

# CULTURE IN SUSTAINABLE CITIES

LEARNING WITH **CULTURE 21 ACTIONS** IN EUROPE

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## PROGRAMME PRESENTATION

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IN COLLABORATION WITH



# BACKGROUND

The “Culture 21 Actions” toolkit providing guidance for cities aiming to evaluate, design and implement cultural policies contributing to sustainable development was adopted at the first United Cities and Local Governments’ Culture Summit, held in Bilbao on 18-20 March 2015 under the title “Culture and Sustainable Cities”.

“Culture 21 Actions” builds on the work of the Agenda 21 for culture, as well as UCLG’s long-standing work on culture and sustainable development, including the Policy Statement “Culture: Fourth Pillar of Sustainable Development” (November 2010) and the integration of culture in the Global Taskforce of Local and Regional Governments for Post-2015 Development Agenda Towards Habitat III.

In recent years, European cities have increasingly gained knowledge on the importance of cultural policies for local sustainable development, including the intrinsic cultural aspects which are essential for wellbeing and the exercise of human rights, as well as the contribution that cultural participation and resources can make to social, economic and environmental sustainability. Indeed, sustainable cities require an integral approach, based on the combination of different perspectives and objectives as well as cooperation between public, private and civil society actors.

Whereas a wealth of knowledge and good practice examples exists, much remains to be done to enable effective evaluation, peer-learning and the dissemination of existing intelligence. The ‘Culture in Sustainable Cities. Learning with Culture 21 Actions’ programme, jointly devised by UCLG’s Committee on culture and Culture Action Europe, aims to address this gap, by providing opportunities for European cities to participate in a learning process, on the basis of the principles and actions included in Culture 21 Actions and on the experience and expertise of Culture Action Europe in representing and collecting the voices of the civil society cultural actors.

The programme builds on the experience of a similar scheme launched in 2014 at global level and will enable participating cities to become “Pilot Cities” of the Agenda 21 for culture. In parallel with this European programme, UCLG will continue to implement a similar ‘Culture in Sustainable Cities: Learning with Culture 21 Actions’ programme with Pilot Cities in other world regions.

## OBJECTIVES

The objectives of the programme are as follows:

- To foster increased local and European understanding of the connection between culture and local sustainable development in the participating cities, on the basis of the issues raised by the Agenda 21 for culture and Culture 21 Actions, as well as other issues relevant to the European and local agendas.
- To enable the design, implementation and evaluation of innovative pilot measures in areas relevant to culture and sustainable cities, through collaboration between public, private and civil society actors.
- To facilitate exchanges, evaluation, peer-learning and capacity-building among European cities concerned with culture and sustainable development, on the basis of the thematic areas identified in Culture 21 Actions.
- To provide wide visibility to the participating cities and their policies and programmes in the European and global discussions on the role of culture in sustainable development.
- To contribute to the advocacy for the explicit consideration of cultural factors in the paradigm of sustainable cities in Europe and beyond.

## BENEFICIARIES

The programme is open to European cities (EU and non-EU) which (a) are direct or indirect UCLG members; and (b) are familiar with the Agenda 21 for culture.

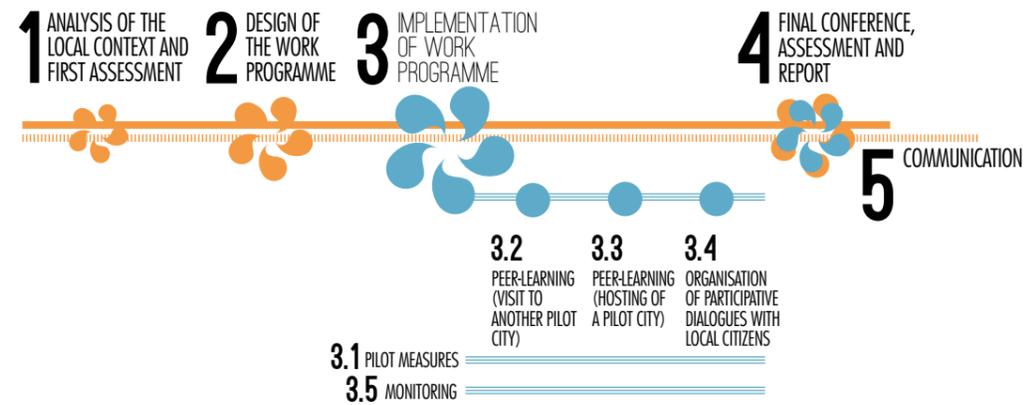
In the course of the programme, participating cities should ensure that a diverse range of local government bodies (e.g. the department in charge of cultural policies, but also those involved in other areas related to sustainable development), civil society organisations and individual citizens can take part in relevant activities, thus contributing to ownership, sustainability and accountability.

