

REVIEW OF TENERIFE'S CULTURE 21: ACTIONS SELF-ASSESSMENT

APRIL 2018



culture 21

Agenda 21 for culture

Within the framework of its participation in the “[European Pilot Cities](#)” programme of Agenda 21 for culture from 2016-2019, the island of Tenerife carried out a self-assessment exercise on its cultural and sustainable development policies in December 2017.

This exercise was based on the [Culture 21: Actions](#) document approved by the United Cities and Local Governments Committee on Culture in March of 2015. It allowed cities all over the world to examine their strengths and weaknesses with regards to these policies, based on common guidelines. Furthermore, the exercise compared the evaluation of each city with those opinions taken from a panel of experts, which in mid-2015 assessed the status of elements from Culture 21: Actions on a global level.

The exercise carried out in Tenerife took place within the framework of the initial Pilot Cities programme. The aim was to design a work programme that, between 2018 and 2019, will allow the island to address some of its noted weaknesses and expand upon its strengths. As proposed by the Terms of Reference for the European Pilot Cities programme, the initial workshop saw the participation of a diverse group of participants, including representatives from specific departments of local government, civil society activists, and private organisations. Appendix 1 contains the complete list of participants.

During the workshop, participants assessed the current situation on the island of Tenerife with regard to the nine Commitments, or subject areas, that make up Culture 21: Actions, and gave a score between 1 and 9 for each of the 100 actions described. The evaluation was divided into three (3) levels of development: Emerging stage (scores from 1 to 3); Developing stage (scores from 4 to 6), and Advanced (scores from 7 to 9). The participants were split into parallel groups to carry out the assessment of the commitments. The exercise was facilitated by Marta Llobet, representative of the UCLG Committee on Culture, Clymene Christoforou, representative of Culture Action Europe, and Antoine Guibert, an expert appointed by both of the above organisations to work alongside Tenerife throughout the European Pilot Cities programme.

The document known as “Radar 1”, written by Antoine Guibert in collaboration with the UCLG Committee on Culture, summarises and analyses the assessments made by participants. It compares these results with those of the 2015 Global Panel and identifies certain subjects that may warrant monitoring under the programme. The results of the self-assessment exercise and the observations expressed in Radar 1 will contribute to the establishment of work programme for Tenerife that is developed within the guidelines of the European Pilot Cities programme, and also includes perspectives from a local level as well as from the team of collaborators.

The European Pilot Cities programme is coordinated by the UCLG Committee on Culture and Culture Action Europe in collaboration with the Council of European Municipalities and Regions (CEMR), and is geared towards promoting learning and training on the cultural dimension of sustainable cities.

