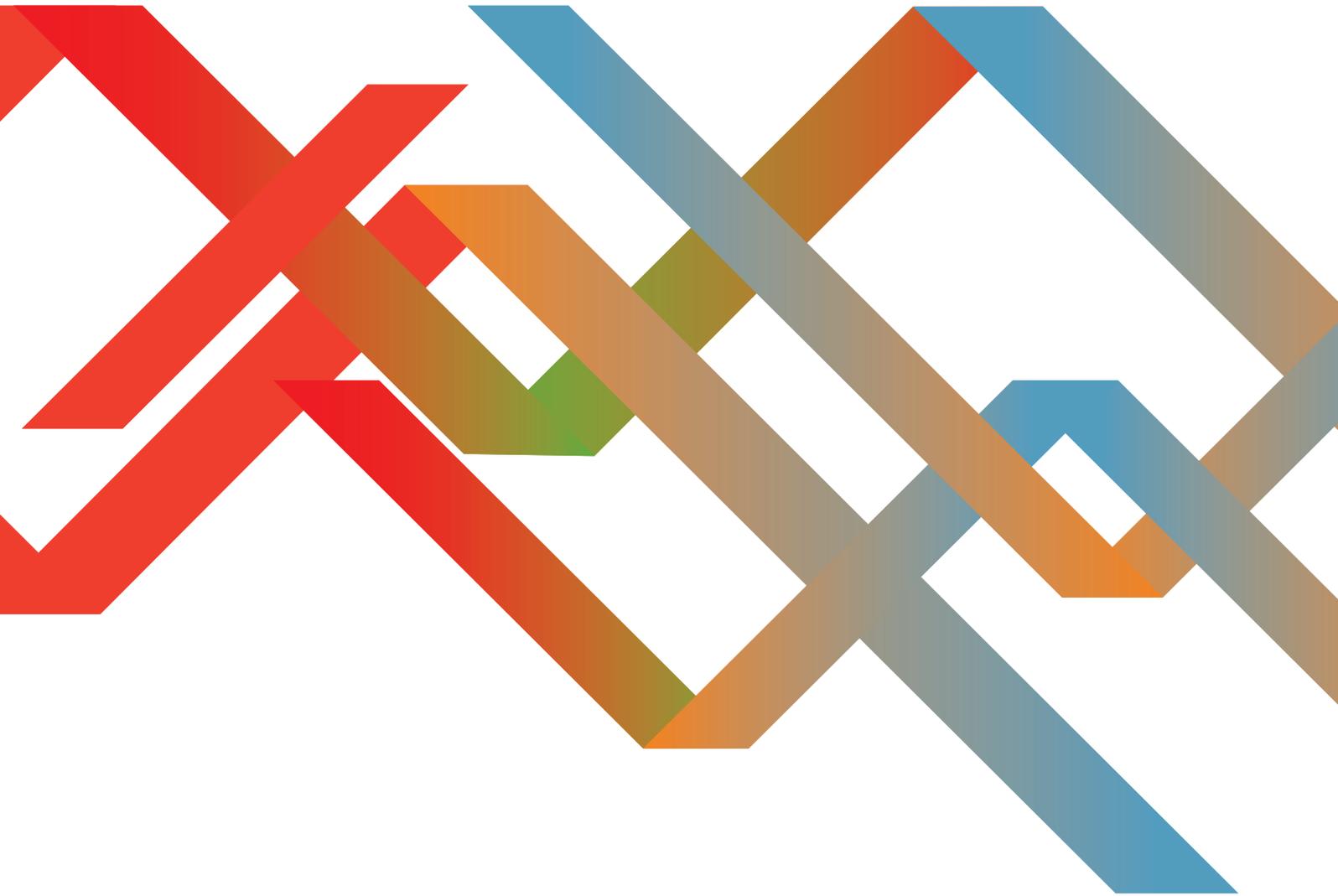


# UCLG CULTURE SUMMIT CULTURE AND SUSTAINABLE CITIES

**BILBAO** 18-20 March **2015**





# THE SUMMIT

The **first Culture Summit of UCLG** will be hosted by the City of Bilbao (Basque Country, Spain) from the 18-20 March 2015.

The UCLG Culture Summit is a new event to promote knowledge-sharing and networking of cities and local governments, recognizing the important place of culture in sustainable cities. It envisages gathering all key stakeholders in the promotion of cultural policies, with special emphasis on cities, local governments, and urban actors.

