



G7 MINISTER'S MEETING ON CULTURE

Naples, 20 September 2024

Ministerial Declaration

Culture, common good of humanity, common responsibility

We, the G7 Culture Ministers, on the occasion of our meeting in Naples on 20 and 21 September 2024, under Italy's 2024 Presidency of the G7, agree to adopt the following declaration:

Protecting and promoting cultural identities

Principles

Recalling the central role of culture for our nations, peoples and communities, in all its aspects, including natural and cultural heritage, tangible and intangible, the arts, creative industries and knowledge systems and for its intrinsic value beyond its social, environmental and economic benefits.

Emphasising that culture embodies the values and core principles that shape our identities, including freedom of expression, democracy and respect for pluralism, it is a powerful resource for civic education, an effective means for social integration and empowerment and an antidote against all forms of violence and extremism.

Recalling that cultural identities are the backbone of our societies and that the safeguarding of the diversity of cultural expressions of nations, peoples and communities promotes mutual understanding, respect for plurality, tolerance and peaceful coexistence in our increasingly interconnected world.

Referring to the United Nations Education, Scientific and Cultural Organisation (UNESCO) Convention for the Safeguarding of the Intangible Cultural Heritage (2003), the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005), and the United Nations Declaration on the Rights of Indigenous Peoples (2007).

Remembering that the recovery and adaptive reuse of historic buildings is a key element for sustainable urban regeneration, activating synergies between tangible and intangible cultural heritage, the cultural identities of local communities and socio-economic and environmental factors, in line with the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage (1972) and the UNESCO Recommendation on the Historic Urban Landscape (2011).

Highlighting that landscapes, shaped by the action and interaction of humankind with nature, enshrine the history, cultural expressions and knowledge of local peoples and communities. They represent the foundation of their identity and are resources for sustainable care and regeneration.

Recognising the pivotal role of artists and culture professionals in protecting, enhancing and regenerating the ever-evolving cultural identities of our communities, and the centrality of cultural institutions, including museums and collections, music venues, theatres, archives, libraries and cinemas as hubs for education, dialogue, cultural exchanges, engagement, social cohesion, sustainable development and for safeguarding and promoting the distinctive elements of our cultural identities.

Emphasising culture's role in turning global challenges into opportunities, anchoring our choices in our fundamental values and driving innovation, technological and non-technological, towards the good of all humankind.

Recalling the importance of safeguarding cultural resources from deliberate destruction or damage, violation of intellectual property rights, including copyright and patents, censorship and limitations to artistic freedom.

Recalling that culture, as a source of knowledge and values, as a facilitator of intercultural and intergenerational dialogue and as a generator of economic activity and jobs, plays a role in building mutually beneficial partnerships with emerging economies and developing nations, in particular with African countries.

Actions

We will endeavour to protect and promote the plurality of cultural identities and cultural expressions, traditions and languages of our nations, people and communities, including Indigenous Peoples. They embody the spirit of our societies and are repositories of knowledge, history, art, science, and philosophy that contribute to human progress. We confirm the need to defend the plurality of cultural expressions against any threats aimed at erasing, distorting or marginalising its value in contemporary society.

We will take an inclusive approach to the protection and promotion of cultural expressions and ensure that the diverse voices of our communities and peoples, particularly the marginalised ones, are sought and involved throughout the policy-making process.

We endeavour to ensure universal access to culture and cultural activities, with a particular focus on young people.

We intend to preserve and regenerate our landscapes and the historic built environment as a common good, engaging people and communities, for the benefit of future generations.

We strongly condemn the destruction and misappropriation of cultural heritage in situations of conflicts and crises. Such acts weaken the foundations of societies' peaceful coexistence, contributing to erasing countries' cultural identities, affecting human rights, including cultural, economic and social rights and depriving the whole of society of irreplaceable sources of meaning, identity, knowledge, resilience and economic benefits.

We firmly condemn Russia's full-scale aggression against Ukraine and the widespread destruction of historic sites and cultural institutions, such as museums, theatres, libraries, archives, churches and other places of worship, threatening Ukrainian cultural identity. We stand united in defending and promoting the resilience and regeneration of Ukrainian culture and cultural heritage, tangible and intangible. We praise the commitments of governments, international organisations and the private sector in supporting Ukraine in its efforts to protect, restore and rebuild its cultural and creative sectors and industries. We are committed to coordinate our programmes and initiatives and galvanise the support of other partners in such endeavours in the framework of the Ukraine Recovery Conference.

