

Call for Tender

Discussion Papers on the Implementation of the Fair Culture Charter in the
Music Sector | Book and Publishing Sector | Performing Arts Sector

FAIR CULTURE CHARTER

Submission Deadline: 13 September 2026

1. Background

The German Commission for UNESCO (DUK) invites tenders from qualified experts, researchers and practitioners to develop **three policy-oriented Discussion Papers** on the concrete implementation of the **Fair Culture** initiative, with content as expressed in the Fair Culture Charter.

The Fair Culture Initiative addresses structural inequalities in global cultural cooperation and in the cultural and creative sectors. The Fair Culture Charter explains the vision of culture and the creative industries, in particular companies of the corporate sector, to promote a sustainable, fair and respectful environment. More momentum, more commitment, more partners, more networks are needed.

All details can be found here: [Fair Culture Initiative - Home](#)

2. Objective of the Assignment

One Discussion Paper shall be developed for each of the following sectors:

1. **Fair Culture in the Music Sector**
2. **Fair Culture in the Book and Publishing Sector**
3. **Fair Culture in the Performing Arts Sector**

The Discussion Papers are intended to support the concrete practical implementation of Fair Culture principles set out in the Fair Culture Charter in the specific Sector, with its specific opportunities and limits, its strengths and weaknesses, its specific value chains and stakeholder interactions. They are intended to contribute to the ongoing development of a potential Fair Culture certification or label.

The papers should analyse sector-specific value chains, the (financial) value created and distributed at the diverse points in the value chains, identify key actors and leverage points for change, and formulate practical recommendations for implementing the Fair Culture Charter. Since a potential label should speak to the final audience and sensitize it for structural inequalities, the leverage points for change should be investigated in particular from the perspective of the audience. Particular attention should be given to the position of stakeholders from the Global South and possibilities for equitable international cooperation.

3. Scope of Work

Authors are expected to deliver their analysis in a concise, policy-oriented Discussion Paper – or, if they prefer, a more elaborate analysis with a policy-oriented summary. In either case, all evidence must be well documented as appropriate. In addition, the Discussion Papers will:

- operationalise the principles of the Fair Culture Charter within the selected sector;
- analyse the structure of the sector, its value chain;
- identify key stakeholder types (including stakeholders such as agents, promoters, copyright collectives), their relevance for the value chains, their interrelationships and how they might be re-conceptualized;
- examine, in quantitative and qualitative terms, the (financial) value creation and value distribution along the value chain;
- highlight structural inequalities and barriers, particularly for actors from the Global South;
- identify opportunities and challenges for fair remuneration and equitable partnerships
- discuss, as appropriate, cultural mobility;
- present, as appropriate, relevant case studies and examples of good practice;
- develop actionable policy recommendations;
- assesses whether and how certification or labelling mechanisms, from the audience perspective, could be included into the value chain, to support implementation of Fair Culture principles.

4. Key Questions to be Addressed

The Discussion Papers should, where relevant, address the following general questions:

- What is the size and structure of the sector?
- Who are the key stakeholder types along the value chain and what is the relevance from an industry point of view, from an artist point of view and from an audience point of view?
- How is (financial) value created and distributed?
- What are the main forms of employment and income generation, by which stakeholder type?
- What are the major inequalities and structural barriers?
- What is the role of actors from the Global South?
- Which stages of the value chain have the greatest impact on fairness and sustainability?
- How could stages of value chains be re-conceptualized?
- Which actions should be taken by policymakers, cultural institutions, networks, funding bodies and private-sector actors?

Questions on Fair Culture Certification and Label

Authors are invited to critically assess whether a certification or labelling mechanism could contribute to the implementation of the Fair Culture Charter and, if so, under which conditions. They should analyse existing certification, labelling or standards-based approaches and assess their relevance for a potential Fair Culture Label, taking into account that certification and labelling will be most impactful if it changes audience perceptions and audience decisions.

