



# Freedom - Responsibility - Benefits?

Ethical Dimensions of Innovations  
and Creative Production

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Culture as Innovation

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Sirkka Haara: Muistojen peitto (2004)

# **Culture as Innovation;** **The Search for creative power in** **Economies and Societies**

- **culture – Homo sapiens**
- **innovation – Homo narrans**
- **creative – Homo ludens**
- **power – Homo faber**
- **economy – Homo economicus**
- **society – Homo generosus**

**"Innovation fever  
?"**

**Inflationary spiral  
of innovation -**

# "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.
- The report *Fair culture – the ethical dimensions of cultural policy and cultural rights* by Hannele Koivunen and Leena Marsio was published in 2006

# 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.

# **Fair culture encompasses**

- **Access to humankind's and one's own cultural tradition**
- **Physical, regional and cultural accessibility and availability**
- **Diversity of cultural supply and its matching with demand**
- **Participation in cultural supply, and**
- **Opportunities for, inclusion in and capability for cultural self-expression and signification.**

# 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)**



# **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**

# 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.**

# Cornerstones of Cultural Rights

**Democracy**

**Diversity**

**Accessibility: Infrastructure**

**Participation: Creative input**

**Actors and target groups**

**Indicators**

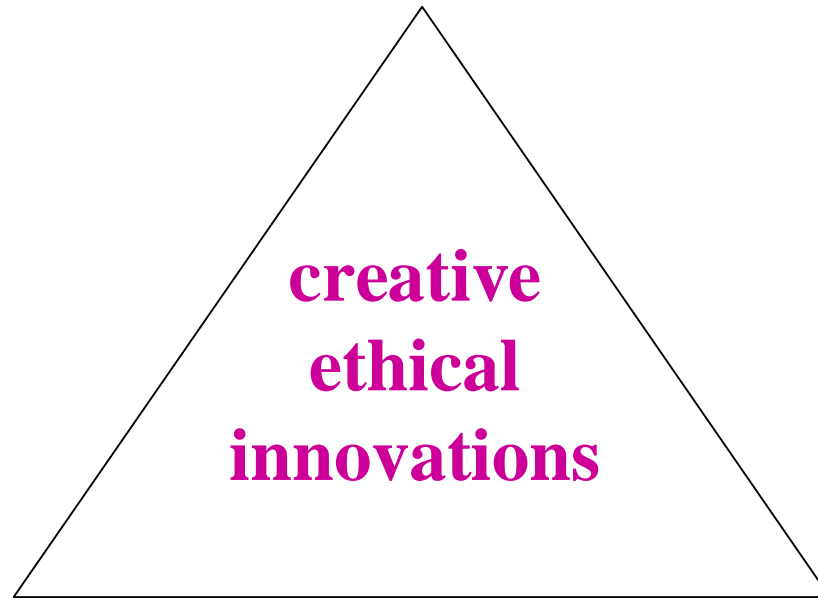
*...It was made up of a thousand thousand thousand... currents, each one a different colour, weaving in and out of one another like liquid tapestry of breathtaking complexity. Each coloured strand represented and contained a single tale. The ocean held all the stories that had ever been told and many 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*

