

INTERNATIONAL AWARD  
UCLG – **MEXICO** CITY – CULTURE 21  
REPORT FROM THE JURY





## 1. CONTEXT

### 1.1. OBJETIVES

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.

### 1.2. CATEGORIES

#### *1.2.1. 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 candidate that wins a competitive call process, 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 should count on, at least, two years of execution and have 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.

#### *1.2.2. 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 members of UCLG (direct or indirect) can make spontaneous nomination of a personality. The selected personality receives the amount of 25,000 euros.

### 1.3. CALENDAR

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 award was approved by the Executive Committee of UCLG of Lyon (Rhône-Alpes, France) which met on 5-7 June 2013.

The main characteristics of the Award were presented in the UCLG World Summit in Rabat (Morocco) held on 1-4 October 2013.

The call for submissions was opened on 15 December 2013, with the publication of the Award [rules and application form](#).

The UCLG sections (UCLG Asia-Pacific, UCLG Eurasia, CCRE-CEMR, Metropolis, FLACMA, UCLG-Africa and UCLG Middle East) and the UCLG committees (Social Inclusion, Participative Democracy and Human Rights, and Peripheral Cities) spread the news of the Award among their members, and deserve special thanks.

Several worldwide, regional and national networks also spread the word about the Award among their members, including Eurocities, Mercociudades, Cultural Development Network (Victoria, Australia), Culture Action Europe, IFACCA, FICDC, Culture et Développement, European Cultural Foundation, OCPA, the Ministry of Culture of Brazil, Les Arts et la Ville, Association Marcel Hicter and many more.



In order to spread the word about the Award, the organizers joined forces with several experts in culture and sustainable development: Francisco d'Almeida, Diane Dodd, María Fernández-Sabau, Antoine Guibert, Jorge Melguizo, Valeria Marcolin and Jose do Nascimento Junior.

The call for submissions closed on 31 March 2014.

The panel of experts analyzed the submissions 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.

## 2. JURY

The members of the Jury are:

- Ing Cuauhtémoc Cárdenas Solórzano, General Coordinator for International Affairs of Mexico City (president)
- 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
- Dr Alicia Ziccardi, Director of the Programme on Urban Studies at the National Autonomous University of Mexico – UNAM.

A complete biographical sketch of the five members of the panel was published in [this document](#), available on the Award's website.

## 3. CANDIDATES

### 3.1 CITY / LOCAL OR REGIONAL GOVERNMENT AWARD

On 31 March 2014 there were 56 candidates entering. The following are the names of the city and local or regional government candidates:

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 summaries of the projects presented for each one of these 56 candidates, along with an interactive map, can be consulted on [this page](#) of the Award website.

### 3.2. INDIVIDUAL AWARD

Presentation of nominations also finalized on 31 March 2014. The nominations of 17 individuals were entered, of which 10 were members of UCLG and the other 7 from other organizations. These nominations, in some cases, were made with a request for confidentiality and/or without the knowledge of the individuals. The Jury would like this confidentiality to be strictly observed and for this reason will not release the names of the nominated individuals.

## 4. RESULTS

### 4.1. CITY / LOCAL OR REGIONAL GOVERNMENT AWARD

The Jury was impressed by the high quality of the submissions received and heartily undertook its difficult task. 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 evaluated each one of the 56 projects presented and provides personalized comments in the last section of this report (see chapter 6).

The Jury evaluated the ability of each project to link cultural values (heritage, diversity, creativity and knowledge) with democratic governance, citizen participation and sustainable development of cities.

The panel used the following criteria in the analysis of each project:

- Complete explanation of the context: the city/territory where the project has been developed and its cultural policies
- Concurrence of the project with the principles and recommendations of Agenda 21 for Culture
- Quality of the explanation of the general aim, the specific aims, the obstacles encountered and the results obtained
- Concurrence of the project with partner organizations, with other associated governments and with the beneficiary population
- Analysis of the direct and transversal impacts of the project
- Continuity of the project
- Potential for the project to be adapted or replicated in other cities
- Use of the Award: Analysis of the pertinence of the planned actions and viability of the corresponding budget

The Jury has 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 or 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):

- **“Twinning 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.

