



Thursday, 15 January 2026  
15.00-16.30 pm CET  
**CONNECTING REGIONAL  
INITIATIVES AND GLOBAL  
CHALLENGES**

**#Culture2030Goal**



**WEBINAR 15 January 2026** | 15.00-16.30 CET

Registration link: [https://us06web.zoom.us/meeting/register/uyU\\_\\_bsdSBy8v-LJTZVnrg](https://us06web.zoom.us/meeting/register/uyU__bsdSBy8v-LJTZVnrg)

Strictly upon invitation.

Simultaneous interpretation in English, French and Spanish.

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**Meeting ID:** 859 9877 4392

**Passcode:** 923740

## BACKGROUND

Approved in 2015, the Agenda 2030 and the SDGs is the global agenda for development of all countries. The absence of comprehensive coverage of culture issues from the UN Sustainable Development Goals (SDGs) has been a matter of concern since their approval.

On this basis, the Culture 2030 Goal campaign, launched by civil society umbrella organisations and UCLG, has been active to argue for the importance of a Culture Goal in the SDGs alongside other institutional initiatives and declaration at states and multilateral level. The campaign work towards the development and adoption of a Culture Goal, both formally at intergovernmental level and less formally through action at other levels (e.g. cities and professional organizations).

In September 2022, in conjunction with the World Conference on Cultural Policies (Mondiacult), convened by UNESCO in Mexico, the campaign published the document A Culture Goal is Essential for our Common Future, which in addition to elaborating on the analysis briefly summarized above, proposed a "zero draft" of a Culture Goal with 10 concrete targets. The principle of a culture SDG was included in the Mondiacult final declaration.

With the support of

In September 2025, the path towards adoption of a Culture Goal in the SDG was boosted with the release of the document "The Culture Goal: from Necessity to Reality", that is, the first-ever full proposal of a Culture Goal, with targets and indicators. The campaign also published an exhaustive document with the title "The Analytical Report on the Culture Goal, its Targets and Indicators" (with details of the stakeholder consultation, the survey, and the indicator mapping the campaign completed from December 2024 to July 2025), and "The Culture Goal in brief", an easy guide on the Culture Goal with infographics and the most frequent questions and answers.

These documents show that there is a way of approaching culture in a similar way to other Sustainable Development Goals. In short, culture is "goalable" and "globable". The argument is clear and convincing: a Culture Goal that recognised the role of cultural rights and mobilises the cultural sectors will ensure better policy effectiveness across the board.

The Campaign is now ready to continue to implement a roadmap of actions to make this Goal a subject that is at the table of the global conversation on the post-2030 Agenda, when this table is set (in 2027, at the UN SDG Summit). The Campaign is committed to involve its members, and to bring together state institutions, local and regional governments, civil society organisations and individual creators and heritage professionals. In 2026 and 2027, the campaign will invite national governments to adopt the Culture Goal voluntarily, and to report it in Voluntary National Reviews (to be submitted to the UN High Level Political Forum in July 2026 and 2027).

The Culture Goal will not be a reality unless its need is widely shared by the most visible cultural initiatives, among other through the "Capitals of Culture" that are organized by intergovernmental or regional institutions.

At least since May 2017 (at the 2nd UCLG Culture Summit, held in Jeju), the dialogue between several regional initiatives of Capitals of Culture have been facilitated through UCLG activities, to discuss approaches and experiences, as well as to facilitate the possible emergence of synergies among them. While the UCLG Culture Summits of 2019 (Buenos Aires) and 2021 (Izmir) discussed the feasibility of a Culture Goal, the 5th UCLG Culture Summit in Dublin devoted plenary sessions to both the Culture Goal and to (explicitly) the potential role that Capitals of Culture could play in this endeavour.

On 11 December 2024, the UCLG Culture Committee, in cooperation with UCLG-Africa and the UCCI, with the support of the European Union, the technical support of Culture et Développement (NGO) organized a webinar to go in-depth on the relation between the Culture Capitals and Culture Goal, in order to boost the connections between the regional "Capital" initiatives and the global challenges. The webinar helped (1) identifying the relevant arguments and frameworks that would facilitate the inclusion of the "Culture Goal" considerations in the agendas of the key actors of the global conversation on development; (2) analyzing how the current narrative developed by the Culture 2030 Goal Campaign is directly and indirectly already embedded in the preparation of 2024-2030 Capitals of Culture around the world, as well as how it can further inspire their development; (3) discussing a baseline and spark shared advocacy initiatives among Capitals of Culture in 2025-2026; (4) presenting the next steps of the Culture 2030 Goal campaign and identifying ways to support the consultation process on the Culture Goal draft proposal at grassroots level, in cooperation with the Capitals of Culture.

