

#CULTURE2030GOAL



Culture is not a mere means of communication. Its substantial power lies in its ability to persuasively influence and convince people to live in peace with each other and in harmony with nature. This is especially crucial when discussing arts and culture in these days.

- SERHAN ADA
PRESIDENT AND CHAIRPERSON
IZMIR MEDITERRANEAN ACADEMY
UNESCO CHAIR ON CULTURAL POLICY AND CULTURAL DIPLOMACY
ISTANBUL BILGI UNIVERSITY

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Culture serves not only as a conduit for sustainable development and for climate action, but importantly as a conduit for integrating the two. This integration is crucial as culture plays a pivotal role in moderating trade-offs and articulating co-benefits, which lies at the core of merging these agendas.

- ANDREW POTTS

HERITAGE AND CLIMATE ACTION ADVISOR

EUROPA NOSTRA EUROPEAN HERITAGE HUB/CLIMATE HERITAGE NETWORK

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- SILJA FISCHER
SECRETARY GENERAL
INTERNATIONAL MUSIC COUNCIL

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The zero draft offers a strong argumentation for the necessity of a dedicated culture goal, and we see five key reasons: Firstly, to ensure adequate focus on culture at the highest governmental level. Secondly, to ensure the comprehensive consideration of the range of connections between culture and other policy areas. Thirdly, to foster a sense of engagement and ownership of the goals within the culture sector itself. Fourthly, to activate all other goals and strengthen their achievement through the mobilizing power of culture. And fifth, to safeguard the attainment of all goals from systemic and behavioral barriers that can indeed be addressed through a cultural lens.



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The zero draft presents 10 potential targets, spanning from cultural rights and the culture of peace to the preservation of heritage and the protection of diverse expressions. Additionally, it underscores the importance of safeguarding the rights of professionals, enhancing legal frameworks, empowering indigenous peoples, and integrating a cultural approach into environmental protection and sustainable urbanization efforts.



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One of the reasons there isn't a culture goal in today's Agenda 2030 lies with us. The cultural actors, once weak and disconnected in 2011-12, now stand united and empowered. In 2024 and the coming years, we march together for the advancement of our institutions and organizations, but mainly for the progress of humanity as a whole. It is imperative that the cultural dimension takes a more prominent and visible role in the lives of every individual on Earth.

- JORDI PASCAL
COORDINATOR, CULTURE COMMITTEE

UNITED CITIES AND LOCAL GOVERNMENT (UCLG)

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By sometime in 2027, based on a process not currently detailed, advocating for the specific purpose of including culture in the post-2030 agenda will no longer be viable.

- JOHN CROWLEY

CHAIRMAN & CEO OF THE PHGD GROUP, AUTHOR OF THE CULTURE 2030 GOAL DRAFT FOR A CULTURE GOAL, AND FORMERLY CHIEF OF SECTION FOR RESEARCH, POLICY AND FORESIGHT
UNESCO SECTOR FOR SOCIAL AND HUMAN SCIENCES

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The further erosion of the relevancy and legitimacy of culture can result in reduced support for cultural institutions, artists, and cultural professionals. Additionally, it can lead to educational gaps that hinder our understanding of the cultural role in societal development.

- DEA VIDOVIC
DIRECTOR AND REPRESENTATIVE
*KULTURA NOVA FOUNDATION - ENCATC, EUROPEAN NETWORK ON
CULTURAL MANAGEMENT AND POLICY*
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I will concentrate on the question 'advocacy for what,' aiming to distinguish three distinct sets of issues. These encompass varying timelines, diverse challenges, and potentially differing technical requisites. First, advocacy for the significance of culture within the sustainable development agenda. Second, advocacy for the necessity for a dedicated cultural goal within the post-2030 development framework. Lastly, advocacy for the principle that postponement until 2030 is untenable. The key in moving forward in 2024 will be to articulate in the right way those three dimensions of advocacy.

- JOHN CROWLEY

CHAIRMAN & CEO OF THE PHGD GROUP, AUTHOR OF THE CULTURE 2030 GOAL DRAFT FOR A CULTURE GOAL, AND FORMERLY CHIEF OF SECTION FOR RESEARCH, POLICY AND FORESIGHT
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We must be realistic. There's still much work ahead, perhaps not among ourselves, no longer preaching to the converted, but with States. We seek States willing to champion this agenda, to actively engage with us so that culture and cultural rights are not only visible in general but also discussed in major forums, including the Social Forum, the SDG Forum, and beyond.

- ALEXANDRA XANTHAKI
UN SPECIAL RAPPORTEUR IN THE FIELD OF CULTURAL RIGHTS
UNITED NATIONS
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UNESCO is actively advocating for the inclusion of culture as a central pillar of the post-2030 global development agenda. The Pact for the Future represents an unprecedented opportunity that should not be missed, as it is set to be adopted by Member States next September at the United Nations Summit of the Future. The Pact will constitute a landmark in positioning culture as a standalone goal in the post-2030 agenda towards fully harnessing its multifaceted impact on the sustainable development of our societies.