#### 4.2. INDIVIDUAL AWARD

The Jury has decided that the Individual category of the 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.

#### 5. 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 Committee are cordially invited.

## 6. COMMENTS ON THE CITY / LOCAL OR REGIONAL GOVERNMENT AWARD

Considering the high quality of submissions received and testifying to the need to identify and spread the word about good practices in culture and sustainable development, the Jury would like to evaluate the projects received with the following comments.


The project “Culturat 2015” presented by the association of 45 municipalites which make up the region of **Abitibi-Témiscamingue** (Quebec, Canada) is a wonderful example of cooperation and coordination between the different sectors (municipal, tourism, cultural, school, community, autochthonous, etc.) which places culture at the center of the sustainable development plans of the region. This project responds perfectly to the principles of Agenda 21 for Culture and becomes an example of good local governance, by generating close cooperation between different local actors, so that each one may benefit from the mutually beneficial synergy effects. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury highlights the integrity and determination of **Accra** (Ghana) in its process to become one of the cultural and creative capitals of Africa. The Jury would like to emphasize the importance of the cultural mapping process which the city has started, valuing the cultural resources of all of its neighborhoods, as well as the creation of the City Forum on Culture and Development, an essential platform for exploring local development agendas. Indeed, a forum of public/civil/private coordination on cultural issues is a key element in urban governance of the most advanced metropolises. The Jury suggests the UCLG Committee on Culture to support this process.

The Jury values that **Amman** (Jordan) asserts hospitality as one of the basic principles of urban policy and shares the basis of the project “Jeera: Amman Learning and Convivial City,” according to which “knowledge and learning are assets that are owned by the city inhabitants and are transformed in every interaction that takes place within the city into actions that either reflect citizenship or alienation.” The Jury praises Amman for creating a collaborative local platform which is committed to promoting cultural citizenship and urges the UCLG Committee on Culture to support this process.

The project of **Baie-Saint-Paul** (Quebec, Canada) explains its cultural policy in detail, which has been carried out since the year 2000. The summary of this policy is stated in a very beautiful way: “The intention is for the citizens to reappropriate the tools of development (...), for everyone to feel vested with a responsibility (...), for everyone to participate in the construction of a reality and a strong cultural image.” The Jury commends that the four pillars of sustainability are explicitly mentioned in the project: economic development, protection of the environment, social equity and cultural vitality. The Jury highlights that the city has implemented regulations on urban planning to protect the heritage, urban landscape and character of the places and requests that the UCLG Committee on Culture promotes this project as a good practice.

The project “Cultural Policy of the Canton of **Belén**” (Heredia, Costa Rica) is an excellent implementation of Agenda 21 for Culture, defining the cultural policy “as facilitating artistic and cultural development, strengthening identity and the feeling of belonging through participation and as a vehicle for contribution to human development.” The project shows usage alternatives for cultural spaces, improves human capital and uses local resources to improve the quality of life for the people of Belén. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.



The Jury appreciates the commitment of **Beyoğlu** (Turkey) in combining tradition and innovation in the area of handicrafts in the international festival project “Golden Hands.” This festival unites the city of Istanbul with artisans from all over Turkey and from other parts of the world, and transmits an important message of solidarity and brotherliness that the Jury greatly treasures. This project demonstrates how culture, through material heritage and handicrafts, has the potential of becoming a driving force for sustainable development of cities.

The city of **Bilbao** (Basque Country, Spain) presented its impressive long-term project which invests in culture as a social transformation and economic engine. This programme is well-known throughout the world, and this Jury recognizes its exemplary nature. The implementation of cultural policy, developed over the last two decades, has resulted in the consolidation of Bilbao as a cultural city of reference, with important cultural infrastructures that contribute to the generation of wealth and the creation of employment, and benefit the image of the city. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.


