



#CULTURE2030GOAL CAMPAIGN

Mr Ernesto Ottone R.
Assistant Director-General for Culture
UNESCO

Barcelona, Brazzaville, Brussels,
Montreal, Paris and the Hague,
on 10 April 2021

Subject: Call for contribution – United Nations Secretary General Report on the implementation of the Resolution 74/230 on Culture and Sustainable Development

Dear Assistant Director-General for Culture, dear Mr Ottone,

The Culture 2030 Goal campaign is formed by several global cultural networks: Arterial Network, Culture Action Europe, ICOMOS - International Council on Monuments and Sites, IFCCD - International Federation of Coalitions for Cultural Diversity, IFLA - International Federation of Library Associations and Institutions, IMC - International Music Council and UCLG - United Cities and Local Governments' Culture Committee - Agenda 21 for Culture. We are united to advocate for the role of culture in sustainable development.

Our campaign has its origins in the period 2013-2015. Under the banner "The Future We Want Includes Culture", we advocated for the inclusion of one specific goal devoted to culture, or for the integration of cultural aspects across the Sustainable Development Goals (SDGs); this initiative was also known as the #culture2015goal campaign. In the final document of this campaign (23 September 2015: "Culture in the SDG Outcome Document: Progress Made, but Important Steps Remain Ahead"), we committed to keep our cooperation active.

It is therefore a pleasure to explain the activities undertaken by the Culture 2030 Goal campaign in the period June 2019 – April 2021 on the contribution of culture to the achievement of sustainable development.

1. The report "Culture in the Implementation of the 2030 Agenda", published on 25 September 2019.

1.1. The report takes stock of the first four years of the Sustainable Development Goals and the 2030 Agenda, from the perspective of culture. It provides an

analysis of the presence of culture and associated concepts in the annual progress reviews for the SDGs, focusing on the Voluntary National Reviews (VNRs) submitted by UN Member States for the High-Level Political Forums (HLPFs) in 2016, 2017, 2018 and 2019. The report also explains the parallel developments of policy in the global conversation on culture in development, and includes an analysis of the Voluntary Local Reviews (VLRs, submitted by cities and local governments).

- 1.2. The report shows some interesting evidence of cultural policies and programmes contributing to the achievement of SDG11 (sustainable cities and communities, on cultural heritage and on the use of public spaces). There are also important cultural initiatives highlighted helping to deliver on in SDG4 (quality education), SDG5 (gender equality), SDG8 (decent work and economic growth), SDG9 (infrastructures), SDG10 (reduced inequalities), SDG12 (sustainable production and consumption), SDG15 (life on land) and SDG16 (peace, justice and strong institutions).
- 1.3. Despite stand-out examples of good practice by some countries, the report nonetheless expresses concern about the limited presence of culture in the VNRs and in the broader documents emerging from the HLPF review process, including the relevant Ministerial and Political Declarations. This is especially acute in SDG16 (Peace, Justice, and Strong Institutions) and SDG17 (Partnerships for the Goals), which fail to take advantage of the potential of citizen participation in cultural life, or of local, national and international cultural collaborations.
- 1.4. The report provides evidence that much more needs to be done to acknowledge the many ways in which cultural aspects influence and contribute to sustainable development. The keyword analysis of the VNRs research finds that references to the cultural dimension of sustainable development lag significantly behind (between one eighth to one fifth of) those to the other three recognized dimensions (the social, economic and environmental). The campaign has affirmed that it is highly important to increase the share of the cultural dimension in the coming years, at least to the level of the environmental dimension.
- 1.5. The report highlights that there is a gap between (i) the global “acquis” on culture in sustainable development and the body of existing knowledge and extremely relevant initiatives that explicitly or implicitly connect culture to the SDGs, and (ii) national strategies to implement the SDGs. The report, sadly, confirms that the potential to draw on culture in the achievement of the SDGs appears to remain largely untapped, leading to missed opportunities, reduced policy effectiveness, and underinvestment of energy and resources. To a large extent, this results from the feeble presence of explicit references to culture in the text of the 2030 Agenda, but it is also because the implementation and reporting process does not necessarily include the communities, leaders and cultural networks which are most engaged in culture and who understand its impacts best.

2. The Statement “Ensuring Culture Fulfils its Potential in Responding to the Covid-19 Pandemic”, published in April 2020 and launched on 21 May 2020, World Day for Cultural Diversity for Dialogue and Development.

