# #CULTURE2030GOAL CAMPAIGN
# GOVERNANCE FRAMEWORK
## ADOPTED ON 24 OCTOBER 2024

# I. VISION, MISSION AND GOALS

### 1. VISION

The Campaign vision is the recognition of culture as the fourth pillar of sustainable development.

### 2. MISSION

The Campaign mission is to mainstream culture across the global development agenda.

### 3. GOALS

The Campaign goals include:

3.1. A stronger place for culture throughout the implementation of the current global development agenda (the UN 2030 Agenda);

3.2. The adoption of culture as a distinct goal in the post-2030 development Agenda;

3.3. The adoption of a global agenda for culture.

# II. VALUES AND PRINCIPLES

The Campaign values are rooted in:

### 1. THE #CULTURE2015GOAL MANIFESTO OF 2014

### 2. THE #CULTURECOVID19 STATEMENT OF 2020

### 3. THE 2030 AGENDA UNIVERSAL VALUES AND UN GUIDING PRINCIPLES FOR ITS IMPLEMENTATION

3.1. The Human Rights Based Approach (HRBA);

3.2. Leaving No One Behind (LNOB);

3.3. Gender Equality and Women's Empowerment (GEWE).

The Campaign's principles are also aligned with:

### 4.   THE UNITED NATIONS MGOS' FUNDAMENTAL PRINCIPLES FOR ENGAGEMENT[1]

4.1.   The centrality of **human rights**[2]

4.2.   Commitment to **gender equality**, justice and the **eradication of discrimination**.[3]

4.3.   The recognition of the need for **systemic and holistic policy responses**[4]

4.4.   The centrality of **inclusive and democratic multilateralism**[5]

# III. THE STEERING GROUP (CSG)

**Description**: The CSG is a small core group of major networks working on cultural issues with a large international reach and a leadership role in their fields. Together they are representative of the key areas and stakeholders of the culture and creative ecosystems.

The Members of the CSG are designated representatives of institutions and organizations that meet the criteria below.

### 1.   MEMBERSHIP TYPE

1.1.   **Permanent** members

1.2.   **Rotating** members

1.3.   **Consultative** members

### 2.   SIZE

2.1.   **Permanent members**: Minimum 7. Maximum 10.

2.2.   **Rotating members**: Minimum 0. Maximum 5.

2.3.   **Consultative members**: As per the ad hoc needs identified by the CSG.

## 3. CRITERIA

*Permanent and Rotating Members are expected to be able to demonstrate that they meet the following criteria:*

3.1. **Organisational status**

    3.1.1. Constituted as a **network**

    3.1.2. Global non-governmental organisations (foundations, associations)

3.2. **Expertise**: In areas relevant to culture, cultural heritage and the creative ecosystems, with a preference for areas not already represented in the CSG/s membership.

*Primary areas reference criteria*

    3.2.1. Areas as classified in the [upcoming] 2025 UNESCO Framework for Cultural Statistics Part I: Concepts and definitions and 2025 UNESCO Framework for Cultural Statistics Part II: A Classification Guide

*Crosscutting areas*

    3.2.2. International human rights law and standards and specific groups

    3.2.3. Governance for culture

    3.2.4. Emerging/Pressing issues

3.3. **Commitment** towards the SDGs demonstrated through specific reference to the 2030 Agenda and the SDGs in institutional policies and initiatives.

3.4. **Large international reach**, including significant geographical presence, demonstrated through offices, and/or membership presence or/and representativity on the following scales:

    3.4.1. **Global**

    3.4.2. **Regional**

    3.4.3. Membership **size**

    3.4.4. Membership **cultural sector(s) representativity**

3.5.  **Governance** structure:

    3.5.1. Consolidated associations or federations

        a)    Well-established: In operation for a minimum of 10 years.

        b)    Which statutes ensure that their members are able to shape key decisions.

3.6.  **Leadership role** in their fields

    3.6.1. **Thought leadership** demonstrated through publications, international speaking engagements, or advisory role with multilateral institutions.

    3.6.2. **Practical implementation** of UN legal instruments and global commitments at either or and the international, regional, national and local levels.

    3.6.3. **Relationship with the UN** and other multilateral organizations for more than 5 years through (and/or):

        a)    Accreditation;

        b)    Participation in UN and related discussions and decision-making processes;

        c)    UN or related advisory role and/or programing partnership.

*Rotating and Consultative Members* are expected to be able to demonstrate that they meet the following criteria:

3.7.  **Expertise**: Bring a valuable **perspective which is <u>not already covered</u>** in the CSG.