SELF
ASSESSMENT



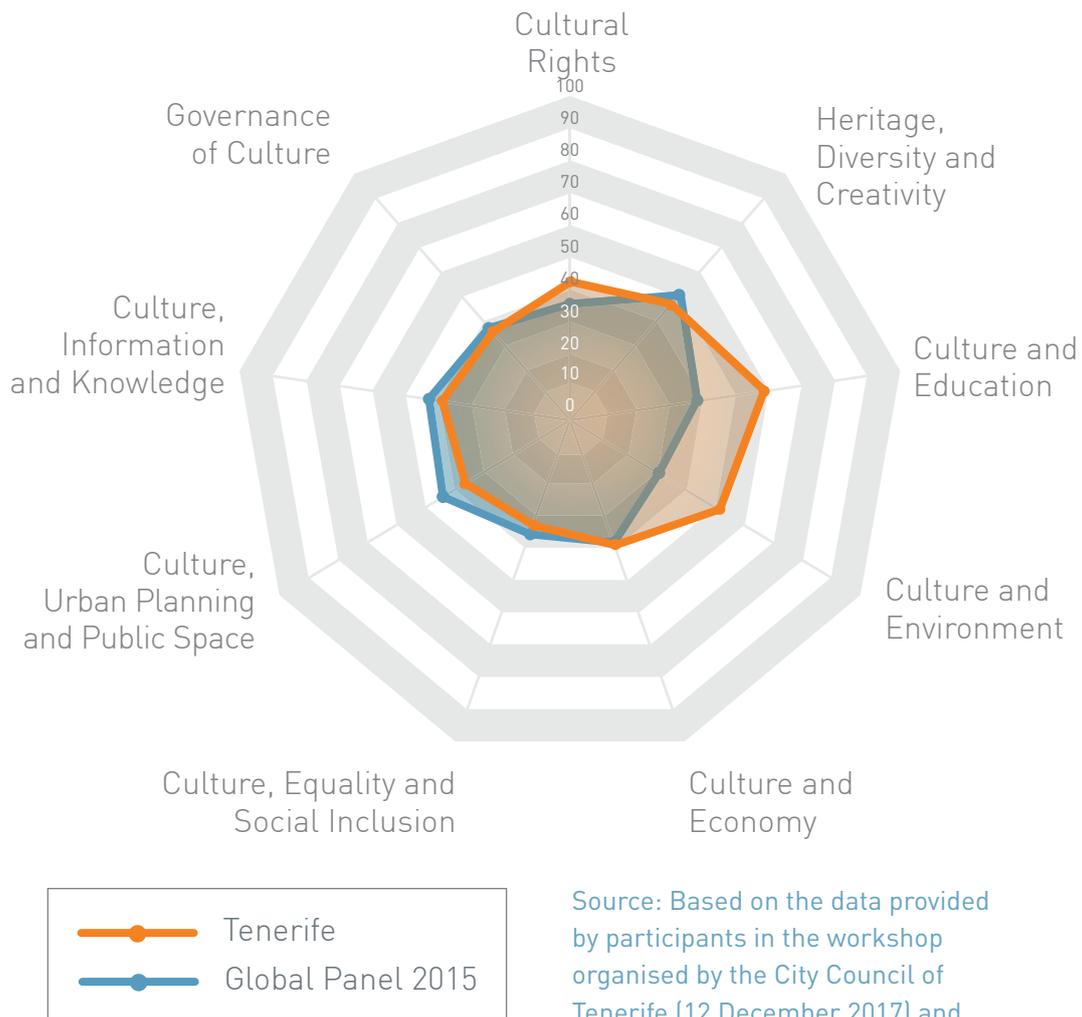


GENERAL BALANCE

The results of the self-assessment exercise in Tenerife offer an uneven scope while positioning the island at an intermediate level overall, close to the averages obtained by the 2015 Global Panel of experts (see Figure 1). The island scored above the global average in four commitments out of the nine that comprise Culture 21: Actions.

Tenerife was particularly noteworthy for its scores in the areas of *Culture and Education* with 58.75, well above the worldwide average of 38%, and *Culture and Environment* with 51.25%, which was much higher than the global score of 30%. Tenerife obtained intermediate results close to the worldwide scores in four areas. Two of these were slightly above the global average while the other two were just below: *Heritage, Diversity, and Creativity* scored 47%, slightly below the worldwide 50%; *Cultural Rights* received 42.50%, above the global mean of 35%; *Culture, Information, and Knowledge* scored 38.64%, below the world score of 43%, and *Culture and Economy* scored 38.5%, just above 38% globally. Finally, Tenerife obtained scores below the world average in the areas of *Culture, Urban Planning and Public Space* with 36.5% compared to a 44% worldwide, *Governance of Culture* with 36.4% slightly below the global 37%, and *Culture, Equity, and Social Inclusion*, receiving 32.3% as compared to a 35% worldwide.

Figure 1: Tenerife's Self Assessment and data from the Global Panel 2015



Source: Based on the data provided by participants in the workshop organised by the City Council of Tenerife (12 December 2017) and the average taken from a panel of 34 experts from different regions around the world.

It should be highlighted that these results present an overview of Tenerife as a whole. Participants tried to establish an overall average based on the various realities and differences that may exist throughout the island. It should also be noted that the process of Tenerife's pilot programme is relatively specific and differs from what has been implemented in other regions carrying out the Pilot City programme. Due to Tenerife's isolation and to the fact that the process is led by the Island Council, which in turn invites municipal governments to participate, there are two levels of government involved in initiatives.

