



INTRODUCTION

JULY 2020

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The “Seven Keys” is a participatory workshop which aims to **enable participants to learn, debate and agree upon specific activities to connect culture and sustainable development** in their city or town.

The workshop draws upon the United Nations’ 2030 Agenda on Sustainable Development, which includes **17 Sustainable Development Goals (SDGs) and 169 targets** to achieve them. The SDGs are being implemented between 2015 and 2030, with 2020-2030 being called ‘The Implementation Decade’.

This decade needs to be also a **decade of localization**. It is obvious that localization cannot happen unless the **cultural dimension of development** is explicitly considered, and becomes really operational.

The increasing interest in the activities of the **UCLG Culture Committee** by members and partners is pushing UCLG to look for the way of scaling operations and impact. The Committee facilitates the organization of the biennial **International Award “UCLG – Mexico City – Culture 21”** and the **UCLG Global Summit on Culture**. It runs programmes to support the elaboration and implementation of cultural policies (10 **Leading Cities**, 24 **Pilot Cities** and 4 **Culture 21 Lab**) and it takes part in international **advocacy campaigns**, advocating alongside others for culture in the UN Agenda 2030 and the Sustainable Development Goals. Last, but not least, the Committee has an **OBS of good practices** on “culture in sustainable cities”, with more than 210 examples, all fully indexed by several criteria, including the SDGs.

One of the ways forward is a new model of workshop: the “Seven Keys”. This programme is based on the “acquis” of UCLG in this topic, and mainly on the 2018 document **“Culture in the Sustainable Development Goals: A Guide for Local Action”** and the **OBS of good practices**. The programme will be delivered by the UCLG Culture Committee and by UCLG Regional Sections, as well as by key partners.

This document presents the new UCLG programme: the **“Seven Keys” Workshop**.



THE GOAL OF THE INITIATIVE

The broad objective of the new initiative is to **promote the localization and implementation of the SDGs using a cultural perspective.**

It is designed in such a way that it:

- Becomes an exercise of co-creation
- Offers an easy way to raise local awareness on the SDGs
- Connects all the dimensions of sustainable development
- Empowers local cultural actors
- Considers explicitly the post coronavirus (Covid-19) local and global scenarios
- Provides global visibility to local efforts

CULTURE AND LOCAL COMMUNITIES IN THE CONTEXT OF POST-COVID-19

Local communities, and particularly the cultural sectors, have been deeply affected by the COVID-19 crisis. The social bond, the way of living the territory and the coexistence have been altered, leading to deep changes in the local cultural ecosystems. The report "Culture, cities and the COVID-19 pandemic", published by UCLG's Culture Committee on 8 June 2020, summarises the initial impact of the crisis and points out the future challenges that relate culture to sustainable development at local and global level.

Thus, in fact, this crisis is an opportunity to rebuild our territories differently, in a more sustainable and people-centered way. It is necessary to strengthen social cohesion and coexistence, to promote an environmental transition and a new relationship with the territory, as well as to strengthen the role of citizens in local governance and to rethink economic models. By linking culture to the SDG and local challenges, the "Seven Keys" workshop seeks to mobilize and rethink the role of culture as an engine for the reconstruction and sustainable transformation of territories, and provides a tool for local communities wishing to promote a new dynamic of local development in the context of post-COVID-19.





THE OBJECTIVE OF THE WORKSHOP

The workshop intends to foster a reflection and discussion among participants around the SDGs and the specific local challenges and cultural assets, activities, and policies existing in their cities and towns. Ultimately, this co-creation workshop leads to the identification and agreement on seven “keys” or specific actions that they can commit to in order to localize the SDGs through cultural policy making. That is the most essential and concrete objective of the programme.

The “Seven Keys” are locally identified.

Each city / territory will have their own, specific “Seven Keys”.

There are other more general objectives at the participant level:

- to raise awareness of culture as the fourth pillar of sustainable development among elected and technical staff.
- to help municipalities implementing and communicating their efforts on localizing SDGs.

PARTICIPANTS

Up to **20 participants**, coming from the Culture department, the International Relations Office and the area in charge of the Agenda 2030, as well as others representing different areas of the local or regional government. It is also important to count on the participation of civil society who can potentially contribute to fostering the identification and implementation of the Seven Keys in a trusty and creative environment.

The city, local or regional government that organizes the workshop will appoint a **“local focus person”** to ensure its perfect preparation and coordination.

TIME REQUIRED

One week of in-depth work at the organizing city, including a full day workshop (about six hours of productive work).



RESOURCES

- A room capable of accommodating up to 20 people, in tables arranged in a wide U-shape.
- A computer connected to a projector and the Internet
- Post-its and pens.
- A large piece of paper (120x160)
- The Seven Keys Program Toolkit (facilitator guide and participant guide / handouts).

COST

An agreement is signed between the organizing city and UCLG. The agreement includes:

- Leadership and coordination by UCLG Culture Committee: concept, training experts, toolkit printing, and results/outcomes analysis and dissemination in the UCLG communication channels.
- Involvement of UCLG Regional Secretariat: disseminating the workshop, and planning and administrating the workshops in their region.
- Expertise of fully trained and expert in the Seven Keys Toolkit.

AGENDA OF THE WORKSHOP

1. Introduction of participants and the workshop
2. Short presentation of the SDGs and brief discussion on the main 3-5 municipality challenges and projects, and how they relate to the SDGs.
3. Culture mapping: list of the main elements (in the broadest sense) considered as culture in the municipality / city. List of current cultural policies / programmes that are contributing or can potentially contribute to the localization of the SDGs.
4. Spotting the gaps: analysis of the SDGs and identification of other critical aspects of the SDGs, using the UCLG "OBS" database of good practices.
5. Lunch break
6. Seven Keys: elaboration of the list of seven culture-related actions that participants commit to significantly supporting in order to foster the localization of the SDGs.
7. Photograph of the local "Seven Keys" and photograph of the group.

EXPECTED OUTCOMES

Cities will be able to **agree upon the “Seven Keys”** and they will implement them. These cities will be globally identified as leaders in the relation between the local cultural policies and the localization and implementation of the SDGs

Participants can expect **a shared understanding of the SDGs** and how they can be localized from different perspectives, as well as a concrete list of achievable actions that will contribute significantly to the localization of the SDGs in their cities and towns.

UCLG Regional Sections, the UCLG Culture Committee and the UCLG Learning team will contextualize the Seven Keys in both regional and global initiatives on the localization of the SDGs and will **make the results visible** through their communication and advocacy channels.

Experts, consultants and trainers can expect initial **training and certification in the methodology of the Seven Keys workshop** and open a global new line of activity.

UCLG will benefit from **strengthening the network** with strategically selected partners, by organizing a distributed leadership, management, and administration of its “signature” program for localizing the SDGs through cultural aspects.



SEVEN KEYS WORKSHOP



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