

INTERNATIONAL AWARD  
UCLG – MEXICO CITY – CULTURE 21  
ANNOUNCEMENT





## THE CONTEXT

The objective of the "International Award UCLG - Mexico City - Culture 21" is to recognize leading cities and personalities that have distinguished themselves through their contribution to culture as a dimension of sustainable development.

The Award reaffirms the leadership of Mexico City in the area of culture and sustainable development and the commitment of UCLG to place culture as a fundamental dimension of sustainable cities.

The Award has two categories: city and personality.

The first "International Award UCLG – Mexico City – Culture 21" takes place between 5 June 2013 (approval of the Award by UCLG) and 11 November 2014 (Awards ceremony).

## THE JURY

The members of the Jury of the first "International Award UCLG – Mexico City – Culture 21" were: Ing Cuauhtémoc Cárdenas Solórzano, General Coordinator for International Affairs of Mexico City (president), Mr Gonzalo Carámbula, Professor and researcher in cultural policies and management, and expert in Agenda 21 for culture, Dr Danielle Cliche, Secretary of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions; Catherine Cullen, president of the Committee on Culture of UCLG, and Dr Alicia Ziccardi, Director of the Programme on Urban Studies at the National Autonomous University of Mexico – UNAM.

The Jury analyzed the candidacies presented in the two categories between 1 April and 31 May 2014, and held the final meeting on 30-31 May 2014 in Mexico City.

## CITY / LOCAL OR REGIONAL GOVERNMENT AWARD

This category awards a city, local or regional government whose cultural policy has contributed significantly to linking the values of culture (heritage, diversity, creativity and transmission of knowledge) with democratic governance, citizen participation and sustainable development.

The Award is given to the local or regional government that wins a competitive call open to UCLG members.

The Award recognises an original policy, programme or project that explicitly includes the principles of Agenda 21 for culture. The action awarded counts on, at least, two years of execution and has documented proof of the impact and the successes achieved. The winning city receives the amount of 50,000 euros, which are used for its international promotion (the publication of a book, participation in forums, international visibility) and to strengthen the local implementation of the Agenda 21 for culture.

The Award received 56 submissions from cities and local and regional governments from all corners of the world:

Abitibi-Témiscamingue (Quebec, Canada), Accra (Ghana), Amman (Jordan), Baie Saint-Paul (Quebec, Canada), Belén (Heredia, Costa Rica), Belo Horizonte (Minas Gerais, Brazil), Beyoglu (Istanbul, Turkey), Bilbao (Basque Country, Spain), Bogotá (Colombia), Bulawayo (Zimbabwe), Caguas (Puerto Rico), Cheboksary (Chuvash Republic, Russia), Dakar (Senegal), Guangzhou (China), Gunsan (Korea), Hannover (Lower Saxony, Germany), Hoi An (Vietnam), Izmir (Turkey), Khabarovsk (Russia), Kotor (Montenegro), Le Havre (Normandy, France), Lima (Peru), Linz (Austria), Lisbon (Portugal), Lyon (Rhône-Alpes, France), Malacatancito (Huehuetenango, Guatemala), Malmö (Sweden), Medellín (Antioquia, Colombia), Morón (Argentina), Nevşehir (Turkey), Ouagadougou (Burkina Faso), Pekalongan (Indonesia), Porto Alegre (Rio Grande do Sul, Brazil), Querétaro (Querétaro, Mexico), Ramallah (Palestine), Rio de Janeiro (Rio de Janeiro, Brazil), Rosario (Santa Fe, Argentina), Rouyn-Noranda (Quebec, Canada), Rovaniemi (Lapland, Finland), Rumiñahui (Ecuador), S-Hertogenbosh (The Netherlands), San Cristobal (Galápagos,





Ecuador), San Miguel de Tucumán (Tucumán, Argentina), Santa Fe (Santa Fe, Argentina), Santander (Cantabria, Spain), Taichung (Taiwan), Taipei (Taiwan), Torreón (Coahuila, Mexico), Trois-Rivières (Quebec, Canada), Valletta (Malta), Vaudreuil-Dorion (Quebec, Canada), Vladikavkaz (North Ossetia-Alania, Russia), Yakutsk (Sakha Republic, Russia), Yarra Ranges (Victoria, Australia), Yopougon (Abidjan, Ivory Coast) and Zaragoza (Aragon, Spain).

