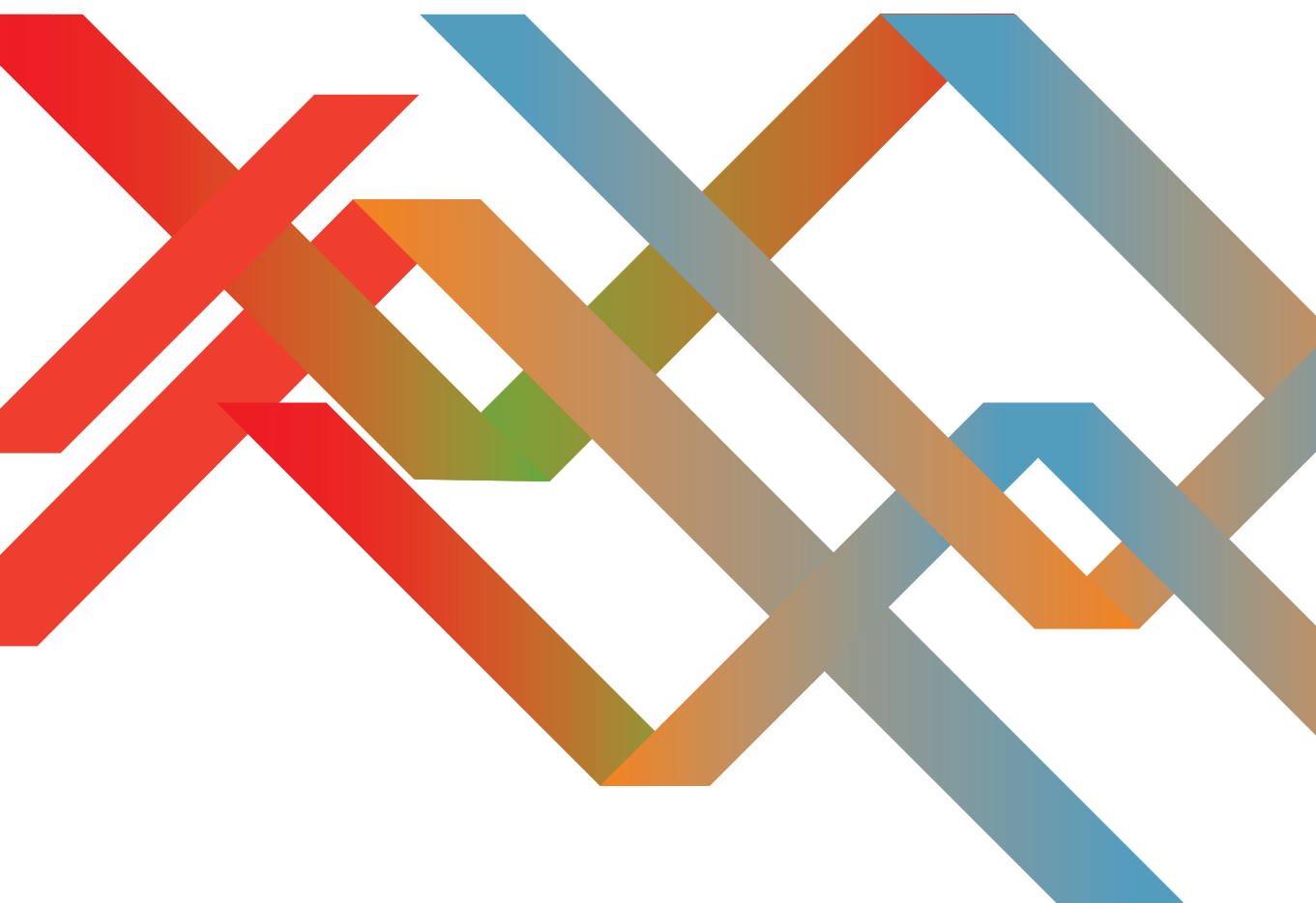


**UCLG CULTURE SUMMIT**  
**CULTURE AND**  
**SUSTAINABLE CITIES**

**PROGRAMME**

**BILBAO** 18-20 March **2015**



# MAYOR OF BILBAO

Dear participants,

It is a sincere honor to welcome you to Bilbao, host city of the first Culture Summit of United Cities and Local Governments (UCLG).

Culture has played a key role as a driver for urban transformation of the city. Since the 90s, when Bilbao began its deep transformation, Culture -symbolized by the Guggenheim Museum of Bilbao-, has been a key and permanent factor in the strategy led by the City Council to achieve creation of employment, social cohesion and economic development in the city. The implementation of the cultural policy developed during the past two decades has given as a result, the consolidation of Bilbao as an international reference of a City of Culture, with solid networks of cultural actors and important cultural infrastructures.

The City of Bilbao has been actively collaborating with UCLG since its foundation in 2004. Bilbao is the chair of the Committee of Digital and Knowledge-based cities and it takes part in diverse activities promoted by other committees. In fact, Bilbao is a founding member of the Committee on Culture, we adopted the Agenda21 for Culture in 2005, we have aligned our cultural policy with its principles and we have been active, exchanging information and knowledge with other cities.

We are proud to host the first ever UCLG Culture Summit, a new event to promote mutual knowledge and real networking of cities and local governments that recognize the important place of culture in sustainable cities.

We are also proud that the UCLG Culture Summit of Bilbao adopts "Culture 21 Actions", a practical tool to promote good practices and peer learning between cities in the field of cultural policies. Cities need practical tools. We hope this document will become a reference for sustainable cities, contribute to the definition of the global agenda of United Cities and Local Governments, and positively impact in the elaboration of the Post-2015 Development Agenda of United Nations.

Welcome to Bilbao!

**Ibon Areso**  
Mayor of Bilbao

# UCLG'S PRESIDENT

Dear friends and colleagues,

Welcome to the first Culture Summit of United Cities and Local Governments (UCLG), the united voice and advocate of democratic local governments on the world stage.

First, let me congratulate the city of Bilbao for hosting this trailblazing event, and for its outstanding commitment to the relationship between culture and sustainable development. Today, Bilbao is synonymous with global leadership in the fields of culture and urban sustainability.

This Summit will see the launch of the UCLG Committee on Culture's Culture 21: Actions. Since 2004, the Agenda 21 for Culture has supported local governments the world over in the development of cultural policies that contribute to sustainable development. Culture 21: Actions aims to build on this experience by facilitating evaluation, peer learning and exchange of good practices among cities. Over the next few days, you will have the opportunity to explore this document and to discuss how it can be used to take the Agenda 21 for Culture forward over the coming years.

