



PREFEITURA DE
SANTO ANDRÉ

UCLG Culture 21 LAB in SANTO ANDRÉ

22-23 March 2023

Dates: 22 and 23 March 2023

Objectives: a) To foster learning on how culture plays a role in the promotion of sustainable cities; b) To have a complete analysis, obtained through participation, on where Santo André stands as regards the integration of culture in its approach to sustainable development; c) To identify good practices and lessons learned in Santo André that could be relevant to other cities, d) To formulate a framework for a comprehensive cultural development plan for Santo André.

Introduction

[Culture 21 Lab](#) is a short-term capacity-building programme on culture in sustainable cities, promoted by the [Committee on Culture](#) of United Cities and Local Governments (UCLG). Along with the Pilot Cities programme and the Leading Cities programme, Culture 21 Lab enables cultural themes, factors and agents to be explicit and operational for a people-centred sustainable city.

A Culture 21 Lab could be seen as an environment for local dialogue and debate on the place of culture in the city's vision of sustainable development, including interaction with other areas of public, private and civil society action. Where necessary, the number of participants and duration can be adapted to suit local needs.

The programme is based on the principles of [Culture 21 Actions](#), the toolkit designed to implement the Agenda 21 for culture providing a framework on the place of culture in sustainable development. It covers 9 commitments or thematic areas:

1. Cultural Rights
2. Heritage, Diversity, and Creativity
3. Culture and Education
4. Culture and Environment
5. Culture and Economy
6. Culture, Equality, and Social Inclusion
7. Culture, Urban Planning, and Public Space
8. Culture, Information, and Knowledge
9. Governance of Culture

Culture 21 Lab takes the form of a 1.5-day workshop, involving a group of around 30 local stakeholders, including local government professionals and technicians, representatives of civil society organizations and private sector bodies and academics not only from the culture sector, but from at least three other relevant areas. Some previous visits to local cultural facilities involving local teams, experts and UCLG representatives are also planned with the aim to provide an adequate context on the local cultural ecosystem.



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The Culture 21 LAB workshop

The Culture 21 Lab workshop will be facilitated by a Brazilian expert on local cultural policies, Mr Jose Oliveira Junior, author of the translation of Culture 21 Actions into Portuguese, and leader of the work undertaken by UCLG in Belo Horizonte.

Participants in the Culture 21 LAB in Santo André will include local representatives and stakeholders from culture and other policy areas, and representatives of some of the municipalist associations of Brazil, as well as the National Government and the Ministry of Culture.

Workshop participants will be introduced to the Agenda 21 for culture and Culture 21 Actions, as well as related issues (sustainability, governance, participation, cultural rights, etc.). This will serve to:

- Get a first-hand account of the current world debates on culture in sustainable cities
- Learn the vocabulary of culture in sustainable development and disentangle misunderstandings and misconceptions
- Acquire competences in “local cultural cooperation”
- Self-evaluate where the city stands in each of the nine thematic areas of Culture 21 Actions
- Identify local strengths and weaknesses
- Identify good practices that exist in the city and elsewhere

Following the workshop, a group of 2-3 participants and facilitators will prepare a short report, including the conclusions of the self-evaluation carried out during the Culture 21 Lab workshop, a ‘Radar’¹ that shows the city’s standing with regards to the 9 commitments, relevant recommendations for follow-up work and some good practices that could be shared with other cities. A summary of this report will be translated and published by the UCLG Committee on Culture.

¹ See examples of the Radar in the reports of cities that have already organised a Culture 21 Lab: <https://www.agenda21culture.net/our-cities/culture-21-lab>



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Agenda

Tuesday 21 March (preliminary meetings and visits)

- 9:00** Bilateral meetings with Culture Department staff
Visit to the Burle Marx salon
Survey of current local cultural policies
- 12:30** Lunch with Secretariat of Culture team
- 14:00** Visit to cultural facilities: CEU das Artes Jardim Ana Maria, A CASA (Free Schools of Arts), Cine Teatro Carlos Gomes
- 17:00** Return to the hotel
- 19:30** Dinner with the Culture Department team

Wednesday 22 March (1st day of open activity)

- 9:00** Registration and coffee break
- 9:30** Opening - Mayor (TBC)
- 9:40** Simone Zarate, Secretary of Culture - 5 min
- 9:45** CNM/FNP/ABM (TBC), Intermunicipal Consortium of Greater ABC, State Government of São Paulo and MinC (online) - 30 min (total)
- 10:15** Culture and Sustainable Development Goals (SDGs)
Jordi Pascual - UCLG Committee on Culture - online
Marta Llobet - UCLG Committee on Culture
- 11:00** Santo André 500 Years: Long-term Strategic Planning for Santo André
- 12:00 to 13:30** Lunch Break
(UCLG team has lunch with Culture Department staff)
- 13:30** Plenary Session
Marta Llobet, UCLG Committee on Culture
- 13:40** Culture 21 actions and Culture 21 Lab Structure and Methodology
José Oliveira Junior, Consultant and workshop facilitator
- 14:00** Group Session I: Analysis of three axes - Culture 21 Actions
- 16:00** Coffee Break
- 16:20** Synthesis and end of day 1
- 19:30** Dinner with Culture Department staff or free evening (TBC)



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Thursday, March 23 (2nd day of the open activity)

8:30 Registration and Coffee Break

9:00 Recap of Day 1

9:15 Group Session II: Analysis of three axes | Culture 21 Actions

11:30 – 13:00 Lunch break
(UCLG team has lunch with Culture Department staff)

13:00 Group Session III: Analysis of three axes | Culture 21 Actions

15:30 Coffee break

16:00 Plenary Session: Summaries of Working Group conclusions
Presentation of the results by the rapporteurs of each group

16:30 Final considerations and next steps

19:30 Dinner with Culture Department staff or free evening (TBC)

Friday, March 24

Visit and lunch at the Village of Paranapiacaba with Culture Department team

9:30 Departure from the hotel to the Village of Paranapiacaba (subject to weather conditions)

12:00 Lunch

13:30 Return to Santo André

End of the Visit



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United Cities and Local Governments (UCLG)

[United Cities and Local Governments - UCLG](#) is the global network which represents and defends the interests of local governments on the world stage. Headquartered in Barcelona, the [mission](#) of 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". Since its creation in May 2004 as an inheritor of the century-old International Municipal Movement, more than 240,000 towns, cities, regions and metropolises, and more than 175 local and regional government associations have joined this global network.

UCLG Committee on Culture

UCLG [Committee on Culture](#) is a **unique global platform** of more than 830 cities, organisations and networks to cooperate and promote the role of "Culture in Sustainable Cities". The [mission](#) of the UCLG Committee on Culture is "to promote [culture as the fourth pillar of sustainable development](#) through the international dissemination and the local implementation of Agenda 21 for Culture", to foster and make more explicit the relation between local cultural policies and sustainable development. The network learns through exchanges, discussions and debates. This narrative is based on human rights, good governance, people-centred development and the co-creation of the city. Approved in 2004, the [Agenda 21 of Culture](#) is the founding document of UCLG Committee on Culture. It is also the first worldwide document that promotes policies and actions by cities and local governments for cultural development. Therefore, some people usually refer to the Committee on Culture as the "Agenda 21 for culture" network. The toolkit [Culture 21 Actions](#) updates and supplements the Agenda 21 for Culture and transforms it into concrete commitments and actions which promote self-assessment and innovation on the role of culture in sustainable cities.

CONTACT

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