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CULTURE AS A GOAL IN THE POST-2015 DEVELOPMENT AGENDA





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As networks of governmental and non-governmental organizations and global cultural actors, we are fully engaged in the pursuit of sustainable cultural development at local, national and global levels and wish to contribute to the Post-2015 Development Agenda. We strongly believe that culture can aid the fight against poverty and strengthen communities.

This is our work, this is our commitment.

During the last decade the international community has collected substantial evidence on the role of culture in development. The conclusion is that, most often, development policies and projects which do not take into account the cultural dimension have failed. Culture effectively contributes to policies, strategies and programs targeting inclusive social and economic development, environmental sustainability, harmony, peace and security. Culture is both a driver and an enabler of sustainable development.

The best way to include these considerations in the Post-2015 Development Agenda is through the inclusion of a goal explicitly focused on culture. Such a goal would provide coherence, conceptual clarity and strength to the Agenda. It would also accelerate change in other areas and the achievement of other goals. The wording suggested for the Goal explicitly focused on culture is: **“Ensure cultural sustainability for the wellbeing of all”**.

The present document carries the justification for such a goal and puts forward several targets and indicators.

We are convinced that the international community will be able to agree on the content of this Goal.

It is now time for culture to be at the heart of a positive transformative change.

TODAY

With the Millennium Declaration, in the year 2000 and at the dawn of the 21st Century, UN Member States affirmed that a far-reaching vision of the future should be firmly embedded in universally accepted values and principles, such as freedom, equality, solidarity, tolerance, shared responsibility and respect for the planet, and anchored in human rights.

The Millennium Declaration failed to highlight the fundamental role that culture plays in the fight against poverty and the achievement of sustainability.

Since 2000, although we have witnessed noticeable progress, the development approach followed so far has exposed its limitations. As stated by UN Secretary-General, Mr. Ban Ki-Moon, “we cannot continue to burn and consume our way to prosperity” while poverty and inequalities continue to increase: a transformative change is required and “business as usual” is not an option.

We are convinced that **culture must be at the heart of this transformative change** and that the integration of culture within development efforts is crucial to tackle a large number of the current global challenges more effectively and sustainably.

We recall that:

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1982

The Mexico City Declaration on Cultural Policy (1982) highlights the role of culture as a vector of identity, value systems, traditions and cohesion, and as an engine for creativity and recognizes that culture constitutes a fundamental dimension of the development process.

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1993

Following the inclusion of the right to take part in cultural life in the Universal Declaration of Human Rights (1948) and in the International Covenant on Economic, Social and Cultural Rights (1966), the Vienna Declaration and Programme of Action (World Conference on Human Rights, 1993) highlights that all human rights are universal, indivisible, interdependent and interrelated. The link between cultural rights and human dignity has been further strengthened in recent years through the work of the UN special rapporteur in the field of cultural rights.

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1986

The World Decade for Cultural Development (1988-1997), the report of the World Commission on Culture and Development “Our Creative Diversity” (1997) and the Conference of Stockholm (1998) acknowledge the cultural dimension of sustainable development.

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2001

The UNESCO Universal Declaration on Cultural Diversity (2001) states that cultural diversity is not only a common heritage of humanity but also a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence, and the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) explicitly considers that culture is not only a source of enrichment of humankind but also contributes to poverty reduction and the sustainable development of local communities, people and nations, especially through its article 13 (sustainable development).



2006-2012

The Culture and Development window of the UN MDG Achievement Fund (2006-2012) has clearly demonstrated, through very well-documented and carefully evaluated projects, that the explicit consideration of culture leads to more effective development processes.

2010

UN Resolution N.65/1 “Keeping the promise: united to achieve the Millennium Development Goals” (2010) explicitly recognizes the importance of culture for development and its contribution to the achievement of the Millennium Development Goals.

2012

The UN’s Outcome Document of the Conference on Sustainable Development Rio+20 (2012), “The future we want”, includes a number of significant references to culture and recognizes that all cultures and civilizations contribute to sustainable development

2004-2010

Agenda 21 for culture (2004) and the declaration “Culture: Fourth Pillar of Sustainable Development” (2010) of United Cities and Local Governments explicitly include culture in the development model that “meets the needs of the present without compromising the ability of future generations to meet their own needs”.

