



culture 21

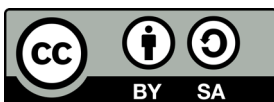
UCLG Committee

**Localising the SDGs with
a Cultural Perspective.
Initial results of the
Seven Keys programme**



UCLG

United Cities
and Local Governments



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UCLG CULTURE COMMITTEE

United Cities and Local Governments (UCLG) is the world organization created in 2004 which represents local and regional governments and defends their interests on the world stage. It currently represents 70% of the global population, and it is the association of cities with the most members, and with the greatest capacity of influence before the United Nations. The World Secretariat of UCLG is based in Barcelona.

UCLG has an important cultural programme based on the **Agenda 21 for Culture**, approved in Barcelona in May 2004, on the Declaration “**Culture is the 4th pillar of Sustainable Development**”, approved in Mexico City in November 2010, and on the practical toolkit **Culture 21: Actions**, approved in Bilbao in March 2015 and which includes 9 Commitments on culture and a range of public policy areas.

The **UCLG Committee on Culture** is a unique global platform of cities, local governments, associations, organizations and networks that cooperate and promote the role of Culture in Sustainable Cities. The Committee is chaired by Buenos Aires, Lisbon and Mexico City and vice-chaired by Barcelona, Bilbao, Bogotá, Jeju, Porto Alegre and Rome. The mission of the UCLG Culture Committee is to promote culture as the fourth pillar of sustainable development through the international dissemination and the local implementation of Agenda 21 for culture, and to foster and make more explicit the relationship between local cultural policies and sustainable development. The narrative is based on human rights, good governance, people-centered development and the co-creation of the city.

In line with UCLG’s commitment to advance the Sustainable Development Goals (SDGs) towards more sustainable and more equitable cities and territories, the UCLG Committee on Culture has elaborated this report on the basis of the work done with cities and local and regional governments from all around the world on the cultural localisation of sustainable development agendas. This report, as well as the work undertaken with those cities are also a key contribution to unfold the **UCLG Pact for the Future of Humanity**: for the People, for the Planet, for the Government.

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Localising the SDGs with a Cultural Perspective. Initial results of the Seven Keys programme

Report written by the
UCLG Committee on Culture

The Seven Keys programme in the frame of UCLG

Culture activities of UCLG are actioned by the **UCLG Committee on culture**, and therefore the Seven Keys programme is framed by the activities and political agenda of **United Cities and Local Governments - UCLG**. As the newest programme of the UCLG Culture Committee, its objective is to offer to cities, municipalities and regions a **participatory workshop designed to integrate the cultural dimension in the localisation of the SDGs**. The programme aims to enable participants to learn, debate and agree upon specific actions to explicitly connect culture and sustainable development in their city or town.

Additionally, UCLG hosts a database of good practices on “culture in sustainable cities” (the **OBS**) which includes more than 370 practices from cities all around the world, all indexed according to the **17 SDGs**, the 9 Commitments of **Culture 21: Actions** and diverse keywords. Every two years, UCLG organises the International Award “**UCLG - Mexico City – Culture 21**” on cultural policies, convenes a biennial global **Summit** on culture, and runs several capacity-building programmes on cultural policies: **Leading Cities**, **Pilot Cities**, **Culture 21 Lab** and the **Seven Keys**. Last but not least, the Committee takes part in international advocacy endeavours, such as the **#Culture2030Goal campaign**, to advocate for culture in the UN Agenda 2030 and the Sustainable Development Goals.

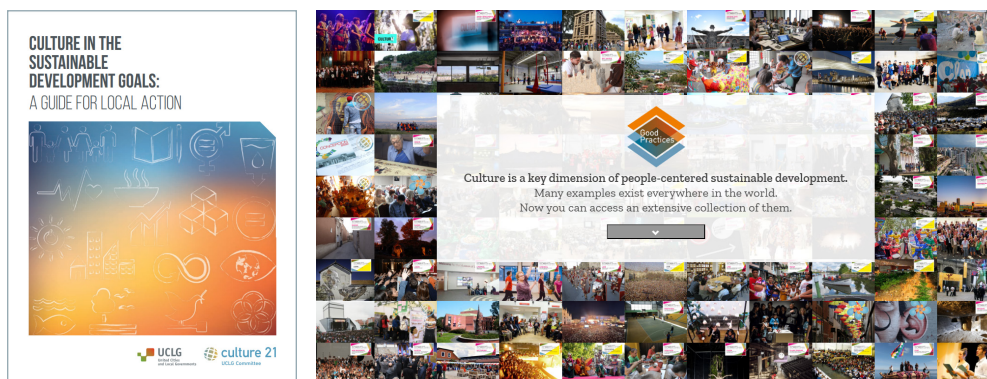


Why the “Seven Keys” programme?

One of the shared, obvious, evidences of the UCLG work on localisation of international agendas since its birth is that **localisation cannot happen unless the cultural dimension of development is explicitly considered and becomes really operational.**

Adopted by the General Assembly of the United Nations in September 2015, the **UN 2030 Agenda for Sustainable Development** is a global agenda, set until 2030, which includes 17 Sustainable Development Goals (SDGs) and 169 specific targets. As a global agenda, its aims and themes should be taken into account in all regions, countries and cities of the world.

In 2018, UCLG launched several initiatives on the localisation of the SDGs. Within this context, the Seven Keys programme offers to cities, municipalities and regions the opportunity to organise a local workshop that gathers participants from different areas of the local or regional government, as well as civil society and local cultural actors, to jointly identify and co-create **Seven “Keys” or specific actions** that they



can commit to in order to **localise the SDGs through cultural policy making in their city**. The workshop requires joint co-creation and collaboration by a wide range of local actors and stakeholders (local government, civil society, private organisations, citizens, academia, etc.), recognising the participation of civil society as key to the development and implementation of this interactive activity.

The Seven Keys programme is based on the “acquis” of UCLG in this topic, and uses thoroughly the 2018 document “**Culture in the Sustainable Development Goals: A Guide for Local Action**” and the **OBS** of good practices.

This programme is delivered by the UCLG Culture Committee and by UCLG Regional Sections, as well as by key partners and experts.

The specific feature of the programme is that the Seven Keys are always locally identified: **each city / territory identifies their own seven keys**. The methodology is tailored to each territory and local context, and even allows for an adaptation of the number of key actions defined in each territory, taking seven as an indicative reference.

The workshop counts with up to 50 participants, coming from the different areas of the local government (Culture, Ecology, Planning, Communities, International Relations, Economy, Education...) and others representing civil society (cultural sectors, grassroots organisations, activists, academics...) who can potentially contribute to identifying and enabling “the Seven Keys” in a trusty and creative environment.

