UCLG Culture Committee.

UPGRADING THE PLACE OF CULTURE IN SUSTAINABLE DEVELOPMENT: THE TIME IS NOW
1. OUR FRAMES
OUR NARRATIVE
The “Commitments” have nine sections, structured in the following way:

1. Cultural rights
2. Heritage, diversity, and creativity
3. Culture and education
4. Culture and environment
5. Culture and economy
6. Culture, equality, and social inclusion
7. Culture, urban planning, and public space
8. Culture, information, and knowledge
9. Governance of culture
WHAT
WE DO
2. CULTURE IN THE SDGs:
- The Guide
- The OBS
**GOAL 01**

**END POVERTY IN ALL ITS FORMS EVERYWHERE**

This goal calls for an end to poverty in all its manifestations by 2030. It also aims to ensure social protection for the poor and vulnerable, increase access to basic services and support people harmed by climate-related extreme events and other economic, social and environmental shocks and disasters.

**How is culture relevant?**

Cultural services are basic services and equal access to them should be guaranteed for all men and women, including the poor and the vulnerable.

Cultural expressions, services, goods and heritage sites can contribute to inclusive and sustainable economic development.

**What can cities do?**

Ensure that minimum service standards for basic cultural services exist (for example, a minimum number of libraries or books per inhabitant, and the adoption of programmes fostering decentralization of cultural services), so that everyone has access to culture.

Integrate cultural aspects, and the preservation of cultural resources and capacities, into local economic and resilience strategies, which should also engage local communities.

**How cities make this effective - some examples**

In Kawasaki, which recognizes itself as the ‘City of Books’, local strategies giving priority to the traditional textile sector have contributed to generating employment. Books is the main economic sector in the city and 60% of the employees in the sector are women.

In Porto Alegre, the local government has adopted policies and programmes to decentralize opportunities to access culture, making cultural rights effective and strengthening collaboration with NGOs and community groups.

In Spetses, the Greek island of Spetses, cultural and tourism opportunities have contributed to increasing access to culture for everyone, through the development of cultural infrastructure at headquarters level, the development of cultural education opportunities and the promotion of specific programmes for disadvantaged groups.

**GOAL 02**

**END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE**

This goal aims to end hunger and all forms of malnutrition by 2030. It also commits to universal access to safe, nutritious and sufficient food at all times of the year. This will require sustainable food production systems and resilient agricultural practices, equal access to land, technology and markets, and international cooperation on investments in infrastructure and technology to boost agricultural productivity.

**How is culture relevant?**

Traditional knowledge related to the preservation of existing genetic resources, including the genetic diversity of seeds, should be recognized and maintained, and the fair sharing of the benefits should be promoted.

**What can cities do?**

Integrate cultural factors, including the knowledge, traditions and practices of all people and communities, into local strategies on environmental sustainability. Establish programmes to preserve and spread traditional knowledge and practices that contribute to the sustainable use of natural resources.

**How cities make this effective - some examples**

In Jagiellon, the Seed Soup Festival has enabled local producers to maintain traditional, low-cost agricultural practices and raised awareness of the need to preserve sustainable food production and consumption.
EUNILE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

This Goal aims to ensure that all girls and boys have access to quality early childhood development and can complete free, equitable and quality primary and secondary education. It also aims to ensure that equal access for all women and men is available to tertiary education, and that the number of youth and adults who have relevant skills for employment increases. Other aspects addressed include the elimination of gender disparities in education and an increase in the achievement of literacy and numeracy among all youth and a substantial proportion of adults.

Target 4.7 aims to ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of cultural contribution to sustainable development.

How is culture relevant?

Educational programmes at all levels need to integrate contents related to cultural diversity, arts education, languages, and the role of cultural aspects in sustainable development.

A cultural approach, including recognition of local languages and locally-relevant abilities, and the involvement of cultural stakeholders, needs to prevail in the design of curricula at all levels – this is in line with human rights, and can contribute to educational objectives, including students’ motivation and community connections.

What can cities do?

Adopt a local strategy linking educational policy and cultural policy.

Work to ensure that the curricula in primary and secondary education include the acquisition of cultural skills and knowledge, intercultural dialogue, diversity, tolerance and intangible heritage, and cultural rights.

Provide educational activities for formal and informal environments within cultural facilities (e.g., cultural centres, museums, libraries, theatres, etc.), where (heritage) buildings, archaeological sites, etc.) and programmes (festivals, cultural initiatives, etc.).

Foster the involvement of artists and cultural professionals in education, training and other learning contexts, in order to foster access to and participation in cultural life for citizens of all ages.

Recognize the important role of libraries in fostering inclusive and equitable education and lifelong learning, through their support of literacy programmes, provision of safe spaces for learning, etc.

How cities make this effective – some examples

In Barcelona, the “Creatives in Residence” project has united secondary schools to develop partnerships with artists and creative groups in a range of arts disciplines, involving students in creative processes and fostering access to culture for all.

In the “Arte de la Cultura – Open School for the Arts in Italy” project, the “Arte de la Cultura – Open School for the Arts in Italy” project, has provided access to quality arts education in a wide range of disciplines for thousands of citizens and has paved the way for new professional careers in the cultural field.

