

**The Convention on the Protection and Promotion of the Diversity of Cultural Expressions ten years after:
national and international perspectives**

International Conference
Laval University, Quebec City, 28-30 May 2015

Thursday, May 28, 2015	
1:00 – 1:30PM	<p>Word of welcome</p> <p><i>Christine Saint-Pierre</i>, Quebec Minister of International Relations and La Francophonie</p>
1:30 – 2:15PM	<p>Opening address</p> <p><i>Ivan Bernier</i>, former associate professor at the Faculty of Law, Laval University –The Convention from yesterday to today <i>Mani Soleymanlou</i>, author and actor – A creator’s perspective</p> <p>Introduction by <i>Eugénie Brouillet</i>, Dean of the Faculty of Law, Laval University (TBC)</p>
2:15 – 3:00PM	<p>The Convention: the perspective of the civil society</p> <ul style="list-style-type: none"> • <i>Solange Drouin</i>, Vice-President of Public Affairs and Executive Director of ADISQ and Co-Chair of the Coalition for Cultural Diversity • <i>Catherine Mitchell</i>, Association of Canadian Publishers and Co-Chair of the Coalition • <i>Beat Santschi</i>, President of the Swiss Coalition for Cultural Diversity and Vice-President of the European Coalitions for Cultural Diversity (CEDC)
3:00 – 3:15PM	Pause
3:15 – 5:15PM	<p>Panel 1 – Linkages between the Convention and trade agreements</p> <p>Moderator: <i>Martin Tétu</i> (UQAM, Canada)</p> <ul style="list-style-type: none"> • WTO and its dispute settlement body: of the need to establish case-law in the cultural sector? <i>Gilbert Gagné</i>, Professor, Politics and International studies, Bishop’s University • Insights from the next generation of researchers: <i>Ivana Otasevic</i> (Laval University, Canada) • International perspective: Culture-trade issue in the digital era, <i>Lilian Hanania</i>, Associate Researcher at the IREDIES (Research Institute for International and European Law at Sorbonne Law School, Paris I University) <p>Case study</p> <p>Canada – EU Comprehensive Economic and Trade Agreement : impact of the cultural exemption’s new formulation</p> <ul style="list-style-type: none"> • <i>Steve Verheul</i>, Chief Trade Negotiator, Canada-European Union • <i>Pierre-Marc Johnson</i>, Chief Negotiator for the Government of Quebec • <i>Peter Grant</i>, Associate Professor at University of Toronto, Counsel at McCarthy Tétrault, expert in communication law
6:00 – 8:00PM	<p>Reception at the National Assembly – By invitation</p>

Friday, May 29, 2015	
9:00 – 9:15AM	Welcome and overview of the day
9:15 – 9:45AM	<p>Opening address</p> <p><i>Danielle Cliche</i>, Secretary of the UNESCO Convention on the Protection and the Promotion of the Diversity of Cultural Expressions (via Skype)</p>
9:45 – 11:15AM	<p>Context – Outcome of the cross-Canada conference series</p> <ul style="list-style-type: none"> • <i>Daniel Turp</i> (University of Montreal) – The Convention’s implementation assessment, Montreal, September 2013 • <i>Kim Fontaine-Skronski</i> (UQAM) – The trade/culture linkage in the digital age, Montreal, March 2014 • <i>Anne Robineau</i> (University of Moncton) – Linguistic Territorial Development in New-Brunswick: what role for the arts and culture in the sustainable development of communities?, Moncton, September 2014 • <i>Sharon Jeannotte</i> (University of Ottawa) – The youth’s new cultural practices: challenges, strategies and issues for the creative sector and public policy, Ottawa, October 2014 • <i>Catherine Murray</i> (Simon Fraser University) – Impacts and Implications of the UNESCO Convention Ten Years After and Ten Years Ahead: The View From BC., Vancouver, February 2015
11:15- 11:30AM	Pause
11:30AM – 1:00PM	<p>Panel 2 – Rethinking cultural policies to protect and promote the diversity of cultural expressions</p> <p>Moderator: Koffi Ganyo Agbefe (University of Ghana)</p> <ul style="list-style-type: none"> • Adapting public policies to address the challenge of new cultural practices and of creating in the digital era – <i>Jonathan Roberge</i>, Canada Research Chair in New Digital Environments and Cultural Intermediation, INRS Centre Urbanisation Culture Société • Insights from the next generation of researchers: Mapping policy for Canadian broadcast diversity, past and future, <i>Sylvia Blake</i> (Simon Fraser University, Canada) - Independent production of traditional music, communicate to ensure cultural diversity, <i>Sandra Velasquez</i> (University of Colombia-Manizales) • International perspective: <i>Serhan Ada</i>, professor in cultural management at Bilgi University (Istanbul) – <i>Jean-Pierre Saez</i>, Director of the Observatory of Cultural Policies (Grenoble, France) – video messages <p>Commentator: <i>Henri Benkoski</i>, General Coordinator of the Cultural Diversity Unit of the Wallonie-Brussels Federation</p> <p>Case study Adapting Quebec’s support programs to cultural industries to the digital era <i>Monique Simard</i>, President and CEO, SODEC</p>
1:00 – 2:15PM	Luncheon with <i>Manon Barbeau</i> , Founder and Director of Wapikoni mobile

