

SANTO ANDRÉ'S CULTURE 21: ACTIONS SELF-ASSESSMENT ANALYSIS

MARCH 2023



SECRETARIA
DE CULTURA



PREFEITURA DE
SANTO ANDRÉ



Culture 21 LAB is a capacity building programme on culture in sustainable cities, promoted by the Committee on Culture of United Cities and Local Governments (UCLG).

The city of Santo André and the UCLG Culture Committee agreed to organise a self-assessment workshop in March 2023. The Culture 21 LAB in Santo André was held over two days, on 22 and 23 March, including a plenary session led by experts and local actors, and three participatory working groups. Preliminary visits were also organised on 20 and 24 March for the expert and the UCLG representative. The working groups involved 50 participants representing a wide range of sectors (see Annex 1). These working groups were held as parallel sessions, each focussing on a thematic commitment of Culture 21 Actions. Participants had the option to contribute to three of the nine thematic sessions. On average, each working group involved around 10-12 participants, which facilitated in-depth discussions.

Author : José Oliveira Junior

SELF
ASSESSMENT





OVERVIEW

From 20 to 24 March 2023, the Culture 21 LAB workshop was held in the municipality of Santo André, State of São Paulo, Brazil. The main elements of culture and sustainability and the commitments of United Cities and Local Governments were addressed. The direct dialogue with Jordi Pascual, coordinator of the Culture Committee of UCLG, and the presence of Marta Llobet, learning and advocacy officer of the Culture Committee of UCLG, were fundamental to strengthen the reliability of the workshop and to reinforce the importance of the discussion and the commitment that we would make there. There was also a presentation of the city council's long-term strategic planning programme, called "Santo André 500 Years", which articulates all areas of government action and has a direct dialogue with sustainable development.



WORKSHOP DEVELOPMENT

On the morning of 22 March, Simone Zárata, Secretary of Culture of Santo André, welcomed the participants and explained that the initial proposal was to carry out the "Pilot Cities" programme, which was eventually replaced by C21 LAB due to the two years of the Covid-19 pandemic. She also emphasised that, although culture is implicitly present in several SDGs, it does not have a specific SDG.

After this overview, the opening ceremony was attended, in addition to those present at the workshop and the facilitators, by Lauro Ávila, advisor to the Secretariat of Culture and Creative Economy of the government of the state of São Paulo, and Jordi Pascual, through videoconference, as well as a greeting from Fábio Perinotto, also via videoconference, representing the Culture Committees Secretariat of the Federal Government.

There was also a presentation of the city government's long-term strategic planning programme, called "Santo André 500 Years", which articulates all areas of government action and has a direct dialogue with sustainable development.

For the work itself, the participants were divided into three groups, each focusing on three of the commitments of Culture 21 Actions. At the beginning, a brief explanation of the historical process of the Agenda 21 for Culture was provided to orientate the participants, as well as an explanation of the self-assessment tool, which allows for a periodic evaluation of the local situation regarding each of the commitments, aiming to consolidate culture as the fourth dimension of sustainable development in cities and

territories. We would like to emphasise that the evaluation is always considered as part of the process of learning and improving local policies and that it is not a static exercise, but one that will remain for the municipality to improve its practices over time.

