has allowed cultural creations to reach a global audience, expanding the reach and visibility of artists. The migration of the analog format of music and audiovisual works on LPs, CDs and DVDs to the digital environment has led to a disruption in the compensation of copyrights, with artists receiving modest values for their works while digital platforms reach record turnover values.

The exponential growth in revenue of the music industry exemplifies this trend: the gains of the music industry are at their historical peak and grow every year. Worldwide, the music industry earned around USD 26.2 billion in 2022, according to the IFPI (International Federation of the Phonographic Industry). This increase in revenue is due to the increase in demand for access to streaming services. However, in the way contracts are currently signed (basically an adhesion term), musicians and performers receive nothing from the platforms and composers receive very little.

This disparity is reinforced by the absence of an updated legislation capable of regulating the contemporary digital environment. Legislation and international agreements dealing with copyright in the digital environment were drafted for the digital scenario of the 1990s, which is highly inconsistent with the current scenario. Such outdating ends up allowing large companies to interpret and "regulate" existing rules unilaterally. In an attempt to equalize forces in this debate, it is essential to discuss the issue at the international level, so that a consensus can be reached in the search for an international mechanism that brings legal certainty and predictability to artists and content creators regarding fair and balanced remuneration in the digital environment.

In addition, it is important to value technological neutrality so that copyright rules can be applied regardless of technological progress, as well as enable vulnerable parties in this business relation, that is, so that authors, artists and producers are able to negotiate, under better conditions, fair remuneration from the platforms. Facing this debate means recognizing that the cultural sector deserves fair remuneration for copyright in a digital environment.

It is important to highlight that this is not a matter of creating new rights, but rather of applying existing ones also in the digital environment. In addition to the issue of copyright payment, there is also a recurring criticism from musicians about the non-availability of technical information about the albums on streaming platforms, which denotes a lack of transparency. This also represents an obstacle to fair remuneration because it makes it difficult to identify everyone involved in the music production chain.

Still regarding the digital environment, it is important to highlight the phenomenon of artificial intelligence, which has the potential to expand borders, create new languages and forms of expression, as well as deepen inequalities.

To train an artificial intelligence (AI) system companies use, without authorization, a multitude of copyrighted works, whose authors are not paid for the use of their creations. These artificial intelligence systems are subsequently marketed by the companies, which

make huge profits while the creators and artists whose works fueled the AI systems receive no compensation at all. This is a scenario of serious injustice, which can lead to a decrease in national cultural productions and contribute to the extinction of artistic and creative works since, in the long run, "human creators and authors" may have no incentives to produce their works.

Therefore, it is essential that authors, including performers, musicians, illustrators, among others, are somehow compensated for the use that companies holding AI systems make of their creations. For this to be possible, it is important, first, to increase transparency about the works and content being used on a large scale by AI systems.

In addition, the discussion on artificial intelligence must also acknowledge personality rights, which in some cases are being granted through contracts that have no validity in many countries. Studios can "acquire" the voice and image rights of an actor once, for example, and utilize them digitally by making use of technologies such as Deep Fake, without needing the actor "in the flesh", since their digital image can be used in future productions.

It is necessary that image rights, not only of actors and artists, but of all people, be tutored in the field of Artificial Intelligence. In general, it is not acceptable to sell the right to one's own image and voice, and even when these rights are licensed to a production, this needs to be done in an informed manner, for a fixed period of time, non-exclusively and for fair remuneration.

Finally, the contents generated by AI systems also need to be discussed. These contents are not protected by copyright as they lack the human component of creation. Thus, it is necessary that parameters are also established for this scenario, including economic ones, on the use of texts, images and music produced by Artificial Intelligence.

Another relevant theme to be considered is the protection of traditional cultural expressions and traditional knowledge of indigenous peoples, Afro-descendant and local traditional communities, and their interface with environmental sustainability. The values and worldview of these peoples and communities are intrinsically related to the preservation of the environment, materializing in agricultural practices, medicinal knowledge, diets, techniques for building housing appropriate to specific climatic conditions, among other technologies and traditions that contribute to the preservation of forests, natural resources and biodiversity.

