



YOUNG EXPERTS ON FAIR CULTURE

“Fair Culture means accountability; for protected working conditions and remuneration, for open access to resources and platforms, for equitable international cooperation and trade, and for celebrating the multifold impacts of culture on our lives.”

*Kai Brennert, Consultant for culture and development;
Founder at edge and story*



“Fair Culture for me means understanding the world of culture and cultural production as closely related to social issues. I see culture as a cross-cutting element of society capable of stimulating new forms of democracy.”

*Francesca Martinelli, Director of the
Centro Studi Doc Foundation*



“Fair Culture is an ecosystem that contributes to sustainable development by providing economic benefits, reducing inequalities, promoting education, and contributing to the overall well-being of cultural professionals.”

*Khanna Ritika, Heritage Professional
and Former UNESCO Consultant, Ministry of Culture,
Government of India*





"Fair Culture seeks to close the gaps between the global north and south and urban and rural areas. It is based on equity and decentralization, allowing everyone to enjoy and produce cultural goods and services. It ensures that everyone has access to digital literacy and infrastructure."

Eduardo Savaria Diaz, Creative Economist and Chief Economist at Sound Diplomacy

"Fair Culture means to me a rich and varied world that expands the possible choices. This then constitutes a fundamental springboard for the sustainable development of communities of peoples and nations. It opens up possibilities for democracy and tolerance and promotes the common desire for a common life."

Moustapha Diop, Cultural Entrepreneur, Festival and Cultural Manager



"Fair Culture is a key to sustainable development, it ensures producers are fairly compensated while ensuring a just environment throughout value chains for cultural goods and services."

Sanele Sizo Hlophe, culture producer from Eswatini, co-founder of Antidote Music and Antidote Culture Foundation

“Fair Culture entails ensuring fairness, inclusion, diversity and equity within the cultural sector – both on the part of the producers of cultural products as well as for the consumers. It’s imperative for governments – especially those in the developing world – to create some sort of level playing field for cultural industry practitioners and consumers alike.”

Polly Kamukama, Ugandan journalist, academician and cultural industry consultant



“Fair Culture is a vision with endless possibilities. Promoting “Fair Culture” means to support sustainable growth of the cultural and creative industry and create a range of opportunities for all participants of the creative sector.”

Rokaiya Ahmed Purna, International Award Winning Designer from Bangladesh

“Fair Culture provides market access to creators from the Global South, while ensuring that economic benefits are underpinned by a fair remuneration system. This system can only be achieved when the rights of creators, particularly intellectual property rights, are strengthened globally.”

Tamara Richardson, Legal Practitioner, Founder of Youth Organisation PACE 48





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“Fair Culture should mean understanding culture as a an enabler driver for wider social and economic dynamic ecosystem, where culture should play essential role to ensure economic growth, social cohesion, peace building, freedom of expression, equal opportunities, protections of intellectual and property rights, national, regional and international cooperation, education, adequate infrastructure and equipment to ensure the transformative power of culture into sustainable goals.“

Maria Manjate, Program Officer at the Observatory of Cultural Policies in Africa

“I believe Fair Culture is a human right; it is understood by equal recognition and opportunities, regardless of background, for quality cultural products. (Any infrastructure and education involving cultural aspects should be freely provided, with each creator receiving a fair salary for their work. The term 'creators' does not just apply to an individual but also their community and country.)”

Montserrat Fuentes Romero, Musician, producer and director of XACARA



“In my opinion, Fair Culture refers to fair and sustainable value chains – creation, production, distribution - as well as fair and sustainable cooperation and trade in the culture and creative sector.”

Joël Komlan Senam Hevi, Project Manager for Culture and Programme Assistant at Economic Community of West African States



“Fair Culture is a way to empower the situation of creative and cultural workers who are part of this sector with a transcendental goal: to make our lives happier and enjoyable. Developing countries can grow their economies through equitable development of these industries, expanding the markets, and improving and diversifying the supply of CCI products and services. In developing and impoverished countries, the Cultural and Creative Industries situation is complex, and the inequality intensifies by the lack of investment and training opportunities. Promoting CCI worldwide, especially in emerging countries, can strengthen peace, freedom of expression, social mobility, and creativity. “
Kiwar Maigua, Student and Co-founder and member of the Executive Board Kichwa Institute of Science Technology and Humanities

“Fair Culture can be understood as a new partnership framework that seeks greater equity and sustainability for cultural exchange in international trade. It can be applied especially to cultural goods and services created or produced in less developed countries reaching markets of more developed countries.”

Andrés Muñoz Cárcamo, Lawyer



“Fair Culture is creating an environment in an organization, society and world where different cultures, ideas, values are understood and differences are respected.”

Barbara Lovrinic Higgins, research assistant at the Institute for Development and International Relations in Zagreb, Croatia

