

# EVALUATION AND RECOMMENDATIONS

## FINAL REPORT

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DECEMBER 2020



**culture 21**

UCLG Committee

In November 2020, to commemorate the city's completion of its participation as a Pilot City in Agenda 21 for culture since 2018, La Paz held a closing ceremony that included a final conference and an evaluation of its results. This report aims to highlight and evaluate the implementation of the pilot measures and the different activities carried out in La Paz since 2018 within the framework of its Pilot City work programme, as well as to provide critical analysis and recommendations for the future.

The assessments detailed in the report<sup>1</sup> are based on four work and evaluation sessions held in November 2020, which were conducted online due to the COVID-19 pandemic. About 70 people participated in these sessions, from both the Ministry of Cultures and other local government sectors, as well as from various civil society organizations (see Appendix for the list of participants).

This report was written by Antoine Guibert, an expert on Agenda 21 for culture acting as a consultant to the city of La Paz in its Pilot City initiative, in collaboration with the UCLG Committee on Culture.

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<sup>1</sup> This document is a summary of the original report in Spanish. To see the full report, as well as comments and recommendations on pilot measures follow-up, access the full document in Spanish.

FINAL  
ASSESSMENT



# BACKGROUND

Since the beginning of the La Paz Pilot City Programme, the city has carried out the following activities and initiatives:

- August 2018: A self-assessment exercise was held that focused on the city's cultural and sustainable development policies as they pertained to Culture 21: Actions. This exercise made it possible to assess the strengths and weaknesses of the city, provide perspective on the work done, as well as identify areas that might require further follow-up.
- September 2018 – January 2019: A work programme with pilot measures was designed to respond to the needs and proposals identified during the self-assessment process. Six (6) work areas were outlined within this work programme, consisting of fourteen (14) pilot projects.
- January 2019 – November 2020: La Paz implemented the work programme and its various pilot measures through a series of local activities outlined below.
- June 2019: Work and participatory assessment sessions were held on the implementation of the work programme, followed by an internal monitoring report "Local Actions – Visiting La Paz".
- November 2019: La Paz officials embarked on an educational visit to the city of Bogotá, Colombia, a member of the Leading Cities programme.
- November 2020: Final closing stage. Work and participatory assessment sessions were held to evaluate the implementation of the work programme. In addition, 3 international online seminars were organized with several Leading and Pilot cities from throughout Latin America.



# DEVELOPMENT OF THE PROGRAMME

**“GOVERNANCE OF CULTURE”** - La Paz implemented a pilot measure on the “Comprehensive, Strategic, and Interdisciplinary Municipal Planning of Cultural Initiatives as the Fourth Pillar of Sustainable Development”:

## **ADOPTION OF THE MUNICIPAL STRATEGIC CULTURE PLAN “2021-2025” - THAKISAWA**

The plan was carried out after a nearly 2-year participatory work programme, which involved the development of spaces for dialogue with 9 Main District workshops, 12 sector-wide workshops, and a series of interviews with key people, as well as various spaces for discussion and debate. The plan was scheduled to be adopted in December 2020. A process of sharing the plan was initiated with 38 civil society organizations and 28 authorities under the Municipal Autonomous Government of La Paz (GAMLPL). The document was to be approved in December 2020 during the 4th Culture Days conference, an event that fosters civil society participation in the La Paz Law on Cultures, with the involvement of various sectors and territorial committees. The result of this was the formation of the Citizens’ Council for Arts and Culture Planning (CONCIPCULTA).

## **ESTABLISHING RESPONSIBLE CO-MANAGEMENT MECHANISMS FOR THE IMPLEMENTATION OF MUNICIPAL CULTURAL POLICIES:**

Under this project, La Paz seeks to promote a more horizontal approach to cultural co-management of the city alongside civil society, which involves both citizens and civil society organizations in municipal cultural management processes. To this end, various co-management mechanisms were established at the regional level and across different spaces.

First, seven District-Wide Territorial Urban Cultural Committees and two Rural District Committees were formed to offer broader representation of civil society, and subsequently support the cultural and municipal management throughout the city at the district level. Similarly, dialogue spaces were created in 10 workshops with regional representatives from the 9 main districts.

Additionally, 11 Committees to Strengthen Decentralized Cultural Management were developed and implemented with a focus on the District Cultural Centres and the regional libraries.

Other organization and meeting spaces used for specific events were established. These included the Observatory of Cultures Committee, the Steering Committee for Spaces of Historical Memory, or the MEGAFEST advisory committee.

