



REPORT

CULTURE 21 PLUS

JINJU

July 2023

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INTRODUCTION: **THE UCLG CULTURE COMMITTEE AND CULTURE 21 PLUS**

The City of Jinju (Republic of Korea) was the first city ever to organise a Culture 21 PLUS workshop on 6th July 2023. The aim of the workshop, designed by the Culture Committee of United Cities and Local Governments (UCLG) for cities from all over the world, was to test the new toolkit “Culture 21 PLUS” (working title), which will replace Culture 21: Actions from 2025 onwards. Culture 21 PLUS enables the **UCLG Pact for the Future of Humanity**: for the People, for the Planet and for Governments, adopted at the UCLG World Congress in Daejeon in October 2022, to be implemented through concrete actions.

The **UCLG Culture Committee** is a unique global platform of more than 830 cities, organisations and networks to cooperate and promote the role of culture in sustainable cities. It aims at “promoting culture as the fourth pillar of sustainable development through the international dissemination and local implementation of Agenda 21 for culture, as well as fostering and making more explicit the relationship between local cultural policies and sustainable development”.

The UCLG Culture Committee has the following founding documents: **Agenda 21 for Culture**, adopted in 2004 by cities and local governments from the five continents committed to human rights, cultural diversity, sustainability, participatory democracy and the creation of conditions for peace; the political declaration “**Culture: the Fourth Pillar of Sustainable Development**”, adopted in Mexico City in 2010; and the guide **Culture 21: Actions**, adopted in Bilbao in March 2015 during the first UCLG Culture Summit.

Culture 21 PLUS is a new toolkit that builds on the latest developments in the field of cultural policies and on the experience developed by the cities of the network that have worked since 2015 with Culture 21: Actions, particularly the cities that take part on the **Pilot Cities**, **Leading Cities** and **Culture 21 LAB** programmes. The initial draft of Culture 21 PLUS, elaborated in 2023, outlines 6 blocks, with 30 key areas and 200 actions, that try to comprehensively analyse the interlinkages between culture, citizenship and sustainable development. The toolkit allows two possible uses: (1) to carry out a self-assessment of the state of play of the cultural policies of a territory; (2) to design local cultural strategies based on cultural rights and sustainability. The first draft of Culture 21 PLUS is an initial proposal and will undergo a process of experimentation, debate and shared cocreation with the cities of the network; therefore, this draft is intended to evolve and be constantly improved until its adoption in 2025.

CONTEXT: JINJU, LEADING CITY OF THE UCLG CULTURE COMMITTEE

The City of Jinju (Republic of Korea) is a mid-sized Korean city with a unique cultural identity over 1300 years of history. The city has well-preserved tangible and intangible cultural assets in the field of crafts and folk arts, and beautiful natural landscapes. The city also stands out as an educational node with a student population of over 90,000. Jinju acknowledges that culture is one of the four pillars for sustainable development of the city, along with social inclusion, economy and environment, and the strategy for future development is focused in fostering the original identity of Jinju as a cultural city. The management of municipal cultural services is aimed at developing and promoting activities to meet the cultural rights of citizens and improve their quality of life, with special attention to education and tourism, and in collaboration with folk arts and crafts associations.¹

The City of Jinju started its activities within the Pilot City programme in 2019, with the conduction of a self-assessment workshop in May 2019. Drawing from this exercise, which was facilitated by Professor Byung-Hoon Jeong, with the participation of expert Sylvia Amann, the city later developed a work programme. The city also identified good practices as well as opportunities for peer-learning activities, including a virtual visit to Austria (2020), and organised a final conference in July 2023, in the framework the 8th Jinju UNESCO Creative Cities International Forum, that led to the Jinju Leading City of UCLG Culture Committee Opening.