The role of culture in sustainable urban development forms an essential part of UCLG's work on the Post-2015 Development Agenda. We are actively campaigning for a 'localized' Post-2015 Agenda that acknowledges and supports the role of local and regional governments and generates a sense of ownership of the goals and targets at local level. This will only be possible if culture is integrated into the Agenda and recognized as both a driver and enabler of sustainable development. I invite local leaders and practitioners to use the Culture Summit to share your work and show the world how you are harnessing the enormous potential of culture for sustainable development in your communities.

I hope that the Summit will be an interactive, participatory and dynamic event, a place for open exchange, and a space to share experiences and solutions.

Wishing you a great Summit.

**Kadir Topbaş**

Mayor of Istanbul

President of UCLG



# INTRODUCTION

The **first UCLG Culture Summit** is hosted by the City of Bilbao (Basque Country, Spain) between 18 and 20 March 2015.

The UCLG Culture Summit is a new event to promote knowledge-sharing and networking of cities and local governments, recognizing the important place of culture in sustainable cities. It envisages gathering all key stakeholders in the promotion of cultural policies, with special emphasis on cities, local governments, and urban actors.

The highlight of the first UCLG Culture Summit is the presentation of “**Culture 21: Actions**”, a document that builds on the Agenda 21 for Culture (2004) and continues to make a strong link between culture and sustainable development, while providing guides to self-assessment and implementation. “Culture 21: Actions” recommends further expertise, peer-learning, and exchanges. The Summit will mark the beginning of a programme to support the implementation of “Culture 21 Actions” by members of UCLG’s Committee on culture and in partnership with relevant international networks.

The UCLG Culture Summit is oriented towards creating a full global learning experience among participants. It will feature **good practices of the Agenda 21 for culture**, describing how cities around the world have improved the lives of citizens through a stronger integration of cultural aspects in their sustainable development strategies. It will showcase the best projects of the first edition of the “**International Award UCLG - Mexico City – Culture 21**”, held in 2013/14. Additionally, the results of the “**Pilot Cities**” programme launched in 2014 will be presented.

The Summit connects the UN Post-2015 Development Agenda and culture, building on the work carried out in the process of defining the Sustainable Development Goals, particularly the **#culture2015goal** and **#UrbanSDG** campaigns, which stress the importance of culture and cities respectively. This event provides a unique occasion to exchange with the international community and UN Agencies as well as civil society organizations.

The first UCLG Culture Summit will have **six plenary sessions**, devoted to

- Opening: Why Culture and Sustainable Cities?
- Cultural Rights in the City
- The Place of Culture in the Sustainable Development Goals
- Culture and Sustainable Cities: the Commitments
- Culture in Sustainable Cities: the Way Forward
- Conclusions and Closing

In addition there will be **nine specialised sessions**, dedicated to specific topics and aimed at in-depth contact with key actors. These sessions are framed around three main concepts: “Cities and Cultural Policies”, “Good Practices in the Agenda 21 for culture” and “Speed-networking: Meet our People”.



# WHY “CULTURE IN SUSTAINABLE CITIES”?

Contrary to a view of culture as ‘decorative’, or secondary to sustainable development, a critical mass of the international community is convinced that integrating culture within development efforts is crucial in tackling a large number of urban and local challenges more effectively and sustainably.

Today, development means freedom, expanding choices, and putting human beings at the centre of the future.

- Culture brings its intrinsic values to development: creativity, heritage, knowledge and diversity. A holistic and integrated approach to development will only be achieved when these values are explicit and operationalised.
- Culture is linked to equity and inclusion; it is an accelerator of resilience and rooting. It gives us the tools to fight poverty; it facilitates citizen participation, intercultural dialogue and equal rights.
- Culture boosts the economy. It generates income and employment, and it has impact on entrepreneurship, new technologies and tourism. Culture brings creativity and innovation to the economic dimension.
- Culture embraces the environment because it helps to explain identities. It raises awareness of ecological responsibilities and it informs urban planning processes.

Successful local policies based on the image of culture as the fourth pillar, or dimension, of sustainable development can be implemented with two complementary strategies:

- a) Culture as the driver of sustainable development: culture is fully integrated into governance, with the development and the implementation of an explicit cultural policy, in close cooperation with civil society, and based on the rights, the expectations, and the capacities of inhabitants.
- b) Culture as the enabler of sustainable development: policies capitalise on culture’s contribution to the economy, social inclusion and the environmental balance, with an assessment of the cultural impact of these policies based on measurable targets and indicators.

Sustainability, it should be stressed, is not just about ecology and the environment, but also the locality, the empowerment of citizens, and the transmission of knowledge to the new generations. Also, it should similarly be emphasised that poverty is not just a question of material conditions and income, but also a lack of capabilities and opportunities, including in cultural terms. The truth is that only when rooted in culture and sensitive to local contexts is development likely to be sustainable.

As Nobel Prize winner Amartya Sen explains, ‘cultural matters are integral parts of the lives we lead. If development can be seen as enhancement of our living standards, then efforts geared to development can hardly ignore the world of culture’.

The UCLG Culture Summit emphasises that culture is an integral part of local policies for sustainable development, providing the evidence that the values of culture (diversity, knowledge, heritage, creativity) have a strong connection with other dimensions of sustainability (governance, urban planning, social inclusion, economy and other).



# CULTURE IN UCLG: BACKGROUND

The mission of United Cities and Local Governments – **UCLG** is to be the united voice and world advocate of democratic local self-government, promoting its values, objectives and interests, through cooperation between local governments and within the wider international community.

UCLG has played an important role in the decade 2004-2014 promoting the role of culture in sustainable cities:

- In 2004, UCLG adopted the **Agenda 21 for culture**, a declaration with 67 articles that describes the relationship between local cultural policies and human rights, governance, sustainable development, participatory democracy and peace. The Agenda 21 for culture was the first worldwide document establishing principles and commitments by cities and local governments for cultural development. More than 550 cities, local governments and organizations from all over the world are linked to Agenda 21 for culture.
- In 2010, the Executive Bureau of United Cities and Local Governments approved the document “**Culture: Fourth Pillar of Sustainable Development**” in its World Congress held in Mexico City. This document engages local governments to explicitly include culture in a development model that ‘meets the needs of the present without compromising the ability of future generations to meet their own needs’. Operationally, the document points to the relationship between culture and sustainable development through a dual approach: developing a solid cultural policy (culture as a driver of development), and advocating a cultural dimension in all public policies (culture as an enabler of development).
- In 2012, United Cities and Local Governments, which represented local governments at the UN Conference on Sustainable Development (Rio+20), advocated for the role of culture in sustainable development.
- Since March 2013, UCLG’s role as facilitator of the **Global Taskforce of Local and Regional Governments for Post-2015 and towards Habitat III** has included culture in local and regional governments’ inputs to the Post2015 Agenda.
- In October 2013, the **UCLG World Congress of Rabat** agreed to renew the Agenda 21 for culture, thus ratifying local leaders’ certainty that culture is a key component of sustainable development.