The protection of ancestral knowledge, which is linked to the cultural and artistic creations of native peoples, has therefore positive impacts on the environment, on a local,

national and global scale, establishing a dialogue with some of the priority themes under discussion at the G20 such as climate change and sustainable development.

Proposal for discussion:

1. How have countries regulated the market for streaming platforms and cultural content licensing services to ensure fair and equitable remuneration for artists and culture makers in the digital environment?

2. Discussion of local and global governance strategies on Artificial Intelligence and its impact on cultural production, especially regarding the transparency and compensation of authors, the protection of personality rights and the legal regime of content generated by artificial intelligence.

3. Discussion of strategies and exchange of experiences on the protection of traditional knowledge and traditional cultural expressions in their relationship with environmental sustainability to advance discussions in international contexts.

4. Discussion of local and global governance strategies on Artificial Intelligence and its impact on cultural production, especially regarding transparency (disclosure) and the compensation of authors, the protection of personality rights and the legal regime of contents generated by Artificial Intelligence.

Expected Results and Key Deliverables:

1) Releasing a G20 document on the right to equitable remuneration in the digital environment to guide the topic in the relevant international fora, and seeking consensus on an international understanding capable of ensuring fair and equitable compensation for authors, artists and other holders of copyright and related rights in the digital environment;

2) Releasing a document with the G20's position on the right to equitable remuneration, transparency (disclosure) and protection of personality rights in the use of Artificial Intelligence tools to guide the theme in relevant international fora; and seek consensus on international understanding to ensure fair and equitable compensation for authors, artists and other holders of copyright and related rights whose works are used in Artificial Intelligence tools;

3) Launching a document with the stance of the G20 on traditional knowledge and traditional cultural expressions in their relationship with environmental sustainability to boost this discussion in international fora.

II.c CREATIVE ECONOMY AND SUSTAINABLE ECONOMIC DEVELOPMENT

Culture was recognized as a catalyst for economic growth and sustainable development during the UNESCO World Conference on Cultural Policies and Sustainable Development (MONDIACULT) in 2022. At the same conference, it was defined as a global public good, with an essential role in human development, as a source of identity, innovation and creativity for all. This definition places culture as a central element of the sustainable and inclusive development strategy.

The economic dimension of culture is related to its potential to contribute to sustainable local development through the promotion of the creation, production and movement of creative goods and services and the generation of employment and income, which is reflected in a significant portion of the Gross Domestic Product (GDP) of countries.

At the same time, the production chain of culture in several countries still faces numerous challenges, which, although already existing before the Covid-19 pandemic, were deepened by it, such as the high level of informality. The health crisis negatively impacted the sector and required States to respond quickly and effectively to meet the needs of this important economic area.

In the discussion of the economic impacts of the cultural sector, it is also important to recognize the importance of producing data and indicators. Data and evidence should play a central role in the decision-making of government spheres and in the evaluation of policies, constituting instruments for transparency, social control, efficiency and effectiveness of public policies.

From the perspective of the global culture market, the access to and circulation of cultural goods among the G20 economies must also be discussed. Currently, there is a tendency to deepen the concentration of production and distribution in some countries, to the detriment of national productions. Thus, in the context of maturing the relationship between culture and economic development, it is necessary to strengthen cultural exchanges and ensure a more equitable relationship in the sharing of cultural goods and services.

Proposal for discussion:

1.   How have countries been addressing culture under sustainable economic development policies and how important is it to measure the impact of culture on economic activity while doing so?

2.   What are the models of financing for culture practiced in G20 countries; to what extent does the State act in this promotion and what is the possibility of creating a mechanism to promote culture within the G20?

3.   How can G20 countries develop specific public policies for culture professionals in terms of regulation of labor and social security rights, certification and technical training?

4.   How to reduce asymmetries in the scope of cultural exports and imports between G20 countries, expanding cultural and economic exchanges between member countries?