In 2023, within the Leading Cities programme, which is designed for cities with experience in the implementation of sustainable cultural policies, Jinju is organising its first activities. Leading Cities receive support from the Secretariat of the Committee on Culture, annually in the following domains: “Leadership and Advocacy” (Leading Cities are spokespersons for the Committee on culture of UCLG in international meetings and events), “Communication” (website, social networks), and “Cooperation and Learning” (technical assistance, capacity-building, good practices).

The City of Jinju was the first city ever to organise a consultation workshop, on 6th July 2023, to analyse the first draft of the new international framework for cultural rights “Culture 21 PLUS”. The objective of the workshop was to get familiarised with the toolkit, which will be the basis of the work of Jinju as a Leading City, identifying the connections of local cultural policies with the 6 blocks and 30 areas of the document, and to explore the suitability of the toolkit as a global framework for rights-based cultural policies.

The contributions of participants will nurture the ongoing consultation process and will be reflected in the final version of the document, to be published in 2025. The 5th UCLG Culture Summit in Dublin (to be held from 28 November to 1 December 2023) will devote a session to this process.

¹ See Jinju’s City Profile for more information: https://www.agenda21culture.net/sites/default/files/files/cities/content/cityprofile_jinju.pdf

CULTURE 21 PLUS

Culture 21 PLUS is a toolkit to be published in 2025 by the UCLG Culture Committee. This document aims to establish a new rights-based global frame that help build culturally vibrant, equitable sustainable cities.

Culture 21 PLUS is the guide that the Culture Committee, alongside many cities such as Jinju, cultural organisations, academia, civil society and other stakeholders, is shaping as the roadmap for local cultural policy-making in the next years, and will have an influence in local cultural policies in cities worldwide.

The objective of Culture 21 PLUS is two-fold: by examining Culture 21: Actions, it shapes the roadmap for local cultural policy-making in the next years, thus renovating the learning and capacity-building programmes offered by the Committee to cities and LRGs worldwide, and it responds as well to the necessity of unfolding with care-based and rights-based concrete actions the current political mandate of UCLG, the Pact for the Future of Humanity: for the People, for the Planet, for Governments, adopted in October 2022 at the UCLG World Congress in Daejeon.

The elaboration process of Culture 21 PLUS has started in 2023, involving the cities of Jinju and Mexico City and soon others, just like ten years ago the elaboration process of Culture 21: Actions involved cities such as Buenos Aires, Brussels, Concepción, Santiago de Chile, Dakar, Lyon, Mexico City, Milan, Montréal, Newcastle, Rabat, Tunis, Haikou Vaudreuil-Dorion and many more —almost 30— around the world, and publications of articles written by political leaders.

In the next 2 years, until the official publication of the Culture 21 PLUS in 2025, the UCLG Culture Committee will provide further opportunities for testing the guide in other cities, thus enriching learning and capacity-building programmes on culture and sustainable development.

STRUCTURE OF THE DOCUMENT

Culture 21 PLUS comprises 6 blocks – Rights, Communities, Prosperity, Territories, Nature and Governance – and 30 areas. Each area incorporates a list of 200 specific objectives that provide detailed guidance for the work of local governments. All these categories are distributed under the 3 key cornerstones of the Pact for the Future: People, Planet and Government”.

- Block 1 **“Rights”** addresses cultural rights and the vitality of artistic ecosystems, with the concepts of common goods, and co-management mechanisms for public services in culture as some of the key elements;
- Block 2 **“Communities”** focuses mainly in social issues, such as inclusion, health, education, gender equality and peace, considering traditional knowledge and vulnerable and fragile groups;
- Block 3 **“Prosperity”** looks into economy, decent work, tourism and technology, incorporating concepts such as gentrification;
- Block 4 **“Territories”** is about urban and territorial planning, including cultural heritage, public art, architecture, design and approaches such as decolonial narratives in the analysis of public space;
- Block 5 **“Nature”** addresses environmental issues, being natural heritage and landscapes, biodiversity, climate change, ecological transition but also food and gastronomy some of its main elements; and
- Block 6 **“Governance”** looks at the core of cultural policies and participation mechanisms, including communication to enhance effectiveness, transparency and trust.