*Consultative Members* are expected to be able to demonstrate that they meet the following criteria:

3.8.  Institutional criteria / Individual status

    3.8.1. **Networks**

    3.8.2. **Intergovernmental organizations' entities**

    3.8.3. **Think Tanks** – that are not organized as a network

    3.8.4. Other institutions…

    3.8.5. **Individuals**

3.9. **Expertise**: Recognized expertise in:

3.9.1. Areas relevant to culture, cultural heritage and the creative ecosystems and the SDGs (see under Chapter III, art. 3)

3.9.2. Other contributing fields, demonstrated through policies or initiatives that underline their intersection with culture and the creative ecosystems

Recognized through:

3.9.3. **Thought leadership** through publications, international speaking engagements, advisory role with multilateral institutions.

3.9.4. **Practical implementation** of UN legal instruments and global commitments at either or and the international, regional, national and local levels.

3.9.5. **Relationship with the UN** and other multilateral organizations through:

a) Accreditation;

b) Participation in UN and related discussions and decision-making processes;

c) UN or related advisory role and/or programing partnership.

## 4. ROLE AND ENGAGEMENT

### 4.1. **General**

*Permanent and Rotating Members*

4.1.1. Adhere to the Campaign's **vision, mission, goals, values** and **principles** and to the CSG **methods of work** (Chapters, I, II, and III, art. 7);

4.1.2. Designate a representative on the CSG with delegated authority to take **tactical decisions** and seek **organizational sign on** to the CSG strategic decisions;

4.1.3. Contribute significant **time and expertise** in support of the Campaign's work;

4.1.4. Include **advocacy** for the Culture2030Goal in their wider advocacy work;

4.1.5. **Engage their own networks** in support of the Campaign goals;

4.1.6. **Lead work** to define and deliver on activities contributing to the Campaign.

*Consultative Members*

4.1.7. Adhere to the Campaign's **vision, mission, goals, values** and **principles** and to the CSG **Methods of Work** (Chapters, I, II, and III, art. 7);

4.1.8. Contribute **time and expertise** in support of the Campaign's work as agreed and described in CSG letter of invitation.

## 4.2. **Meetings**

4.2.1. The CSG meets as needed – for an average of once every two months / six times per year.

## 4.3. **Planning, reporting and evaluation**

The CSG particularly undertakes the responsibility of the tasks below.

4.3.1. Designs, drafts and adopts the Campaign's and CSG's Strategic Plan that:

a)   Is reviewed annually in September and is updated every 5 years or sooner if necessary;

b)   Introduces the expected results from the upcoming Campaign and CSG initiatives;

c)   Takes into account:

i)  The outcomes of the discussions and decision-making processes of the United Nations principal organs and their subsidiary bodies, its specialized agencies and related recurring regional and global events, with a particular attention to the work of:

- The UN Security Council (UNSC)
- The General Assembly (UNGA);
- The Economic and Social Council (ECOSOC);
- The High-Level Political Forum on Sustainable Development (HLPF);
- UNESCO and relevant UNESCO conventions governing bodies;
- The UNESCO World Conference on Cultural Policies – MONDIACULT;
- Relevant human rights treaties and charter-based mechanisms.

        ii) The result of a survey/consultation on priorities conducted towards:

- The CSG members' constituencies and the broader Campaign's Agora membership (see Section IV below for a definition of the Agora);
- Other institutional and individual Campaign partners and supporters.

    d) Is published on the Campaign's website and promoted via the CSG members' websites and social networks.

4.3.2. Designs, drafts and adopts the Campaign's **Annual Report and Evaluation** that:

    a) Is presented in September;

    b) Presents the activities undertaken during the past year;

    c) Highlights the challenges, best practices and the results achieved;

    d) Puts forward recommendations for the future;

    e) Is promoted towards the Campaign's Agora membership;

    f) Is published on the Campaign's website and promoted via the CSG members' websites and social networks.

4.3.3. Hosts at least two **webinars** annually that provide opportunities for the CSG to report on Campaign's activities, challenges and effective practices and to share information on the Campaign's strategic planning with the Campaign's Agora membership and other institutions and supporters.

4.4. **Strategic positioning/advocacy and policy documents and other Campaign's initiatives**

4.4.1. Designs, drafts, adopts and delivers statements and other strategic positioning advocacy and policy documents and other Campaign initiatives:

    a) According to the Campaigns Strategic Plan; and

    b) As it sees fit for the advancement of the Campaign's goals.