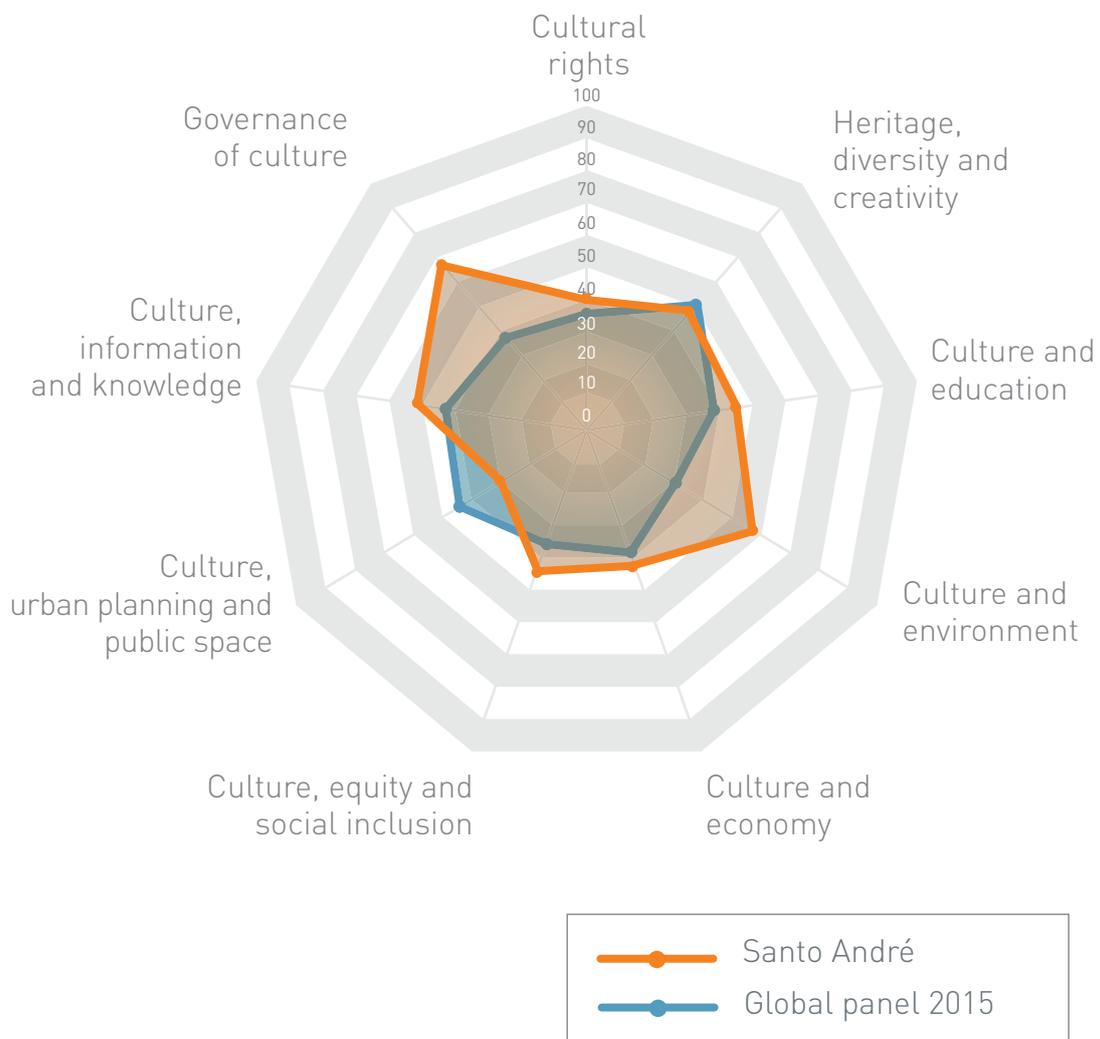
We then presented the nine commitments, also with specific examples of what each one addressed, in order to contribute to the understanding and the discussions that would follow. Throughout the seminar, the facilitators, José Junior, expert of the Culture 21 LAB programme, and Marta Llobet, answered questions from the participants regarding the commitments and other aspects of the approach of each of the commitments.

The Culture 21 LAB workshop in the municipality of Santo André was a positive experience to discuss the municipality from the perspective of sustainable development. Throughout each of the commitments listed, the participants realised that the municipality already had several positive experiences, but they were not well publicised. Several elements on the website of the municipality are still out of date and there is still little interlocution between culture and some of the municipality's own programmes. Seeing this during the workshop brought a more positive, or at least optimistic, outlook on the policy landscape to the culture team and to the society itself.