The Seven Keys workshop methodology includes the following participative sessions:

- Local challenges and the SDGs: an introduction to the SDGs and group discussion on relevant local challenges allow the participants to identify the main relevant SDGs in the context of their cities.
- Cultural mapping: “what are the main aspects that make-up culture in your city or town?” Group discussion on tangible and intangible aspects, forms of participation, events, symbolic places, artistic and creative works, narratives, stories, etc. that can be related to culture allow the participants to identify the cultural assets of the city and to relate them to the SDGs.

- Spotting the gaps: a facilitated collective discussion addresses the unexplored opportunities that exist to further connect the cultural aspects identified with the SDGs.
- Reaching the Seven Keys: in four groups, participants analyse existing and potential measures that could contribute to the localisation and achievement of the SDGs by connecting culture and sustainable development challenges. Each group will later present its findings and proposals, and a debate of all participants will take place, aiming to reach a consensus and active commitment on the seven actions or 'Keys' that can be implemented locally.
- Visual documentation and closing: participants endorse the results of the workshop and a discussion on the next steps closes the day.

Until 2023, 10 cities have finished this programme. Namely: **Bulawayo** (Zimbabwe), **Burgos** (Spain), **Concepción** (Chile), **Izmir** (Turkey), **Lilongwe** (Malawi), **Lisbon** (Portugal), **Puerto de la Cruz** (Spain), **Saint Louis** (Senegal), **Xi'an** (China) and **Yoff** (Senegal). This list covers metropolis and intermediary cities. It also includes cities in the Global South and in the Global North, as well as cities with a high density of inhabitants and territories with low densities and rural areas. In brief, these ten cities show the diversity in the membership of UCLG and proof that the methodology of the Seven Keys can be implemented in all contexts.



THE SEVEN KEYS WORKSHOP



Each one of these cities has their own keys detailed in a **Seven Keys final report**, one of the main outcomes of the programme. We invite readers of this report to consult each one of the ten reports (available in the website) and/or the summaries (in the annex of this document). Each Key is a Policy action; in fact, an integrated and cross-cutting cultural action that has obtained the consensus of all the participants in the workshop. Some cities have written the wording of the keys in a succinct way, whereas some other cities have written sentences. Before we go to the analysis, let us give several examples of keys, as an illustration of the diversity of the results:

- Art therapy and well-being for children and elderly in city owned facilities.
- Re-naturalising spaces and promoting healthy living and eating habits.
- Stations for culture. Unveiling the cultural accumulation in the periphery of the city.
- Public participation and citizen engagement in strategies that include but are not limited to town hall meetings.
- Municipal cultural sponsorship. To develop a cultural sponsorship programme at a municipal level that allows more agility and benefits (in regards to the national legislation).
- Green culture. Green quota programme in culture and environment 'local culture - zero footprint'.
- Organising a cultural and culinary arts festival to raise awareness on environmental issues and local consumption.
- Pass on and carry forward local traditions, history and culture to build a world-class city where the inhabitants support and help each other with pride in their heritage
- Building a community house.
- Leading village. A mechanism to overcome the inequality of cultural and economic opportunities between the centre and periphery of the city.
- Raising awareness of the issues related to climate change among all population groups through cultural and artistic performances.
- Increase the supply of high-quality cultural products.

The “Seven Keys”: Analysis and results

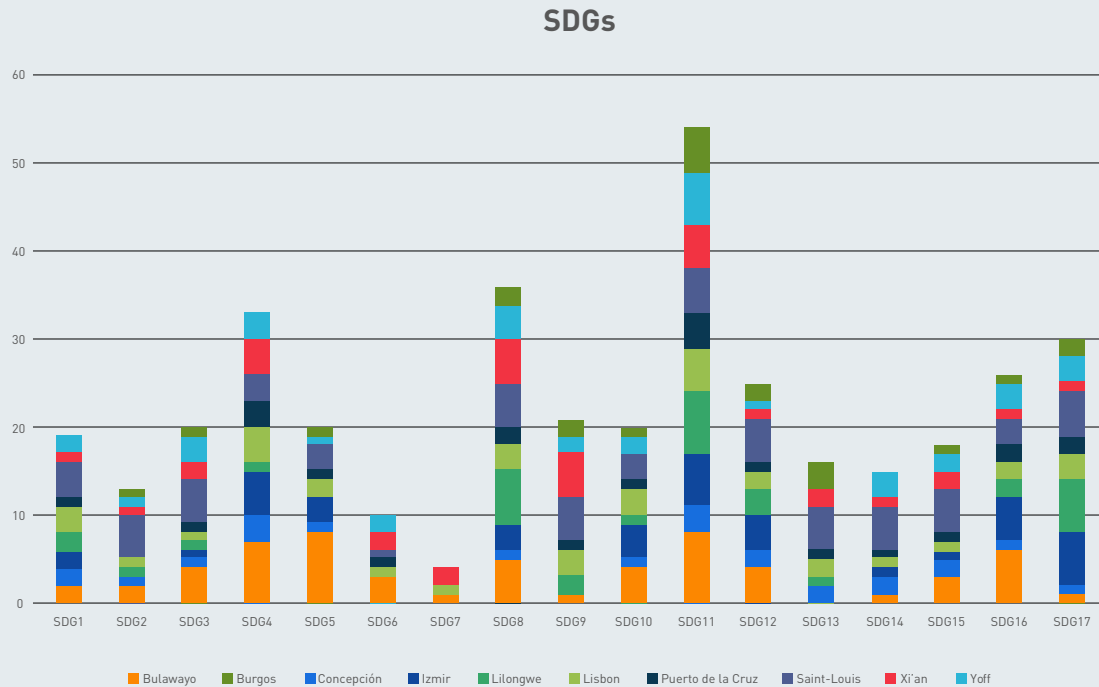
In order to provide an initial analysis of the Keys identified in the ten workshops (70 keys in total) that have hosted the programme, this document has examined the results of the workshops as follows:

- Figure 1 analyses **all the relevant SDGs** related to the keys, and shows that all the 17 SDGs have been identified as relevant.
- Figure 2 focuses the attention in **the main SDG** related to each key, and provides an interesting list of the most recurrent Goals.
- Figure 3 indicates the connection between the keys and **the 9 Commitments of Culture 21: Actions**, the human rights-based toolkit of the UCLG Committee on Culture for cultural policies in local sustainable development that builds on the key role of cities and local governments as authorities for the global governance of development.
- Figures 4 and 5 examine **the axes of the UCLG Pact for the Future of Humanity** (People, Planet, and Government) and the **Entry points to unfold the Pact for the Future** (Reclaiming the Commons, Redefining Finance and Economy, Regaining Trust and Rebuilding Governance Architecture), all related to each one of the keys. The **UCLG Pact for the Future of Humanity**, adopted in 2022 in the UCLG World Congress in Daejeon (Republic of Korea) defines the roadmap and priorities for our global constituency, as well as the political mandate of the municipal movement towards achieving truly transformative action.
- Figure 6 indicates the main **themes** concerning the keys in order to facilitate the understanding of the themes raised during the workshops.