## 5.  MEMBERSHIP PROCESS

5.1.  Membership:

*Permanent Members*

5.1.1. Initial Group: By invitation – Closed

*Rotating Members*

5.1.2. Membership: By invitation or upon manifestation of interest.

5.1.3. Confirmed by a decision of the CSG

*Consultative Members*

5.1.4. Membership: By invitation, on an ad hoc basis, according to the needs identified by the CSG.

5.1.5. Confirmed by a decision of the CSG

5.2.  Resignation and Removal:

*Permanent, Rotating and Consultative Members*

5.2.1. Resignation: Through the concerned member's written memo to the CSG.

5.2.2. Removal: At the CSG's request through the transmission of a CSGs' decision to the effect.

5.2.3. Motives for removal: When the CSG establishes either and/or:

    a)    That the member no longer meets the membership requirements under either and/or the Campaign and membership:

        i)  Values and principles (Chapter II)

        ii)  Criteria (Chapter III, art.3),

        iii) Role and engagement (Chapter III, art. 4)

        iv) Methods of work and rules of procedure (Chapter III, art. 7)

    b)    The member/member representative's actions and/or attitude jeopardizes the credibility of the Campaign, the CSG and/or of their members, including towards the UN, UN Member States, other institutions, and the public in general.

## 6. MEMBERSHIP TERM

6.1. Permanent members: ongoing.

6.2. Rotating members: 1 year, renewable.

6.3. Consultative members: As agreed in the CSG invitation letter, renewable.

## 7. METHODS OF WORK AND RULES OF PROCEDURE

*Permanent, Rotating and Consultative Members*

7.1. **Discussions**: Communications – written, oral, or by other means:

    7.1.1. Are coherent with the Campaign's **vision, mission, goals, values** and **principles** and CSG membership **role and engagement** (Chapters, I, II, and III, art. 4);

    7.1.2. Allow the Campaign, the CSG and CSG members' representatives to:

        a) interact in a spirit of **respectful** dialogue;

        b) discuss in a **constructive** manner;

        c) seek to reach decision by **consensus**.

*Permanent and Rotating Members*

7.2. **Decisions**:

    7.2.1. All matters | Process: Through consultative and iterative processes.

    7.2.2. All matters | Decisions:

        a) Quorum: Majority of CSG Permanent and Rotating membership

        b) Primarily by consensus.

        c) When a consensus can't be reached: By a vote at simple majority of members.

            i) Delegation of vote may be expressed in written;

            ii) Voting processes must allow dissidence to be expressed and recorded with the voting results.

    7.2.3. Request of membership removal: By a vote of 2/3 of the members of the CSG (except the concerned party).

7.3. **Initiatives' proposal, design, drafting, delivery and evaluation and reporting process**.
Unless agreed upon otherwise by the CSG, statements and other strategic positioning advocacy and policy, planning and evaluation documents, webinars and other initiatives are proposed, designed, drafted, agreed upon and delivered through the following steps:

7.3.1. **Proposal** of an initiative by a CSG member to the CSG;

7.3.2. **Lead design and drafting** process undertaken by one of the CSG members;

7.3.3. **First round of consultation** with the CSG, to allow for comments and changes to proposals;

Where time permits, a text will be shared with the wider Agora for inputs, but in the context, for example, of advocacy or response statements, this may not always be possible.

7.3.4. **Second round of consultation** with the CSG for approval.

7.3.5. **Adoption** of the final version through a silence-is-consent model;

7.3.6. Promotion towards/engagement with the **Campaign's Agora**

7.3.7. **Publication** on the Campaign's website and promotion via the CSG members' websites and social networks / **Delivery** of the initiative;

7.3.8. **Report on the outcomes** of the initiative (on an ad hoc basis and/or through the Campaign's annual report).

7.4. Policy and membership code of ethics on **privacy, meetings and events recording, transcripts, and minutes – including on the use of AI**.

7.4.1. The Campaign's SG will formulate and adopt a policy and membership code of ethics on:

a) Privacy;

b) Meetings recording, transcripts, and minutes – including through the use of AI.

# IV. THE AGORA

Description: Membership of the Agora consist of partners and supporters of the Campaign.

## 1.   CRITERIA

1.1.   Institutional / Individual status

    1.1.1.  Institutions, organizations

    1.1.2.  Governments

    1.1.3.  Local authorities

    1.1.4.  Civil society organizations (CSOs)

    1.1.5.  Intergovernmental organizations (IGOs)

    1.1.6.  Private sector

    1.1.7.  Representatives of:

        a)      Artists, creators and cultural professionals

        b)      others involved in realizing the potential of culture for sustainable development.

