

**Nina Obuljen & Joost Smiers (eds.)  
UNESCO's Convention on the  
Protection and the Promotion of  
the Diversity of Cultural  
Expressions: Making it Work**

On 20 October 2005, the General Conference of UNESCO adopted the *Convention on the Protection and the Promotion of the Diversity of Cultural Expressions*. It is designed to give states the possibility to take those measures they deem necessary for the protection and the promotion of the flourishing of the diversity of artistic expressions.

This international legally binding instrument cannot remove all threats to cultural diversity; the future will bring new challenges, both in the old media and the new digital world. Therefore, one will see described in the different chapters some of the huge pitfalls that lie ahead. However, the Convention and the struggle for cultural diversity – on the theoretical level and in daily practice – are extraordinarily valuable for those who do not want to live in a world where state censorship is supplanted by monopoly control of the media and cultural industries.

This book provides the history behind the adoption of the Convention, analyses its legal value and potential impact, and tries to envisage the most appropriate strategies for its effective implementation.

We believe we are at critical crossroads. Down one road lies a flourishing of cultural expressions and more balanced global cultural exchanges. Down the other road lies increasing homogenisation of content and domination of markets by even fewer players. We believe it is make or break time for cultural diversity.



**The book can be ordered at:**

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**Joost Smiers**

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**Nina Obuljen**

From *Our Creative Diversity* to the Convention on Cultural Diversity:

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**Garry Neil**

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**Hélène Ruiz Fabri**

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**Verena Wiedemann**

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Implementing the Convention

**Danielle Cliche**

Monitoring the Convention worldwide

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**Joost Smiers**

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What the Convention means to me