uSomqulu we-Fair Culture



Yamukelwe yi-consortium yabalingani bamazwe ngamazwe kulandela inqubo yomhlaba wonke yokubamba iqhaza ekwakhiweni ngokubambisana ehlelwe yiKomishana yaseJalimane ye-UNESCO

- uSomqulu
- we-Fair Culture

OKUQUKETHWE

Isendlalelo 6

Incazelo 12

Izinhloso 14

Imigomo 16

1. Izimo zokusebenza ezingcono namaholo anobulungiswa 17

2. Ukutholakala kwemisebenzi nezinsiza zamasiko ezehlukahlukene 19

3. Ukungabandlululi nokulingana ngokobulili 20

4. Intuthuko yendawo 22

5. Amathuba okuthola izimakethe 23

6. Ukulingana kwezedijithali nobuqotho 25

7. Ukuhlonishwa kwemvelo 26

8. Ukuqwashisa umphakathi nabathengi 27

Indlela eya phambili 28

Ukubhalwa kuka-Somqulu we-Fair Culture 30

Usayinelwani futhi usayinwa kanjani uSomqulu we-Fair Culture? 32

Abashicileli 34

Isendlalelo



USomqulu we-Fair Culture weseka ukusungulwa nokuqiniswa komkhankaso wokwakha ubudlelwano bamasiko obunobulungiswa emazweni naphakathi kwamazwe nezifunda zomhlaba. Lokhu ukwenza ngokuthi ushumayele ivangeli lemigomo eyisikhombisa okuhloswe ngayo ukukhuthaza ukuthi amaciko, abantu abenza imisebenzi ehlukene yobuciko nabanye abasendimeni yezamasiko bakwazi ukusebenza ngaphansi kwezimo ezinobulungiswa futhi ezinenhlonipho, ngaleyo ndlela kuvikelwe amasiko ehlukahlukene emhlabeni jikelele. Thina, njengezinhlangano nabantu abasayine lo Somqulu, sikwenza lokhu ngenhloso yokweseka nokuba yingxenye yalo mkhankaso we-Fair Culture. Simema ezinye izinhlangano zohulumeni, izinhlangano ezizimele nezinhlangano zomphakathi, izinhlaka zombuso kanjalo nabantu ngabanye ukuba bawusayine lo Somqulu. Ngokusayina lo Somqulu, siyazibophezela ekutheni le migomo ebekwe kuwona sizoyisebenzisa futhi sikhuthaze ukuba isatshalaliswe futhi yemukelwe nxa zonke.

Siyingxenye yalo mkhankaso ngenxa yokuba nenkolelo yokuthi amaciko, abantu abasebenza ngobuciko obehlukene, nabanye abasebenzi emkhakheni wamasiko banegalelo elikhulu nelibalulekile kwinhlalakahle yabantu, kwinqubekelaphambili yemiphakathi nasempumelelweni kwezomnotho emhlabeni jikelele, kubalwa nalapho kunokusebenza nokushintshisana okuwela imingcele. Sikholwa wukuthi lawa mandla angaka okuletha uguquko angenxa yokuthi mkhulu umsebenzi owenziwa ezobuciko empilweni yabantu. Izinto zamasiko zisemkhakheni wezomnotho nowezobuciko: Ngale kokuzakhela inzuzo nokudala amathuba emisebenzi, amaciko nabanye abasebenza ngezobuciko banegalelo elikhulu ekukhombiseni ukwakheka, imicabango kanye nobugugu bamasiko ehlukahlukene emhlabeni jikelele.

Siyazibophezela enkululekweni yezobuciko, izimo zokusebenza ezinobulungiswa, namaholo afanele futhi alingene nomsebenzi owenziwe. Ngakho-ke, sihlose ukubhekana ngqo nezihibe ezivimbela amaciko nabanye abasebenza ngezamasiko ekutheni baveze ngenkululeko ubuciko babo futhi bazakhele izindlela zokuphila ezingcono. Sihlose nokuqinisa ukuba semthethweni kwamaciko nabantu abasebenza ngobuciko, kungakhathalekile ukuthi baqashiwe noma cha noma basebenza ngokuzimela ngaphansi kwezinkontileka; kungakhathalekile ukuthi umsebenzi wabo wamukelwa kanjani njengomsebenzi ngohulumeni emazweni abo; futhi kungakhathalekile ukuthi basebenzela imali noma cha. Abanye esibabalayo ngosomabhizinisi, abanikazi bamabhizinisi amancane, aphakathi nasafufusa, abemife-

landawonye nezinhlangano, imisebenzi yabo ehambisanayo nalo Somqulu. Sigxila kakhulu kulawo maciko nabantu abasebenza ngobuciko isimo sabo esisengcupheni nabakhishwa inyumba-zane, sigqamisa ukungalingani okukhona nokungaphathwa ngokufana kwamasiko ehlukahlukene, okwenzeka emazingeni emiphakathi, kazwelonke nawomhlaba jikelele.

Lo Somqulu wakhelwe phezu kwesesekelo semithetho ekhona yamazwe ngamazwe, ikakhulukazi Izincomo ze-UNESCO Ngesimo Samaciko zika-1980, Ingqungquthela ye-UNESCO Yokuvikelwa Nokukhuthazwa Kwamasiko Ehlukahlukene ka-2005, Isimemezelo Somhlaba Wonke samaLungelo Abantu, Isivumelwano Samazwe Ngamazwe Samalungelo Ezomnotho, Enhlalo Nakwezamasiko, neminye imithetho yamazwe ngamazwe ekhona okubalwa kuyona izivumelwano namazinga e-WIPO ne-ILO, kanjalo noHlelo lwe-UN lwentuthuko ehlinzekela izidingo zamanje nezangomuso.

