

Launch

FAIR CULTURE CHARTER

September 10, 2024, 2.00 to 4.00 p.m. (CEST), via ZOOM

At the launch event, the Fair Culture Charter will be presented to the public for the first time. We are looking forward to a rich and interactive programme. The Charter is a non-legal document, similar to a manifesto. The Charter defines Fair Culture as “a movement that wants to achieve decent working conditions for all artists, creatives, and other cultural workers”.

The “Fair Culture Charter” has been developed in a global participatory co-design process over more than a year. It draws extensively on the experience of the Fairtrade movement. At the same time, it builds on the existing international law of UNESCO. The “Fair Culture Charter” calls upon public, private, and civil society entities, as well as consumers and audiences, to promote improved conditions for the arts and culture ecosystems at the local, national, regional, and global levels. At its heart are eight principles that call for, for example, fair working conditions along the cultural and creative value chain, market access, and gender equality. As of the launch event, the “Fair Culture Charter” will be open for signature by new partners.

The launch event will be held online via Zoom, with simultaneous interpretation from English into French, German, and Spanish. Please note that attendance will be limited and registration is on a first-come, first-served basis. However, the event can be followed via [livestream](#).

Please [register](#) until **September 9, 2024**, to take part in the launch.

The launch event is hosted by the partners of the Advisory Committee for the Fair Culture Charter and the German Commission for UNESCO.

PROGRAMME

2.00 – 2.05 p.m. **Welcome**

Roman Luckscheiter, Secretary-General, German Commission for UNESCO, Germany

Moderators:

Anupama Sekhar, Board Member, Res Artis – Worldwide Network of Arts Residencies & UNESCO Expert Facility member, UAE/India

Farai Mpfunya, Expert on Governance of culture, cultural relations and policymaking, Zimbabwe

2.05 – 2.15 p.m. **Opening Statements**

Ernesto Ottone, Assistant Director-General for Culture, UNESCO
Governments' and artists' statements

2.15 – 2.20. p.m. **Cultural Performance**

- 2.20 – 2.25 p.m. **Presentation of the Fair Culture Charter**
Jordi Baltà Portoles, Consultant and Researcher in Culture and International Relations, Spain
- 2.25 – 2.45 p.m. **Panel Discussion: Genesis of the Fair Culture Charter**
Marie-Julie Desrochers, Secretary-General, International Federation of Coalitions for Cultural Diversity
Dominick Luquer, General Secretary, International Federation of Actors
Katrina Stuart Santiago, Writer and Founder of PAGASA, The Philippines
Eddy Johana Gómez, Director of Projects at Llorona Records, Colombia
- 2.50 – 2.55 p.m. **Cultural Performance**
- 2.55 – 3.00 p.m. **Learnings from Fairtrade for Fair Culture**
Véronique Guèvremont, UNESCO Chair, University Laval, Canada
- 3.00 – 3.15 p.m. **Panel Discussion: The Way Forward for Fair Culture**
Claudio Ribeiro Krause, Director of External Relations, Fairtrade International
Toussaint Tiendrebeogo, Secretary of the Convention for the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO
Luanda Smith, CEO, Creatividad y Cultura Glocal, Mexico
- 3.20 – 3.25 p.m. **Practicing Fair Culture: Red de Salas Digitales de Mercosur (RECAM)**
Anabel Jessenne, Alternate Coordinator of RECAM, Argentina
- 3.25 – 3.45 p.m. **Interactive Q&A on Fair Culture**
Open discussion in groups (in parallel in English, French, Spanish and German) allowing participants to discuss best practice and how to replicate it, ask questions, provide feedback, and discuss ideas for further dissemination and implementation of the Charter.
- 3.45 – 3.50 p.m. **Cultural Performance**
- 3.50 – 3.55 p.m. **Conclusion**
Lutz Möller, Deputy Secretary-General, German Commission for UNESCO, Germany

Partners of the Advisory Committee for the Fair Culture Charter:

