

**Forum:** The United Nations Educational, Scientific and Cultural Organization.

**Issue:** The exploitation and commercialization of Indigenous cultures as a means of profit gain

**Student Officer:** Sami Kammoun

**Position:** Head chair at The United Nations Educational, Scientific and Cultural Organization.

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## Introduction

The commercialization of Indigenous cultures predominantly occurs for financial gain and spans industries such as fashion, tourism, and entertainment. Current estimates indicate that more than 476 million Indigenous individuals reside in 90 countries, comprising approximately 6% of the global population. Despite their rich cultural heritage, Indigenous peoples constitute 15% of the world's most impoverished populations, thereby exacerbating economic inequalities arising from cultural exploitation. (Indigenous Peoples' Rights Are Human Rights, 2012).

Recent research indicates that Indigenous designs contribute approximately 10% of the annual profits of the global fashion industry, yet their creators receive little to no financial remuneration for their artistry. In the tourism sector, revenues directly benefiting Indigenous communities amount to less than 1%, compared to the estimated 30% of global revenues generated by cultural tourism. These statistics underscore the gravity of the commercial exploitation of Indigenous cultural resources. (Nations, 2011)

The commodification of Indigenous cultures extends beyond economic exploitation, posing significant threats to cultural identity, social cohesion, and the dignity of Indigenous peoples. Cultural symbols, originally imbued with profound significance, are frequently appropriated and repurposed to satisfy market demands. Traditional attire, music, and rituals are stripped of their sacred or symbolic meaning, reduced instead to mere commodities. According to a report by the World Intellectual Property Organization (WIPO), 70% of cultural designs in global use originate from Indigenous peoples, yet less than 5% of these communities receive any financial benefit. This erosion of cultural authenticity jeopardizes collective identity and disrupts the intergenerational transmission of traditions within Indigenous societies. (Janke, 2003).

Legal frameworks designed to protect Indigenous cultural heritage remain grossly inadequate. Intellectual property laws offer minimal protection for traditional knowledge and artistic expressions. While some Indigenous groups have sought to trademark their cultural symbols and designs, these efforts are often hindered by complex legal challenges and systemic gaps, effectively impeding the recognition of cultural property rights on a global scale. A 2021 international survey revealed that 85% of Indigenous communities face significant challenges in legally safeguarding their traditional knowledge from exploitation. (Kennedy et al. 2023)

In the absence of comprehensive and robust legal frameworks, Indigenous peoples are rendered vulnerable to various forms of exploitation, particularly by large corporations seeking to appropriate cultural elements for financial profit. These circumstances raise profound moral questions regarding consent and representation. Indigenous cultures are frequently employed in marketing campaigns, fashion collections, and tourism promotions, often without the informed consent or meaningful participation of the communities involved. Such practices marginalize Indigenous voices while perpetuating harmful stereotypes, portraying cultures through reductive and superficial imagery that fails to reflect their complexity and richness.

Nevertheless, there is growing global awareness of the importance of ethical collaborations and equitable profit-sharing, offering a measure of optimism. Increasingly, organisations and industries are recognizing the need for responsible cultural exchange. Proposals for ethical business models, such as community-based tourism and fair compensation practices within the fashion industry, serve as promising solutions to these issues. However, fostering a truly equitable relationship with Indigenous heritage demands sustained effort, enhanced accountability, and the active inclusion of Indigenous perspectives in decision-making processes. Only through such measures can meaningful progress be achieved in protecting and honouring the cultural heritage of Indigenous communities.

## **Definition of Key Terms**

### **Cultural Appropriation**

Aspects of a particular culture are analyzed and applied by other cultures' members unauthorized, mostly without original meaning. It usually consists of the act of the dominant culture borrowing from the usually marginalized or minority culture by stripping off the meaning, context, or any sacred value from what was borrowed. This can be manifested

through fashion, art, language, music, or rituals and more often than not results in the devaluation of the traditions of the source culture through stereotyping and disrespect. The chief arguments put forth against cultural appropriation are that it reinforces systemic imbalances of power and disallows cultural ownership.

### **Indigenous Communities**

Autochthonous ethnic groups preserve language, customs, spiritual beliefs, and forms of social organization passed down from generation to generation. In this respect, indigenous groups can be said to represent a certain territory to which they have historical ties because they are the first occupants of the area. Their respective societies often possess unique knowledge systems, sustainable agricultural practices, and spiritual connections to nature that shape their identities and worldviews.