The project “Art, Culture and Sports: Agents for Education and Social Transformation” of **Bogotá** (Colombia) clearly explains how a municipal government can successfully integrate art education into the school curriculum. The Jury would like to highlight its innovative component in the management and governance of the project: Bogotá goes beyond “including art education as a guarantee of the cultural rights of children and as a guarantee of quality education” by involving new agents in the educational system, such as artistic groups, and opening the school borders to parks and special areas for arts; thus creating specific transformations in the lives of all the actors involved in the project. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury highlights the efforts of **Bulawayo** (Zimbabwe) in the creation of a department of arts and culture in its municipal structure and praises the commitment of developing cultural policy. Indeed, just as the submission document proposes, the writing up of local cultural policy is an essential step toward a genuinely sustainable city. The Jury urges the UCLG Committee on Culture to support this process.

The project “Democratic Governance in **Caguas**; *Alma de Nación* (Soul of the Nation)” is a “model of comprehensive development” of a municipality. The Jury would like to highlight the three innovative elements which characterize the cultural policies in the autonomous municipality of Caguas (Puerto Rico), for its relevance in relation to Agenda 21 for Culture and as an example for other municipalities in the entire world: (a) linking identity with coexistence, (b) exploring the meaning of historical celebrations and cultural traditions and features, so that all the cultural activity plays an educational role; and (c) investing resources so that the offering of cultural activities reaches all the social sectors, thus transcending elitism. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury praises the integration of cultural, sports and social desires for the city of **Cheboksary** (Chuvash Republic, Russia) in the project “Morning Exercise with a Star,” whose objective is to favor quality of life and inclusive citizenship among the residents of the city, and appreciates that this programme has been used as an example for events of this type in other cities in Russia.

The Jury highlights the existence of a Support Fund for Private Cultural Initiatives, established by the city of **Dakar** (Senegal), and managed through criteria of transparency and effectiveness. Applications are reviewed by a committee made up of professionals chosen for their expertise in



various artistic fields. This Fund is an example to follow for cities throughout the world, and especially for African cities, and brings to light that culture must be part of the basic services of a sustainable city.

This Award has had the privilege of receiving the entry from the city of **Guangzhou** (China) with its Encyclopaedia project, an exclusive collection of books and historical records of this city, which cover a period of 2,200 years. This project boosts the perceptions of cultural heritage of the city through information which is now accessible to the whole world, thus contributing to civic pride.

The Jury appreciates the project “Modern History Landscape Project,” presented by **Gunsan** (Korea), which preserves, repairs and restores the modern historic buildings which contain the painful twentieth century history of the city, with the goal of using them as an educational place for learning and experiencing that history. The Jury urges the UCLG Committee for Culture to highlight this project and connect it with projects related to the historical memory existing in other cities.


The project “Twinning for a Culture of Sustainability” presented by the city of **Hannover** (Lower Saxony, Germany), is a testimony to international cooperation and solidarity in the area of culture. This city asserts that twinning must work locally on issues of worldwide importance, such as education, cultural diversity, sustainable development, migration, democratic participation, human rights and peacekeeping. Therefore, Hannover has carried out three successive projects (called *aware&fair*, *fairCulture* and *KlimaKunstStädte*) with its twinned towns. Moreover, these projects actively involve the cultural actors of the city and permit immediate citizen appropriation of international cooperation projects. The Jury would like to call attention to the importance of incorporating a cultural dimension to international cooperation programmes for development. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury would like to highlight the rigor of the project for the transformation of **Hoi An** (Vietnam) into a cultural city. The project for the transformation of the city, in place since the year 1999, has defined four categories (“Culture and Society,” “Economic Growth,” “Nature and Environment” and “Securing Living Standards”) and has drawn up 27 indicators, which demonstrates that when there is a holistic vision on human development, cultural issues are easily integrated into the framework of development in the long term. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The project of **Izmir** (Turkey) is about the preservation of its cultural heritage. The Jury recognizes the excellence of the project in protecting the area of Kemeraltı, for its participatory focus, for the respect for the rich, multicultural mosaic formed by the interaction of several civilizations for centuries in this area, and for its virtuous integration into current urban life. The Jury values that Izmir Metropolitan Municipality includes culture as a fundamental component of sustainable development and urges the UCLG Committee on Culture to support the initiatives of Izmir on this issue.