The highlight of the first UCLG Culture Summit will be the presentation of “**Culture 21: Actions**”, a document that builds on the Agenda 21 for Culture that makes a strong link between culture and sustainable development, while providing guides to self-assessment and implementation. “Culture 21: Actions” recommends further expertise, peer-learning, and exchanges.

The UCLG Culture Summit is oriented towards creating a full global learning experience among participants. It will feature **good practices of Agenda 21 for culture**. It will showcase the best projects of the first edition of the “**International Award UCLG - Mexico City - Culture 21**”. Additionally, the results of the **Pilot Cities** programme will be presented.

The Summit will also connect the UN Post-2015 Development Agenda and culture, building on the work carried out in the process of defining the Sustainable Development Goals, particularly **#culture2015goal** and **#UrbanSDG**. It will be an occasion to exchange with the international community and UN Agencies as well as civil society organizations.

The first UCLG Culture Summit will have **six plenary sessions**, devoted to

- Opening: why culture and sustainable cities?
- Cultural rights in the city
- The place of culture in the Sustainable Development Goals
- Culture and local development: the key Commitments
- Closing: how to operationalize culture in sustainable cities?

In addition there will be **nine specialised sessions**, dedicated to specific topics and aimed at in-depth contact with key actors. These sessions are framed around three main concepts: “Cities and cultural policies”, “Good practice in Agenda 21 for culture” and “Speed-networking: meet our people”.

Should you be interested in presenting a specific case or issue in a specialised session, write to us at your earliest convenience (a few slots are still available):

[speakers@uclg-culturesummit2015.org](mailto:speakers@uclg-culturesummit2015.org)

# UCLG CULTURE SUMMIT 2015

**BILBAO, 18-20 March 2015**

## Programme Overview:

18 MARCH 2015			
10:30 - 11:30	REGISTRATION		
11:30 - 13:30	OPENING: WHY CULTURE AND SUSTAINABLE CITIES?		
13:30 - 15:00	LUNCH		
14:15 - 15:00	VISIT TO THE ARTS & CULTURE CENTRE ALHÓNDIGABILBAO (confirmation required)		
15:00 - 17:00	PLENARY 2 <b>Cultural Rights in the City</b>		
17:00 - 17:30	COFFEE-BREAK		
17:30 - 19:30	PARALLEL SESSIONS		
	Cities & cultural policies	Good practices	Speed networking
20:30 - 22:00	WELCOME RECEPTION AND VISIT TO GUGGENHEIM MUSEUM BILBAO		

19 MARCH 2015			
9:30 - 11:00	PLENARY 3 <b>The place of Culture in the Sustainable Development Goals</b>		
11:00 - 11:30	COFFEE-BREAK		
11:30 - 13:30	PARALLEL SESSIONS		
	Cities & cultural policies	Good practices	Speed networking
13:30 - 15:00	LUNCH		
15:00 - 17:00	PLENARY 4 <b>Culture and Sustainable Cities: the Commitments</b>		
17:00 - 17:30	COFFEE-BREAK		
17:30 - 19:30	PARALLEL SESSIONS		
	Cities & cultural policies	Good practices	Speed networking
20:30 - 22:00	RECEPTION AT BILBAO CITY HALL		

20 MARCH 2015			
9:30 - 11:00	PLENARY 5 <b>Cities, Culture, Citizenship and Development</b>		
11:00 - 11:30	COFFE-BREAK		
11:30 - 13:30	CONCLUSIONS AND CLOSING <b>Culture in Sustainable Cities: the way forward</b>		
15:30 - 18:30	TECHNICAL VISITS (confirmation required)		
	Zorrozaurre + Edificio Papelera + hACERÍA	Old town + Bilbao la Vieja + Bilbao Arte	Bilbao Art District

**WE LOOK FORWARD TO SEEING YOU IN BILBAO!**



# WHY “CULTURE IN SUSTAINABLE CITIES”?

Contrary to a view of culture as ‘decorative’, or secondary to sustainable development, a critical mass of the international community is convinced that, integrating culture within development efforts are crucial in tackling a large number of urban and local challenges more effectively and sustainably.

Today, development means freedom, expanding choices, and putting human beings at the centre of the future.

