

## RECOGNIZING THE ROLE OF CULTURE TO STRENGTHEN THE UN POST-2015 DEVELOPMENT AGENDA

**We represent the global constituency on culture that is actively engaged in the pursuit of sustainable development at local, national, regional and global levels. We represent governmental and non-governmental organizations. We are fully committed to a successful elaboration and implementation of the UN Post-2015 Development Agenda.**

During the last decade the international community has collected substantial evidence on the role of culture in development. The conclusion is that, **most often, development policies and projects which do not take into account the cultural dimension have failed.** Culture effectively contributes to policies, strategies and programs targeting inclusive social and economic development, environmental sustainability, harmony, peace and security. Culture is both a driver and an enabler of sustainable development.

Committed to an effective Post-2015 Development Agenda, we have made regular inputs to the goal development processes.<sup>1</sup> We have followed closely the work of the Open Working Group on Sustainable Development Goals (SDGs), including in particular its Outcome Document, published on 19 July 2014;<sup>2</sup> and the Synthesis Report of the UN Secretary-General released on 4 December 2014.<sup>3</sup>

- **We are pleased to see that some references to culture are included in the Outcome Document.** However, as these references are scarce and fragmented, we remain concerned. The Outcome Document fails to embrace the full potential of culture, despite the many UN debates and resolutions, the evidence collected by universities and experts and the existence of a global constituency representing millions that strives to fulfil culture's role as driver and enabler of development.
- **We are pleased to see that the Synthesis Report of the UN Secretary-General on the Post-2015 Agenda** fully acknowledges our deepest convictions: "... we must mobilize the power of culture in the transformative change we seek. Our world is a remarkable mosaic of diverse cultures, informing our evolving understanding of sustainable development. We still have much to learn from cultures as we build the world we want. If we are to succeed, the new agenda cannot remain the exclusive domain of institutions and governments. It must be embraced by people. **Culture, in different aspects, will thus be an important force in supporting the new agenda.**"<sup>4</sup>

1 See e.g. Culture as a Goal in the Post-2015 Development Agenda (2013) and other documents available at [www.culture2015goal.net](http://www.culture2015goal.net)

2 Open Working Group of the UN General Assembly on Sustainable Development Goals (2014), Open Working Group proposal for Sustainable Development Goals, A/68/970, available at <http://sustainabledevelopment.un.org/content/documents/1579SDGs%20Proposal.pdf>

3 UN Secretary-General (2014), The road to dignity by 2030: ending poverty, transforming all lives and protecting the planet. Synthesis report of the Secretary-General on the post-2015 sustainable development agenda, A/69/700, available at [http://www.un.org/ga/search/view\\_doc.asp?symbol=A/69/700&Lang=E](http://www.un.org/ga/search/view_doc.asp?symbol=A/69/700&Lang=E)

4 Ibidem, para 132. Our emphasis.

We firmly believe that elevating culture to its appropriate level alongside other critical enabling factors such as education will strengthen the outcomes of the Post-2015 Development Agenda.

We have heard the call from the UN Secretary-General for “a technical review to ensure that each goal is framed to be specific, measurable, achievable and consistent with existing United Nations standards and agreements, while preserving the important political balance that they represent”. We fully subscribe to that ambition and firmly believe that the definition of technically rigorous indicators is a key opportunity to advance the conversation on the role of culture. The challenge of universal comparative data is one of the most active fields of international cooperation. As UN experts address the Data Revolution for Sustainable Development called for by the Secretary General in his summary report, they should build on the past and ongoing efforts by multilateral organizations such as the OECD, UIS, UNESCO, WIPO, UNCTAD and the World Bank.<sup>5</sup> The Post-2015 Development Agenda would be strengthened by fully recognizing and integrating such knowledge.

