



Live Learning Experience: Beyond the Immediate Response to the Outbreak

Sixth Thematic Session - The cultural mobilization in the COVID-19 pandemic

Wednesday **22.04.2020**, 15:00 – 17:00 CEST

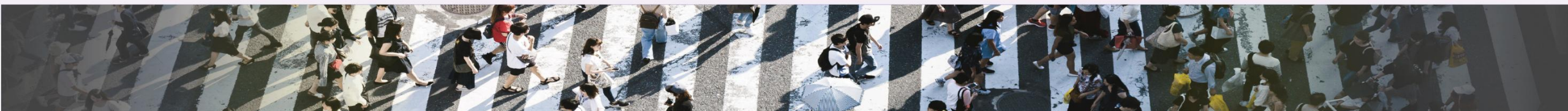
For more information policy@uclg.org

#BeyondTheOutbreak



metropolis ●

UN HABITAT
FOR A BETTER URBAN FUTURE





Bogotá

Covid 19 pandemic has affected greatly the whole culture and creative ecosystem, from individual artists and agents to the bigger companies and organizations in the city.



The pandemic has forced us to reconfigure and reinvent how creativity and innovation can boost new ways of circulation of arts and culture to impact the daily citizens life

Bogotá Response

Economic stimulus and aid package to artists, agents and small and médium companies and organizations

Early pilot about citizens behavior and needs during quarantine (Citizen culture policy)

Digital access to broad culture content and activities to engage citizens



Bogotá Challenges

Find innovative ways to promote that “every citizen is a creator” and thus, agent of individual and social transformation

Improve research and data collection of the economic impact at all levels to find assertive alternatives





Every citizen is a creator

- Creativity in daily life give us new ways to feel and asume the reality, enjoying the process not just the result*
- Culture policies should to contribute to transform consumers habits in order to build more inclusive, meaningful, caring and sustainable cities*

THANK YOU!