Finally, the CONCIPCULTA internal regulations were drafted and its regional cultural committees were set up in order to strengthen the functioning of this representative body. Furthermore, a strategic guidelines document for the Regional Cultural Plans for each of the Main Districts was developed.



# DEVELOPMENT OF THE PROGRAMME

**“CULTURE, INFORMATION, AND KNOWLEDGE”** - La Paz implemented a pilot measure on an “Integrated Information, Measurement, and Evaluation System for Cultural Work in the City of La Paz”. This pilot measure aimed to address the city’s lack of a system for information and cultural assessment. It was developed around the pilot project that created the Observatory on Culture for the City of La Paz in October 2018 as a permanent, interactive, and participatory information system open to institutions, cultural actors, and communities from throughout the municipality. Following this, a Municipal Cultural Information System for the City of La Paz was set up in addition to the creation of a system of indicators on consumption and cultural behaviour.



# DEVELOPMENT OF THE PROGRAMME

**“CULTURE AND ECONOMY”** - La Paz implemented a pilot measure on the “Municipal Policy for the Development, Promotion, and Strengthening of the Cultural and Creative Economies for the City of La Paz”:

## **ESTABLISHING A MUNICIPAL PROGRAMME TO STRENGTHEN AND SUPPORT THE CITY’S CULTURAL AND CREATIVE ECONOMIES:**

Under this programme, La Paz seeks to promote local cultural economies and support cultural entrepreneurs. The plan outlines five key pillars: Strengthening the institutional and regulatory framework; Measuring and managing knowledge; training and innovation; networking and markets; incentives and financing.

## **FOCUART (MUNICIPAL GRANT FUND FOR CULTURE AND THE ARTS)**

The Municipal Grant Fund for Culture and the Arts (FOCUART) establishes six approaches for strengthening the arts and culture sector. This fund is an injection of economic resources that will promote cultural and creative economies through projects that are selected and supported annually. In 2019, FOCUART approved financing for 113 projects for a total of Bs 1,969,500 (approx. US\$290,000).

## **THE LA PAZ CULTURAL AND THE CREATIVE INDUSTRIES MARKET (MICC3600)**

In October 2018, the Market for Cultural and Creative Industries in La Paz (MICC3600), was held for the first time. Its aim was to aid in the promotion, dissemination, and mobility of cultural actors at home and abroad. In its first year, 196 participants from 8 creative sectors and 90 applicants from 35 cities from 15 countries all took part.

## **ESTABLISHING A TRAINING PROGRAMME FOR THE ARTS AND CULTURE PRODUCTION SECTORS:**

This programme helped create an “Incubator for Cultural Projects and Entrepreneurship” that acts as a platform to support cultural entrepreneurs to develop their initiatives. The Incubator provides support and other services for the analysis, assessment, and identification the current status of a project. The programme also aids in innovation, creation, design, production management, marketing and communication, as well as market and distribution analysis. Between 2018 and 2019, nearly 90 projects benefited from the Incubator’s support services.

## **CREATING THE LA PAZ FILMA FILM COMMISSION:**

In 2019, La Paz Filma was set up to promote the city of La Paz as a filming location for national and international productions alike. This Film Commission was established along with a strategic plan and an operating manual.

6 Under this body, between 2019 and 2020 logistical support was provided for over 70 productions.



# DEVELOPMENT OF THE PROGRAMME

**“CULTURE, EQUITY, AND SOCIAL INCLUSION”** - La Paz implemented a pilot measure for the “Decentralization and Democratization of Cultural Events from a Social Inclusion Perspective”:

## **ESTABLISHING A NETWORK OF DECENTRALIZED CULTURAL SPACES:**

The Regional Libraries Network and the District Cultural Centres were strengthened in order to decentralize cultural events in the outer areas of the city.

Between 2018 and 2020, 13 cultural facilities and infrastructure was constructed or refurbished in the city’s outlying areas. A significant effort was also made to update the facilities and buildings throughout the entire network. One example included opening five district telecentres. Today, La Paz has 17 decentralized libraries, one literary cultural centre, three District Centres and a small theatre. Additionally, the city sought to improve programmes at the different District Centres, and undertook artist-driven beautification mural projects. Eleven (11) co-management committees have been created and established in the District Cultural Centres and the Regional Libraries with the aim of improving the programmes that are offered, and encouraging decentralized citizen participation. Finally, a Cultural Map of the City of La Paz was made to learn more about the local realities in order to promote cultural decentralization.