2007

The United Nations Declaration on the Rights of Indigenous Peoples (2007) emphasizes the rights of indigenous peoples to maintain and strengthen their own institutions, cultures and traditions, and to pursue their development in keeping with their own needs and aspirations.

2010-2011

UN Resolutions N. 65/166 (2010) and N. 66/208 (2011) on “Culture and Development” acknowledge culture as an important factor of social inclusion and poverty eradication, and call for the mainstreaming of culture into development policies and strategies, thus underscoring culture’s intrinsic contribution to sustainable development.

2013

The UNESCO Hangzhou Declaration “Placing culture at the heart of sustainable development policies” (2013) proclaims that culture is both a driver and an enabler for sustainable development. It bears evidence to the successful contribution that culture has made to advanced policies, strategies and programs aiming at inclusive social and economic development, environmental sustainability, harmony, peace and security. The Declaration includes a clear plea that culture be included in the post-2015 development agenda with a goal of its own.



Therefore, **we believe that the Post-2015 Development Agenda should explicitly include a goal focused on culture.** We also firmly believe that, throughout the international community, there is the necessary political will to do so: **all the actors in the field are ready.**



THE GOAL

Global leaders have agreed that poverty has various manifestations, including lack of income and productive resources sufficient to ensure sustainable livelihoods; hunger and malnutrition; ill-health; limited or lack of access to education and other basic services; increased morbidity and mortality from illness; homelessness and inadequate housing; unsafe environments; and social discrimination and exclusion. It is also characterized by a lack of participation in decision-making and in civil, social, and cultural life. It should be stressed that poverty is not just a question of material conditions, resources and income, but also of lack of capabilities and opportunities, of recognition of the dignity of disadvantaged groups and their contribution to the life of the community and of their creative capacity and perspectives to envisage a better future.

We believe that the best way to include considerations on the role of culture in the fight against poverty and sustainable development is through the **explicit existence of a goal focused on culture** in the Post-2015 Development Agenda. We suggest the following wording.

ENSURE CULTURAL SUSTAINABILITY FOR THE WELLBEING OF ALL

Key values for development are creativity, heritage, knowledge and diversity. A holistic and integrated approach to development will only be achieved when these values are operationally included in development efforts.

Indeed, culture plays both an instrumental and constitutive role in development; it is both a means and an end. It contains an instrumental and transversal value, supporting and strengthening interventions in development areas but is also a development priority in its own right, the constitutive basis of our life and, thus, a desirable end in itself.

As a means, culture is an enabler of sustainability, through the specific contributions that it makes –as knowledge capital and a sector of activity– to promote inclusive social and economic development, environmental sustainability, harmony, peace and security. Cultural resources, such as tangible and intangible heritage, arts, cultural expressions, are essential elements for the development of people and communities:

- I Culture boosts the economy:** it generates income and employment, it is the engine of many development processes and it has an impact on entrepreneurship, new technologies and tourism. Culture brings creativity and innovation to the economy.
- I Culture is linked to the social dimension:** it provides tools to fight against poverty, it broadens the capacities and opportunities of vulnerable groups, it accelerates resilience and rootedness, it enables citizen participation, community empowerment, and it fosters intercultural dialogue, conflict resolution and equality of rights.
- I Culture embraces the environmental dimension** because cultural and natural diversity are inextricably linked and have evolved together. Culture explains identity with land and place, and raises awareness of ecological responsibility.



Culture is a transversal and cross-cutting concern and constitutes an essential resource for development. The use of cultural resources is a fundamental way to achieve other future development goals. The integration of cultural factors in sustainable development policies and strategies should also be done in full respect of other international commitments, acknowledging the universality and interdependence of human rights.

As an end, culture is a driver for sustainable development, a source of meaning and vitality, a wellspring of creativity and innovation, and a resource to address challenges and find appropriate solutions. Culture enhances the opportunities of all human beings, framed within a rights-based approach and the respect for diversity. Access to – and participation in – culture is a fundamental right and an essential dimension of life. Culture enables individuals “to live and be what they choose”. It also promotes understanding and exchange among peoples.