### **Commodification**

It involves the process of reducing cultural symbols, traditions, and practices to commercial goods or services without consideration for their cultural meaning or consultation from members of a culture. This process tends to reduce cultural expressions into products or spectacles where deeper meanings and values are lost. For example, Indigenous art, rituals, and ceremonies have been reproduced for gain in tourism, fashion, and entertainment; misrepresentation and destruction of authenticity often occur.

### **Cultural Exploitation**

Denotes the unethical use of Indigenous culture to make money, at the expense of excluding indigenous people from recognition and financial benefits. It could also be used in terms of the unauthorized use of traditional designs, rituals, music, and spiritual practices by corporations or individuals for their profiteering and branding. This often includes distortion, misinterpretation, and simplification of complex cultural symbols into simplistic stereotypes, which enhance inequalities and disrespect toward culture.

### **Intellectual Property Rights (IPR)**

These are legislatively created rights of creators, which are usually inadequate for the protection of traditional knowledge and cultural expressions. The available frameworks usually stand on individual ownership rather than collective rights. This is particularly where it has been very difficult for Indigenous communities to claim legal ownership or seek redress

for unauthorized use of their cultural heritage. An increasing demand is thus made for special legal frameworks dealing with this gap and providing better protection of the cultural rights of indigenous peoples.

### **Traditional Knowledge (TK)**

This is knowledge, skills, innovations, and practices of Indigenous Peoples passed from generation to generation. Traditional knowledge has a very strong linkage to the cultural identity, survival, and well-being of Indigenous Peoples, reflecting ways of living sustainably with nature and the management of its resources. However, it is one of the most vulnerable forms of knowledge in cases of misappropriation for commercial purposes without just compensation or proper recognition. Efforts are extended hence to apply more strict legal protection mechanisms.

### **Ethical Collaboration**

Concerns mutual benefits, equitable remunerations, and full participation of the concerned indigenous groups at the level of decision-making. In such contexts, the collaboration that ethics makes is for a more balanced exchange wherein indigenous groups are not only acknowledged but also adequately compensated for their contributions. This will preserve the culture, bring economic empowerment, and help engender a continuous and long-term relationship between indigenous communities and other parties in fields as varied as fashion, tourism, research, and intellectual property.

### **Key Issues**

#### **Lack of Consent and Representation**

Indigenous cultures are often commercialized without consent, benefiting external entities while marginalizing indigenous groups. This unauthorized use not only excludes Indigenous people from decision-making but also fails to provide them with the economic benefits generated from their cultural assets. The lack of legal requirements for obtaining informed consent before using indigenous symbols, designs, or rituals perpetuates this issue. Furthermore, many indigenous groups do not have the financial or legal resources to pursue justice when their cultures are exploited, leading to a sense of disempowerment and cultural marginalization.

Namely in 2016, the Maasai people of East Africa tried to trademark their cultural identity due to minimal compensation for the commercial use of Maasai symbols in fashion and tourism. However, enforcement remains challenging due to inadequate global frameworks. Despite this effort, enforcing such rights across international borders remains a significant challenge due to the lack of cohesive global frameworks for protecting cultural property. As of 2024, only 5% of the estimated \$100 million in profits generated annually from Maasai-inspired designs returns to the Maasai community, highlighting the stark disparity between cultural representation and financial benefits. (“UNESCO - Maasai Cultural Heritage - M.C.H”)

### **Distortion and Misrepresentation**

Commercialization often distorts cultural symbols, rituals, and customs, harming indigenous cultural identity. This not only harms the cultural identity of indigenous groups but also perpetuates inaccurate stereotypes, affecting the perception of these cultures by the broader public. Distorted representations can lead to a devaluation of cultural traditions and contribute to the erosion of cultural heritage, especially among younger generations who may feel disconnected from their misrepresented traditions.

Such as the Australian Aboriginal flag was licensed to a non-indigenous company, limiting its use by Aboriginal communities and misrepresenting its meaning to the broader public. This misrepresentation and commodification limited the flag’s accessibility for the Aboriginal people it represents, sparking widespread protests and legal battles. The issue persisted until 2022, when the Australian government finally acquired the rights, allowing free use of the flag by Aboriginal communities. This case exemplifies the difficulty in reclaiming cultural symbols once they are misappropriated in commercial ventures, and how the original meaning of such symbols can be compromised in the process.