Figure 1. Blocks and areas of Culture 21 PLUS in the draft English and Korean versions

THE 30 AREAS AND THE UCLG PACT FOR THE FUTURE OF HUMANITY: FOR THE PEOPLE, FOR THE PLANET, FOR THE GOVERNMENT

인류의 미래, 즉 국민을 위해, 지구를 위해, 정부를 위한 30개 영역과 UCLG 협약

Area	English	Korean
government	<p>RIGHTS</p> <ol style="list-style-type: none"> Cultural rights Culture and creation Cultural and creative ecosystem Cultural expressions of citizens, culture of proximity and the commons Public services in culture Cultural infrastructures and spaces Knowledge and information 	<p>권리</p> <ol style="list-style-type: none"> 문화적 권리 문화와 창조 문화적이고 창의적인 생태계 시민들의 문화적 표현, 근접과 공유의 문화 문화에서의 공적 서비스 문화 인프라와 공간 지식과 정보
	<p>COMMUNITIES</p> <ol style="list-style-type: none"> Culture, inclusion and social cohesion, poverty and inequalities Culture, health and well-being Culture and education Culture, gender equality and sexual diversity Culture, peace, security and coexistence 	<p>공동체</p> <ol style="list-style-type: none"> 문화, 포용, 사회적 결함, 빈곤, 그리고 불평등 문화, 보건, 그리고 복지 문화와 교육 문화, 성평등, 그리고 성적 다양성 문화, 평화, 안전, 그리고 공존
people	<p>PROSPERITY</p> <ol style="list-style-type: none"> Cultural economy and local development Cultural and creative industries, employment and livelihoods Decent work and socio-economic conditions for artists and cultural workers Culture and sustainable tourism Culture, digitisation and technology 	<p>융성</p> <ol style="list-style-type: none"> 문화적 경제와 지역 발전 문화산업과 창의산업, 고용, 그리고 생계 적정한 일, 예술가와 문화활동가들을 위한 사회-경제적 조건 문화와 지속가능한 관광 문화, 디지털화, 그리고 기술
	<p>TERRITORIES</p> <ol style="list-style-type: none"> Culture, urbanism and territorial planning Culture and public spaces Cultural heritage 	<p>영토(지역)</p> <ol style="list-style-type: none"> 문화, 도시화, 지역 플래닝 문화와 공적 공간 문화유산
planet	<p>NATURE</p> <ol style="list-style-type: none"> Culture, landscapes, and natural heritage and spaces Culture, agriculture, food and gastronomy Culture and ecological and social transition Culture and climate change 	<p>자연</p> <ol style="list-style-type: none"> 문화, 경관, 그리고 자연 유산과 공간 문화, 농업, 식량, 그리고 미식 문화와 생태적, 사회적 전환 문화와 기후변화
	<p>GOVERNANCE</p> <ol style="list-style-type: none"> Cultural strategies and policies System of cultural public management Culture and citizen participation Mechanisms for governance and cooperation International cooperation Communication 	<p>거버넌스</p> <ol style="list-style-type: none"> 문화 전략과 정책 문화의 공적 경영 시스템 문화와 시민 참여 거버넌스와 협력 기제 국제적 협력 커뮤니케이션