# Ethical choices in cultural policy

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

**Virtue ethic**  
**"freedom ethos"**



**Responsibility ethic**  
**"rights ethos"**

**Corollary ethic**  
**"benefit ethos"**

# **Ethical assessment in cultural policy:**

- **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.**

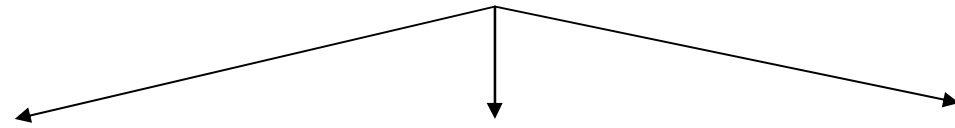
# Ethical and Innovative Products Media

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



# Pierre Bourdieu: Symbolic power

Symbolic instruments



**structuring  
structures**

**structured  
structures**

**instruments of  
domination**

**instruments for  
knowing**

**means of  
communication**

**power**

**symbolic  
forms**

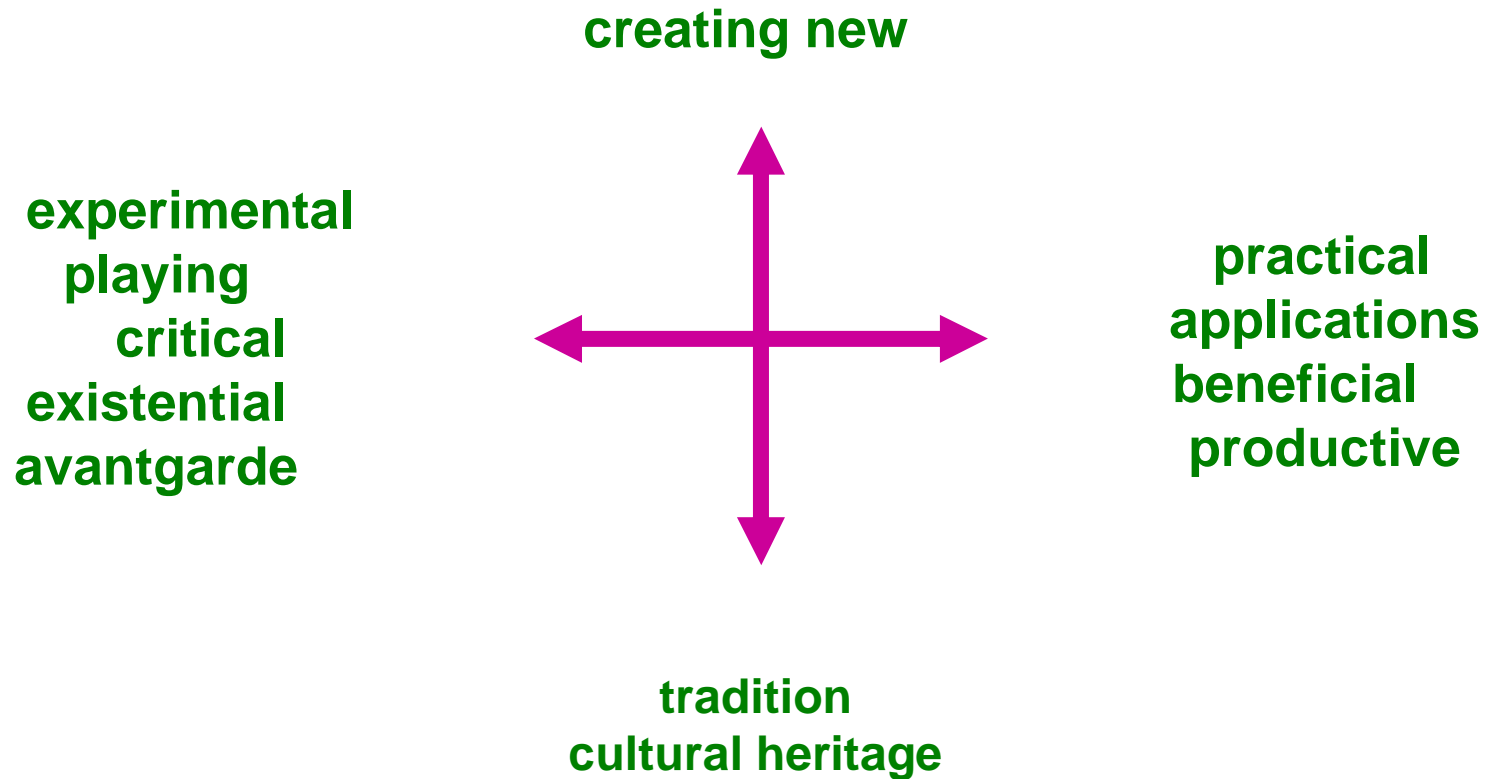
**symbolic  
objects**

**ideologies  
myths**

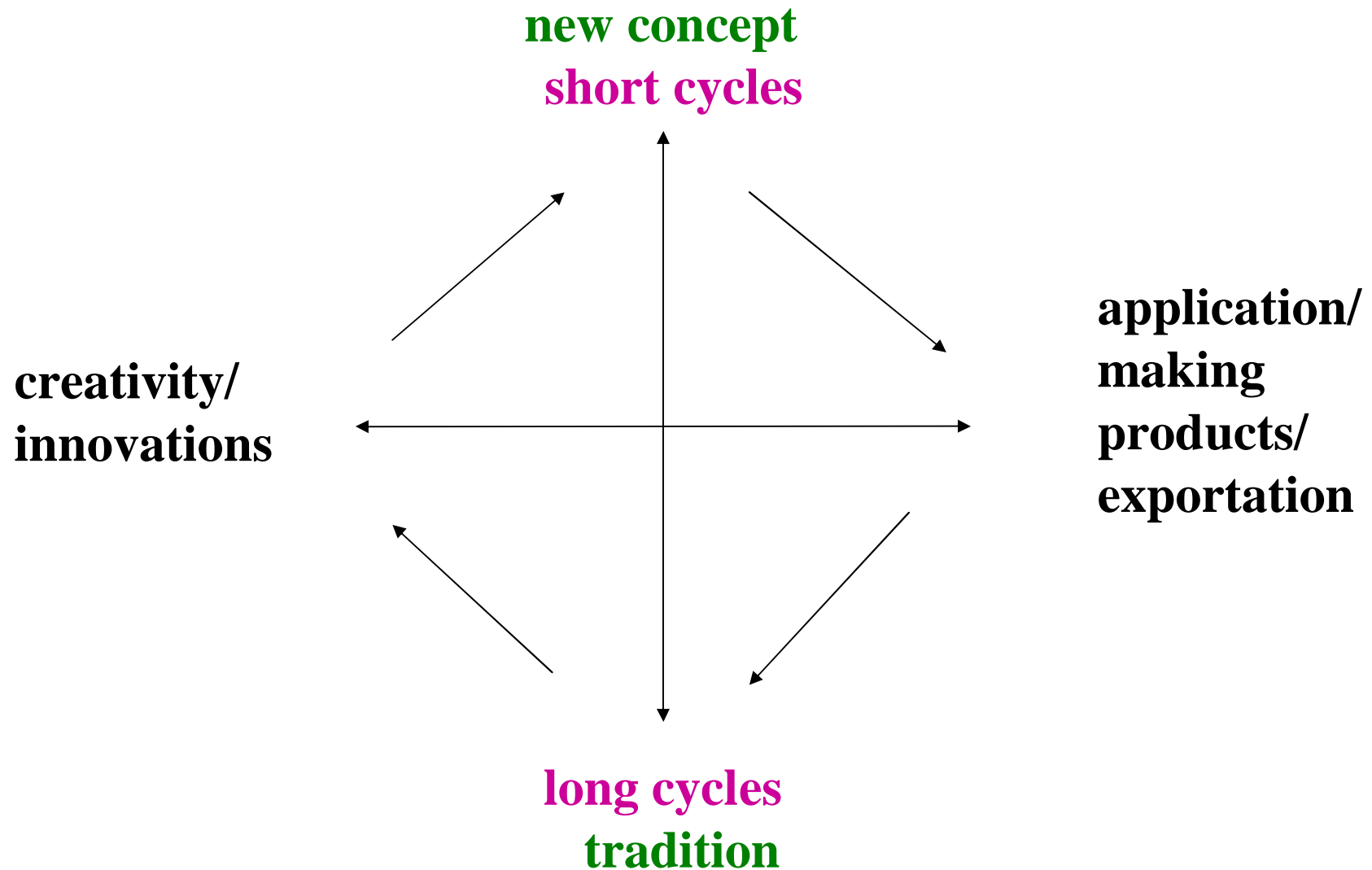
# Goals and Tools

- **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.**

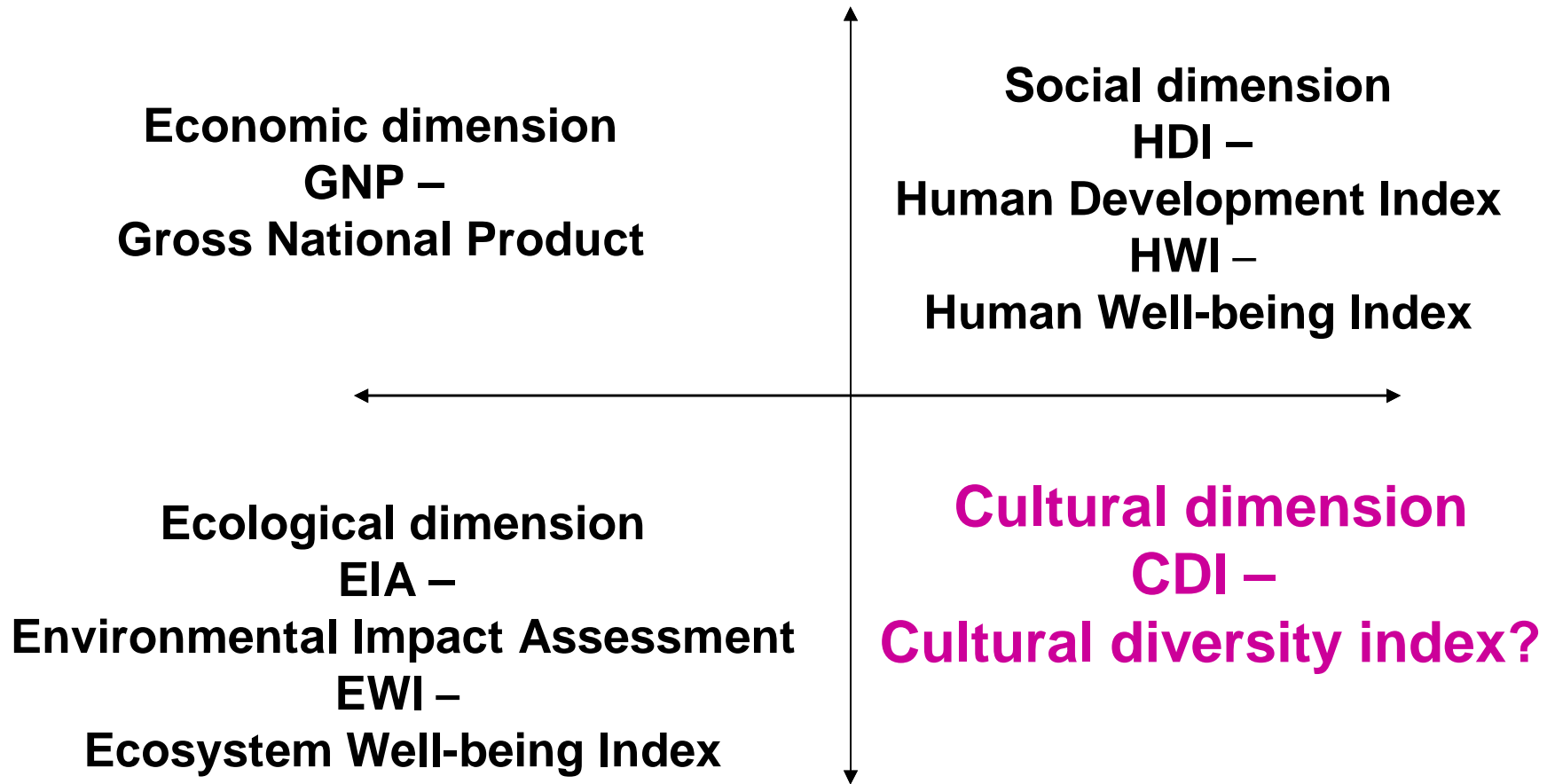
# Diversity - creativity - innovation - productivity



