



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

REPORT
[#Culture2030Goal](#)

The Culture 2030 Goal Campaign

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.

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 recognises 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 (at the UN SDG Summit 2027). 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 “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.

1. INTRODUCTION

The Culture Goal promoted by the Culture 2030 Goal Campaign 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: 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).

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.

The webinar

On 15 January 2026, and in the frame of the “Capitals of Culture Working Together” programme as well, the UCLG Culture Committee organised a second webinar: “Culture Capitals for the Culture Goal. Connecting Regional Initiatives and Global Challenges”. The webinar was strictly invitation-only, and offered simultaneous interpretation in English, French and Spanish. The aim of the webinar was to present and discuss the draft report on “Culture Capitals for the Culture Goal” report, written by expert Sylvia Amann, and to discuss the next opportunities and 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 was shared with invitees to the webinar in advance.

Objectives of the webinar:

- a) Present the draft “Culture Capitals for the Culture Goal” report, written by expert Sylvia Amann.
- b) Comment on the draft report and status of the ongoing initiatives on the Culture Goal and the various “Capitals of Culture” initiatives.
- c) 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.
- d) Discussion on next opportunities and actions by/with Capitals of Culture in 2026 and 2027 for the Culture Goal.

2. DEVELOPMENT OF THE WEBINAR

Jordi Pascual, Coordinator of the UCLG Culture Committee, opened the webinar thanking participants and framing the political purpose of convening actors working in the global conversation on culture and development. He highlighted a key milestone of the Culture 2030 Goal Campaign: in 2025, it published the first ever proposal of a Culture Goal with targets and indicators, which demonstrates that “culture is goalable”. He also positioned “Capitals of Culture” as a major global phenomenon in cultural policy, recalling the pioneer model launched in Europe in 1985 and pointing to other regional dynamics with representatives invited to the webinar (Iberoamerican region through UCCI, Africa through UCLG Africa, and the Mediterranean through the Anna Lindh Foundation).

His core argument for the involvement of Capitals of Culture for a Culture Goal was a two-way reinforcement:

- The existence of a Culture Goal will affect Capitals of Culture—and capitals should understand and anticipate this impact.
- Capitals of Culture are needed to prepare and strengthen the Culture Goal advocacy, because they can make the agenda more visible, shared, and evidence-based.

He recalled the first webinar in the framework of the initiative “Capitals of Culture Working Together”, held in December 2024, and introduced this second one, presenting the draft report written by Sylvia Amann “Culture Capitals for the Culture Goal” as a major output of this phase. He set a timetable for feedback, with comments due by Tuesday 20 January, with finalisation and publication planned by end of January.

Regarding next steps, he made clear that the Culture Goal does not yet exist, and UN negotiations would begin in 2027, September. Until then, the campaign remains in an “advocacy phase,” with UN member states decisive, more cities and civil society activism up to September 2027.

Segment 1. Presentation of the draft report “Culture Capitals for the Culture Goal”, written by expert Sylvia Amann

Sylvia Amann presented key elements of the draft report that participants had already received, walking through its structure and highlighting the most important findings and proposals.

She clarified that the analysis covers four “Capitals of Culture” initiatives, among others existing, selected because they are representative, large, long-running, and have potential for common action. She reiterated the report’s central hypothesis: there is significant potential for synergies between capitals initiatives and the Culture 2030 Goal Campaign, creating beneficial outcomes both locally and internationally. She anchored this to the Culture Goal proposal, underlining that the Culture Goal has a strong local dimension because strengthening cultural ecosystems is central to local cultural policy. She pointed to the Culture Goal’s eight specific targets plus two transversal targets as an operational basis for making the Culture Goal “real” in global cultural policy—while acknowledging that this has not yet been achieved.

This work was placed in a specific political moment: the UN-level follow-up to the sustainable development frameworks is entering a phase where decisions will be revisited, meaning states are crucial for securing a Culture Goal. The importance of engaging national-level actors—particularly ministries of foreign affairs and UN ambassadors—including those who may not be familiar with the Culture Goal framework was highlighted. This context must shape how capitals initiatives think about actions that can advance common objectives.

To identify practical connections, she explained that a comprehensive analysis of the Terms of Reference of the four initiatives, was conducted, mapping where overlap already exists. The following are the five main areas of common activity identified:

1. local cultural governance;
2. cultural programmes and outreach;
3. internationalisation and capacity-building;
4. evaluation—linked to targets and indicators, and
5. communications strategies operating at local, national, and international levels.

