



## ***The Cultural Diversity Charter for the Danish Cultural Sector***

Public and private cultural institutions, cultural organisations and cultural enterprises - referred to in the following as cultural institutions - must relate strategically to cultural diversity.\* In relation to their programming and audience composition as well as management and staff, cultural institutions must be aware of and make visible their intention to reflect and relate to the cultural diversity of the population in the geographical area they serve because it is beneficiary for both the institutions and society as a whole to utilize all available resources.

This charter is drawn up in collaboration with both public and private cultural institutions as part of the work involved in developing culturally diverse art and culture.

The aims of the charter are:

- To enhance access to Danish arts and culture for the audience and professional artists regardless of their cultural background, thus contributing to the expansion of Danish culture to include the expression of a multitude of voices. Equal access to a rich diversity of cultural expressions from around the world as the one's access to means of expression and communication are important elements for strengthening cultural diversity.
- To initiate concrete, measurable initiatives at cultural institutions that enhance diversity at all levels – in management, administration, staff, audience composition, programming and production of cultural products, as well as in hiring and personnel policies.
- To support cultural institutions in strengthening the creative potential that lies in the cultural encounter and the artistic and cultural hybridization this entails, and therefore further the possibilities for creating common cultural expressions. This implies respect for all cultures, including minorities, and the recognition of their equal worth.

We who support this charter commit ourselves to making a concrete effort to strengthen cultural diversity in arts and culture. Initiatives shall be adapted to the circumstances of the institution – for example, the conditions in the branch, the current share of people with intercultural background in management, etc.

We commit ourselves to the following:

- To develop, within an agreed number of months after signing this charter, a strategy or series of objectives for cultural diversity – including how and to what extent management and staff, production of cultural products, programming and audience composition shall seek to reflect the population's cultural diversity in relation to the geographic area the institution serves and launch initiatives to this end.
- To make this strategy or plan publicly known and visible on the institution's website.
- To develop and set goals and/or concrete targets for the share of persons with intercultural background who, within a fixed period of time, should be assigned positions at selected levels of management, in the staff as a whole, and/or in specific professions, as well as talent pools and educational or recruiting arrangements.



- To ensure personnel policies that promote equal career opportunities for persons with monocultural and intercultural backgrounds, including:
  - Recruitment procedures that contribute to making visible the potential talent found among applicants with intercultural backgrounds
  - Setting a minimum goal for the number of intercultural candidates when using headhunters to recruit leaders
  - Developing a framework for the individual employee's career development through networking, mentor programs and other concrete initiatives.
- To encourage the expression of diversity in cultural productions. In its cultural expressions, the art produced by cultural institutions should embrace and reflect this diversity.
- To share experiences and results from the initiatives made to fulfill the aims of the charter and its strategy. For example, one can continually contribute evaluations, annual reports, minutes and other materials to the news media and the dissemination of knowledge about cultural diversity at [www.cki.dk](http://www.cki.dk).
- To make public the accession to this charter, both by placing the 'Cultural Diversity' emblem on the front page of the institution's website with a clickable link from the emblem to the text of the charter or to a page with a link to the charter, and by making accession to the charter visible in as many relevant contexts as possible.

A list of everyone who has joined the charter is regularly updated and to be found at [www.cki.dk/charter](http://www.cki.dk/charter).

A strategy or plan for cultural diversity is to be made public and sent to the Center for Arts & Interculture at the email address, [charter@dcai.dk](mailto:charter@dcai.dk), by

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*[Date and year]*

We adopt the Charter for Cultural Diversity

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*[Date and year]*

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*[Cultural institution / organisation / company / association]*

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*[Signature(s)]*

## Definitions

\* In UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions, the terms below are to be understood as follows:

*'Cultural diversity'* comprises the many ways in which the cultures of groups and societies and the cultural heritage of humanity are manifested. These forms of expression are handed over within groups and societies and between them. Cultural diversity is manifested not only in the different ways in which mankind's cultural heritage is expressed, enriched and handed down through the various cultural expressions, but also – regardless of the means and technologies used – in the different forms of artistic creativity, production, transmission, distribution and use.

*'Interculturality'* is the equal interaction that exists and occurs between different cultures, and the possibility to create shared cultural expression through dialogue and mutual respect.

[www.cki.dk/knowledgebase/reports/UNESCO-convention-on-cultural-diversity](http://www.cki.dk/knowledgebase/reports/UNESCO-convention-on-cultural-diversity)

*'A person with intercultural background'* indicates that the person is either an 'immigrant' or 'descendant', terms that are defined by the Danish Ministry for Refugees, Immigration and Integration and Statistics Denmark: An 'immigrant', according to the ministry's definition, is *'a foreigner who was born abroad,'* whereas a 'descendant' is a *'foreigner who is born in Denmark'*.

The person may be born outside Denmark, or either of the person's parents may be born outside Denmark, with another nationality than Danish.

[www.nyidanmark.dk/bibliotek/statistik/taL\\_og\\_fakta/2007/taL\\_og\\_fakta\\_november2007/html/chapter02.htm](http://www.nyidanmark.dk/bibliotek/statistik/taL_og_fakta/2007/taL_og_fakta_november2007/html/chapter02.htm)

## About this charter's validity

The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression declares in Article 6 – Rights of parties at the national level: *"...taking into account its own particular circumstances and needs, each Party may adopt measures aimed at protecting and promoting the diversity of cultural expressions within its territory."*

[www.cki.dk/knowledgebase/reports/unesco-convention-on-cultural-diversity](http://www.cki.dk/knowledgebase/reports/unesco-convention-on-cultural-diversity)

## ***The Emblem of Cultural Diversity in Denmark***

The charter emblem / logo is found in a multitude of variations on the cover of the UNESCO Convention on Cultural Diversity.



All emblems are available in large and small versions, in vector-based PDF or JPG formats, and can be downloaded from [www.cki.dk/charter](http://www.cki.dk/charter) for use on websites and printed publications.