Result 1: All SDGs are relevant

Each Seven Keys Workshop has identified **Seven “Keys” or local specific cultural actions to localise the Sustainable Development Goals (SDGs)** in each one of the ten cities. Each “key” can be related to several SDGs, since each Key, in fact, constitutes an integrated and cross-cutting cultural action. Figure 1 analyses the total of these 70 keys outreached in the ten workshops and identifies which **SDGs** (and to what extent) are reached by the keys.

Figure 1: The SDGs related to the key cultural actions of the Seven Keys workshops



Source: Own elaboration, based on the 10 reports of the Seven Keys workshops

The 2030 Agenda on Sustainable Development was adopted in 2015 by the United Nations. It includes 17 Sustainable Development Goals (SDGs):

- GOAL 1: No Poverty
- GOAL 2: Zero Hunger
- GOAL 3: Good Health and Well-being
- GOAL 4: Quality Education
- GOAL 5: Gender Equality
- GOAL 6: Clean Water and Sanitation
- GOAL 7: Affordable and Clean Energy
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequalities
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production
- GOAL 13: Climate Action
- GOAL 14: Life Below Water
- GOAL 15: Life on Land
- GOAL 16: Peace, Justice and Strong Institutions
- GOAL 17: Partnerships to achieve the Goals

The most recurrent SDGs found throughout keys are:

- **SDG11 (Sustainable cities and communities)**, which is referred to by 54 keys (out of a total of 70 keys). This result is not a surprise. SDG 11 includes the most important entry point for heritage and culture within the SDGs through target 11.4 on the protection and safeguard of cultural and natural heritage. The following examples illustrate some of the keys that address SDG 11: Lisbon proposes a “programme featuring resident artists in neighbourhoods, perceived as cultural mediators, promoting community involvement, co-creation processes and public spaces dynamization”, and Lilongwe wants to promote “cultural access and participation through city festivals that will utilise the city’s public spaces”.
- **SDG 8: Decent work and economic growth** (36 keys related), such as Bulawayo, that proposes a key action related to a cultural tourism project; or Puerto de la Cruz that intends to improve cultural connectivity by “developing cultural and creative industries in a cross-cutting and sustainable way”.
- **SDG 4: Quality education** (33 keys related). For example, Yoff plans a key action related to “capacity-building sessions for young people”.
- **SDG 17: Partnership for the goals** (30 keys related), such as Saint-Louis, that proposes a key action based on “strengthening cultural governance by involving cultural actors in the planning of the municipality’s cultural activities”.

Overall, all SDGs are broadly addressed by the keys, which demonstrates an integrated, cross-cutting and well-balanced approach to the key cultural actions defined in the Seven Keys workshops. The least covered goal is SDG 7: Affordable and clean energy, with only 4 keys related to it.

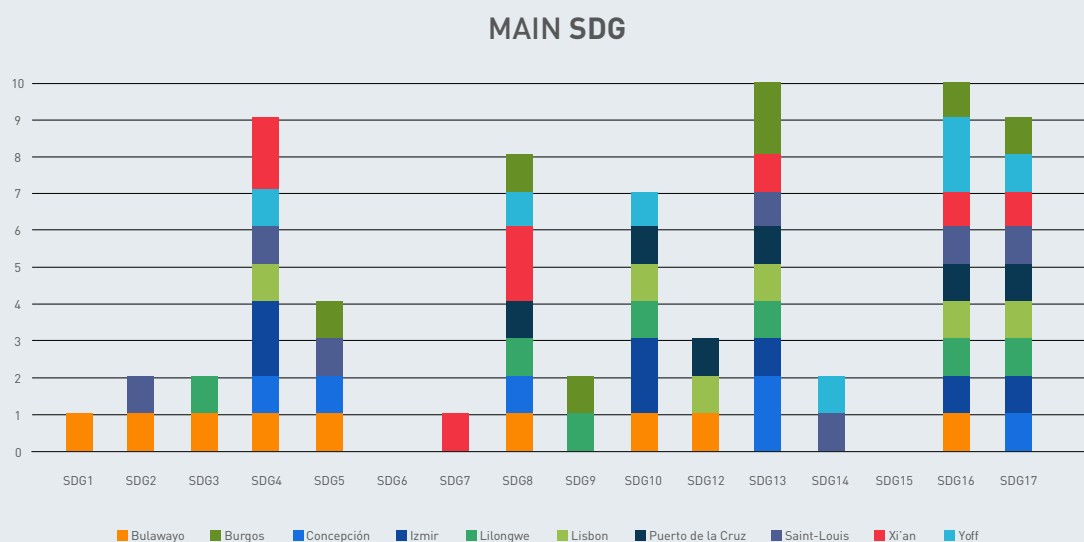
The strong interaction between culture and SDG 11 is also in line with the findings of the UCLG and Global Taskforce of Local and Regional Governments (GTF) report (2023)¹, which found that SDG 11 was the Goal with the strongest interaction with culture. This report is based in the analysis of the interaction on the achievement of each Goal and the existing cultural policies and actions.

Result 2: Culture is a driver of the localisation

Although each key may relate to one or more SDGs (figure 1), in order to refine the overall analysis, **the most relevant SDG** addressed by each key was outlined. Figure 2 analyses the 70 keys defined in all the workshops, linking them with only one SDG. In this case, SDG 11 was excluded from the analysis because, since the Seven Keys workshop operates at a local government level, most of the keys were mainly related to this SDG.

¹ UCLG Culture Committee - Team of the Secretariat, with Marta Llobet, Agnès Ruiz, Sarah Vieux & Jordi Pascual (2023). A cultural boost in the achievement of the SDGs. In: Towards the Localization of the SDGs. UCLG and GTF, 2023. Available at: https://gold.uclg.org/sites/default/files/uploaded/hlpf_2023-p4.pdf

Figure 2: The most relevant SDG related to the key cultural actions of the Seven Keys workshops



Source: Own elaboration, based on the 10 reports of the Seven Keys workshops

With this variable analysis, the identified keys in the workshops are mostly related to:

- SDG 13: Climate action.** The 10 keys primarily linked to this SDG, out of a total of 70 keys, illustrate the direct connection between culture and environmental sustainability. Concerns about climate change, resilience and the sustainable use of resources, the synergies between the work of local government departments of culture and environment, and the involvement of artists and cultural professionals when devising strategies and programmes to foster adaptation to climate change are some of the most relevant actions in the roadmap to achieve SDG 13 through a cultural lens. As an example of this, Saint-Louis seeks to “raise awareness of the issues related to climate change among all population groups through cultural and artistic performances”.
- SDG 16: Peace, justice and strong institutions.** Achievement of SDG 16 relies on consideration of cultural rights in local policies and cultural institutions, which in turn, are invited to improve accountability and transparency. Among the 10 keys that address this SDG, Lisbon introduces a key action to “create community assemblies, at a neighbourhood level, with the intention to promote the empowerment and participation of citizens in the city governance”.
- SDG 17: Partnership for the goals.** Strengthening the capacities of cultural stakeholders and other actors, establishing international cultural cooperation programmes (especially on the protection and promotion of cultural diversity),

and promoting the participation of local government associations and cultural stakeholders in national and local strategies meant to implement the 2030 Agenda are crucial for addressing sustainable development in general, and SDG 17 in particular. As one of the 9 keys found to be related to SDG 17, Puerto de la Cruz proposes building a “common vision and a participatory and cross-cutting governance”, promoting a cross-sectorial commitment that involves all groups and sectors.

