

THE CULTURE GOAL IN BRIEF



#CULTURE2030GOAL

WHY THE CAMPAIGN FOR A “CULTURE GOAL”?



IN 2015, THE UNITED NATIONS ADOPTED THE **2030 AGENDA** FOR INCLUSIVE AND SUSTAINABLE DEVELOPMENT INCLUDING **17 SDGS AND 169 TARGETS.**



NO SDG ADDRESSES CULTURE

THERE IS A
GAP TO FILL



**#CULTURE
2030GOAL
CAMPAIGN**

IS THERE ANY CHANCE OF UN MEMBER STATES AGREEING TO A CULTURE GOAL?

YES
OF COURSE

THE PRINCIPLE OF A CULTURE GOAL HAS BEEN SUPPORTED BY:



THEY ARE MORE LIKELY TO AGREE IF:

- > IT IS TECHNICALLY **SOLID**;
- > IT RELATES **WELL** TO OTHER DEVELOPMENT GOALS;
- > IT HAS **CLEAR** TARGETS AND INDICATORS THAT MEMBER STATES CAN REPORT AGAINST.

WHAT DO YOU MEAN BY “CULTURE”?

CULTURE^{*} → THE **MEANINGS** THAT MAKE SENSE OF LIFE.
→ THE EXPRESSIONS, THE PRACTICES, THE ACTIVITIES AND THE INSTITUTIONS THAT **ENRICH AND TRANSFORM** OUR LIVES.

** Culture may now be said to be the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group. It includes not only the arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs (UNESCO 1982, Mexico Declaration).*



A CULTURE GOAL
ISN'T A WAY OF PROMOTING
A PARTICULAR CULTURE,
OR A PARTICULAR
UNDERSTANDING OF
CULTURE.



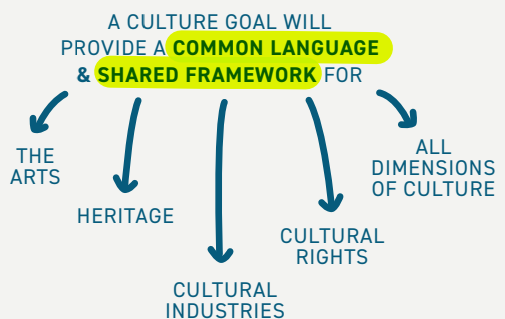
A CULTURE GOAL
AFFIRMS THE
IMPORTANCE OF
CONNECTING CULTURES
AND HUMAN
WELL-BEING.



A CULTURE GOAL
PROPOSES MECHANISMS
TO SUPPORT AND
PROMOTE ALL ASPECTS
OF CULTURE IN THEIR
DIVERSITY.

WHAT DIFFERENCE WILL A CULTURE GOAL MAKE?

THE 17 EXISTING SDGS HAVE SHOWN THEIR CAPACITY TO CREATE A **COMMON LANGUAGE** OF POLICY CONCERN AND A **SHARED FRAMEWORK** FOR ACTION AND ACCOUNTABILITY. THAT'S BECAUSE THEY ARE BASED ON **CONSENSUS**, ANCHORED IN EXISTING INTERNATIONAL COMMITMENTS, AND DESIGNED TO BE IMPLEMENTED FLEXIBLY AT ALL LEVELS OF SOCIETY.



WHO'S THE CULTURE GOAL GOING TO HELP?



WHAT'S THE RUSH TO PROMOTE A CULTURE GOAL?

THE TIMELINE IS **LENGTHY**.



2025

2027

2030

WITH SEPTEMBER 2030 AS THE HORIZON FOR THE ADOPTION OF A POST-2030 AGENDA, THE FRAMEWORK FOR NEGOTIATIONS WILL BE LARGELY SET IN 2027.

TO ENSURE THAT A CULTURE GOAL IS ON THE TABLE AT THAT POINT, **NOW IS VERY MUCH THE TIME** TO CO-CREATE A ROBUST PROPOSAL.

WHAT WILL HAPPEN IN THE COMING YEARS?

INTERNATIONAL CONSENSUS AROUND A CULTURE GOAL WILL BE BUILT.

DISCUSSIONS ON THE GOAL WILL CONTINUE, ALREADY MAKING A HUGE CONTRIBUTION TO BETTER POLICIES FOR ALL.

ORGANISATIONS AND INSTITUTIONS CAN WORK TO INTEGRATE THE CULTURE GOAL IN THEIR WORK.

WE CAN AND MUST ACT NOW.

WHAT KINDS OF TARGETS WILL THE CULTURE GOAL CONTAIN?