The UCLG Committee on culture is a unique platform, which gathers cities, associations and networks that foster the relationship between local cultural policies and sustainable development. The Committee is chaired by Lille-Métropole, co-chaired by Buenos Aires, Mexico City and Montreal, and is vice-chaired by Angers, Barcelona and Milano. It also has members and partners across all continents.



# “CULTURE 21: ACTIONS” RENEWS THE “AGENDA 21 FOR CULTURE”

The process of developing “Culture 21: Actions” was initiated by the Committee on Culture in 2013. Debates took place throughout 2013 and 2014 in Lille-Métropole, Buenos Aires, Rabat, Brussels, Novi Sad, Santiago de Chile, Dakar, Alma, Lyon, Milan, Hildesheim, Montreal, Newcastle, Bilbao, City of Mexico, Tunis, Haikou and many other cities around the world. These debates have involved members of the Committee, researchers, and other stakeholders.

The debates also involved key national and international networks, as well as technical visits and seminars with cultural actors and civil society networks in our **Pilot Cities**: Belo Horizonte, Bogotá, Concepción, Gabrovo, Jeju, Mexico City, Talca and Vaudreuil-Dorion. The Committee has commissioned articles from **key experts**, including Paul James, Lucina Jiménez, Alfons Martinell, Patrice Meyer-Bisch, Eduard Miralles, Robert Palmer, Johanne Turbide and Minja Yang. The Committee has also published articles from some of **our leading cities**: Angers, Barcelona, Bilbao, Buenos Aires, Lille-Metropole, Mexico, Quito and Montreal.

The Committee launched **a survey** (March 2014) which resulted in strong support for the development of “Culture 21: Actions”. The results of the survey also identify UCLG as a key network in the advocacy of culture and sustainable cities. They also confirm the commitment of local governments and their associations to continue implementing the Agenda 21 for Culture.

The annual meeting of the UCLG Committee on Culture in 2014 (**Buenos Aires**, 1-2 October) was entirely devoted to drafting the final document “Culture 21: Actions”, in a cooperative and open work with cultural networks and civil society actors.

Between May 2014 and February 2015, three drafts of “Culture 21: Actions” have been disseminated online and discussed at several public events. This process comes to an end in Bilbao, as the UCLG Committee on culture approves “Culture 21: Actions” on 19 March 2015 and the UCLG Culture Summit adopts the text on 20 March 2015.

All of the information is available at: [www.new.agenda21culture.net](http://www.new.agenda21culture.net).



# THE CITY OF BILBAO

**The city of Bilbao** has an extensive background in the implementation of cultural policies and programmes in sustainable development.

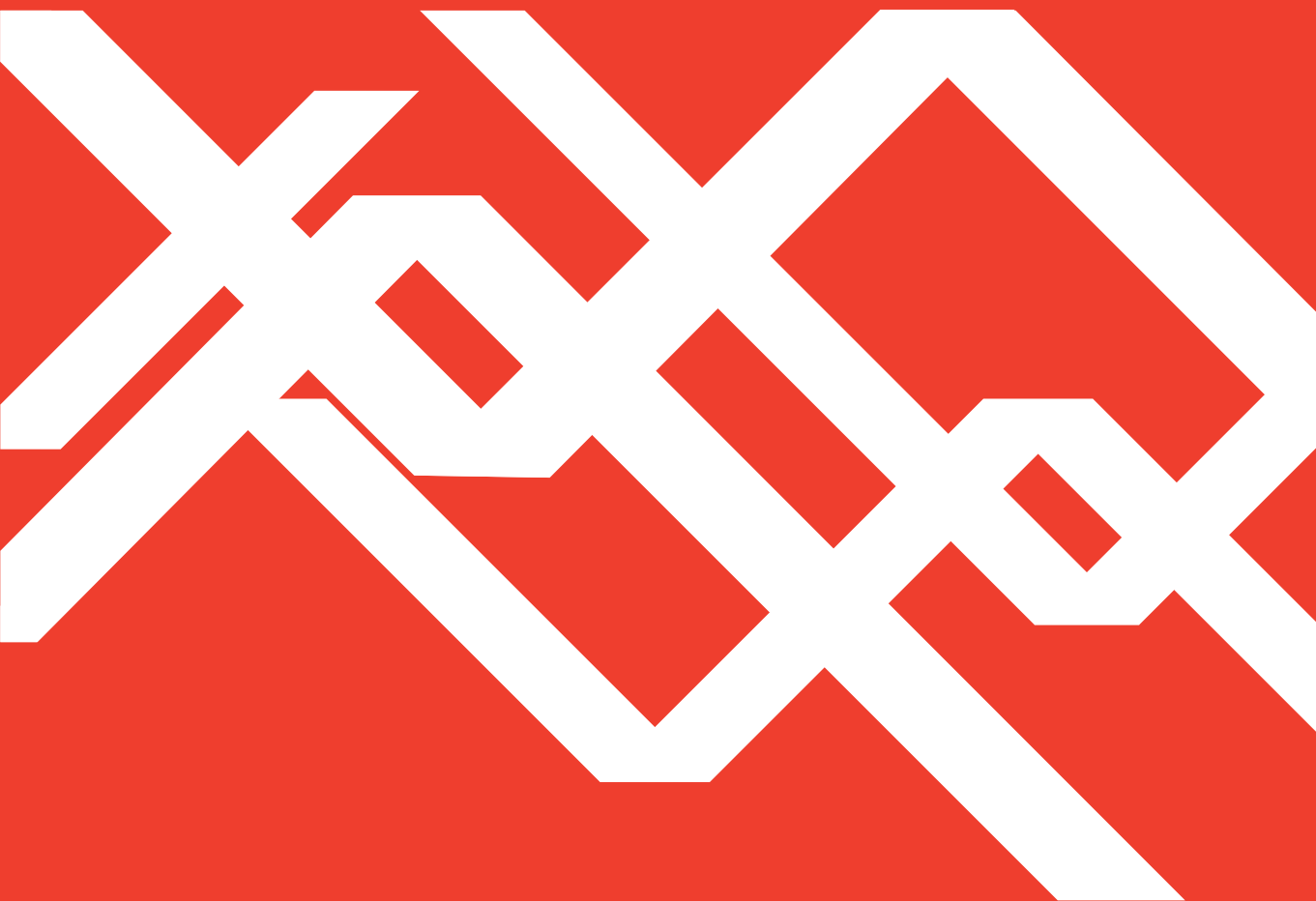
In the 1990s, Bilbao began its far-reaching urban development with a strong presence of culture. The symbol of this transformation is the Guggenheim Museum Bilbao, the key element in the strategy led by the City Council to achieve economic development, employment, and social cohesion in the city.