The following sections analyse the information given by the participants in Tenerife's self-assessment exercise for each of the commitments of Culture 21: Actions.



CULTURAL RIGHTS

In the area of cultural rights, Tenerife received an intermediate score of 42.50%, above the worldwide average of 35%.

Tenerife is noteworthy for its actions related to citizens' active participation in cultural practices and cultural creation, situated at an advanced stage. Six actions were considered to be at a developing stage, including the adoption of measures to facilitate citizen participation in decision-making and cultural policies; a specific focus on more vulnerable groups in cultural policies; advocating women's participation in cultural life, and adopting measures against gender discrimination. On the other hand, Tenerife received lower marks in three areas, considered to be at an emerging stage. These were actions related to the existence of standards for minimum basic cultural services; the analysis of obstacles to citizens' access and participation in cultural life, and the existence of a reference text on rights, freedoms, and cultural responsibilities.

Participants highlighted a number of examples of good practices related to this commitment. Notably, these include the Barrios Orquestados (Orchestrated Neighbourhoods), the citizens' work platform in the city of Puerto de la Cruz, the Bloko del Valle organisation, and projects developed by the Auditorio de Tenerife (Tenerife Auditorium) in this area.

To address the weaknesses identified in this commitment, the participants proposed adopting the following measures:

- Build and create awareness of cultural rights.
- Spread projects that develop cultural rights.
- Implement general strategic projects.
- Design a Big Data system to find user profiles and detect their access to culture.



HERITAGE, DIVERSITY AND CREATIVITY

For this commitment, Tenerife received a score of 47%, slightly below the worldwide average of 50%.

Tenerife is particularly noteworthy for two actions that participants considered to be advanced. These were its actions of carrying out public cultural activities that lend visibility to local artistic creation and establish meeting spaces for the population, as well as the existence of policies on the protection of tangible and intangible cultural heritage in all areas.

Overall, participants classified the majority of activities in this area at a developing stage. Tenerife was given intermediate scores in seven out of twelve actions in this commitment. One example was that of a dedicated budget to culture, in accordance with national and international standards, suitable for enabling the sustainable development of local cultural life. Others included the existence of structures dedicated to the formation, creation, and production of culture, as well as the existence of policies and programmes that build excellence through a close proximity to inhabitants and their initiatives. The other initiatives taken by the island involved the recognition of diverse, local cultural expressions and strengthening intercultural projects, as well as a significant and balanced presence of local activities in events.

Tenerife received lower marks in two areas, considered to be at an emerging stage. These scores reflected the existence of policies that support the arts with a special focus on certain disciplines, as well as international cultural cooperation programmes and programmes related to local cultural life.

Finally, participants felt that the following area was not relevant to Tenerife: policies and programmes for the protection and promotion of linguistic diversity, particularly for minority languages. As a result, they decided not to proceed in evaluating this area. Subsequently, it has not been considered in this self-assessment report nor in the score for this commitment.

Participants highlighted a number of examples of good practices related to this commitment, particularly the Miradas DOC Festival, the Mueca Festival, actions carried out by the cities of San Cristóbal de La Laguna and La Orotava in the area of cultural heritage, as well as the interreligious prayer project in El Fraile called “Moving Together in the Same Direction”.

To address the weaknesses identified in this area, the participants proposed adopting the following measures:

- Improve coordination between events (scheduling).
- Improve data and indicators of cultural management.



CULTURE AND EDUCATION

For this commitment, Tenerife received a score of 58.75%, well above the worldwide average of 38%. The island should be lauded for its achievements in this area, where it obtained its highest score out of all the commitments. This result helped to confirm this area as one of Tenerife's strengths.

It is particularly noteworthy for three initiatives that participants considered to be advanced. The first was for the development of educational activities by cultural institutions. The second was the level of local arts education at all levels, which is accessible to people of all ages and abilities. The third was for incorporating cultural rights and general human rights in education and cultural sector training programmes.