We will support and promote the plurality of our cultural identities as a powerful driver for social and economic development and social cohesion, the flourishing of creativity and innovation, jobs creation, and sustainable tourism, enabling every individual to contribute to and benefit from the rich mosaic of human culture.

We will foster and protect freedom of expression, including the freedom of artists and journalists to create and express their views without interference, as well as the plurality, independence and sustainability of the media. To enable culture to flourish within our societies, we will promote respect for dissenting opinions in democratic debate, countering any attempt to censor, marginalise or cancel opinions and cultural expressions.

Recognising the central role of artists and professionals working in the art, culture, media and creative sectors in nurturing the plurality of cultural expressions, we will seek to promote public policies and actions to create a more supportive and sustainable environment for their work, improving their living and working conditions and ensuring their economic, social, and cultural rights.

We endeavour to foster quality education to ensure comprehensive, coherent and sustainable transmission of the knowledge, skills, practices and cultural expressions to future generations and take note of the UNESCO Framework for Culture and Arts Education (2024).

Recognising the opportunities offered by emerging and developing digital technologies and platforms to share and access traditions and cultural expressions with global audiences, we are committed to taking appropriate action to ensure that cultural voices are heard, credited and valued, protecting any applicable intellectual property rights, ensuring the sustainability and vitality of cultural ecosystems.

We will harness the potential of new media to preserve and promote all cultural identities. We call on building a more inclusive digital landscape, countering cultural homogenization, fostering multilingualism and linguistic diversity and ensuring that all cultural and artistic works, including film and audio-visual, are respected and celebrated on digital platforms.

We will support developing countries, especially those across Africa, in their strategies to protect and promote their cultural heritage. We will reinforce and expand partnerships to strengthen capacities to leverage culture as a driver for social inclusion, better governance and participation, economic growth and employment, and as a powerful transformational force for sustainable development, resilience and peacebuilding.

Building on the outcomes of the UNESCO's "Naples Conference on Cultural Heritage in the 21st Century" (2023), we will support capacity building in under-represented Member States with a view to ensuring a more representative, balanced and credible World Heritage List, with a particular focus on Africa.

Culture and Creativity in the Age of Artificial Intelligence

Principles

Recognising that creativity is an ability possessed only by human beings.

Realising the opportunity of recognising and valuing the talent of artists and culture professionals and the uniqueness and originality of human-created works for the development and diversity of our societies and economies.

Highlighting the role of culture in developing human-centric Artificial Intelligence (AI) and contributing to the safe, secure and trustworthy development and use of AI that respects human rights, creators' works and cultural diversity, for the good of humankind.

Acknowledging the new opportunities and benefits that AI brings to the cultural and creative sectors and industries and cultural organisations, including museums, libraries, archives and

galleries, supporting creative processes, informing decisions, producing knowledge, and supporting business operations and management, benefitting productivity, efficiency, and opening to new revenue streams.

Recognising the role of AI in supporting research and data collection on culture and cultural heritage, both tangible and intangible, to improve our understanding of the past, manage risks, tackle challenges including climate change and illicit trafficking of cultural property, and help safeguard endangered languages.

Recognising the potential of AI to broaden people's opportunities to engage and interact with the arts and culture, overcoming language barriers and facilitating discoverability of and access to the works of underrepresented creators and artists.

Noting that AI presents risks alongside opportunities, and is increasingly permeating the value chains in the cultural and creative sectors and industries, with impacts on the working conditions and the livelihoods of culture professionals and the sustainability of a vibrant and vital cultural ecosystem.

Recalling that AI systems depend on the availability of high-quality inputs, whose existence relies on a robust intellectual property rights regulatory framework that incentivises investments in cultural production.

Recalling the Organisation for Economic Co-operation and Development (OECD) AI Principles (2019, revised in 2024) and the UNESCO Recommendation on the Ethics of AI (2021).

Recalling the Apulia G7 Leaders' Communiqué (2024), recognising the importance of advancing the Hiroshima AI Process outcomes that encourage organisations developing advanced AI systems to comply with applicable legal frameworks and to respect intellectual property rights, including copyright.

Actions

We will pursue an inclusive, human-centred, digital transformation in the cultural sector that underpins economic growth and sustainable development, maximises benefits, and manages risks, in line with our shared democratic values and respect for human rights.