## **CREATION OF THE HABIT-ARTE (LIVING WITH ART) PROGRAMME IN REAL NEIGHBOURHOODS AND COMMUNITIES:**

Since 2005, the city of La Paz has used the success of the Real Neighbourhoods and Communities programme to drive socially focused initiatives in more than 100 neighbourhoods and communities across the municipality. The Habit-Arte (Living With Art) programme was created for Real Neighbourhoods and Communities in order to incorporate arts interventions into this existing programme. It also aimed to establish a core principle that is based on collaboration between the Department of Cultures and the Real Neighbourhoods and Communities programme.

Since 2018, this initiative has been implemented in eight pilot neighbourhoods with a co-management approach between institutions and associations. As a result, 12 arts awareness projects were carried out with more than 300 participants. Two Qullañ Uta sites were set up as intercultural medical centres. Additionally, one component of Habit-Arte was integrated into FOCUART 2020 for neighbourhoods and communities across the city.

## **CREATING THE INTEGRARTE PROGRAMME:**

The IntegrArte programme aims to promote free and open participation in cultural life for all people equally, while also maintaining a global perspective on their exercise of cultural rights.



# DEVELOPMENT OF THE PROGRAMME

Under this programme, a stall was set up at the Sunday Cultures Fair for people with disabilities and those in other vulnerable populations. Several activities were carried out, which included the following: awareness-raising talks; cultural caravans to generate arts and culture activity in rural spaces; 4 art workshops at reintegration centres and hospitals; arts presentations and workshops for the elderly; inclusive practices experiences; setting up life insurance for artists; establishing the Munasiña Pacha Programme to provide support for actors in the cultural sector that are at an increased social risk due to the pandemic; strengthening collaborative networks; inclusion of persons with disabilities in developing the Observatory on Cultures and the Cultural Participation, Perception, and Consumption Survey.





# DEVELOPMENT OF THE PROGRAMME

**“CULTURE, URBAN PLANNING, AND PUBLIC SPACES”** – The city developed a pilot measure on “Recovery and Valuing Urban Architectural Heritage in the City of La Paz”:

## **CREATING A REGULATORY SYSTEM TO PROMOTE AND SAFEGUARD HERITAGE:**

Since 2019 a series of laws, regulations, and Municipal Decrees were enacted to provide legal protection for the city’s cultural heritage.

## **INITIATING THE FIRST PHASE OF THE PROJECT TO RESTORE AND IMPROVE URBAN PERSPECTIVES OF HERITAGE IN THE SAGÁRNAGA, LINARES, AND JIMÉNEZ AREA:**

This project aims to restore and revitalize urban views on heritage in the centre of La Paz by updating the tangible heritage and improving cultural and tourism activities.

Since 2018, 12 facades of heritage buildings have been restored, three of which were restored with the help of the La Paz Restoration Workshop School, while 20 final facade repair plans for heritage properties were developed in preparation for future restorations. Furthermore, two murals were also created in the city centre. Finally, a number of awareness-raising workshops were held.



# DEVELOPMENT OF THE PROGRAMME

**“CULTURE AND ENVIRONMENT”** - La Paz developed a pilot measure on “Recovery of Ancestral Knowledge and Emphasizing the Importance of Cultural and Natural Heritage”:

## **STRENGTHENING CULTURAL TOURISM IN THE ZONGO RURAL DISTRICT:**

In this rural region outside the city centre, a Tourism Revitalization Strategy was developed for the communities of Umopalca and Chiviraque alongside the Municipal Agency for Tourism Development – La Paz Maravillosa. Additionally, the following projects were carried out: the Cañaviri Church was restored; a registry of archaeological sites, Pre-Columbian roads, and cave art was created for the district; research and publication were carried out on the Chirini Tiquimani Cave Art Site with the Bolivian Cave Art Research Society (SIARB).

## **INTERCULTURAL HEALTH: THE STRENGTHENING AND CREATION OF THE QULLAÑ UTA CENTRES FOR INFORMATION AND GUIDANCE ON TRADITIONAL MEDICINE:**

The Qullañ Uta are Traditional Medicine Information and Guidance Centres that offer intercultural health services by naturopathic specialists, spiritual guides and Amautas, midwives, traditional doctors, and Kallawayas. La Paz had previously created three Qullañ Uta locations, and the project seeks to strengthen the existing centres as well as set up new ones. In 2020, two new Qullañ Utas will be inaugurated in the Bajo Tejar and Cotahuma communities, located at the outskirts of the city. Along with this, two plots used to grow medicinal plants were set up and a basic guide on naturopathy was published. Finally, two meetings were held for participants to exchange ancestral skills and knowledge of traditional medicine, and activities were carried out on intercultural health at 25 Sunday fairs.



