

FINAL REPORT JINJU

JUNE 2022



culture 21
UCLG Committee

ACTIVITY

Final Conference

DATE

28 June 2022

PLACE

Jinju (Republic of Korea)

FINAL
REPORT





CONTEXT

On 28 June 2022, to commemorate Jinju City's completion of its participation as a Pilot City of the UCLG Committee on Culture since 2019, the city held a closing ceremony that included a final conference, followed by the 7th Jinju International Forum on UNESCO Creative Cities on the next day. This report aims to summarize the event and present the implementation of the pilot measures and the different activities carried out in Jinju since 2019 within the framework of its Pilot City work programme, as well as to provide recommendations for the future.

The Pilot City programme aims to promote self-evaluation, local dialogues, and policy innovation in cities, on the basis of [Culture 21 Actions](#), a document which fosters the integration of the cultural dimension in local approaches to sustainable development. In 2019, the city of Jinju set up a local team consisting of public, private and civil society representatives, and has received support from UCLG Culture Committee and external experts to take advantage of cross-border peer learning activities.

The final conference programme proceeded according to the 'How To' guide provided by the UCLG Culture Committee, following its standard methodology. Due to the Covid-19 pandemic restrictions, and according to the proceedings for the previous peer learning activities – the event was hybrid, and counted with participants in Jinju and online. Simultaneous interpretation between Korean and English was provided for all.

AIMS

The main objective of this event was to (1) **share and measure the progress made by Jinju City** as a Pilot City of the Global programme, and (2) **introduce the conclusions of Jinju City's work** in the framework of the new local and global post-COVID context.

Specific aims of the final conference included the following:

- To **present the participation of Jinju City in the Pilot Cities Global programme**, including its adaptation to the pandemic and overall recovery strategy.
- To **review the pilot measures** (Arts Delivery Programme, Jinju Artists in Residence and City and Culture Lab) **and activities** conducted by Jinju City within its **work programme** as a Pilot City of the UCLG Committee on Culture.



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- To **update the self-assessment of Jinju Pilot City and identify key issues and main challenges** for the city's cultural policies in the post-pandemic era.
- To **share and exchange the efforts and experiences of Jinju and other cities** related to shared topics of interest (e.g. cultural participation of vulnerable groups and the rural-urban gap, internationalization through art residencies and cultural events, creative industries, and cultural and creative uses of public space).
- To **deliver and to present the results of the serious game “More than a 100 green cultural dreams”** designed by Inforelais, by expert Sylvia Amann. This cooperative game allows reflection on cultural opportunities of the required ecological transformation in the context of climate emergency.

AGENDA

The programme was set as follows:

(Nota bene: Time indications refer to Korea Standard Time – KST, with Central European Time – CET in brackets)

The facilitator of the event was **Yongmin Shin**, Jinju interlocutor of the Pilot Cities programme, and Professor of German and German Literature Department at Gyeongsang National University.

13.00 KST Only for physical participants: “More than a 100 green cultural dreams”. **Sylvia Amann**, Director of Inforelais.

15.00 KST Break.

15.50 KST Registration.

16:00 (9:00) Pledge of allegiance.

Introduction of participants and presenters.

Opening Speech by **Wonsik MIN**, Executive Director of Jinju Culture and Tourism Foundation.

Welcome Speech by **Kyoo-il Jo**, Mayor of Jinju City.



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Congratulatory speeches by:

- o **Bernadia Tjandradewi**, Secretary General of UCLG-ASPAC (online).
- o **Maria Kim**, Senior Manager of the International Cooperation Department at the Governors Association of Korea – GAOK.
- o **Jordi Pascual**, Coordinator of the UCLG Committee on Culture.

Photo session with participants, presenters and members of the Committee.

16:10 (9:10) Presentation 1. Introduction to the review of Jinju Pilot City programme and the progress of its pilot measures, by Professor **Byung-Hoon Jeong**, Focal Point of the Pilot Cities programme and Emeritus Professor at Gyeongsang National University.

16:25 (9:25) Presentation 2. Results and radar of the 2nd self-assessment workshop, by **Cho-yeon Bak**, Jinju interlocutor of the Pilot Cities programme and Professor at Chinju National University of Education.

16:35 (9:35) Presentation 3. Comments to the overall progress of the Jinju Pilot City programme, by **Jordi Pascual**; **Sylvia Amann**; **Marta Llobet**, Learning and Advocacy Officer at UCLG Committee on Culture, and other participants.

Questions & answers.