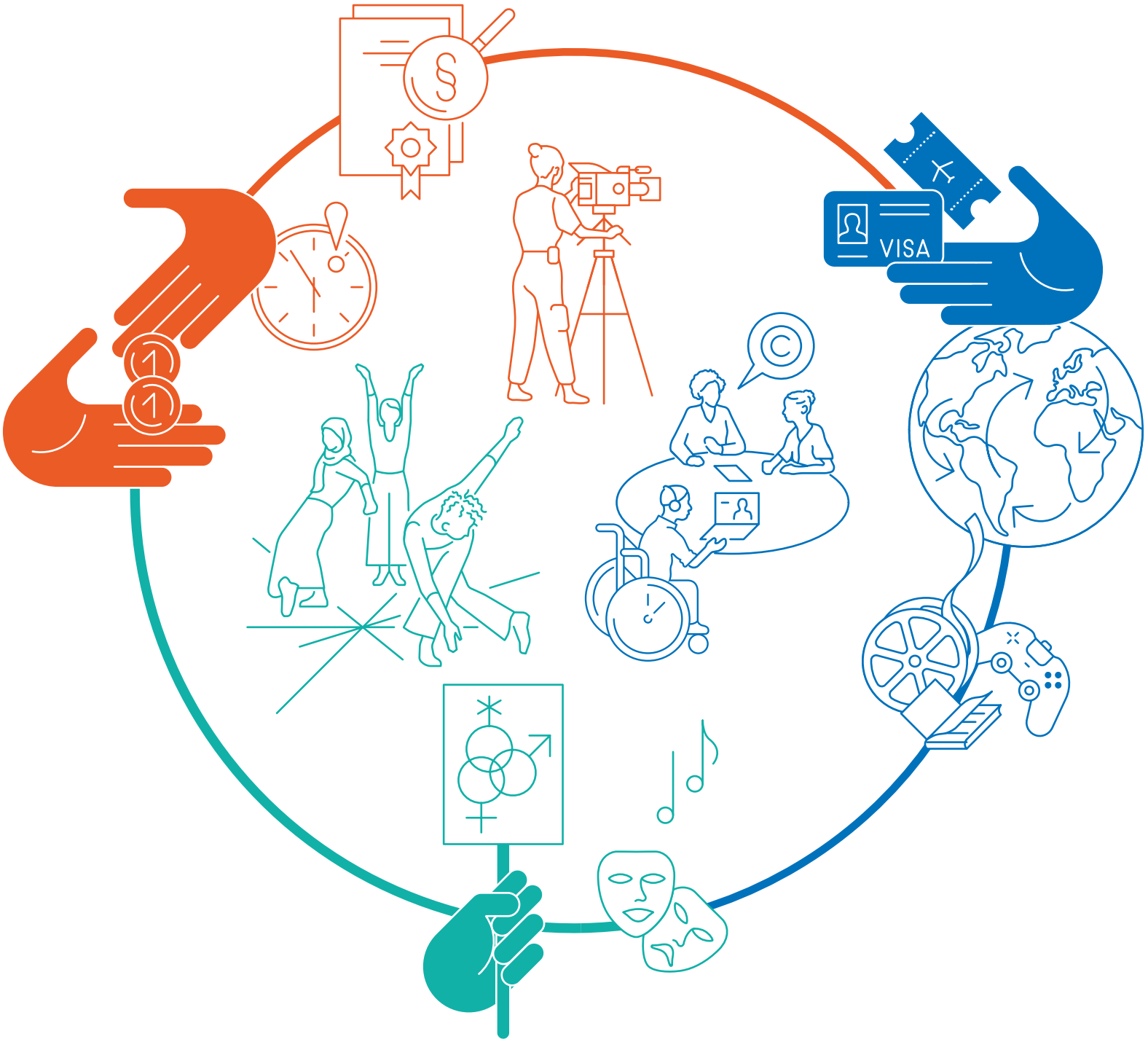
Uphinde wakhele phezu kwesisekelo sezinhlelo zemiphakathi, zamazwe nezezifunda ezikhona okubalwa kuzona izinhlelo zomthetho nezinye izinhlelo zokubusa. Lo Somqulu uqinisa izinhlelo ezikhona ngokwakha ubudlelwano nezinye izinhlaka ezingekho ngaphansi kohulumeni. Ngaleyo ndlela, uqinisekisa ukuthi imihlomulo eza nalezi zinhlelo igcina ifikile kulabo okuhloswe ukuthi iye kubona, ukuthi bonke baphathwa ngendlela engenakho ukwenzelela futhi nokuthi kuba nezibophezelo eziqinisekisa ukulingana, ukubambisana nobudlelwano namaciko kanjalo nabantu abasebenza ngobuciko namasiko lapho besebenza khona nabanye abathintekayo kwezobuciko nasemisebenzini yezamasiko.

