



STATEMENT BY THE #CULTURE2030GOAL CAMPAIGN ON UNESCO MONDIACULT 2022

LAUNCHED ON 28 APRIL 2022



As an alliance of prominent international networks advocating for a stronger place of culture in sustainable development, we strongly welcome the initiative of the Government of Mexico and the decision of UNESCO to bring together, on 28-30 September 2022, Ministers responsible for culture and other key culture stakeholders from around the world for the [MONDIACULT 2022 Conference](#). We also welcome the aim of MONDIACULT 2022, namely, to provide a new impetus to the global policy dialogue on culture for sustainable development.

There is a growing awareness of the role that culture can play in supporting development at all levels, as well as of the urgent need to promote new development models in the wake of COVID-19, the latest reports of the Intergovernmental Panel on Climate Change (IPCC) and continued threats to rights and freedoms. In the light of this, it is high time to take a strategic look both at cultural policy itself, and its place within broader development frameworks and climate change discussions.

MONDIACULT 2022 is a historical opportunity. It needs to be designed with ambition, in coherence with the long-term legacy left by the first conference in 1982. Outcomes must be concrete, bold and engaging. They need to contribute explicitly to the UN Secretary General's report "[Our Common Agenda](#)", and accelerate the shift to a world where culture is more central to our lives and decision-making.



PLACING CULTURE AT THE HEART OF TRANSFORMATION

Culture represents the fourth pillar of sustainable development, playing an indispensable role in supporting individual and community well-being, social cohesion, and broader policy effectiveness.

The COVID-19 pandemic and the measures taken to limit its spread and mitigate its adverse effects on societies have shown the social importance of culture. It provided comfort and relief to people in their moments of suffering. The crisis would have been unbearable without the commitment and the work of cultural actors, underlining what we already knew: they are fundamental agents of change and reconstruction of our societies.

The pandemic also illustrated the vulnerability of the cultural sector. This was especially the case for those depending on events and in-person activities to maintain livelihoods, and had to rely on digital tools, which did not always play in their favour. Artists, creators, heritage practitioners, and other people working in the cultural sector will likely continue to struggle to maintain their practice unless action is taken. Otherwise, we risk permanently reducing the capacity of our cultural actors and institutions to contribute to sustainable development. The cultural sector must therefore be included fully in plans for the recovery from the COVID-19 pandemic.

Business as usual cannot be an option. We need a stronger and wider framework for the years to come. We must promote a long-term, people-centred, climate-resilient development paradigm, built on human rights, including cultural rights, inclusiveness, and respect for diverse perspectives.



Achieving this will require global leaders consciously to conceive and implement cultural policies, both online and in the real world, that place citizens, especially the vulnerable, at the centre of the action, and to proactively give the culture sector a key role in inclusive policy making across the board, with more permanent tools and instruments that provide the support and stability the sector needs to fulfil its potential. At MONDIACULT 2022, UNESCO, Ministers and other policy-makers must mobilise to ensure that their colleagues across all government departments place culture front and centre of their action.

The new development paradigm also requires decision-makers to place people at the heart of cultural policies themselves and, at the same time, draw on the power of the cultural sector to drive the transformation. MONDIACULT 2022 must lead to concrete outcomes to support the livelihood and well-being of cultural practitioners and ensure a fair, vibrant and inclusive cultural ecosystem, taking into account the digital transition. In particular, we encourage policy-makers to explore how cultural policies can be designed in order to maximise their positive impact on all aspects of sustainable development through promoting inclusion and well-being of all members of our communities. In the 21st century, cultural policies need to be fully inclusive and Leave No One Behind.

PLACING CULTURE AT THE HEART OF SUSTAINABLE DEVELOPMENT: AN EXPLICIT GOAL

MONDIACULT 2022 must not be the end of a process; we understand it as a turning point, as a unique opportunity. Recalling the [Hangzhou Declaration](#) (May 2013), we believe that for the contribution of culture to sustainable development to be fully realised, it is essential to work towards an explicit 'Goal' for Culture in any future global development framework.



The integration of culture across the public policy spectrum at the global, regional, national and local levels cannot be done in a tokenistic way, but must become a core part of policy-making, from the start. We believe that this robust integration can only be achieved if there is a clear political signal at the highest level of the importance of culture itself as an explicit area of policy.

We therefore call on the ministers and leaders meeting at MONDIACULT 2022 to assert already on this occasion the importance of including an explicit Goal for Culture in preparations for the post-2030 development agenda.