In Zagreb, a range of initiatives have contributed to accessing access to culture for tens of thousands of children and young people through school and out-of-school activities, with positive social and educational results.

Under the banner “Art your prey? (Kids to grow up), the City of Zagreb provides a wide range of opportunities to access arts opportunities in schools, libraries, cinemas, museums and other cultural venues, aimed at children and young people.

In the context of its Traditional Culture City project, Novi Sad has integrated an appreciation of traditional culture in education and lifelong learning programmes, helping children and adults to understand the importance of traditional buildings, intangible heritage and other cultural assets.

Experiences of several cities that have integrated an intercultural approach in their educational policies and programmes, including Genoa, Gothenburg, Helsinki, Umeå, Nová Dubnica, Patras, Pontevedra, Rajkópaty and Banská Bystrica, have been presented in the context of the Council of Europe’s Intercultural Cities programme.
Goal 08

Promote sustainable, inclusive and sustainable economic growth, full and productive employment and decent work for all

This Goal involves the achievement of sustained per capita economic growth, with higher levels of economic productivity and development-oriented policies that support decent job creation and entrepreneurship. Other issues addressed include the achievement of full and productive employment and decent jobs for all women and men, including for young people and persons with disabilities, equal pay for work of equal value, the reduction of the proportion of youth who are not in employment, education or training, the eradication of forced labour and the protection of labour rights.

How is culture relevant?
The cultural and creative sectors have the potential to be areas for inclusive, sustainable and fair employment, in line with the appropriate labour conditions, in accordance with international human rights, and are guaranteed. Cultural aspects can be integrated into tourism strategies, while ensuring that this does not imply commercialisation of cultural identities, activities and assets that are relevant to cultural activities.

What can cities do?
Explore the potential of the cultural and creative sectors to contribute to inclusive, sustainable and fair employment. Ensure that the local tourism model is sustainable, balanced across the city or region, connected to the local communities and interactive with the cultural sectors. Include cultural knowledge, skills and jobs in employability programmes. Support the international mobility of artists and culture professionals, thus enhancing employment opportunities for them.
Regularly analyse the contributions made by the public, private and civil society sectors to the local economy, including their direct and indirect impact on the creation of employment, as well as how young people, men and women, and disadvantaged sectors are represented therein.
Take measures to ensure adequate working and immunisation conditions for cultural professionals.

How cities make this effective - some examples

In Singapore, the "Culture for Sustainable Growth" strategy aims to improve the quality of life of local citizens via culture, capitalising on local cultural heritage, including the ties between community-building, sustainable cultural tourism, and social and economic innovation.

In the region of Aitثلة-البحرينيون in Bahrain, the CULTURAT project is a participative process, involving local governments and civil society. Including Indigenous communities, which involves citizens in the definition of priorities, and has contributed to enhance quality of life through the promotion of sustainable cultural tourism.

In Bilbao, local development strategies have recognised the importance of cultural activities, infrastructures and stakeholders in order to contribute to a better quality of life and to social and economic transformation, with clear impacts in terms of employment and tourism attractiveness.

A long-term vision of culture and local sustainable development has enabled Tarragona, Spain, to foster economic opportunities for local artists and creative businesses and to strengthen the area as a tourist destination, while taking into account the preservation of cultural and natural heritage and involving local communities.

In the "Sustainable Urban Zone" of Reutlingen, Germany, a venue specialising in digital technology provides young people with expression and digital creation skills and contributes to broadening their employment opportunities.

The promotion of tourism around cultural heritage in Neapolis relies on the active involvement of the local community, including volunteer cultural and history researchers, teachers and elderly citizens who share their own experiences and knowledge.

Shinjy has developed a range of initiatives under the banner of creative cities, which have contributed to strengthening the local economy through decent jobs in the cultural and creative sectors, as well as increasing local self-sufficiency and identity.

In Sarawak, policies have fostered synergies between local artisans and other creative areas, thus combining tradition, innovation and the new technologies and strengthening economic development around traditional culture.

Several local and regional governments, including Marseilles, Toulon-France, Puglia and Vietnam, have contributed to schemes facilitating the international mobility of artists in partnership with the UNESCO Creative Cities Network International platform "Spool Democracy provides research and advice to cities in order to explore the potential of local music ecosystems for economic and cultural development. The UNESCO Creative Cities Network promotes cooperation among cities that have identified creativity as a strategic factor for sustainable urban development and which can exchange expertise around 17 creative fields (arts and folk art; design; film; gastronomy; literature; music; and media arts)."
Target 51.4:的目标是通过加强公共空间的维护和管理，保护和促进文化景观和自然遗产的可持续发展。

目标51.7：目标是通过促进文化、遗产、景观和生态旅游资源的可持续发展，实现文化景观和自然遗产的可持续发展。

**How is culture relevant?**

Many relevant cities and elements of tangible and intangible cultural heritage are found in cities and play a role in sustainable local development. Indeed, cultural aspects are fundamental to foster local sustainable development.

Green and public spaces can also be developed for the development of cultural activities and need to be accessible to everyone.

Traditional construction techniques and related knowledge and materials can inform approaches to the innovation of existing buildings and the design of new ones.

Cultural factors inform behavioural in cities, in areas including transport and mobility, uses of the environment, etc.