The implementation of a sound cultural policy over the past two decades has consolidated Bilbao's position as an international example with important cultural infrastructures and projects that protect heritage, promote diversity, lend greater liberties to its citizens, and contribute to urban design.

The first UCLG Culture Summit will take place in **Alhóndiga Bilbao**, the centre of culture and leisure activity located in the heart of Bilbao. The renewal of the old *Alhóndiga* was carried out by Philippe Starck, with unparalleled creativity and ingenuity, in the creation of a multidisciplinary space open to all citizens.



# PROGRAMME



## WEDNESDAY 18 MARCH 2015

10.30 – 11.30 **Registration**

11.30 – 13.20 **Plenary 1. Opening: Why Culture and Sustainable Cities? (Auditorium)**

The opening session of the Culture Summit will introduce the context, aims and major topics of the event. Since its adoption in 2004, the Agenda 21 for culture has enabled cities around the world to better consider the connection between local cultural policy and sustainable development, to foster citizen participation in cultural life and to take part in international debates on these issues. Mayors and political leaders from several of the cities involved will reflect on the lessons learned over this decade and the current challenges.

The Summit takes place in the framework of preparations for the Post-2015 Sustainable Development Agenda, which should see increased attention to cultural factors within sustainable development. In addition, the international community is currently preparing the 3<sup>rd</sup> United Nations Conference on Housing and Sustainable Urban Development (Habitat III), to be held in 2016. The session will also address these current and forthcoming initiatives, with speakers including local governments, UCLG leaders and EU representatives.

A keynote speech will be delivered by philosopher Daniel Innerarity, who will reflect on the links between culture, citizenship and sustainable development, introducing participants to several of the questions to be discussed in subsequent sessions.

**Chair: Mr. Josep Roig**, UCLG Secretary General

**Speakers:**

- **Mr. Ibon Areso**, Mayor, Bilbao City Council
- **Mr. Won Hee-ryong**, Governor, Jeju Province
- **Ms. Martine Aubry**, Mayor, City of Lille and Vice-President of the European Metropole of Lille (MEL)
- **Mr. Michel Magnier**, Director for Culture and Creativity, DG Education and Culture, European Commission
- **Mr. Alfred O. Vanderpuije**, Mayor, City of Accra
- **Mr. Xavier Trias**, Mayor, City of Barcelona
- **Ms. Catherine Cullen**, Chair, UCLG Committee on Culture

**Keynote: Mr. Daniel Innerarity**, Professor of Political and Social Philosophy and Ikerbasque researcher at the University of the Basque Country

13.20 – 13.30 **Performance of traditional Basque dances by Kukai Dantza Taldea**

13.30 – 15.00 **Lunch**

## WEDNESDAY 18 MARCH 2015

### 14.30 – 15.00 **Visit to the Arts & Culture Centre AlhóndigaBilbao**

*[Confirmation required. Limited number of places available. Meeting point at the main entrance behind the screen]*

### 15.00 – 17.00 **Plenary 2. Cultural Rights in the City (Auditorium)**

Cultural rights, as part of human rights, are one of the main aspects which serve to stress the link between culture, wellbeing, human dignity and sustainable development. Cities are privileged spaces for the exercise of cultural rights. Setting the context for many of the subsequent discussions, this session will examine the importance of cultural rights and the challenges that exist to make them effective, particularly at local level.

A keynote speech on these issues will be delivered by Farida Shaheed, the UN Special Rapporteur on Cultural Rights. The plenary will also involve contributions by representatives of several local governments, academics and civil society activists from different world regions, who will explore challenges to cultural rights and relevant experiences in their respective regions and sectors.

**Chair:** Ms. María Victoria Alcaraz, Vice minister of Cultural Heritage, Ministry for Culture, City of Buenos Aires

**Keynote:** Ms. Farida Shaheed, United Nations Special Rapporteur on Cultural Rights

#### **Speakers:**

- **Ms. Clarisa Ruiz Correal**, Councillor for Culture, Leisure and Sport, City of Bogotá
- **Mr. Leônidas José de Oliveira**, President of the Municipal Culture Foundation, City of Belo Horizonte
- **Mr. Patrick Braouezec**, President, Plaine Commune
- **Ms. Gültan Kışanak**, Mayor of Diyarbakir
- **Mr. Patrice Meyer-Bisch**, Director, Interdisciplinary Institute on Ethics and Human Rights, University of Fribourg
- **Ms. Katherine Watson**, Director, European Cultural Foundation
- **Mr. Amareswar Galla**, Executive Director, International Institute for the Inclusive Museum, and Advisor, World Culture Forum

### 17.00 – 17.30 **Coffee break**



WEDNESDAY 18 MARCH 2015

17.30 – 19.30

#### Parallel Sessions

##### A.1. Cities and Cultural Policies: The Leading and Pilot Cities 2014 (Auditorium)

In the context of preparations for Culture 21: Actions, in 2014 the UCLG Committee on Culture launched the "Pilot Cities" programme. This scheme was aimed at cities committed to the Agenda 21 for culture and which wished to explore the implications of culture for local sustainable development, to have their policies in these areas externally assessed and receive advice, and to raise their international profile and visibility. Several of the cities which took part in the programme will present their experience in this session. Other cities with extensive experience in designing and implementing local cultural policies committed with sustainable developments will also present their work.