    1.1.8.  Networks

    1.1.9.  Individuals

        a)      Artists and creators

        b)      Professionals in the culture or contributing sectors

## 2.   ROLE AND ENGAGEMENT

2.1.   Adhere to the Campaign's **vision, mission, goals, values** and **principles** and to methods of engagement and rules of procedures (Ch. I, II and Ch. IV, art. 5);

2.2.   Contribute to advocacy efforts in favour of the Campaign's goals at the local, national, regional and/or global levels:

    2.2.1.  As defined by the CSG;

    2.2.2.  Within their own capacity.

## 3. MEMBERSHIP PROCESS

3.1. Membership

    3.1.1. Upon request: By applying through an online form allowing for reviewing and agreeing to the Campaign's vision, mission, goals, values and principles, Agora membership criteria, role and engagement and methods of work and rules of procedure (Ch. I, II, IV, art.1, 2, 5).

3.2. Resignation

    3.2.1. Through the concerned member's written memo to the CSG.

3.3. Removal

    3.3.1. At the CSG's request through the transmission of a CSGs' decision to the effect.

    3.3.2. Motives: When the CSG establishes either and/or:

        a)    That the member no longer meets the membership requirements under either and/or the Campaign and membership:

           i)   Values and principles ((Ch. I, II)

          ii)   Criteria (Ch. IV, art.1),

         iii)   Role and engagement (Ch. IV, art. 2) and methods of engagement and rules of procedure (Ch. IV, art. 5)

        b)    The member/member representative's actions and/or attitude jeopardizes the credibility of the Campaign, the CSG and/or of their members, including towards the UN, UN Member States, other institutions, and the public in general.

## 4. MEMBERSHIP TERM

4.1. Permanent – With a written renewal of interest every two years.

## 5.  METHODS OF ENGAGEMENT AND RULES OF PROCEDURE

5.1.  **Discussions**: Communications – written, oral, or by other means:

    5.1.1.  Are **coherent** with the **Campaign vision, mission, goal, values and principles** and Agora membership **role and engagement** (Ch. I, II, and IV, art. 2).

    5.1.2.  Allow the CSG and CSG and Campaign's Agora members representatives to:

        a)      Interact in a spirit of **respectful** dialogue;

        b)      Discuss in a **constructive** manner.

## 6.  USE OF THE CAMPAIGN'S LOGO

6.1. Only on the basis of agreement of the CSG.

# V. FINAL PROVISIONS

The CSG may adapt the provisions of the Campaigns' Governance Framework as it sees fit within the principles of the Governance Framework and to advance the Campaign's goals.

1  UN Major Groups and Other Stakeholders Coordination Mechanism (MGOS-CM) Terms of Reference https://sustainabledevelopment.un.org/content/documents/27114MGoS_TOR18_ Dec_2020.pdf

2  *Centrality of human rights for all as the critical cornerstone of the sustainable development agenda and democratic governance at all levels.*

   (MGoS application) Core to the Campaign's approach is an emphasis on the importance of cultural rights for all, covering both the rights of creators them-selves, and of populations as a whole. We engage closely with the UN Special Rapporteur on Cultural Rights. Furthermore, we see a culture-based deve-lopment model as one and the same thing as a people-centred development model.

3  *Utmost commitment to gender equality; to social, economic, ecological, climate, gender, racial and intergenerational justice, as well as to the eradication of all forms of discrimination and violence.*

   (MGoS application) In line with the rights-based approach set out above, we have a strong focus on equality in our work, and the role of culture both in terms of ensuring equal and non-discriminatory access, but also how this can help combat inequality and exclusion.

4  *Recognition that the inherent interconnectedness of all domains of life requires systemic and holistic responses in both policy-making and programme development and implementation.*

   (MGoS application) The logic behind the work of Culture2030Goal is that we need to integrate policy approaches, with both the culture sector recognising its responsibility to contribute to progress across the SDGs, but also for cultu-ral actors and factors to be integrated into policy-making across the board. We believe that a culture-based development model is an excellent example of a systemic and holistic policy response.

5  *Centrality of inclusive and democratic multilateralism, centered on the United Nations and based upon human rights, people-centeredness, equity and justice, solidarity, cooperation and common but differentiated responsibilities, to ensure the democratic management of our com-mons and the advancement of the sustainable development agenda.*

   (MGoS application) All of the issues highlighted under this principle are intrin-sic to our work. Our long-standing focus on the UN and its agencies reflects our belief in the power of multilateralism to effect change. Our focus on rights and people-centredness links directly to the values of equity, justice, solidarity, cooperation and more.

   Finally, the genesis of our campaign is the sustainable development agenda itself. While we look to engage in other processes, the name we use reflects this focus on the core UN development agenda.