



ENCATC

The European network on cultural
management and policy

Cultural Policy
TRACKER



MONDIACULT 2022

Towards a New Culture Goal for the
Sustainable Development Framework



editorial

The lack of a Sustainable Development Goal (SDG) that addressed culture specifically in the Agenda 2030, has brought the cultural sector to advocate for the role of culture in sustainable development and to set up a new scenario in the post-2030 context.

In this context, in September this year MONDIACULT 2022 took place, the World Conference on Cultural Policies and Sustainable Development. It took place in Mexico City, the same location where it was organized in its first edition in 1982. The objective of this conference was to tackle global challenges, and highlight future cultural priorities, aiming to strengthen the cultural sector's resilience, approaching to sustainability, which is a leading topic on the public policy agenda globally.

In this context, ENCATC wishes to reflect on how the cultural management and policy community can contribute and enrich the discussions that arose at MONDIACULT. It was also very important for ENCATC to highlight the learnings from the adoption of a Declaration for Culture, that positioned culture as a global public good.

In order to reflect on the challenges and opportunities that arise in this context for the cultural sector, ENCATC, in partnership with World Leisure Organization organized the ENCATC Members Talks this past November on "MONDIACULT 2022: Towards a New Culture Goal for the Sustainable Development Framework". Renown experts in the field were invited to provide their insights and reflections about the meeting, along with the key elements and prospective outcomes of the Conference.

ENCATC also responded to the call for contributions to the EU Voluntary Review on the implementation of the 2030 Agenda for Sustainable Development. ENCATC's contribution is presented as the main text in this 3rd issue of the ENCATC Policy Tracker.



editorial

This text points to the relevance of some EU policies in the context of MONDIACULT 2022, such as the New European Bauhaus, which fosters open and innovative approaches to policy design. It also foregrounds the need to promote cross-sectorial and transversal initiatives such as the Knowledge Innovation Community of the EIT on Culture and Creativity. The text highlights the need to emphasize the transformational power of culture and creativity and its linkages with education. Finally, the text suggests and reinforces the affirmation that the shift from cultural policy to cultural governance is needed for achieving the New Cultural Goal for Sustainable Development Framework.

Finally, this ENCATC Cultural Policy Tracker special issue on MONDIACULT 2022 includes a bibliography to enlarge and deepen the knowledge of researchers, students, and policy makers on the four main topics of the Conference: renewed and strengthened cultural policies, heritage and cultural diversity in crisis, culture for sustainable development and the future of the creative economy.

We would like to acknowledge the contributors to the text and the experts participating in the ENCATC Members Talk for their insights and guidance for policy makers.

Furthermore, ENCATC sincerely thanks its member Cristina Ortega who has curated and coordinated this 3rd issue of the ENCATC Cultural Policy Tracker.

Yours truly,

GiannaLia Cogliandro Beyens



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Policy paper

Implementation of the 2030 Agenda for Sustainable Development - The Implications for the Cultural Management and Policy Sector.

ENCATC's policy contribution after "Mondiacult 2022 - Towards a New Culture Goal for the Sustainable Development Framework".

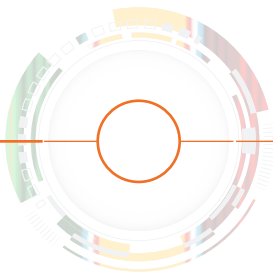
1. Introduction

With no Culture Goal among the Sustainable Development Goals (SDGs), culture is the visible elephant in the room in the 2030 Agenda. Since the approval of the 2030 framework, many studies have demonstrated the relevance of culture for the attainment of each single SDG, and the cultural sector has intensively advocated for the role of culture in sustainable development, keeping the post-2030 context in the horizon. The MONDIACULT Conference held in Mexico in September 2022 was a critical appointment to set up the new scenario.

Forty years after the first MONDIACULT Conference in 1982, the MONDIACULT 2022 with its historic Declaration for Culture – adopted by one hundred-fifty States unanimously – reflects countries' agreement on the affirmation of culture as a public good.

The text defines a set of cultural rights that need to be taken into account in public policies, ranging from the social and economic rights of artists, to artistic freedom, the right of indigenous communities to safeguard and transmit their ancestral knowledge, and the protection and promotion of cultural and natural heritage.

It also calls for substantial regulation of the digital sector. In the Declaration, governments also commit to intensify the fight against illicit trafficking in cultural goods with increased international cooperation.



It is fair to say, that most of the above raised issues are not new. What is perhaps novel is the approach by which governments agreed on the affirmation of culture as a global public good.

This text aims to provide an overview of some of the main key takeaways of the MONDIACULT 2022, connected specially to the topics of *Renewed and strengthened cultural policies* and *Culture and Sustainable Development*. Parallel to that, it is argued that these key takeaways of the MONDIACULT 2022 are well rooted in previous initiatives and that the argumentation is not new. On the contrary, the value of culture in sustainable development has long been recognised.

2. Key messages from the cultural management and policy community

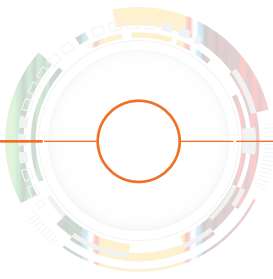
Transversal value of culture

The first key takeaway of MONDIACULT 2022 which is fundamental for a renewed and strengthened perspective on cultural policies is the transversal value of culture. MONDIACULT further legitimised the transversal nature of cultural policy. Following, such deliberations as the key messages from *Our Creative Diversity* report, MONDIACULT can sustain its legacy by progressing with certain long awaited policy proposals. It is interesting to note that the above stated report was published back in 1995 and was part of the mandate of the World Commission of Culture and Development (1988-1998).