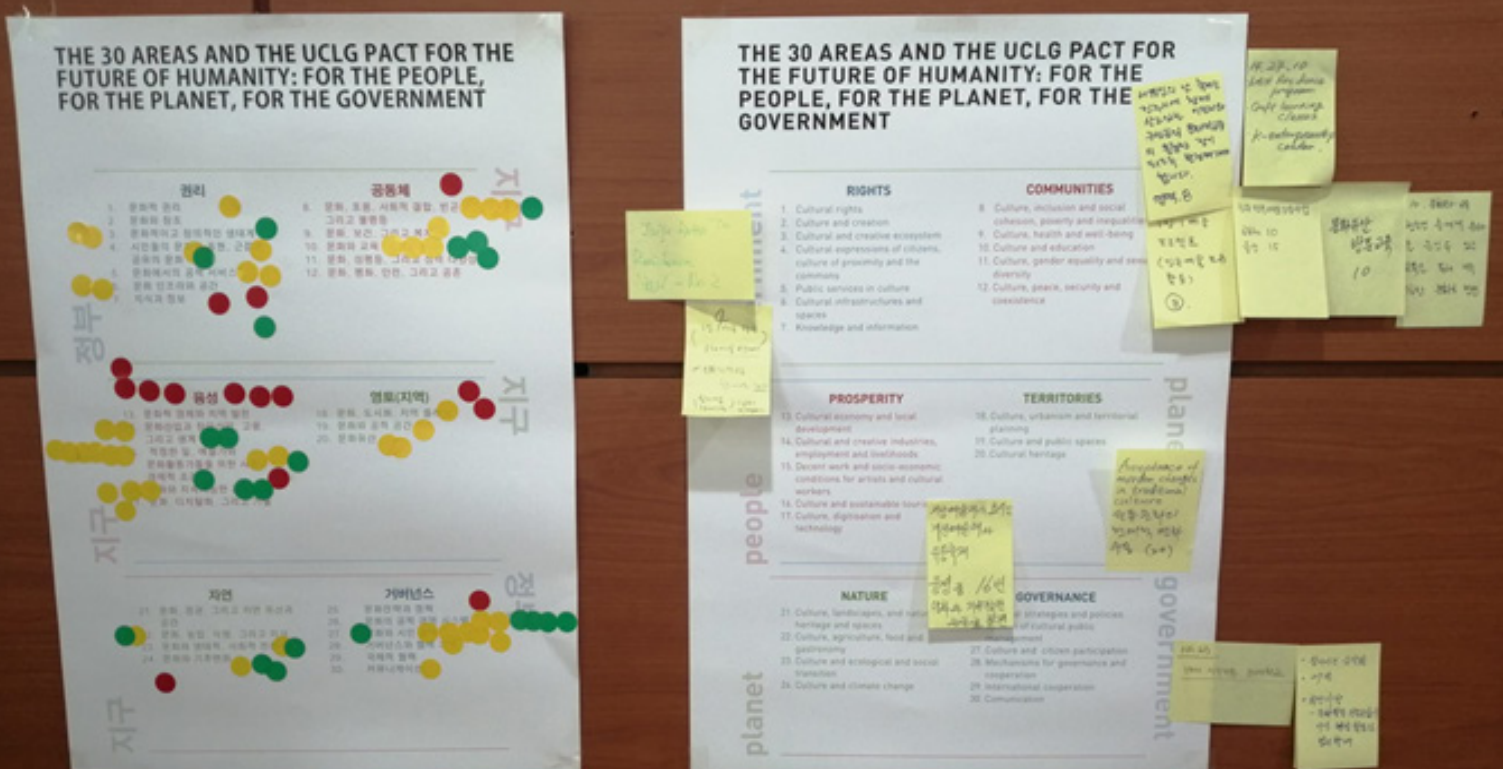
THE WORKSHOP

On 6th July 2023, as an activity that marked the launch of the Jinju Leading City programme of the UCLG Culture Committee, the City of Jinju organised a workshop with 15 local cultural actors from the public and private sectors and civil society to analyse the first draft of the new policy guide Culture 21 PLUS, identifying the connections of local cultural policies with the 6 blocks and 30 areas of the document.