Expected Results and Key Deliverables:

Setting an agenda so that by the year 2030 it is possible to:

1)   Establish a common database that allows information crossing related to the cultural indicators of the countries of the bloc, aiming at subsidizing discussions for implementation of a multilateral promotion mechanism that enhances artistic and cultural exchange and trade in cultural and creative goods and services, considering the specific national peculiarities and contexts of countries;

2)   Create a permanent forum to study and discuss the regulation of professions related to culture and the creative economy, in order to seek points of convergence with a view to establishing legal frameworks that facilitate the movement of professionals in the cultural production chain;

3)   Produce a detailed diagnosis of cultural imports and exports among G20 countries, with discussion of concrete proposals for expanding cultural-economic exchanges in a fairer and more equitable perspective.

II.d PRESERVATION, SAFEGUARDING AND PROMOTION OF CULTURAL HERITAGE AND MEMORY

The preservation, safeguarding and promotion of cultural heritage and memories are themes of great importance to countries, as they represent the historical, social and cultural heritage of a nation. Cultural heritage covers both material goods, such as monuments, works of art, archaeological sites, bibliographic and documentary collections, and immaterial goods, such as forms of expression, knowledge, celebrations, oral traditions, ritual practices and musical expressions. Both dimensions play a crucial role in building a people's identity and transmitting knowledge and values across generations.

In the field of the production and preservation of memory, the recognition of the diversity and plurality of communities and their subjects is a key part for the development and consolidation of mechanisms and tools of participation, which are the basis of the social transformation necessary to guarantee a more just and egalitarian society.

The appreciation of material and immaterial culture, which involves cultural heritage and memories, is essential for the preservation of cultural diversity and for the strengthening of local identities. The safeguarding of knowledge and practices contributes to the sustainable development of communities and to the strengthening of traditional and original knowledge that is based on a sense of coexistence and preservation of nature. In the discussion of cultural heritage, the concept of "living heritage" demonstrates that heritage goes beyond the mere preservation of cultural objects or practices, recognizing culture as dynamic and in constant transformation. Living heritage deals with the importance of the continuity, the transformation and the intergenerational transmission of cultural expressions, encompassing not only ancestral traditions, but also contemporary forms of cultural expression that develop in communities.

The preservation of memory becomes even more urgent in the case of collections and typologies of assets at risk, and ancestral knowledge or cultural practices in danger of extinction. The adoption of common strategies for the creation of reliable digital repositories and the exchange of technologies between countries is essential to reduce unequal access to digital preservation media and expand the supply of public information, in line with Sustainable Development Goal (SDG) 16 of the United Nations 2030 Agenda, which imposes the mission of "ensuring public access to information and protecting fundamental freedoms, in accordance with national legislation and international agreements".

The preservation and safeguarding of cultural heritage, with the help of new technologies, raises questions about more efficient and sustainable models and solutions for the structuring of digital repositories, about reducing inequalities in the access to digital resources and the promotion of public policies aimed at the diversity of expressions in the plural world. The sharing of good practices and the development of international standards for data processing are fundamental demands for the discussion of the subject.

Another theme related to the preservation, safeguarding and valorization of heritage concerns the restitution of works of art and cultural goods. Restitution is not only a matter of historical justice, but also of allowing communities and local holders to have access to their own cultural assets, enabling their free enjoyment, celebration and revitalization of their traditions, often linked to the practices of preservation and development of mechanisms of social interaction within the communities. In this sense, an open and collaborative dialogue between nations in which these cultural goods are found and those in which the communities of origin of these assets are located is necessary. It is important to consider the establishment of information processes, heritage and museum education, dialogues, mutual agreements, partnerships and campaigns to raise awareness of art markets and the public opinion, in order to respect the broad right of access of communities to their cultural heritage.