Cultural activities, goods and services, as well as heritage, have a cultural value in themselves, because they are vehicles for identities, meanings and values, and are an essential dimension of life. Therefore, they must not be treated as solely having an instrumental value. If culture is to be used as an important resource for development, we also have to be aware of its intrinsic value and take care to protect and ensure that culture flourishes as a desirable end in itself.

This is why we call for a sustainable approach for cultural development. In this view, cultural resources have to be used sustainably, in a manner respectful of their essence and balance, so as to ensure they aren't overexploited, distorted, or impoverished in a way that could compromise their long-term use by future generations. Also, in accordance with the integrated vision of sustainability, as culture can be a vector for economic, social and environmental development, this development in turn has to be a vector for cultural development, in order to establish a long term synergy and mutual supportiveness between culture and other development goals. The sustainable use of cultural resources is a dynamic way to stimulate preservation, development, renewal and transmission to future generations of these essential resources for development.

Because culture is both a vector to foster other sustainable development goals and a development end in itself, **a specific goal is needed** in order to reinforce the potential of cultural resources for sustainable development and to achieve their long-term sustainable use for current and future generations.



TARGETS AND INDICATORS

There is ample and overwhelming evidence that only development processes rooted in culture and sensitive to local context are likely to be sustainable. As Nobel Prize laureate, Amartya Sen, explains “cultural matters are integral parts of the lives we lead. If development can be seen as enhancement of our living standards, then efforts geared to development can hardly ignore the world of culture”.

We have listed a set of initial items to be translated into specific targets with practical outcomes. The targets will all be measurable. In-depth technical work to develop these targets and to agree on reliable and rigorous indicators should be launched immediately. Each target should specify the level of ambition of each country, by determining the speed with which a country pursues the goal on culture. That speed can be a function of many things: the priorities of the country, its initial starting point, the technical and organizational possibilities for improvement, and the level of resources and number of partners that can be brought to bear on the problem. We believe that a process of allowing countries to set their own targets, in a highly visible way, would create a “race to the top”, both internationally and within countries. Countries and sub-national regions should be applauded for setting ambitious targets and for promising to make large efforts. Likewise, if countries and sub-national regions are too prudent in their target setting, civil society and their peers can challenge them to move faster. Transparency and accountability are central to implementing a goals framework.

We consider that the following items should provide for a starting point to develop further specific targets:

1. Integrate culture within all development policies and programs.

The cultural dimension should be systematically integrated, both as a driver and as an enabler, in definitions of sustainable development and well-being, as well as in the conception, measurement and actual practice of development policies and programs such as education, communication, environment, economy, justice, commerce, rule of law, etc. This will require effective institutional coordination mechanisms at global and national levels, the development of comprehensive statistical frameworks with appropriate targets and indicators, the implementation of evidence-based analyses and capacity-building at all levels.

2. Ensure equal access to, and participation in, culture, to all by elaborating specific policies and legal frameworks, especially for Indigenous peoples, minorities, women and youth.

Guaranteeing access to cultural goods and services, and to intangible and tangible heritage, free movement of artists, culture professionals and works of art, free participation in cultural life, and freedom of artistic expression and absence of censorship are critical to forging inclusive and equitable societies. Ensuring access to cultural resources for all, as free participation and exchange, should be at the core of the lives of people and communities and support their capabilities for development.

3. Multiply by x% the number of culture, arts and creativity programs in education policies.

Cultural development and education are closely linked to each other. The United Nations Decade of Education for Sustainable Development (DESD, 2005-2014) has proven that integrating cultural diversity and intercultural dialogue perspectives in learning and education systems enables talent development and encourages critical and creative thinking. When mainstreamed within educational strategies, cultural initiatives that recognize diversity within a human rights-based approach play an important role in building confidence and mutual understanding among multicultural communities.