We also fully agree with the notion that **national strategies need to be adapted to their cultural context to be effective** and that a broad understanding of skills and capacities should prevail, including the ability of key stakeholders to be sensitive to cultural aspects, recognize cultural diversity and heritage and embrace creativity. We believe that **the achievement of the Post-2015 Development Agenda should be underpinned by strategies integrating knowledge in a broad sense**, beyond a narrow understanding of data and indicators. Our stance is aligned to the Secretary-General’s call for “...**alternative measures or progress, beyond GDP.. New measures of subjective wellbeing are potentially important new tools for policy-making.**”<sup>6</sup>

Taking into account existing data and new proposals for improving the availability of cultural information at global level, **we herewith propose indicators which could be associated to the SDG framework**, and request that these be considered in forthcoming negotiation rounds.

<sup>5</sup> Relevant contributions include the two editions of UNESCO’s World Culture Report, published in 1998 and 2000; as well as 2009’s UNESCO World Report on Cultural Diversity; UNESCO’s Culture for Development Indicators programme; publications by the UNESCO Institute for Statistics, including the 2009 UNESCO Framework for Cultural Statistics and publications on cultural participation and the economic contribution of the cultural industries; the 2004 edition of the UNDP’s Human Development Report, focusing on cultural liberty; the three editions of the Creative Economy Report, published by UNCTAD, UNDP and UNESCO between 2008 and 2013; WIPO’s studies on the economic contribution of the copyright industries and on the economic, social and cultural impact of intellectual property; the OECD’s project on the International Measurement of Culture (2006/07); and many others available at local, national and regional level.

<sup>6</sup> UN Secretary-General (2014), para 135. Emphasis in the original.

# PROPOSAL OF INDICATORS

## Goal 1: End poverty in all its forms everywhere

**Proposed Target 1.4** By 2030 ensure that all men and women, particularly the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership, and control over land and other forms of property, inheritance, natural resources, appropriate new technology, and financial services including microfinance.

### Suggested indicators

Proportion of men and women with access, within 30 minute walking distance, to basic cultural services and resources (libraries, community centers, arts centers, museums, local heritage preservation centers, etc.) as means of empowerment and of human development.<sup>1</sup>

Access to selected cultural community infrastructures (museums, libraries, media resource centers, exhibition venues dedicated to the performing arts) relative to the distribution of the country's population in administrative divisions immediately below State level.<sup>2</sup>

## Goal 4: Ensure inclusive and equitable quality education and promote life-long learning opportunities for all

**Proposed Target 4.7** By 2030 ensure all learners acquire 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 culture's contribution to sustainable development.

### Suggested indicators

Percentage of instructional hours dedicated to arts education in relation to the total number of instructional hours in the first two years of secondary school (grades 7-8).<sup>3</sup>

Percentage of staff in primary and secondary education with specific training in artistic or cultural disciplines.<sup>4</sup>

Percentage of primary and secondary public schools which have a library.<sup>5</sup>

Percentage of the population having participated at least once in a going-out cultural activity in the last 12 months.<sup>6</sup>

Global Cultural Participation Index (and related indicators).<sup>7</sup>

1 Our proposal.

2 Taken from UNESCO (2014), UNESCO Culture for Development Indicators. Methodology Manual (Paris: UNESCO), available at <https://en.unesco.org/creativity/node/1918>

3 Ibidem.

4 Our proposal.

5 Our proposal.

6 Adapted from UNESCO (2014).

7 Currently being developed by the UNESCO Institute for Statistics and Gallup, with a world poll planned to start in 2015/16 in approximately 150 countries.

## **Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

**Proposed Target 8.3** Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage formalization and growth of micro-, small- and medium-sized enterprises including through access to financial services.

### **Suggested indicator**

Percentage of persons engaged in cultural employment within the total employed population.<sup>8</sup>

Percentage of UN Development Assistance Frameworks, National Development Plans and local development plans that integrate culture.<sup>9</sup>

Percentage / share of the contribution of creative and cultural activities to the Gross Domestic Product.<sup>10</sup>

Index of coherency and coverage of technical and vocational education and training (TVET) and tertiary education systems in the field of arts and culture.<sup>11</sup>

Percentage of countries that have implemented / or adopted specific social protection and tax laws and measures to support self-employed artists, in accordance with the 1980 UNESCO Recommendation concerning the Status of the Artist.<sup>12</sup>

**Proposed target 8.9** By 2030 devise and implement policies to promote sustainable tourism which creates jobs, promotes local culture and products.

