



United Cities and Local Governments
Cités et Gouvernements Locaux Unis
Ciudades y Gobiernos Locales Unidos

UCLG COMMITTEES AND WORKING GROUPS

UCLG WORKING GROUP ON CULTURE

CIRCULAR 6

Dear members,

Please find enclosed the documents “Advice on the local implementation of Agenda 21 for culture” and “Cultural indicators and Agenda 21 for culture”.

Please take note that these are provisional documents and you are invited to send your comments, suggestions and amendments before 30th September to the Secretariat of the Working Group (agenda21cultura@bcn.cat). The final versions of these documents will be submitted for approval to the meeting of the Working Group to be held on 23 – 24 October in Barcelona, Spain.

Should you require any further information then please do not hesitate to contact the Secretariat of the Working Group, by email agenda21cultura@bcn.cat or by telephone (+34) 933 161 262.

Yours faithfully,

The UCLG World Secretariat



United Cities and Local Governments
Cités et Gouvernements Locaux Unis
Ciudades y Gobiernos Locales Unidos



Ajuntament de Barcelona
Institut de cultura

Working Group on Culture – 23rd-24th October 2006
Document for approval

Advice on local implementation of the the Agenda 21 for culture

First draft – 26th July 2006

1. Introduction

The Agenda 21 for culture was approved by cities and local governments worldwide on 8th May 2004, as a guiding document for public cultural policies and as a contribution to the cultural development of humanity.

United Cities and Local Governments (UCLG) adopted the Agenda 21 for culture as a reference document for its programmes on culture and assumed the role of coordinator of the process subsequent to its approval. UCLG's Working Group on Culture, constituted in Beijing on 9 June 2005, is the meeting point for cities, local governments and networks that place culture at the heart of their development processes.

A growing number of cities and local governments the world over have adhered to the Agenda 21 for culture in their local councils. A standard adhesion document is available on the web pages www.agenda21culture.net and www.cities-localgovernments.org. Adhering to Agenda 21 for culture holds great symbolic importance: it expresses a city's commitment to make culture a key part of urban policies and expresses a sign for solidarity and cooperation with cities and local governments worldwide.

Cities are using the Agenda 21 for culture, on the one hand, to advocate for the importance of culture in local development to national governments and international organizations, and, on the other hand, to reinforce local cultural policies.

At the request of some cities, in 2006 UCLG's Working Group on Culture has decided to draw up some general recommendations which might be useful as guidance for local implementation of the Agenda 21 for culture.

2. Cultural planning

Local implementation of the Agenda 21 for culture can be seen as an exercise of cultural planning. Planning is understood as the process that relates agents, objectives, activities, resources and expected results of a project.

The concept of cultural planning has become widespread over the last 10-15 years. It has been used to develop local cultural policies based on the values (memory, creativity, critical knowledge, diversity, rituality...) which culture brings to individuals and communities. It has also been used to underline the transversality of culture in other local policies, such as employment and social inclusion, and to introduce cultural considerations in all public policies. Several texts have supported this issue ; for example, the UNDP – United Nations Development Programme whose Human Development Report 2004, «Cultural liberty in today's diverse world», points out the need to move towards an open culture, which becomes essential in all development strategies. Another example is the work of the Australian researcher Jon Hawkes, who proposes culture as the fourth pillar of sustainability, in the same category as the three classic pillars : economic, social and environmental.

The Agenda 21 for culture offers, therefore, an opportunity for each city to create a long-term vision of culture as a basic pillar in its development. According to the principles, commitments and recommendations of the Agenda 21 for culture, and considering the local characteristics (history, population, size, type of government, vitality of civil society, identity and characteristics of cultural sectors...), each city or local government should consider the adequacy of the issues suggested in the following paragraphs.

3. General considerations

The following paragraphs express general concepts and considerations on the local implementation of the Agenda 21 for culture, derived from its principles, commitments and recommendations:

- a) Political leadership at the highest level of local government.
- b) The assumption of the tools by the local government as a whole, and not only by the service, area or department in charge of culture.
- c) The local government as a catalyser of cultural processes: reinforcing civil society, fostering consensus, establishing co-responsibilities...
- d) The fomenting of a democratic participation of citizens in the formulation, exercise and evaluation of public policies on culture.
- e) The transparency of information, and the communication to citizens through various channels.
- f) The coordination between the “cultural planning” and the strategic plans of the city or other integrated local planning documents.
- g) Technical rigor and solvency, counting on experts in the fields of research and development of cultural policies and cultural management.
- h) Recognition of different cultural demands made by people and organizations in a territory, including cultural agents as well as the rest of the citizenry.
- i) The cultural resources of a territory include the « classic » sectors (heritage, arts, libraries), as well as those related to the creative industries or the media.
- j) The reinforcement of the cohesion of the cultural sector by means of objectives and actions which bring attention to the intrinsic values of culture.
- k) The reinforcement of culture as a public sphere based on freedom of expression, critical knowledge, diversity, participation and creativity. This sphere is nourished

by agents and professionals in culture as well as by the cultural expressions of citizenry.