Some Terms of Reference of the four initiatives already mention the SDGs, that capitals programmes involve specific governance procedures (such as selection processes), and that additional factors matter for cooperation—city eligibility rules, country coverage, and the fact that many capitals are already designated for 2025–2030, which offers concrete linking points for joint work.

From there, Sylvia Amann argued that cooperation works best when grounded in shared objectives. Three main areas of “common ground” between Culture Goal promoters and capitals initiatives were identified: (1) the pursuit of visibility at all levels; (2) operating within multi-level cultural governance, where improved governance frameworks benefit both; and (3) a shared need for stronger know-how transfer and potential pilot actions, which may be easier if partners can connect to funding and build common initiatives.

The report’s draft action plan was presented as activity areas structured around three pillars:

- **Visibility:** She suggested using capitals’ cultural development strategies as a vehicle to integrate and communicate the Culture Goal locally; leveraging established platforms such as European Capitals of Culture “family meetings” (which include training elements); building strategic cooperation with capitals’ communications and marketing leadership and networks (she mentioned a potential partner such as UTI); and using high-level moments—such as the Mediterranean Capitals of Culture announcement on 28 November (Mediterranean Day)—to reach key stakeholders, including national cultural ministries. She also pointed to major convenings such as the AfriCities Summit as opportunities to elevate the Culture Goal.
- **Multi-level governance:** She noted that capitals’ implementation bodies and boards often include national partners from culture ministries and foreign ministries, which can open pathways for informal engagement (e.g., visible endorsements of the campaign). She highlighted capitals’ dense networking across levels and continents, proposing “networks of networks” or annual online events where Culture Goal targets and common evaluation approaches could be discussed. Crucially, she emphasized the opportunity to connect capitals initiatives with the Culture Goal’s proposed indicator set through common monitoring and review frameworks, including testing these frameworks in multiple capitals cities.
- **Finance, know-how, and sustainable development:** She described opportunities to embed Culture Goal elements and the campaign into artistic and cultural programmes and sustainability-themed international symposia. She also suggested integrating Culture Goal/SDG content into capitals’ capacity-building programmes (citing examples such as the “matrix programme” associated with a 2028 European capital) and exploring joint initiatives or applications between the Culture 2030 Goal Campaign community and capitals programmes.

These proposals are intentionally presented as inspiration to trigger further discussion, including how actions could be tailored to different geographic contexts. The capitals-focused action plan and the Culture 2030 Goal Campaign's 2026–2027 plans were also linked, noting in particular the emergence of a network of UN member state “champions” for the Culture Goal. This could become another connection point for the proposed actions.

Finally, Sylvia Amann closed with an invitation for input from participants, asking to propose concrete ways cooperation could materialise (within or beyond the draft plan), to flag obstacles or implementation difficulties, and to suggest next steps—what is needed, which contacts matter, and who needs to become active. She also highlighted a strategic window: the African Capital of Culture preparing its next call and the European Capitals of Culture preparing an updated decision—both moments when Terms of Reference can be revised to strengthen the operational anchoring of the SDGs/Culture Goal, reinforce the international dimension (including building global networks), improve representativeness in governance frameworks, and integrate the Culture Goal target/indicator approach. She ended by welcoming critiques and proposed changes to help deliver a final paper that can realistically be implemented.

Segment 2. Comments on the draft report and status of the ongoing initiatives on the Culture Goal and the various “Capitals of Culture” initiatives

Marta Llobet, UCLG Culture Committee, chaired segment 2 and asked participants to provide feedback on the draft report and updates on Capitals of Culture and Culture 2030 Goal Campaign activities.

Armelle Guyomarch, DG INTPA (European Commission), presented the European Commission's International Partnerships work and its link with UCLG through the programme “Capitals of Culture Working Together”. Her intervention focused on the programme's strategic intent to:

- Emphasise Capitals of Culture as a model that can be shared with partners from INTPA countries,
- Explore how this model can be adapted as a framework for governance and intercultural exchange, oriented to more co-creation and partnership for urban and local development.

She stressed that local authorities can be main actors in advancing culture as a tool for development—explicitly naming economic, academic, and cultural development—rather than treating culture as separate from broader development agendas. She mentioned the ongoing implementation and cooperation with UCLG, and the partnership with UCLG Africa, and she insisted in the importance to work hand in hand to put a programme in place as quickly as possible during the first semester of 2026. In this view, she welcomed the presence of African colleagues in the webinar and argued that it is essential to better structure and strengthen links between European and African cultural capitals, noting the existing richness and maturity of cultural actors across fields such as performing arts, visual arts, and heritage, who already know each other well. She explicitly called for more proactive cooperation driven by this European programme co-financed with UCLG and African partners.