ALL THE AREAS WHERE THERE ARE PRE-EXISTING INTERNATIONAL AGREEMENTS AND COMMITMENTS:



CULTURAL RIGHTS AND DIVERSITY



PEACE AND GLOBAL CITIZENSHIP



TANGIBLE AND INTANGIBLE HERITAGE



DIVERSITY OF CULTURAL EXPRESSIONS



CREATIVE INDUSTRIES, TECHNOLOGIES AND TOURISM



MOBILITY OF CULTURAL ACTORS



INDIGENOUS PEOPLES AND KNOWLEDGE



SUSTAINABLE PLANNING AND ENVIRONMENT



CULTURAL INSTITUTIONS



TRANSVERSAL AND MULTI-STAKEHOLDER COLLABORATIONS

HOW CAN PROGRESS AGAINST THOSE TARGETS BE MEASURED?

NOT EVERYTHING IS MEASURABLE, AND WE DON'T WANT TO REDUCE THE ARTS, HERITAGE, AND OTHER ASPECTS OF CULTURE TO A SET OF FIGURES. YET, A LOT OF IMPORTANT THINGS CAN — AND DO — GET MEASURED, THROUGH:



PUTTING NUMBERS ON BUDGETS AND RESOURCES



DOCUMENTING POLICY ACTION AT VARIOUS LEVELS



ASSESSING CULTURAL PARTICIPATION



MEASURING EMPLOYMENT AND ECONOMIC OUTPUTS

HOW CAN A GOAL ENSURE THAT CULTURE REMAINS CREATIVE, PROGRESSIVE, AND INCLUSIVE?



ANCHORING THE GOAL IN
INTERNATIONALLY RECOGNIZED
HUMAN RIGHTS



ENSURING THAT **CIVIL SOCIETY**,
INCLUDING CULTURAL PROFESSIONALS,
IS STRONGLY INVOLVED

DOES THE UN SYSTEM HAVE THE CAPACITY TO IMPLEMENT A CULTURE GOAL?

YES
OF COURSE

A CULTURE GOAL WILL LARGELY PULL TOGETHER AND COORDINATE WORK THAT THE UN ALREADY DOES.

AND... AS WITH ALL THE SDGS, THE PRIMARY IMPLEMENTATION RESPONSIBILITY LIES WITH GOVERNMENTS, AND CIVIL SOCIETY, THE PRIVATE SECTOR, CITIES, AND OTHERS.



WE ARE ALL CALLED UPON TO PLAY OUR PART!

HOW CAN I GET INVOLVED?



REVIEW THE **TARGETS** TO SEE WHICH YOUR ACTIVITIES MIGHT CONTRIBUTE TO AND ADOPT THEM FOR YOUR OWN PURPOSES.



USE THE **INDICATORS** TO ENRICH YOUR MONITORING AND EVALUATION.



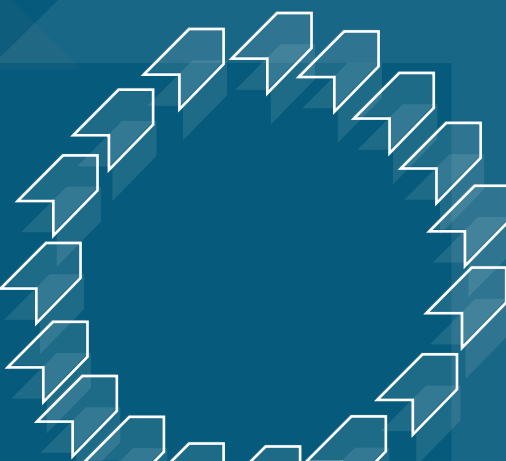
DEVELOP **YOUR OWN** SUPPLEMENTARY TARGETS AND INDICATORS AND LET US KNOW ABOUT THEM.



TALK ABOUT THE DRAFT CULTURE GOAL.



USE IT TO **RAISE AWARENESS** OF THE IMPORTANCE OF CULTURE – FOR ITS OWN SAKE AND FOR THE WHOLE INCLUSIVE AND SUSTAINABLE DEVELOPMENT AGENDA.

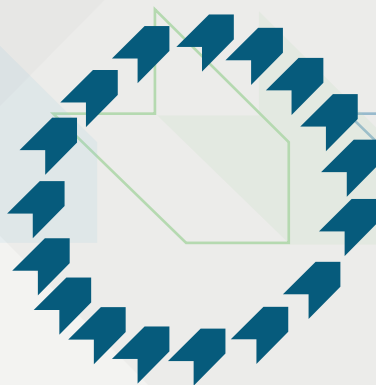


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THE MEMBERS OF THE STEERING GROUP OF THE CAMPAIGN ARE:



THE CAMPAIGN HAS RECEIVED THE SUPPORT OF: CULTURE NEXT, THE GOVERNMENT OF CATALONIA, THE TBA21 THYSSEN-BORNEMISZA ART CONTEMPORARY, THE METROPOLITAN MUNICIPALITY OF IZMIR, THE ASIA-EUROPE FOUNDATION, THE ANNA LINDB FOUNDATION AND THE AECID.



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