

## First public consultation on the “Fair Culture Charter”

on 6 June 2023 from 13h00 to 14h00 (local time / CEST)

at UNESCO HQ, Room 9, Place de Fontenoy, Paris and online via Zoom

*Interpretation French / English will be provided*

Fair-Trade principles address poor labour standards and inequalities globally. While they have been widely implemented in several economic fields over the last decades, culture and the creative industries have too often not been part of the discussion.

This needs to change. Deeply entrenched global inequalities, additionally driven by the digital transformation and COVID-19 pandemic, are a key challenge for cultural and creative sectors, as highlighted in the 2022 UNESCO Global Report on Culture. This implies access to markets, funding opportunities, the mobility of artists and cultural professionals, and the dissemination of cultural goods and services in digital networks.

Inspired by the Fair-Trade movement, a group of experts from all world regions is currently drafting a “Fair Culture Charter” - a reference document and guiding framework for a movement building an equitable and sustainable culture and creative sector.

**On 6 June 2023, you may participate in the very first public consultation on this Charter.**

The event will be held during the Conference of Parties of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions. We invite UNESCO Member States, their Points of Contact for the 2005 Convention, Observers, National Commissions for UNESCO, NGOs, CSOs, and grass-roots organizations from around the world to comment on the draft of this “Fair Culture Charter”. Participation will be possible in Paris, at UNESCO Headquarters, and digitally.

**Background:** The initiative of the German Commission for UNESCO and its international partners wants to build a global consensus on “Fair Culture”, hence towards making international cultural cooperation, cultural partnerships, and trade in the culture and creative sector more equitable and sustainable, building on the existing legal frameworks and commitments. As recommended by the study “[Fair Culture – A Key to Sustainable Development](#)” by UNESCO Chair at University Laval in Quebec/Canada (2021) and the [Side Event at UNESCO World Conference MONDIACULT in Mexico \(2022\)](#), first priority is the implementation of UNESCO legal instruments - in particular - the 2005 UNESCO Convention (Article 16) and a “Fair Culture Charter”.

**Cooperation partners (so far):** International Federation of Coalitions for Cultural Diversity (IFCCD), Fairtrade International, Ministry of Culture of France, National Commissions for UNESCO of Germany, Kenya and South Korea, the Goethe Institute, and the UNESCO Chair on the Diversity of Cultural Expressions at University Laval Canada.

**Additional Information:** [www.unesco.de/en/fairculture](http://www.unesco.de/en/fairculture)

**Draft Agenda**

- 13h00** Welcome remarks by  
**Ernesto Ottone Ramírez (TBC)**, ADG Culture, UNESCO  
**Lutz Möller**, Deputy Secretary-General, German Commission for UNESCO
- 13h05** Keynote (via videoconference) by  
**Sandra Uwera Murasa**, CEO, Fairtrade International
- 13h15** Presentation of the draft “Fair Culture Charter” by  
**Members of the Editorial Team:**  
**Jordi Balta Portolés**, Cultural Consultancy and Research, Transit Projectes, Spain  
**Brahim El Mazned**, Director, Visa for Music festival, Morocco  
**Prof. Véronique Guèvremont**, UNESCO Chairholder, University Laval, Canada  
**Eddy Johana Gómez**, Director of Projects, Llorona Records, Colombia  
**Farai Mpfunya**, Executive Director, Culture Fund, Zimbabwe  
**Eduardo Saravia**, Chief Economist, Sound Diplomacy, Colombia  
**Anupama Sekhar**, Curator, South-South Arts Fellowships 2022-2023 and Board Member, ArtsEquator, UAE/India  
**Luanda Smith**, CEO, NGO Creatividad y Cultura Glocal A.C., Mexico  
**Katrina Stuart Santiago**, Writer and Founder, PAGASA-People for Accountable Governance and Sustainable Action, Philippines
- 13h30** Discussion (*Questions and comments by participants on site and online*)

*The event will be facilitated by **Lutz Möller**, Deputy Secretary-General, German Commission for UNESCO and **Aurélia Collard**, Project Manager, Office of International and Multilateral Affairs, French Ministry of Culture and Member of the Advisory Committee of the “Fair Culture Charter”*