## PROMOTERS

The implementation of the programme is based on close work between participating cities, the UCLG Committee on culture, Culture Action Europe and external experts.

All those involved understand the programme as a unique learning experience. The “Pilot Cities” programme is institutionally supported by the European section of UCLG (CEMR), which represents European cities internationally.

The programme runs between 26 and 28 months, depending on the city's availability and needs. For each participating city, engagement in the programme will involve the following workplan:



In the following pages, a more detailed description of each activity is explained.

## ACTIVITY 1 ANALYSIS OF THE LOCAL CONTEXT AND FIRST ASSESSMENT

\* This initial stage is very important in order to improve mutual knowledge and set the basis of the cooperation. **This activity will last for 7-8 months.**

Early stages of the project will involve carrying out:

- a) A **DESK ANALYSIS** of the relevant documentation presenting the context of local cultural policies as well as other relevant aspects from the perspective of sustainability.
- b) **VISITS** to relevant cultural facilities/experiences jointly by the Promoters (or, failing that, by the external expert and one of the Promoters) and representatives of the local government as well as other relevant stakeholders.
- c) **MEETINGS** with senior local government officials and relevant agents of the local community.
- d) A 2-3-day **INITIAL WORKSHOP**, gathering a group of 12-20 local stakeholders (different areas of local government, civil society actors, academics, private bodies) and facilitated by an external expert. Workshop participants will be introduced to the Agenda 21 for culture and Culture 21 Actions, as well as related issues (sustainable development, governance, cultural rights, etc.). The implementation tools of Culture 21 Actions (namely, its nine commitments) will be used in order to obtain a first self-evaluation of the state of cultural policies and sustainable development in the pilot city. At the end of the workshop, the group should have identified 2-3 areas requiring further work (among the 9 thematic areas included in Culture 21 Actions) and 2-3 areas where relevant experiences exist which could inspire other cities.
- e) A **PUBLIC EVENT** (lasting 2-3 hours) on the occasion of the workshop, to present Culture 21 Actions, the Partners and the city's participation in the 'Culture in Sustainable Cities: Learning with Culture 21 Actions' programme, and to debate some relevant issues in this context (optional).

### EXPECTED OUTCOMES

Beside the public events, expected outcomes are:

- The appointment of a local focal point by the local government.
- The identification of an initial group of other 2-3 "interlocutors" (municipality and local community) to be closely associated to the programme and its set up.
- A document with initial analysis of the strengths and weaknesses of the city's cultural policies, on the basis of Culture 21 Actions' "circular radar", including the identification of 2-3 areas deserving further attention and 2-3 areas where the city has strengths. The name of this document would be "Radar1".
- The creation of a dedicated page at the Agenda 21 for culture website.
- A press-release
- A video recording.

## ACTIVITY 2 DESIGN OF THE WORK PROGRAMME

In the month following the workshop, the local focal point and the team of 2-3 "interlocutors", in collaboration with the expert/s, will draft the plan for the approximately 19-20 months which the work programme is expected to last, aimed at improving the city's performance in the areas where needs have been identified.

The work programme will require joint contributions by a range of local actors (local government, civil society, private organisations, citizens) and will include monitoring mechanisms based on the contents of Culture 21 Actions.

### EXPECTED OUTCOMES

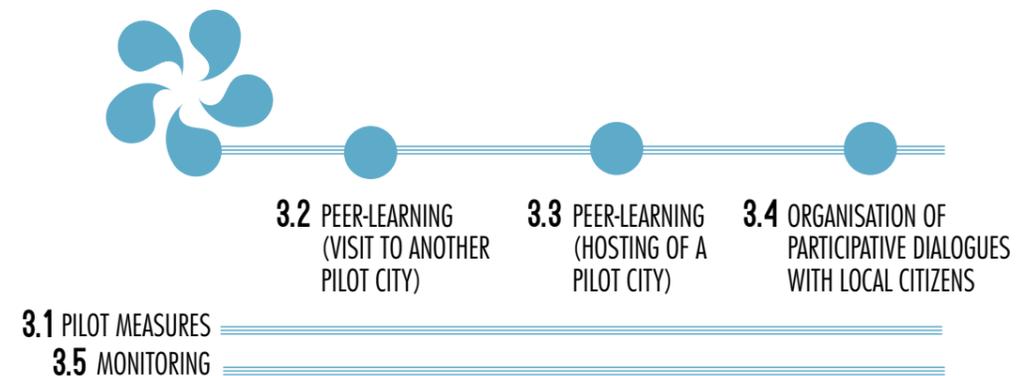
- A 19- to 20-month work programme, on the basis of the initial analysis.