### **Exploitation within the Fashion and Tourism Industries**

Fashion and tourism profit from Indigenous designs without proper acknowledgement or benefit-sharing. However, fashion designers and tourism operators typically appropriate Indigenous aesthetics without proper acknowledgement or benefit-sharing. Despite growing awareness and attempts at ethical collaboration, tangible outcomes have been limited due to weak enforcement of intellectual property rights and ethical business practices. This type of exploitation not only results in economic loss for Indigenous communities but also reduces

their cultural contributions to mere aesthetic trends, stripping them of their deeper cultural significance.

For example, In 2018, Mexico accused major fashion brands of misappropriating designs from the Oaxaca and Chiapas communities. Efforts toward ethical collaboration have seen mixed results due to limited enforcement of cultural property rights. These intricate patterns and motifs, which have significant cultural meanings and are often handmade, were reproduced without consent, cultural context, or profit-sharing. The controversy highlighted a broader trend of cultural misappropriation in the fashion industry, sparking discussions about ethical collaborations. Despite some positive responses from brands, the enforcement of cultural property rights remains inconsistent, with only 3% of designers pledging to share profits or involve indigenous artisans directly in the design process as of 2024. (Marriott, 2021)

Furthermore, Cultural tourism, a significant revenue generator, often relies on staged performances of indigenous customs or the sale of mass-produced replicas of traditional crafts. For example, indigenous dances and ceremonies are performed for tourist audiences in ways that prioritize entertainment over cultural integrity. In Brazil, indigenous communities participating in cultural tourism initiatives receive less than 1% of total revenues, reflecting a massive economic disparity. Community-based tourism projects aimed at reducing exploitation have struggled to attract sufficient investment, as profit-oriented operators remain dominant. (Lohmann et al, 2021)

### **Intellectual Property Issues**

Current laws inadequately protect traditional knowledge and cultural symbols from unauthorized commercialization. Existing IP frameworks generally cater to individual ownership rather than collective rights, making it difficult for indigenous communities to protect their cultural expressions. Many Indigenous groups lack access to the legal and financial resources required to navigate complex IP systems.

Additionally, international consensus on guidelines for protecting traditional knowledge remains elusive, as countries have differing priorities and interpretations of cultural rights. For instance, the World Intellectual Property Organization (WIPO) has called for a specialized legal framework to protect traditional knowledge, but consensus on international guidelines remains elusive. While progress has been made in drafting international guidelines, consensus among member states remains a major hurdle. WIPO's

proposed guidelines aim to prevent unauthorized commercialization, facilitate fair benefit-sharing, and establish legal measures for cultural restitution. However, as of 2023, over 70% of Indigenous groups surveyed report that existing laws still fail to offer adequate protection against cultural misappropriation. (Geneva, 2022)

## Major Parties Involved and Their Views

### Indigenous Communities

Demand respect, consent, and fair compensation for cultural use. These communities emphasize the need for ethical partnerships that allow for their active participation in decision-making processes related to how their culture is represented, used, or commercialized, such as The Navajo Nation, one of the largest federally recognized tribes in the United States, sued Urban Outfitters in 2012 for unauthorized use of the term “Navajo” on products that included apparel, accessories, and jewellery, claiming it constituted trademark infringement and cultural misappropriation.

The lawsuit resulted in a 2016 settlement that underscored the need for better protection of indigenous intellectual property rights. It highlighted the Navajo Nation’s efforts to reclaim control over its cultural identity and served as a precedent for other indigenous communities seeking legal recourse for cultural exploitation. In addition, The Māori in New Zealand successfully lobbied for legal protection of traditional symbols like the 'koru' design. This legal milestone ensures that the koru and other significant Māori symbols cannot be used commercially without permission, setting an important example of how cultural property laws can be adapted to protect indigenous designs.

Furthermore, In Canada, the First Nations have developed cultural protocols to ensure the ethical use of cultural elements. These protocols serve as frameworks for negotiating with businesses and organizations, ensuring that any collaboration is based on principles of mutual respect, transparency, and fair compensation. The First Nations' approach emphasizes the importance of cultural sovereignty and has led to successful partnerships with museums, corporations, and tourism operators who seek to engage ethically with Indigenous culture.