Lo Somqulu ususelwe ikakhulukazi empumelelweni ebonakale kuSomqulu wezohwebo olunobulungiswa (iFair Trade Charter) kanjalo nomkhankaso we-Fair Trade wokwakha ubudlelwano obunobulungiswa kwezohwebo, ukwenza ngcono ukuzihlela kanye nempilo jikelele yabalimi abangaphezu kwezigidi ezimbili, nakuba kwamukelwa ukuthi uhwebo ngezinto zezamasiko ludinga ukuthi lube nendlela yalo lodwa.

Lo Somqulu uphendula eqhazeni eliya ngokukhula lezinhlelo zedijithali kanye nokwanda nokukhula ngamandla kwezinhlelo ze-AI (Artificial Intelligence), kokubili okuqhamuke namathuba kanjalo nezinselelo ezintsha emkhakheni wezobuciko nemisebenzi yamasiko. Phakathi kwalokhu sibala ukusilela okukhulu okukhona kwezedijithali kanye nezindlela zokusebenza ezingenabo ubuqotho nobulungiswa ezibonakala kwezinye izinkundla zedijithali.

Lo Somqulu ugcizelela ukubaluleka kwamalungelo obunikazi bomsebenzi wamaciko ukuze imikhiqizo yezobuciko ingashabalali, futhi usebenzela ukuqinisekisa ukuthi lawa malungelo ayavikelwa njengoba lokhu kuyaye kudingeke ngezinye izikhathi.

Ngenxa yokubona izingqinamba ezikhona kwizinqubomgomo zezamasiko ezikhona ngaphansi kwezimo ezithize, bonke abasayina lo Somqulu balwela ukuthi kube nobudlelwano obunobulungiswa kwezamasiko ngokuthi kube nezinqubomgomo eziqotho ezibeka phambili inkululeko, ubulungiswa nokungenzeleli njengoba lokhu kuqhakanjisiwe kulo Somqulu we-Fair Culture.


§
VISA
©

Incazelo



I-Fair Culture wumfelandawonye ohlose ukwakha izimo zokusebenza eziseqophelweni elifanele kuwona wonke amaciko nabantu abasebenza ngobuciko namasiko.

I-Fair Culture imema zonke izinhlaka zikahulumeni, izinhlangano ezizimele nezinhlangano zomphakathi, kanjalo namakhasimende nabasebenzisa imisebenzi nezinto zezamasiko ukuba bakhuthaze ukuthi kube nobungcono ezimweni zokusebenza kwezobuciko namasiko emazingeni omphakathi, kazwelonke nawawamazwe ngamazwe.

I-Fair Culture ihlose ukwenza ukuthi izinhlelo zobuciko namasiko zikwazi ukuba khona nangomuso, kube nokuhlonishwa kwamasiko nezilimi ezehlukahlukene, kwamalungelo abantu, okubalwa nasezinkundleni zedijithali, futhi kube nokushintshana nokusebenzisana okungcono nokulinganayo kwezamasiko.

Yikhona-ke lokhu esikubiza nge-Fair Culture.

Izinhloso



Injongo kaSomqulu we-Fair Culture ukukhuthaza ukuhlonishwa, ukuvikelwa nokufezekiswa kwamalungelo abantu abangamaciko nabasebenza ngobuciko namasiko kwezenhlalo, ezomnotho nezamasiko, ngokuthi kuqinisekiswe ukuthi kuba nezindlela ezinobulungiswa zokuphathwa kwabo ngokomsebenzi futhi kuba nokushintshana okunokulingana emazingeni endawo, kazwelonke, ezifunda nawamazwe ngamazwe, ikakhulukazi ngokuthi:

1. Kukhuthazwe futhi kuqinisekiswe ukuthi kunezimo ezingcono zokusebenza zamaciko nabanye abasebenza ngobuciko namasiko. Lokhu kubandakanya ilungelo labo lokumeleka bebonke nokuholelwa ngendlela efanele, ukuhlonishwa, nokukhokhelwa ngomsebenzi wabo wobuciko namasiko - ikakhulukazi ukusetshenziswa ngendlela kwamalungelo omsebenzi wabo - okubalwa otholakala ezinkundleni zedijithali.

2. Ukusungula isimo esizokwenza kube nokuncintisana nokwethembeka kwesikhathi eside kwemisebenzi yezobuciko namasiko, ehambisanayo nezinqubomgomo. Lezo zimo kumele zikwazi ukuqeda ukungalingani nokushiyana kwezohwebo nokusebenzisana, futhi ziqinisekise ukuthi kuba nokulingana ekushintshisaneni ngezamasiko namasevisi emhlabeni jikelele nokutholakala ngokulinganayo kwamathuluzi edijithali namakhono, ukwenza kube lula ukuhambelana, ukuqinisa amakhono nokwenza umkhakha usebenze ngendlela efanele ukuze kuhlomule amaciko, nabantu abasebenza ngamasiko nobuciko.

3. Ukusondeza abamabhizinisi, ikakhulukazi amabhizinisi amazwe ngamazwe nawezobuchwepheshe, ubudlelwano nohulumeni abehlukene, izikhungo zikahulumeni, nezinhlangano zomphakathi kuyona yonke imikhakha nezifunda emhlabeni jikelele, ekulandelweni kwemigomo yeFair Culture nezindlela zokuqinisekisa ezidingekayo.