Hugues Gervais Ondaye, Cultural Advisor to the Mayor of Brazzaville, and representing the presidency of the Culture Committee of UCLG-Africa, strongly backed the idea that culture must have a Goal in its own right, insisting that “there is no life without culture,” and appreciated that the draft report reflects and consolidates ideas from the first webinar, held in December 2024, and the current discussion.

He outlined the African Capital of Culture initiative: an official start in September 2026, with an intensive programme through 2027, preceded by preparatory public activities to engage stakeholders and partners. He aligned this work with the report's pillars—visibility, multi-level governance, and access to expertise and financing—and presented the African Capital of Culture as a public laboratory for advancing the Culture Goal in today's geopolitical context. He identified key symbolic dates that could support mobilisation and visibility, citing the International Day of the Girl Child and other commemorative days linked to people of African descent, celebrated annually. These moments, in his view, can help rally public attention around the Culture Goal and the campaign.

For the report's finalisation, concrete challenges that should be better integrated were raised: difficulties with artist mobility (visas, flight costs, and administrative restrictions), the digital divide and limited connectivity, and the need to reflect the geopolitical context carefully while acknowledging tensions, shrinking spaces for expression, and self-censorship—calling for international partners' support without judgment. He also warned about declining international funding and the tendency for cultural budgets to be cut first during crises, arguing that recognising culture as a true objective requires adequate and stable funding at all levels.

To conclude, he highlighted the assets of Brazzaville and Kinshasa as the first African Capitals of Culture: the global recognition of Congolese rumba, the shared geography of the Congo River, the strength of youth demographics, and a unique cross-border cooperation model between them. He invited partners to collaborate and suggested involving major artists to amplify the campaign, closing by reaffirming pride in the joint work between UCLG Culture, UCLG Africa, and Culture et Développement.

Alessandro G. Lamonica, Mediterranean Capitals of Culture and Dialogue, Anna Lindh Foundation, gave an update on the Mediterranean Capitals of Culture and Dialogue, noting that 2025 concluded with the cities of Alexandria and Tirana, while 2026 will feature Tetouan and Matera. The call for 2028 will open at the end of January, and during 2026 designated cities will be accompanied in shaping their programmes.

He welcomed the report and stressed the initiative's strategic position "in the middle" between African and European dynamics, making it well placed to foster cooperation across regions, including with Iberoamerican partners. He suggested key visibility and governance entry points: the annual announcement typically made on 28 November at the Union for the Mediterranean Forum could be used to showcase the Culture 2030 Goal Campaign, and the Anna Lindh Foundation could also bring the Culture Goal into intergovernmental governance spaces.

Finally, a concrete opportunity was emphasized: the Terms of Reference of the Mediterranean Capitals of Culture and Dialogue initiative were already being revised ahead of the next call, and using the report's comparative work to integrate a clearer reference to the Culture Goal was proposed.

Stephen Wyber, Director of Policy, IFLA; member of the Steering Group of the Culture 2030 Goal campaign, provided three takeaways from the presentation of the report:

- Shared destination, different paths: He argued that Capitals of Culture initiatives and the Culture 2030 Goal Campaign are "two paths towards the same destination." Both share a holistic approach: seeing culture broadly, as a driver of sustainable development and as a goal in itself. He framed mutual support as logically consistent: supporting one also supports the other's objectives.
- Advocacy and partnership are indispensable, because the Culture Goal does not yet exist: He stressed that without a formal Culture Goal, there are fewer established spaces to discuss culture's role in development. In this regard, he saw the report's proposals as helping fill this gap and supporting progress along that way.
- Convergence and synergy-building are the right strategy: Returning to the "two paths" idea, he argued that looking for synergies makes sense and enables the initiatives to support each other.

He also highlighted three recommendations: (1) making the shared vision even clearer. He suggested strengthening the report by stating more explicitly that beyond technical details, both processes share a common "approach to culture" and a common vision of how culture should be governed and placed within broader frameworks; (2) taking the message outside the culture sector. He emphasised the need to convince foreign ministries, development ministries, economics ministries, finance ministries, and the stakeholders shaping their decisions. He encouraged highlighting external indicators of how culture "regenerates, rejuvenates, re-energizes communities" at local, national, and global levels; and (3) the use of Voluntary Local Reviews (VLRs) to demonstrate the need for a Culture Goal at local/subnational level. He supported the idea of using VLRs to show the Culture Goal's application locally and to bridge what he called an "imagination gap" at global level—where culture is not always seen as a policy lever comparable to health or education.