The workshop was introduced by Professor Byun-Hoon Jeong, focal point of the Jinju Pilot and Leading Cities programmes. After the welcoming remarks, he presented the participants and experts Sylvia Amann and Rossella Tarantino, and provided an overview of Jinju's developments in the framework of the programmes. Marta Llobet, Learning and advocacy officer of the UCLG Culture Committee, presented the Committee and its founding documents, programmes and resources, and recalled Jinju's achievements and outcomes as a Pilot City of the UCLG Culture Committee.

After the presentations, participants were asked to work with the toolkit, providing inputs to the questions: "What is the block with the highest relevance for Jinju?" (see red stickers in figure 2); "What are the three areas with the highest relevance for Jinju at present?" (see yellow stickers) and "Which 3 areas that could be worth deepening in the framework of the Jinju Leading City programme?" (see green stickers). Those prioritisation exercises were followed by a collective reflection on the already existing local and cultural policies and programmes connected to the most voted areas.

Figure 2. Results of the prioritisation exercises and collective reflection by participants



RESULTS OF THE WORKSHOP

“Prosperity” was chosen by participants as the most relevant block, followed by “Cultural Rights” and “Territories”. Regarding the most meaningful areas of Culture 21 PLUS at present, participants chose “Decent work and socioeconomic conditions for artists and cultural workers” in the first place, second “Culture and citizen participation” and third “Social cohesion, inclusion, poverty and inequalities, with the same number of votes as “Culture and education”. The most voted area that could be worth deepening in the framework of the Jinju Leading City programme was “System of cultural public management”, followed by “Culture and education”, “Cultural and creative industries, employment and livelihoods”, “Decent work and socio-economic conditions for artists and cultural workers”, “Culture and sustainable tourism” and “Culture and climate change”.²

Finally, participants identified the following local cultural policies and programmes connected to relevant areas (some policies and programmes may relate to different areas, according to participants):

- Artists in Residence Programme (1 vote) (related to area 2)
- Shortage and assistance in areas 4 and 26 (1 vote)
- The Gaecheon Arts Festival and Yudeung Festival, the first local art festivals, which are flourishing (1 vote) (related to area 6)
- “K” Entrepreneurship Centre; Cultural heritage educational visits; Jinju folk art dissemination; One person one talent project (folk art dissemination activity for underprivileged areas); Developing a sustainable culture through education that allows youth to enjoy culture (6 votes) (related to area 10)
- Artists in Residence Programme (1 vote) (related to area 14)
- Jinju folk art dissemination (1 vote) (related to area 15)
- Acceptance of modern changes in traditional culture (1 vote) (related to area 20)
- Craft Learning Classes, Jinju Citizen Traditional Crafts School. Desire to expand the scope to on-site activities rather than specialized spaces for cultural activities. (3 votes) (related to area 27)

These results were presented at the 8th Jinju UNESCO Creative Cities International Forum, entitled “Establishment and vitalization of cultural ecosystems”, and the formal UCLG Leading City Opening, on 7th July 2023.

² See Annex 1 for more detailed results.