This report marked a turning point in the global reflection on culture shifting the focus from a purely sectoral approach to cultural policies towards a more transversal one which sets culture across the spectrum, it also promotes culture's connection to broader issues, such as gender, the anthropological dimension of cultural manifestations, as well as living traditions and other matters related to better governance and a holistic approach to culture while at the same time underlying the recognition of cultural diversity (World Commission on Culture and Development, 1995).

We can therefore suggest that **by associating culture with development, the notion of cultural policy has been considerably broadened in a pluralistic context which according to the report "requires creativity in politics and governance"** (ibid., p. 232).

The idea of the transversal character of cultural policy is manifested and



expressed in various documents ever since, among which particular reference can be made to the 2012 Council Conclusions on Cultural Governance which were adopted in the context of the Cypriot Presidency of the EU, which had the topic of Cultural Governance among its main thematic priorities. These Council Conclusions state the following, which is highly relevant to the afore-mentioned topic: **“cultural policy is of a horizontal nature and therefore transversal cooperation across sectors and between the different levels of governance is required”** (Council of the EU, 2012).

Cross-sectorality and the multi-stakeholder perspective

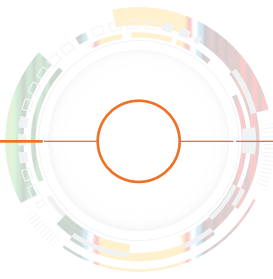
A second key takeaway of MONDIACULT 2022 is cross-sectorality and the multi-stakeholder perspective. In this regard, there is a broad acknowledgement in the report *Our Creative Diversity* (World Commission on Culture and Development, 1995) that **government is only one actor in the cultural policy process and that in the light of the growing power of the internet and new emerging forms of communication, certain groups of civil society and among other groups are being formed and essentially have a voice in the public sphere.**

The key messages of this report are reflected so many years after in the MONDIACULT 2022 Declaration as there is an expression of responsibility and engagement to adopt a multi-stakeholders approach. The cultural management and policy community strongly endorse this approach, as the only way forward to face common, global challenges.

Human-centred development and the need to create a new global deal

The third key takeaway is human-centred development and the need to create a new global deal. The world is currently facing a multitude of rapid changes, including social, climatic, political, health and economic challenges. In the shadow of the afore-mentioned challenges, new ways of thinking and innovative approaches are required. Culture and the creative industries are at the heart of innovation. Their inherent links and interconnections with the SDGs of Agenda 2030 and 2005 UNESCO Convention have been extensively discussed all those years. The key messages from Secretary General's *Our Common Agenda* report (United Nations, 2021), highlight the need to create a new global deal.

In such a perspective, there is an urgency for a renewal of leadership at all levels.



Cultural processes do not occur in a vacuum, they are instead the culmination of cultural, social, historical, and economic fabrics. Human-centred and context-centred approaches prevail in the key messages of MONDIACULT 2022. In the light of the above, mainstreaming culture into other policy areas and developing multi-layered integrated strategies involving all governance levels and all stakeholders involved can lead to holistic approaches in cultural governance. The world is currently facing a multitude of rapid changes.

New ways of thinking and innovative approaches are therefore required, and transversal and integrated approaches on cultural governance, based on recent developments, research and innovation, are deemed necessary in order to put culture at the heart of public life – to recall one of the key messages of another emblematic report, the *In from the Margins* report (Council of Europe-The European Task Force on Culture and Development, 1997).

3. Conclusions: From cultural policy to cultural governance, the way forward

Moreover, some EU policy initiatives have a relevance with the key messages and key takeaways of MONDIACULT 2022. These initiatives, in a very concrete and substantial way, exemplify the afore-mentioned topics. Firstly, the New European Bauhaus which is an all-inclusive, bottom-up initiative aiming at open and innovative approaches of policy design which is also based on inspiration and imagination. Secondly, the Knowledge Innovation Community of the EIT on Culture and Creativity is by its nature a cross-sectorial and transversal initiative. In this respect, it must be emphasized that **culture and creativity are transformational and links and interconnections with the education field should be sought. We could indeed envisage our common future using mustered knowledge from our common past.**

Based on the above, we would like to suggest that through the shift from cultural policy to cultural governance (as the term has been used in the 2012 Council Conclusions), the New Cultural Goal for Sustainable Development Framework can be formulated. We can create a future where AI –Artificial Intelligence – co-exists and co-creates with another kind of AI – Ancestral Intelligence, the accumulated knowledge of mankind since time immemorial. Artificial Intelligence is the ability of machines to act like humans. On the other hand, Ancestral Intelligence is what humans have commonly achieved in the course of their earthly existence. A creative synergy between the two could be seminal for a successful future of humanity.



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- ③ Culture for sustainable development
- ④ The future of creative economy

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It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalise the cultural sector to make it sustainable, and to create a platform of discussion and exchange at the European and international level.

ENCATC holds the status of an NGO in official partnership with UNESCO, of observer to the Steering Committee for Culture of the Council of Europe, and is co-funded by the Creative Europe programme of the European Union.

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