Also included in this context is the issue of illicit trafficking of cultural goods, which constitutes a threat to the cultural heritage and the right to memory of several nations around the world. The removal of artifacts from their original locations and the illicit trafficking of these goods are linked to the financing of criminal activities, such as drug trafficking, terrorism and organized crime. In addition, the illicit trafficking of cultural goods deprives communities and countries of their cultural heritages, prevents the study and proper preservation of these objects, causing damage to the cultural identity and collective history of a nation.

Preventing and combating illicit trafficking in cultural goods requires international cooperation and the implementation of effective measures, such as training border control agents, improving routines for verifying the origin of cultural goods, raising awareness of art markets, museum managers and the public opinion in general. At the same time, strengthening work with international institutions such as UNESCO, Interpol and ICOM allows synergy and exchanges of information to strengthen the fight against the trafficking of cultural goods.

At the museum and collection level, the adoption of a decolonial perspective can favor both the development of more balanced exhibition designs, which value the contributions

of indigenous, Afro-Diasporic and native populations, and the repression of trafficking of cultural goods by highlighting the heritage of these communities hitherto silenced. The implementation of the UNESCO Recommendation on Museums and Collections (2015) and the development of Red Lists recommended by the International Council of Museums (ICOM) can raise awareness about the illicit trafficking of cultural goods and provide clear guidance about the objects that are frequent targets of this illegal trade. A discussion on the concept, application and use of participatory inventories can contribute to air the debate on the subject and improve policies to prevent, control and repress the trafficking of cultural goods.

Proposal for discussion:

1. What public policies and actions of preservation, monitoring and economic and social development are the G20 countries carrying out to ensure the adequate protection of the heritage, memory and cultural diversity produced by the communities owners of the cultural assets, especially those of indigenous peoples or traditional communities?

2. How can the G20 countries cooperate in the exchange of information and communication technologies, in carrying out inventories, in the creation of digital repositories and cyber protection mechanisms and tools for their digital collection preservation programs, considering in particular the fight against the illicit trafficking of cultural goods?

3. How can the G20 countries stimulate exchanges, technical cooperation and partnerships, including governments and the private initiative, for the benefit of preserving and safeguarding cultural heritage, expanding and democratizing access to information on these cultural goods and enabling the training of commercial agents, public agents and cultural managers to allow higher standards of verification of the origin of works of art and cultural goods?

4. Considering the right to memory and the relevance of cultural property to the social practice of traditional communities and indigenous peoples, including with regard to the sustainable development of communities, what are the legal and administrative mechanisms developed by the States to allow the repatriation and return of cultural property?

Expected Results and Key Deliverables:

1) Develop a booklet of policies and legislation on heritage, with good practices, technological tools, and innovative strategies for the protection, monitoring, preservation and safeguarding of cultural heritage, focusing on sustainability and the strengthening of mechanisms to guarantee social justice, establishing common guidelines and cooperation strategies, which may include forms of preservation and monitoring of cultural assets, mapping and the inventory of collections, and knowledge and practices at risk and that can be preserved in digital media for access by future generations, with due consent and ethical respect to the holders of the knowledge and practices.

2) Strengthen exchanges on ways of establishing and improving social participation in the preservation and safeguarding of cultural heritage, knowledge and practices related to environmental preservation and sustainable development, in preventing and combating the illicit trafficking of cultural goods, as well as developing international cooperation mechanisms that strengthen national actions to combat the destruction and pillage of cultural heritage.

3) Promote exchanges on ways of establishing and improving social participation in the preservation and safeguarding of cultural heritage, including knowledge and practices related to environmental preservation and sustainable development, and promote exchanges on preventing and combating the illicit trafficking of cultural goods.

By focusing discussions on culture in the 4 topics above, the countries gathered in the G20 Culture Working Group will be able to deepen their understanding of the challenges and possibilities of culture in a constantly changing world. The panels were designed to provide countries with the means to improve their public policies and national actions without neglecting the role of international cooperation in strengthening domestic instances. The CWG discussions are expected to foster new degrees of understanding and partnerships between countries, pushing forward principles such as the promotion of peace, sustainable and inclusive development, dialogue and common understanding for the benefit of all.