The Jury would like to highlight the long-term (2014-2025) city planning of **Khabarovsk** (Russia), for its serious and strategic consideration of cultural issues. Indeed, “culture plays an important role in the city’s social and economic development, development of moral and spiritual aspects of personality, achievement of worthy standards and quality of living for city residents.” The Jury values the rigor of objectives, goals and indicators, and urges the UCLG Committee on Culture to support this process.






The programme for the Development of Culture of the Municipality of **Kotor** (Montenegro) for 2013-2017 is a good example of good local governance. The municipality worked together with the NGO Expeditio, especially in the areas of base research, citizen participation and international cooperation (Sostenuto project). The result is an excellent programme which allows greater presence of cultural issues in the collective construction of the city project. The Jury urges the UCLG Committee on Culture to exhibit this process and support its implementation.

The Jury would like to highlight “Building Together” of the city of **Le Havre** (Normandy, France), which consists of a transformation process of a former military site into a cultural and social center. The project demonstrates how shared construction (or co-construction) is fundamental, that is, the active involvement of all the actors in a process of urban transformation, and even more when the project is carried out in a neighborhood with difficulties. The Jury is delighted that all the actions carried out on the site have a collective dynamic: residences, educational activities, archive service, artist workshops, a scenic art workshop, a group of cultural employers, incubator projects and community gardens. The Jury would also like to highlight that the gradualness of the process allows greater citizen appropriation. The Jury also commends that the project defines culture as “the process of making the territory move.” The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury would like to highlight the quality of the “Living Community Culture Programme” presented by the Metropolitan Municipality of **Lima** (Peru). It is an excellent example of a programme which combines service to the population, considering culture one of the basic public services, and strengthening of the initiatives of the organizations of living community culture, that is, the cultural and artistic agents which work with and for its communities. The project clearly justifies why cultural policies must be based on human rights. The project perfectly explains the need of the programmes of Living Community Culture as “the permanent process in which artistic and cultural expressions that are generated in the communities of the city, through everyday life, territorial experience and articulation with social organizations, contribute to the development and peace in these communities.” The Jury ascertains that the living community culture programmes are “an experience of human, political, artistic, educational and cultural formation that recognizes and strengthens identities, dialogue, cooperation, peaceful coexistence, social cohesion, inclusion with gender equality and collective construction.” The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The project “Open Commons\_Linz” presented by the city of **Linz** (Austria) demonstrates how a local government can build a digital ecosystem which fulfills the needs of citizens, cultural actors, public administration, companies and educational institutions. The project enables access to free digital public goods of the society: open source software, street maps, and educational and cultural resources such as films, music and photographs. The Jury highlights that the project permits citizens to publish more easily on the Internet and provides a higher subsidy for those artists of the city who publish their works under the Creative Commons license. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury highlights the existence of the project “Urban Art Gallery” in **Lisbon** (Portugal) as the main public platform dedicated to graffiti and street arts, which nowadays leave such a deep transversal mark on the public space of cities. The project explains the actions destined to safeguard this ephemeral art in a visual record format (photographs and videos) and values them as recognizable and recognized expressions of urban art, as a worldwide artistic subculture present in cities all over



the world, giving them not only space, but also an adequate time for creation. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.