Paloma Gámez, Union of Capital Cities of Iberoamerica (UCCI), Iberoamerican Capital of Cultures, summarised UCCI's long-standing work on the Iberoamerican Capital of Cultures initiative. She explained that UCCI (founded in 1982) has prioritised culture since 1991, including a dedicated vice-presidency, to promote culture as a pillar of sustainable development, social integration, and cooperation between cities.

The Iberoamerican Capital of Cultures were described as based on shared criteria/indicators and clear eligibility requirements, stressing political support for candidatures and cultural strategies aligned with sustainable development and the SDGs. UCCI's engagement with the Culture 2030 Goal Campaign and its cooperation with UNESCO and Mondiacult-related processes were also noted.

Finally, she announced a new second initiative as well: the Iberoamerican Capital of Cultural Heritage, linked to the region's cultural and linguistic diversity, aiming to strengthen networks, including for cities without designations, and build a shared regional cultural agenda. She closed by highlighting the importance of strategic alliances and reaffirming UCCI's commitment to continued cross-regional collaboration on culture and development beyond 2030.

Babyas Ndiaye, President, Arterial Network, member of the Steering Group of the Culture 2030 Goal Campaign, focused on the idea of enhancing collaboration among Culture Capitals in support of the Culture 2030 Goal Campaign. He argued that culture is widely recognised as a key lever for sustainable development—supporting social cohesion, economic vitality, innovation, territorial attractiveness and dialogue—yet it remains insufficiently integrated as a structuring pillar of public policy and urban development strategies. He highlighted African capitals such as Dakar, Abidjan, Rabat, Praia and Brazzaville as dynamic cultural ecosystems driven by creative youth and committed cultural actors, while facing shared challenges: institutional recognition, structuring, funding and artist mobility. He presented stronger cooperation among capitals as a way to enable dialogue, co-construction, joint projects, circulation of works and professionals, and more inclusive and sustainable urban cultural policies.

He framed the Culture 2030 Goal Campaign as a strategic tool providing a common language for advocacy and decision-maker mobilisation, helping position culture as a fourth pillar of sustainable development alongside economic, social and environmental dimensions. He cited recent positive signals of political will (e.g., Mali declaring 2025 the “Year of Culture”, Tombouctou hosting an international forum and an arts biennale despite difficult contexts, and Conakry joining UNESCO's Creative Cities Network), and concluded with recommendations: reinforce territorial anchoring of the campaign; affirm culture explicitly as an autonomous “18th SDG” with dedicated indicators, and develop quantified arguments showing culture's impact on jobs, social cohesion, the local economy and urban innovation. He closed by calling for stronger cooperation between African and European capitals to advance a shared vision of culture as a driver of transformation and sustainable development.

Segment 3. Discussion on next opportunities/actions by/with Capitals of Culture in 2026 and 2027 for the Culture Goal

In segment 3 **Jordi Pascual** invited participants beyond the covered regional programmes to take the floor.

Valeria Marcolin, Codirector of Culture et Développement, thanked UCLG and the Culture Commission for an amazing partnership and thanked Sylvia Amann for incorporating outcomes of the previous webinar and recommendations from Culture et Développement. She suggested strengthening the report's cultural geopolitical framework, arguing that culture is increasingly relevant in the geopolitical arena, both positively but also negatively.

She described an increasing divide in the promotion of cultural diversity, with communities closing among themselves, and proposed that some Culture Goal indicators could become pilot initiatives launched with upcoming Capitals of Culture in different regions. She cited potential contexts where cultural tension may be important (naming Saida in Lebanon and Skopje in North Macedonia) and suggested these issues could be integrated into Terms of Reference.

She also referenced the digital divide, mobility, and budgetary questions—linking the Culture Goal to advocacy around investment choices. She contrasted rising investment in armaments with the argument for increasing investment in culture as a tool to prevent and solve conflicts.

Kateřina Kubeřov from esk Budjovice (ECoc 2028) welcomed the initiative and linked it to prior experience in Brussels through the Culture Next network. She invited participants to esk Budjovice for a permaculture forum in early February, explaining that while they have data, they miss political will, and that international voices can help persuade political leaders that the Culture Goal is important.

Melanie and Catherine, from Leuven and Beyond and representing Evi Gillard, who could not attend the webinar, said it was their pleasure to be included and underlined that they were happy to continue working with the group on the Cultural Goal.

