

Official Side Event of the
UNESCO World Conference MONDIACULT 2022

Fair Culture – A Key to Sustainable Development

on 27th September 2022 from 10h00 a.m. to 1h00 p.m. (local time / 17h00 CEST)

on site at [Goethe-Institut Mexico City](#) and partially live-streamed (Zoom-Webinar)

Fair Trade principles address poor labour standards and global inequalities. While they have been widely implemented in several economic sectors over the last decades, cultural and creative sectors have not been part of the discussion.

This needs to change. Inequalities are a key challenge for the cultural sector and creative industries, particularly between countries of the Global South and the Global North, as highlighted in the latest UNESCO Global Reports on Culture. The reports show how cultural goods and services are increasingly disseminated in digital networks, transforming value chains. The COVID-19 pandemic also had a dramatic impact on artists and the entire cultural ecosystem, exacerbating inequalities, making the conversation about “Fair Culture” even more urgent.

Mobilizing for the international recognition of the pivotal role of culture for sustainable development, social inclusion, and international peace, the event advocates for the “Fair Culture” approach to become an integral part of reforms of the cultural sector and of a future UN framework for sustainable development.

The event takes on the recommendations of a vast international conceptual study “[Fair Culture – A Key to Sustainable Development](#)” carried out by the UNESCO Chair for Cultural Diversity at Laval University. The cooperation partners will gather a truly global group of experts at MONDIACULT 2022 to elaborate the concept of “Fair Culture” – adapting Fair Trade principles to cultural and creative sectors.

Further information on “Fair Culture” and registration form: unesco.de/en/fairculture

Translation Spanish – English will be provided

The event is jointly organized by:

Draft Agenda

10h00

Welcome remarks by

Johannes Ebert, Secretary-General, Goethe-Institut Global and President of EUNIC

Maria Böhmer, President, German Commission for UNESCO

Ernesto Ottone Ramírez (tbc), ADG Culture, UNESCO

10h10

Keynote by

Miguel Ángel Munguía, Board Member Fair Trade International and Producer representative from CLAC

10h20

Introduction to the concept of “Fair Culture” by

Véronique Guèvremont, UNESCO Chair on the Diversity of Cultural Expressions, University Laval, Québec, Canada

10h30

Comments by

Friederike Kärcher, Head of Division for Media, Culture, Creative Industries, Sport at the German Federal Ministry for Economic Cooperation and Development (BMZ)

Maria Manjate, “Young Expert for Fair Culture”, Programme Officer at Observatory of Cultural Policies in Africa (OCPA), Mozambique

Keith Nurse, Principal of Sir Arthur Lewis Community College, Saint Lucia

Jorge Sánchez Sosa, Member of the EU/UNESCO Expert Facility for Cultural Diversity and Film Producer, Mexico

10h45

Q&A

11h15

Coffee break

11h30

Parallel thematic sessions hosted by international experts

1. Preferential Treatment as a precondition for “Fair Culture” – How to build fair conditions for trade and cooperation in the cultural sector?

Moderation and kick-off: **Keith Nurse**, Principal of the Sir Arthur Lewis Community College in Saint Lucia and **Kimmo Aulake**, Ministerial Advisor, Ministry of Culture and Education, Finland

2. Fair working conditions in the cultural sector, cultural rights, and social protection for cultural professionals and artists – Priorities and good practices for “Fair Culture” to “build-back-better” after the COVID-19 Pandemic

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Moderation and kick-off: **Jorge Sánchez Sosa**, Member of the EU/UNESCO Expert Facility for Cultural Diversity and Film Producer, Mexico and **Kenza Sefrioui (tbc)**, Founder of the publishing house En Toutes Lettres, Morocco

3. Diversity of cultural expressions and cultural value chains in times of Digitization – Implications and new necessities for “Fair Culture”

Moderation and kick-off: **Marie-Julie Desrochers**, General Secretary, IFCCD and **Beat Sanchi**, President of IFCCD

4. Mobilizing for "Fair Culture" as a holistic approach – How to integrate collective intelligence of the cultural and creative sector, indigenous groups, actors from tangible and intangible heritage, Fair Trade movement as well as the private sector?

Moderation and kick-off: **Hiroko Tsuboi**, Member of the EU/UNESCO Expert Facility for Cultural Diversity and Deputy Director for International Affairs, Science Council of Japan Secretariat at the Cabinet Office of the Government of Japan and “Young experts for Fair Culture”: **Kiwar MAIGUA**, Young Experts for Fair Culture, native Kichwa-Otavalo, Co-founder and member of the Executive Board of Kichwa Institute of Science Technology and Humanities, Ecuador and **Maria Manjate**, Programme Officer at Observatory of Cultural Policies in Africa (OCPA), Mozambique

12h15 *Coffee break*

12h30 **Presentation of key recommendations for MONDIACULT 2022 by hosts of the thematic sessions followed by open exchange**

12h55 **Closing words and outlook**

Patricia Ariza, Minister of Culture of Colombia

13h00 *End of the workshop*

The side event will be facilitated by **Sabine Pfleger**, Professor at Universidad Nacional Autónoma de México

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