

# Best Practices Forum on Local Content

2014 (Istanbul) - Established with a focus on how to create an enabling environment for the development of local content (part of one of the action lines of the Geneva Plan of Action).

2017 (Geneva) - Collected examples of initiatives that succeeded in stimulating the creation of local cultural assets; goal to inspire policy makers and other stakeholders.

2018 (Paris) - Examined the relationship between local Internet access provision and the development of locally relevant content and services in order to enable a sustainable local content value chain.

2019 (Berlin) - Added preservation and promotion of languages and heritage under conditions in which cultural and linguistic diversity, artefacts and histories are sometimes at risk as a result of political and social shifts and upheavals.

2020 (Katowice) - How to protect, preserve and remunerate creative work and collective wisdom in order to create a sustainable model for the production, distribution and local fruition of local content in the digital age.

# The 2020 focus:

The consultant and co-facilitators proposed that in 2020 the BPF concentrated its work on one key element that emerged from the 2019 outcome report: the need to further explore issues related to the protection, preservation and remuneration of creative work and collective wisdom, from a local content perspective. As such, the BPF will focus on:

**How to protect, preserve and remunerate creative work and collective wisdom in order to create a sustainable model for the production, distribution and local fruition of local content in the digital age. This may involve intellectual ownership rights, communities' intellectual property rights, ownership of national or community identifiers of natural resources, protection of creative works and so on.**

# Issues related to the 2020 focus:

- Successful examples of remuneration of creative work (traditional and innovative ones over the Internet).
- Successful examples of remuneration and protection of traditional/collective wisdom (traditional and innovative ones over the Internet).
- Comparison of various existing models to protect different kind of rights, and the opportunities and challenges they bring when it comes to the development and protection of local content.
- Successful examples of approaches that help local communities develop their creative products/services
- Best practices about the creation of virtuous circles to put in direct relations producers and final users through innovative solutions
- Approaches for protecting against risks of commercial takeover of local/indigenous identifiers of natural/cultural assets (e.g. the cases of “babaçu”, “cupuaçu” and the Japanese food companies).

*This focus does not mean that other topics are no longer pertinent. Please regard the notion of “focus” here as a photographer would: focus is always attached to a depth of field, and in our case this depth does not need to be too narrow.*

# The 2021 proposal

Basically it is suggested that the focus continues around the four thematic tracks of 2020 with an added perspective:

1. Protection, preservation and promotion of local and indigenous languages
2. Protection, preservation and promotion of cultural heritage
3. Protection, preservation and promotion of other forms of local content in the digital age
4. Local content production: issues of sustainability and funding

As a cross-cutting vision, for 2021 it is suggested that special attention is given to developing local content production skills in community networks, as a cross-cutting issue related to the four tracks. “Community networks” here would be understood as broader than just small or remote villages’ wi-fi networks – this could encompass all initiatives of local content production in organized communities to be made available on the Internet. A special attention will be given to the production of local news and of local services at the service of the communities.

# Issues still pertinent:

- Practices demonstrating the benefits and risks of enforcing author (or community) rights on cultural assets.
- State support for creativity in all cultural fields is central (a major export item in developed countries).
- How the UNESCO convention on cultural diversity may positively impact on fair trade of digital cultural goods.
- Various mechanisms of direct or indirect support to local content production: not only State aids and grants, but also other indirect mechanisms such as quotas of local production, private sector supporting local cultural production, stimulus to public service media.
- Cases which illustrate how Internet platforms contribute to the production and circulation of local content to the benefit of local/national cultures.
- Developing local capacities for proper digitization of local content; enabling environment to secure digital assets while minimizing barriers to their broad use.
- Encouraging learning and use of cryptography for protection of sensitive content; creative use of local networks and encrypted tools by communities to protect their content without renouncing to broader communication in a safer way
- Free or affordable use of locally available spectrum to effectively enable community networks and media.
- In this sense, the issue of digital sovereignty raised by the EU and by some European governments applies also to this specific field, where localization of citizens' data related to contents and content itself ought to be considered.

# References

- Mailing list Web address:  
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