**Chair:** Mr. Antoine Guibert, Consultant in cultural policies and sustainable development

#### Speakers:

- Ms. Pascale Marchand, Councillor on Music, Performing and Visual Arts, City of Angers
- Mr. Álvaro Ortiz, Mayor, City of Concepción
- Mr. Greg Box, Manager Arts Culture and Heritage, Yarra Ranges Council
- Mr. Leônidas José de Oliveira, President of the Municipal Culture Foundation, City of Belo Horizonte
- Ms. Tania Hristova, Mayor, Municipality of Gabrovo
- Mr. Guy Pilon, Mayor, City of Vaudreuil-Dorion, and Mr. Michel Vallée, Director for Culture and the Arts, City of Vaudreuil-Dorion

**Respondent:** Mr. Alain Le Saux, Secretary General, Metropolis – UCLG

##### B.1. Good Practices: The 2014 UCLG-Mexico City-Culture 21 Award (CAC2)

The first edition of the International UCLG – Mexico City – Culture 21 Award was held in 2014. It aimed to recognise leading cities that have distinguished themselves through their contribution to culture as a pillar of sustainable development. 56 applications, from all corners of the world, were submitted; impressed by the high quality of the submissions received, the Jury recommended that many of them be integrated in the Agenda 21 for culture's good practice database. This session will involve several of these.

**Chair:** Mr. Eduardo Vázquez, Councillor for Culture, Mexico City, and Ms. Catherine Cullen, Chair, UCLG Committee on Culture

#### Speakers:

- Mr. Vitor Ortiz, City of Porto Alegre
- Mr. Emmanuel Kouela, Director for Culture and Tourism, City of Ouagadougou

WEDNESDAY 18 MARCH 2015

- **Mr. Jerónimo Blasco Jáuregui**, Councillor for Culture, Education and Environment, City of Zaragoza, and **Mr. José Manuel Latorre**, Coordinator, City Centre Intercultural Team
- **Mr. Hasan Ünver**, Mayor, City of Nevşehir
- **Mr. Georges Képénékian**, Deputy Mayor, City of Lyon
- **Ms. Sonia Demontigny**, Director, CULTURAT, Abitibi-Témiscamingue

#### C.1. Speed Networking (*Bastida Room*)

The 'speed networking' sessions aim to provide a small-scale dialogue between stakeholders and experiences relevant to the relation between culture and sustainable development and other participants in the Culture Summit. Each session will involve a short introduction by the invited speaker(s) and a space for discussion, interaction and learning.

##### 17.30 – 18.30 **Three parallel sessions**

- **“Zorrotzaurre Art Work in Progress”**, by **Ms. Tania Diez**, member of ZAWP Bilbao  
Tania will introduce ZAWP, a movement launched in 2008 to face, through culture and creativity, the implementation of the urban development plan for the Ribera de Deusto and Ribera de Zorrotzaurre, in Bilbao, through the revitalisation of the place, creativity in its broadest sense and the enhancement of local history. The main working language of this session is Spanish.
- **“Investigating Cultural Sustainability”**, by **Ms. Katriina Soini**, Department of Social Sciences and Philosophy, University of Jyväskylä, and **Ms. Nancy Duxbury**, Researcher, Centre for Social Studies, University of Coimbra  
Katriina Soini and Nancy Duxbury are both involved in a European research Project entitled *Investigating Cultural Sustainability* (2011-2015), which aims to foster an understanding of the role of culture in sustainable development. They will discuss their works and conclusions of this and other projects. The main working language of this session is English.
- **“Culture Montréal”**, by **Mr. Simon Brault**, Executive Director, Arts Council of Canada  
Simon Brault chaired Culture Montréal, an independent citizen movement established in 2001, with the aim of promoting culture as an essential element in Montreal's development. In this session he will present this experience, a civil society-led initiative for culture, citizenship and development, and will provide other relevant examples of how culture contributes to local development. The main working languages of this session are French and English.

## WEDNESDAY 18 MARCH 2015

### 18.30 – 19.30 **Three parallel sessions**

- **“Harrobia Bilbao”**, by **Ms. Amaia Ibáñez**, member of Harrobia  
Amaia will introduce Harrobia, a performing arts production centre and service provider, based on innovation and excellence. The centre was established in a former church in the Otxarkoaga area in 2011, at the initiative of the local council of Bilbao. It is managed by ESKENA, a federation of Basque performing arts production companies. The main working language of this session is English.
- **“U40 network - Cultural Diversity 2030”**, by **Ms. Christine Merkel**, German Commission for UNESCO  
In this session Christine Merkel will mainly present the global U40 network “Cultural Diversity 2030”, an initiative launched by the German Commission for UNESCO which brings together young professionals from different sectors and countries, through regional networks, to promote cultural diversity. The main working language of this session is English.
- **“Cities of Lebanon” workshop**  
This session will involve a presentation of existing cultural policies in several Lebanese cities taking part in the Summit. It will also address the challenges and opportunities for international cooperation, including how cooperation in cultural projects may contribute to local sustainable development. The main working languages of this session are French and English.

*This session is organized by “Cités Unies Liban / Bureau Technique des Villes Libanaises” that represents the network of Lebanese cities members of UCLG.*

### 20.30 – 22.30 **Visit to Guggenheim Museum Bilbao and welcome reception**

20.30 **Visit to the Guggenheim Museum**

21.15 **Cocktail**

#### **Welcome words:**

- **Mr. Juan Ignacio Vidarte**, Director General, Guggenheim Museum Bilbao
- **Ms. Ibone Bengoetxea**, Deputy Mayor and City Councillor for Education and Culture, City of Bilbao
- **Mr. Josep Roig**, Secretary General, UCLG



THURSDAY 19 MARCH 2015

9.00 – 11.00

**Plenary 3. The Place of Culture in the Sustainable Development Goals (Auditorium)**

In September 2015, the UN General Assembly is expected to adopt a new Sustainable Development Agenda, which will replace that established in 2000 through the Millennium Development Goals. Several international networks and organisations, including UCLG's Culture Committee, are currently campaigning to ensure that cultural aspects are integrated in the Post-2015 Agenda and its Sustainable Development Goals. This session, including both representatives of the #culture2015goal campaign and other local and international stakeholders, will present an overview of the campaigning arguments as well as the opportunities and difficulties identified to ensure the effective inclusion of culture in the Sustainable Development Agenda.