- Culture brings its intrinsic values to development: creativity, heritage, knowledge and diversity. A holistic and integrated approach to development will only be achieved when these values are explicit and operationalized.
- Culture is linked to equity and inclusion; it is an accelerator of resilience and rooting. It gives us the tools to fight against poverty; it facilitates citizens’ participation, intercultural dialogue, and equal rights.
- Culture boosts the economy. It generates income and employment, and it has impact on entrepreneurship, new technologies, and tourism. Culture brings creativity and innovation to the economic dimension.
- Culture embraces the environment because it helps to explain identities. It raises awareness of ecological responsibility, and it informs urban planning processes.

Successful local policies based on the image of culture as the fourth pillar, or dimension, of sustainable development can be implemented with two complementary strategies:

- (a)** Culture as the driver of sustainable development: culture is fully integrated into governance, with the development and the implementation of an explicit cultural policy, in close cooperation with civil society, and based on the rights, the expectations, and the capacities of inhabitants.
- (b)** Culture as the enabler of sustainable development: policies capitalize on culture’s contribution to the economy, the social inclusion and the environmental balance, with an assessment of the cultural impact of these policies based on measurable targets and indicators.

Sustainability, it should be stressed, is not just about ecology and the environment, but also the locality, the empowerment of citizens, and the transmission of knowledge to the new generations. Also, it should similarly be emphasized that poverty is not just a question of material conditions and income, but also a lack of capabilities and opportunities, including in cultural terms. The truth is that development rooted in culture and sensitive to local context is in fact the only one that is likely to be sustainable.

As Nobel Prize winner Amartya Sen explains, “cultural matters are integral parts of the lives we lead. If development can be seen as enhancement of our living standards, then efforts geared to development can hardly ignore the world of culture”.



# CULTURE IN UCLG: BACKGROUND

The mission of United Cities and Local Governments – **UCLG** is to be the united voice and world advocate of democratic local self-government, promoting its values, objectives and interests, through cooperation between local governments, and within the wider international community.

UCLG has played an important role in the decade 2004-2014 promoting the role of culture in sustainable cities:

- In 2004, *United Cities and Local Governments* adopted the **Agenda 21 for culture**, a declaration with 67 articles that describes the relationship between local cultural policies and human rights, governance, sustainable development, participatory democracy and peace. The Agenda 21 for culture was the first worldwide document establishing principles and commitments by cities and local governments for cultural development. More than 550 cities, local governments and organizations from all over the world are linked to Agenda 21 for culture.
- In 2010, the Executive Bureau of United Cities and Local Governments approved the document **“Culture: Fourth Pillar of Sustainable Development”** in its World Congress held in Mexico City. This document engages local governments to explicitly include culture in a development model that ‘meets the needs of the present without compromising the ability of future generations to meet their own needs’. Operationally, the document points to the relationship between culture and sustainable development through a dual approach: developing a solid cultural policy (culture as a driver of development), and advocating a cultural dimension in all public policies (culture as an enabler of development).
- In 2012, United Cities and Local Governments, which represented local governments at the UN Conference on Sustainable Development (Rio+20), advocated for the role of culture in sustainable development.
- Since March 2013, UCLG’s role as facilitator of the **Global Taskforce** has included Culture in local and regional governments’ inputs to the Post2015 Agenda.
- In October 2013, the **UCLG World Congress of Rabat** agreed to renew Agenda 21 for culture, thus ratifying the conviction of local leaders that culture is a key component of the sustainable development.

United Cities and Local Governments, with its Committee on culture, has created a unique platform, which gathers together cities, associations and networks that foster the relation between local cultural policies and sustainable development. The Committee is chaired by Lille-Métropole, co-chaired by Buenos Aires, Mexico City and Montreal, vice-chaired by Angers, Barcelona and Milano, and it has members and partners in all continents.



# “CULTURE 21: ACTIONS” RENEWS “AGENDA 21 FOR CULTURE”

The process of developing “Culture 21: Actions” was initiated by the Committee on Culture in 2013. Debates took place throughout 2013 and 2014 in Lille-Métropole, Buenos Aires, Brussels, Rabat, Dakar, Alma, Hildesheim, Montreal, Newcastle, Haikou, Tunis, and many other cities around the world. These debates have involved members of the Committee, researchers, and other stakeholders.