4. Ukuqwashisa umphakathi ongamakhasimende nezibukeli ngokubaluleka kokuvikela nokukhuthaza ukwehlukahluka kwamasiko, okubalwa ukuvikelwa kwamalungelo ezimo zokusebenza zamaciko nabantu abasebenza ngobuciko namasiko.

Imigomo



Ukuze sifeze izinjongo ze-Fair Culture, kubalulekile ukwamukela nokufeza lezi zibopho ezibekwe emigomweni eyisishiyagalombili ewumkhombandlela. Lokhu kusho ukuzibophezela ekulandeleni yonke le migomo, kwamukelwe ukuthi inqubekelaphambili kwezinye izindawo akufanele iholele ekugqozeni kwezinye:

① Izimo zokusebenza ezingcono namaholo anobulungiswa

I-Fair Culture idinga ukuba kuhlonishwe futhi kufezekiswe amalungelo abantu abangamaciko, abantu abasebenza ngobuciko nangamasiko. Banelungelo lokuphathwa ngendlela enesithunzi nokuthi isimo sabo somsebenzi, inhlalo nezomnotho sivikelwe futhi senziwe sibe ngcono ngokuhambisana nemigomo yemithetho yamazwe omhlaba. Banelungelo lokusebenza ngaphansi kwezimo ezinokuphepha, okubalwa ukukhokhelwa ngendlela efanele neyanele ngomsebenzi wabo, okuhambisana nokuvikelwa kwamalungelo abo obunikazi bomsebenzi wabo. Kumele kusetshenziswe amazinga obuqotho nobulungiswa kubasebenzi amiswa yiNhlangano Yezabasebenzi Yamazwe Omhlaba, okubalwa ukuhlinzekwa kwezindlela zokuphepha nokuvikeleka engcupheni yempilo, kanjalo nezikhalo ezivela kwabesifazane abangamaciko nabasebenza ngobuciko namasiko uma bekhulelwe, bebelethile nezingqinamba ababhekana nazo emuva kwalokho. Kumele kugqugquzelwe ukusebenza ngokubambisana njengendlela elula yokuqala nokusebenzisa amazinga okusebenza athinta lo mkhakha. Lawo malungelo abandakanya ikakhulukazi amalungelo obunikazi bomsebenzi abawakhile noma abawuqambile.

Lezi yizibopho zabantu ngokuhlanganyela nangabanye abathinteka emkhakheni wamasiko nobuciko, njengohulumeni, izinhlangano nezinkampani ezizimele nezikahulumeni, izinhlaka zomphakathi, izinyunyana, izinhlangano zochwepheshe, izinhlangano zokuphatha ngokuhlanganyela, noma abantu abangochwepheshe ngokuzimela. Ukufeza lezi zimfuno kudinga ukuba kwemukelwe futhi kulandelwe izinqubomgomo ezanele nezindlela ezihambisana nokufezekiswa kwemigomo yokusebenza efanele namaholo emukelekile. Kudingeka izinqubomgomo nezindlela ezanele nasekuqeqesheni, kwezokuphepha komphakathi, ekuqashweni, engenisweni nemigomo yentela, ezindleleni zokuhamba, enkululekweni yamaciko yokwenza umsebenzi wawo, kanjalo nasekumiseni izinhlelo zokuhlela lo mkhakha uma lokho kuzosiza amaciko, nabanye abantu abasebenza ngobuciko namasiko. Kunconywa ukuthi ohulumeni babheke ukuthi beseke futhi baxhase amaciko kuncike ekufezweni kwezimo zokusebenza ezingcono namaholo angcono nafanele.



② Ukutholakala kwemisebenzi nezinsiza zamasiko ezehlukahlukene

Wonke umuntu unelungelo lokuthola imisebenzi nezinsiza zamasiko ezehlukahlukene. Kwezedijithali, ukutholakala kwayo kungale kokuba khona kanye nokukhoneka; kudinga ukutholakala kwekhontenti eyahlukahlukene ngezilimi ezehlukahlukene. Kusho nokuvala igebe ledijithali nokuqinisekisa ukukwazi ngokulinganayo ukuthola izinsiza zezamasiko ezikwenza ukwazi ukwakha, ukhiqize, usabalalise ikhontenti.

Ukutholakala kudinga kube nokugcizelela ngokukhethekile emfundweni yezamasiko nobuciko, kanye nokuqwashisa kusukela ebunganeni. Lokhu kufanele kube yingxenye yemfundo kuwo wonke amazinga nezigaba, kutholakale kubo bonke abantu abasha kungakhathaleki ukuthi sinjani isimo sabo senhlalo nesomnotho, kukhuthazwe ukwakhiwa nokutholakala kwezindawo ezakhelwe izingane nabantu abasha.

Lokhu kufanele kube umsebenzi wazo zonke izinhlaka, okubalwa kuzona ohulumeni, izinkampani zamazwe omhlaba ezidinga ukulandela umgomo wokuqinisekisa ukufaneleka. Kudinga ukuzibophezela ezinhlakeni zikahulumeni nezizimele ukuhlonza nokusukumela ukungalingani nezihibe ezingavimba ukukwazi ukufinyelela nokubamba iqhaza.