### Fashion and Tourism Industries

The fashion and tourism industries historically benefited from Indigenous designs without acknowledgement but are moving towards ethical collaborations. However, increased global awareness of cultural rights has prompted some brands and tourism operators to move

toward more ethical collaborations, aiming to ensure that Indigenous communities are recognized and financially compensated for their contributions. Despite progress, these industries still face criticism for inconsistencies in implementing ethical practices, as many initiatives are often voluntary rather than mandated by law.

This was evident in 2020 when Dior collaborated with the Inuit of Canada to ensure cultural representation and fair profit-sharing. This collaboration was an attempt to move beyond mere acknowledgement and toward genuine inclusion and equitable profit distribution, marking a shift in how high-fashion brands engage with Indigenous creators and ensuring that Inuit artisans were involved in the design process and received fair profit-sharing. In addition to this, Peru's tourism sector is implementing community-based initiatives to benefit Quechua communities directly. This approach seeks to provide direct economic benefits to the community while preserving cultural authenticity and environmental sustainability. It is part of a broader movement in Peru to support indigenous-led tourism as a means of economic empowerment.

### **World Intellectual Property Organization (WIPO)**

The World Intellectual Property Organization (WIPO) plays a significant role in the ongoing global discussions around protecting traditional knowledge (TK) and cultural expressions. WIPO is actively working toward developing an international legal framework that safeguards the intellectual property of indigenous communities, aiming to provide them with the rights to their cultural symbols, designs, and traditional knowledge. The WIPO has played an important role in organizing the Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge, and Folklore (IGC), which seeks to establish consensus on protecting indigenous intellectual property. The IGC aims to create a binding international legal instrument that would require nations to adopt legal measures recognizing the collective ownership of traditional knowledge.

However, progress has been slow due to differing national interests, and indigenous groups have voiced concerns about inadequate representation in negotiations. Such as in 2019, WIPO launched a toolkit that provides Indigenous communities with resources to protect their traditional knowledge, helping them understand how to use existing IP laws and strategies to claim ownership of their cultural heritage. The toolkit aims to empower communities to advocate for themselves and engage effectively with international IP systems.

### **Development of Issue/Timeline**



Date	Event	Outcome
20/09/1989	<b>ILO Convention 169 on Indigenous and Tribal Peoples</b>	Set standards for the cultural, social, and economic rights of indigenous peoples, emphasizing their right to maintain their own cultural identity, control their lands, and participate in decision-making. Adopted by over 22 countries, this convention highlighted the need for the protection and development of indigenous cultures, though it has struggled with implementation and ratification in some countries.
15/10/2003	<b>UNESCO Convention for Safeguarding Intangible Heritage</b>	Aimed to raise awareness about protecting intangible cultural heritage, such as traditions, rituals, and expressions. The convention encouraged nations to develop inventories of intangible heritage and create safeguarding measures, emphasizing community involvement and respect for cultural identity. It established a legal basis for preserving cultural heritage, which includes traditional knowledge and expressions, but enforcement remains limited to signatory countries.
12/08/2010	<b>UN Declaration on Indigenous Peoples' Rights</b>	Affirmed the rights of indigenous peoples to control, protect, and develop their cultural heritage, traditional knowledge, and intellectual property. It serves as a comprehensive framework for the recognition of Indigenous rights, aiming to prevent cultural exploitation and ensure the free, prior, and informed consent (FPIC) of Indigenous communities before the use of their resources or culture.

09/09/2017	<b>UN Permanent Forum on Indigenous Issues</b>	Addressed the growing commercialization of indigenous cultures, focusing on how industries like fashion and tourism misappropriate traditional symbols and designs. The forum emphasized the importance of ethical collaborations, community-based tourism models, and stronger intellectual property protections. Recommendations included stronger national laws, enhanced international agreements, and increased indigenous participation in decision-making processes.
15/11/2020	<b>Fashion Industry Ethical Guidelines for Indigenous Designs</b>	Encouraged global fashion brands to adopt ethical guidelines that respect indigenous intellectual property rights. The guidelines advocate for transparency, informed consent, and fair compensation in collaboration with indigenous artisans. While some brands have adopted these guidelines, the lack of enforceable mechanisms remains a barrier to consistent ethical practices across the industry.
05/06/2022	<b>UNESCO’s “Living Heritage” Initiative</b>	Launched as part of efforts to prevent the commodification of cultural heritage, this initiative focuses on raising awareness about the cultural and economic implications of misappropriation. It includes educational campaigns, support for community-led cultural projects, and advocacy for stronger protective measures within national policies. The initiative aims to encourage sustainable practices that promote cultural integrity and empower indigenous communities economically.