### **Suggested indicators**

Percentage of national and local governments which have integrated a specific 'cultural impact assessment' as a prerequisite of all tourism development plans.<sup>13</sup>

## **Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation**

**Proposed target 9.B** Support domestic technology development, research and innovation in developing countries including by ensuring a conducive policy environment for inter alia industrial diversification and value addition to commodities

### **Suggested indicator**

Number of countries which have implemented a national strategy for the development of the creative industries.<sup>14</sup>

<sup>8</sup> Taken from UNESCO (2014). The UNESCO Institute for Statistics is currently working on a Global Study on Cultural Employment, which should lead to baseline data by 2016.

<sup>9</sup> Our proposal.

<sup>10</sup> Adapted from existing International data.

<sup>11</sup> Taken from UNESCO (2014).

<sup>12</sup> Adapted from existing indicators used in Europe (Compendium on Cultural Policies and Trends) and 2014 Survey of UNESCO Member States on 'Revitalizing the UNESCO 1980 Recommendation concerning the Status of the Artist'.

<sup>13</sup> Our proposal.

<sup>14</sup> Our proposal. Some international networks (e.g. the International Federation of Arts Councils and Culture Agencies, IFACCA) currently collect information in this area, which could be complemented with data existing at UNESCO and elsewhere.


## Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

**Proposed target 11.3** By 2030 enhance inclusive and sustainable urbanization and capacities for participatory, integrated and sustainable human settlement planning and management in all countries.

### Suggested indicator

Percentage of national and local urban development plans which have integrated a specific 'cultural impact assessment'.<sup>15</sup>

**Proposed target 11.4** Strengthen efforts to protect and safeguard the world's cultural and natural heritage

 We suggest that a possible alternative wording be considered, in order to better reflect the range of ways in which culture can contribute to making cities and human settlements inclusive, safe, resilient and sustainable. The following wording may be considered:

*By 2030, increase the number of cities that include the safeguarding of cultural and natural heritage and the promotion of creativity and cultural diversity in plans, programs and policies for sustainable development.*

### Suggested indicators

Number and distribution of identified cultural and natural heritage items (sites and artifacts).<sup>16</sup>

Number of natural and cultural heritage assets under threat.<sup>17</sup>

Number of public libraries per 1,000 inhabitants.<sup>18</sup>

Percentage of budget devoted to the preservation of cultural and natural resources.<sup>19</sup>

Index of development of a multidimensional framework for heritage sustainability.<sup>20</sup>

Share of cities having integrated urban policies that protect and safeguard cultural and natural heritage.<sup>21</sup>

**Proposed target 11.7** By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, particularly for women and children, older persons and persons with disabilities.

### Suggested indicator

Proportion of urban land allocated to public open spaces (streets, squares, gardens, parks, etc.) over the total urban land.<sup>22</sup>

Proportion of urban land allocated to public sheltered facilities (libraries, museums, etc.) over the total urban land.<sup>23</sup>

15 Our proposal.

16 Adapted from Global Taskforce of Local and Regional Governments for Post-2015 Development Agenda Towards Habitat III (2014), How to Localize Targets and Indicators of the Post-2015 Agenda.

17 Adapted from ibidem.

18 Resulting from joint work involving the International Federation of Library Associations and Institutions (IFLA), the UNESCO Institute for Statistics (UIS) and the International Organization for Standardization (ISO), presented in Heaney, M. (ed.) (2009), Library Statistics for the 21st Century World (Munich: De Gruyter Saur), IFLA Publications, n°138.