**Chair:** Ms. Emilia Sáiz, Deputy Secretary General, UCLG

**Speakers – 1<sup>st</sup> part:**

- **Mr. Ton Rombouts**, Mayor of Den Bosch and President of the International Committee of the Association of Netherlands Municipalities (VNG)
- **Ms. Bouchra Itani**, Deputy Mayor and President of the Committee on Heritage and Culture, Beirut
- **Mr. Nabil Bonduki**, Councillor for culture of the City of São Paulo
- **Mr. Salih Efiloğlu**, Head of Press and Public Relations, Istanbul Metropolitan Municipality
- **Mr. Alfredo Pérez de Armiñán**, Assistant Director General for Culture, UNESCO
- **Ms. Sarah Gardner**, Executive Director, IFACCA - International Federation of Arts Councils and Culture Agencies
- **Mr. Jordi Pascual**, Coordinator, Committee on culture of UCLG
- **Mr. Larry Ng Lye Hock**, Group Director, Singapore Urban Redevelopment Authority, and MD World Cities Summit

**Speakers – 2<sup>nd</sup> part:**

- **Mr. Gustavo Meza-Cuadra**, Ambassador of Peru to the UN, and Chair of the Group of Friends on Culture and Development
- **Mr. Peter Rorvik**, Secretary General, Arterial Network
- **Ms. Mercedes Giovinazzo**, President of Culture Action Europe
- **Mr. Charles Vallerand**, Secretary General, International Federation of Coalitions for Cultural Diversity
- **Mr. Andrew Potts**, Chair, US Committee of the International Council on Monuments and Sites (US ICOMOS)
- **Representative of UN-Habitat**
- **Ms. Christine Merkel**, German UNESCO-Commission and U40 Network

PROGRAMME



## THURSDAY 19 MARCH 2015

11.00 – 11.30 **Coffee break**

11.30 – 13.30 **Parallel Sessions**

### **A.2. Cities and Cultural Policies: Implementing Culture 21: Actions (Auditorium)**

The result of a consultation process extending over a year, Culture 21: Actions is the document that updates elements from the Agenda 21 for culture and aims to enable its practical implementation by cities committed to culture and sustainable development. Besides, Culture 21: Actions should also provide for self-evaluation of local cultural policies, better expertise available to implementing cities and a more intensive exchange of experiences and approaches among cities. This session will serve as an official meeting of UCLG's Culture Committee. It will be open to Committee members as well as to individual and institutional observers. The UCLG's Culture Committee will formally approve Culture 21: Actions in this meeting. Also, there will be a detailed presentation of the methodologies foreseen to implement Culture 21 Actions, as well as a discussion on the key areas of the work programme of the Culture Committee of UCLG for 2015-2017.

### **B.2. Good Practices: Culture and Social Inclusion (CAC2)**

Many cities around the world have based their cultural policies on social cohesion, by promoting and recognising disadvantaged groups, fostering equal access to public goods and services, carrying out projects addressing collective memory, conflict prevention, etc. In a context determined by the risk of exclusion, the threat of racism and restrictions to freedom of expression, how can culture be placed back at the centre of democracy and local public policies? How can culture's capacity to build communities be strengthened?

This session will particularly address the connections between the cultural and social dimensions of local sustainable development. It will critically examine traditional approaches to access to culture and the democratisation of culture and will try to design, on the basis of existing examples, a balance between top-down and bottom-up approaches in local cultural policies. It will also analyse how cultural policies can ultimately become an underpinning axis in the building of a critical and active citizenship and the strengthening of social bonds.

**Chair: Ms. Valentine Roy**, Director for Culture, Plaine Commune

**Speakers:**

- **Ms. Jemma Neville**, Director, Voluntary Arts Scotland
- **Ms. Seo Myung-sook**, CEO, Jeju Olle
- **Ms. Caroline Coll**, Director for Culture, La Courneuve
- **Mr. Jorge Melguizo**, Consultant and former Secretary of Culture, City of Medellín
- **Ms. Lucina Jiménez**, Director, ConArte México and Vice-President, ConArte Internacional
- **Mr. Nabil Bonduki**, Councillor for culture of the City of São Paulo

*This session is organized in partnership with the UCLG Committee on Social Inclusion, Participatory Democracy and Human Rights*



## THURSDAY 19 MARCH 2015

### C.2. Speed Networking (*Bastida Room*)

The 'speed networking' sessions aim to provide a small-scale dialogue between stakeholders and experiences relevant to the relation between culture and sustainable development and other participants in the Culture Summit. Each session will involve a short introduction by the invited speaker(s) and a space for discussion, interaction and learning.

#### 11.30 – 12.30 **Three parallel sessions**

- **“Donostia – San Sebastián, European Capital of Culture 2016”**, by **Mr. Juan Karlos Izagirre**, Mayor, City of Donostia – San Sebastián  
In this session, the project of Donostia – San Sebastián as European Capital of Culture in 2016 will be presented. The main working language of this session is Spanish.
- **“Culture, the fourth pillar of sustainability, 14 years later”**, by **Mr. Jon Hawkes**, Resident Cultural Analyst, Cultural Development Network of Victoria (Australia)  
In 2001 Jon Hawkes authored *The Fourth Pillar of Sustainability. Culture's Essential Role in Public Planning*, which laid the foundations for the vision of culture as the 'fourth pillar' of sustainable development – an idea which, among others, inspired the Agenda 21 for culture. In this session he will examine the relationship between culture and sustainable development, 14 years later. The main working language of this session is English.
- **“Arterial Network”**, by **Mr. Peter Rorvik**, Secretary General  
This session will involve an introduction to the Arterial Network, which brings together artists, activists, cultural businesses, NGOs, institutions and other actors promoting the development of culture in Africa, and which also works for a stronger recognition of culture in sustainable development at global level. The main working language of this session is English.

#### 12.30 – 13.30 **Three parallel sessions**

- **“Karraskan Bilbao – Network of Creative Experiences”**, by **Ms. Irene Basilio Intxausti** and **Mr. Igor de Quadra**, members of Karraskan  
In this session the speakers will introduce Karraskan, a network of agents, venues and programmes related to contemporary and applied creativity, which aim to foster innovation within the cultural sector as well as an 'innovation culture' in the Basque Country. The main working language of this session is English.
- **“The Inclusive Museum, a research and capacity building initiative on museums and heritage”**, by **Mr. Amareswar Galla**, Executive Director, International Institute for the Inclusive Museum; and Advisor, World Culture Forum  
Amareswar Galla will present the International Institute for the Inclusive Museum, which aims to promote more inclusive models in museums and heritage, through research, capacity-building and the exchange of experiences at global level. The main working language of this session is English.
- **“Music Cities Convention”**, by **Mr. Shain Shapiro**, Director  
The Music Cities Convention, which will take place in Brighton, UK, in May 2015, aims to explore new ideas and strategies between music industry development and issues surrounding city planning, diversity, employment, education, regulation and urban quality of life. The main working language of this session is English.