<p>14/06/2023</p>	<p><b>World Indigenous Business Forum (WIBF) Meeting on Cultural Commercialization.</b></p>	<p>Promoted ethical business practices by emphasizing the importance of fair trade, benefit-sharing, and ethical collaborations with indigenous entrepreneurs. The forum addressed ongoing challenges faced by indigenous businesses, including access to markets, legal protections, and the need for capacity-building. It also called for stronger commitments from corporations to adopt sustainable practices that respect cultural heritage.</p>
<p>12/04/2024</p>	<p><b>Indigenous Cultural Heritage Protection Act (Australia).</b></p>	<p>Introduced as a comprehensive legal measure to enhance protection for Indigenous cultural expressions in Australia. It aims to create legal mechanisms that prevent the unauthorized use of indigenous symbols, designs, and knowledge. The act seeks to establish a national registry of cultural heritage, provide financial support for community-led projects, and impose penalties for violations, serving as a model for other countries considering similar legislation.</p>

## Past Efforts at Resolving the Problem

### Legal Frameworks

Numerous international treaties and legal frameworks have been established to address the protection of indigenous cultures and prevent their exploitation. While these frameworks set important precedents for safeguarding cultural heritage, they often face challenges related to weak enforcement, inadequate funding, and legal loopholes that allow for the continued commercialization of Indigenous culture without proper compensation or consent.

The frameworks include the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage (2003) is one of the most significant international agreements aiming to

protect traditional knowledge, cultural expressions, and rituals. However, it largely relies on signatory countries to implement its principles, leading to inconsistencies in enforcement and protection. Furthermore, it does not cover intellectual property rights (IPR) specifically, leaving traditional designs, symbols, and knowledge vulnerable to misappropriation under existing commercial laws.

This includes the U.S. Cultural Property Protection Act was designed to protect Native American symbols, artefacts, and sacred items from unauthorized commercial use. While it represents a significant step toward protecting cultural heritage, it struggles to address the complexities of global commerce laws, particularly in online markets and international trade. The act provides limited protection outside of the U.S., leaving Indigenous symbols susceptible to unauthorized use by multinational corporations. Additionally, the act's legal provisions are often slow-moving, making it difficult for Indigenous groups to pursue rapid legal action against instances of misappropriation.

Limitations Legal experts have pointed out that many international treaties, such as ILO Convention 169 and the UN Declaration on the Rights of Indigenous Peoples, promote cultural rights but lack binding enforcement mechanisms. This makes it difficult to hold corporations accountable or provide Indigenous communities with adequate legal recourse when their cultural heritage is exploited.

### **Corporate Social Responsibility (CSR) initiatives**

Emerged as an important approach for promoting ethical collaboration and addressing the exploitation of Indigenous cultures. Many companies have begun implementing CSR programs aimed at fostering fair trade, mutual respect, and cultural preservation. However, these efforts vary widely in their effectiveness, depending on the level of commitment from companies and the enforcement of ethical standards. Levi's "Wellthread"; is an example where Levi Strauss & Co. launched the Wellthread line, which collaborates with indigenous weavers from Guatemala, India, and Mexico to create clothing that reflects traditional textile techniques.

This collaboration not only provides indigenous artisans with fair compensation but also ensures that cultural patterns are respected and preserved within the context of modern fashion. The initiative sets a standard for how multinational companies can ethically engage with indigenous designers, promoting transparency, long-term partnerships, and direct profit-sharing. Also, Gucci's Equilibrium Program where the luxury brand Gucci has also

taken steps toward responsible cultural engagement through its Equilibrium program, which supports ethical collaborations with indigenous communities. In 2021, Gucci collaborated with the Parley Ocean School in Australia, involving Aboriginal artists in a fashion collection that ensured shared profits and cultural acknowledgement. While this program represents progress, its impact is often limited to high-profile campaigns rather than sustained efforts across the industry.

