



Cultural industry and Exportation projects in Finland

- **1997 – 1999 The Cultural Industries Committee** (Chair Hannele Koivunen), Ministry of Education, the Ministry for Foreign Affairs and the Ministry of Trade and Industry
 - **1999 *The Report; A Finnish Cultural Industry Initiative***
- + Cultural Statistics on regular basis
- + Collaboration between the Ministry of Education, the Ministry for Foreign Affairs and the Ministry of Trade and Industry

- **2000 Hannele Koivunen**

Cultural Industry and Sustainable development; The project for modelling best practices in promoting sustainable cultural production in developing countries.

The plan ordered by the World Bank

Cultural industry and Exportation projects in Finland

- **2003 – 2005 The Cultural Exportation Project, (Rapporteur Hannele Koivunen) Ministry of Education, the Ministry for Foreign Affairs and the Ministry of Trade and Industry**
- + **The Cultural Exports Division in the Ministry of education and culture 2005**
- + **The Satellite of Cultural Accounts 2007 –**
- + **The Cultural Exportation Project 2007 - 2011**

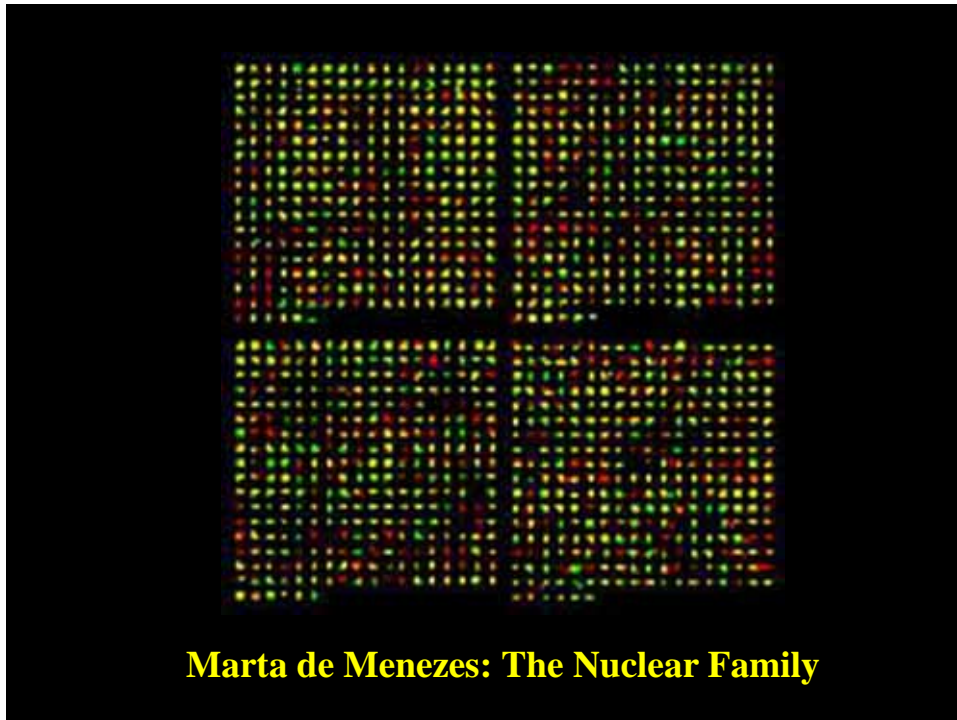


Marta de Menezes: Humanos vs. fly

Marta De Menezes: The Extended Family



**Installation with human beings (*Homo Sapiens*),
• zebra-fish (*Danio Rerio*),
• fruit flies (*Drosophila melanogaster*)
- and DNA microarrays.**



Marta de Menezes: The Nuclear Family

"Fair Culture – Ethics of Cultural Policy"

- A research project started in 2005 by the Finnish Ministry of Education, Science and Culture
- The objective is to outline the ethics and ethical dimensions of cultural policy, with cultural rights as the starting point.
- Concept and discourse analysis of documents connected with cultural policy: treaties and conventions, declarations, legislation, and other norms, especially related to UNESCO, EU and the Council of Europe.

