

***The 7th International Meetings of the Forum d'Avignon launch at the end of its first cultural forum 100% data a platform [www.ddhn.org](http://www.ddhn.org) dedicated to the Preliminary Declaration of the Digital Human Rights.***

**The 7th International Meetings of the Forum d'Avignon on September 19<sup>th</sup>, culminated in raising awareness around the fact that, in a society more and more data-driven, data is a cultural stake before being a technical or a legal one. Data ethics as well as a data culture must be at the heart of the debate and must lead to “ethics of action” just as it has been suggested by François Taddei, Doctor in molecular and cellular genetics.**

**A positive and balanced debate precised the conditions for developing citizens' trust and growth for companies.** *“Data culture must be led in priority by citizens so that the digital revolution be above all the revolution of the citizens and their creative expression”* Fleur Pellerin, French Minister of culture and communication, declared at the opening of the Forum d'Avignon @Paris.

The debates were enriched with the intervention of **more than 45 stakeholders**, the President of the Social, economic and environmental council (CESE) Jean-Paul Delevoye, the President of the CNIL (the French Data Protection Authority) Isabelle Falque-Pierrotin, the artist Abd Al Malik who slammed the Preliminary Declaration of the Digital Human Rights, the associate Director of the MIT Senseable City Lab Carlo Ratti, the President of Publicis Group Maurice Lévy, the researcher and activist Christophe Aguiton, the Indian writer Sidharth Bhatia or the Canadian activist Caia Hagel, the mentalist Yann Frisch, the digital artist Albertine Meunier and the cartoonists of Cartooning for Peace. Its *Cultural data village* offered the opportunity to live about thirty artistic and cultural experiences linked with data to **more than 500 registered visitors**.

Numerous proposals were made and debated: from public strategies for open data to European policies of data, from city cartographies for a better management of smart cities to Data culture, from data regulation to the protection of individual liberties, from trust charters to a preliminary declaration of the digital human rights... The personal data economy found an essential and humanist dynamic.

**Personal data are our digital DNA.** *We have to raise the debate to an appropriate level,* Nicolas Seydoux, Chairman of the Forum d'Avignon stated. *This is a political debate, a social debate.”* The issues related to a more and more data-driven society must be addressed in a cultural way, as in the 1990s with the DNA uses. The example of the Genome has been a reference all along the debates! Humanity succeeded in implementing an ethical framework for the Universal Declaration on the Human Genome in 1997. It is the responsibility of every State to enforce, within an ethical framework, regulations in compliance with its culture. Our digital DNA, our privacy and our cultural values deserve this ethical dynamic.

**The future framework for personal data must become an ethical one.** The **400 participants** to the debates were able to consider perspectives and concrete answers to promises as well as the worries associated to data uses. Companies must re-establish trust by developing a true ‘data culture’ that

Press Release, September 19th, 2014

will outline their projects on data and open data management. A right for the citizen to have his data protected is becoming more and more operational as proven by 'the right to oblivion' urged by the European court of Justice. Companies have everything to win in terms of reputation and competitive advantages, by showing transparency or, at least, an involvement on data confidentiality and security.

**The community awareness arisen from an exemplary collaborative work** with the partners of the Forum d'Avignon and civil society stakeholders that began in December 2012 with a series of consultancies and the organisation of six annual working groups as well as the hosting of collective writing sessions. In the end, more than a hundred persons have expressed proposals on a project that had been made public thanks to the Forum d'Avignon @Paris on September the 19<sup>th</sup>. This awareness will be echoed on the website dedicated to citizens, elected representatives and companies in French, English, Mandarin and Arabic: [www.DDHN.org](http://www.DDHN.org). "*The Digital Society invites us to contain its power so that the individual won't be enslaved. Moreover, it arises in everybody's mind wishes of adventure, in a world filled with promises and risks*" Jean-Paul Delevoye, who read the preliminary declaration at the closing session, recalled .

**Next steps.** Supported by a citizen debate fed by the Forum d'Avignon, the think tank carries the ambition to have the governments, the European representatives and the European Commission involved in the cultural and ethical stakes of data. Indeed, it should be considered as a competitive advantage for European businesses, beyond the current draft regulation. Unesco should add it to the works of its Global Commission about ethics for scientific knowledge and technologies (COMEST) on Ethics and Digital, as Irina Bokova suggested to the Forum d'Avignon.

This process is being supported by 120 signatories. The Forum d'Avignon pushes the general public, the companies and the elected members from all countries to be involved and debate on these issues.

[contact@forum-avignon.org](mailto:contact@forum-avignon.org)

***The Forum d'Avignon is a think-tank dedicated to culture and creative industries and their dialogue with economy, the innovation, the social cohesion and job creation. It organise every year international meetings gathering more than 500 stakeholders of 40 different nationalities: artists, drawers, creators, philosophers, companies 'rulers, politicians, university lecturer and students. The Forum d'Avignon @Paris is the 7<sup>th</sup> international meetings organised by the Forum d'Avignon.***

**Address:**

Grand Palais des Champs Elysées

Cours de la Reine – Porte C

75008 Paris – France

[www.forum-avignon.org](http://www.forum-avignon.org)

**Email and phone contacts:**

**Laure Kaltenbach , Managing Director**

[laure.kaltenbach@forum-avignon.org](mailto:laure.kaltenbach@forum-avignon.org)

+ 33 (0) 1 42 25 69 10

@Infndn

**Olivier Le Guay, Editorial manager**

[olivier.leguay@forum-avignon.org](mailto:olivier.leguay@forum-avignon.org)

+ 33 (0) 1 42 25 69 10

Press Release, September 19th, 2014

**Valérie Escaudemaison, Partnerships and  
communication manager**  
[valerie.escaudemaison@forum-avignon.org](mailto:valerie.escaudemaison@forum-avignon.org)  
+ 33 (0) 1 45 61 90 43

Social Networks :



@ForumAvignon



Facebook.com/Forum.Avignon