We call for the incorporation of cultural considerations into the discussion on AI governance and related initiatives, addressing cultural plurality and ensuring that the rights of cultural and creative professionals are effectively protected in line with relevant domestic legislation.

Recognising the transformative potential of AI for the culture and creative sectors and industries and the creative economy, we are seizing the opportunities that AI presents to foster creativity and artistic expression and safeguard cultural heritage, including from illicit trafficking, while ensuring the sustainability of human creativity and the cultural ecosystem.

We will utilise the potential of AI to improve access and participation in culture, strengthening the discoverability, availability and accessibility of diverse cultural content online, including film and audio-visual works and music, to ensure that the wide range of cultural expressions and languages, especially of underrepresented groups, are made accessible to the global audience.

We will strengthen our cooperation to address the ethical, legal, economic, and social implications of Generative AI and AI-powered tools for the cultural and creative industries and sectors. We will exchange ideas on policy approaches related to developing and deploying AI in a safe, secure and trustworthy manner and on improving the regulatory landscape and governance approaches to promote the social and economic value of human creativity and labour.

Recognising the crucial role of creators in emerging technologies and recalling the outcomes of the Hiroshima AI Process, we reaffirm that organisations developing advanced AI systems

should comply with applicable legal frameworks, and are strongly encouraged to implement appropriate safeguards, to respect rights related to privacy and intellectual property, including copyright-protected content and to take appropriate measures to manage data quality, which could include transparency.

We will encourage the identification and authentication, where technically feasible, of cultural content entirely or partially generated, modified or altered by AI systems.

We will promote upskilling, reskilling and capacity building to ensure that the culture and creative sectors, industries and professionals are equipped with the skills and competencies needed to design, adopt and work with a human-centric, safe, secure and trustworthy AI, as part of an AI-ready workforce.

We will encourage the responsible use of AI, increasing awareness of the implications of their application in the field of culture and shaping AI technologies and applications serving human creativity. This includes consulting with relevant stakeholders, including AI developers, to ensure they are aware of the cultural and creative sectors and industries' policy issues when developing AI, as well as promoting cross-sectoral collaboration and capacity building to enable the Cultural and Creative Industries and Sectors to develop their own-targeted tools.

We aim to foster training in data literacy and the development of Information and Communications Technology skills, including data programming, data management, algorithmic modelling, machine learning methods and managing big data systems to enable the creators and the cultural industries to manage and leverage generative AI.

We intend to promote research, training and education to unleash AI's potential for the safeguarding, enhancement and conservation of cultural heritage, the promotion of cultural diversity, as well as its accessibility by all.

We will promote research to gather data and gain a better understanding of the short and longer-term impact of AI-empowered tools and related practices on cultural and creative workers, on the market of cultural goods and services and related cultural values.

We plan to foster measures to mitigate cultural bias, for example, by encouraging that data used to train AI models is diverse and representative of different opinions, cultures and languages.

G7 and the global fight against Illicit Trafficking of Cultural Property

Principles

Recognising that illicit trafficking of cultural property has a devastating impact on the cultural heritage and cultural institutions of nations, peoples and communities, resulting in the loss of irreplaceable cultural resources, endangering socio-cultural practices and disrupting their transmission across generations.

Acknowledging that illicit trafficking of cultural property is not only linked to organised crime and in some cases even terrorist financing, the latter notably in conflict or post-conflict situations, but cultural property can also be misused for money laundering, corruption, tax evasion and sanctions evasion.

Noting the increase of illicit trading of cultural property through online platforms, social media, instant messaging services, and the Dark Web, which are difficult to patrol, and the multiplication of crimes relating to cultural heritage in a globalised world, involving a growing variety of actors and criminal actions.

Highlighting that promoting transparency and ethical practices, such as due diligence and provenance research, and ensuring the legality of the trade and the authenticity of cultural property contributes to safe and ethical art markets within and among nations, fosters trust

and confidence among stakeholders, including dealers, collectors, investors and cultural institutions, stimulates cultural exchanges, encourages artistic innovation, and enhances the visibility of diverse cultural expressions.

Actions

We recognise that crimes against cultural property are a global problem requiring global solutions, essential to protect our past and curb a source of profit for criminal organisations.