The Jury highlights the excellence of the project “Sustainable City Factory: the Community of Cultural Cooperation” presented by the city of **Lyon** (Rhône-Alpes, France). The project sums up years and years of work with the cultural actors of the city, which brings together 1,600 people as individuals and representing associations and civil society organizations or local or state institutions. The Jury emphasizes that the project clearly synthesizes the role of culture in a sustainable city: “the set of practices of people in their diversity, products and services from inherited cultural institutions, shared heritage and creators who offer us other views of the world (...) Culture does not come last. It is an opportunity and enrichment to build a sustainable city.” The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury praises the center dedicated to the “Promotion of cultural practices” in **Malacatancito** (Huehuetenango, Guatemala) for being one of the most important urban projects of this municipality. The project states that development “in its broadest sense includes cultural development, which is a basic and inseparable component of sustainable development. (...) The importance of culture lies in giving people the opportunity to understand and cultivate their creativity.” The Jury shares the vision of considering culture an important part of a sustainable city because it contributes “to the development of capacities, abilities and knowledge of the population (...), stimulating, promoting and facilitating the mechanisms for expression (...) and thus creating a characteristic identity of the city.”

The Jury praises the city of **Malmö** (Sweden) for presenting the project “The Soul of Malmö.” The project is the testimony of how a city decides to work on culture as the fourth pillar of sustainable development. The project documents the beginnings of this municipal policy and revolves around the concept of trust. In this sense, “culture is the cement which gathers citizens together by affecting their health, participation and sense of social cohesion.” From 2011 Malmö’s concept of sustainable city includes ecological, economical, social and cultural considerations. The project also explains the implementation of this concept in the neighborhood of Norra Sorgenfri and provides evidence of the achieved impact. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The project “Cultural Policies **Medellín**: a Public, Sustainable, Political and Cultural Project” presented by the Office of the Mayor of Medellín (Antioquia, Colombia), sums up the process of transformation of this city. The project asserts that the cultural policies have been based on cultural rights and how “categories such as inclusion, territory, economy, education, citizen participation and exercise of democracy have shaped the cultural project of the city (...) making culture a vital source of citizen education, coexistence, security, governability and sustainability.” The project sums up the plans “Competitive Medellín, Toward a Revolution of Citizen Culture 2001-2003”; “Medellín, Commitment of All the Citizens 2004-2007”; “Medellín is Solidary and Competitive 2008-2011” and “Medellín, Everyone for Life 2012-2015,” in a centerpiece of continuity in the city project. This project sums up the trajectory of a city that has made culture a basic element of its sustainable development. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury highlights the commitment of **Morón** (Argentina) to cultural activity and artistic training, “one of the fundamental pillars for the comprehensive development of the human being.” The project presented for the Award, “Orchestras for Children and Youth,” is part of the programme “Art in the Neighborhoods.” The project states how the orchestras have favored attitudes of change and



reflection which impact the quality of life, creating spaces for appropriation and belonging. The Jury would like to highlight that this is one of the most effective ways of promoting social inclusion, and therefore, constitutes a very important tool for connecting culture and sustainable development for a respectable city.


The Jury praises the determination of the city of **Nevşehir** (Turkey) in working on one of the key challenges of sustainable cities: making the introduction of more efficient public services today and the protection of the city identity, the dissemination of its culture and its transmission to the next generations compatible. The project “Cultural Transformation Project” is included in the framework of social municipalism. The project comprehensively explains the programmes of cultural revitalization, digitalization, creation of audiences and dissemination of cultural services, with special attention to the Cappadocia Culture and Art Centre. The Jury urges the UCLG Committee for Culture to support the implementation of the cultural strategy of Nevşehir, which is currently in place.