Tenerife had six actions assessed to be at a developing stage. These included valuing cultural resources in educational and training strategies, the existence of a local strategy that links education policy with cultural policy, and those cultural activities present in schools and education centres, associations, or companies. Other examples were of current measures for sharing information on cultural activities and cultural education, and the existence of a local platform or network that brings together public, civic, and private stakeholders in the field of culture education, and lifelong learning.

The island received lower marks in actions geared towards the acquisition of cultural skills and knowledge in students' primary and secondary curricula. This area was placed at an emerging stage.

Participants highlighted a number of examples of good practices in this commitment. In particular, they noted the children's, youth, and adult theatres of the Canary Islands Acting School; the Baifo's Rock Festival organized by various institutions; cultural visits by the Caixa Social Work programme; school and family concerts by the Tenerife Symphony Orchestra; meetings of orchestras and bands from throughout the island with the Santa Cruz de Tenerife Professional Conservatory of Music; the MiniTEA space of the Tenerife Arts Space (TEA); the Orchestrated Neighbourhoods projects, and the Tale of the Silos International Festival

To address the weaknesses identified in this area, the participants proposed adopting the following measures:

- Acquire more staff.
- Generate greater awareness.
- Implement sweeping changes to the curriculum.
- Cooperate to design a common roadmap.



CULTURE AND EDUCATION

- Ensure that a governing administration leads and backs concrete policies with resources.
- Reach out to audiences and neighbourhoods that do not attend cultural events to promote “integration” through culture, as well as support disadvantaged groups that could benefit from cultural life..



CULTURE AND ENVIRONMENT

Tenerife was particularly noteworthy for its progress in this commitment, and received a score of 51.25%, well above the worldwide average of 30%. This result helped to affirm this area as one of Tenerife's strengths.

Tenerife should be noted for its work in actions that recognise gastronomy as an essential part of local culture, as well as in the presence of history and culture in promoting local products. Participants assessed these at an advanced level.

Seven actions were considered to be at a developing stage, including the promotion of citizens' initiatives for the sustainable use of public spaces; recognising the cultural importance of natural spaces; the consideration of culture in local promotion strategies for environmental sustainability, and the existence of programmes for preserving and disseminating traditional knowledge and practices that contribute to the sustainable use of ecosystem resources.

However, Tenerife received lower marks for the current level of existing bodies or platforms that link together those public, private, and civil society agencies working on the relationship between culture and environment. This was assessed to be at an emerging stage.

There were a number of notable good practices geared towards this commitment. Participants highlighted the ethnographic magazine El Pajar of the Pinolere Cultural Association, the Rural Festival called Creating Eras in El Tablero, the Living Anaga Cultural Space, and the Reinette Apple Festival in El Sauzal.

To address the weaknesses identified in this area, the participants proposed adopting the following measures:

- Create a work group on culture and environment, and strengthen networking.
- Provide more training and education, as well as education programmes.
- Integrate the tourism sector in this area.



CULTURE AND ECONOMY

For this commitment, Tenerife received an intermediate score of 38.50%, slightly above the worldwide average of 38%.

Participants did not note any actions at an advanced level in this area. The large majority of actions, or nine out of the twelve that make up this commitment, were considered to be at a developing stage. These included: the existence of information and training spaces on copyrights, economic models related to shared creation practices, or new forms of distribution; the current variety of funding mechanisms for market-oriented cultural projects; existing partnerships between cultural actor and companies; recognition of the value of maintaining the region's traditional cultural trades, which involves measures necessary for their innovation and development; the existence of a sustainable tourism plan that is balanced throughout the region, while connecting with local communities and interacting with the local cultural ecosystem.

However, participants gave lower marks for three actions, classified at an emerging stage. These scores reflected the inclusion of the economics of culture in local economic development strategies geared towards making this one of the key economic sectors in region; current public or mixed economic schemes that strengthen voluntary contributions such as micro donations or volunteering for cultural projects; the inclusion of cultural projects and issues, as well as the cultural values of the population in corporate social responsibility programmes.