- **SDG 4: Quality education.** Educational programmes need to integrate contents related to cultural diversity, arts education, languages, and the role of cultural aspects in sustainable development. A cultural approach, including recognition of local languages and locally-relevant abilities, and the involvement of cultural stakeholders, needs to prevail in the design of educational actions at all levels – this is in line with human rights, and can contribute to educational objectives, including students’ motivation and community connections. In this vein, the participating cities propose 9 keys related to quality education. For instance, Xi’an suggests to “strengthen the understanding and education of intangible cultural heritage and traditional culture” through, among other measures, the increase of educational functions of museums.
- **SDG 8: Decent work and economic growth.** The cultural and creative sectors need to improve in social and labour conditions. Also, cultural aspects are often integrated in tourism strategies, but benefits in tourism are not always reinvested in cultural activities. 8 keys that were put forward by the participating cities are related to SDG8. For example, the “organisation of an international cultural festival” was proposed to enhance the potential of Yoff through local cultural and heritage assets.
- **SDG 10 Reduced inequalities** (7 keys). Cultural participation can contribute to empowering and promoting the inclusion of all people, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status. In this line, participating cities presented 7 keys that address SDG 10, such as Izmir, that aims to “overcome the inequality of cultural and economic opportunities between the centre and periphery of the city” through, among other measures, cultural development in rural areas.

The aforementioned SDGs appear to be priorities for the participating cities.

On the other hand, we can observe that some SDGs are not being reached by any key as the main relevant SDG, such as SDG 6: Clean water and sanitation (0 keys), and SDG 15: Life on land (0 keys). Others are addressed almost insignificantly – SDG 1: No poverty (1 key) and 7: Affordable and clean energy (1 key); or with less importance SDG 2: Zero hunger (2 keys), SDG 3: Good health and well-being (2 keys), SDG 9: Industry, innovation and infrastructure (2 keys) and SDG 14: Life below water (2 keys).

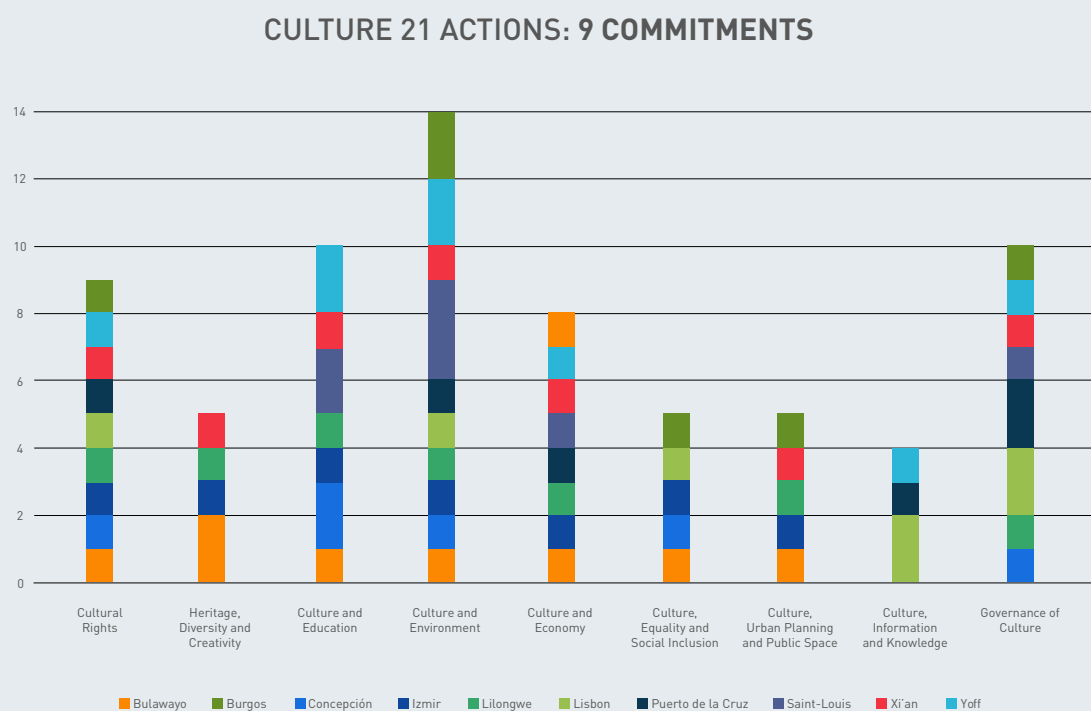
These results reinforce the idea that culture is a key driver for the localisation of SDGs. Despite the structural absence of culture in the SDGs of the UN 2030 Agenda, cultural aspects have been shown to be a core component of human and sustainable development.

Result 3: The keys are coherent with Culture 21: Actions

Culture 21: Actions is the human rights-based toolkit of the UCLG Committee on Culture for cultural policies in local sustainable development. It proposes nine Commitments to link culture to sustainable development and citizenship at local level: 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; and 9. Governance of culture.

Figure 3 identifies how each of the keys relates to the **Commitments of Culture 21: Actions**. Although each key can be linked to one or more Commitments, in order to refine the overall analysis, only the main commitment addressed by each key was outlined. In other words, as in Figure 2, each key was linked only to a single Commitment. Figure 3 analyses the 70 keys defined in all the workshops to determine which are the **principal Commitments of Culture 21: Actions** (and to what extent) achieved by the keys.

Figure 3: Main Commitments of Culture 21: Actions related to the key cultural actions of the Seven Keys workshops



Source: Own elaboration, based on the 10 reports of the Seven Keys workshops

The identified keys in the workshops are mostly related to the Commitment “**Culture and environment**” (with 14 keys, out of a total of 70 keys). This is consistent with the results of Figure 1 and Figure 2, since they appear to be related to sustainability in cities and climate action, for instance through actions such as, in Concepción, seeking to promote “cultural landscapes and environmental education”; in Bulawayo, with “Irisbane Plan 3 ‘B’: an alternative natural energy”; or practicing the concept of harmony between human and the earth by strengthening nature and ecological education in Xi’an.