The debates also involved key national and international networks, as well as technical visits and seminars with cultural actors and civil society networks in our **Pilot Cities**: Belo Horizonte, Bogotá, Concepción, Gabrovo, Jeju, Mexico City, Talca and Vaudreuil-Dorion. The Committee has commissioned articles from **key experts** as Paul James, Lucina Jiménez, Alfons Martinell, Patrice Meyer-Bisch, Eduard Miralles, Robert Palmer, Johanne Turbide and Minja Yang. The Committee has also published articles from **our leaders**: Angers, Barcelona, Bilbao, Buenos Aires, Lille-Metropole, Mexico, Quito and Montreal.

The Committee held **a survey** (March 2014) which resulted in strong support for the development of “Culture 21: Actions”. The results of the survey also identify UCLG as a key network in the advocacy of culture and sustainable cities. It also confirms the commitment of local governments and their associations to continue implementing Agenda 21 for Culture.

The annual meeting of the UCLG Committee on Culture in 2014 (**Buenos Aires**, 1-2 October) was entirely devoted to drafting “Culture 21: Actions”, in a cooperative and open work with cultural networks and civil society actors.

All of the information is available at: [www.new.agenda21culture.net](http://www.new.agenda21culture.net).





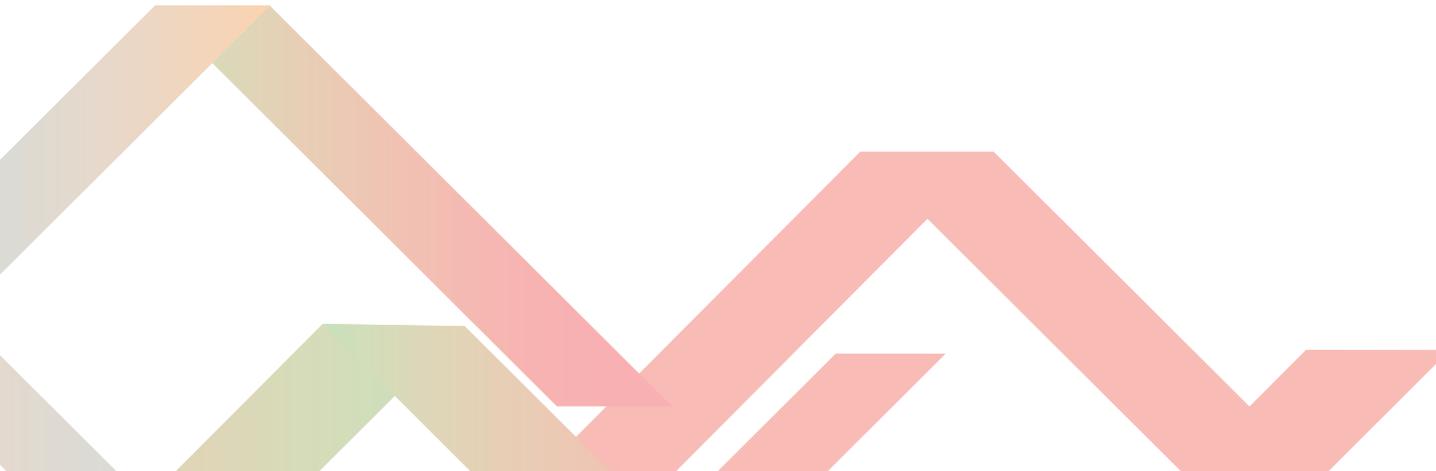
# THE CITY OF BILBAO

**The city of Bilbao** has an extensive background in the implementation of cultural policies and programmes in sustainable development.

In the 1990s, Bilbao began its far-reaching urban development with a strong presence of culture. The symbol of this transformation is the Guggenheim Museum Bilbao, the key element in the strategy led by the City Council to achieve economic development, employment, and social cohesion in the city.

The implementation of a sound cultural policy over the past two decades has consolidated Bilbao's position as an international example with important cultural infrastructures and projects that protect heritage, promote diversity, lend greater liberties to its citizens, and contribute to urban design.

The first UCLG Culture Summit will take place in **Alhóndiga Bilbao**, the center of culture and leisure activity located in the heart of Bilbao. The renewal of the old *Alhóndiga* was carried out by Philippe Starck, with unparalleled creativity and ingenuity, in the creation of a multidisciplinary space open to all citizens.





# LOOKING TOWARDS THE FUTURE

The UCLG Culture Summit will emphasise that culture is an integral part of local policies for sustainable development, providing the evidences that the values of culture (diversity, knowledge, heritage, creativity) have a strong connection with other dimensions of sustainability (governance, urban planning, social inclusion, economy and other).