OBSERVATIONS ON THE EXPERIENCE WITH THE RADAR IN SANTO ANDRÉ

Santo André's Self-Assessment and Global Panel 2015



During the workshop we provided an overview of the municipality of Santo André across various commitments, based on the perceptions of the participants. Indeed, the municipality should reinforce what it already has underway regarding the commitments on Cultural Rights, Culture Governance, Urban Planning, Heritage and Education, notably with regard to long-term planning. But it should pay special attention to the identified or apparent weaknesses in terms of Culture and Economy, Culture and Equity and Culture, Information and Knowledge. Below are the main issues raised in each of the commitments during the workshop.

COMMENTS ON THE COMMITMENTS AND RECOMMENDATIONS

On cultural rights, it was resolved that a commitment from the municipality based on the Rome Charter should be made as soon as possible. However, there are still objective questions about the lack of rights guaranteed in local legislation for specific groups such as women and girls and vulnerable people. Another important element for safeguarding rights, and one that serves other commitments and that is highlighted as important, is the establishment of formal instruments to work together with other sectors of the municipality, which can provide a more explicit vision of the impacts of cultural issues on city planning as a whole.

Regarding governance and social participation, in addition to organising all commissions and committees in a system of participation, the recommendation is to reorganise the municipal council for cultural policies itself, so that it achieves parity and has a format more similar to other cultural policy councils, with representation from different cultural and artistic segments, without neglecting the idea of forums, which can and should collaborate with the council.

The five-forum organisation is a positive idea, but it could diminish the importance and role of the plenary as the municipality's primary forum for discussion. From an operational point of view, it seems logical for the forums to meet and appoint representatives, but the culture sector is dynamic and it may occur that people do not know which forum they belong to. And, from the point of view of the municipality being part of the State Culture System and the National Culture System, the design of the council should be similar to these instances.

It is recommended to develop a way of presenting the municipal budget for culture in a more easily visualisable manner for citizens, with a certain degree of detail of what is being done (or supported) and in which territory of the city. This will make social participation more qualified. A transition could be made from the existing model to a model of organising information by programmes or actions. Thus, in the first two years, what is already being done could be maintained, for operational reasons within the structure of the municipality and the control bodies, but public panels could be prepared with the visualisation organised by programmes or actions, so that citizens can effectively understand how the budgetary effort of the culture department is being managed.

Regarding the evaluation of the Municipal Culture Plan, it is recommended to reorganise and prioritise, from a technical and operational point of view of management, the goals and actions present in the Municipal Culture Plan, in order to correct the course, give a more real perspective to its monitoring and, above all, make the necessary budget forecasts over the remaining years of the planned deadline (2028).

It is recommended to expand and qualify the communication actions of the management with the community, since several actions already underway by the municipality of Santo André were not clearly recognised by various participants in the workshop who were not from the municipal executive power (such as the “Santo André 500 Years”). This will consolidate what is already being done, and which is positive, with adequate communication to the different audiences in the municipality. One of the aspects emphasised by the City Hall team and which may have a direct relation to this point of deficient communication was the inconsistency presented between the evaluation of the Culture Governance commitment and the Cultural Rights commitment.

Furthermore, based on the various discussions that took place at the workshop, it is recommended that the municipality objectively endeavours to establish criteria for the inclusion of vulnerable populations in cultural policies (women, children, the elderly, youth, people with disabilities, LGBTQIA+), based on an initial training process, a broader definition of the scope of the various forms of vulnerability, and a process of consultation with the population of the different territories. It will be necessary to carry out an up-to-date survey of breakdown data that takes into account the various vulnerable groups distributed in the different regions of the municipality, and to plan and insert criteria or categories in the calls for proposals aimed at vulnerable groups. It will be essential to articulate to facilitate the access of artists and the population in general to cultural facilities and programmes within the SIGA municipal platform, as well as the secretariat itself to make better use of the platform.

