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# Upgrading Culture in Sustainable Development: The Time is Now

**20/04/2021 15:00-17:00 CEST**

**Organized by:** United Cities and Local Governments (UCLG)  
UN Habitat / Metropolis

**Partners:** The campaign #culture2030goal, Rome City Council and Palaexpo

**Date:** 20 April 2021, 15:00 – 17:00 CEST

Streaming on Youtube: <https://www.youtube.com/channel/UCyFyKFyuUEENTXVLho2KpgA>

## 1. Background

Since the founding Congress of Paris, back in 2004, culture has been at the heart of UCLG's policy agenda. The work of UCLG on Culture in Sustainable Development is structured with conceptual policy documents (such as the "[Agenda 21 for culture](#)", "[Culture is the Fourth Pillar of Sustainable Development](#)" and the declaration "[Culture and Peace](#)") as well as with practical toolkits and guides, such as the "[Culture 21 Actions](#)" and the "[Culture in the SDGs: A Guide for Local Action](#)".


In practical terms, the work of UCLG in culture is implemented with the [Culture Summit](#) (its 4<sup>th</sup> edition will take place in Izmir on 9-11 September 2021), the biennial [International Award "UCLG – Mexico City – Culture 21"](#), the [database "OBS" of good practices](#) on culture in sustainable cities, the [learning and capacity-building](#) programmes to support the implementation of cultural policies (including Leading Cities, Pilot Cities, Culture 21 Lab and the Seven Keys) and its international [advocacy](#) in the UN Agenda 2030 and the Sustainable Development Goals.

The pandemic of Covid-19 has shown the profound need for culture: people have turned to culture to reinforce the sense of belonging in communities and cities, inventing new forms of participation, recognizing what brings us together and creating new meaning and solidarity. The pandemic has also shown the interrelation among cultural policies and policies related to education, gender equity, health, inequalities, urban planning, public spaces and innovation.



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- In April 2020 the campaign #culture2030goal released a [Statement on Culture and the COVID-19 pandemic](#), which “emphasises the need to place culture at the heart of the response to the Covid-19 crisis today and at the centre of all endeavours, at all scales, to rebuild our societies, tomorrow”. The campaign has initiated the development of a strategic framework, within the context of the UN Decade of Action.
  - In September 2020, UCLG and other members of the Global Taskforce of Local and Regional Governments released the [UN75 Visioning report](#) which celebrates the 75th anniversary of the United Nations and promotes the agenda of cities and local governments for the next 25 years; this report recalls that the international community should recognise culture as a dimension of sustainable development, on equal basis to the economic, social and environmental pillars and that, “in order to achieve this recognition, it would be crucial that the post-2030 Development Agenda includes a stand-alone Goal on Culture” that includes several targets related to memory, heritage, creativity, diversity and knowledge, supported by a narrative that clearly identifies culture as a core component of local and regional identity, a strand of global solidarity, and a vector for peace and human rights.
  - In October 2020, UCLG and the City of Rome presented [the Rome Charter](#) as an original and forward-looking contribution of the international municipalist movement to efforts towards a new global development pact. The Rome Charter includes the most compelling narrative on the Right to Participate Fully and Freely in Cultural Life, with 5 specific areas, or cultural capabilities, that unfold this issue: Discover, Create, Enjoy, Share and Protect. The UCLG World Council of November 2020, held in Guangzhou and online, approved the Rome Charter.
  - Also at the World Council of November 2020, UCLG announced the [Pact for the Future](#) to be “powered by solidarity, equality, culture, and accountable institutions that leave no-one and no place behind”; UCLG is committed to build the Pact, with three axis, People, Planet and Government, with the participation of UCLG members in close dialogue with partners, in 2021 and 2022 (see also [the UCLG video message on "the Pact for the Future"](#)).
  - The importance of culture during and beyond the pandemic has brought the [Urban 20](#), which in 2021 is being co-chaired by the cities of Rome and Milan, to include culture in its conversation and to liaise with the G20 meetings that will also devote space for the place of culture in sustainable development.


In a nutshell: the place of culture in development needs to be upgraded and actors promoting the cultural narratives should sit at the main table of the future of humanity. The time is now.