Participants noted some good practices in this area, such as the Performing Arts Island Tour, and the organisation of activities and incentives in the area of film and animation.

To address the weaknesses identified in this area, the participants proposed adopting the following measures:

- Develop greater transfer of knowledge from universities.
- Implement new management structures for public funds dedicated to culture, dissociated from political activity.



CULTURE, EQUALITY AND SOCIAL INCLUSION

For this commitment, Tenerife received a score of 32.30%, below the worldwide average of 35%. The island's lowest marks out of all the commitments were in this area. This result helped confirmed this area as one of Tenerife's weaknesses.

However, it should be noted for adopting measures to ensure accessibility to facilities and cultural spaces for everyone, including persons with disabilities. This action was at an advanced stage.

On the other hand, participants noted five actions at a developing stage, such as the current programmes that include disadvantaged groups carried out in the region's most difficult areas, or the development of awareness-raising campaigns, including the promotion of cultural diversity, intercultural dialogue, and anti-racism, with the support of public institutions and cultural organizations. It should be noted that while these five actions were assessed at a developing stage, participants described the majority of these as still emerging.

Tenerife received lower marks for six other actions out of the twelve in this commitment, which were classified at an emerging stage. These scores reflected: local strategies for the social sphere that include cultural aspects for social development; the analysis of factors used to determine the cultural vulnerability, or fragility, of certain groups or individuals in the region; the analysis of the relationship between personal wellbeing, health, and active cultural practices; training programmes targeted at professionals and organisations in the social sphere for improving the city's ability to identify and address cultural factors that obstruct access to certain public services; the active promotion of women's participation in cultural activities and organisations, and lastly, current programmes which promote intergenerational cooperation.

Participants mentioned the interreligious prayer project in El Fraile, "Moving Together in the Same Direction", as a notable good practice towards this commitment.

To address the weaknesses identified in this area, the participants proposed adopting the following measures:

- Align cultural policies with other social development policies such as Culture and Health.
- Schedule cultural activities in a participative manner, ensuring accessibility to all areas of the population.
- Provide training to professionals in different fields.



CULTURA, URBAN PLANNING AND PUBLIC SPACE

For this commitment, Tenerife received a score of 36.50%, well below the worldwide average of 44%. This area received some of the lowest marks of all the assessed commitments, making it one of the island's weak areas. It should be noted that there is a limited number of representatives in the urban sector, which may affect the quality of evaluating this commitment. Simultaneously, there is a clear need to reinforce the cross-cutting collaboration between the sectors of culture and urban planning.

Participants did not note any actions at an advanced level in this area. A large majority of the actions in this area (nine out of the twelve) were assessed to be at a developing stage. Some examples of these include: explicitly recognising the importance of culture in local urban development plans; promoting the role of culture in regional development plans and in revitalising historic centres; specifically considering the notion of an urban landscape in local policies which incorporate both natural and cultural aspects; the existence of a number of spaces that, given their symbolic role, make up a communal good for inhabitants; the recognition of public spaces as key resources for cultural interaction and participation; the existence of programmes promoting the development and conservation of public art; established quality-based architectural guidelines for renovating existing buildings, planning new buildings, and for the use of traditional construction techniques.

Tenerife received lower marks for three actions related to this commitment. These scores reflected actions related to creating a reference document on the "evaluation of cultural impacts" for regular use in urban policies; planning new cultural infrastructure as part of a broad cultural ecosystem which safeguards against any negative impacts; activities carried out relating to citizens' active participation in urban planning and the territory's transformation such as through urban design, architecture, or public art.

Participants did not underscore any notable examples of good practices throughout this commitment, nor did they propose adopting any specific actions.



CULTURE, INFORMATION AND KNOWLEDGE

For this commitment, Tenerife received a score of 38.64%, below the worldwide average of 43%.