17:05 (10:05) Presentation 4. Results of the serious game “More than a 100 green cultural dreams” by **Sylvia Amann**.

17:15 (10:15) Presentation 5. The future trends in cultural policy after the pandemic, by **Jordi Pascual**.

17:45 (10:45) Group discussion and questions & answers. Moderator: **Jordi Pascual**.

18:15 (11:15) Final words and end of the session.



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The final conference enabled participants to understand and discuss progress made throughout the implementation of the work programme of Jinju as a Pilot City, as well as to take a future-oriented perspective on what further steps the city could take to continue strengthening the cultural dimension of its approach to sustainable development, considering global and local challenges of the post-pandemic era. In line with the principles of the Pilot Cities programme, this one-day event provided space for open discussion involving representatives of the local government, civil society, individual citizens and guest experts.

The event provided a complete review of the programme, with key results and themes to be addressed, and took stock of the progress of pilot measures and activities implemented by Jinju City in the context of the programme. It included: a) a review of the 2nd self-assessment workshop held on 30 March 2022 and the resulting radar; b) a general assessment of the implemented pilot measures and recommendations, c) future perspectives and trends.





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SERIOUS GAME: “MORE THAN A 100 GREEN CULTURAL DREAMS”

Before the start of the final conference, the first “Green Culture Action Plan” for the city of Jinju was elaborated, based on the Inforelais serious and cooperative game “More than a 100 green cultural dreams”. This serious game provides cultural, city and regional stakeholders with a first action plan and orientation for green transformation, and it reflects the cultural opportunities of the required changes.

The action planning game was played with 9 local stakeholders in a two-hour session. The following priority actions were identified – covering 4 main areas:

1. Green Culture Education and Training
2. Green Marketing and Sustainable Tourism
3. Green Socio-Cultural Action and Public Space
4. Green Cultural Management

The presentation of Jinju’s Green Culture Action Plan was delivered by Sylvia Amann as part of the final conference.

PRESENTATIONS

The final conference started with the welcoming words of Wonsik MIN, Executive Director of Jinju Culture and Tourism Foundation, and Kyoo-il Jo, Mayor of Jinju City, as well as the congratulatory speeches by Jordi Pascual, on behalf of Bernadia Tjandradewi, Secretary General of UCLG-ASPAC, and as coordinator of the UCLG Committee on Culture, and Maria Kim, Senior Manager of the International Cooperation Department at the Governors Association of Korea – GAOK. A picture of participants, presenters and members of the Committee gave way to a round of presentations.

Introduction to the review of Jinju Pilot City programme

Professor Byung-Hoon Jeong, focal point of the Jinju Pilot City programme and Emeritus Professor at Gyeongsang National University, presented the Jinju Pilot City programme and the progress of its pilot measures: (a) Arts Delivery Programme, (b) Jinju Artists in Residence and (c) City and Culture Lab. He emphasized the importance of the programme to promote the shift of local policies to sustainable development in order to solve global and local challenges, and the new role that culture had acquired in the local urban administration.

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The steps of the programme included a first self-assessment workshop, with scores higher than the international average, excluding the culture, urban planning and urban space domain; the design and implementation of a work programme based on the results of the workshop, with the pilot measures (a) Culture and arts delivery programme, (b) Jinju Artist Residence programme, (c) City and Culture Lab and (d) Creative City activities such as the International Journal on Crafts and Folk Arts, the Jinju Traditional Crafts Biennale and the Jinju Folk Arts Biennale, among others; two online peer-learning events hosted by Austrian cities and Jinju, and a second self-assessment workshop.

As recommendations stemming from the programme, Professor Byung-Hoon Jeong mentioned:

- o The need to keep including marginalized groups into the local cultural life
- o The internationalisation of the cultural assets of Jinju city and
- o The effective use of public space to promote cultural activities for all

Results and radar of the second self-assessment workshop

Cho-yeon Bak, Jinju interlocutor of the Pilot Cities programme and Professor at Chinju National University of Education, presented the results and radar of the second self-assessment workshop, held in Jinju on 29 March 2022, with the aim to understand the changes in the public cultural policies and cultural reality resulting from its three years of endeavours since 2019, when the city adopted culture as one of its four pillars of sustainable development alongside society, economy and environment.