## THE “CAPITALS OF CULTURE WORKING TOGETHER” PROGRAMME

Since 2023, the UCLG Committee on culture coordinates the “Capitals of Culture Working Together” programme, funded by the European Commission, and connects regional and continental “Capital of Culture” initiatives, offering spaces for dialogue, cooperation and innovation. Among these initiatives: the European Capital of Culture (organized by the European Union), the Iberoamerican Capital of Cultures (organized by the Union of Iberoamerican Capital Cities), the Mediterranean Capital of Cultures and Dialogue (organized by the Anna Lindh Foundation) and the emerging African Capital of Culture (organized by UCLG-Africa).

The programme: (a) supports the organisation of a meeting of Mayors of cities in the African Capital of Culture, bringing specific expertise and experiences from the rest of the world, (b) supports the drafting of a structured methodology for the “African Capital of Culture”, including selection process and impact measurements tools, (c) engages with a selected number of strategic cities to localise the SDGs with cultural policies, through Seven Keys workshops, online webinars and a Culture Capital – Culture Goal report, and (d) supports the presence of Culture Capitals leaders in major international “City and Regions” Fora and events.

## THIS WEBINAR

In the frame of the “Capitals of Culture Working Together” programme, on 15 January 2026, the webinar will be the occasion to present and discuss the draft report on “Culture Capitals for the Culture Goal” report, written by Sylvia Amann. The webinar will also discuss the next opportunities/actions by/with Capitals of Culture in 2026 and 2027 for the Culture Goal.

A draft version of the “Culture Capitals for the Culture Goal” report will be shared with invitees to the webinar in advance.

The report will outline: (a) the Culture Capitals initiatives, and especially their frameworks for international and intercontinental cooperation; (b) the Terms of Reference of Capitals, including their references to multilevel governance, types of involved stakeholders or including the SDGs / Culture Goal; (c) their informal frameworks like communication and campaigning potential, networks organisation and participation, and (d) some programme strands of the Capitals thematically connected to the Goal (only some examples to highlight the potential).

The report will also set objectives to bring forward the Culture Goal by joining forces in multilevel governance settings, and bring forward the international and intercontinental dimensions (and local development) by Capitals of Culture Initiatives with the Culture Goal. Finally, the report will identify proposed actions by / with the Capitals in 2026 and 2027 for the Culture Goal, and proposed frameworks for enhanced engagement of Capitals on the international level.

## OBJECTIVES

Objectives of the webinar:

- Present the draft “Culture Capitals for the Culture Goal” report, written by expert Sylvia Amann;
- Comment on the draft report and status of the ongoing initiatives on the Culture Goal and the various “Capitals of Culture” initiatives;
- Outline the status of the Culture Goal process and actions taken by the Culture 2030 Goal Campaign in 2025, particularly in the context of Mondiacult 2025, and the roadmap for 2026;
- Discuss the next opportunities/actions by/with Capitals of Culture in 2026 and 2027 for the Culture Goal.

## AGENDA

15 January 2026  
15.00 to 16.30 CET

- 15.00 **Presentation of the webinar and recap of the Culture Goal process in 2025, by Jordi Pascual, UCLG Culture Committee.**
- 15.10 **Presentation of the draft report “Culture Capitals for the Culture Goal”, written by expert Sylvia Amann.**
- 15.30 **Comments on the draft report and status of the ongoing initiatives on the Culture Goal and the various “Capitals of Culture” initiatives, chaired by Marta Llobet, UCLG Culture Committee.**
- I European Capital of Culture, by Armelle Guyomarch, DG-INTPA, European Commission.  
I The African Capital of Culture, by Hugues Gervais Ondaie, cultural advisor to the Mayor of Brazzaville, and representing the presidency of the Culture Committee of UCLG-Africa.  
I The Mediterranean Capitals of Culture and Dialogue, by Alessandro G. Lamonica, Anna Lindh Foundation.  
I Iberoamerican Capital of Cultures, by Paloma Gámez, Union of Capital Cities of Iberoamerica.  
I Steering Group of the campaign Culture 2030 Goal, represented by Stephen Wyber, Director of Policy, IFLA.  
I Steering Group of the campaign Culture 2030 Goal, represented by Babylas Ndiaye, president, Arterial Network.
- 16.00 **Discussion on next opportunities/actions by/with Capitals of Culture in 2026 and 2027 for the Culture Goal. Brief insights (2 minutes each), open to all participants to the webinar.**
- 16.20 **Conclusion and next steps.**
- 16.30 **End of the webinar.**



## Contact

Please do not hesitate to contact the Secretariat of the UCLG Culture Committee should you need any additional information.

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