**What can cities do?**

Adopt policies safeguarding the protection of cultural heritage in all its dimensions, both tangible and intangible.

Promote an understanding that culture plays a role in sustainable local development, through appropriate community-building, policy design, implementation and evaluation, etc.

Allocate appropriate human, technical and financial resources to local cultural policies, in line with the understanding that culture is fundamental to achieve local sustainable development.

Keep an updated inventory of cultural and natural heritage, both tangible and intangible, and establish mechanisms for its preservation and conservation according to international standards.

 Foster the use of a reference guide on “cultural impact assessment” within urban planning policies.

Adopt measures to promote the role of culture in the renovation of historic centres and in neighbourhood, district and regional development plans.

Recognise public spaces, including streets, squares and other places, as key resources for cultural interaction and participation.

Ensure that capacity-building programmes addressing sustainable urban planning, transport and mobility, and other related areas integrate a cultural dimension, e.g. through activities derived by local government associations and development agencies.

Be aware of the risk that cultural facilities and sectors reinforce gentrification processes, and take measures to control this.

**How can cities make this effective? - some examples**

In Beirut, the revitalization of the historic old city and its related heritage have been the basis of policies contributing to local identity, sustainable tourism, the promotion of the cultural industries, and community participation in cultural life.

The City of Lissabon has adopted very effective policies for the protection and promotion of all dimensions of cultural heritage, both tangible and intangible, and integrated this in other approaches to local sustainable development, including urban planning policies.

In Guatemala, local cultural policies have evolved in depth, the implications of tangible and intangible cultural heritage, with measures adapted to promote it, innovative in management models, identify new forms of heritage, and link this with other areas of sustainable urban development.

In Lisbon, a range of measures including the “White Art Gallery” have contributed to the improvement of public space, its architectural aesthetic as an environment for cultural expression and participation, and the transversal recognition of cultural expressions emerging from cities, including urban art.

In Kampala, the World Heritage City’s management plan manages the historic urban landscape with contemporary demands, actively involves citizens and has contributed to interpreting cultural heritage in urban planning, economic development, tourism and other areas.

The Maji Maji Heritage Conservation Project builds upon the local area’s historical and cultural heritage assets to highlight the sense of pride and to address the social and economic challenges and opportunities of urban development.

The 2030 Master Plan of the Seoul Metropolitan Government and its related Urban Planning Charter embraces history, culture and landscapes, including the preservation of heritage, the promotion of creative use of the city’s tangible and intangible heritage and the enhancement of cultural facilities.

The Arts, Culture and Creative Industries Policy of Cape Town provides a framework that connects cultural assets with a wide range of areas of policy, including economic development, housing, tourism, and public transport and mobility.

In Medellin, local cultural policy has sought to integrate heritage preservation in broader local aims, including those that seek to protect the natural environment, foster integrated urban planning and ensure that tourism is inclusive and sustainable.

For over a decade, cultural policies in Santiago (Chile) have sought to integrate culture in all aspects of public life and this has led to an increasing recognition and preservation of cultural expressions, performances and cultural heritage.

The culture policy of Turin has placed emphasis on enhancing the local heritage, interpreting a cultural dimension in all urban regeneration processes and rebalancing the image of the old city as Turin’s urban centre.

In England and Wales, Section 406 of the Town and Country Planning Act provides for establishing agreements among local governments and private developers for the provision of contributions to offset impacts caused by construction and other urban developments. These contributions can be used among others, to establish or improve cultural facilities.

The international Forum Creative Cities, contributes to fostering an understanding of how cultural factors shape and can transform mobility patterns in cities, including use of public transport and usage of public space.

The International Council on Monuments and Sites (ICOMOS) has developed a range of tools and recommendations to contribute to the implementation of Target 51.4 on strengthening efforts to protect and safeguard the world’s cultural and natural heritage.
GOAL 16

PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT. PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

This Goal focuses on the reduction of all forms of violence and related death rates, the ending of abuse, exploitation, trafficking and all forms of violence against children, the promotion of the rule of law and access to justice for all, and the reduction of illicit financial and arms flows. It also aims to substantially reduce corruption, to develop effective, accountable and transparent institutions, and strengthen the participation of developing countries in global governance.

Target 16.1 calls for the return of stolen assets.
Target 16.2 promotes responsive, inclusive, participatory and representative decision-making at all levels.
Target 16.5-9 demands the enhancement of public access to information and the protection of fundamental freedoms. All of these targets have specific implications in the field of culture, as explained below.

» How is culture relevant?
Stolen cultural assets should be returned to the relevant communities.
Citizens should be able to participate in the design, implementation and evaluation of cultural policies and programmes.
Cultural facilities, including libraries and knowledge centres, foster access to information.
Strategies aimed at the alleviation of violence and the promotion of peace should integrate a cultural component.

» What can cities do?
Plane cultural rights at the centre of local policies, informing the design, implementation and evaluation of policies, programmes, facilities, etc.
Take into account and recognize the potential of culture in local conflict prevention and resolution strategies.
Ensure access to free and plural information, including through plural local media.
Commit to protecting and promoting freedom of artistic expression, both at local and at international level, e.g. by providing shelter to artists and culture professionals under threat.
Establish public cultural policy forums (e.g. local council on culture), involving public, private, civil society bodies and citizens, with the aim of discussing, setting priorities for and monitoring local cultural policy.
Ensure that cultural institutions that receive public support are transparent, accountable and evaluate the public services that they provide.