It is recommended to promote the adaptation of urban planning regulatory frameworks to the precepts of Agenda 21 for Culture. To this end, a first joint action between the municipality and the Federal University of ABC could contribute to an event such as a seminar on the commitment to urban planning and Agenda 21 for Culture and SDG 11. A complementary proposal is to review the Municipal Plan for the Preservation of Cultural Heritage, taking into account the principles of the commitments “Heritage, Creativity and Innovation” and “Urban Planning and Culture”.

In the same perspective as the previous item, it is suggested to reorganise Environmental Impact Assessments and Neighbourhood Impact Assessments to clearly incorporate cultural and cultural heritage elements, identifying the feasibility of medium-term implementation of compensatory or mitigating measures aimed at protecting and/or safeguarding cultural heritage.

A final analysis and recommendation was to formally include the aspects of Agenda 21 for Culture in the planning of “Santo André 500 Years”, which can be facilitated by holding an action to discuss what was covered during the C21 LAB workshop and the recommendations of this report in the scope of the “Santo André 500 Years” programme by the end of this year, even conciliating with the Municipal Conference on Culture. This way, if it happens before October, we can report the results at the UCLG summit in Dublin in November.

In fact, the long-term planning included in the Santo André 500 Years goal plan, which even had an impact on the municipality’s adherence to Agenda 21 for Culture, is an exemplary practice and one that the Culture Department of Santo André needs to effectively integrate and that can be shared with other municipalities. In conclusion, we suggest organising a webinar to promote the public dissemination of the report to various audiences.



GOOD PRACTICES

The experience in Santo André has allowed the consultant to identify some good practices to share within the network of cities:

- a) The aspect of long-term planning, on two different fronts, namely the SANTO ANDRÉ 500 YEARS PLAN, with its 2021-2024 Goals Plan, which even foresaw years ago the municipality's adherence to Agenda 21 of Culture, and the proposal to monitor the Decennial Municipal Culture Plan;
- b) SANTO ANDRÉ IS YOU;
- c) PUBLIC SELECTION PROCESS FOR CULTURAL PROJECTS.

In addition to these points, the participants of the workshop listed a series of good practices in the reports of their working groups, the main ones being the following actions or projects:

- Beija Flor network of libraries.
- The project Naming the Rivers.
- Sarau Library Cecília Meireles.
- Cineteatro Carlos Gomes.
- Policy on calls for tenders for contracting carried out by the Secretariat of Culture.
- Productive inclusion plan.
- Community Agroforestry Project.



ANNEX 1 : LIST OF PARTICIPANTS TO THE WORKSHOP

[according to the thematic commitments assessed]

CULTURAL RIGHTS

Fatima Regina Monaco Guides, Flavio Shimoda, Idivaldo Cunha, Laila Dell´Antonia Scarassat, Marcelo Gil, Nilo Matos de Almeida, Paulo Augusto Ferreira Vitor, Renata Soares de Oliveira, Ricardo Cortazzi, Silvia Helena Passarelli, Tábata Riatto da Silva.

GOVERNANCE OF CULTURE

Alexandre Vieira, Ana Paula de Oliveira Lepori, Caroline Silvério, Elaine Cristina da Silva Colin, Diaulas Ulisses, Jonatha Ferreira, Marcelo de Souza Guilherme Dorador, Márcio de Cassio Juliano, Mayra Guzman de Souza Brito, Neri Silvestre, Sandro Nicodemo, Sonia Mara Agi Lino, Vitor Hugo de Moraes.

CULTURE, INFORMATION AND KNOWLEDGE

Ana Claudia de Fabris, Eric Lamarca, Ezequiel Capellini, Gabriela Maruno, Luciana Zorzato, Marilena Nakano, Melina Marson, Reinaldo Botelho, Sandra Elis Pereira de Oliveira.

