



Making copyright work
for African creators
beyond COVID-19

ResiliArt

ResiliArt Debate in partnership with CISAC
September 30, 2020 (14h-15h30, Paris time)
unesco.org/resiliart-debate

Impact of Covid-19 on the copyright ecosystem in Africa

The measures against the spread of Covid-19 such as the closure of hotels, bars, restaurants, nightclubs, cinemas, theaters, cafes, universities, stores, the cancellation or postponement of various cultural events (festivals, concerts, etc.), and the drop in advertising revenues of radio and television broadcasters, have led to a drastic loss in copyright royalties on the African continent. This loss is estimated between 40 to 90%, depending on the country, for 2020 and 2021, and deprives creators of a source of income essential for their survival.

Beyond the creators, millions of jobs in the value chain of cultural and creative industries (CCIs), from production to distribution, face the risk of becoming even more precarious, and even of disappearing altogether. In a continent of 1.3 billion inhabitants, where 65% of the population is less than 25 years old, the measures against the Covid-19 pandemic have had devastating effects on the CCIs which also affect the socio-economic situation of the countries in the region.

In this situation, the existence of the copyright societies, their functioning and their ecosystem, are now being questioned. Deprived of their resources to ensure the payment of staff salaries and to cover their operating expenses, some copyright societies are in a critical situation: risk of bankruptcy, layoff of staff, cessation of operations, etc.

While many economic sectors seem to be resuming their activities and recovering from Covid-19, the cultural sector is struggling in some countries to benefit from this recovery. Royalties are often seen as an obstacle to the recovery and revitalization of other sectors such as hotels, television, tourism. This situation is more paradoxical since, to revive their activities, many operators use artistic works to attract more customers and thus generate more revenue.

In the long term, the biased view of royalties as a hindrance to other economic activities may inadvertently encourage resistance from operators and, in turn, undermine the principle of remuneration of creators, a binding principle in the various legislations of African states. More than anything, it is the investment and efforts made by States and international organizations into legislative reforms and strengthening of the institutional framework of copyright that are challenged today.

This ResiliArt debate, the third of its kind organized in partnership with CISAC is part of the celebration of the African Day of Copyright and Collective Management. It is an appeal to the various stakeholders for the implementation of measures to safeguard and maintain the copyright ecosystem - not only as an essential component of CCIs in Africa, but also in consideration of the transition, to the ongoing digital revolution and possible adaption of the existing frameworks. The digital revolution is accelerating the consumption of cultural goods and services through online platforms, especially during the lockdown period. This has today put the issue of collective management of copyright under the spotlight.

What is ResiliArt?

ResiliArt is a global movement launched by UNESCO and CISAC consisting of **a series of virtual debates with key industry professionals and artists**—both renowned and emerging. ResiliArt raises awareness of the far-reaching impact of the current containment measures on the cultural sector. It aims to support Member States in the development of policies and financial mechanisms that can help individuals and creative communities overcome the crisis.

UNESCO launched the ResiliArt movement to:

- Raise awareness about the impact of COVID-19 on the culture sector and the livelihoods of culture professionals
- Give visibility to artists and creators worldwide – established and emerging – and ensure their voices are heard at the policy level to address existing gaps and needs
- Contribute to decision-making processes of Member States during the development of policies and financial mechanisms aimed at empowering artists

The ResiliArt movement will **stimulate a high-level global discussion on the state of the creative sector, while sharing individual artists' experiences and voices of resilience**. Key issues and concerns emerging from this movement will be shared with UNESCO Member States and city decision-makers through the UNESCO Creative Cities Network to inform their decision-making processes and help them better support the creative sector in times of crisis and post-crisis.

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It will be opened by Mr. Björn Ulvaeus, President of CISAC and Mr. Ernesto Ottone, Assistant Director-General for Culture of UNESCO and closed by H.E. Admiral Elfadil, Commissioner for Social Affairs of the African Union.

Participants

- H.E. Abraão Vicente, Minister of Arts and Creative Industries of Cape Verde
- Mr. Eino John Max, President of the CISAC African Committee (Namibia)
- Ms. Yvonne Chaka Chaka, singer-songwriter and Vice-President of CISAC (South Africa)
- Ms. Kenny Saint Brown, music Author and Composer (Nigeria)
- Mr. Yvan Buravan, singer and RFI Musique winner 2018 (Rwanda)
- Moderator: Ms. Nothando Migogo, Expert in copyright collective management and Culture and Creative Industries

Themes

This ResiliArt debate will be structured around the following key themes:

- The impact of the Covid-19 pandemic on the copyright ecosystem in Africa
- The respect of the copyright and the collections of royalties in the post-Covid-19 economic revival.
- The transition and adaptation of States to the digital environment

All discussions will be anchored in the overarching concept of resilience in the creative sector and will contribute to a better understanding of the challenges facing the recovery of the cultural industries.

- What structural changes should be prioritized to support sustainable cultural ecosystems?
- How does this crisis redefine the role of various players in the cultural sector?
- How can international collaborations be rethought in a context of limited mobility?
- How can international cooperation and solidarity adapt in the face of the trend toward national isolation that has emerged during this period of crisis?
- What interesting and innovative artistic initiatives are emerging and what pitfalls should be avoided?
- What measures should be taken to support the return of cultural professionals, cultural enterprises and independent artists to their work in extremely fragile situations?

Format

The debate will take place from 2pm to 3.30pm (Paris time) on September 30th. After two rounds of questions, the public will have the opportunity to ask questions to the panelists during a Q&A session, by writing questions in the YouTube chat.

The debate will be retransmitted live via UNESCO's YouTube account, allowing an unlimited number of audiences to follow the discussions as well as posting questions using a chat function.

Pour toute question, veuillez contacter l'UNESCO : resiliart@unesco.org

Pour plus d'informations sur la CISAC : communications@cisac.org ou visitez www.cisac.org