The Jury was impressed by the high quality of the submissions received. The members of the panel sincerely thank all the candidate cities, for their efforts and dedication of time, resources and hope to submit a candidacy.

The Jury decided that the winner of the Award and the 50,000 euros cash prize be the project “Arena da Cultura” presented by the city of Belo Horizonte (Minas Gerais, Brazil).

The programme “**Arena da Cultura – Artistic and Cultural Training Programme**” of the city of **Belo Horizonte** is the main project of the cultural policy of the city. Created in 1998, it is oriented toward the democratization of the cultural goods and services of the city, in order to reduce the social and territorial inequalities. The Jury emphasizes the integrality of the following elements: (a) the population: the programme is addressed to a diverse public, from 6 to 80 years of age with heterogeneous educational and socioeconomic levels; (b) the territory: the programme covers the entire city, including 16 cultural centers and 33 “BH Ciudadanía” (citizenship groups) and contributes to the significance of public spaces; (c) culture: the programme is based on a transforming artistic experience at the center of the entire process, with a careful evaluation of the work with professionals and artists as essential people for creating capacity, knowledge, skills and abilities in everyone; (d) governance: the programme has a management model which integrates public institutions and an extensive network of associated organizations, clubs and NGOs. The project provides evidence of a very positive impact on the cultural, social and territorial transformation of the city. It is a programme which perfectly applies principles and recommendations of Agenda 21 for Culture.

The Jury has decided to make special mention of the following projects (in alphabetical order):

“**Twining for a Culture of Sustainability**” presented by the city of **Hannover** (Lower Saxony, Germany), focuses on international cooperation in the area of culture with twinned towns, through three successive projects (called aware&fair, fairCulture and KlimaKunstStädte), actively involving the cultural actors of the city and permitting citizen appropriation of cooperation projects

“**The Reemdoogo, Music Garden,**” presented by **Ouagadougou** (Burkina Faso), a project focused on the artistic and professional education of the city youth. The project links culture, from its intrinsic values, to processes of employment creation, to social cohesion and urban construction of the city, with user-friendly urban planning, perfectly symbolized by the garden.

These two projects are excellent examples of local implementation of Agenda 21 for Culture.

## INDIVIDUAL AWARD

This category awards an internationally renowned person who has made a fundamental contribution to the relationship between culture and sustainable development. This award is designated by the Jury, without an open competition process. The selected personality receives the amount of 25,000 euros.

The Jury has decided that the Individual Award be shared ex-aequo by two people (in alphabetical order):

**Manuel Castells.** Professor Emeritus of Sociology and of City and Regional Planning of the University of California at Berkeley and Professor of Sociology and Director of the Internet Interdisciplinary Institute (IN3) in the Universitat Oberta de Catalunya. Manuel Castells’ work has emphasized the important role of social movements and new technologies in the transformation of the city. He has documented urban transformations, recognizing the important role that culture plays





in these processes. He has promoted a more decisive role of cities and local governments in a globalization created by and for the people and social movements. He has systematically advocated a new model of sustainable society which includes diversity, locality and creativity as basic elements. He has promoted the concept of “project identity” to describe the collective action needed to guide the future of all societies

**Farida Shaheed.** Pakistani sociologist, Farida Shaheed has worked on projects which incorporate culture to reinforce human rights. Her career in the United Nations began in 2009 as an independent expert and since 2012 she has been the Special Rapporteur in the field of cultural rights. From her position, Shaheed has proposed several initiatives to integrate culture and human rights. Farida Shaheed’s periodic reports are fundamental references in the relationship between culture, human rights and sustainable development. She has identified and documented the main challenges of cultural rights present in our societies, including the freedom of artistic expression, memory processes and cultural rights of women. She is an essential reference in the struggle for explicit consideration of culture in the Post-2015 Sustainable Development Goals of the United Nations.

## CONCLUSION

This first Award has been a very enriching experience to learn about the successes that the cities and local governments of the whole world achieve in areas connecting city, culture and sustainable development.

This Award unequivocally demonstrates that diversity, heritage and creativity, that is, culture, is a fundamental dimension of sustainable cities in the entire world.

The two categories of the Award will be presented on 11 November 2014 in Mexico City as part of the Ibero-American Forum of Local Governments to which all the members of the Executive Bureau are cordially invited.

[www.award.agenda21culture.net](http://www.award.agenda21culture.net)