# Cycles of creative economy



# Ethical Development Indicators

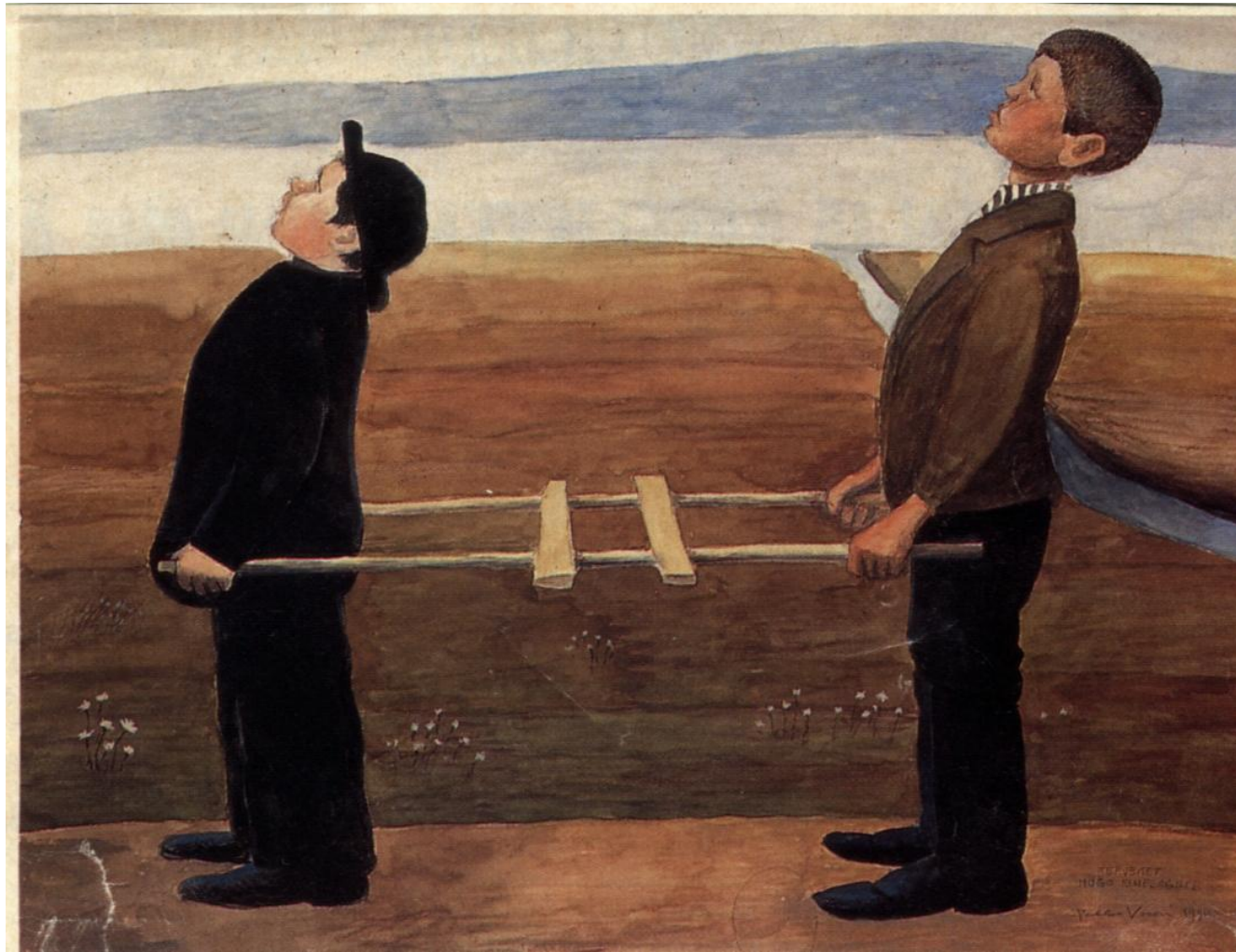


# **The Fair Culture? review recommendates**

- **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.**



**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**

**[www.minedu.fi](http://www.minedu.fi)**