

# Global solidarity for heritage and culture

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Secretary-General



United Nations  
Educational, Scientific and  
Cultural Organization

German Commission  
for UNESCO

# 2020: Support programme



500,000 Euro

provided during  
September – December

to help cope with lack of  
tourism and subsequent  
problems (poaching,  
looting, fires....)

generate community  
income, strengthen  
monitoring....

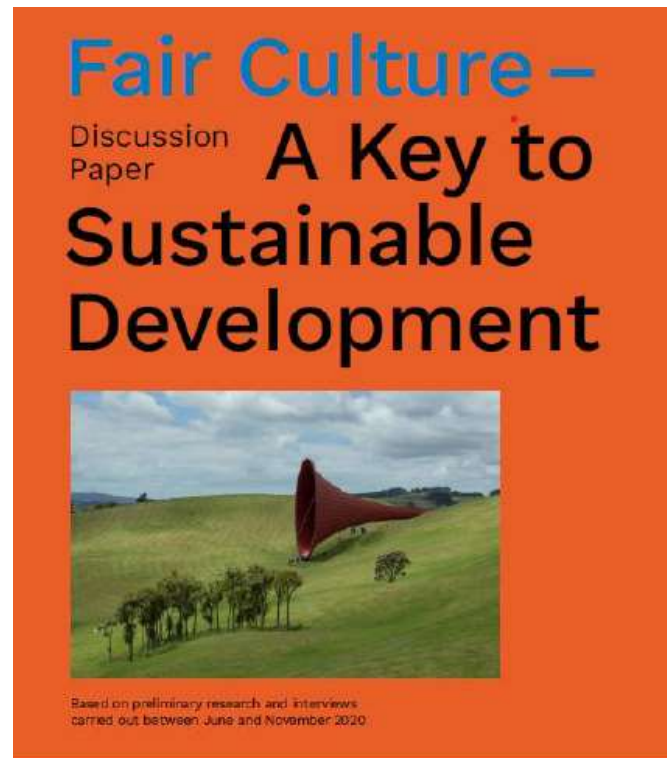
# 2020: Support programme



Continuation foreseen for 2021



# 2020/2021: Study on “Fair Culture”



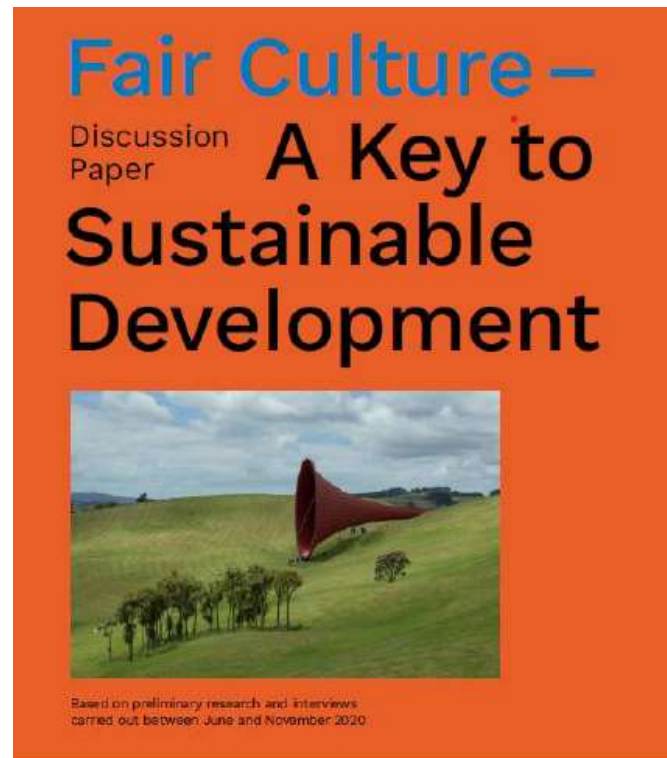
Research project together with UNESCO Chair Laval, Canada

Study to be published June 2021

How to apply “fair trade” principles to cultural services and goods?



# 2020/2021: Study on “Fair Culture”



“Fair trade” = successful, attractive brand in many markets of the Global North

Many potential benefits for the cultural sector of the Global South: price, capacity building, respect for environment, fair decision-making

Rebalancing cultural exchanges between Global South / Global North in line with 2005 Convention