“Culture 21: Actions” builds on the success of Agenda 21 for culture and aims at updating its recommendations paying special focus on the implementation of policies. It further aims at promoting intelligence and networking through the selection of good practices and promotion of exchanges, peer-learning and expertise.

The Summit is conceived to promote mutual and hands on learning as well as long-term partnerships among cities, local and regional governments that recognize the important place of culture in sustainable development and are willing to implement “Culture 21: Actions”.

The Summit will mark the beginning of a programme to support the implementation of “Culture 21 Actions” by members of the Committee on Culture of UCLG and in partnership with relevant international networks.

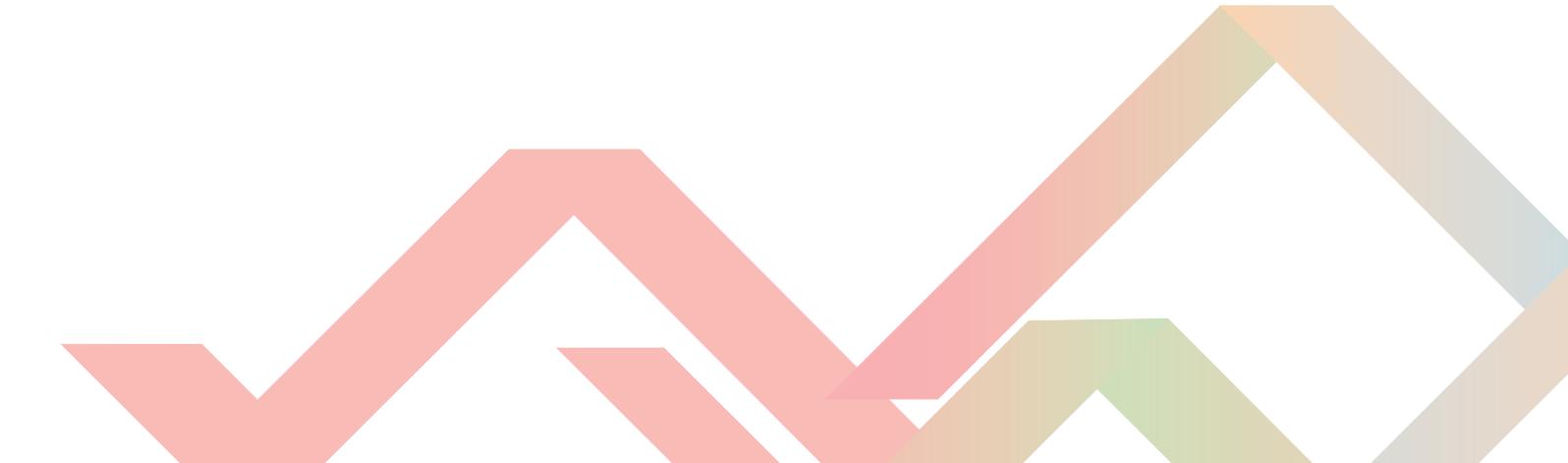




# COMING TO BILBAO IS A MUST IF...

- ✓ You are dedicated to promoting culture as a key dimension of sustainable development.
- ✓ You work in a national or international network related to cultural policies and governance.
- ✓ You are working in a local government and culture is becoming a key priority.
- ✓ You are convinced of the importance of culture in sustainable cities.
- ✓ You want a more robust Committee on Culture within UCLG.
- ✓ You want to learn about the campaigns #culture2015goal and #UrbanSDG.
- ✓ You want to connect with the key actors in “culture in sustainable cities”.
- ✓ You want to implement “Culture 21: Actions” in your city.

## BUT ALSO IF...

- ✓ You do not know enough about culture and sustainable cities but would like to LEARN!
- 



## REGISTRATION

Registration for the Summit is already open.

There is a registration fee of 200 Euros for the members of UCLG (from December 2014) and a registration fee of 450 Euros for non members (from February 2015).

You are encouraged to register early, as participation has been fixed at around 250 participants.

## CONTACT

### **UCLG Culture Summit 2015**

Technical Secretarial

E-mail: [info@uclg-culturesummit2015.org](mailto:info@uclg-culturesummit2015.org)

Tel: +34 93 342 87 56



[www.uclg-culturesummit2015.org](http://www.uclg-culturesummit2015.org)

#Culture21Actions  
#BilbaoCulture  
#culture2015goal  
#UrbanSDG  
#UCLGculture  
#UCLGmeets