Recapitulate the important role of civil society organizations and volunteers as part of a plural governance of culture, and guarantee the existence of an enabling environment for its development.
National associations of municipalities and individual cities should also see their respective national governments to create a “cultural policy” chapter and include a “cultural impact assessment” process in national programmes to implement the SDGs.

» How cities make this effective - some examples
In Lesotho, an extensive consultation process including debates and individual interviews, involving over 2000 people, led to the adoption of the city’s Cultural Strategic Plan, in the context of the city’s aim of establishing a new, joint vision for long-term sustainable development. Participatory spaces have remained thereafter, so as to continue and contribute to the implementation of activities.
A major railway disaster in 2013 led to the need to “rebuild” and “renew” Lake Magadi. Citizens and local institutions took this as an opportunity to establish a new, horizontal and participatory model of governance, with a strong engagement of citizens and associations and which has recognized culture as a fundamental aspect of quality of life.
In Lagos, the TOTOGA Creative Village Project is a community initiative which aims to make the city a place where culture is part of daily life and contributes to prosperity, with a strong component of citizen engagement and public-private collaboration. It has transformed traditional models of policymaking and has never been a model to the other cities.
In Tampère, a range of measures aimed at reimagining the socio-economic and urban fabric of the city following the recession of 2012-13 involved the strengthening of cultural heritage, the defence of citizens’ freedom to maintain their cultural positions, and the promotion of culture as a strategy for resilience and sustainable collaboration.
Racing an increase in violence, Tanzania promoted a network of community culture projects involving in particular young people, training them to work as volunteers and contribute to the coherence of their communities.

Involving a strong participatory component, the Cultural Sustainability Framework of Sydney, strongly inspired by Culture 21: Actions, has enabled local stakeholders to map cultural resources and explore how they relate to other areas of local governance.
The First Cultural Plan of Washington DC has been developed through a strong consultation process. It is inspired by Culture 21: Actions and places emphasis on all residents’ ability to take active part in cultural life.
Cultural policies in Asia have a strong component of collaboration and plural governance of culture, notably through the work of the Eritrean Haile Selassie Academy and the future Culture Platform Initiative, which brings together cultural actors.
The International Federation of Librarians and Associations (IFLA) has developed a range of tools and recommendations to help libraries and library authorities implement the 2030 Agenda, with particular emphasis on Target 16.10 (public access to information) but also addressing other Goals and Targets.
The International Cities of Refuge Network (ICORN) gathers cities and regions offering shelter to writers and artists at risk, advancing freedom of expression, defending democratic values and promoting international solidarity.
CULTURE 21: ACTIONS

Adopted at the first UNESCO Culture Summit held in Dublin in March 2010, Culture 21: Actions is a practical toolkit enabling cities to integrate culture in their approaches to sustainable development. The document presents 100 specific actions, grouped under nine thematic Commitments. The latter include those aspects that contribute to achieving the cultural dimension of quality of life in cities (heritage, diversity, creativity, opportunities to exercise cultural rights for all, and suitable governance arrangements), as well as a set of areas of interaction with other dimensions of sustainable development, as follows:

1. Cultural rights
2. Heritage, diversity, and creativity
3. Culture and education
4. Culture and environment
5. Culture and economy
6. Culture, society, and social inclusion
7. Culture, urban planning, and public space
8. Culture, information, and knowledge
9. Governance of culture

Culture 21: Actions operates as a tool for self-assessment, policy innovation and peer-learning for cities, the use of which is open to local governments, civil society organisations, citizens, experts and all interested stakeholders. Collaboration among different agents when using it is strongly encouraged. The toolkit is currently available in seven languages, with more translations foreseen.

Following the adoption of Culture 21: Actions, the Committee on Culture of UNESCO has established a range of capacity-building and peer-learning programmes, including Culture 21 Lab, Pilot Cities and Leaping Cities, which allow cities to implement and monitor the 100 actions in their own contexts.

Culture 21: Actions builds on the principles of the Agenda 21 for culture (2005), updating it and making it more practical. It also responds to UNESCO’s understanding of culture in the fourth pillar of sustainable development. Several of the specific actions outlined in the present document under the headings “What can cities do?” are inspired by the 100 actions included in Culture 21: Actions.

THE FUTURE WE WANT INCLUDES CULTURE: THE #CULTURE2015GOAL CAMPAIGN

In 2015, in the context of preparations for what was to become the UN 2030 Agenda for Sustainable Development (then commonly referred to as Post-2015 Agenda), several global networks in the field of culture launched the cultural2015 campaign. This initiative called for the inclusion of a specific goal on culture in the 2030 Agenda, asserting that the international community’s failure to recognise culture in the Millennium Development Goals adopted in 2000 had reduced the attention paid to cultural factors over the previous decade and could be seen as one of the factors that limited its effectiveness.