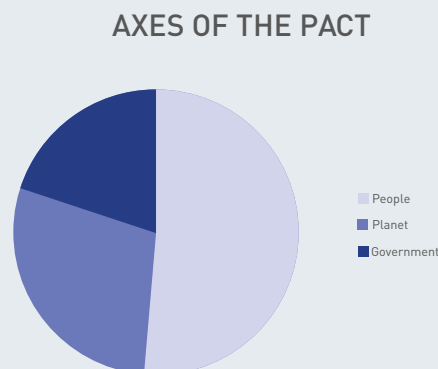
Lilongwe addressed “**Governance of culture**” (which had 10 keys related to it) with the focus on public engagement strategies that include, but are not limited, to Town Hall meetings. In terms of “**Culture and education**” (with 10 keys), Saint-Louis included training cultural actors in fundraising and project management. Finally, “**Cultural rights**” (with 9 keys) are also recurrently embedded in the co-created actions put forward by the participating cities, mainly focusing on cultural recognition, access and participation in diversity for all; the city of Burgos, for instance, addressed this by focusing on gender policies in culture and leisure.

Result 4: The keys explain the UCLG Pact for the Future

The Pact for the Future of Humanity, adopted at the UCLG Daejeon World Congress in 2022, defines the strategic priorities of UCLG, and shows the political leadership and commitments of local and regional governments building on three principles: people, planet, and government.

To build on this work and to provide a cultural insight into this approach, the keys identified by the participating cities have been cross-referenced with the Axes of the Pact for the Future. Each key was linked with only one Axis. Figure 4 analyses the 70 keys defined during the workshops to determine which are the **principal Axes of the Pact** (and to what extent) reached by all the keys.

Figure 4: Axes of the Pact for the Future related to the key cultural actions of the Seven Keys workshops



Source: Own elaboration, based on the 10 reports of the Seven Keys workshops

In terms of the Axes of the Pact:

- **People:** there is a clear predominance of the “**People**” axis (with 36 keys, out of a total of 70 keys). These results are not surprising given the people-centred nature of cultural policies; as an example, Burgos, proposes to “create and transform inclusive creative spaces” and to promote “gender policies in culture and leisure”.
- **Planet:** 20 keys were assigned to the “**Planet**” axis, with a particular focus on environmental protection and the safeguarding of natural heritage, such as Izmir, that proposes to “utilise the natural and cultural heritage of the city as a learning environment for children”.
- **Government:** finally, 14 keys were related to “**Government**”; for example, Lilongwe proposes to “develop a public spaces city strategy for cultural goods and services”.

Result 5: The keys are unfolding the Pact for the Future

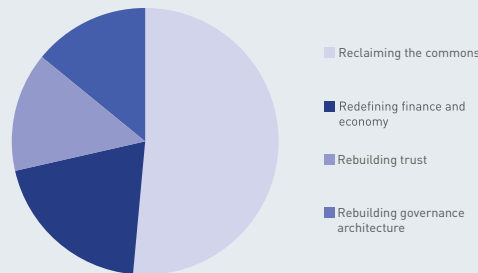
In 2023, UCLG is unfolding the Pact for the Future, with these four Entry Points:

- **Reclaiming the Commons**, ensuring equal access to natural and cultural resources that are shared by and benefit us all, including public goods, social protection, adequate housing, service provision, cultural facilities, learning and education, decent work, etc.
- **Redefining Finance and Economy** through a transformational shift in investment, based on the doughnut economy and built on a people-centred approach, in order to reach sustainable financing.
- **Regaining Trust** to build a fairer, more inclusive and effective system, improving people’s engagement with public institutions and basic services through citizen inclusion and empowerment, also in terms of decision making.
- **Rebuilding Government Architecture** with multilateralism as the driver of an updated governance that aims to better deliver public goods and social protection, and that is more connected, inclusive and effective to respond to complex global crises.

To build on this work and to provide a cultural insight into this approach, the keys identified by the participating cities have been cross-referenced with its Entry Points. In the same way as other figures, each key was linked with only one of the Entry Points. Figure 5 analyses the 70 keys defined during the workshops to determine which are the principal Entry Points (and to what extent) reached by the keys.

Figure 5: Entry Points related to the key cultural actions of the Seven Keys workshops

ENTRY POINTS OF THE PACT



Source: Own elaboration, based on the 10 reports of the Seven Keys workshops

In terms of the Entry Points of the Pact for the Future, there is:

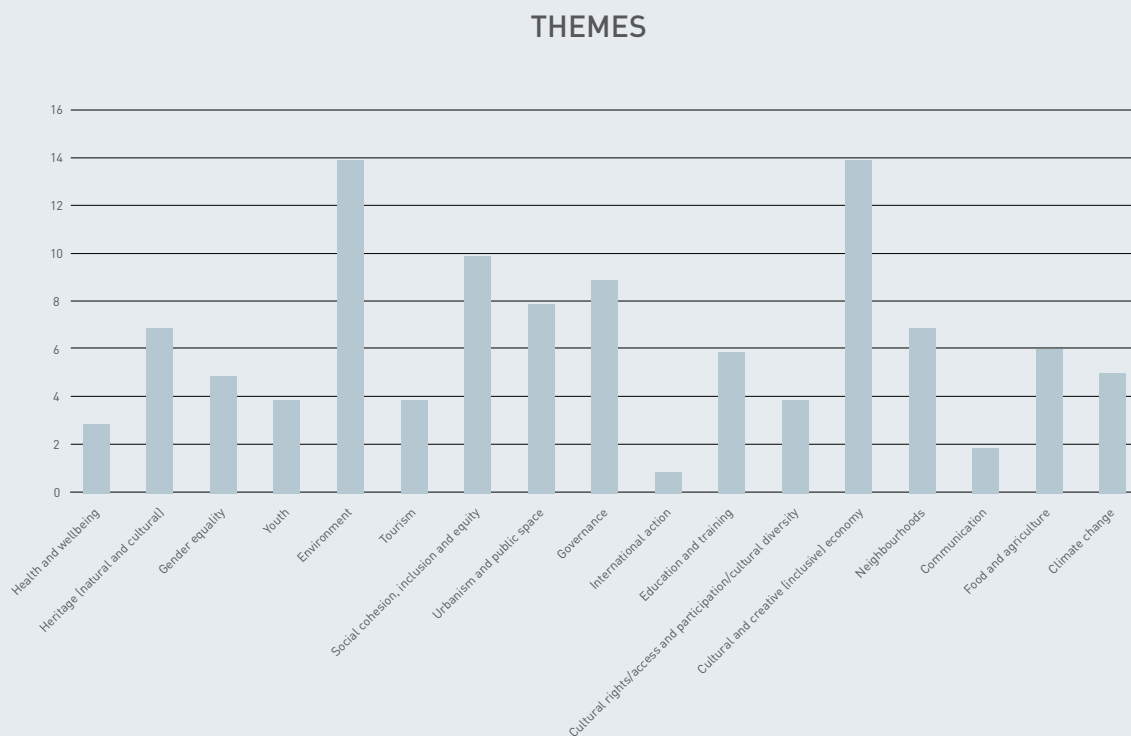
- **Reclaiming the Commons** (with 36 keys out of a total of 70 keys). The cities participating in the workshops are aligned with universal and equitable access to public services, and the promotion of human development by placing culture, peace, creativity and quality of life at its heart. For example, Saint-Louis proposes to “promote recycling to develop public spaces for wellbeing and a social and solidary economy”.
- **Redefining Finance and economics** (with 14 keys). Cultural actors and activities play a crucial role in the achievement of a comprehensive and sustainable economic development. Participating cities have shown their ambition to promote a regenerative economy that transforms finance and economics to become more people-centred through a cultural lens. For example, Puerto de la Cruz proposes to achieve a sustainable and cross-cutting tourism strategy based on local identity and gastronomy, with an underlying circular economic model.
- **Rebuilding Trust** (with 10 keys). In order to achieve a renewed social contract and enhance local democracy, cities have given examples to improve citizen participation to cultural and political life. For example, Lilongwe proposes to promote public participation and citizen engagement by using creatives and creative expressions to promote and enhance civic engagement with the City Assembly.
- **Rebuilding Governance architecture** (with 10 keys). Cultural policies, with the support of cultural actors and institutions, are fundamental components of a renewed multilateral system. Concepción chose the creation of a city governance board with territorial agents legitimised by their community, and with a cultural approach, to enhance transparency and build trust.