PRIORITISATION

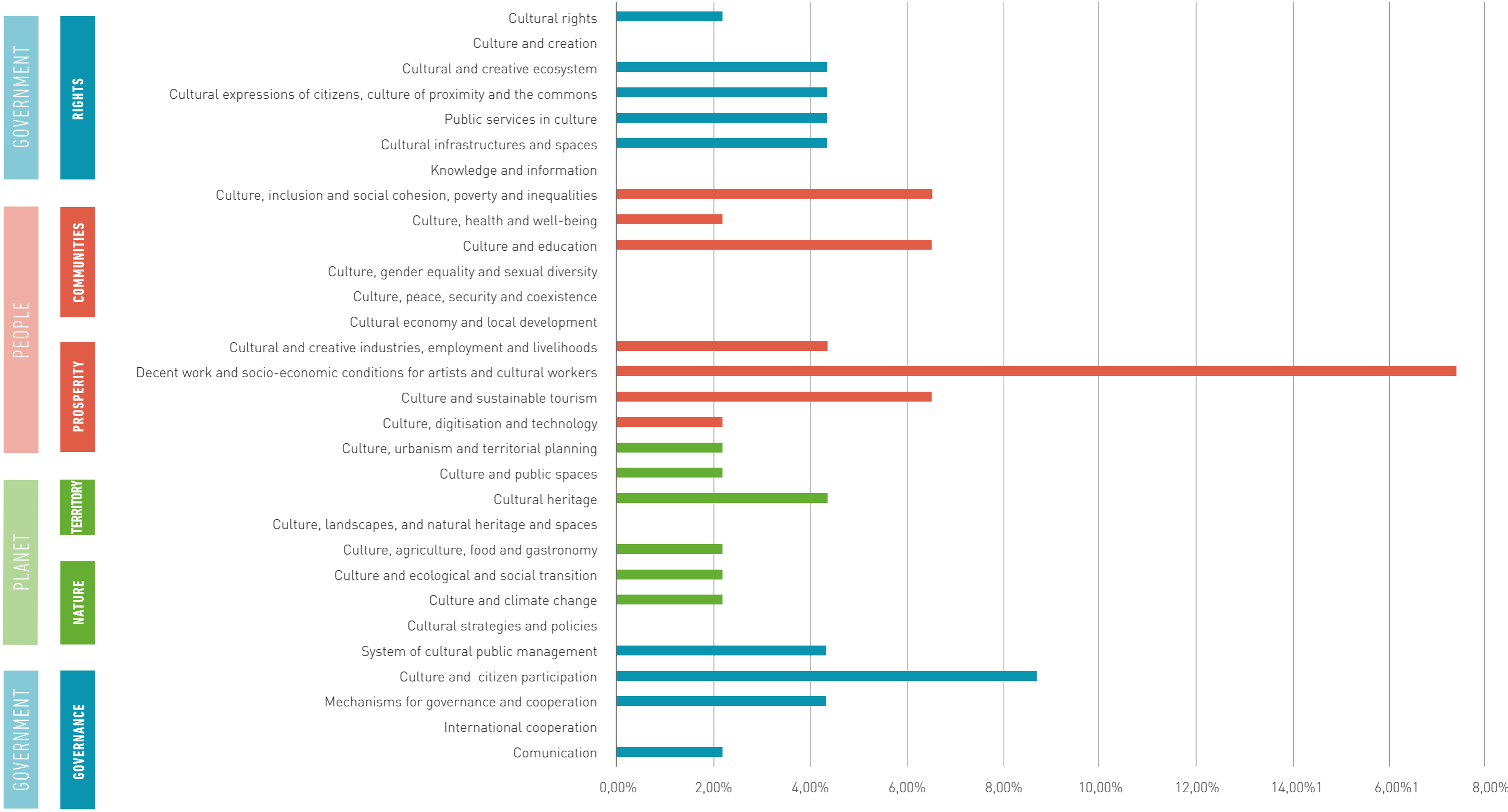


Figure 3. Prioritisation of Culture 21 PLUS areas by participants

NEXT STEPS

The consultation workshop organised in the City of Jinju helped shape the new toolkit Culture 21 PLUS with concrete inputs and feedback, and paved the way for other cities worldwide to participate in this global testing process until 2025. Next steps include the participation in the 5th UCLG Culture Summit in Dublin (28 November – 1 December 2023) to provide insights on the ongoing process, alongside Mexico City and other cities of the network, and the preparation of a self-assessment workshop based on Culture 21 PLUS as one of the central activities of Jinju Leading City in 2024, to analyse the implementation of Jinju's rights-based local cultural policies and programmes, including pilot measures designed within the Jinju Pilot City programme.

ANNEX 1.