The Jury highlights the commitment of the city of **Ouagadougou** (Burkina Faso) to the cultural aspirations of its population. The project “Reemdoogo (Music Garden)” is based on the analysis of the cultural practices of the youth and exemplifies the coordination between the youth and the municipality, by providing a space for improving the access of young musicians to artistic and professional education and creating employment in the cultural sector. Moreover, by choosing the option of Music Garden, the place of music in the construction of the city is empowered, without locking it into the artistic field, but associating it with a process of urban planning and user-friendliness perfectly symbolized by the garden. The Jury urges the UCLG Committee on Culture to support the reformulation of the cultural strategic plan of Ouagadougou, based on Agenda 21 for Culture. Likewise, the Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The project presented by the city of **Pekalongan** (Indonesia) called “Batik Culture Based Sustainable Development of Creative Economy” demonstrates how traditional elements may be an economic engine of the entire city. Batik has long been a part of the cultural roots and daily life of the people of Pekalongan. Thanks to the leadership of the municipal government and its capacity to establish agreements and partnerships with artisans, merchants, entrepreneurs and amateurs, it is also the locomotive moving the development of the city today. The Jury praises the number, coherence and interconnectedness of public policies which have been carried out to support this process. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury recognizes the exemplarity of the “Programme for Decentralizing Culture” presented by the city of **Porto Alegre** (Rio Grande do Sul, Brazil). Created 20 years ago, in 1994, the programme is closely related to the participatory budget and has to do with facilitating access to culture for the inhabitants of all the neighborhoods of the city. The Programme for Decentralizing Culture of Porto Alegre directly benefitted nearly 200,000 people in 2013. The Jury would like to highlight that the project clearly describes its relationship with Agenda 21 for Culture and accurately measures the direct and transversal impacts. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury highlights the rigor and transforming power of the project “The Cultural Policy of the Instituto de Cultura of the City of Querétaro: Culture as a Means for Reconstitution of the Social Fabric” presented by the municipality of **Querétaro** (Mexico). This project clearly describes its starting point: “the city decided to invest in culture in order to reconstitute the deteriorated social



fabric and to prevent greater risks of violence and delinquency.” The Jury praises the current cultural policy for being based on the exercise of the cultural rights of the citizens and for committing to a more citizen-like definition of culture, rather than sectorial. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury highlights the integrity of the project presented by **Ramallah** (Palestine) called “The Decentralization of Cultural Policy - Ramallah Model.” In a complex social, economic and political context, the project emphasizes the preservation of the material cultural heritage, the existence of public spaces, financing, allies and partnerships, the relationship between creativity and education, the economic impact of art and culture, and the promotion of cultural diversity. With the project, the Jury asserts that it is not possible to isolate cultural issues from the challenges of sustainable development. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.


The project presented by **Rio de Janeiro** (Brazil) is called “CineCarioca” and it exhibits the first neighborhood movie theater located in a Brazilian favela. It is a pioneer initiative which unites the challenges of cultural decentralization, urban revitalization and social inclusion. The Jury highlights that the project clearly describes the direct and transversal impacts of the project, and that it adapts perfectly to the principles and recommendations of Agenda 21 for Culture. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury highlights the exemplarity of the project of **Rosario** (Santa Fe, Argentina) called “El Obrador, Factory of Productive Cultural Ventures,” a facility located in one of the underprivileged areas of Rosario, which proposes “a new paradigm where culture is not exhibited but rather it occurs there and then and in all its dimensions, as a total social event: it is constructed with the community in the daily dynamics of exchange, participation and action, building a privileged area of public space, coexistence and transformation.” The project clearly describes its context, the direct impacts (cultural and institutional) and transversal impacts (economic, social and urban planning). The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The project of **Rouyn-Noranda** (Quebec, Canada) perfectly describes a daring act: the self-proclamation of this city as a cultural capital of Canada in 2012 after not being officially proclaimed as such by the federal government. The self-proclamation positively recovered the immense mobilization produced by the project and turned out to be a great success, “positioning culture as a major center of pride, attraction and development of the city, and for expressing its identity, character and personality as a cultural city loudly and clearly.” This Jury asserts that every city that believes in itself is a cultural capital. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The project “Aladdin’s Lamp” presented by the city of **Rovaniemi** (Lapland, Finland) displays an experience between education and culture: “through artistic actions, children and young people learn to express themselves, find creative solutions and discover their own way of being.” The project stands out due to its high quality and network development with a large number of institutional and civic actors involved. The Jury highlights that creativity is one of the driving forces of social transformation in sustainable cities.