## 2. Objectives

### General Objective

To consolidate a dialogue between global cultural civil society networks and local and regional governments in the frame of the UCLG Pact for the Future

### Specific Objectives:

1. To give visibility to the campaign #culture2030goal
  2. To learn from the narratives, the activities and the challenges of global cultural networks
  3. To give visibility to the 2020 Rome Charter
  4. To visualize specific examples of work that relate culture and the arts with the SDGs
  5. To learn from narratives, activities and challenges of UCLG members in the field of culture
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### 3. Agenda

#### 15.00 – Welcome

#### 15.05 – Opening remarks

- Emilia Saiz, Secretary General of UCLG
- Tunç Soyer, Mayor, Izmir
- Luca Trifone, Director of International Relations, Rome

#### 15.15 – The pandemic and the crisis seen from the global cultural networks of the #culture2030goal campaign

Chair: **Octavi de la Varga**, Secretary General, Metropolis

- **Nupur Prothi**, Board member, ICOMOS - International Council on Monuments and Sites
- **Beat Santschi**, President, IFCCD - International Federation of Coalitions for Cultural Diversity
- **Victoria Okojie**, Nigerian Library Association, and Board member of IFLA - International Federation of Library Associations and Institutions
- **Silja Fisher**, Secretary General, IMC - International Music Council
- **Pierre Claver Mabilia**, President, Arterial Network
- **Tere Badia**, Secretary General, Culture Action Europe

#### 15.45 – Questions and comments from UCLG members

- **Enrique Avogadro**, Minister for Culture, Buenos Aires
- **Karima Bennoune**, UN Special Rapporteur in the field of Cultural Rights

#### 16.00 – Presentations from Palaexpo and the three projects of Orchestras of Transformation: artistic projects on culture and the SDGs by collectives and artists in Rome.

- Introduction by **Cesare Pietroiusti**, President, Azienda Speciale Palaexpo, Rome
- **Sara Alberani, Valerio Del Baglivo**, curators, Orchestras of Transformation
- **Daniel Fernández Pascual & Alon Schwabe**, artists, Cooking Sections

#### 16.20 - The Rome Charter in the UCLG Pact for the Future

Chair: **Jean-Pierre Elong Mbassi**, Secretary General, UCLG-Africa

- **Catarina Vaz-Pinto**, Councillor for Culture, Lisbon
- **Mohamed Sadiki**, Mayor, Rabat
- **Vannesa Bohórquez**, Secretary for culture, Mexico City
- **Gonzalo Olabarría**, Secretary for culture, Bilbao
- **Lorenza Fruci**, Secretary for culture, Rome (TBC)

#### 16.50 – Questions and comments

#### 17.00 – Picture and End





### **THE CAMPAIGN CULTURE2030GOAL**

The #culture2030goal campaign is formed by global cultural networks united to advocate for the role of culture in sustainable development. The campaign calls on the international community to come together to advocate collectively for the role of culture in the global conversation on development. The campaign released the Statement on Culture and the COVID-19 pandemic in April 2020, which “emphasises the need to place culture at the heart of the response to the Covid-19 crisis today and at the centre of all endeavours, at all scales, to rebuild our societies, tomorrow”. The Statement builds on previous work done by the campaign: the four documents published in 2013-2015 (including a #CultureGoal proposal, a declaration, a proposal of possible indicators for measuring the cultural aspects of the SDGs, and an assessment of the final 2030 Agenda) as well as the report “Culture in the implementation of the 2030 Agenda” published in September 2019.

### **THE ROME CHARTER**

“The Rome Charter on the Right to Fully and Freely Participate in the Cultural Life” is a document approved by the UCLG World Council in November 2020. The document includes the most compelling narrative on cultural rights, with 5 specific areas (or cultural capabilities) that unfold this issue: Discover, Create, Enjoy, Share and Protect. The document also considers the impact of covid-19 outbreak in cultural life of cities and communities, and provide frames and options for future cultural policies informed by this crisis. The guiding idea is that the new societal model that follows the pandemic needs to have cultural rights as one of the core components.

### **THE ORCHESTRAS OF TRANSFORMATION**

The Orchestras of Transformation is an artistic project commissioned by Azienda Speciale Palaexpo and on the occasion of the 2020 Rome Charter launch. The project invites three international artists: Cooking Sections (SDG 2: Achieving Food Security and Better Nutrition; SDG 13: Acting for the Climate; SDG 14: Life Underwater), Jasmeen Patheja (SDG 5: Gender equality) and Marinella Senatore + Johanne Affricot (SDG 10: Reducing inequalities) to rethink artistic methods of intervention in the public sphere to implement paths of change and new action strategies working towards the achievement of the SDG objectives of the 2030 Agenda.

### **UCLG COMMITTEE ON CULTURE**

The Committee on Culture of UCLG – also known as the Agenda 21 for culture network – is a unique global platform of more than 800 cities, local governments and organizations which cooperate on “culture in sustainable development” through peer-learning activities, tailored monitoring programmes, global advocacy campaigns, publications and biennial events. The Committee on Culture works with actors in all the continents to “promote culture as the fourth pillar of sustainable development” and to operationalise this narrative with practical tools.

### **UNITED CITIES AND LOCAL GOVERNMENTS (UCLG)**

UCLG is the world organization of local and regional governments and their associations, representing and defending their interests on the world stage. UCLG’s network of members represents 70% of the world’s total population and is present in all world regions; representing more than 250,000 human settlements. Among its key areas of political interest are: local democracy, culture, climate change and environment, the achievement of the Sustainable Development Goals, local finance, urban development and city diplomacy in peace building.