4. Multiply by x% the number of citizens who are actively involved in cultural practices.

Fostering cultural participation is necessary insofar as it contributes to promoting active citizenship. Because citizens are bearers and actors of culture, active participation in cultural practices is an important way for empowerment and citizen re-appropriation of cultural resources, and an essential factor for transmission, creation and dynamic evolution of these specific resources for development. Steps should be taken to foster equal access to cultural resources, venues and activities and to enhance opportunities to recognise one's own and others' heritage and to learn from it, as well as to develop one's creative skills and take part in individual and collective cultural practices.

5. Devote a minimum 1% of the overall public finances to cultural sector.

In conjunction with the necessary support to scientific studies and research there is a need to support cultural creation, production and presentation in all its diversity, as well as to ensure protection and transmission of cultural diversity. There is also the need to protect and support cultural specificity of local products and to promote awareness, protection, transmission, and development of cultures.

6. Leverage culture for poverty reduction and inclusive economic development.

Culture is a driver for inclusive economic and social development. Among other things, cultural heritage, cultural and creative industries, arts and crafts, sustainable cultural tourism, culture-led urban revitalization and cultural infrastructure can serve as strategic tools for revenue and employment generation. Cultural and creative industries represent one of the most rapidly expanding sectors in the global economy, with an annual increase of between 5 and 20 percent.

7. Elaborate frameworks and action plans to identify, protect and sustainably use tangible and intangible heritage in all its forms and diversity.

The use of tangible and intangible heritage constitutes an important livelihood and resource for many people and communities, through knowledge, language, crafts, agriculture, food safety and cooking, health and traditional medicine, landscapes, tourism and specificity of local products, among other things. The frameworks and action plans should provide a common "Cultural Impact Assessment" mechanism to be used in urbanization processes and aim at improving the cultural quality of public spaces (through meaningful use of public art, distinctive architecture, design, and landscapes etc.).

8. Build on culture to promote environmental sustainability.

Access to essential environmental goods and services for the livelihood of communities should be secured through the stronger protection and more sustainable use of biological and cultural diversity, as well as by the safeguarding of relevant traditional knowledge and skills. Indeed, there is a significant interrelationship between culture and environmental sustainability due to the intrinsic link between cultural diversity and biodiversity, its ability to influence more responsible consumption and its contribution to sustainable management practices as a result of local and traditional knowledge.

9. Elaborate and implement a national strategy on cultural diversity.

Governance has become a global trend meaning accountability, transparency, responsiveness, legality, respect for human rights, efficiency and effectiveness of government agencies and public institutions. It also implies better participation of civil society in policy and decision-making processes. Through culture and arts, people's rights to freedom of speech and expression, associative and participating processes as well as independent media and communication can be stimulated and ensured. Cultural diplomacy, when applied at all levels, possesses the unique ability to accelerate the realization of diverse principles such as global intercultural dialogue, justice, equality and independence, the protection of human rights, global peace and stability. A rights-based approach to culture and respect for cultural and linguistic diversity should be promoted within national and regional policies and legal frameworks.

10. Mobilize culture and mutual understanding to foster peace.

Intercultural dialogue and the recognition of and respect for cultural diversity can forge more inclusive, stable and resilient societies. They should be promoted notably through educational, communication and artistic programs, as well as through dedicated national councils on cultural diversity. Consideration of cultural contexts should also be integrated into conflict resolution initiatives and peace-building processes.

GLOBAL CULTURAL ACTORS ARE READY

Under the aegis of the United Nations and the leadership of its Secretary General, Mr. Ban Ki-Moon, the international community is currently preparing the Post-2015 Development Agenda. Member states are key actors in the process which also takes into account civil society, through the Major Groups.

The organizations and people that sign this document are global cultural actors. We are networks of governmental and non-governmental organizations and all work locally and nationally, connecting local communities to globalization. We are active stakeholders in local and national development policies. We believe strongly that culture can aid the fight against poverty and strengthen communities. We have witnessed the progress made in recent years and deem that culture is not only at the centre of the challenges at stake but also an essential component of the answer.

We have written this document to support the efforts that are carried out at a global level. It is a natural step. Only the explicit inclusion of culture in the Post-2015 Development Agenda will enable transformative change. The Post-2015 Development Agenda is a unique opportunity to enshrine internationally what is already a reality in the world.