Ukuthola ikhontenti eyehlukahlukene kufanele kwenzeke ngendlela enenhlonipho, ikakhulukazi lapho leyo khontenti imayelana nemiphakathi ebinganikiwe amathuba, ingelona iningi noma ikhishwa inyumbazane. Abantu phaqa badinga ukuphathwa ngesinono, kanjalo nabokudabuka e-Afrika. Kuleyo nhlonipho kubalwa nokugwema ukusebenzisa izindlela zokukhuluma zabanye abantu – ngendlela efana nokuqonela isiko labanye – ngaphandle kwemvume oyinikwe abanikazi balelo siko futhi abachazeliwe ngalokho abakuvumayo – futhi bathole nemivuzo noma inkokhelo efanele, ngesikhathi kwamukelwa ukuthi sikhona isidingo sokunikezelana kwamasiko.

③ Ukungabandlululi nokulingana ngokobulili

Akumele kube khona ukubandlululwa kwamaciko nabanye abantu abasebenza ngobuciko kunoma iyiphi indawo abaqashwa kuyona (okuhlanganisa ukuqashwa, ukuholelwa, ukukhushulwa esikhundleni, noma ukuyekiswa umsebenzi) noma kweminye imisebenzi abayenzayo.

Amaciko nabanye abantu abasebenza ngobuciko banesithunzi namalungelo afanayo kungakhathalekile ubuhlanga, umbala, inzalo, ulimi, ubuzwe, imvelaphi yabo, isimo sabo sezomnotho noma senhlalo noma sokuzalwa, inkolo yabo, ubudala, ubulili abazalwe nabo, ubulili abazikhethele bona, isimo somshado, izibopho zokuba ngumzali, ukuya esikhathini, ukukhubazeka, isimo sempilo, ubulungu benyunyana noma umbono noma ukuzihlanganisa nabathile ngokombusazwe noma esinye isimo, ngokomthetho wamazwe ngamazwe wamalungelo abantu.

Kufanele kugxilwe kakhulu ezidingweni ezikhethekile nezokunikwa amathuba zabesifazane namaciko nabanye abasebenza ngobuciko abayingxenye yabantu abanganakiwe, abayimiphakathi eyidlanzana, kanye nemiphakathi engamelelekile ngendlela efanele. Abantu bomdabu badinga ukunakwa okukhethekile, kanjalo nemiphakathi edabuka e-Afrika.



④ Intuthuko Yendawo

Ukubhekana nezidingo zentuthuko yezamasiko yendawo neyesikhathi eside kubalulekile kunoma yikuphi ukusebenzisana ngezamasiko phakathi kukahulumeni nezinhlaka ezizimele ngasohlangaothini olulodwa kanye namaciko nabanye abasebenza ngobuciko ngakolunye uhlangothi. Le ntuthuko kudingeka ukuba ihlanganise izinto ezahlukahlukene, okubandakanya kodwa kungagcini ngokuthuthukiswa kwamakhono, ukudluliswa kwamakhono, ukuthuthukiswa kwengqalasizinda, ukwesekwa kwabantu abasha abangamaciko kanye nokuchuma kwezimakethe zendawo.

Izinkampani zamazwe ngamazwe kanye namabhizinisi amakhulu, ngenxa yamandla abo amakhulu, banesibopho esikhethekile kulokhu kusebenzisana. Kufanele baphikelele ngenkuthalo ekwakheni amathuba okushintshisana kwezobuciko namasiko amasha, ngendlela enenhlonipho nokungaxhaphazi kanye nokusebenzisana kwesikhathi eside; kufanele batshale kabusha ingxenye yenzuzo yabo kwezobuciko namasiko, emazweni nasezindaweni abasebenza kuzona, okuhlanganisa ukuba kuzuze imiphakathi yendawo futhi ngenhloso yokuthuthukisa imifelandawonye nezinye izinhlaka zamaciko ukuze akwazi ukuveza ubuciko namakhono awo. Maqondana ne-Fair Trade kweminye imikhakha, kuba khona isibonelelo esikhokhelwa le njongo.

Kuwumsebenzi kahulumeni ukusungula inqubomgomo yamasiko yomphakathi ebeka eqhulwini intuthuko yamasiko yendawo kanye nokuqinisekisa ukuthi amabhizinisi amakhulu ayazifeza lezi zibopho ezibalulwe ngenhla. Lokhu kungadinga ukubeka izinqubo zokuphatha zentando yabantu nezibandakanyayo, ngenkathi kuhlonishwa ukuzimela kwamaciko nabanye abasebenza kulo mkhakha ezinqumweni ezipha-thelene nokusetshenziswa kwalesi ‘sibonelelo’ ukuthuthukisa ubuciko namasiko endawo.

⑤ Amathuba okuthola izimakethe

Izinhlobo ezahlukahlukene zokuvezwa kwamasiko zawo wonke amaciko nabanye abasebenza ngobuciko nezamasiko kufanele zithole ukufinyelela okulinganayo ezimakethe zendawo, zikazwelonke nezomhlaba, okuhlanganisa nangedijithali. Ukukhuthazwa kokushintshisana ngezamasiko kufanele ngaso sonke isikhathi kucebise ikhontenti yezwe neyendawo futhi akumele kusho ukuthi ngeke isatholakala leyo khontenti. Lapho kuvulwa amathuba okufinyelela ezimakethe, ukunakwa okukhethekile kufanele kunikezwe abesifazane kanye namaciko aqhamuka emaqenjini anganakiwe, emiphakathini eyidlanzana, kanye nemiphakathi engamelelekile ngendlela efanele. Abantu bomdabu badinga ukunakwa okukhethekile, kanjalo nemiphakathi edabuka e-Afrika.

