

Results of the Official MONDIACULT Side Event “Fair Culture – A Key to Sustainable Development”, submitted to the MONDIACULT World Conference by the organizers

Mexico City, 27 September 2022

Recommendations for Fair Culture

In principle, we have the international instruments to make international cultural cooperation, cultural partnerships and trade more equitable and sustainable, in particular UNESCO international law instruments such as the 1980 Recommendation and the 2005 Convention. However, we observe that these instruments have not yet been sufficiently implemented. Thus, we need new initiatives that also include the private sector and civil society to an even higher degree than what is the current practice.

Fair Culture is an adequate initiative that could fulfil this purpose. The “Fair Culture” concept refers to the intended application of “Fair Trade” principles and values to cultural and creative industries. This includes fair cultural trade, fair cultural cooperation, and fair cultural partnerships – in particular between the Global South and the Global North. Improved practices to shape the digital transformation in the cultural sector towards equity are particularly important for Fair Culture as well.

The Mondiacult 2022 side event on Fair Culture on 27 September 2022 presented the results of a comprehensive study on the viability of the Fair Culture concept conducted by the UNESCO Chair on the Diversity of Cultural Expressions, Université Laval, published in 2021 by the German Commission for UNESCO. The side event contrasted the results of the study with the insights and experiences of more than 300 participants such as Fair Trade actors, cultural experts, policy makers and young experts from all world regions.

The following recommendations from the side event have been retained as key insights mentioned and supported throughout the meeting:

- Fair Culture indeed is a promising way forward in ensuring more equitable and sustainable cultural relations and ensuring cultural diversity and inclusivity within and beyond borders.
- At the outset of the Fair Culture process, major efforts need to be invested in raising awareness about the precarious situation of many artists and cultural professionals, especially those in the Global South; this includes their poor remuneration, often complete lack of social security, as well as lack of infrastructure, capacities and self-organization. Conflicts and wars make this situation even more precarious.
- Fair Culture is impossible without better political recognition for culture as a global public good in both the Global South and the Global North.
- The voice and leadership of the Global South for Fair Culture is indispensable.

- Artists and cultural professionals from all cultural sectors, with their specificities, need to be fully involved into the Fair Culture process; specifically, this includes young artists and cultural professionals, women artists and cultural professionals and indigenous artists and cultural professionals.
- Establishing a Fair Culture “Charter” (inspired by the Fair Trade Charter) should be the first step to move forward in this process. This includes an urgent multi-stakeholder agreement on the concrete objectives and targets of Fair Culture.
- In order to utilize the opportunities of the digital transformation, the proper involvement of multinationals in the Fair Culture process requires particular scrutiny.
- There are good initiatives from the Global South that are in the spirit of Fair Culture; however, more efforts must be invested to make them known and influential; in addition, efforts must be invested to enable actors from the Global South to create even more of their own initiatives.
- Among the many already bindingly accepted legal commitments in UNESCO international law, the full implementation of Article 16 of the 2005 Convention on Preferential Treatment is particularly indispensable to foster Fair Culture.

In order to take the next steps in the Fair Culture process, all organizers of the side event commit to further support the process, as appropriate within their means. They commit to promote the Fair Culture concept in their respective networks such as other National Commissions for UNESCO, UNESCO Chairs, or EUNIC.

Beyond the eight organizers of the side event, the role of UNESCO as the sole global intergovernmental organization with a mandate for culture and with a strong history in effectively supporting artists and cultural professionals from all its Member States is absolutely indispensable for Fair Culture to become a reality.

The organizers call upon UNESCO to act as a platform for promoting Fair Culture.

The organizers invite the participants in the Mondiacult 2022 World Conference to support this call.