- PAOLA LEONCINI BARTOLI
DIRECTOR FOR CULTURAL POLICIES AND DEVELOPMENT

UNESCO

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We not only succeeded in integrating culture into the G20 work stream but also advocated for the full recognition and integration of culture in the creative economy within development processes and policies. This recognition positions culture as a driver and cornerstone for achieving the goals outlined in the 2030 agenda.

- ERMINIA SCIACCHITANO
SENIOR ADVISOR ON MULTILATERAL AFFAIRS

MINISTRY OF CULTURE, ITALY

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A culturally informed approach to policy making involves acknowledging and respecting the multifaceted nature of culture. By doing so, we create more inclusive, adaptable, and effective policies that resonate with diverse populations, fostering a sense of shared responsibility.

- LILY PANDEYA
HEAD OF INTERNATIONAL COOPERATION AND LEADER OF
THE G20 WORKING GROUP ON CULTURE IN 2023

MINISTRY FOR CULTURE, INDIA,

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- OUAFA BELGACEM
FOUNDER & CEO

CFW- CULTURE FUNDING WATCH

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We must recognize the role of culture in achieving our goals and supporting human development in a meaningful and sustainable manner, without instrumentalizing it because when culture is instrumentalized, it loses its impact. In our campaign, we argue that it is crucial to involve cultural actors in the planning process from the beginning, rather than merely assigning them tasks at the end. This approach is essential for success.



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It's not a question, it's not a choice between a cultural objective or integration. We believe that these two elements are entirely complementary.

- STEPHEN WYBER
DIRECTOR, EXTERNAL AFFAIRS
INTERNATIONAL FEDERATION OF LIBRARY ASSOCIATION AND INSTITUTION
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- MARIE-JULIE DESROCHERS
SECRETARY GENERAL

INTERNATIONAL FEDERATION OF COALITIONS FOR CULTURAL DIVERSITY

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The cost of not including culture as a Sustainable Development Goal could be significant. As we all know, we risk homogenization, the weakening of democracy, loss of cultural identity, erosion of artistic diversity, and the erasure of unique voices.



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When the deliberations were underway for the post-2015 development agenda, Indigenous Peoples had already been advocating for culture to be recognized as the fourth pillar of development. It's not sufficient to focus solely on economic viability, social inclusion, and environmental balance; we must also incorporate culture as a fundamental pillar to achieve sustainable development, particularly for Indigenous Peoples. Including culture within the pillars of sustainable development reflects the holistic approach necessary for achieving a truly sustainable development process.

- ROBELIZA HALIP

*UNITED NATIONS' INDIGENOUS PEOPLES MAJOR GROUP FOR
SUSTAINABLE DEVELOPMENT*

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The path forward lies in this moment, where we have the opportunity to influence the direction of development policies. We can rechannel our energies towards ourselves, others, and the planet, guided by a framework grounded in human rights and values that promote empathy, humanity, and global solidarity. This shift is facilitated by our cultural diversity, which enriches us all but can also pose significant barriers.

- ROSANNA LEWIS
PART-TIME CONSULTANT AND SENIOR RELATIONSHIP MANAGER
BRITISH COUNCIL
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Our reports clearly show that culture is absolutely key to achieving gender equality and effective climate action. Yet the potential of culture-based strategies to achieve these goals remains untapped. We all need to better understand our roles and responsibilities from a cultural perspective.

- MARTA LLOBET
HEAD OF LEARNING AND ADVOCACY, CULTURE COMMITTEE
UNITED CITIES AND LOCAL GOVERNMENT (UCLG)
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In an era profoundly transformed by AI development, we believe that the only sustainable development possible is one that acknowledges the diversity of our cultural expression.

- MARIE-JULIE DESROCHERS
SECRETARY GENERAL

INTERNATIONAL FEDERATION OF COALITIONS FOR CULTURAL DIVERSITY

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Integrating culture into any development or policy effort necessarily means adopting a bottom-up approach, because culture resides in people, in communities.

Consequently, if we seek to integrate culture into development, we are, by definition, localising it.



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We did a keyword count and 'culture' accounted for 5% of the keyword set 'society-economy-environment-culture' in the national reports, whereas the other keywords ranged between 25-30%. However, in the local reports, the picture was brighter, with 'culture' comprising 13% of the same set of keywords.

- DR EGE YILDIRIM
MEMBER OF THE ICOMOS SDGS WORKING GROUP, MAIN
WRITER OF THE REPORTS ON CULTURE IN VNRS AND VLRS
INTERNATIONAL COUNCIL ON MONUMENTS AND SITES

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Library collections are not only essential for enabling individuals to fulfill their rights, particularly their cultural rights, but they are also crucial for fostering social cohesion and serve as a key raw material for research.

- VICTORIA OKOJIE
LIBRARIAN, ACADEMICIAN AND ADMINISTRATOR
STICHTING IFLA GLOBAL LIBRARIES FOUNDATION
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