- 2.1. The Statement explains that artists, creators and culture professionals, as well as organisations in the culture sector, have had a fundamental role during the pandemic: promoting well-being and resilience in individuals and communities, guaranteeing access to information, and encouraging awareness and tolerance.
- 2.2. The Statement pays tribute to the countless initiatives to boost access and engagement and to create together new expressions, meanings and energies. Arts and culture have played a unique and vital role during the crisis: building community, reducing anxieties, and also using art’s unique sense-making ability to build capacities to imagine a new future. They have all underlined the impressive power of culture to build healthy, resilient communities and improve well-being for all.
- 2.3. The Statement affirms that the crisis should not be allowed to exacerbate the already high levels of inequality at the global level and often within national borders that particularly affect older people, minorities, women and girls, Indigenous peoples and those with less access to health and other basic public services and economic resources. It therefore advocates for cultural policies that take this reality into account, and place equality and non-discrimination at the centre of responses.
- 2.4. The Statement also affirms the need to strengthen global mindsets and to improve the international cooperation that is critically needed. The campaign raises concern around the need to provide appropriate resources and collaboration mechanisms, including cultural cooperation, in order to recognise existing barriers and to address them.
- 2.5. The Statement calls on governments and all other decision-makers to:
 - (a) Support cultural communities, sectors, actors and agents who are facing negative impacts from the pandemic, in order to ensure that they can survive the crisis, and are able to play their part in the recovery.
 - (b) Design and promote mechanisms that strengthen cultural communities’ capacity to access and make use of the digital sphere sustainably and in suitable conditions.
 - (c) Ensure that appropriate flexibilities in laws, regulations and funding programmes are used in order to facilitate and support the work of cultural actors and the safeguarding of cultural heritage resources where this would otherwise be made impossible notably by the loss of revenue sources that guaranteed community livelihoods, notably tourism.
 - (d) Ensure the long-term integration of culture across government action at all levels, everywhere, both as an end in itself and as an enabling factor in successful sustainable development, leaving no one and no place behind.

- (e) Place welfare, solidarity and sustainability at the centre of short-term and long-term cultural policies, programmes and projects, as well as making international cooperation, including cultural cooperation, central in the building of more resilient communities.
- (f) Reinforce the protection of the cultural rights of all in national and local legislation, in particular through cultural programmes aiming at education, active participation, critical citizenship, gender equality and the empowerment of Indigenous peoples.
- (g) Incorporate culture explicitly into the plans, instruments and reporting mechanisms around the 2030 Agenda and the SDGs to be elaborated in the coming months and years.

2.6. The Statement was endorsed by the President of the UN General Assembly, HE Tijjani Muhammad-Bande and it has been supported by more than 330 networks, organisations and individuals world-wide.

3. The side-event “Culture: An Accelerator under-used. Realising the potential of culture for short-term recovery and long-term sustainable development” which took place in the frame of the High-level Political Forum, on 13 July 2020.

- 3.1. The event benefited from the participation of all members of the Culture 2030 Goal campaign.
- 3.2. HE Mr Jerobeam Shaanika, Deputy Chef de Cabinet, President of the UN General Assembly and HE Mr Ernesto Ottone, Assistant Director General, Culture, UNESCO offered the Opening Words.
- 3.3. The event included speeches from representatives of UN members states, and a keynote speech from Dr Daisy Fancourt, UCL, Lead on World Health Organisation Europe Report on Culture and Health.

4. The vision document of the Culture 2030 Goal campaign, published in April 2021, and the Action Plan for 2021-2022 highlight the following issues:

- 4.1. Our Vision: The recognition of culture as the fourth pillar of sustainable development.
- 4.2. Our Mission: To mainstream culture across the global development agenda;
- 4.3. Our Goals: (a) a stronger place for culture throughout the implementation of the current global development agenda (the UN 2030 Agenda), (b) the adoption of culture as a distinct goal in the post-2030 development agenda, and (c) the adoption of a global agenda for culture.

4.4. Our main activities in 2021-2022 include:

- (a) engaging at UN High-Level Political Fora and other relevant global intergovernmental events, notably through organising high-level panels (example, the PGA High-Level event on 21 May 2021 or the HLPF in July 2021),
- (b) supporting advocacy at the national and regional levels in favour of incorporating culture into development planning, through the sharing of tools and information (example: our connection with national and local members in countries that will report a VNR in 2021 and 2022),
- (c) developing and implementing methodologies for monitoring and engaging Voluntary National and Local Reviews, including through shadow reporting, in order to maximise recognition of culture (example: our report on the 60 VLRs published so far; the report is foreseen for September 2021);
- (d) influencing and shaping the discourse through the issuing of statements and other reports, including formulating what a culture goal could look like (with mention of cultural rights, tangible and intangible heritage, access, diversity, creativity, etc.); and
- (e) building connections with diverse other stakeholders and bringing campaigns together.