Ukuphathwa ngendlela ekhethekile kwezinhlobo zokuvezwa kwamasiko ezingamelelekile ngokwanele ezimakethe futhi ikakhulukazi ekushintshisaneni kwamazwe ngamazwe kuyisibopho okumele siqiniswe ngezindlela ezifanele nezisebenzayo, okuhlanganisa nezintsha. Lezo zindlela ziyadingeka futhi ukwenza kube lula nokweseka ukukwazi ukuhamba kwamaciko nabanye abasebenza ngobuciko nezamasiko. Lokhu kuhlanganisa izinto ezifana nama-visa abhekelela izidingo ezithile, izimvume zokusebenza, izivumelwano zentela ezinobulungiswa, izinqubo zokungena kwamanye amazwe ezihlelekile, izinsiza zolwazi ngezilimi zendawo nezikazwelonke, kanye nokufinyelela kwingqalasizinda yezamasiko neyemfundo, njengokumenyelwa kwamaciko ukusebenzela emanyuvesi, amafestivali obuciko, imibukiso yamazwe ngamazwe, kanye nezinhlelo zokushintshisana.

Amazwe kufanele agweme ukungena ezivumelwaneni zokuhwebelana ezingase zidale ukuthi angasakwazi ukwakha izinqubomgomo zezamasiko nobuciko zokuvikela nokukhuthaza ukwehlukahlukana kwezinhlobo zokuvezwa kwamasiko nobuciko kulawo mazwenakwio nakwidijithali. Maqondana nalokhu, kukhuthazwa kakhulu ukuba kufakwe amagama okuvikela lezi zinto ngokuba kubalulwe ukuthi ziyakhishwa ezivumelwaneni zokuhwebelana phakathi kwamazwe.



⑥ Ukulingana kwezedijithali nobuqotho

Ukusetshenziswa kobuchwepheshe bedijithali embonini yezamasiko nobuciko kufanele kuhlale kwakhelwe ukunothisa ukwahlukahluka kokubonakaliswa kwamasiko nobuciko nokuthuthukisa izindlela abantu abakhombisa ngazo ubuciko babo, hhayi ukuba lobu buchwepheshe buthathe indawo yabantu. Lokhu kusebenza kuzo zonke izigaba kusukela ekusungulweni, ekukhiqizweni, ngemuva kokukhiqizwa kuze kube sekusakazweni kwemisebenzi yobuciko eqanjiwe nokutholakala kwayo. Kusebenza ikakhulukazi ekuthuthukisweni nasekusetshenziswa kwezinhlelo ze-AI, okungaba yi-AI ezakhelayo izinto noma ekusetshenziswa kwayo i-AI emva kokwakhiwa kwalo msebenzi, ekukhonjisweni kwawo, ekutholakaleni kwawo nasendleleni osatshalaliswa ngayi ngalobu buchwepheshe.

Izindlela nezinqubomgomo ezilawula ukusetshenziswa kwalobu buchwepheshe kufanele zigxile kubantu ngendlela ezoba nenzuzo futhi ibe nobulungiswa kubo bonke abathintekayo. Njengoba kushiwo kwisincomo se-UNESCO mayelana nezimiso zobuqotho kwezobuhlakani bokuzakhela (AI), ukusetshenziswa kwalobu buchwepheshe kumele kuhambisane namalungelo abantu. Kumele futhi kusekelwe ekubonakaleni, ekuphenduleni ngokwenziwe nasekukwazini ukuchaza izinto, kanye nokuvikelwa kwamalungelo obunikazi bemisebenzi eqanjiwe kanye nokukhokhelwa okufanele.

Ukuhlonipha amalungelo, okuhlanganisa amalungelo okuvikelwa kwamalungelo obunikazi, kanye nokuvikelwa kobumfihlo, okuhlanganisa ulwazi olumaqondana nomuntu siqu, kufanele kube yisibopho esiza kuqala kubo bonke abathintekayo; izindlela ezintsha, ezisekelwe ekuvumeni komuntu othintekayo emva kokuchazelwa okuphelele, kuzodingeka ukuze kuqiniswe lezi zindlela zokuvikela okufaka nokuqinisekisa ukufaneleka kwazo kanye nokusebenza kahle naphezu kwentuthuko yezobuchwepheshe esheshayo. Ukufinyelela ngokulinganayo kumathuluzi edijithali, ulwazi lwedijithali, amakhono, kanye namandla, kanye nokutholakala kwezinsiza zokuvala amagebe edijithali kuyadingeka kakhulu nakho. Kufanele kubhekwe ngokukhethekile ukubhekana nezingcuphe ezivela ekubeni namandla amakhulu ngokweqile kwezimboni zobuchwepheshe.

⑦ Ukuhlonishwa kwemvelo

Ukuze sibe nekusasa, izenzo kanye nezindlela zokwenza izinto emkhakheni wezobuciko namasiko nakho kudingeka kunciphise ngokushesha imithelela yako emvelweni, okuhlanganisa izinto eziphilayo ezahlukahlukene kanye nokubhekana nokuguquka kwesimo sezulu.

Lona umsebenzi ohlanganyele wabo bonke abathintekayo, okuhlanganisa ohulumeni, izinhlangano zomphakathi nezizimele/izinkampani, izinhlaka zomphakathi, izinyunyana zabasebenzi, izinhlangano zemikhakha ehlukahlukene yemisebenzi, ososesheni bokuphatha abahlangene, noma amaciko ngamanye, abanye abasebenza ngobuciko nangezamasiko.