We share the conviction that the Post-2015 Development Agenda needs to be based on the following four building-blocks:

- | A far-reaching vision of the future firmly anchored in human rights and universally accepted values and principles, including those encapsulated in the UN Charter, the Universal Declaration of Human Rights and the Millennium Declaration;
- | A set of concise goals and targets aimed at realizing the priorities of the agenda;
- | A global partnership for development to mobilize implementation; and
- | A participatory monitoring framework for tracking progress and mutual accountability mechanisms for all stakeholders.

We believe that it is important that the goals of the Post-2015 Development Agenda be as specific as possible in laying out a single challenge and ambition. We believe that the focus should be on issues with the greatest impact on sustainable development, measured in terms of the number of people affected, the contribution to social inclusion, and the need to move towards sustainable consumption and production patterns. Culture matches all these criteria. Also, each goal should have ‘knock on’ effect in other areas so that the set of goals, taken together, is truly transformative: culture is important in itself but it also has an enormous impact on the struggle to end poverty, ensure gender equality, improve health outcomes, foster job creation, sustain peaceful societies and good governance. We also believe that each Goal should call to its constituencies, resources, and issues; this we ourselves guarantee in the case of culture.

We therefore call on governments and policy-makers, who are defining the post-2015 UN global development framework and its goals, to seize this unique opportunity, and we request that a specific goal focused on culture, based on heritage, diversity, creativity and the transmission of knowledge, with clear targets and indicators, be included as part of the Post-2015 Development Agenda.

We are ready to work hard and to convince those who still have doubts. We emphasize our commitment to the success of the process of elaborating a sustainable development agenda and our will to become the best partners in contributing to its implementation.

This document is promoted by the following four **global cultural networks**:



Sarah Gardner, Executive Director

The International Federation of Arts Councils and Culture Agencies (IFACCA) is the worldwide network of national arts funding agencies. It has members in 80 countries in all continents. IFACCA is dedicated to improving good practice in arts and cultural policy development, arts funding, audience development and public access to the arts. Inaugurated in December 2000, it aims to improve the capacity and effectiveness of government arts funding agencies to benefit society through networking, advocacy and research.

www.ifacca.org



Agenda 21 for culture
Agenda 21 de la culture
Agenda 21 de la cultura

Catherine Cullen, President; Jordi Pascual, Coordinator

The Committee on culture of the world association of United Cities and Local Governments (UCLG) is the platform of cities, organizations and networks that foster the relation between local cultural policies and sustainable development. It uses the Agenda 21 for culture as its founding document. It promotes the exchange of experiences and improves mutual learning. It conveys the messages of cities and local governments on global cultural issues. The Committee on culture is chaired by Lille-Métropole, co-chaired by Buenos Aires, Montréal and México and vice-chaired by Angers, Barcelona and Milano.

www.agenda21culture.net



Charles Vallerand, General Secretary

The International Federation of Coalitions for Cultural Diversity (IFCCD) is the global umbrella organization representing more than 600 associations of artists and cultural professionals in book and magazines publishing, film and new media, television and radio broadcasting, music, performing arts and visual arts. The 43 national coalitions for cultural diversity from Europe, the Americas, Asia-Pacific and Africa that have formed the Federation are civil society platforms promoting and participating in the effective implementation of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005).

www.ficdc.org



Mercedes Giovinazzo, Chairperson; Luca Bergamo, General Secretary

Established in 1992, Culture Action Europe (CAE) is the major European voice of the cultural sector. Linking over 110 national and European networks it brings together more than 80.000 cultural organizations across Europe advocating for the structural inclusion of culture in all strategies and policies aimed at promoting sustainable development from local to European level. Starting from 2014, CAE will open its membership to all those individuals and legal entities committed to actively engage in support of the association's endeavors.

www.cultureactioneurope.org

The development of this document was greatly assisted by **experts and leaders** including:

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- | Christine Merkel, Head, Division of Culture, Memory of the World, German Commission for UNESCO
- | Katherine Watson, Director, European Cultural Foundation
- | Raymond Weber, Chair, Culture et Développement
- | Interarts Foundation for International Cultural Cooperation

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