Friday, May 29, 2015 (continuation)

2:15 – 3:45PM

Panel 3 – Culture as a lever for developing and strengthening societies

Moderator: *Antoine Guibert*, Expert on the implementation of the new Agenda 21 for Culture for United Cities and Local Governments (UCLG)

- World heritage and the diversity of cultural expressions, means of development
Christina Cameron, Professor and Canada Research Chair on Built Heritage, School of Architecture, University of Montréal, President of the Canadian Commission for UNESCO
- Insights from the next generation of researchers: Cultural mediation in contemporary art centres: the center point of a reflection on their place in the community, *Marie-Gabrielle Desbiens-Dufour* (University of Chicoutimi, Canada) - The initiatic dance Kiebe-Kiebe: protection and promotion in the framework of sustainable tourism. Challenges for cultural policies in the Congo -*Ulrich Kévin Kianguébeni* (University of Marien Ngouabi, Democratic Republic of the Congo)
- International perspective : Measurement indicators of the contribution of culture to sustainable development, *Jordi Balta*, international consultant, manager of cultural projects and international affairs (Spain)

Case study

Agenda 21 for culture, *Antoine Guibert*

Rond-Point Initiative of the Association of Song and Music Professionals (ACPM,) *Nathalie Bernardin* (Ontario, Ottawa)

3:45 – 4:00PM

Pause

4:00 – 5:30PM

The State Party perspective

- *Nathalie Théberge*, Director General, Copyright and International Trade at Canadian Heritage
- *Éric Thérooux*, Assistant Deputy Minister, Quebec Ministry of International Relations and La Francophonie
- *Kevin Finnerty*, Assistant Deputy Minister, Ontario Ministry of Tourism, Culture and Sport

Open discussion with participants

Saturday, May 30, 2015	
9:00-9:15	<p>Welcome and overview of the day</p> <p><i>Jean Charest, former Quebec Premier (video)</i></p>
9:15 – 10:30	<p>The Convention confronted with its new challenges: perspective from the next generation</p> <ul style="list-style-type: none"> • Internet broadcasting as a new issue for cultural diversity: the case of Quebec cinema in social media, <i>Martin Tétu</i> (UQAM, Montreal) • Oral tradition, youth and diversity: which policies for emerging sectors of cultural expressions?, <i>Marius Binyou-bi-Homb</i> (Univeristy Dshang, Cameroon) • Cultural policies in black Africa faced with the issue of protecting and promoting the diversity of cultural expressions: a missed opportunity? A cross-analysis between the situation in Ghana and Togo, <i>Koffi Ganyo Agbefle</i> (University of Ghana) • Addressing the challenge of promoting the UNESCO Convention's notions of the diversity of cultural expressions: educating youth through the UNESCO Diversity Kit - <i>Gemma Carbo Ribugent</i> (University of Girona, Spain) and <i>Beatriz Barreiro Carril</i> (Université Rey Juan Carlos Madrid) <p>Open discussion with participants</p>
10:30 – 10:45	Pause
10:45AM – 12:45PM	<p>Perspective from the key actors of the Convention</p> <p>The « Ex-Club » moderated by TV host Simon Durivage</p> <ul style="list-style-type: none"> - Louise Beaudoin - Sheila Copps - Liza Frulla - Katerina Stenou - Jim McKee - Pierre Curzi - Robert Pilon
12:45 – 1:00PM	<p>Closing remarks</p> <p><i>Line Beauchamp</i>, Representative of the Government of Québec, Permanent Delegation of Canada to UNESCO</p>
1:00 – 2:00PM	Cocktail buffet –Synthesis by Véronique Guèvremont and Diane Saint-Pierre

WE THANK OUR PARTNERS



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** Accreditation from the Quebec Bar Association Pending.*