Ikakhulukazi umthelela omubi emvelweni wokusetshenziswa kobuchwepheshe bedijithali kanye nemicimbi yamasiko ekhiqiza ikhabhoni eningi kudingeka kuxazululwe. Izixazululo ezintsha nezihlelekile ziyadingeka; kungase kube khona amathuba ekwenzeni izinto ezingeni lendawo. Izixazululo ezibheka nxazonke kufanele zibe yingxenye yoshintsho olufanele, futhi ngenhloso yokuqinisekisa ukuthi lo mkhakha uba khona nangomuso futhi uyachuma nokunciphisa imiphumela emibi empilweni yabantu nasemalungelweni amaciko. Ukuhlonipha imvelo kusho futhi ukwamukela ukuthi imiphakathi, amazwe, kanye nezifunda bonke banesandla kodwa ngokusemazingeni angafani ekucekelweni phansi kwemvelo kanye nasekuguqukeni kwesimo sezulu.

Ukuhlonipha imvelo emkhakheni wezamasiko nobuciko kuhlanganisa ukuqwashisa ngokusebenzisa imfundo yezamasiko nobuciko, ngokuvezwa kobuciko, ngemicimbi, kanye nangezinhlelo ngokubona amandla obuciko namasiko okwenza ukuba abantu babe nozwelo, ngokubuza ngesikuzuzile, ngokufuna izincazelo ezintsha, ngokucabanga ngekusasa elehlukile, ngokuzama izinto ezintsha, ngokuvuselela nokwandisa imizamo kanye nokukhuthaza izenzo zokongiwa nokuvikelwa kwemvelo kanye noguquko emiphakathini.

⑧ Ukuqwashisa umphakathi nabathengi

Ukuqwashisa umphakathi kanye nabathengi kudlala indima ebalulekile ekukhuthazeni inhlonipho engcono kanye nokubonwa kokubaluleka kwendima edlalwa amaciko nabanye abasebenza emkhakheni wobuciko nezamasiko. Lokhu kuqwashisa kungafaka umfutho imizamo ehlose ukubahlinzeka ngezimo zokusebenza ezingcono kanye nenkokhelo efanele; kanye nokweseka amalungelo abo ayisisekelo, okubalwa akuwona nakwidijithali. Kubalulekile ukusebenzisa wonke amathuba okukhulisa ukuqwashisa ngokubaluleka kokuvikelwa ukwahlukahlukana kwezindlela zobuciko namasiko, kugcizelelwe kakhulu isidingo sokuqinisekisa ukutholakala kwalezi zindlela ezakhiwa endaweni nangezilimi zendawo.

Imfundo ngamasiko nobuciko yindlela enamandla yokukhuthaza ukuqwashisa ngosikompilo elinobulungiswa, ikakhulukazi entsheni esebenzisa izinkundla zedijithali. Kufanele kwamukelwe futhi kukhuthazwe izinyathelo zokwakha nokweseka i-Fair Culture.

Indlela eya phambili

Lo Somqulu we-Fair Culture umema bonke okubanjiswene nokusetshenziswana nabo, okubalwa kubona ohulumeni, izinhlangano zomphakathi, izinkampani ezizimele, izinhlaka zomphakathi, amaciko, abantu abenza imisebenzi ehlukene yobuciko nabanye abasendimeni yezamasiko kanye nazakhamuzi ukuba bawusayine futhi babambe iqhaza kuwona. Ngokusayina lo Somqulu we-Fair Culture, bayazibophezela ekulandeleni imigomo yawo nezinjongo zawo, ekuwuhumusheni ngokomthetho kanjengoba kufanele, nasekufakeni isandla ekukhuleni komkhankaso we-Fair Culture nasekuwuqiniseni.

Yize lo Somqulu ubeka imikhombandlela ebanzi, ukusebenza kwawo ezindimeni ezithile zezamasiko nezobuciko, kanye nasemazweni ehlukahlukene nasezifundeni ezehlukahlukene, kuzodinga ukuhlelwa kahle. Amapulani athile noma imikhombandlela ekhethekile kuzodingeka kwakhiwe ngendlela evulelekele uwonkewonke, enika wonke umuntu ithuba lokubamba iqhaza futhi lokhu kulandelwe ngendlela engashiyi muntu ngaphandle endaweni ngayinye.

Lo Somqulu uwumbhalo ophilayo futhi ongabuyekezwa ngomuso, uma kukhona isidingo. Ukubuyekezwa kwawo ngakunye kuyobikwa ngaphambi kokuba kwenziwe kubona bonke abawusayinile, kuqinisekiswe ukuthi konke kwenziwa obala futhi kuqinisekiswe nokubamba iqhaza kwabo bonke. Ukubuyekezwa kuyokwenziwa ngendlela engenakho ukufihla, eqinisekisa ukuthi kunokuvumelana okwenele kubo bonke abawusayinile.

Ukubhalwa kukaSomqulu we-Fair Culture

Ithimba labahleli nababhali elakhiwe ochwepheshe abayisishiyagalolunye abavela emazweni ahlukahlukene omhlaba yilona elibhale lo Somqulu kanti ekwenzeni lo msebenzi lihlangane izikhathi ezingaphezulu kweziyishumi onyakeni ka-2023.