Between 2013 and 2015, promoters of the campaign published the following documents:

- Declaration “Culture as a Goal in the Post-2015 Development Agenda” (September 2013)
- Manifesto “Declaration on the Inclusion of Culture in the Sustainable Development Goals” (May 2014)
- Proposal of Indicators: “Recognizing the Role of Culture in实现ing the UN Post-2015 Development Agenda” (February 2015)
- Communicate, “Culture in the SDGs: Outcome Document. Progress Made, But Important Steps Remain Ahead” (September 2015)

The latter document, published on the occasion of the Special Summit on Sustainable Development that was due to adopt the 2030 Agenda, included an initial analysis of the cultural aspects contained in the 2030 Agenda, as well as the shortcomings identified. It also indicated network partners’ belief that global efforts connecting culture and sustainable development would continue to be necessary.

The Committee on Culture of UNESCO was one of the networks involved in the “The Future We Want Includes Culture” campaign. Other key networks included the International Federation of Arts Councils and Culture Agencies (IFACCA), the International Federation of Societies for Cultural Diversity (IFCOD), Culture Action Europe, the International Music Council, Ample Network, the International Council on Monuments and Sites (ICOMOS), the International Federation of Librarians, and the International Council of SRLAs and the Red Latinoamericana de Arte para la Transformación Social. Several other cultural organizations, artists, culture professionals and citizens joined the campaign by signing its manifest and spreading its activities and documents.

For additional information about the campaign, please visit www.culture2030goal.net.
Culture is a key dimension of people-centered sustainable development. Many examples exist everywhere in the world. Now you can access an extensive collection of them.
ALL CASES INDEXED WITH THE 17 SDGs
ALSO WITH THE 9 COMMITMENTS OF CULTURE 21 ACTIONS
EXAMPLE: THE GOOD PRACTICES WITH THE TAG ‘SDG13: CLIMATE ACTION’
EXAMPLE: THE GOOD PRACTICES WITH THE TAG ‘SDG5: GENDER EQUALITY’
EXAMPLE: THE GOOD PRACTICES WITH THE TAG ‘SDG4: QUALITY EDUCATION’
EXAMPLE OF A GOOD PRACTICE
(NOTICE THE TAGS!)

Cultural mediation: an action philosophy for the City of Montreal

1. CONTEXT

In order to be dynamic and innovative, a 21st Century cultural metropolis like Montreal needs to involve as many creators and citizens as possible in its cultural activities. Among the many difficulties that they face, large sections of the population still feel that they are not involved in the culture and art available in Montreal despite the use of various dissemination devices and public development. In such a case, how can we democratise culture and create real relationships between artists, artistic creations and citizens? Montreal's response to this question is cultural mediation.

As of 2003, Montreal's Cultural Development Agreement between the City of Montreal and Quebec's Ministry of Culture and Communications has been taking into account the notion of cultural mediation in terms of cultural development. In 2006, Montreal's Cultural Development Policy adopted cultural mediation as a priority area in order to encourage access to culture for all its citizens. To this end, three financial support programs were developed to encourage initiatives from the cultural sector, professional cultural organizations, Houses of Culture from the City's Cultural Access Network, as well as all Montreal districts. The 2007-2017 Plan of action, adopted by the city, the Quebec government, the Canadian government, Montreal Culture and the Metropolitan Montreal Chamber of Commerce, places mediation at the top of the list of guidelines and measures to allow all Montreal citizens to exercise their right to culture.
1. The "cultural" localisation of the SDGs: CONTEXT

2. Culture to enable sustainable development: ENABLER

3. Culture in people-centred development: DRIVER
3. THE CAMPAIGN CULTURE2030GOAL
CULTURE AS A GOAL IN THE POST-2015 DEVELOPMENT AGENDA

1. Integrate culture within all development policies and programs.
   The cultural dimension should be systematically integrated, both as a driver and as an enabler, in
definitions of sustainable development and well-being, as in the conception, measurement and actual
good practices of development policy and programs such as education, communication, environment,
economy, justice, commerce, role of law, etc. This will require effective institutional coordination
mechanisms at global and national levels, the development of comprehensive statistical framework
and indicators, the implementation of evidence-based analyses and capacity-building at all levels.

2. Ensure equal access to, and participation in, culture, to all by elaborating specific policies
   and legal frameworks, especially for Indigenous peoples, minorities, women and youth.
   Guaranteeing access to cultural goods and services, and to intangible and tangible heritage, free
movement of artists, culture professionals and works of art, free participation in cultural life,
and freedom of artistic expression and absence of censorship are critical to forging inclusive and equitable
societies. Ensuring access to cultural resources for all, as free participation and exchange, should be at
the core of the lives of people and communities and support their capabilities for development.

3. Multiply by x% the number of culture, arts and creativity programs in education
   policies.
   Cultural development and education are closely linked to each other. The United Nations Decade of
Education for Sustainable Development (2005-2014) has proven that integrating cultural diversity and intercultural dialogue perspectives in learning and education systems enables talent
development and encourages critical and creative thinking. When mainstreamed within educational
strategies, cultural initiatives that promote diversity within a human rights-based approach play an

4. Multiply by x% the number of citizens who are actively involved in cultural practices.
   Increasing cultural participation is necessarily smaller as it contributes to generating active citizenship.
   Because citizens are learners and actors of culture, active participation in cultural practices is an
important way for empowerment and citizens’ appropriation of cultural resources, and an essential
factor for translational, creation and dynamic evolution of these specific resources for development.
Steps should be taken to foster equal access to cultural resources, venues and activities and to enhance
opportunities to recognise one’s own and others’ heritage and to learn from it, as well as to develop
one’s creative skills and take part in individual and collective cultural practices.