We will strengthen our transnational cooperation and coordination to improve the current system of prevention and detection of crimes linked to the illicit trafficking of cultural property and better fight against offences related to cultural heritage, in close cooperation with relevant international organisations, agencies and bodies, such as UNESCO, United Nations Office on Drugs and Crime (UNODC), International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), Organization for Security and Co-operation in Europe (OSCE), World Customs Organization (WCO), International Institute for the Unification of Private Law (UNIDROIT), International Criminal Police Organization (INTERPOL), European Union agency for Law Enforcement Cooperation (EUROPOL), International Council of Museums (ICOM) and International Council on Monuments and Sites (ICOMOS).

We recall the importance of encouraging the wider ratification and effective implementation of existing international agreements to safeguard cultural heritage, as relevant, including the Convention for the Protection of Cultural Property in the Event of Armed Conflict (1954), and its two protocols (1954 and 1999), the UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970), the UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects (1995) and the UNESCO Convention Concerning the Protection of the Underwater Cultural Heritage (2001).

Building on the experience of some G7 members, we will consider the possible negotiation of bilateral agreements to streamline cooperation between our competent authorities in the process of research, identification and return of illicitly trafficked cultural property.

We intend to promote technological innovation, accessibility and interoperability among existing tools and national databases on stolen cultural property, including the INTERPOL database on stolen works of art and the UNESCO database on national cultural heritage laws, to enable fast response and voluntary rapid data and information exchange, as well as expertise, to support the day-to-day fight against illicit trafficking of cultural property, speed up investigations and facilitate cooperation among law enforcement agencies.

We will foster the development of and use of advanced AI-powered investigative tools to analyse the art market and to monitor and inspect the illegal trade of cultural property, building on the experience of existing tools such as the Stolen Works of Art Detection System (SWOADS) developed by the Italian Carabinieri Command for the Protection of Cultural Heritage.

We will promote the engagement of all actors and stakeholders concerned in the fight against the illicit trafficking of cultural property, including museums and heritage professionals, cultural institutions, the art market and Academia, to raise awareness on responsible handling of cultural property and promote exercising due diligence and provenance research, adhering to relevant existing standards, rules, ethical guidelines and principles.

We intend to promote provenance research, inventories, documentation, awareness raising, collaboration and international dialogue, including through interoperable digital tools and capacity building of specialised cultural professionals, judiciary and law enforcement authorities and the national and global art market actors.

We intend to promote the joint work of academic, scientific and technological professionals with law enforcement authorities, combining teams with different specialisations to improve investigations and facilitate the return of illegally trafficked cultural property. We will

encourage the development of museum networks and partnerships to strengthen the exchange of good practices and joint efforts in the fight against illicit trafficking, in line with the UNESCO Recommendation Concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society (2015).

We intend to jointly support capacity building and training, in partnership with international organisations, culture and heritage professionals, law enforcement units and customs and judiciary authorities in the prevention of and fight against illicit trafficking of cultural property, with particular attention to developing Countries, including African Countries.

We will encourage the development of a training protocol for law enforcement and judiciary bodies around the world, aimed at optimising approaches to fight illicit trafficking of cultural heritage, building on previous initiatives developed by OSCE and UNESCO and national specialised police forces.

We will work within existing international frameworks, notably the UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970), building common initiatives and strengthening networks of national and international experts, working in close coordination, including with the help of regional organisations, to identify knowledge and intervention gaps, facilitating the exchange of information and the sharing of best ideas on investigation techniques and technological tools, thereby contributing to the effective implementation of the UNESCO 1970 Convention.

Strengthening the resilience of cultural heritage facing climate change and natural disasters

Principles

Concerned by the unprecedented rise in frequency and scale of extreme climatic events, changes in weather patterns and natural disasters, damaging tangible and intangible cultural heritage, cultural organisations, landscapes, historical parks and gardens.

Emphasising that these impacts can have far-reaching consequences, undermining cultural heritage, the cultural and creative sectors and the cultural infrastructure and depriving nations, people and communities of precious sources of resilience, meaning, identity, knowledge, livelihoods, and economic benefits.

Recalling the Sendai Framework for Disaster Risk Reduction 2015-2030 which includes the protection of cultural heritage and the promotion of the 'cultural resilience' of people, communities and countries and invites to better understand the cultural heritage impacts of disasters and to promote the protection of cultural institutions.