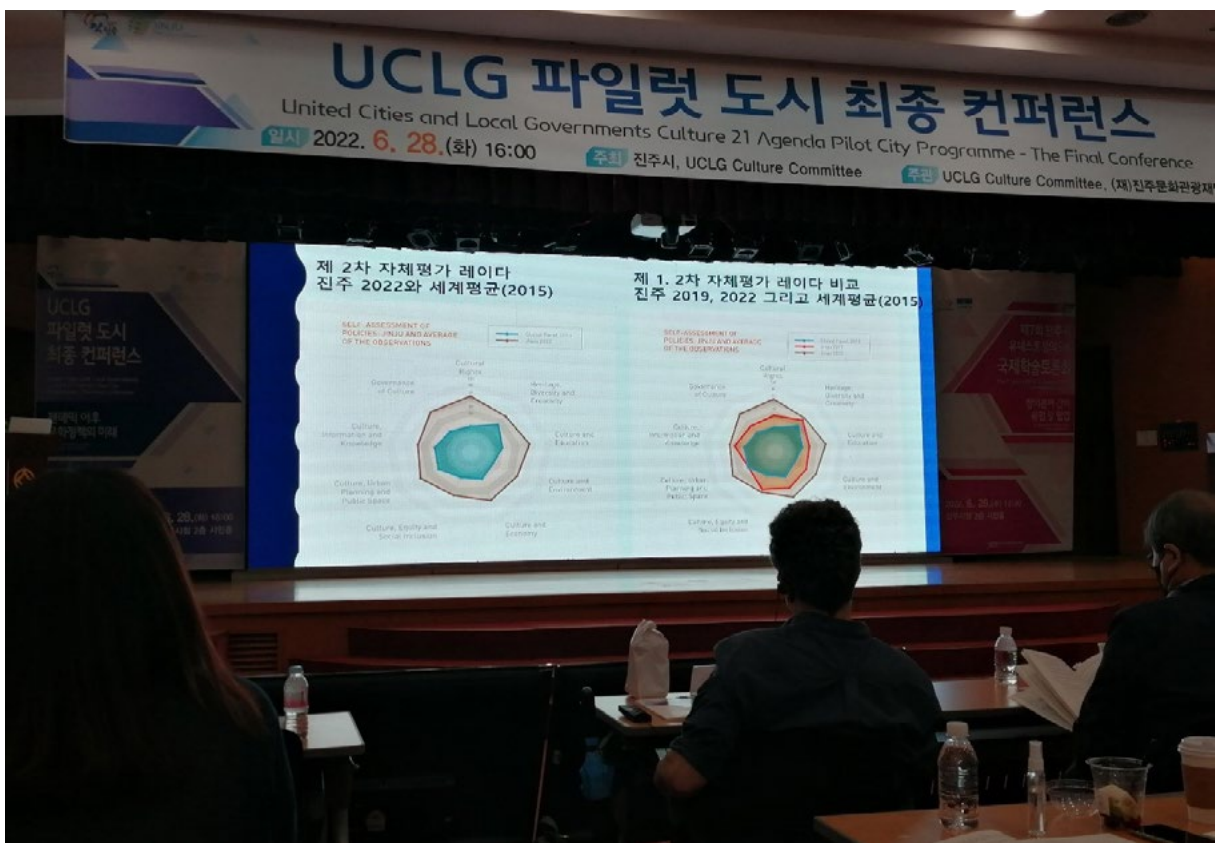


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Due to the strict quarantine rules and social distancing imposed by the pandemic, there had to be limitations on time, space and number of participants, and the scope of evaluation had to be narrowed down to 32 actions, instead of the 100 actions of Culture 21 Actions, according to 3 guiding principles: (1) actions of similar nature under each commitment were grouped into several categories and representative actions were selected from each category; (2) priority was given to those actions for which Jinju received low scores in the first self-assessment, (3) those actions most likely to have been affected by Jinju's Pilot Measures were selected.

The results shown that the city has made a meaningful progress in the commitments (1) Cultural rights, (3) Culture and education, (7) Culture, urban planning and public space, and (9) Governance of culture. At this moment, Jinju's cultural policies are mostly in the advanced stage. Recommendations for improvement include:

- o Stepping up efforts to ensure social inclusion at all levels
- o Fostering the involvement of residents in rural and culturally marginalized villages and vulnerable groups in cultural life
- o Industrialising and internationalising Jinju's cultural assets with adequate resources
- o Promoting intergenerational cooperation and
- o Using public spaces as sources for cultural interaction and creation.