5. Our new website <http://culture2030goal.net>:

- 5.1. This highlights our Vision document and our Plan for 2021 and 2022.
- 5.2. It collects our history (the four documents published in 2013-2015).
- 5.3. It includes the report on the VNRs we published in 2019
- 5.4. It includes the Culture-Covid19 Statement, translated in several languages

According to your questions, our contributions can also be exposed in this way.

- Question 1, on strategies, programmes and activities. Paragraphs 1.1, 2.1, 3.1, the whole sections 4 and 5.
- Question 2, on qualitative and quantitative data, indicators and statistics. Paragraphs 1.2, 1.3 and 1.4. Also relevant paragraphs 4.4c
- Question 3, on our perspective on culture and sustainable development. Paragraphs 4.1, 4.2, 4.3 and 4.4.d. Also relevant paragraphs 2.3, 2.5e, 2.5f, 4.4b, 5.3 and 5.4.
- Question 4, on international cooperation and the cultural and creative sectors. Paragraphs 2.1, 2.2, 2.4, 2.5a, 2.5b and 2.5c.

- Question 5, on funding mechanisms. Paragraphs 4.4.b
- Question 6, on integration of culture into UN frameworks. Paragraphs 1.1, 1.5, 2.5g, 2.6, 3.2, 4.4a, 4.4d and 5.2.
- Question 7, on regional partnerships. Paragraphs 2.5c, 2.5d, 3.3, 4.4b and 4.4.e

We are grateful for this opportunity to input, and reaffirm our full commitment to placing culture at its rightful place in the global conversation on development. We look forward to working with UNESCO to ensure that the role of culture is fully and meaningfully recognised, celebrated, and internalised into policy-making in the context of the 2030 Agenda and beyond.

- | **Arterial Network: Pierre Claver Mabila, President**
- | **Culture Action Europe: Tere Badia, Secretary General**
- | **ICOMOS - International Council on Monuments and Sites, Marie-Laure Lavenir - Director General**
- | **IFCCD - International Federation of Coalitions for Cultural Diversity, Nathalie Guay, Secretary General**
- | **IFLA - International Federation of Library Associations and Institutions, Gerald Leitner, Secretary General**
- | **IMC - International Music Council, Silja Fischer, Secretary General**
- | **United Cities and Local Governments' Culture Committee: Jordi Pascual, Coordinator**

ANNEX

Proposed questions for contribution from IO, UN Agencies to United Nations Secretary-General's report on the implementation of Resolution 74/230

Reporting period: June 2019 – June 2021

1. Within the framework of the 2030 Sustainable Development Agenda, what major strategies, programmes and activities contributing to harnessing culture for sustainable development were developed and/or implemented within your organization's mandate during the reporting period? Activities may also encompass references to UN international years, such as the International Year of Indigenous Languages 2019, the International Year of Creative Economy for Sustainable Development 2021, etc. (cf. Resolution 74/230, articles 10, 12 et 24).
2. Are there any qualitative and quantitative data, indicators and statistics demonstrating the impact of culture for sustainable development from a multidimensional perspective among the above-mentioned programmes and activities implemented by your organization? (cf. Resolution 74/230, article 21).
3. What is the perspective of your organization on culture and sustainable development? (e.g. opportunities, priorities and challenges)? Has your organization launched a specific reflection or workstream in that regard?
4. Has your organization carried out measures to stimulate international cooperation and strengthen the cultural and creative sectors, cultural tourism, cultural enterprises, and entrepreneurship, including with regard to access to new technologies, in developing countries? (cf. Resolution 74/230, article 18).
5. Have funding mechanisms that integrate culture or culture-related concerns been developed, promoted and/or implemented by your organization for sustainable development programmes? (cf. Resolution 74/230, article 16, n).
6. Have your organization's efforts resulted in the integration of culture into UN Sustainable Development Cooperation frameworks, strategies and programmes? (cf. Resolution 74/230, article 23).
7. Has your organization undertaken initiatives to foster cultural cooperation agreements, partnerships, and networks at the regional level as part of an exchange of knowledge, expertise, and information for sustainable development? (cf. Resolution 74/230, article 19).

* (Arterial Network, Culture Action Europe, ICOMOS - International Council on Monuments and Sites, IFCCD - International Federation of Coalitions for Cultural Diversity, IFLA - International Federation of Library Associations and Institutions, IMC - International Music Council, UCLG (United Cities and Local Governments) Culture Committee - Agenda 21 for Culture).