The Discussion Paper should address the following questions:

- Could certification or labelling really provide incentives for fairer practices in the sector?
- Which parts of the value chain would need to be covered?
- Which stakeholders would need to participate?
- What criteria could form the basis of a Fair Culture Label?
- Taking into account sector specifics, what governance structure would be required to ensure independence, credibility and legitimacy?
- Which incentives could encourage participation by cultural organisations, companies, agents, promoters, artists, copyright collectives, funders and public authorities in the sector?
- What barriers and risks should be taken into account?
- Which existing certification schemes or standards offer relevant lessons for the cultural sector?

The paper should assess whether a Fair Culture Label would be feasible and valuable in the selected sector and provide recommendations for possible next steps.

5. Sector-Specific Focus Areas

Music Sector

- platform economies in global music markets
- streaming, other recorded music and live performance
- contractual and production conditions
- touring and mobility limitations for the Global South

Book and Publishing Sector

- translation and linguistic diversity
- transcontinental visibility of authors and publishers, book fairs
- access and structural inequalities in global publishing ecosystems

Performing Arts Sector

- international co-production models
- contractual and production conditions
- mobility barriers
- equitable partnerships in cultural exchange and touring

6. Expected Structure

Papers should follow a common structure:

1. Executive Summary
2. Sector Analysis
 - Value Chain and Stakeholder Mapping
 - Value Creation and Distribution
 - Potential alternatives to value chains
 - The audience perspective / labelling
 - Good Practices and Case Studies
 - Global Perspectives, as appropriate
 - Options for Fair Culture Certification / Labelling
3. Policy Recommendations

The papers should be evidence-based, analytical, policy-oriented and practical in nature rather than purely academic publications. AI may be used if all AI-produced statements and sources are independently verified and if AI use is openly documented.

7. Deliverables

The Contractor shall submit:

- One Discussion Paper in English.
- Maximum length: **20 pages** (ca. **80,000–100,000 characters including spaces**; including executive summary of 1-2 pages, excluding cover page, references, sources and annexes).
- List of references and sources.
- Final editable Word version.

DUK reserves the right to request reasonable revisions following peer review and editorial review.

8. Profile of the Author

Applicants should demonstrate:

- recognised expertise in the selected sector, going beyond OECD countries;
- at least basic familiarity with UNESCO normative frameworks and cultural diversity policies;
- knowledge of cultural and creative industries and value-chain analysis;
- experience in policy analysis and drafting policy-oriented publications;
- excellent writing skills in English.

Experience working with stakeholders from the Global South is highly desirable.

9. Application Process

Interested candidates are invited to submit:

1. A short proposal/concept note (maximum 1 page) outlining the proposed approach;

2. A financial offer, including all costs;
3. A short biography or CV;
4. Relevant references and/or publications demonstrating expertise in the selected field.

Applicants should specify clearly for which Discussion Paper they are applying.

Applications must be submitted in English as a single PDF.

10. Timeline

Milestone	Date
Publication of Call	13 August 2026
Deadline for Submission of Offers	13 September 2026
Negotiation and Selection	18 September 2026
Submission of Draft	1 November 2026
Review and Revision by DUK	13 November 2026
Final Submission	27 November 2026

11. Budget

Applicants are requested to submit a financial offer by 13 September 2026 to info@fair-culture.org (cc kamm@unesco.de and lotta.dyes@unesco.de) indicating the total fee (gross / indicating VAT) required for the preparation of the Discussion Paper, including research, consultations, drafting, revisions and delivery of final outputs.

12. Right of use

The German Commission for UNESCO has the exclusive and unlimited right to use the results fulfilled by the contract.

The transfer of this Right of Use is complete with the payment made to the Contractor.

The Contractor has the Right of Use permission strictly limited for personal non-commercial purposes. Transfer of the Right of Use to third parties is excluded.

13. Commissioning Organization

German Commission for UNESCO (Deutsche UNESCO-Kommission e.V.)

Division of Culture and Communication

National Point of Contact 2005 UNESCO Convention „Diversity of Cultural Expressions“

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