The project “Artistic and Cultural Promotion with Participation from People with Disabilities and the Elderly – Inclusive Theater” presented by the Canton of **Rumiñahui** (Sangolquí, Ecuador) shows the artistic activities carried out with children and the elderly. The Jury highlights the importance of this



project, which positively connects culture, education and social inclusion, so that development does not leave anyone behind, and all the inhabitants of the city may be participants and the stars of their own lives.

The project “**San Cristóbal**, Cultural Capital of Galápagos” was presented by the Municipal Decentralized Autonomous Government of the Canton San Cristóbal (Galápagos, Ecuador). The Jury highlights that the project is a wonderful example of the relationship between culture, peace and ecology, by actively promoting “values of solidarity, respect for coexistence in peace and harmony with nature and with all the species” with multiple concrete actions.

The programme “City, Culture and History – Paseo de los Libertadores de América,” presented by the city of **San Miguel de Tucumán** (Tucumán, Argentina) takes “history to the streets so that it can reach everyone.” The Jury positively values the close relationship between public space, culture and tourism that this project promotes.

The Jury highlights the capacity of the “Classroom City Project,” presented by the municipality of **Santa Fe** (Argentina) to provide answers to many of the cultural challenges of a city: encourage the appreciation of heritage, boost access to artistic expressions, use public spaces and build collective identities together. Through its rigorous analysis of the direct and transversal impacts achieved, the project demonstrates the need to closely connect public space, culture and education.

The project of **Santander** (Cantabria, Spain) exhibits the “Creative Santander Foundation” project, whose aim is to promote cultural activities carried out in the city. The Foundation is based on the commitment to “growth of the city through culture” and brings together several cultural agents of the city (including the university). The objective of the foundation “is not organizing events, but rather giving tools to cultural agents so they may do this, thus favoring the consolidation of a sustainable local business network that is open to outside participation.” The Jury points out that the “Creative Santander Foundation” is an example of a structure that is well-adapted to the challenges of culture as a driving force and catalyst for urban development.

The city of **'s-Hertogenbosch** (The Netherlands) presented the project “Jheronimus Bosch 500,” which is carried out within the framework of the multiannual cultural programme of the city. The project, which is tremendously interesting for grouping sociocultural, scientific and artistic activities, has local and global ambition and it is an example of cooperation between the local government, cultural organizations, knowledge-generating institutions, educational institutions, commerce and industry, as well as committed citizens and individual artists from the Netherlands and elsewhere.

The Jury highlights the project “City Sustainable Developments and Mazu Cultural Festival,” presented by the **Taichung** City Government (Taiwan). It is an example of the successful recovery of ancestral tradition and its adaptation to contemporaneity, with detailed, positive impacts, in the economic and social dimensions of local development. The project has put Taichung in a privileged place on the international scene. This project demonstrates how culture, through material and intangible heritage, is essential for the sustainable development of cities. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The project presented by **Taipei** focuses on the preparations for the “World Design Capital” which this Chinese city will hold in 2016. The project convincingly exhibits the public, private and civil society initiatives which have transformed the city in the past two decades. The project refers to design as a “soft power” which explains the urban development of Taipei and which has generated



the concept or brand of “Adaptive City – Design in Motion.” The Jury requests that the UCLG Committee on Culture include these reflections and actions in its work programmes and cooperate closely with this initiative.

The city of **Torreón** (Coahuila, Mexico) presented the project “Cultural Path of the Paseo Colón” for the award. The project fully documents the local impact that this initiative has in the areas of culture, economy and urban planning. The project has made a significant contribution to the fight against insecurity, by becoming an example of social cohesion and a space for peaceful, open and free citizen coexistence.

The Jury highlights the project “The Cultural Policy of the City,” presented by the city of **Trois-Rivières** (Quebec, Canada), which fully documents the local policy begun in 1993 and renewed in 2009. The project presents culture as a driving force for sustainable development of the city, with actions which develop cultural citizenship. Therefore, “the city lifts culture up to make it a fundamental right for its population, with programmes to battle cultural exclusion and mediation, to make culture accessible to everyone, regardless of their social or economic status” and to give new life to the sense of pride and belonging of the population. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.