RESULTS OF THE PARTICIPATORY MOMENTS

WHAT IS THE BLOCK WITH THE HIGHEST RELEVANCE FOR JINJU? (15 VOTES)

- Block 1: Rights 2
- Block 2: Communities 1
- **Block 3: Prosperity 8**
- Block 4: Territories 2
- Block 5: Nature 1
- Block 6: Governance 1

WHAT ARE THE 3 AREAS WITH THE HIGHEST RELEVANCE FOR JINJU AT PRESENT? (46 VOTES)

- Area 1 | Cultural rights 1
- Area 2 | Culture and creation 0
- Area 3 | Cultural and creative ecosystem 2
- Area 4 | Cultural expressions of citizens, culture of proximity and the commons 2
- Area 5 | Public services in culture 2
- Area 6 | Cultural infrastructures and spaces 2
- Area 7 | Knowledge and information 0
- Area 8 | Culture, inclusion and social cohesion, poverty and inequalities 3
- Area 9 | Culture, health and well-being 1
- Area 10 | Culture and education 3
- Area 11 | Culture, gender equality and sexual diversity 0
- Area 12 | Culture, peace, security and coexistence 0
- Area 13 | Cultural economy and local development 0
- Area 14 | Cultural and creative industries, employment and livelihoods 2
- **Area 15 | Decent work and socio-economic conditions for artists and cultural workers 8**
- Area 16 | Culture and sustainable tourism 3

- Area 17 | Culture, digitisation and technology **1**
- Area 18 | Culture, urbanism and territorial planning **1**
- Area 19 | Culture and public spaces **1**
- Area 20 | Cultural heritage **2**
- Area 21 | Culture, landscapes, and natural heritage and spaces **0**
- Area 22 | Culture, agriculture, food and gastronomy **1**
- Area 23 | Culture and ecological and social transition **1**
- Area 24 | Culture and climate change **1**
- Area 25 | Cultural strategies and policies **0**
- Area 26 | System of cultural public management **2**
- Area 27 | Citizen participation **4**
- Area 28 | Mechanisms for governance and cooperation **2**
- Area 29 | International cooperation **0**
- Area 30 | Communication **1**

**WHICH 3 AREAS COULD BE WORTH DEEPENING IN THE
FRAMEWORK OF THE JINJU LEADING CITY PROGRAMME?
(22 VOTES)**

- Area 1 | Cultural rights **0**
- Area 2 | Culture and creation **0**
- Area 3 | Cultural and creative ecosystem **1**
- Area 4 | Cultural expressions of citizens, culture of proximity and the commons **1**
- Area 5 | Public services in culture **0**
- Area 6 | Cultural infrastructures and spaces **0**
- Area 7 | Knowledge and information **1**
- Area 8 | Culture, inclusion and social cohesion, poverty and inequalities **1**
- Area 9 | Culture, health and well-being **0**
- Area 10 | Culture and education **2**
- Area 11 | Culture, gender equality and sexual diversity **1**
- Area 12 | Culture, peace, security and coexistence **0**
- Area 13 | Cultural economy and local development **0**
- Area 14 | Cultural and creative industries, employment and livelihoods **2**
- Area 15 | Decent work and socio-economic conditions for artists and cultural workers **2**
- Area 16 | Culture and sustainable tourism **2**

- Area 17 | Culture, digitisation and technology 0
- Area 18 | Culture, urbanism and territorial planning 0
- Area 19 | Culture and public spaces 0
- Area 20 | Cultural heritage 0
- Area 21 | Culture, landscapes, and natural heritage and spaces 0
- Area 22 | Culture, agriculture, food and gastronomy 1
- Area 23 | Culture and ecological and social transition 1
- Area 24 | Culture and climate change 2
- Area 25 | Cultural strategies and policies 0
- **Area 26 | System of cultural public management 4**
- Area 27 | Citizen participation 1
- Area 28 | Mechanisms for governance and cooperation 0
- Area 29 | International cooperation 0
- Area 30 | Communication 0