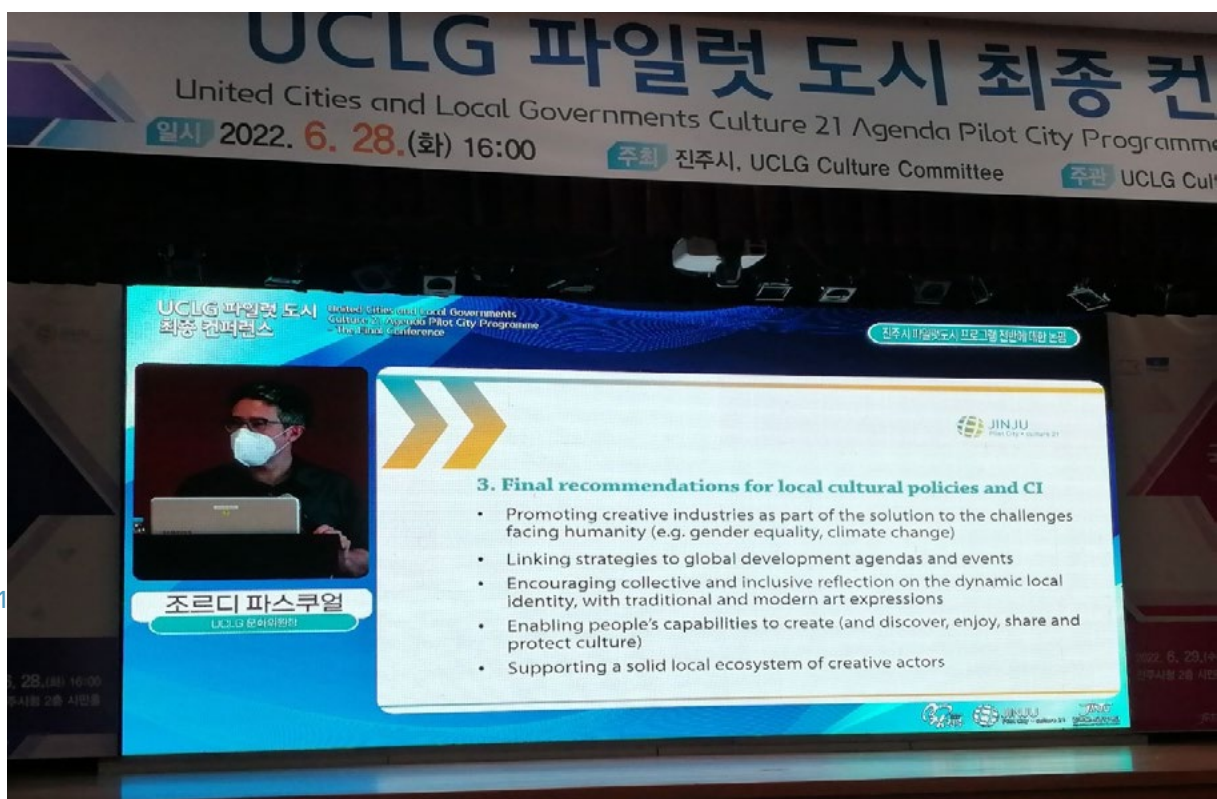
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Comments to the overall progress of the Jinju Pilot City programme

Jordi Pascual, Coordinator of UCLG Committee on Culture, started by remarking that the self-assessment based on Culture 21 Actions and the subsequent working plan is a demanding exercise for a city, and it is not perfect. In this regard, he asked for feedback on elements that should be included in a global frame such as that.

He commented on the work of Jinju in the area of creative industries, with the designation as UNESCO Creative City of crafts & folk arts, the International Journal on Crafts and Folk Arts, Jinju World Folk Arts Biennale and Jinju Traditional Craft Biennale as main highlights. The Artists in Residence Programme for local and foreign artists in the crafts field, and the Jinju Craft Creation Support Centre, were the pilot measures put in place to boost the development of craft communities in Jinju. His recommendations in this area were:

- o Promoting creative industries as part of the solution to the challenges facing humanity (e.g. gender equality, climate change)
- o Linking strategies to global development agendas and events
- o Encouraging collective and inclusive reflection on the dynamic local identity, with traditional and modern art expressions
- o Enabling people's capabilities to create (and discover, enjoy, share and protect culture)
- o Supporting a solid local ecosystem of creative actors.



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Sylvia Amann, Director of Inforelais and responsible for the co-organisation of a peer learning visit of Jinju to Austrian cities in November 2021, recalled that cultural development in rural areas was one of the priority topics of Jinju's work programme. She argued that many cities are concerned with similar challenges: different patterns of participation in culture, with less participation of the more rural population, less clustering and fewer networking opportunities, etc. However, the pandemic has provided with digital opportunities, despite the digital divide, and the enhancement and appreciation of local (cultural) production. Thus, rural areas have become more attractive living and working spaces.