## THURSDAY 19 MARCH 2015

13.30 – 15.00 **Lunch**

14.30 – 15.00 **Presentation of the book *Museums, Cities and Soft Power* (Auditorium)**

This book, co-authored by Gail Dexter Lord and Ngaire Blankenberg (Lord Cultural Resources) will be published in 2015 by the American Alliance of Museums (AAM Press). It examines the role of museums in the 'soft power' of their cities, due to their intercultural collections, their role as urban landmarks and as places where people can gather to gain a deep understanding of past and present and how to shape the future.

**Speakers:**

- **Ms. Lourdes Fernández**, Director of AlhóndigaBilbao
- **Ms. Ngaire Blankenberg**, Lord Cultural Resources

15.00 – 17.00 **Plenary 4. Culture and Sustainable Cities: the Commitments (Auditorium)**

This session will examine the nexus between culture and sustainable development at local level, including the synergies between cultural policies and other areas of local sustainable development (education, social inclusion, economic development, employment, knowledge, environment, etc.) and the significance of international tools and peer learning. In this respect, the dissemination of the Agenda 21 for culture since 2004 and the opportunities for policy design, evaluation, learning and participation provided by Culture 21: Actions in the near future will also be discussed.

**Chair: Ms. Danielle Cliche**, Secretary of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO

**Speakers – 1<sup>st</sup> part:**

- **Mr. Simon Brault**, Executive Director, Arts Council of Canada
- **Ms. Jyoti Hosagrahar**, Director, Sustainable Urbanism International
- **Mr. Alfons Martinell**, Professor, UNESCO Chair on Cultural Policies and Cooperation, University of Girona
- **Mr. Jon Hawkes**, Resident Cultural Analyst with the Cultural Development Network of Victoria
- **Mr. Íñigo de la Serna**, Mayor, City of Santander and President of the Spanish Federation of Municipalities – FEMP
- **Mr. Cheng Jieru**, Deputy Secretary General, Wuhan Municipal People's Government
- **Ms. Lucina Jiménez**, Director, ConArte México and Vice-President, ConArte Internacional

**Speakers – 2<sup>nd</sup> part:**

- **Mr. Ferdinand Richard**, Director, AMI (Aide aux Musiques Innovatrices); President, Roberto Cimetta Fund; and Coordinator of the Experts Panel, UNESCO International Fund for Cultural Diversity

## THURSDAY 19 MARCH 2015

- **Mr. Jorge Melguizo**, Consultant, Former Councillor for Culture, City of Medellin
- **Mr. Justin O'Connor**, Professor of Communications and Cultural Economy, School of Media, Film and Journalism - Monash University
- **Mr. Mücahit Sami Küçüküktügli**, Head of Culture and Social Department, Municipality of Konya
- **Ms. Rabiaa Belf Guira**, Councillor for Culture, Sfax
- **Ms. Cristina Ortega**, President of the Thematic Area "Monitors of Culture" of the European Network of Cultural Administration Training Centres (ENCATC) and Director of the Institute of Leisure Studies of the University of Deusto

17.00 – 17.30 **Coffee break**

17.30 – 19.30 **Parallel Sessions**

### **A.3. Cities and Cultural Policies: The Cultural Policies of Leading European Cities** (Auditorium)

This session will include the presentation of several successful experiences in linking cultural policy and sustainable development in European cities. Participants will identify the challenges and visible results of local processes based on the exploration of synergies between culture and development. The session also involves Culture Action Europe, a network that has partnered with UCLG's Committee on culture to promote an effective implementation of Culture 21: Actions in European cities in the coming years.

**Chair: Mr. Frédéric Vallier**, Secretary General, Council of European Municipalities and Regions (CCRE-CEMR)

#### **Speakers:**

- **Mr. Ton Rombouts**, Mayor of Den Bosch and President of the International Committee of the Association of Netherlands Municipalities (VNG)
- **Ms. Catarina Vaz-Pinto**, Vice Mayor on Culture, City of Lisbon
- **Mr. Marcelo Javier Arce Castillo**, Vice Chairman of the Malmö Board of Culture
- **Mr. Dan Diaconu**, Vice Mayor on Culture, Timisoara
- **Mr. Marc Gegenfurtner**, Department of Arts and Culture, City of Munich
- **Ms. Miren Josune Ariztondo Akarregi**, Deputy President of Culture, Provincial Government of Biscay
- **Mr. Tomasz Kacprzak**, Chairman of Łódź City Council

**Respondent: Mr. Luca Bergamo**, Secretary General, Culture Action Europe



**THURSDAY 19 MARCH 2015**

### **B.3. Good Practices: Networks on Culture and Sustainability [CAC2]**

Recognising shared challenges at regional and global level and the increasing similarities between some challenges of sustainable development at local level are some of the factors which strengthen the need for networking, as an inherent aspect in contemporary cultural policy and a learning tool. Indeed, Culture 21: Actions emerges as a platform to facilitate the exchange of experiences, methodologies and lessons among cities. In this session, several networking initiatives in the area of culture and sustainable development, with different approaches, will be presented: civil society networks, local and national government networks, etc.

**Chair:** Mr. Jordi Baltà, Consultant and Expert, Committee on culture of UCLG

#### **Speakers:**

- **Ms. Lynda Roy**, Director, Les Arts et la Ville
- **Mr. Greg Box**, Board member, Cultural Development Network and Australian Local Government Culture Forum
- **Mr. Mikael Höysti**, Head of Department for Culture and Resources, Nordic Council of Ministers
- **Ms. Christelle Blouet**, Director, Culture21.fr
- **Mr. Xolile George**, CEO, South Africa Local Government Association (SALGA)
- **Mr. Komlan Agbo**, Director of Culture, West African Economic and Monetary Union (UEMOA)
- **Ms. Anupama Sekhar**, Acting Director, Culture Department, Asia-Europe Foundation (ASEF)
- **Mr. Joxean Muñoz**, Viceminister for Culture, Youth and Sport, Basque Government

### **C.3. Speed Networking [Bastida Room]**

The 'speed networking' sessions aim to provide a small-scale dialogue between stakeholders and experiences relevant to the relation between culture and sustainable development and other participants in the Culture Summit. Each session will involve a short introduction by the invited speaker(s) and a space for discussion, interaction and learning.