- l) Transversality, bringing culture to the urban project as a whole, with objectives and actions which take culture to areas such as education, health, urban planning and economy.
- m) The constitution of laboratories or specific units for the development of key projects.
- n) The establishment of application and monitoring procedures for the commitments agreed upon.
- o) The establishment of a system of cultural indicators.
- p) The consideration of the training needs in cultural policies/ management/ mediation, derived from the centrality of culture in society.
- q) The relation of the local cultural process with the regional, national and international public administration, in order to contextualize the priorities and orientate the securing of new economic resources.
- r) The participation of a city in networks and associations dedicated to cultural cooperation, exchanging good practices and advocating for the importance of culture in national and international programmes.

4. Tools

The general considerations, if they wish to have an impact on city life, need to focus on a specific tool, which could be a document, a council or another. Each city or local government must find the formula which is best adapted to its needs. The following three tools are suggested as an example.

4.1. Local cultural strategy

A local cultural strategy is a process of debate, drawing up and approval of a document which describes the cultural priorities in a city; the process is carried out by all cultural agents in a territory with the citizenry and the public administration. The process is usually initiated with a research or a diagnosis of the cultural resources of a city and the economic, social and territorial trends. The local cultural strategy is written in a document, debated and approved by the municipal plenary or by authorities such as councils or commissions with the participation of the citizenry. The document normally consists of a mission, various objectives and several actions. The document establishes co-responsibility between the local government, the cultural agents and the civil society. The local cultural strategy normally includes a calendar for the implementation, follow-up and evaluation indicators for each objective and action, as well as monitoring boards.

4.2. Charter of cultural rights and responsibilities / duties

A charter of cultural rights is a document which defines specifically the rights and duties / responsibilities, in the area of culture, of the inhabitants of a territory. This document is based on the Universal Declaration of Human Rights and the approved international texts, both in the area of human rights and in the area of culture. The elaboration of a charter of cultural rights relies on a process of participation by the cultural agents of a territory, the citizenry, the administration and the experts in human rights. The

document is normally approved by the municipal plenary and implies the creation of a person or organization to guarantee the fulfilment of the Charter and to exercise the role of mediator in situations, possibly complex, related to cultural rights and duties.

4.3. *Culture council*

A culture council is a public body on the cultural issues in a city. The council normally reflects the diversity of cultural agents, from different sectors (heritage, arts libraries...), dimensions (large agents or small initiatives), their adscription (public, private, associative...) and other variables. Normally, the council debates, and issues opinions, on the most relevant cultural themes of the city. The binding capacity of the council is variable, there are strictly consultative councils, as well as councils with the capacity to take executive decisions.

Working Group on Culture – United Cities and Local Governments
<http://www.cities-localgovernments.org>
<http://www.agenda21culture.net>

This document is a draft.

Comments, suggestions and amendments may be sent
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Institut de cultura

Working Group on Culture – 23rd-24th October 2006
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Cultural indicators and Agenda 21 for culture

Draft 1st – 26th July 2006

1. Introduction

In article 49, the Agenda 21 for culture states its recommendation to « Fulfil, before 2006, a proposal for a system of cultural indicators that support the deployment of this Agenda 21 for culture, including methods to facilitate monitoring and comparability ». In its Programme for 2005-2007, the members of United Cities and Local Governments' Working Group on Culture committed themselves to the development of this proposal.

2. Cultural Indicators

The work to be carried out on local cultural indicators is a fragmented field and lacks consensus. However, its development is essential in order to ensure that culture is consolidated as one of the pillars of development. During the last few years, interest in cultural indicators has grown, and several reports on this subject have been written and published.

On an international level, the report carried out in 2004 by the International Federation of Arts Councils and Culture Agencies - IFACCA (www.ifacca.org) is of great importance; its two main conclusions refer to analytical and coordination issues:¹

With reference to analytical issues, the report states that "Cultural indicators, as with other social indicators, are still largely under development, particularly in their relevance to policymaking and program delivery. There are therefore reasons to be wary of cultural indicator frameworks that have been developed to date. Common analytical problems include": "Confusion about what indicators are and how they should be", "Lack of quality data", "Frameworks are unwieldy", and "Policy objectives are vague".

