

## What is fair culture?

- The ethics of cultural policy is described through the concept of *fair culture*.
- Fair culture means the realisation of cultural rights and the inclusion of everyone in cultural signification, irrespective of their age, gender, disability, or ethnic, religious and cultural background.

## In cultural policy, ethical assessment may mean the following:

- Making different alternatives and ethically conflicting interests visible and understanding them
- In moral cultural policy, the choices made by the acting subjects are based on an awareness of the consequences of different alternatives.
- The ethics of cultural policy means a set of moral values, that is, that the decision-making and choices concerning culture are based on stated procedural codes and normative principles.
- Procedural codes and normative principles form a set of moral values, which, in the ideal case, can be examined by means of commonly agreed indicators.

## The ethical dimensions of cultural policy

- Access to the tradition of humankind and one's own cultural sphere,
- Physical, regional and cultural accessibility,
- The diversity and matching of cultural provision,
- Cultural participation and
- Opportunities for inclusion in and capability for cultural self-expression and signification.

## Cultural Rights: the "under-developed" part of Human Rights

- Have received less attention than other human rights
- Essential to the identity, integrity and dignity of peoples
- By nature attached to culture as a living process and have a direct correlation with the cultural dimension and human expressiveness in people's lives
- Lack of monitoring systems
- Human Rights violations have a cultural impact

## Universal Human Rights

- Rely on laws, policies, resources, relationships, accountability, reciprocity, participation, continuous education
- Embodied in 1948 in international law through the 30 articles of the Universal Declaration of Human Rights
- Enable to identify certain goals and obligations as commonly agreed framework for human action.

## Instruments

- Universal Declaration of Human Rights (1948)
- European Convention on Human Rights (CE 1950)
- European Cultural Convention (CE 1954)
- International Covenant on Economic, Social and Cultural Rights (1966)
- Convention on the Elimination of all Forms of Discrimination against Women (UN 1981)
- Declaration on Race and Racial Prejudice (UN 1981)
- United Nations Convention on the Rights of the Child, (1989)
- Declaration on the Rights of Persons Belonging to National or Ethnic, Linguistic and Religious Minorities (UN 1992)
- European Charter for Regional and Minority Languages (CE 1992)
- European Convention for the Protection of National Minorities (CE 1995)
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO 2005)

*There are also a large number of non-binding declarations, statements, drafts, programmes, working documents and ethical codes that address cultural rights. These documents often combine and restate aspect of cultural rights that appear in other instruments and tend to address and clarify problems in interpretations of cultural rights*

## Cultural rights

### 1. RIGHT TO CULTURE

- human rights, basic rights, civil rights
- right to participate in cultural life
- right to preserve and develop culture
- right to choose one's culture
- respect for culture and its self-determination
- equal access
- right to participate in planning and implementing cultural policy
- right to safeguard cultural products and expressions, cultural heritage and identity

### 2. RIGHTS RELATED TO CREATIVITY

- right to creative work
- author's rights
- artistic freedom
- intellectual freedom
- right to language
- freedom of religion
- freedom of speech



## Why cultural rights have been neglected?

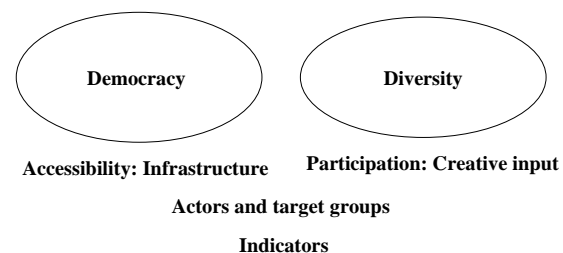
- wide definition of "culture"
- cultural relativism
- luxury, comes after "water and bread"
- political reasons: rights vs. deficiencies



## Key principles of Cultural Rights

- Autonomy of Art and Culture
- Diversity
- Non-discrimination
- Human Dignity
- Equality / democracy
- Access, accessibility and participation
- Individual vs. Collective
- Freedom of choice / Self-determination

## CORNES STONES OF CULTURAL RIGHTS



## Accessibility: infrastructure

- physical: the disabled
- cultural: ethnic and cultural minorities
- geographical: periphery - centre
- social and economic: exclusion, stratification
- knowledge and abilities: know-how, talent, skills



## Participation: Creative input

- knowledge and abilities, know-how and
- possibility to participate
- participation as artists, audiences and cultural professionals