## ACTIVITY 3 IMPLEMENTATION OF WORK PROGRAMME

\* This activity will last for 19-20 months.

The work programme designed above will be implemented over a period of 19-20 months. It will be coordinated by the local focal point, in close contact with other Interlocutors and Stakeholders. Regular exchanges should also be maintained with the teams of Agenda 21 for culture and Culture Action Europe, as well as with the external expert/s, particularly regarding the implementation of the planned measures and projects and the European peer-learning dimension.

The implementation of the work programme includes the following activities:



### 3.1 PILOT MEASURES

The work programme will include the implementation of a limited number of pilot measures which address in particular the 2-3 areas where specific efforts are required (approximately 70% of the time) but also 2-3 areas where relevant experiences exist (approximately 30% of the time).

The exact nature of these measures will be determined in accordance with the needs identified in the initial phase. They may include new partnerships with relevant agents in priority areas (e.g. schools, universities, private companies, NGOs, etc.), innovative funding schemes, new participatory spaces, etc. In some cases, they may mainly involve the improvement of internal learning, capacity-building and reflection spaces, as a first step towards the mid- or long-term development of other programmes. Given the time available, cities will be advised to focus their efforts on a limited number of feasible measures, which could later provide the basis for broader, permanent programmes.

The implementation of the pilot measures will run in parallel with and be informed by exchanges occurring throughout the implementation phase (see sections 3.2-3.5 below), both at local level (meetings with citizens, exchanges among the stakeholders involved in the initial workshop, etc.) and at international level (visit to another city, hosting of a pilot city, advice provided by external experts, etc.). As explained further below, the implementation of the work programme, including its pilot measures, will also be the subject of a monitoring process, which should enable to identify progress made as well as any relevant shortcomings.

**EXPECTED OUTCOMES**

- Implementation of pilot measures in the priority areas identified during phase 1.
- 2-3 good practice descriptions prepared by the pilot city, using the format designed by UCLG. They will focus preferably on the pilot measures implemented in the context of the work programme, but they could also refer to previously-existing initiatives which are seen as relevant and could be illustrative for other cities. These documents will be written by the managers of these relevant experiences, in cooperation with the local focal point and other local stakeholders where necessary.

**3.2 PEER-LEARNING (VISIT TO ANOTHER PILOT CITY)**

A visit to another European pilot city (peer 2), which provides illustrative evidence in the areas where weaknesses have been identified for the beneficiary city (peer 1), will take place. The visit will involve roughly 4-6 actors from the beneficiary city, as well as the external expert/s.

The agenda will include a combination of meetings with local government officials and civil society actors, visits to relevant cultural facilities or services, public events involving citizens, etc. UCLG and Culture Action Europe will explore, in dialogue with the participating cities, the possibility of organising joint activities involving more than two pilot cities, in the event that similar challenges are identified. Each visit will close with an internal meeting to discuss the lessons learned and potential transferability of relevant initiatives.

**EXPECTED OUTCOMES**

- A visit to another pilot city, providing relevant lessons to reflect on the issues of interest to the beneficiary city.
- A report of the visit, to be elaborated by the peer 1 local focal point, with the support of the external expert.

**3.3 PEER-LEARNING (HOSTING OF A PILOT CITY)**

The beneficiary city (peer 1) will host at least another European pilot city (peer 2), in order to present and discuss the areas where strengths have been identified. As mentioned above, the possibility of organising visits involving more than two cities will be considered (even beyond Europe), where this is relevant to the topics identified.

A seminar providing the occasion to discuss issues of common interest to the participating cities as well as the implementation of the work programme derived from Culture 21 Actions, will be organised in this context.

**EXPECTED OUTCOMES**

- The final agenda of the seminar, to be elaborated by the local focal point.
- Organisation of a seminar involving relevant actors from local government, civil society and the private sector in the beneficiary city (peer 1), as well as representatives from at least another pilot city (peer 2).
- A report of the seminar, to be elaborated by the local focal point, with the support of the external expert.

**3.4 ORGANISATION OF PARTICIPATIVE DIALOGUES WITH LOCAL CITIZENS**

In occasion of the “peer-to-peer” visits and exchanges, participatory meetings with civil society representatives at large will be organised in the hosting city to allow a broader exchange with citizens. Topics are related to relevant issues of the hosting city to inform the development of the beneficiary city’s implementation work.