The project presented by **Valletta** (Malta) focuses on the preparations for its programme “Valletta 2018,” which positions culture as a driving force of the sustainable development of the city. According to the programme, “culture is the overriding force in building individual creative careers, promoting our well-being, and in fostering our communities’ international and intercultural outlook.” The Jury requests that the UCLG Committee on Culture include these reflections and actions in its work programmes and cooperate closely with this initiative.

The Jury highlights the project “I am...” presented by **Vaudreuil-Dorion** (Quebec, Canada) for its capacity to transform a city which has gone from 17,000 to 37,000 inhabitants in few years. The project fully explains the programme which is based on culture “to create a sense of belonging and promote the emergence of a united community, proud to belong to an environment where diversity is the strength of a community.” This project involves the entire city throughout the year: 20,000 citizens participate in some 600 workshops which are carried out in 50 main activities dedicated to the creation, culture and rebirth of its community. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury commends the city of **Vladikavkaz** (North Ossetia-Alania, Russia) for annually organizing the “International Festival of Children’s Dance Groups – Dance Show of the Caucasus – Dance of Friendship.” It is an initiative which unites Vladikavkaz with other cities in the entire world, and transmits an important message of solidarity and brotherliness which the Jury values very positively.

The project presented by the city of **Yakutsk** (Sakha Republic – Yakutia, Russia) describes the recovery of the national holiday “Yssyakh of Tuymaada” in the city and its transformation into a great urban event. The project clearly explains that this event is “an ethnic holiday of the Sakha people,” which is an integral part of world cultural heritage, and represents the unique culture of the Arctic. In the past years, while preserving its original nature, it has opened up to the active participation of visitors from the entire world to participate in this celebration.

The Jury highlights the long-term vision and commitment of **Yarra Ranges** (Melbourne, Victoria, Australia) with its project “Cultural Policy and Action Plan 2008-2013.” The Jury values the



importance of the local cultural strategies which are developed through consultation with the community, incorporate elements of innovation, and are implemented in coordination with urban actors (including, therefore, cultural actors and the rest of the key actors of a society: civic, social, economic, etc.). All these elements are present in the Yarra Ranges project. The Jury recognizes that the project links cultural values with democratic governance, citizen participation and sustainable development of Yarra Ranges. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The project “Plan for Strategic Development and Enhancement of the Cultural Potential,” presented by **Yopougon** (Abidjan, Ivory Coast) promotes the consideration of cultural development as one of the priority aspects in the urban development policies of a territory. The Jury very positively evaluates the seriousness of the diagnosis (preparatory work of cultural mapping) and concrete actions carried out within the framework of the plan implementation. The project shows the transversal impacts: in employment (investing in training and cultural and creative industries); in social cohesion, for keeping in mind the different origins of the population, youth and underprivileged public; and in local heritage, with its protection and relationship with contemporary creation. The Jury considers that this project deserves to be transformed into a reference tool for other cities of Ivory Coast and West Africa. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

The Jury highlights the exemplarity of the project “La Carrera del Gancho 2004-2014 – The Festival as the Driving Force for the Dynamization Process of a Neighborhood” presented by the city council of **Zaragoza** (Aragon, Spain). This project clearly explains the cultural policies of the city and its evolution toward greater “participation of cultural and citizen agents in management and decision-making,” fully coherent with Agenda 21 for Culture. Zaragoza exemplifies advanced cultural governance, as “in the last decade the local government has gradually ceased its role of “producer” of initiatives in order to become the catalyst of the proposals emerging from the sector itself. In this context, “la Carrera del Gancho” is an emblematic action: it is an itinerary of work which activates the participation in culture throughout the year for an entire neighborhood, has brought back self-esteem and pride to a difficult neighborhood, making it an intercultural, open, coexistent, tolerant and respectful territory. The project also stands out for its use of public space and for its multiple partnerships, originality and innovative nature. The Jury requests that the UCLG Committee on Culture promotes this project as a good practice.

## **SIGNATURES**

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