Participants did not note any actions at an advanced level in this area. However, ten out of eleven actions established themselves at a developing stage in this area. Among others, these included actions related to: training or awareness-raising activities for cultural professionals which focus on current or emerging ways that civil society organisations can access and reproduce culture, such as copyright, copyleft, open access, and many others; helping local media reflect a plurality of opinions, lending equal space and importance to women's voices, and representing the local and international level of cultural diversity; current systems for observing, researching, or analysing cultural realities, as well as their interaction with other areas of human development.

Tenerife received lower marks for actions related to policies or programmes on forms of creativity, production, or digital distribution that are focused on residents and which favour cultural democracy. Here the island was placed at an emerging stage of development.

However, participants highlighted a number of examples of good practices in this commitment. Notably, they underscored the Erasmus+ Programme, the Promotion of the Information Society Project IMSOCIN with call centres that provide training on new technologies and the use of resources, and the Education Pact that establishes a dialogue between education and the media.

To address the weaknesses identified in this area, the participants proposed adopting the following measures:

- Provide more support for the use of new technologies.
- Create specific programmes with partnerships between public and private organisations.



GOVERNANCE OF CULTURE

For this commitment, Tenerife received a score of 36.40%, slightly below the worldwide average of 37%. This area received some of the lowest marks of all the assessed commitments, making it one of the island's weak areas.

Participants did not note any actions at an advanced level in this area. A majority of six out of the eleven actions that make up this commitment were considered to be at a developing stage. They were: the existence of public participatory entities, such as a local culture council, that include public, civic, and private actors whose goals are in line with local cultural policies; current local cultural plans at neighbourhood or district levels; developing a gender perspective for cultural programmes and institutions; existing policies or programmes that support citizens' participation in managing facilities, programmes, and cultural events, and finally, existing measures, such as training programmes, geared towards strengthening NGOs, trade associations, or unions in the area of culture, as well as other civil society actors that contribute to cultural life.

Tenerife received lower marks for five actions, which participants classified at an emerging stage. These were actions related to: the implementation of a cultural policy based on Agenda 21 for culture and Culture 21: Actions, which bring together public, civic, and private initiatives in a joint project; establishing permanent spaces for dialogue, negotiation, and the regulation of objectives and methods in public projects, along with the participation of all actors involved; maintaining transparent accountability of institutions while also evaluating the public service they provide; establishing an independent platform or network of civil society organisations which include citizens and cultural actors from all sectors, and the existence of permanent frameworks for the distribution of responsibilities, or for collaboration in cultural policy among local, regional, and national levels of government.

Some good practices in this area included the Strategic Framework for Policy Actions in Gender Equality "Violet Tenerife" (METV), the Tenerife CRUISES, the island strategy for Performing Arts and Music of Tenerife, the Spectator School of the Tenerife Auditorium, and the Interart opera project with amateur student groups.

To address the weaknesses identified in this area, the participants proposed adopting the following measures:

- Establish cross-cutting work groups and coordination structures for activities.
- Consult unions affected by policy.
- Improve coordination across administrations so as to combine efforts and limit redundancy.
- Create documentary resources and a collection of material so as to avoid repetition.
- Promote the use of strategies by organisations.



CONCLUSIONS

In its self-assessment, Tenerife scored at an intermediate level close to the worldwide averages taken from the 2015 Global Panel of experts. It should be highlighted that this self-assessment exercise represents an average for the entire island, and therefore does not reflect disparities that may exist between different geographical areas or municipalities.

- » Tenerife is especially laudable for its efforts in the areas of *Culture and Education* and *Culture and Environment* which are undoubtedly its strongest commitments.
- » The island received intermediate scores close to the global average in the areas of *Heritage, Diversity, and Creativity, Cultural Rights, Culture, Information, and Knowledge*, as well as in *Culture and Economy*.
- » However, Tenerife was given lower marks for its progress in *Culture, Urban Planning, and Public Space, Governance of Culture*, and in *Culture, Equity, and Social Inclusion* which were its clear weaknesses. As a result, these areas require greater attention.