- Jordi Baltà Portolés, Cultural Consultancy and Research, Transit Projectes, Spain
- Brahim El Mazned, Director, Visa for Music festival, Morocco
- Prof. Véronique Guèvremont, UNESCO Chairholder, University Laval, Canada
- Eddy Johana Gómez, Director of Projects, Llorona Records, Colombia
- Farai Mpfunya, Executive Director, Culture Fund, Zimbabwe
- Eduardo Saravia, Chief Economist, Sound Diplomacy, Colombia
- Anupama Sekhar, Curator, South-South Arts Fellowships 2022-2023 and Board Member, ArtsEquator, UAE/India
- Luanda Smith, CEO, NGO Creatividad y Cultura Glocal A.C., Mexico
- Katrina Stuart Santiago, Writer and Founder, PAGASA-People for Accountable Governance and Sustainable Action, Philippines

USihlalo waleli thimba labahleli nababhali uSolwazi Véronique Guèvremont.

Ibhodi yabeluleki eyakhiwe yizinhlangano nezinhlaka eziyishumi nanye yaba ophathina bokuqala bomkhankaso kaSomqulu we-Fair Culture eyawusayina ngokuvumelana ngo-elethu ngenyanga kaNhlolanja onyakeni ka-2024.

- Fairtrade International
- Fair Picture
- Goethe Institute (Germany)
- Institute for Creative Entrepreneurship & Innovation (Serbia)
- Instituto Maracá (Brazil)
- International Federation of Actors
- International Federation of Coalitions for Cultural Diversity
- International Federation of Musicians
- Kenya National Commission for UNESCO
- Korean National Commission for UNESCO
- Ministry of Culture of France
- UNESCO Chair Diversity of Cultural Expression at University Laval (Canada)

Bangaphezulu kwekhulu (100) ochwepheshe nezinhlangano ezabamba iqhaza ezigabeni ezehlukahlukene zokulungiswa kwalo mbhalo, ngesikhathi sokwamukela imibono yomphakathi nebhalwe phansi, bephawula njengengxenye yebhodi yabantu abahlaziyayo nanjengochwepheshe be-Fair Culture abangabantu abasha.

Umsebenzi wokuhlanganisa lo Somqulu we-Fair Culture, umsebenzi wethimba labahleli nababhali bawo kanye nomsebenzi webhodi yabeluleki wahlelwa yiGerman Commission egameni le-UNESCO

Usayinelwani futhi usayinwa kanjani uSomqulu we-Fair Culture?

Usayinwa kanjani?
Kulula kabi. Ngokuthi uzwakalise ukuweseka kwakho kwi-website ⌨ www.fair-culture.org.

Usayinelwani?
Ngokusayina lo Somqulu, udalula ukuthi uyakweseka okubhalwe kuwona futhi uyayeseka injongo yethu yokuthatha ezinye izin-yathelo. Kuzokwandisa isibalo sophathina nesibambisene nabo ngaleyo ndlela kube lula ukuthi ubonakale, wethembeke futhi uhlonishwe.

Ukusayina Lo Somqulu akusho ukuthi kukhona isibopho ozifaka kusona ngokomthetho. Kepha lokhu kusho nokuthi ukusayina lo Som-qulu akukhona “ukuthola isitifiketi” futhi akukuvumeli ukuthi usho izinto ezithile ngezinga lomsebenzi wakho webhizinisi ngokuhambisana nalo Somqulu. Ukusayina lo Som-qulu, akusho ukuthi usuzoba nelungelo lokusebenzisa noma iyiphi ilogo noma uphawu.

Yikuphi okulandelayo?
Ophathina abasungule lo Somqulu abafuni ukugcina ngoSomqulu nje kuphela. Bafuna ukuqala izindlela okuyothi ngelinye ilanga zisize ekuqalweni kwezinhlelo zokuphen-dula ngokwenziwe nokuthobela imithetho, mhlawumbe kube “nezitifiketi” kanye “namalebuli” kweminye imikhakha yezobuciko.

Abashicileli

Umshicileli

German Commission for UNESCO
Martin-Luther-Allee 42
53175 Bonn, Germany

Ungaxhumana

German Commission for UNESCO
T +49 (0) 228 60497 - 110
E info@fair-culture.org
www.unesco.de

Ukuhlela

Dr Lutz Moller (Ophethe)
Friederike Kamm, Juliane Baumgarten,
Zsuzsanna Aszodi

Translation Team (Ithimba labahumushi)

Vusi Mshengu (Quality Assurance),
Siyabonga Nxumalo, Lungelo Mnikathi,
Zama Ngcobo
Language Services
Executive Management Support Directorate
eThekwini Municipality
7th Floor, Shell House,
221 Anton Lembede Street
Durban, South Africa

(with support of the
UNESCO Creative City Durban)

Isimo

Julayi 2024

I-ISBN

978-3-947675-55-5

Ilungelo lobunikazi

Imibhalo kulo mshicilelo inelayisensi ye-Creative Commons Attribution ShareAlike 4.0 International (CC BY-SA 4.0).
www.creativecommons.org/licenses/by-sa/4.0/

Ukuklama nokuhlelwa

Panatom

unesco
German Commission for UNESCO

ngosizo lwe

Federal Foreign Office



unesco
German Commission
for UNESCO