Result 6: The keys cover all directions

To finalise this analysis, and in order to include a thematic approach to it, certain common themes were identified throughout the keys proposed by the cities in the workshops. Each key can be linked to one or various themes, since they constitute integrated and cross-cutting cultural actions. Figure 6 analyses the total of the 70 key actions defined by all participating cities, and identifies which themes could be linked to each one of keys. Subsequently, these themes were examined to outline the most recurrent ones.

This layer of analysis has provided more specific information by further narrowing down those issues in which the cities participating in the programme were interested in. In this way, issues that were previously more closely linked, such as environment and climate action, or governance and international action, have been separated.

Figure 6: Themes related to the key cultural actions of the Seven Keys workshops



Source: Own elaboration, based on the 10 reports of the Seven Keys workshops

Environmental issues and **Cultural and creative (inclusive) economy** were the most prominent themes, with 14 keys referring to them. To address the former, Bulawayo proposes to use biocultural heritage with “indigenous fruit tree planting in public

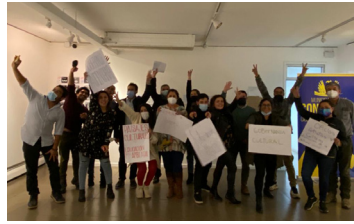
spaces and homesteads, aimed at increasing food security as well as promoting health and well-being”. As for the latter, Xi’an wants to “promote culture to benefit all and achieve integration, inclusiveness, and common prosperity (tourism, urban-rural integration, financial, inclusive growth, city image-building, etc.)”. These results reinforce previous findings and link to the UN 2030 Agenda, regarding SDG 8 and SDG 11 — given that those were some of the most important goals addressed in the keys co-created in the workshops.

Social cohesion, inclusion and equity (with 10 keys), and **Governance** (with 9 keys) were also identified as some of the most recurrent themes, this being in line with the results of the analysis of Culture 21: Actions. Other common themes were **Urbanism and public spaces** (8 keys), **Neighbourhoods** (7 keys), **Heritage (natural and cultural)** (7 keys), **Education and training** (6 keys), **Food and agriculture** (6 keys), **Climate change** (5 keys) and **Gender equality** (5 keys) (see Figure 3).

On the other hand, although the following themes are frequently related to the field of culture at the local level, the results of this analysis show that the least recurrent themes were Health and wellbeing (with 3 keys), Communication (with 2 keys) and International action (with only 1 key).



THE SEVEN KEYS WORKSHOP



CONCLUSIONS

The analysis of the cultural measures (keys) identified in the 10 workshops shows that the cities mobilise culture to respond to a multitude of local challenges, and that **all SDGs are addressed**. It cannot be surprising that SDG11 is the one achieving the highest number of references, and it is interesting to confirm the high number of keys that relate culture to SDG13, SDG16, SDG17, SDG4, SDG8 and SDG10. In other words, a significant number of keys link culture to environmental challenges, climate change, greening cities, natural heritage, and urban management... whereas other keys also significantly link culture with local challenges related to economy, education, governance and inequalities. This demonstrates that **culture plays a fundamental role in the achievement of the Agenda 2030 and the SDGs**. Moreover, this role is very often formulated using the language of cultural rights, which are (more implicitly than explicitly) present in the keys.

The analysis also shows the alignment of the Seven Keys programme with the UCLG Pact for the Future of Humanity. The results confirm that the response to local challenges need a people-centred cultural perspective, which very often includes a leading role for citizens and communities. The keys proposed by the cities demonstrate that **the Seven keys workshop is useful to locally ground the commitments of the Pact, and constitutes an important enabler for further unfolding this document**, both through its axes and its entry points. The analysis confirms the Seven Keys programme is useful in all contexts: metropolis, intermediary cities or territories with rural areas, in the Global South and in the Global North. The results proof that the Seven Keys are a useful frame, to be used by to any city wishing to implement the UCLG Pact for the Future through cultural policies and actions.

MOVING FORWARD...

The Seven Keys programme has emerged as a successful initiative that responds to the needs of cities in terms of localising the SDGs through cultural actions. It offers a **renewed vision of the localisation of the SDGs** with sensitive, meaningful and powerful cultural actions in a strong connection with local communities and people. Cultural policies, practices and actors are pivotal to localising all SDGs and enabling sustainable development.

The first results of the Seven Keys programmes prove that the SDG frame (although being still very far from the cultural rights-based approach to development) can be suitable for cities wishing to implement cultural rights locally, because: (a) it “invites” local actors to take concrete commitments in climate action, gender equality, education or health, which are (still) often forgotten (or not explicit enough) in cultural programmes and projects, and therefore promotes a cultural perspective in the localisation of the SDGs, and (b) it proves that cultural actors, when they are invited on equal footing to any other local actor in any programme devoted to building the future together (either human rights-based approach to development, or sustainability, sustainable development, social and ecological transition, circular economy, etc.) are ready to take responsibilities and become local champions. In other words, as a cross-cutting tool, culture plays an important role to achieve other areas; and as a fundamental dimension of society, the achievement of cultural rights of people also plays a constitutive role in development as a desirable end in itself.