As we work towards such an explicit Goal, the cultural sector, given the necessary support, stands ready to deliver on the 2030 Agenda, and urges the ministers and leaders meeting at MONDIACULT 2022 to become active advocates for culture in national development plans. There is much work to do here, in the light of the inadequate current presence of culture in Voluntary National Reviews of SDG implementation (see our report "[Culture in the implementation of the 2030 Agenda](#)" of September 2019 on this issue), and room for improvement at the local level.

DEEPER INVOLVEMENT OF CIVIL SOCIETY IN POLICY-MAKING AND ACTION

The [#Culture2030Goal campaign](#) brings together international networks of actors in the culture field, committed to ensuring both that cultural actors, institutions and policies contribute to sustainable development, and that development policies integrate culture.



We draw on rich and diverse experiences grounded in the realities of our local communities and disciplines, and look forward to being able to engage fully in the process of preparation of MONDIACULT 2022. We note how powerful the open, inclusive models adopted by UN-Habitat for the World Urban Forum, and by the UN Framework Convention on Climate Change (UNFCCC) for recent COP meetings have been in ensuring that these events can receive the profile, and have the impact, they deserve.

Such an impactful approach would also serve to support the principle of solidarity and working together emphasised in the report 'Our Common Agenda' issued by the UN Secretary General in 2020. This can only be done by opening up to civil society through a more networked form of multilateralism, as highlighted by the Secretary General himself.

We welcome steps taken already to engage civil society, and call on UNESCO to ensure a central role for civil society both in the run-up to, during and in the aftermath of MONDIACULT 2022. In particular, there should be meaningful opportunities for civil society organisations to feed into plenary and high-level sessions, and to contribute outputs and documentation that can sensibly shape the agenda and discussions, following the model of the High-Level Meeting on Culture organised by the President of the UN General Assembly in May 2021. In doing this, UNESCO will demonstrate to arts, culture and heritage practitioners and other professionals around the world, as well as the communities they work with, that MONDIACULT 2022 is the success it needs to be: a true turning point in cultural policy making.



BACKGROUND

During the process of creation and adoption of the UN 2030 Agenda and the SDGs, several cultural global networks campaigned, under the banner '[The Future We Want Includes Culture](#)', for the inclusion of one specific Goal devoted to Culture, and the integration of cultural aspects across the SDGs. In the context of this #Culture2015goal campaign, 4 documents were produced: a [Manifesto – Proposal for a Goal](#) (September 2013), a [Declaration on the inclusion of culture in the 2030 Agenda](#) (May 2014), a [proposal of indicators for measuring the cultural aspects of the SDGs](#) (February 2015), and a [Communiqué on the final 2030 Agenda](#) (September 2015) which highlighted "progress made" but also noticed that "important steps remain ahead".

In the context of the Covid-19 pandemic, the #Culture2030goal campaign released on 20 April 2020 a Statement entitled "[Ensuring culture fulfils its potential in responding to the COVID-19 pandemic](#)", which was [officially launched](#) on 21 May 2020, on the occasion of the World Day for Cultural Diversity for Dialogue and Development. The Statement has been [endorsed by the President of the United Nations General Assembly](#) and signed by more than 280 individuals and organisations worldwide.

The campaign has published two analytical (and critical) reports on the cultural dimension of the implementation of the 2030 Agenda: "[Culture in the Implementation of the 2030 Agenda](#)", analysing the National Voluntary Reviews, in 2019, and "[Culture in the Localization of the SDGs: An Analysis of the Voluntary Local Reviews \(VLRs\)](#)", in 2021. The campaign has also promoted several discussions in the context of the [2020](#) and [2021](#) United Nations High-Level Political Fora (HLPF).

In 2021, the campaign published its [strategic vision](#). The campaign wants a stronger place for culture throughout the implementation of the current UN 2030 Agenda, the adoption of an explicit Goal for Culture in the Post-2030 Development Agenda, and the adoption of an ambitious and comprehensive Global Agenda for Culture.



I Arterial Network
Web: www.arterialafrica.org



I Culture Action Europe
Web: www.cultureactioneurope.org



I ICOMOS - International Council on Monuments and Sites
Web: www.icomos.org



I IFCCD - International Federation of Coalitions for Cultural Diversity
Web: www.ficdc.org



I IFLA - International Federation of Library Associations and Institutions
Web: www.ifla.org



I IMC - International Music Council
Web: www.imc-cim.org



I UCLG (United Cities and Local Governments) Culture Committee - Agenda 21 for culture
Web: www.agenda21culture.net

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