



# culture 21

UCLG Committee



**CAPITALS  
OF CULTURE X  
CULTURE GOAL**

Wednesday, 11 December 2024  
14.00-16.30 pm CET

**WORKING TO BOOST THE  
CONNECTIONS BETWEEN  
REGIONAL INITIATIVES AND  
GLOBAL CHALLENGES**

**#Culture2030Goal**



## WEBINAR

**11 December 2024** | 14.00-16.30 CET

Registration link: <https://forms.gle/8wHG3o3h6EYAgSfi8>

Strictly upon invitation.

Simultaneous interpretation in English, French and Spanish.

### Zoom Meeting:

<https://us06web.zoom.us/j/88913507629?pwd=VQEFETa73AhrHfXTNwLWcPSzHZsFXQ.1>

**Meeting ID:** 889 1350 7629

**Passcode:** 769290

## 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. While a number of references to culture are made in specific targets under certain SDGs (11.4, 4.7, 8.3, 8.9, 16.10, and other), the absence of a comprehensive framework, expressed in an SDG specifically focusing on culture has two major drawbacks:

1. First, within the culture sector, broadly understood, the absence of a shared language of sustainable development represents a missed opportunity to connect the various dimensions of culture around objectives of common interest, including the sustainability of institutions and their practices, that relate to other SDGs such as jobs and gender equality. Sustainable development requires *sustainable culture, meaning a conducive eco-system that allows a large diversity of cultural expressions to thrive on the territories, through the inclusive support of production, participation and dissemination of those expressions.*

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2. Secondly, the absence of a culture SDG creates barriers to operationalization of well-recognized connections between the culture sector and culture in a broader sense (beliefs, practices and patterns of behaviour), on the one hand, and SDGs relating to e.g. climate, biodiversity, oceans, freshwater and cities. Sustainable development requires *a culture of sustainability*.

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. The follow-up Mondiacult conference, scheduled in Barcelona in September 2025, will be a crucial milestone in the path towards adoption of a Culture Goal in the SDG as a framework for enabling both sustainable culture and a culture of sustainability. The Culture 2030 Goal campaign is committed to release a version 1, that is, a full proposal of a Culture Goal, including (a) an in-depth analysis of targets and indicators, and (b) 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 (probably in 2026 or 2027). To create the conditions in which the Culture Goal could be discussed, there are several requirements... and probably the most important one is a broad process of consultation and co- construction, based on the “zero draft” to ensure its technical solidity and to expand support not just for its general principle but for its specific (possibly revised) wording.

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) will organize 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.

## OBJECTIVES

Objectives of the webinar:

- a) Identify 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.
- b) Analyse 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.
- c) Discuss a baseline and spark shared advocacy initiatives among Capitals of Culture in 2025-2026.
- d) Present the next steps of the Culture 2030 Goal campaign and identify ways to support the consultation process on the Culture Goal draft proposal (to be published in June 2025) at grassroots level, in cooperation with the Capitals of Culture.

## KEY QUESTIONS (DRAFT LIST)

Each participant in the webinar will be invited to raise one difficult question (see slot from 14.50 to 15.10).

- I How a Culture Goal within the future development agenda post 2030 would be relevant and useful for the connectivity of Capitals of Culture programmes among themselves and on their territories?
- I Can Capitals organize “Culture Goal / Culture in the SDGs” joint events? Are there joint programmes of analysis on Culture and the SDGs?
- I Is inter-continental mobility among Capitals of Culture an element in future candidacies?
- I Can Capitals become the spoke-persons of the Culture Goal campaign vis-a- vis the national governments?
- I Do evaluation frames include international (global) connectivity? Does this connectivity include joint programmes? Do these programmes condense in joint long-term policies? Is the cooperation restricted to mobility? Can the “Capital Year” substantially contribute to long-term global discussions on culture in development?
- I Is global fraternity (the shared common challenges we have as a single humankind) an issue of interest of Capitals of Culture?

## AGENDA

11 December 2024

14.00 to 16.30 CET

- 14.00 **Presentation of the webinar** by UCLG
- 14.10 **Presentation of the regional “Capital of Culture” initiatives** (7 min each, with a focus on the history and the challenges:
- | European Capital of Culture, by Sylvain Pasqua, DG-EAC, and Giorgio Ficarelli, DG-INTPA, European Commission
  - | The African Capital of Culture, by Rahmatouca Sow, UCLG-Africa
  - | The Mediterranean Capitals of Culture and Dialogue, by Alessandro G. Lamonica, Anna Lindh Foundation, and Rim Filali Meknassi, Union for the Mediterranean
  - | Iberoamerican Capital of Cultures, by Paloma Gámez, Union of Capital Cities of Iberoamerica
- Moderator:** Valeria Marcolin, Culture et Développement
- 14.40 **Presentation of the campaign Culture 2030 Goal.** Where are we and what is coming next (5 min), by Jordi Pascual, UCLG and Silja Fischer, International Music Council.
- 14.50 **Questions and comments to be addressed.** One minute each.
- 15.10 **Pause, we breath and we think**, and we take time to cluster the questions according to themes, first attempt:
- | Culture Goal process / feasibility / opportunity
  - | Roles of actors and stakeholders
  - | Mobility
  - | Opportunities in cooperation among Culture Capitals
- 15.20 **Answers, comments and ways forward**
- | Francisco d’Almeida, Culture et Developpement
  - | Hugues Ondaye, Brazzaville, African Capital of Culture 2024-2025
  - | Christian Nzau Lembe, Kinshasa, African Capital of Culture 2024-2025
  - | Angela Kilusungu, Culture and Development East Africa
  - | Henrik Sand Dagfinrud, Bodo, ECOC 2024

- | Genci Kojdheli, Tirana, Mediterranean Capital of Culture and Dialogue 2025
- | Rita Orlando, Matera, Mediterranean Capital of Culture and Dialogue 2026
- | Stellah Kemunto, City Culture & Arts, Nairobi
- | Gilles Hubens, Fédération Wallonie-Bruxelles
- | Laura Latour, Candidacy of Namur for ECOC 2030
- | Jorge Melguizo, cultural policy adviser, City of Bogotá
- | Maria Victoria Alcaraz, City of Buenos Aires
- | Lucina Jiménez, cultural policy expert, Mexico
- | Rita Ngenzi, Africa Creatives Alliance
- | Johanna Kouzmine-Karavaïeff, Africa Creatives Alliance
- | Yarri Kamara, cultural policy researcher and writer, member of the UNESCO 2005 Convention Expert Facility
- | Cristina Farinha, former president of the Jury, ECOC
- | Rossella Tarantino, president of the Jury, ECOC
- | Raoul Rugamba, Africa In Colors, Kigali
- | Stephan Teisanu, Cluj Cultural Centre and Culture Next Cities Network

16.15 **Conclusions and next steps.**

- | African Union (TBC)
- | Union of Capital Cities of Iberoamerica
- | European Commission
- | Union for the Mediterranean and Anna Lindh Foundation
- | Members of the Culture 2030 Goal campaign
- | UCLG

16.30 **End of 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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