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.**

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

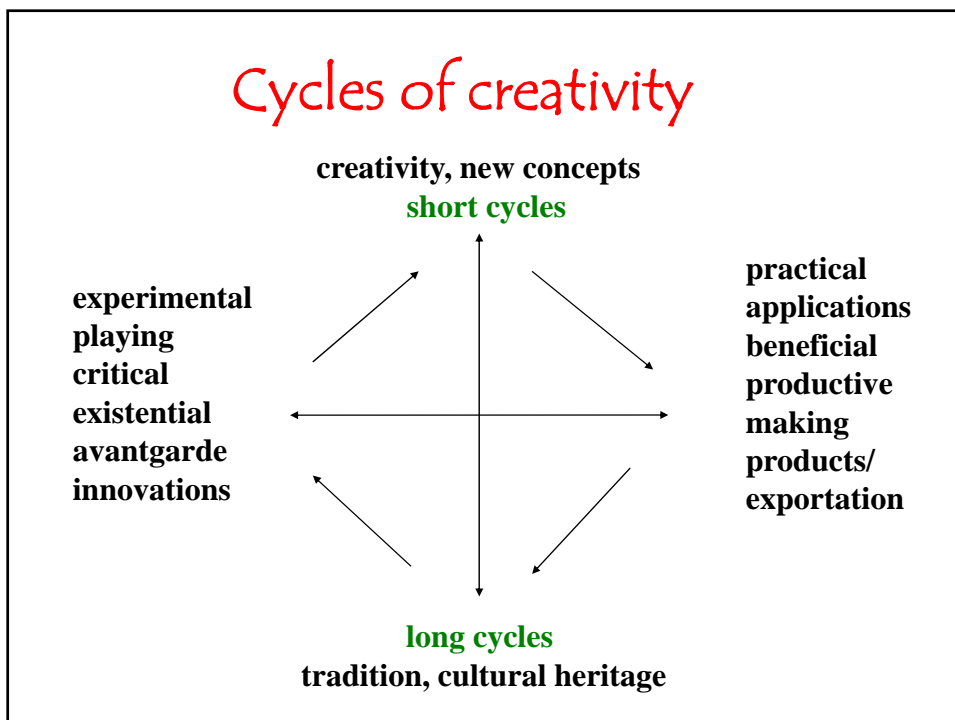
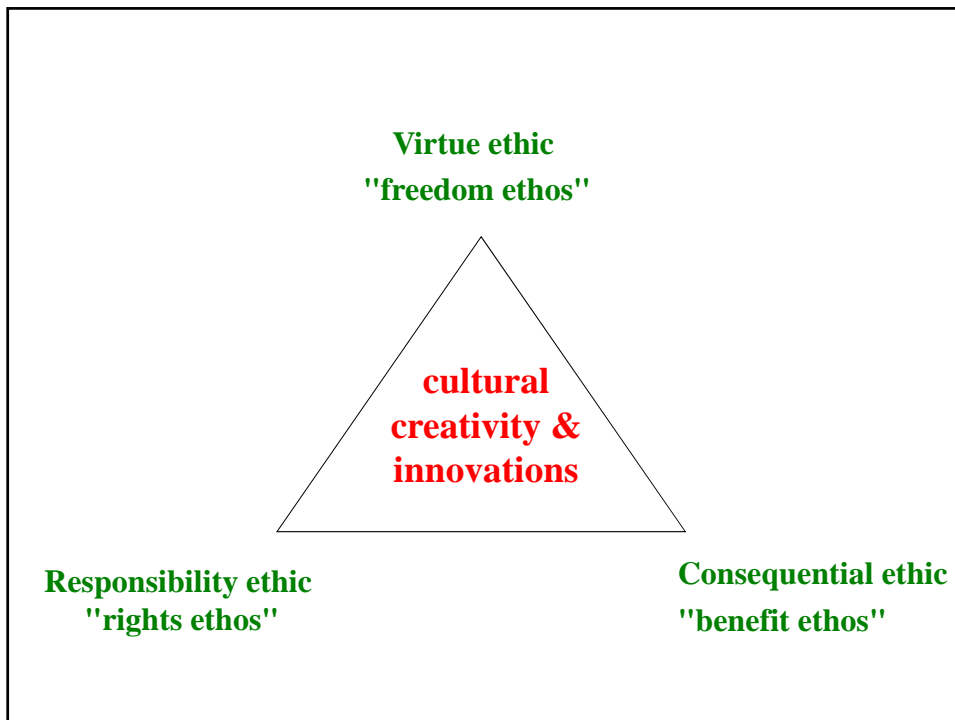
- **Have received less attention than other human rights**
- **Essential to the identity, integrity and dignity of peoples**
- **By nature attached to culture as a living process and have a direct correlation with the cultural dimension and human expressiveness in people's lives**
- **Lack of monitoring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