In addition, other meetings open to the local citizens will be held in the course of the implementation of the work programme. These activities will be aimed partly at informing of developments in the context of the work programme and identifying synergies with other ongoing activities, but they can also be understood as fostering capacity-building and opening the way to participative governance. Besides being a way for involving citizens in the municipality endeavour, they are also meant to be an occasion to empower citizens on the role of culture in shaping sustainable cities.

These “dialogues” will be co-organised with the help of the expert/s and promoters that will contribute both to shaping the issues to be discussed and to designing participatory formats.

EXPECTED OUTCOMES

- One PARTICIPATIVE DIALOGUE held in the context of the hosting of another city.
- Other PARTICIPATIVE EVENTS open to the public at large held over the course of the implementation of the work programme.

3.5 MONITORING

The work programme will be locally monitored throughout its duration, with regular meetings involving participants in the initial workshop as well as other relevant agents. The aims of the monitoring process include, firstly, to identify challenges and achievements in the implementation of the work programme and, secondly, to draw lessons from the experience, in the form of written outputs which can be shared within the city and beyond, thus contributing to the learning process promoted by Culture 21 Actions. Expert/s will be involved where/when possible.

In the last meeting (lasting for one day), a document with updated analysis of the strengths and weaknesses of the city’s cultural policies, on the basis of Culture 21 Actions’ “circular radar” will be produced. This ‘Radar 2’ will provide a picture of the progress made and any other relevant changes identified throughout the work programme. On the basis of the observations made at this point and the lessons drawn from participation in the programme, a set of ‘feasible pilot projects’ should be identified, which the city could implement in the subsequent period.

EXPECTED OUTCOMES

- At least 6 local meetings (including those held in other phases of the implementation), chaired by local focal point and involving (at least) the 12-20 local stakeholders.
- A one-page report will be written by the local focal point, after each one of these meetings. They will summarise the progress in the implementation of the work programme, with an identification of needs and issues to address.
- ‘Radar 2’, accompanied by the identification of a set of ‘feasible pilot projects’ which the city could implement in the subsequent period.



**ACTIVITY 4** FINAL CONFERENCE, ASSESSMENT AND REPORT

A final 1-day conference involving participants to the initial workshop, the external expert/s, promoters and other relevant agents (possibly also citizens involved during the “dialogues”) will be organised in order to evaluate the results of the work programme.

After this event, the external expert/s will prepare a short internal report with recommendations for follow-up work. This report will stress in particular: (a) recommendations for further local action; (b) the lessons learned through encounters between the participating cities, and (c) the contribution to the European / global cultural agenda of the issues raised.

The local government, in dialogue with other local stakeholders where necessary, will also produce a short article assessing the programme’s implementation.

EXPECTED OUTCOMES

- A 1-day final public conference.
- A final (internal) report written by the external expert/s, providing recommendations and guidance for subsequent local and international activities.
- A final (short and public) abstract of this final report.
- An article, prepared by the local focal point, explaining the main results of the programme, and providing feasible ideas for the future continuation of the work, at a local scale.
- A press-release
- A video recording.

## ACTIVITY 5 COMMUNICATION

Each pilot city will be encouraged to disseminate the programme through its own and other relevant media, as well as through public activities.

### EXPECTED OUTCOMES

- At least 3 press releases
- At least 100 twitter messages
- At least 5 short video recordings

A specific web page for each pilot city will be set up in the Agenda 21 for culture website. In the course of the project, this page will feature the following documents:

### EXPECTED OUTCOMES

- Radar 1 document (approximately month 7-8)
- Work programme (approximately month 8-10) and abstract
- The report of the visit to another city (date tbc)
- The report of the seminar hosting another city (date tbc)
- 2-3 good practices (published in the course of the work programme)
- Radar 2 document (approximately month 22-24)
- The final report written by the expert/s (approximately month 26-28) and abstract
- The final article written by the city (approximately month 26-28)

Each of these documents will be translated and published in the three languages of UCLG: English, French and Spanish. (In the case of the work programme and the final report, only its abstracts will be translated and made public.)

A customised version of the programme logo will be produced for each participating city, which will be able to use it on its own website and other media.

On the other hand, the UCLG Committee on culture and Culture Action Europe will also consider additional opportunities to foster the visibility of pilot cities on their respective public events and media.