Jorge Melguizo from Bogot said that this city —the first UCCI Iberoamerican Capital of Culture in 1991— has applied to be Iberoamerican Capital of Culture again in 2027, and offered Bogot as a platform in 2026–2027 to advance consultations and political buy-in (local and national) for recognising Culture as an SDG, aiming to help secure this by the next Mondiacult conference in 2029. He argued that Iberoamerica’s current geopolitical context makes regional city-to-city coordination more urgent and feasible, and stressed that cities already provide concrete evidence that culture functions as an SDG 18 and a fourth pillar of sustainable development. He closed by inviting collaboration on a Bogot meeting this year focused on culture, health, wellbeing and especially mental health, welcoming proposals for projects, policies and actions in that field.

Stefan Teisanu, Secretary General, Culture Next, introduced the Culture Next network as having 47 member cities, with roughly one-third being European Capital of Culture title holders, one-third candidates, and one-third cities not selected. He said the network is working on a proposal (to be ready mid-year) on how to measure cultural impact in a Capital of Culture bid book aligned with the SDGs, and framed this as aligned with the Culture Goal work.

He noted that Culture Next submitted a paper the same day to the European Commission’s call for evidence/public consultation on the European Capital of Culture legal basis, suggesting that bids should intersect with the SDGs in their Terms of Reference. He closed by inviting collaboration: the network is open to partners and aims to widen membership beyond the EU. In 2027 it will host a conference dedicated to Capitals of Culture programmes globally and welcomed participation.

Mauricio Castro from Concepcin, Chile, greeted the group from Concepcin, noting his roles linked to Agenda 21/cultural work, UNESCO’s Creative City of Music, and as (from this year) co-leading the Mercociudades Culture Commission with Niterri and Quilmes.

He stated that Mercociudades is committed to supporting this collaborative initiative among cultural capitals, and also expressed support for Bogot’s upcoming candidature. He stressed the urgency of uniting different city networks to strengthen culture’s place in the SDGs and align common objectives across platforms cities share. He closed by offering Mercociudades’ formal backing and willingness to contribute to the next steps toward a stronger collective voice for an SDG 18 on Culture.

Julia Butch, former team member of Chemnitz 2025, congratulated the initiative and offered support. She emphasised the practical importance of connection across continents: when working on a European Capital of Culture programme, she was tasked with finding initiatives on other continents but had to “start from scratch” because they lacked contacts. She explicitly endorsed Jordi Pascual’s offer that UCLG can connect actors and share contacts, arguing that direct links worldwide would be helpful for all European Capitals of Culture. She also expressed appreciation that European Commission colleagues were present.

3. CONCLUSION

To conclude the webinar, Sylvia Amann distilled takeaways from the session:

- | Context is changing: there are “new geopolitical realities,” conflict, and alternative pathways toward peace and cooperation.
- | Local dimension and Culture Goal are “natural friends”: they can reinforce each other locally and internationally.
- | Holistic approach needs stronger communication: culture matters for society, economic development, and urban development; communicating this better requires, among other tools, indicators and more synergy among measurement initiatives.
- | Networks and platforms like the webinar are needed for exchange. Structures like UCLG can sustain this work long-term and also help identify shared topics (mobility, solidarity, exchange, know-how transfer, and common policy initiatives).
- | Act now even before formal approval: formal Culture Goal approval will take time, but nothing prevents stakeholders from already testing and implementing in the spirit of the Culture Goal now.
- | Capitals of culture have the potential to increase their local and international impact through greater collaboration and joint programmes. This webinar, and the draft report “Culture Capitals for the Culture Goal”, provide clear evidence of this.

ANNEX

Agenda of the webinar

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:

- European Capital of Culture, by Armelle Guyomarch, DG-INTPA, European Commission.
- The African Capital of Culture, by Hugues Gervais Ondaye, cultural advisor to the Mayor of Brazzaville, and representing the presidency of the Culture Committee of UCLG-Africa.
- The Mediterranean Capitals of Culture and Dialogue, by Alessandro G. Lamonica, Anna Lindh Foundation.
- Iberoamerican Capital of Cultures, by Paloma Gámez, Union of Capital Cities of Iberoamerica.
- Stephen Wyber, Director of Policy, IFLA, member of the Steering Group of the Culture 2030 Goal Campaign.
- Babylas Ndiaye, president, Arterial Network, member of the Steering Group of the Culture 2030 Goal Campaign.

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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**.



CONTACT

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

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