Recalling the UNESCO Recommendation on the Historic Urban Landscape (2011), UNESCO's 2023 Policy Document on Climate Action for World Heritage and the outcomes of the International Meeting on Culture, Heritage and Climate Change co-sponsored by the Intergovernmental Panel on Climate Change (IPCC), UNESCO and the International Council on Monuments and Sites (ICOMOS) (2021).

Recognising the importance of protected areas, landscapes and culture-based solutions, based on the knowledge of Indigenous Peoples and the traditional and local knowledge systems, tangible and intangible cultural heritage and the arts and crafts, to foster the circular economy, adapt to and mitigate the impacts of climate change and natural disasters and improve energy efficiency, while respecting the cultural values of the historic environment and the landscape.

Acknowledging the diverse Indigenous and knowledge systems as reservoirs of ways of knowing and understanding about our environment and changing climate, providing vital information for resilience building, disaster risk reduction and climate adaptation, and

understanding the importance of involving Indigenous knowledge holders in decision-making on issues affecting them.

Highlighting that culture can raise awareness and activate synergies across all levels of society to address the complexity and urgency of climate change. Cultural institutions, including museums, archaeological parks and sites, libraries, archives, as well as arts and culture organisations, can inspire and educate audiences towards more environmentally friendly ways of living and working and make cultural events, expositions and festivals more sustainable.

Recognising the pressing need and value of sharing experiences and cooperating on the integration of environmental sustainability and climate issues into cultural policymaking and practice and of cultural issues into climate policymaking, to develop effective strategies and actions to mitigate the harm produced by climate change and natural disasters on cultural resources, preventing their irreversible loss.

Stressing the importance of research and technological development for prevention, projecting future climate impacts and monitoring risks and damage to cultural heritage objects, sites and landscapes, informing planning and decision-making.

Acknowledging the progress made at the 2023 28th UN Climate Change Conference (COP28) on the integration of culture in global climate discussions, with the inclusion of protection of cultural heritage in the UAE Framework for Global Climate Resilience, which was reiterated as part of the global stocktake, and the creation of the Group of Friends of Culture Based Climate Action.

Actions

We intend to foster mitigation and adaptation strategies and actions and to improve the resilience of cultural heritage against climate change, while respecting its cultural and social values, and to promote culture-based climate solutions, integrating ecological sustainability as a cross-sectorial concern and ensuring that cultural issues are recognised in disaster risk management and climate change policies and practices.

We are committed to fostering the ecological transition of the cultural and creative sectors and industries and cultural institutions, providing strategic guidance and encouraging the development of tools, models and practices that augment their capacity to address environmental issues as well as their ability to raise awareness, sensitise and promote concrete action and behavioural change, contributing to climate action.

We will encourage the involvement of communities and Indigenous Peoples in the development of culture-based solutions that build on traditional and local knowledge to enhance the climate resilience of landscapes and tangible and intangible cultural heritage.

We intend to promote and support research, including through research alliances and partnerships, to inform evidence-based solutions for climate change mitigation and adaptation for the cultural and creative sectors, including both tangible and intangible cultural heritage.

We seek to promote training and capacity building to support the development of disaster preparedness and response plans, recalling the importance of heritage recordings before loss.

We will leverage current efforts to mainstream cultural considerations in the international climate agenda, building on the discussion at the High-Level Ministerial on Culture-Based Climate Action at the 2023 28th UN Climate Change Conference – (COP28) in Dubai, United Arab Emirates, and towards COP29 in Baku, Azerbaijan, in 2024 and COP30 in Belem, Brazil, in 2025 and will seek to support the implementation of actions to achieve the target dedicated to the protection of cultural heritage as part of the UAE Framework for Global Climate Resilience to advance progress toward the Global Goal on Adaptation and promote

the inclusion of culture and cultural heritage, as appropriate, in the preparation and implementation of nationally determined contributions, national climate adaptation plans and other planning instruments.

Way forward

Convinced of the importance of culture as a transformative driver and enabler for the achievement of the Sustainable Development Goals set out in the United Nations' 2030 Agenda for Sustainable Development, we call for the full recognition and integration of culture and the creative economy into the development processes and policies and we will promote the inclusion of culture as a standalone goal in future discussions on how to advance sustainable development beyond 2030.

We, the Ministers of Culture of the G7, thank the Italian Presidency for its dedication and leadership throughout 2024, note the successes of the G7 Culture Ministerial and encourage future Presidencies to consider integrating culture in the G7.