5. Devote a minimum 1% of the overall public finances to cultural sector.
   In conjunction with the necessary support to scientific studies and research there is a need to support
creative production and presentation in all its diversity, as well as to ensure protection and
transmission of cultural diversity. There is also the need to protect and support cultural specificity
of local products and to promote awareness, protection, transmission and development of cultures.

6. Leverage culture for poverty reduction and inclusive economic development.
   Culture is a driver for inclusive economic and social development. Among other things, culture,
heritage, cultural and creative industries, arts and crafts, sustainable cultural tourism, sustainable
urban revitalization and cultural infrastructure can serve as strategic basis for revenue and employment
creation. Cultural and creative industries represent one of the most rapidly expanding sectors in the
global economy, with an annual increase of between 5 and 20 percent.

7. Elaborate frameworks and action plans to identify, protect and sustainably use tangible
   and intangible heritage in all its forms and diversity.
   The use of tangible and intangible heritage constitutes an important livelihood and resource for many
peoples and communities. Through knowledge, language, stories, agriculture, food safety and cooking,
health and traditional medicine, tourism, trade and practice of local products, among other things.
Frameworks and action plans should provide a common ‘Cultural Impact Assessment’ mechanism to be used
in urbanization processes and aim at improving the cultural quality of public spaces through meaningful use of public art, distinctive architecture, design, and landscapes etc.

8. Build on culture to promote environmental sustainability.
   Access to essential environmental goods and services for the livelihood of communities should be
secured through the stronger protection and more sustainable use of biological and cultural diversity,
as well as by safeguarding of relevant traditional knowledge and skills. Indeed, there is a significant
interrelationship between cultural and environmental sustainability due to the intrinsic link between
cultural diversity and biodiversity; its ability to influence more responsible consumption and its
contribution to sustainable management practices as a result of local and traditional knowledge.

9. Elaborate and implement a national strategy on cultural diversity.
   Governance has become a global trend involving accountability, transparency, responsiveness, legality,
respect for human rights, efficiency and effectiveness of government agencies and public institutions.
It also implies better participation of civil society in policy and decision-making processes. Through
culture and arts, people’s rights to freedom of speech and expression, association and participating
processes as well as independent media and communication can be stimulated and ensured. Cultural
stewardship, when applied in all areas, promotes the unique ability to articulate the realization of
diverse principles such as global intercultural dialogue, justice, equality and independence, the
promotion of human rights, global peace and stability. A rights-based approach to culture and尊重
for cultural and linguistic diversity should be promoted within national and regional policies and legal
frameworks.

10. Mobilize culture and mutual understanding to foster peace.
    Intercultural dialogue and the recognition of and respect for cultural diversity can forge more inclusive,
ADVOCACY ‘CULTURE IN THE GLOBAL CONVERSATION ON DEVELOPMENT’
CULTURE IN THE IMPLEMENTATION OF THE 2030 AGENDA:
A REPORT BY THE CULTURE 2030 GOAL CAMPAIGN

Report "Culture in the Implementation of the 2030 Agenda"

The Cultural Dimension of Sustainable Development is essential for the achievement of the 2030 Agenda and the Sustainable Development Goals.

Building on the commitments of Culture2030-Goal, the members of this campaign have taken the occasion of the UN SDGs Summit that took place in New York on 24-25 September 2019, as a perfect opportunity to re-energise the campaign, now updated as Culture2030Goal, with the publication of the report entitled "Culture in the Implementation of the 2030 Agenda" and send key messages on the role that culture is playing (and should play) in the implementation of the SDGs.

The report takes stock of the first four years of the Sustainable Development Goals and the 2030 Agenda from the perspective of culture. It focuses on the Voluntary National Reviews (VNRs) submitted by State Parties to the UN for the SDGs in 2016, 2017, 2018 and 2019. The report also explores the parallel developments of policy in the global framework on culture in development, including the initiatives and action undertaken by the networks of Culture2030Goal themselves, UNESCO, the UN Special Rapporteur in the field of cultural rights, and other international organisations. The report also includes an analysis of the Voluntary Local Reviews (VLRs), submitted by cities and local governments.

The report provides key recommendations for all parties involved in the implementation of the 2030 Agenda. It calls on States to take into account the cultural dimension in their national development planning frameworks for implementing the SDGs, as well as in their reporting through the VNR process. It also calls for wider consultation and participatory approaches in the elaboration of VNRs. It also calls on States to develop a more systematic analysis of the SDGs in the context of culture and its role in sustainable development.
ENSURING CULTURE FILLS ITS POTENTIAL
IN RESPONDING TO THE COVID-19 PANDEMIC

STATEMENT BY THE CULTURE2030GOAL CAMPAIGN
20 APRIL 2020

With the world faced with the COVID-19 pandemic today and the need to rebuild our societies tomorrow, culture should be at the heart of the response. Culture brings hope, comfort and hope into people’s lives. To harness this potential, the Culture 2030 Goal movement, in the context of its engagement in the United Nations 2030 Agenda, calls on UN agencies, governments and all other stakeholders to act.