Key principles of Cultural Rights

- **Autonomy and intrinsic value of art and culture**
- **Diversity - pluralism**
- **Non-discrimination**
- **Access to the tradition of humankind and one's own cultural sphere: Human dignity – tradition - identity**
- **Equality – democracy: Physical, regional and cultural access, accessibility, inclusion and participation**
- **Freedom of choice - self-determination,**
- **Fair deals: The diversity and matching of cultural provision,**
- **Capability for cultural self-expression and signification.**

Ethical choices in cultural policy

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



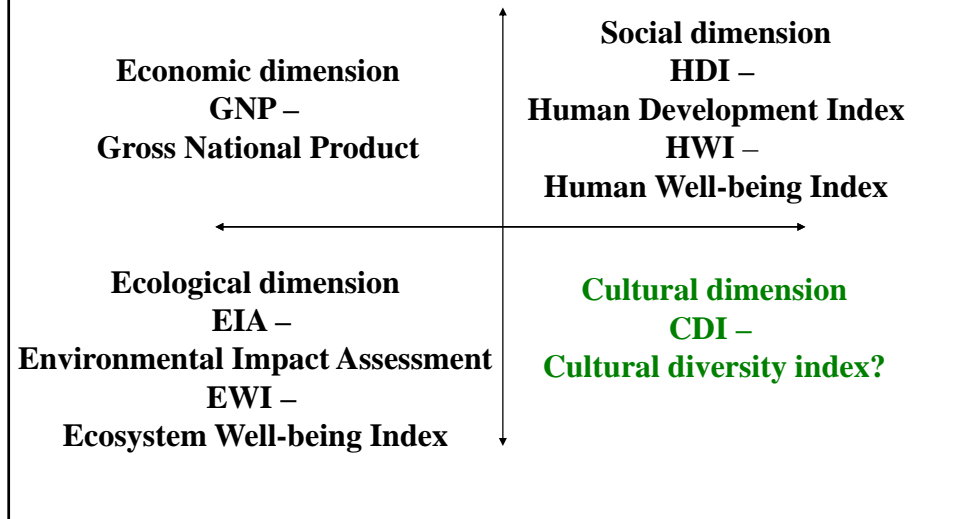
"Innovation fever?"

**Inflationary spiral of
innovation**

*Fair culture as a European
competitive factor?*

- In the future ethical and ecological factors will guide consumer choices
- Ethical and ecological choices will be crucial assets in competition
- Best brains and top talent follow just social conditions and cultural services while choosing education or employment locations for themselves and their children
- Equality, cultural rights and cultural pluralism create optimal conditions for economic and social welfare via creativity and innovations

Ethical Development Indicators



Ethical assessment in cultural policy:

- **Making different alternatives and ethically conflicting interests visible and understanding them**
- **Raising awareness of the consequences of different choices**
- **Creating indicators for measuring ethical dimension and realisation of cultural rights**



Hugo Simberg: The Wounded Angel, 1903



Pekka Vuori: Greetings to Hugo Simberg, 1980's



**Hannes Heikura: Christmas Angels
The Photo of the Year 2001**

"Ollaan ihmisiksi"

"Let's act like human beings"

Fair Culture? The Ethical Dimensions of Cultural Policy and Cultural Rights

The report by Hannele Koivunen and Leena Marsio in 2006

[http://www.minedu.fi/
export/sites/default/OPM/Julkaisut/2007/liitteet/opm21.pdf?lang=fi](http://www.minedu.fi/export/sites/default/OPM/Julkaisut/2007/liitteet/opm21.pdf?lang=fi)