WRITE 1 SPECIFIC EXAMPLE OF ALREADY EXISTING LOCAL CULTURAL POLICIES AND PROGRAMMES THAT ARE CONNECTED THE MOST VOTED AREAS THAT COULD BE WORTH DEEPENING IN THE FRAMEWORK OF THE JINJU LEADING CITY PROGRAMME. (15 INPUTS)

- **2.** Artists in Residence Programme (1 vote)
- **4 and 26.** Related shortage and assistance (1 vote)
- **6.** The Gaecheon Arts Festival and Yudeung Festival, the first local art festivals, which are flourishing (1 vote)
- **10.** “K” Entrepreneurship Centre; Cultural heritage educational visits; Jinju folk art dissemination; One person one talent project (folk art dissemination activity for underprivileged areas); Developing a sustainable culture through education that allows youth to enjoy culture (6 votes)
- **14.** Artists in Residence Programme (1 vote)
- **15.** Jinju folk art dissemination (1 vote)
- **20.** Acceptance of modern changes in traditional culture (1 vote)
- **27.** Craft Learning Classes, Jinju Citizen Traditional Crafts School. Desire to expand the scope to on-site activities rather than specialized spaces for cultural activities. (3 votes)

ANNEXE 2. PARTICIPANTS IN THE WORKSHOP

LOCAL GOVERNMENT

강동민, 진주시 문화예술과 / 문화산업팀

Dong Min KANG, Team Leader, Cultural Industry Team, Division of Culture & Arts

강병주, 진주시 문화예술과 / 문화재팀

Byungju KANG, Cultural Heritage Team, Division of Culture & Arts

CIVIL SOCIETY ORGANIZATIONS

성윤학, 진주문화관광재단/ 팀장

Yunhak SEONG, Team Leader, Jinju Culture and Tourism Foundation

유효숙, 한국예술인총연합회 진주지부

Hyo Suk YU, Jinju Branch, Korea Artists Associations

PRIVATE SECTOR

임밝은, 바느질협동조합/ 대표

Balgun YIM, Representative, Sewing Cooperative Society

ACTORS REPRESENTING DIFFERENT CULTURAL FIELDS

남성진, 진주삼천포농악/ 연희자

Seongjin NAM, Professional Performer, Jinju Samcheonpo Nongak(Farmers' performance)

안라연, 두석/ 공예가

Layeon AN, Artisan, Metal Crafts

박민철, 나무가 담아내는 이야기/ 공예가

Mincheol PARK, Artisan, Namuya Workshop

심재원, 한·중차문화원/ 원장

Jawon SIM, Head, Korean-Chinese Tea Culture Institute

윤순혜, 서경방송/ 팀장

Soonhye YOON, Team Leader, Seokyung Cable Television Co. Ltd

PROFESSIONALS AND ORGANISATIONS REPRESENTING OTHER AREAS OF SUSTAINABLE DEVELOPMENT

정종순, 지역문화예술교육/ 강사

Jongsoon JUNG, Instructor, Local culture & arts education

황규완, 진주교육대학교/ 교수

Kyu Wan HWANG, Professor, Chinju National University of Education

고명정, 진주 YWCA/ 사무총장

Myungjung KO, General Secretary, Jinju YWCA

정나리, LH 토지주택박물관장

Na Ri JEONG, Director, Land & Housing Museum

김우식, 경남관광협동조합 대표

Woosik KIM, Representative , Gyeongnam Tourism Cooperative

UCLG

마르타 요벳, UCLG 문화위원회 전문가

Marta LLOBET, UCLG, Committee on Culture

FACILITATOR

정병훈, UCLG 리딩시티 포컬포인트

Byung Hoon JEONG, Jinju Focal Point, UCLG Leading City

INTERPRETATOR

권수현, 진주시청 기업통상과

Soohyun KWON, Staff, Division of Business and Trade

STAFF

한사비, 진주문화관광재단

Sabi HAN, Staff, Jinju Culture and Tourism Foundation



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