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As one of Jinju's main achievements in the context of the work programme, Sylvia Amann highlighted the implementation of the pilot measure "Cultural Delivery Programme for Vulnerable Social Groups and Rural Areas". With regards to further recommendations, she suggested to:

- o Use the momentum for a potential rural renaissance with the arts and culture
- o Transform rural-urban relationships into positive change enablers
- o Apply people-centred development for rural futures
- o Further international and cross-border cooperation of non-urban spaces
- o Invest in high-quality non-urban governance and policy
- o Respect the need for process-oriented approaches and places of encounter

Marta Llobet, Learning and Advocacy Officer of the UCLG Committee on Culture, reminded that Jinju, the city of dance and silk, is renowned for its famous festivals celebrated in public space: Gaecheon Art Festival, Jinju Nongae Festival and the Jinju Mask Dance Festival are a few of them. Some of these cultural expressions have been included in UNESCO's Intangible Cultural Heritage list so they are acknowledged internationally as spaces for community participation.

She acknowledged that public space has been central to Jinju's work programme as a Pilot City. In May 2019 Jinju received its lowest score in the first self-assessment of its cultural policies, so pilot measures were oriented to improve this area. In this regard, the 'City and Culture' LAB was implemented as a "placemaking" project to transform the historic and symbolic spaces of the city into public spaces accessible to citizens. Also, the Arts Delivery Programme focused on culture and public space, ensuring access to culture of the most vulnerable groups of population, with actions such as building transport systems for rural residents.

As a conclusion, Marta Llobet recommended to continue to strengthening the relationship between culture and public space in Jinju, by:

- o Engaging in the global conversation on cities' resilience and the opportunity to reconquer physical public space
- o Creating and securing free access to public space for all in urban and rural territories
- o Encouraging collective reflection on cultural rights, public space, democracy, well-being and safety
- o Involving cultural workers, especially women, girls and vulnerable groups, as key agents in the design of public spaces of the future

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Results of the serious game “More than a 100 green cultural dreams”

Sylvia Amann, Director of Inforelais, presented the results of the action planning game “More than a 100 green cultural dreams”: the green culture action plan Jinju 2022, which counted on the participation of 9 local cultural stakeholders. Most of the green culture actions envisaged concern the field of education and training, although other priority areas were identified, such as marketing and sustainable tourism, socio-cultural action and public space, and cultural management.



The participants were invited to realise their “green dreams” as well as those identified by the whole group. It could be envisaged to integrate these activities into the overall cultural implementation plans of the city. In order to formalise this topical prioritisation, it should be considered establishing a green cultural action plan stakeholder group which gathers regularly and brings the green culture agenda forward. The related good practice from the City of Manchester could be a further inspiration in that sense. In addition, as affirmed by Sylvia Amann, Inforelais is able to provide expertise for the further planning of the selected implementation actions.

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The future trends in cultural policy after the pandemic

Jordi Pascual delivered a last presentation on the future trends in cultural policy after the pandemic, with a view to inspire upcoming public policies of Jinju City. He affirmed that Covid-19 shown the need to reconnect with people, empower communities with more cultural activities. But the fragility of the cultural sector is more visible than ever after the crisis. For this reason, cultural policies must remain completely linked to sustainable development. The UN 2030 Agenda and the SDGs are not a perfect frame; in the 17 main challenges of humanity, culture is not explicitly present. But there is the need to find where and how to contribute to this frame. In this regard, the UCLG Decalogue for the Covid-19 crisis, launched in April 2020 and with culture as one of the key components, provides key elements for the local policies of the future:

- o Cultural rights are an integral part of human rights (as reads the Article 27 of the Universal Declaration of Human Rights), and no government can step out of this frame.

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- o Inequalities are one of the topics of Jinju pilot city programme and one of the man challenges facing the world.
- o Cultural actors cannot be left behind: a review of the regime of intellectual property is much needed.
- o Cultural places must be open, welcoming and secure. Self-criticism can help to improve access.
- o Cultural actors should be massively involved in education systems. They have the skills to make younger citizens more able to understand the challenges of the world.
- o It is scientifically proven that active participation in cultural life makes people live longer in good health. It is urgent to build new alliances with health services.
- o Societies are heteropatriarchal, and that is a cultural matter. The feminine approach must be included everywhere.
- o People are killing the planet. Lives of future generations are at stake if there is not an effective response. It is crucial to think on the long-term.
- o Values are produced within the cultural system. Resilience, empathy and harmony (with others, change, nature and the past, as the Izmir Final Declaration states) must be central to the local policies of the future.