# CONCLUSIONS

Since 2018, the city of La Paz has undertaken an enormous effort to implement its work programme and pilot measures. The breadth of the programmes and activities carried out over this short time is impressive and warrants much praise. The vast majority of activities helped to demonstrate the larger impact of cultural actions on sustainable development for the territory, economy, and social spheres. La Paz has also demonstrated that it can establish a highly participative system of governance, which could be considered one of the most advanced in the Latin American region. This could also be used to promote the cultural co-management of the city alongside civil society. Finally, it is worth highlighting the quality and commitment of the teams within the Ministry of Cultures, whose work has produced such excellent results. Indeed, the city of La Paz ranks among the top cities in the world for its implementation of cross-cutting, sustainable, and citizen-focused cultural policies.



# ANNEX 1: LIST OF PARTICIPANTS

## NAME - SURNAME

## ORGANIZATION

**Table 1: Comprehensive, Strategic, and Interdisciplinary Municipal Planning of Cultural Initiatives as the Fourth Pillar of Sustainable Development**

### VISITING PARTICIPANTS

Elías Blanco	Jaime Sáenz District Cultural Centre Committee
Iveth Saravia	Fabric of Community Living Culture
Noreen Guzman de Rojas	Simon I. Patiño Centre
Beatriz Gonzales de Costa	Alto Pampahasi regional committee
David Pinto	9 de Abril Neighbourhood Committee President
Judith Vidaurre	Asoadanz
Victor Hugo Angulo	Concipculta

### SMC

Mónica Reyes Limpías	DECM
Fernando Ballesteros	Office
Fanny Segurondo	Office
Erika García	Cefomart

**Table 2: Pilot City - Culture and Economy**

### VISITING PARTICIPANTS

Gabriela Arancibia Peredo Senapi	Copyright and related Rights Management
Lic. Viviana Castillo Castel	Banco Sol
Danny Villacorta	Banco Sol
Leonor Valdivia	Department of Arts and Culture at the San Pablo Catholic University of Bolivia
Lic. Pedro Querejazu	
Viviana Saavedra	ProdA Bolivia
Reynaldo Lima	Audiovisual coordinator
Isabel Álvarez	Folk de los pueblos
María Fernanda Antuña	Mandala música
Amilcar Contreras	Bolivian Video Game Association

# ANNEX 1: LIST OF PARTICIPANTS

NAME - SURNAME	ORGANISATION
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## GAMPLP

Lic. Franz Gallardo Rivas	Advisor to the Executive Secretary
Lic. Kevin Martínez	Municipal department of international cooperation
Lic. Álvaro Medrano	Office of Entrepreneurship and Innovation of the Department of Economic Development
Lic. Patricia Suarez	Office of Municipal Managers
Lic. Fernando Villagra	Municipal Department for Tourism Development in La Paz
María Lourdes Benavides	Municipal Department for Tourism Development in La Paz
Lic. Ramiro Burgos	Municipal Secretariat for Mobility and Transport
Lic. Martin Fabri	Management of Companies, Bodies, and Public Services

## SMC

Gabriela Claros	UFIAC
Marcelo Montes	UFIAC
Erika García	Celomart
Isabel del Granado	Celomart
Mary Monje	UFIAC
Micol Balderrama	UFIAC
Rocío Álvarez	UFIAC

**TABLE 3: Culture, Equity, and Social Inclusion – City**

## VISITING PARTICIPANTS

Maria Isabel Istaca	Oral Storyteller, Afro-Bolivian community
Adalid Jimenez	Zonal committee
Peggy Martinez	Qalahuma coordinator
Elias Blanco	Jaime Sáenz District Cultural Centre Committee
Mamerto Callizaya	Jiwasa Community Centre Cultural Committee
Jhonatan Arancibia	General Secretary of the Diversity Council
Anibal Lima	Representative of the Copacabana Villa Reading Committee

# ANNEX 1: LIST OF PARTICIPANTS

NAME - SURNAME	ORGANISATION
<b>GAMLPL</b>	
Edgar Pacheco	Director of Municipal Research and Information
Silvana Gonzales	Program Manager for Real Neighbourhoods and Communities
Jhenny Veliz	Director of Citizen Culture at GAMLPL (zebras)
<b>SMC</b>	
Gabriela Cuba	Department of Promotion
Constantino Choque	Department of Spaces
Paola Tearán	Department of Promotion
Efrain Baptista	Regional Coordinator of Local Libraries
Mary Monje	DFPAC



# CONTACT

For more information on this exercise, please contact:



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