

## Pre-Conference Event

# MONDIACULT 2025 - UNESCO World Conference on Cultural Policies and Sustainable Development

## FAIR CULTURE – A KEY TO SUSTAINABLE DEVELOPMENT

### CREATING A TOOL FOR FAIR COLLABORATION IN THE CULTURE AND CREATIVE SECTOR WORLDWIDE

Sunday, 28 September 2025 | 3.30 to 5.30 p.m. (CEST)  
Institute français, Calle Mojà 8, Barcelona | ZOOM

#### SHORT DISCRPTION

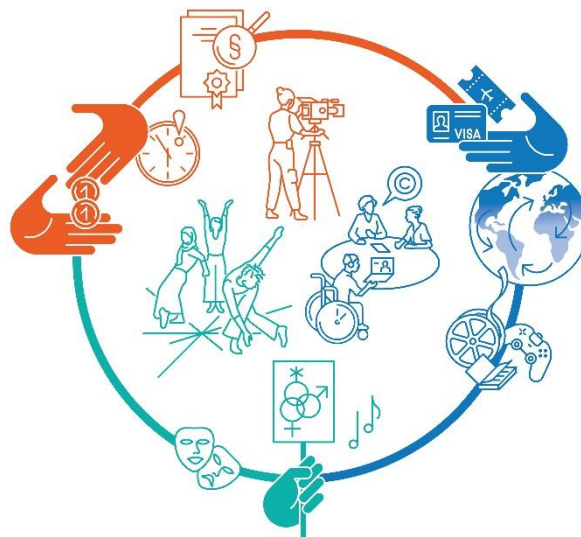
In the direct lead-up to the UNESCO World Conference on Culture and Sustainable Development **MONDIACULT 2025** in Barcelona, the pre-conference event will bring together a wide range of stakeholders from all parts of the world to explore how the **Fair Culture model** can be implemented across the value chains of different cultural and creative sectors.

At the centre of the workshop is the **Fair Culture Charter** - a practical tool designed to promote fairness, sustainability, decent working conditions and fair remuneration of artists, creatives, and cultural workers worldwide.

The event will introduce the Charter, explore concrete strategies for its implementation, and discuss its potential to address key priorities of MONDIACULT 2025, especially in the context of the **Economy of Culture** and **Cultural Rights**.

The event aims to **broaden the global network** supporting Fair Culture and to **foster cross-sectoral dialogue** between cultural professionals and policymakers.

Translation into English, French and Spanish will be provided.



## BACKGROUND

**Fair Culture** is a global initiative addressing deep-rooted inequalities in the cultural and creative industries, particularly between the Global South and Global North. Driven by a consortium facilitated by the German Commission for UNESCO, it promotes fair remuneration, decent working conditions, and more balanced global exchanges of cultural goods and services. Inspired by the Fairtrade model, it responds to challenges intensified by digitalisation, the COVID-19 pandemic, and artificial intelligence.

The initiative is grounded in international law, including the 2005 Convention on *the Protection and Promotion of the Diversity of Cultural Expressions*. A key milestone is the **Fair Culture Charter**, developed through a global participatory process and endorsed by over 200 institutions and individuals. Fair Culture offers a concrete approach to foster sustainable development, cultural rights, and global equity in the cultural sector.

[www.fair-culture.org](http://www.fair-culture.org)

## ORGANIZERS & PARTNERS

The event is financed by the **German Federal Foreign Office** and the **French Ministry of Culture**.

The pre-event is hosted by the **German Commission for UNESCO** with support of the **Institut français Barcelona** and Members of the Advisory Board for the Fair Culture Charter:

**Goethe Institut**, **Instituto Maracá** (Brazil), **Institute for Creative Entrepreneurship & Innovation** (IKPI, Serbia), **International Federation of Actors** (FIA), **International Federation of Musicians** (FIM), **UNESCO Chair at University Laval** (Canada), **French National Commission for UNESCO** and **Kenya National Commission for UNESCO**.



## PROGRAMME

3.00 – 3.30 p.m. *Registration and Coffee*

3.30 – 3.50 p.m. **Welcome Remarks**

**Ummi Bashir**, CBS, Principal Secretary, State Department for Culture and Heritage, Ministry of Gender, Culture, the Arts and Heritage in the Republic of Kenya

**NN**, Head of Mondiacult Delegation France

**NN**, Head of Mondiacult Delegation Germany

**Krista Pikkat**, Culture Sector, UNESCO

3.50 – 4.10 p.m. **Keynote**

**The Fair Culture Charter: Creating a Tool for Fair Collaboration in the Culture and Creative Sector worldwide**

**Prof. Dr. Véronique Guèvremont**, UNESCO Chair on the Diversity of Cultural Expressions, University Laval, Canada and Head of the “Fair Culture Charter” Editorial Team

4.10 – 4.20 p.m. **Q&A**

4.20 – 5.20 p.m. **Panel discussion**

**Implementing Fair Culture: Systems of Certification and Labelling for Culture and Creative Industries**

**Mahamadou Adamou**, Vice-President, International Federation of Coalitions for Cultural Diversity (IFCCD), Coalition for Cultural Diversity of Niger

**Silja Fischer**, Secretary General, International Music Council (IMC)

**Ángeles González-Sinde**, Vice-President, International Confederation of Societies of Authors and Composers (CISAC)

**Phloeun Prim**, Executive Director, Living Arts International, Cambodia

**Eduardo Saravia**, Chief Economist, Sound Diplomacy, Colombia, Member of the “Fair Culture Charter” Editorial Team as Young Expert

**Moderated by Farai Mpfunya**, UNESCO Expert Diversity of Cultural Expressions, Zimbabwe and Member of the “Fair Culture Charter” Editorial Team

*Plus Voices from Creative Economy*

5.20 – 5.30 p.m. **Closing words and “Message to Mondiacult”**

**Lutz Möller**, Deputy Secretary General, German Commission for UNESCO

5.30 – 6.30 p.m. *Informal exchange and reception*