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Group discussion and conclusions

In the last segment of the final conference, participants expressed their gratitude and drew conclusions on the event as well as on the closing of the Jinju Pilot City programme. It was acknowledged that since 2019 Jinju has committed to continue to place culture at the core of sustainable development strategies, following the adoption of culture as a fourth pillar of sustainable development by the city in 2016, and the designation as a UNESCO Creative City in November 2019.

Jinju has undertaken a huge effort to implement its work programme and related pilot measures. The activities carried out in the course of the programme, even with the limitations caused by a global pandemic, are impressive and deserve much praise. There is great evidence on the solid work of Jinju towards the goals defined within the programme; the implementation of the pilot measures and other initiatives has had a positive impact on the enhancement of the cultural rights of citizens, among others.

The discussion also raised some issues related to the sustainability of pilot measures like the Art Delivery Programme and its link to current challenges. The special features of traditional Korean music, which is adapted to different audiences and weather, is one element of the further emerging debates on





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human-nature relation as well as on new cross-sectoral cultural policy addressing the transformation agenda. This relates also to ecological transition and related new cultural actions and policies, in close connection with gender equality issues as well.

International experts expressed their view that with the end of the Pilot City programme, many pilot actions could be tested. Now it is the time for a longer-term plan based on the lessons learnt and experiences made. Related longer-term programmes with appropriate budget are a good international practice on which Jinju could build on, as it rightfully becomes a Leading City of the UCLG Committee on Culture.



ANNEX 1 PARTICIPANTS

JINJU PILOT CITY

Byung-Hoon Jeong, Focal Point of Jinju Pilot City and Emeritus Professor at Gyeongsang National University

Han Young Soo, City and Culture Lab

Mincheol Park, Jinju Crafts Center

Minkyung Lee, Jinju Culture and Tourism Foundation, Creative City Facilitation Committee

Morae Kim, City and Culture Lab

Seongjin Nam, Jinju Culture Institute

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Yunhak Seong, Team Leader, Jinju Culture and Tourism Foundation, Creative City Facilitation Committee

SPEAKERS

Kyoo-il Jo, Mayor of Jinju City

Wonsik MIN, Executive Director of Jinju Culture and Tourism Foundation

Maria Kim, Senior Manager of the International Cooperation Department at the Governors Association of Korea – GAOK.

Byung-Hoon Jeong, Focal Point of Jinju Pilot City and Emeritus Professor at Gyeongsang National University

Cho-Yeon Bak, Chinju National University of Education

Sylvia Amann, Director of Inforelais

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Marta Llobet, UCLG Culture Committee Learning and Advocacy Officer

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Chae-Gun Chung, Secretary General of 2022 Daejeon UCLG World Congress Committee



ANNEX 1 PARTICIPANTS

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Hyang-Woo Lee, Team Manager of 2022 Daejeon UCLG World Congress Committee

Seul-ki Lee, Assistant Manager of 2022 Daejeon UCLG World Congress Committee

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Eirini Gallou, fellow, Strathclyde University

Hyun Hee-ryu, Secretary General of the Bellong Arts Cooperative

Imee Jean Sanchez, Administrative Assistant III, Makati City Government

Ji Yoon Kim, ON Dance Company

Joyce B. Sy, Police Officer II, Makati City Government

Jung Hyun Suk, citizen

Layeon An

May S. Santillana, Supervising Tourism Operations Officer, Makati City Government

Monserrath Tello, Head of Culture of the Catholic University of Cuenca

Shilpi Reema Rath, Consultant, Aaina

Sohui Gwak, freelance instructor

Sunhee Nam, Representative, Bluewillow Art Dance

Younbok Lee, Chief player, Jangchoon Spring Chamber Orchestra

Zayd Minty, Director and Founder, Creative City South

이소영, CEO, Media and Education

경화배, Textile Artist

정현숙, citizen

박영선, Director of the Equity Memorial Association

이종승, Co-Chairman of the Seongbuk Common Artist Roundtable

선희 박, Danwon practice workshop

성운 조, Curator of the Gwangju Digital Art Platform

구창엽, Head of the Gwangju Digital Art Platform

고영재, Curator of the Gwangju Digital Art Platform



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