19 Adapted from Global Taskforce of Local and Regional Governments for Post-2015 Development Agenda Towards Habitat III (2014)

20 Taken from UNESCO (2014).

21 Our proposal.

22 Our proposal.

23 Our proposal.

## Goal 12: Ensure sustainable consumption and production patterns

**Proposed target 12.B** Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products.



### Suggested indicator

Percentage of national and local sustainable tourism development strategies that integrate a cultural chapter.<sup>24</sup>

## Goal 13: Take urgent action to combat climate change and its impacts

**Proposed target 13.1** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.



### Suggested indicator

Percentage of national and local climate change strategies that consider the role of cultural aspects in the promotion of environmental sustainability.<sup>25</sup>

## 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

**Proposed target 16.10** Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.



### Suggested indicators

Existence of a comprehensive law and legal regime that ensures the right of access to information from public bodies, based on international standards.<sup>26</sup>

Legal regimes which ensure compliance with international standards on freedom of expression, association and assembly.<sup>27</sup>

Percentage of libraries that regularly provide specific training sessions on media and information literacy competencies to support users' access to and use of information.<sup>28</sup>

<sup>24</sup> Our proposal.

<sup>25</sup> Our proposal.

<sup>26</sup> Relevant standards as identified in General Comment n°34 of the UN Human Rights Committee (2011); the report on the right to access information presented by the UN Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression, A/68/362 (2013); as well as UNDP's Human Development Report 2004. Information to be collected by UNESCO, with support from UNDP, UNODC and OHCHR.

<sup>27</sup> Relevant standards as identified in General Comment n°34 of the UN Human Rights Committee (2011); reports and factsheets from UN Special Rapporteurs (Freedom of Peaceful Assembly and Association; Freedom of Opinion and Expression); OSCE-ODIHR Venice Guidelines on Freedom of Association and Assembly; UPR reviews; and ICCPR reviews.

<sup>28</sup> Taken from UNESCO (2013), Global Media and Information Literacy Assessment Framework: Country Readiness and Competencies. Paris: UNESCO.

## GOING FORWARD

The proposal outlined above takes account of the framework currently being discussed by the international community, based on the Outcome Document, published on 19 July 2014, and aims to stress **the need to mainstream cultural aspects in all future approaches to sustainable development**, including its targets and measurement.

While we are aware that some of the indicators proposed are not yet available globally, we firmly believe that **the achievement of sustainable development will require investment in the improvement of measurement tools and methodologies**, including on those related to cultural aspects. A new information architecture which acknowledges the importance of culture is needed.

The organizations we represent and the signatories of the Declaration on the inclusion of culture in the UN Post-2015 Development Agenda from 120 countries believe that the SDGs would be greatly strengthened if culture's fundamental role was appropriately recognized. **We are actively committed to the design and implementation of fair and effective SDGs**. We will be actively involved in the major international meetings foreseen in 2015 and will engage in a constructive dialogue to ensure the integration of cultural aspects in the Post-2015 Development Agenda.

### Signed, February 12, 2015

Ms **Sarah Gardner**, Executive Director, **IFACCA**; s.gardner@ifacca.org

Mr **Jordi Pascual**, Coordinator, **Agenda 21 for culture**; coordination@agenda21culture.net

Mr **Charles Vallerand**, General Secretary, **IFCCD**; cvallerand@cdc-ccd.org

Ms **Mercedes Giovinazzo**, President, **Culture Action Europe**; mgiovinazzo@interarts.net

Ms **Silja Fischer**, Secretary General, **International Music Council**; s.fischer@imc-cim.org

Mr **Peter Rorvik**, Secretary General, **Arterial Network**; peter@arterialnetwork.org

Ms **Kirsti Kovanen**, Secretary General, **International Council on Monuments and Sites**; secretariat@icomos.org

Ms **Sinikka Sipilä**, President, **International Federation of Library Associations and Institutions**; sinikka.sipila@fla.fi

Ms **Patricia Kistenmacher**, **Red Latinoamericana de Arte para la Transformación Social** patricia.kistenmacher@gmail.com