The best way to fully integrate culture into the Agenda 2030 would be with a stand-alone Culture Goal. This Goal would have provided coherence to the Agenda, empowered all stakeholders (those that identify with “culture” as the core of their activities, and those that need a cultural perspective to achieve their targets), promoted the cultural capacities of people and generated new partnerships. This Goal would also have allowed renewed reflection on the meaning of development.

Let us conclude with four important ideas “while we are waiting for the Culture Goal”.

One, as there is no mechanism to reform the Agenda 2030, today, the addition of a Culture Goal is not possible..., but there is a wide consensus on **the feasibility of a swift cultural boost to achieve the SDGs**. In the words of the UN Secretary-General in his most recent progress report on the SDGs, dated May 2023: “Culture and respect for cultural diversity [...] remain undervalued and underutilized in the push for SDG progress. Greater consideration of culture’s role in supporting SDG achievement – including within relevant SDG indicators – would generate an important boost for SDG implementation between now and 2030.”² The title of this UN Secretary-General report includes the wording “A rescue plan” which illustrates the urgency of taking bold actions to achieve the SDGs. A cultural boost should be one of these actions. The 2023 SDG Summit and the Summit for the Future in 2024 will be crucial steps

² United Nations General Assembly, ‘Progress towards the Sustainable Development Goals: Towards a Rescue Plan for People and Planet’ (New York, 2023), <https://bit.ly/3MNSpTP>

for the recognition (hopefully) and the immediate agency (with specific actions at international, national and local levels) of this cultural boost.

Second, it is realistic and urgent that the international community advocates for **a Culture Goal to become a reality in 2030**, in the post-2030 Global Agenda for Sustainable Development. In this regard, the **#Culture2030Goal campaign**, formed by global cultural networks released a **proposal for a Culture Goal**, in the framework of the Mondiacult Conference held in Mexico City in September 2022. The Culture Goal proposal is, in fact, a very complete zero draft, with ten concrete targets, and with initial ideas on how this Goal should become a reality. This proposal is an excellent basis for in-depth work in the coming years.

Third, the Seven Keys programme is part of UCLG actions on the SDGs. The Seven Keys programme was launched in 2018 as an innovative exercise in response to the increasing interest of members and partners, as an initiative to look for a way of scaling operations and impact, and to connect local policies with two other UCLG cultural initiatives that were centred in the SDGs, namely, the **OBS of good practices** on “culture in sustainable cities”, and the **“Guide for Local Action on Culture in the SDGs”**. Owing to the good results of the first 10 Seven keys workshops, the UCLG Culture Committee plans to organise **more Seven Keys workshops in the next few years**. The aim for the following years is to consolidate this innovative capacity-building programme in close cooperation with UCLG Sections and UCLG partners, convening the workshop in other cities, while developing a follow-up process on how the implementation of the proposed keys has evolved at a local level some years after the workshop.

Fourth, the success of the Seven Keys programme increases **the commitment of UCLG with culture as a pillar or dimension of sustainability**. The commitment began with the **Agenda 21 for Culture** approved in 2004 as a Declaration to enshrine commitment to human rights, cultural diversity, sustainability, participatory democracy and creating conditions for peace; the Policy Statement **Culture: Fourth Pillar of Sustainable Development**, adopted in Mexico City in 2010; the toolkit **Culture 21: Actions** approved in Bilbao in March 2015 on the occasion of the first UCLG Culture Summit, and **The Rome Charter**, approved at the World Council of UCLG in 2020. To go a step further, the UCLG Culture Committee is designing a new frame, the “Culture 21 PLUS”, to be approved in 2025 after testing it with UCLG members. This new frame should include the main lessons learned on the interrelation between cultural rights and sustainable development, including the lessons learned in the Seven Keys programme. This new document will allow (a) self-assessment on the state of local cultural policies, and (b) the design of concrete local policies, programmes or actions. This new frame illustrates our commitment to combine research and conceptual work with concrete, operational, friendly tools at the service of local governments.

The final words need to go to all the people (officials, workers, leaders, activists, actors...) that have made the Seven Keys possible³. Thank you very much. To Be Continued.

³ The list of all the people who made this exercise possible and successful can be found in Annex 2.

ANNEX 1

The Seven Keys of:

Bulawayo

Burgos

Concepción

Izmir

Lilongwe

Lisbon

Puerto de la Cruz

Saint-Louis

Xi'an

Yoff

THE SEVEN KEYS IN BULAWAYO

The first ever Seven Keys workshop was held in Bulawayo on 10 December 2020. The 18 participants agreed on the crucial importance of culture in the localisation and achievement of the Sustainable Development Goals. They developed **8 keys** for the city of Bulawayo, since after identifying 7 keys they agreed to devote another one to gender issues only. The 8 keys relate to themes of economic development, education, environment and youth, and are strongly linked to tangible and intangible heritage.



ART THERAPY AND WELL BEING FOR CHILDREN AND ELDERLY IN CITY OWNED FACILITIES, RECOGNIZED THE GROWING CHALLENGE OF MENTAL HEALTH ISSUES AND AN INTERGENERATIONAL DISCONNECT.
[SDG 3, 4, 5, 10, 11, 16]



INDIGENOUS FRUIT TREE PLANTING IN PUBLIC SPACES AND HOMESTEADS, AIMED AT INCREASING FOOD SECURITY AS WELL AS PROMOTING HEALTH AND WELL-BEING. THIS WAS LINKED TO ENSURING TRANSFERENCE OF KNOWLEDGE, ESPECIALLY THROUGH INTERGENERATIONAL SHARING.
[SDG 2, 3, 4, 5, 6, 11, 12, 15]



MAINSTREAMING THE GENDER POLICY WITHIN BULAWAYO'S ARTS ECOSYSTEM. THE PROFILING OF FEMALE ARTISTS IN THE CITY NEWSLETTER, GENDER SCORE CARD AND ANALYSIS OF FEMALE PARTICIPATION IN CULTURAL EVENTS WAS PROPOSED AS AN ACTION BUILDING ON THE CITY'S GENDER POLICY.
[SDG 5, 8, 11]



MASIYEPHAMBILI: REINFORCING YOUTH ACTION TOWARDS ATTAINING SDGS. INTERACTIVE ONLINE PLATFORM FOR THE YOUNG TO DRIVE AWARENESS, INFORMATION DISSEMINATION, NETWORKING, INTERACTIONS AND THINK TANK ON INNOVATIONS AROUND SDGS.
[SDG 4, 5, 8, 9, 11, 15, 16]