## Ethical choices in cultural policy

Virtue ethic — Liberties ethos	Liabilities (obligation) ethic — Rights ethos	Consequential ethic — Benefits ethos
<ul style="list-style-type: none"> <li>• Self-expression</li> <li>• Individual creative identity</li> <li>• Autonomy of art</li> <li>• Intrinsic value of creativity</li> <li>• Art as an end in itself</li> </ul>	<ul style="list-style-type: none"> <li>• Communal cultural identity</li> <li>• Continuity (Safeguarding) of cultural tradition</li> <li>• Realisation of cultural rights</li> </ul>	<ul style="list-style-type: none"> <li>• Creativity as a means</li> <li>• Protection of intellectual property</li> <li>• Application (Use) of art and culture</li> <li>• Cultural policy as part of social and economic policy</li> </ul>
<ul style="list-style-type: none"> <li>• Development of creative skills</li> <li>• Favourable conditions for creativity</li> <li>• Support to art</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure</li> <li>• Cultural services</li> <li>• Accessibility</li> <li>• Availability</li> <li>• Participation</li> <li>• Inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• Art and culture in promoting welfare</li> <li>• Commercialisation of art</li> <li>• Economy of cultural industries</li> <li>• Cultural export</li> </ul>

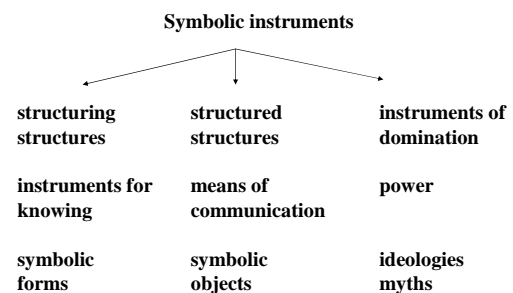
## Media and the Right to Information

- Economical interests of media?
- News criteria?
- Global ethical codes of media
- Media practises

## Post-modern cannibalism?

- Will global ethics codes change with the help of martyrs, or will the media intensify the constantly growing need to obtain new martyrs?
- Do people need a new martyr story every day in order to live?
- Does the consumption of martyr products bear a resemblance to post-modern cannibalism?

## Pierre Bourdieu: Symbolic power



## Basic preconditions for the Citizenship in the Information society

- The information society has a well-developed technical and social infrastructure, through which it is possible to retrieve and get public access to information.
- The information society education guarantees sufficient skills for information society citizenship.
- Basic rights in the information society
- Citizenship practises in the information society

## The information society infrastructure

- An adequate technical infrastructure
- A national, regional and local information service network
- A cohesive and communicative social infrastructure
- Interactive and collaborative functions of the information society infrastructure
- A conscious public access policy
- Networks for dialogue and collaboration in the community

## Critical skills in the information society

- Social collaborative skills
- Cultural literacy (global, national and local cultural heritage)
- Tacit knowledge and values of the society
- Information retrieval skills
- Information literacy
- Media literacy
- Skills for producing symbols and significance
- Artistic and expression skills

## Library, ethics and information

- democracy – equal access to information
- ensuring diversity
- showing weak signals
- offering alternatives
- media-reactivity?
- empowering people
- preconditions for citizenship

## Goals and Tools

- Wikiversity – Wikieducation: collaborative, free, libre and open source e-learning, open education (Teemu Leinonen)
- Accessibility to information from all parts of the world and different cultures, would be ensured everywhere in the world ‘mobilely’, online round the clock.

## The Fair Culture? review recommendates

- Continuing ethical appraisal of cultural policy be prepared as a strategic aim
- The cultural administration, in cooperation with the Ministry for Foreign Affairs, launch, as part of Finnish development cooperation, a multilateral culture and development project focusing on ethically sustainable cultural production, cultural entrepreneurship and the smooth functioning of the intellectual property system.
- A project for developing indicators for the ethical assessment of cultural policy be initiated
- Initiative for a Fair Culture project as a part of European Year of Intercultural Dialogue in 2008
- Cultural diversity, equality, multiculturalism, minorities, cultural protection of children, ethical administrative procedures, professional ethics codes, and norms, guidelines, recommendations and aims containing ethical standpoints be subsumed into the ethical evaluation of cultural policy.

- *“There are two ways to connect ethics and culture: as a legal matter and as the responsibility of cultural agents and managers.”* (V. Camps)
- *Are these approaches completely separated?*

*...It was made up of a thousand thousand thousand... currents, each one a different colour, weaving in and out of one another like liquid tapestry of breathtaking complexity. Each coloured strand represented and contained a single tale. The ocean held all the stories that had ever been told and many that were still in the process of being invented... The Ocean and the Streams of Story was in fact the biggest library in the universe. And because the stories were held here in fluid form, they retained the ability to change, to become new versions of themselves, to join up with other stories... so that unlike library books, the Ocean of the Streams of Story was alive...*

Salman Rushdie: *Haroun and the Sea of Stories*

**Internet Portal on Cultural Rights**

- [www.culturalrights.org](http://www.culturalrights.org)