The COVID-19 pandemic is an unprecedented challenge requiring an unprecedented response. All sectors must play their part, not least the cultural communities, sectors, actors and agencies.

Clearly, every citizen must be healthy. We would like to extend our thanks to all those who are in the frontlines, in particular the hospitals, public health teams and everyone in the health sector who are doing so much to care for the ill and protect the well, now, as well as all other essential service providers.

Alongside the artists, creators and culture professionals, as well as organizations in the culture sector, have a fundamental role in generating well-being and resilience in individuals and communities, generating access to information, encouraging awareness, tolerance and building the capacities to imagine the societies of the future, which are already in formation due to the ongoing global upheaval.

The cultural communities have responded. There have been countless initiatives to boost access and engagement and to create their own new expressions, meanings and energies. They have all underlined the immense power of culture to build healthy, resilient communities and improve well-being for all.

We are also keen to think about the future. Even when the pandemic is declared over, how will we remember the challenges that the 2030 Agenda puts to address and how they are suited here. Some have become more challenging still.
1. WHO WE ARE
The Culture 2030 Goal (Culture2030Goal) Campaign is formed by several global cultural networks united to advocate for the role of culture in sustainable development. It is the extension of the UNESCO Culture 2030 campaign, created in 2015 to call for culture to be included in the United Nations’ 2030 Agenda for Sustainable Development and the SDGs that was adopted in September 2015.

The Campaign is based on the UN System. It includes civil society, the UN General Assembly and Economic and Social Council (ECOSOC), as well as agencies with relevant thematic mandates, i.e., UNESCO, UNDP or UN Habitat.

2. CULTURE IN THE UN DECADE OF ACTION, COVID19 AND THE NEW STRATEGY
Over the past 18 months, the Campaign has gained important momentum. A study on the place of culture in the implementation of the 2030 Agenda, published in September 2019, highlighted good practices around the world. However, it also underlined that much needs to be done to realize the potential of culture as a pillar of sustainable development. In the context of the UN’s Decade of Action, the study proved that culture represents a crucial development accelerator.

In April 2020, the members of the Culture2030Goal Campaign released the #Culture2030Goal Statement entitled “Securing culture’s potential in responding to the COVID-19 pandemic.” This not only highlighted the need to support culture during the pandemic, but also on how culture could build pan-people wellbeing in the intermediate term, and a stronger, safer recovery in the longer term. This received noteworthy attention from various organisations, including UNESCO and the WHO, culminating in the excellent result of an endorsement by the President of the UN General Assembly.

Building on these outcomes, we have outlined the development of a strategic framework for the culture2030Goal Campaign, within the context of the UN Decade of Action. In keeping with strategic planning methodologies, we define below:

1. Our Vision: The recognition of culture as the fourth pillar of sustainable development;
2. Our Mission: To mainstream culture across the global development agenda;
4. WHAT ELSE?
- Culture 21 Lab
- Seven Keys workshop
- The Rome Charter
Culture 21 Lab is a capacity-building programme on culture in sustainable cities.

On the basis of Culture 21 Actions, the Committee on Culture of UCLG has established a short-term programme of capacity-building and peer-learning, along with the Leading Cities programme, and the Pilot Cities programme. Culture 21 Lab takes the form of a 1.5-day workshop, involving a group of 12-30 local stakeholders: different areas of local government, civil society actors, academics, private bodies...

You can find here the Terms of Reference of the Culture 21 Lab workshop:
7 KEYS
CULTURE WORKSHOP

7 KEYS
CLÉS

7 KEYS
CHAVES

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OKHIYE

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## Group: Governance

### Goal 11: Sustainable Cities and Communities

- **Improve Policies and Strategies**
  - Promote an understanding that culture plays a role in sustainable local development, through appropriate capacity building, policy design, implementation and evaluation, etc.
  - Ensure that capacity building programmes addressing sustainable urban planning, transport and mobility, and other related areas integrate a cultural dimension, e.g. training activities devised by local government associations and development agencies.

### Goal 16: Peace and Justice and Strong Institutions

- **Leave No One Behind**
  - Ensure access to free and plural information, including through plural local media.
  - Commit to protecting and promoting freedom of artistic expression, both at local and at international level, e.g. by preventing direct to artists and culture professionals under threat.
  - Establish mechanisms for participatory decision-making in culture and ensure that they are inclusive and accessible to all.

### Goal 17: Partnerships to Achieve the Goals

- **Leave No Place Behind**
  - Recognize public spaces, including streets, squares and other places, as key resources for cultural interaction and participation.
  - Adopt measures to promote the role of culture in the renovation of historic centres and in neighbourhoods, districts and regional development plans.

- **Protect and Support Heritage and Traditional Knowledge**
  - Adopt policies regarding the protection of cultural heritage in all its dimensions, both tangible and intangible.
  - Keep an updated inventory of local natural and cultural heritage, both tangible and intangible, and establish mechanisms for its preservation and dissemination according to international standards.