CULTURE AND EDUCATION

Caroline Silvério, Diaulas Ulisses, Elaine Cristina da Silva Colin, Flavio Shimoda, Luciana Zorzato, Márcio de Cassio Juliano, Marilena Nakano, Melina Marson, Reinaldo Botelho, Ricardo Cortazzi, Sandro Nicodemo, Sonia Mara Agi Lino, Vitor Hugo de Moraes.

CULTURE, EQUITY AND SOCIAL INCLUSION

Alexandre Vieira, Ana Paula de Oliveira Lepori, Ezequiel Capellini, Idivaldo Cunha, Laila Dell´Antonia Scarassati, Marcelo Gil, Marcelo de Souza Guilherme Dorador, Neri Silvestre, Nilo Matos de Almeida, Renata Soares de Oliveira, Tábata Riatto da Silva.

ANNEX 1 : LIST OF PARTICIPANTS TO THE WORKSHOP

HERITAGE, DIVERSITY AND CREATIVITY

Ana Claudia de Fabris, Eric Lamarca, Fatima Regina Monaco Guides, Gabriela Maruno, Jonatha Ferreira, Maria Francisca Moreira Zaidan Silva (Yalorixá Francisca ty Ologunedé), Mayra Guzman de Souza Brito, Paulo Augusto Ferreira Vitor, Sandra Elis Pereira de Oliveira, Silvia Helena Passarelli..

CULTURE AND ECONOMY

Ana Claudia de Fabris, Idivaldo Cunha, Gabriela Maruno, Marcelo Gil, Marcelo de Souza Guilherme Dorador, Neri Silvestre, Paulo Augusto Ferreira Vitor, Renata Soares de Oliveira, Ricardo Cortazzi, Tábata Riatto da Silva.

CULTURE AND ENVIRONMENT

Elaine Cristina da Silva Colin, Eric Lamarca, Ezequiel Capellini, Luciana Zorzato, Maria Francisca Moreira Zaidan Silva (Yalorixá Francisca ty Ologunedé), Marilena Nakano, Mayra Guzman de Souza Brito, Melina Marson, Nilo Matos de Almeida, Sandra Elis Pereira de Oliveira, Sandro Nicodemo, Sonia Mara Agi Lino.

CULTURE, URBAN PLANNING AND PUBLIC SPACE

Alexandre Vieira, Ana Paula de Oliveira Lepori, Caroline Silvério, Diaulas Ulisses, Fatima Regina Monaco Guides, Flavio Shimoda, Jonatha Ferreira, Laila Dell´Antonia Scarassati, Márcio de Cassio Juliano, Reinaldo Botelho, Silvia Helena Passarelli, Vitor Hugo de Moraes.

OBSERVERS

Erike Busoni (Secretary of Culture of São Caetano do Sul), Juliana Cavasini da Silva (Intermunicipal Consortium of Greater ABC), Marcelo Dino Fraccaro (Secretary of Education and Culture of Rio Grande da Serra); Anselmo Henrique dos Santos, Diogo Braga Pessoa, Roberto Ramos, Lucas Silva Souza (Agents of Public Policy and Government Management).



ANNEX 1 : LIST OF PARTICIPANTS TO THE WORKSHOP

SECRETARIAT OF CULTURE OF SANTO ANDRÉ

Simone Zárate (Secretary for Culture of Santo André) and Secretariat staff.

UCLG

José O. Junior (expert of the Culture 21 LAB programme), Marta Llobet (learning and advocacy officer of the UCLG Culture Committee).



CONTACTS

For more information on this self-assessment, please contact:



Santo André

Simone Zárate, Secretary for Culture, Santo André City Hall, São Paulo

Email: SZarate@santoandre.sp.gov.br



United Cities and Local Governments (UCLG) - Committee on Culture

Email: culture@uclg.org

Web: www.agenda21culture.net



SECRETARIA
DE CULTURA



PREFEITURA DE
SANTO ANDRÉ



culture 21

UCLG Committee



UCLG

United Cities
and Local Governments



SECRETARIA
DE CULTURA



PREFEITURA DE
SANTO ANDRÉ