With reference to coordination issues, the report states that "There appears to be little contact between agencies that are currently developing cultural indicators. Two key problems that might be mitigated by better sharing and coordination are": "Multiplicity of work" and "Differences in approach".

¹ International Federation of Arts Councils and Culture Agencies (IFACCA); 2005; *Statistical Indicators for Arts Policy*, IFACCA, D'Art Report number 18, Sydney, http://www.ifacca.org/ifacca2/en/organisation/page09_BrowseDart.asp.

Also on a global scale, it is important to highlight the work carried out on the project « Eurocult 21 », ² in the Eurocities Culture Forum, the European network of large cities. This project analysed quantitative and qualitative information relative to the cultural policies of various European cities during 2002-2005.

The research and development of cultural indicators which may be useful at a local level is an urgent task which must find its place in the international networks of cities. The role that the United Cities and Local Governments' Working Group on Culture can play is important, not the least by connecting existing initiatives, cooperating with national proposals and promoting the relevance of certain subjects which associate culture with the city, and which are not always visible to the national or international councils which deal with cultural indicators.

3. Proposal of a framework

Taking into account the current fragmented situation in the field of cultural indicators, and also the need to advance with caution and consensus, this document does not propose a list of local cultural indicators. More years of work will probably be needed in order to achieve a solid proposal on this subject.

This document does, however, propose a framework to explain local cultural policies. This framework may help to clarify the conceptual bases of policies, facilitate relevant information systematically and periodically, and form a base from which to advance towards local cultural indicators.

The proposal of a framework is divided into two parts; the first is dedicated to the explanation of local cultural policies (annex 1), and the second to the explanation of a project or case study (annex 2).

The information compiled from this framework will form a database for the UCLG Working Group on Culture, and will be available on Internet.

Especially invited to participate in this frame of reference are:

- Cities – members of the UCLG's Working Group on Culture
- Cities adhering to the Agenda 21 for culture
- Other cities belonging to networks and associations connected to the Agenda 21 for culture and which would like to participate.

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² The three publications of Eurocult21 may be downloaded from the website www.eurocult21.org.

Annex 1

Explanation of a local cultural policy

The explanation of local cultural policies can be made from very different prisms. The following chapters are an orientation of what can be developed to a greater or lesser extent by each local government.

Cultural infrastructure and cultural practices

1. Definition of culture and cultural diversity / identity
2. Diversity of cultural supply. Cultural facilities and events
3. Audiences and users
4. Policies and programmes to promote citizen participation in culture

Culture and social inclusion

5. Policies and programmes on culture and education
6. Policies and programmes on culture and equality of opportunities
7. Policies and programmes on gender equality
8. Policies and programmes to promote the role of civil society in cultural life

Culture, territory and public areas

9. Policies and programmes on culture and urban planning / urban regeneration
10. Use of public spaces for cultural projects
11. Territorial balance of the cultural supply in the city

Culture and economy

12. Policies and programmes which associate culture, creative industries and economic development
13. Diversity of economic and financial instruments in support of culture
14. Policies and programmes on culture, local media and information and communication technologies (ICT)

Governance of cultural policies

15. Recognition and implementation of cultural rights at a local level
16. Adhesion to the Agenda 21 for culture
17. Competencies in culture of local governments, derived from national or regional legislation
18. Municipal department(s) with responsibilities in culture
19. Existence of a formulated local cultural strategy. Mission and objectives
20. Existence of participative structures, such as municipal culture councils
21. Evaluation of cultural policies. Use of statistics and cultural indicators
22. Presence of culture in local plans / local development strategies
23. Participation of local government in the definition of provincial / state / country cultural policies
24. Participation of local government in international networks and international cultural cooperation projects

Annex 2

Explanation of a case study

A case study is a project or programme which a city selects as an example of its cultural policy. A case study may be a project run by the public administration, a private agent or an NGO. To facilitate the elaboration of the case study, the following structure is recommended:

1. Title of the project
2. Context : Baseline situation, problems to be addressed, foreseen difficulties
3. Content : Actions implemented.
4. Management : Direction, leadership, partnerships, time-scale, resources, budget.
5. Sustainability. Evaluation of the project. Conditions to be adapted by other cities.
6. More information : document, book, website.
7. Contact person