It must be emphasised that the self-assessment results point to Tenerife's strengths and weaknesses from the perspective of Culture 21: Actions, presenting a snapshot of the current reality. These results should serve to provide perspective within an overall strategic reflection on Tenerife's sustainable development—one which considers its context, challenges, problems, and future goals. Therefore, actions to be developed under the work plan for the Pilot City programme could influence several commitments at the same time, thereby responding strategically to a number of challenges.

According to the self-assessment results, contributions by participants, and observations made throughout the process the following areas deserve greater attention:

- » Developing cross-cutting work proposals: The first stage of work was very positive in the way it spread awareness of Agenda 21 for Culture and Culture 21: Actions among participants, while also generating a transversal understanding of the role of culture in Tenerife's sustainable development. To ensure progress, it is recommended that cross-cutting and participatory agreements continue with the actors that participated in this first phase, so as to establish concrete work proposals that could be incorporated into the Pilot Island programme. An attempt should also be made to involve new actors and sectors that were not present throughout the first phase, thereby expanding and diversify this group of participants. It is also recommended to adopt a participatory, bottom-up approach in order to better involve local stakeholders across the island – both civil society organisations and local authorities – in decision-making and planning.



CONCLUSIONS

- » Develop a concerted and collaborative internal effort across different services of the Tenerife Island Council: This first phase made it possible to detect a need to encourage more collaboration and coordination between the different areas of the Council. An effort must be made to prioritise greater cross-cutting collaboration between Cultural services and other areas of the Council in order to achieve the programme's objectives.
- » Create a territorial strategy for the island: Different levels of government coexist on the Tenerife, including Island Council and 31 municipalities. It is vital to establish a territorial strategy in order to generate a dynamic for mobilisation, collaboration, and joint work between these actors.

ANNEX 1: WORKSHOP PARTICIPANTS

NAME - SURNAME	POSITION
Marcelino Martín	Municipality of Puerto de la Cruz
Carlos Belda	MCB Cultural Management
Ramón Sala	Professor Faculty of Fine Arts
Manuel Castañeda Baute	Architect
Cristina Martins	Fashion and Communications Consultant
Néstor Yanes	Museums of Tenerife
Juan José Ramos Melo	Ecotourism consultant
Irma Perdomo	ULL Institute for Women
Antonio Hernández Morales	Head Teacher IES Laboral (TASOC) High School
Miryam Olivera Romero	Citizen Participation and Open Government Specialist
María Jesús Delgado González	Director of the Fernando Estévez School
Cristina Vargas Lasarte	Director of the Professional Conservatory of Music
Miguel Ángel Linares Pineda	Director of the Professional Conservatory of Music
María del Carmen Coello	Anaga Rural Park Technician
David López Mejuto	Provincial Coordinator for Western Islands Radio ECCA
Javier Godoy Machín	Director of the National Public Library
Fernando Senante	Manager of the Tourist Rehabilitation Consortium of Puerto de la Cruz
Gustavo Luis Cedrés	Innovation Specialist for the ULL General Foundation
Miguel Tomé Pueyo	Writer for the Tenerife Social Inclusion Plan
Miguel Angel Ruiz Fuentes	Director I.E.S César Manrique
Concha Díaz Ferrer	Tenerife Film Commission
Gabriel Santos	Manager of the Canary Islans Association of Ecotourism Businesses
Daniel Álvarez Matallana	Canary Islands Acting School
Gregorio Hernández Pérez	IES LAS INDIAS Sta. Cruz de Tenerife
Iñaki Granda Barceló	Specialist for the Immigration Monitoring Centre of Tenerife
María Fonte García	Specialist for the Immigration Monitoring Centre of Tenerife

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NAME - SURNAME	POSITION
Miguel Ángel Parera Salvá	Technical Director of the Tenerife Symphony Orchestra
Julio Ramallo Rodríguez	Head of the Data Bank Unit and Documentation Centre of the Island Council of Tenerife
José Antonio Arrigaga Hardisson	S.A. of Innovation
Clymene Christoforou	Culture Action Europe
Antoine Guibert	Agenda 21 for culture expert
Marta Llobet	UCLG Committee on Culture



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