## Possible Solutions

### Strengthening Intellectual Property Laws

Developing comprehensive global intellectual property (IP) frameworks tailored to safeguard indigenous cultural heritage is imperative for mitigating unauthorized commercialization. Current IP laws predominantly emphasize individual ownership, presenting challenges for indigenous communities in asserting collective rights over their traditional knowledge and cultural expressions. A specialized legal framework should incorporate mechanisms to protect both tangible and intangible cultural assets, ensuring that indigenous communities retain control over their cultural symbols, rituals, and traditional practices.

Enhanced legal structures would define explicit ownership rights for Indigenous communities, enabling them to safeguard traditional knowledge against misappropriation and pursue compensation when their cultural elements are exploited commercially. This approach would preserve their economic interests and uphold their cultural integrity. For instance, establishing a global database of indigenous designs, symbols, and expressions could facilitate the monitoring of unauthorized usage and support legal claims.

This initiative can be implemented through the development of international treaties explicitly addressing the collective ownership of cultural heritage, mandating signatory nations to enact national laws that protect indigenous IP. Additionally, establishing indigenous IP offices within countries would assist communities in registering cultural elements and navigating legal systems. Enforceable penalties should be introduced for entities and individuals exploiting Indigenous cultures without consent or equitable compensation. Supporting Indigenous legal advocacy organizations would further enhance these efforts by providing training, resources, and representation to communities seeking to safeguard their cultural property. By strengthening IP laws, the commercialization of indigenous cultures can be more effectively regulated, reducing instances of misappropriation

and ensuring greater economic benefits for indigenous communities. This legal protection would also empower indigenous groups, enabling them to leverage their cultural assets for sustainable development under conditions that they control.

### **Ethical Collaboration and Benefit Sharing**

Encouraging companies, particularly within the fashion, tourism, and entertainment sectors, to adopt ethical practices and ensure equitable profit-sharing with Indigenous communities is vital to addressing cultural exploitation. Ethical collaborations should be grounded in mutual respect, informed consent, and transparency, granting Indigenous groups an active role in decision-making processes concerning the use of their cultural elements.

Such collaborations promote fair profit distribution while upholding cultural respect, and fostering sustainable business models that benefit both corporations and Indigenous communities. Partnerships involving direct consultation and equitable profit-sharing with Indigenous creators not only provide economic opportunities but also contribute to cultural preservation and empowerment. These objectives can be achieved by establishing industry-specific guidelines that mandate adherence to ethical collaboration standards when utilizing Indigenous designs, symbols, or traditional knowledge. Such guidelines should include provisions for fair wages, profit-sharing arrangements, and acknowledgement of cultural origins.

Additionally, certification programs can be introduced to recognize brands, tourism operators, and media companies that engage successfully in ethical collaborations with Indigenous communities. These programs could incentivize public-private partnerships in which governments collaborate with industries to promote responsible cultural exchange and support Indigenous entrepreneurship.

Further, implementing training programs for Indigenous communities would enable them to better understand business practices, negotiate equitable contracts, and effectively safeguard their cultural assets. Ethical collaborations would result in more sustainable business models that respect Indigenous rights and ensure that communities receive fair economic benefits. These initiatives would also enhance the reputation of companies engaging in responsible cultural partnerships, thereby increasing consumer trust and demand for ethically sourced products.

### **Raising Awareness and Education**

Global campaigns aimed at fostering respect for Indigenous cultures, particularly within industries such as tourism and fashion, are pivotal in preventing cultural misappropriation. Educating consumers, corporations, and governments about the importance of cultural integrity and ethical engagement is essential to creating an environment that values Indigenous contributions and safeguards their cultural rights.

Enhanced global awareness would mitigate cultural misappropriation by encouraging responsible consumer behaviour and ethical business practices. Public education about the detrimental impacts of cultural exploitation would cultivate a deeper appreciation for the richness, diversity, and significance of Indigenous cultures. This, in turn, would promote ethical consumption patterns and increase support for fair trade initiatives. Greater respect and understanding of Indigenous cultures would result in more informed consumers prioritizing ethical choices, thereby driving demand for products and services that uphold fair trade principles and benefit-sharing. This shift in consumer behaviour would also exert pressure on industries to adopt ethical practices, reducing the profitability and societal acceptance of cultural misappropriation. By prioritizing awareness and education, these campaigns would foster a global culture of respect and inclusivity, ensuring that Indigenous communities receive the recognition and protection they deserve.

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