#### **17.30 – 18.30 Three parallel sessions**

- **"Pabellón 6"**, by **Mr. Ramon Barea**, member of Pabellón 6  
Pabellón 6 is a self-managed initiative, bringing together 13 performing arts producers and artists in order to foster synergies, innovate in management models and build new relationships with audiences. Its premises at ZAWP Bilbao include performing, debate and meeting spaces, open both to audiences and to other local stakeholders. The main working language of this session is Spanish.

## THURSDAY 19 MARCH 2015

- **“Camino Cultural Atlántico”**, by **Mr. Marcos Diez**, Presidente de la Fundación Santander Creativa  
The Camino Cultural Atlántico is an initiative launched by the City of Santander, Spain, which brings together 11 cities in the Atlantic coast of France, Spain and Portugal, with the aim of giving international visibility to the cultural dimension of these regions. The initiative will be presented in this session. The main working languages of this session are Spanish and English.
- **“Culture Shift”**, by **Mr. Fern Smith**, Emergence & Arts Council of Wales  
“Culture Shift” gives a glimpse of the many pioneering sustainable arts initiatives currently operating across Wales. The report is a witness to what is going on already, a statement of intent and a call to action. It highlights the power of the arts to contribute towards and take a leading role in the transition to a life-sustaining society. The main working language of this session is English.

### 18.30 – 19.30 **One session only**

- **10 years of the Agenda 21 for culture (2004-2015)**  
This session will involve a presentation of the background and development of the Agenda 21 for culture since 2004. To this end, participants include representatives of the cities which first launched the document, experts involved in the process as well as the authors of a forthcoming book on the history of the Agenda 21 for culture. The main working language of this session is Spanish.

#### **Speakers:**

- **Mr. Fritz Glockner**, Co-author of a forthcoming book on the history of the Agenda 21 for culture
- **Mr. Enrique Glockner**, Co-author of a forthcoming book on the history of the Agenda 21 for culture
- **Mr. Jordi Martí**, former Councillor for Culture, City of Porto Alegre; and co-leader of the drafting group of the Agenda 21 for culture (2004)
- **Mr. Vitor Ortiz**, former Councillor for Culture, City of Porto Alegre; and co-leader of the drafting group of the Agenda 21 for culture (2004)
- **Mr. Eduard Miralles**, President, Interarts Foundation

### 20.30 – 21.30 **Welcome reception at Bilbao City Hall**

#### **Welcome words by:**

- **Mr. Ibon Areso**, Mayor, Bilbao City Council
- **Mr. Josep Roig**, Secretary General, UCLG



## FRIDAY 20 MARCH 2015

9.00 – 9.30

**Meeting at the main entrance of Alhóndiga Bilbao behind the screen to go in groups to the terrace**

9.30 – 10.30

**Live visualization of the Solar Eclipse**

Organized in collaboration with Aula Espazio Gela, of the Faculty of Engineering of the University of the Basque Country

Introduction by **Prof. Agustín Sánchez Lavega**, Professor of Applied Physics and Director of Aula Espazio Gela

10.30 – 10.45

**Transfer from the terrace to the Auditorium**

10.45 – 12.00

**Plenary 5. Culture in Sustainable Cities: the Way Forward (Auditorium)**

This plenary session will serve to advance the steps foreseen to further the integration of cultural policies in sustainable development at local level. Participants, representing local governments from different world regions, will present their vision and commitments in order to make cultural policies a core dimension of their sustainable development strategies.

**Chair: Mr. Robert Palmer**, International cultural advisor specialized in cultural and strategic policy

**Speakers:**

- **Ms. Ibone Bengoetxea**, Deputy Mayor and City Councillor for Education and Culture, City of Bilbao
- **Ms. María Victoria Alcaraz**, Vice minister of Cultural Heritage, Ministry for Culture, City of Buenos Aires
- **Ms. Manon Gauthier**, Member of the Executive Committee of Montreal City Council, responsible for Culture, Heritage, Design, Space of Life and Status of Women
- **Mr. Jaume Ciurana**, Deputy Mayor on Culture, Knowledge, Creativity and Education, City of Barcelona
- **Ms. Pascale Marchand**, Councillor on Music, Performing and Visual Arts, City of Angers
- **Mr. Abdoulaye Elimane Kane**, Councillor for culture, City of Dakar
- **Mr. Bruno Julliard**, First Deputy Mayor in charge of Culture, Paris
- **Mr. Eduardo Vázquez**, Councillor for Culture, Mexico City

12.00 – 12.30

**Coffee break**



FRIDAY 20 MARCH 2015

12.30 – 13.45 **Plenary 6. Conclusions and Closing**

This final plenary session will summarise some of the ideas discussed in the course of the Summit and will present forthcoming initiatives to further strengthen the links between culture and sustainable development at local and global level. Participants include representatives of local governments, international organisations and other stakeholders involved in the design of the Post-2015 Sustainable Development Agenda. The session will end with closing remarks by the Deputy Mayor and City Councillor for Education and Culture of Bilbao.

**Chair:** Mr. Josep Roig, Secretary General, UCLG

**Speakers:**

- **Mr. Khalifa Ababacar Sall**, Mayor, City of Dakar
- **Mr. Gustavo Meza-Cuadra**, Ambassador of Peru to the UN, Chair, Group of Friends on Culture and Development
- **Mr. Alfredo Pérez de Armiñán**, ADG Culture, UNESCO

**Statements by:**

- **Ms. Manon Gauthier**, Co-president of the Committee on Culture of UCLG
- **Ms. Maria Victoria Alcaraz**, Co-president of the Committee on Culture of UCLG
- **Mr. Eduardo Vázquez**, Co-president of the Committee on Culture of UCLG
- **Ms. Catherine Cullen**, President of the Committee on Culture of UCLG

**Closing remarks:**

- **Ms. Ibone Bengoetxea**, Deputy Mayor and City Councillor for Education and Culture, City of Bilbao

13.45 – 14.00 **Group photo at the main entrance of AlhóndigaBilbao**

15.30 – 18.30 **Technical visits**

*(Confirmation required. Limited number of places available)*

- **Zorrotzaurre**
- **Bilbao Arte + Bilbao La Vieja**
- **Bilbao Art District**



[www.uclg-culturesummit2015.org](http://www.uclg-culturesummit2015.org)

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#UCLGculture  
#BilbaoKultura  
#BilbaoCulture  
#UCLGmeets  
#culture2015goal  
#urbanSDG