- **Adapt: Policies and Strategies**
  - Recognize traditional forms of engagement and participation when developing local governance models.
  - Ensure that traditional knowledge and heritage are integrated in local, national and international strategies related to the SDGs.
### GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

**Measure Impact:**
- Foster the use of a reference guide on cultural impact assessment within urban planning policy.
- Be aware of the risk that cultural facilities and scenes might suffer gentrification processes, and take measures to control this.

**Finance Wisely:**
- Allocate appropriate human, technical and financial resources to local cultural policies, in line with the understanding that culture is fundamental to achieve local sustainable development.

**Foster Creativity and Innovation:**
- Foster national and international peer-learning and networking among the cultural departments of local governments, in areas including heritage protection, diversity, creativity and the connection between culture and sustainable development.

### GOAL 16: PEACE AND JUSTICE AND STRONG INSTITUTIONS

**Integrate Inclusive, Accessible and Transparent Participation Mechanisms:**
- Integrate inclusive, accessible and transparent participation mechanisms in the evaluation of local cultural strategies.

### GOAL 17: PARTNERSHIPS TO ACHIEVE THE GOALS

**Ensure that Cultural Aspects are Taken into Account:**
- Ensure that cultural aspects are taken into account in the evaluation of sustainable development strategies.

**Support Capacity-Building Programmes:**
- Support capacity-building programmes that contribute to an understanding of the place of culture in local, national and international sustainable development strategies, targeting all relevant development actors (local government, civil society organisations, private sectors, etc.).

**Incorporate Artists and Cultural Organisations:**
- Include artists and cultural organisations in the design of participating districts and other opportunities to engage in local democracy.

**Foster Engagement:**
- Foster the engagement of artists and creative groups in public debates and educational initiatives around sustainable development and global challenges.

**Establish Public Cultural Policy Forums:**
- Establish public cultural policy forums (e.g., local councils on cultural) involving public, private, civic and civil society actors, and citizens, with the aim of discussing, setting priorities for and monitoring local cultural policy.

**Recognise the Role of Civil Society Organisations:**
- Recognise the important role of civil society organisations and networks as part of a plural governance of culture, and guarantee the existence of an enabling environment for its development.

**National Associations and Individual Cities:**
- National associations of municipalities and individual cities should also ask their respective national governments to create a "cultural policy" chapter and include a "cultural impact assessment" process in national programmes to implement the SDGs.
### GOOD PRACTICES

**SEVEN KEYS WORKSHOP**

#### 1. RESILIENCE

- **Objective:** Strengthening community resilience.
- **Description:** The Community Resilience Action Plan (CRAP) is a comprehensive strategy that includes five key areas: governance, education, health, economic development, and environment. The plan targets 10 key indicators to measure progress.

#### 2. SUSTAINABILITY

- **Objective:** Promoting sustainable living.
- **Description:** The Sustainable Living Project (SLP) focuses on reducing waste, conserving energy, and promoting green practices. The project involves 10 key partners and aims to reduce carbon footprint by 20% by 2025.

#### 3. COMMUNITY ENGAGEMENT

- **Objective:** Enhancing community participation.
- **Description:** The Community Engagement Initiative (CEI) involves 10 key stakeholders and aims to increase community participation in decision-making processes. The initiative includes regular workshops and seminars.

#### 4. HEALTH AND WELLBEING

- **Objective:** Improving public health.
- **Description:** The Health and Wellbeing Program (HWP) focuses on reducing maternal and child mortality rates. The program involves 10 key sectors and aims to improve health outcomes by 50%.

#### 5. INNOVATION AND TECHNOLOGY

- **Objective:** Enhancing technological solutions.
- **Description:** The Innovation and Technology Hub (ITH) is an incubator for innovative ideas and solutions. The hub involves 10 key partners and aims to increase technology adoption by 30%.

#### 6. ECONOMIC GROWTH

- **Objective:** Stimulating economic growth.
- **Description:** The Economic Growth Strategy (EGS) focuses on increasing GDP by 15% by 2030. The strategy involves 10 key sectors and aims to create 500,000 new jobs.

#### 7. EDUCATION

- **Objective:** Improving educational outcomes.
- **Description:** The Education Improvement Plan (EIP) focuses on increasing literacy rates and educational attainment. The plan involves 10 key partners and aims to increase literacy rates by 25% by 2025.
THE 2020
ROME CHARTER
THE RIGHT TO PARTICIPATE FULLY AND FREELY IN CULTURAL LIFE IS VITAL TO OUR CITIES AND COMMUNITIES

www.2020romecharter.org

CULTURAL CAPABILITIES

Why Roma?

The 2020 Rome Charter is an effort to increase recognition and support for Roma communities worldwide. It aims to empower Roma to take control of their own destinies and actively participate in their own future. The charter highlights the importance of cultural diversity and the need for inclusive policies to ensure that Roma have the same opportunities as other citizens.

Why UCLG?

UCLG is the largest organization of local and regional governments in the world. It brings together over 1,000 cities and regions from around the globe, representing over 500 million citizens. The charter aligns with UCLG’s commitment to promoting participatory democracy, social inclusion, sustainable development, and the respect for human rights.

What next?

The 2020 Rome Charter is a call to action for all cities and regions to promote cultural diversity and inclusion. It encourages the development of policies and programs that recognize the cultural rights of all citizens, and it calls for the strengthening of cultural capacities across all sectors.
Thank you!!
www.agenda21culture.net