## RESULTS

The results of the programme for each pilot city will be as follows:

- STRENGTHENING OF LOCAL NETWORKING AMONG RELEVANT PUBLIC, private and civil society agents in the cultural scene (so-called "cultural sector"), thanks to the joint design, implementation and monitoring of a common work programme.
- INCREASED AWARENESS-RAISING AND UNDERSTANDING, among public, private and civil society bodies as well as citizens (so-called "key urban actors concerned by the role of culture in development"), of the links between culture and sustainable development at local level.
- DISSEMINATION OF A RANGE OF PUBLIC DOCUMENTS describing the connection between the city's cultural policy and its sustainable development vision. These documents will combine conceptual aspects and illustrative examples, which may provide guidance to other cities in Europe and elsewhere. They will be translated into three languages and promoted in the media channels of the Agenda 21 for culture and Culture Action Europe. The pilot city will be able to disseminate all of these documents through its own online and offline channels.
- AN INTERNAL REPORT WITH FOLLOW-UP RECOMMENDATIONS, prepared by the external expert/s, taking into account the evaluation of the work programme and other reflections derived from Culture 21 Actions.
- ENHANCED NETWORKING AT EUROPEAN LEVEL, thanks to the participation in and hosting of at least two cross-national activities in the course of the programme.
- MEMBERSHIP OF THE AGENDA 21 FOR CULTURE'S 'PILOT CITIES' NETWORK, with additional opportunities to take part in cross-national peer-learning activities in Europe and in other world regions.

## MANAGEMENT

The external expert/s dedicated to the pilot city will be jointly agreed by the relevant pilot city, the UCLG Committee on culture and Culture Action Europe. Preference will be given to a member of the UCLG Committee on culture, or alternatively to independent experts perfectly familiarised with the Agenda 21 for culture and Culture 21 Actions. Generally one lead expert will be identified for each participating city, but other experts may be involved in the course of the programme in accordance with the needs identified (e.g. experts with specific knowledge in the priority areas identified may be involved for certain capacity-building or monitoring activities). Should this be the case, the same selection criteria outlined above will be applied.

The pilot city will appoint a single person to become the “local focal point”. During specific activities, experts from both the team of Agenda 21 for Culture and that of Culture Action Europe will be involved.

## COSTS

Pilot cities must cover the costs of work related to their participation in the ‘Culture and Sustainable Cities. Learning with Culture 21 Actions’ programme, including travel costs, accommodation, translations, communication and experts’ fees. A standard amount has been established, which will be discussed and adapted. More detailed information will be provided to cities expressing an interest in taking part.

## CALENDAR

The ‘Culture in Sustainable Cities. Learning with Culture 21 Actions’ programme (“Pilot Cities Europe 2015/2017”) will be launched in May 2015. Cities interested in participating should confirm their involvement **BEFORE 19 JUNE 2015**.

The overall duration of the project is expected to be approximately 26-28 months for each participating city. This includes a preparatory phase (7-8 months) and the implementation of the work programme (19-20 months, including and the organisation of the final conference and other dissemination activities). Initial workshops in each pilot city are expected to be held within 6 months from the agreement. The implementation of work programmes and parallel dissemination will take place between mid-2015 and mid-2017. Intermediate seminars and peer-learning activities, including visits, are expected to be held between late 2015 and early 2017.

In 2017, the preliminary results of the programme will be presented at the 2nd UCLG Culture Summit.

# HOW TO PARTICIPATE

Cities interested in obtaining further information about the programme may contact UCLG’s Committee on culture (see details below).

In order to confirm their participation, each pilot city should provide a letter of commitment, signed by the Mayor, Deputy Mayor or Councillor in charge of this area.

# CONTACT DETAILS

### Committee on culture of UCLG

Email [info@agenda21culture.net](mailto:info@agenda21culture.net)

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

Twitter [@agenda21culture](https://twitter.com/agenda21culture)

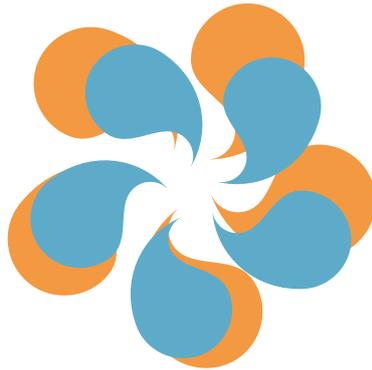
### Culture Action Europe

Email [secretarygeneral@cultureactioneurope.org](mailto:secretarygeneral@cultureactioneurope.org)

Web [www.cultureactioneurope.org](http://www.cultureactioneurope.org)

Facebook [/CultureActionEurope](https://www.facebook.com/CultureActionEurope)

**Please do not hesitate to contact us if you need any additional information.**



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