ISIBANE PLAN 3 "B": AN ALTERNATIVE NATURAL ENERGY. ENERGY PRODUCTS (BIO-BRIQUETTES, AND BIO-GAS) USING HARMFUL ALIEN PLANTS (ESPECIALLY THOSE CLOGGING UP WATERWAYS). COLLECTION OF PLASTIC REFUSE AND SAND FOR RENEWABLE ENERGY (WASTE TO ENERGY) AND BIO-BRICKS (RECYCLED BUILDING MATERIAL) WERE PROPOSED AS SELF-HELP PROJECTS.
[SDG 1, 4, 5, 6, 7, 8, 10, 11, 12, 14, 15, 16]



BULAWAYO CULTURAL TOURS: A CULTURAL TOURISM PROJECT THAT ENABLES A LOCAL OR A VISITOR TO GET TO KNOW THE CITY BETTER AND BUILD ECONOMIC OPPORTUNITIES. LINKED TO VISITING HERITAGE SITES, CULTURAL CENTRES, ENJOYMENT OF LOCAL FOOD, IT ALSO SUGGESTED CREATING LOCAL BNBS IN TOWNSHIP HOMES TO ADVANCE MARGINALISED COMMUNITIES.
[SDG 1, 4, 5, 10, 11, 12, 16]



THE KINGS CUP: A SOCCER, SOCIAL COHESION, ART AND HISTORY FOCUS. CELEBRATING CITY HISTORY OF THE "KINGS" WITH ART PERFORMANCES BEFORE SOCCER MATCHES WITH LOCAL CUISINE ON SALE. KING MZILIKAZI'S PRINCIPLE OF INTEGRATION AT ITS CORE. TARGETING LOCAL TEAMS, MESSAGING SOCIAL COHESION AND CONFLICT PREVENTION.
[SDG 3, 4, 5, 8, 11, 16]



BULAWAYO FOOD AND CULTURAL FESTIVAL. TAP INTO THE ETHNIC DIVERSITY OF THE CITY, PROMOTE AND PRESERVE THE CULTURAL HERITAGE OF COMMUNITIES OF INTEREST - TOGETHER WITH ARTS AND WITH A FOOD MARKET.
[SDG 2, 3, 4, 5, 6, 8, 10, 11, 12, 16, 17]

THE SEVEN KEYS IN BURGOS

The workshop participants proposed a series of key cultural actions to localise the SDGs, which were agreed and gathered in seven key actions:



SUSTAINABLE BURGOS: RE-NATURALISING SPACES AND PROMOTING HEALTHY LIVING AND EATING HABITS

- RE-NATURALISING BURGOS WITH:
 - CITIZEN REFLECTION ON THE NATURAL TRANSFORMATION OF URBAN SPACES THROUGH PARTICIPATORY CULTURAL PROJECTS;
 - THE RECOVERY OF ACCESSIBLE SPACES AND THEIR RECONVERSION INTO MEETING PLACES AND SPACES;
 - THE REVITALISATION OF SPACES THROUGH CULTURAL PROJECTS AND EVENTS.
- IMPLEMENTING A HEALTHY LIVING AND EATING PROGRAMME (WITH GASTRONOMY AND HORTICULTURE DAYS IN THE VADILLOS NEIGHBOURHOOD, URBAN VEGETABLE GARDENS, ETC.). THIS LINE OF ACTION COULD BE LINKED TO UNESCO'S CREATIVE CITY OF GASTRONOMY PROJECT AND ITS GOAL OF ESTABLISHING A HEALTHY CITY.

[SDGS 2, 3, 11, 12, 13 AND 15]



GENDER POLICIES IN CULTURE AND LEISURE

- IMPLEMENTING GENDER MEASURES IN THE CULTURAL AND LEISURE SCENE (E.G. FESTIVALS, CLUBS, CULTURAL CALENDAR, ETC.)

[SDG 5]



CREATING AND TRANSFORMING INCLUSIVE CREATIVE SPACES

- GENERATING CREATIVE AND INCLUSIVE MULTIDISCIPLINARY SPACES (E.G. WITH A FORUM/MEETING BETWEEN ASSOCIATIONS AND THE WORKSHOP SCHOOL; IMPROVING ACCESSIBILITY AND BEAUTIFICATION OF PUBLIC SPACES; GENERATING COLLABORATIVE PUBLIC SPACES BETWEEN NEIGHBOURS AND ARTISTS; ETC.)
- TRANSFORMING SPACES AND BUILDINGS FOR THE CLIMATE (E.G. MAKING A MORE EXPLICITLY SUSTAINABLE APPROACH TO MUNICIPAL PREMISES, SPACES AND BUILDINGS THROUGH CULTURAL ARTISTIC INTERPRETATION; CREATIVE RESIDENCIES; ETC.)
- CULTURE-INDUSTRY: FACILITATING THE TRANSFORMATION, ADAPTATION AND COEXISTENCE OF TRADITIONALLY INDUSTRIAL AREAS INTO ZONES OF ARTISTIC AND CULTURAL CREATION AND INNOVATION (E.G. BY CREATING CULTURAL CONTAINERS; PROMOTING AND DISSEMINATING INNOVATIVE LANDMARKS OF LOCAL INDUSTRY; WITH FILM LOCATIONS; GENERATING CREATIVE SPACES; ETC.)

[SDGS 8, 9, 10, 11, 12 AND 13]



CULTURE - INDUSTRY: RECOVERY OF THE CRAFT CULTURE OF THE NEIGHBOURHOODS

- PROMOTING THE CULTURAL RECOVERY OF NEIGHBOURHOODS THROUGH THE HISTORICAL RECOGNITION OF CRAFTS AND CRAFT INDUSTRIES (FOR EXAMPLE, BY RECOVERING THE IDENTITY OF ASSOCIATIONS IN THE NEIGHBOURHOOD; INNOVATION IN THE RECOVERY OF SPACES; THE PROMOTION OF BUSINESS INTEREST FOR CULTURAL ACTIONS THAT MAY BE ELIGIBLE FOR FUNDING; THE PLACEMENT OF INFORMATIVE SIGNS IN STREETS AND NEIGHBOURHOODS WITH ARTISAN ORIGINS; WITH EDUCATIONAL VIRTUAL REALITY EXPERIENCES ON CRAFT TRADES; THE CREATION OF THEMATIC INFORMATIVE ROUTES; ETC.)

[SDGS 8, 9 AND 11]



"CLIMARTE": CULTURAL PROGRAMMING FOR SUSTAINABLE DEVELOPMENT

- CARRYING OUT CULTURAL PROGRAMMING BASED ON SUSTAINABLE DEVELOPMENT, WITH THE INCLUSION OF THE SDGS IN ALL ARTISTIC EXPRESSIONS (BOTH IN THE DESIGN OF THE PROJECT AND IN ITS CONSTRUCTION); AND A COMMITMENT BY THE CULTURAL AGENTS TO INCLUDE THE SDGS AS A THEME IN THIS PROGRAMMING, IN COLLABORATION WITH A SPECIFIC PERFORMING ARTS VENUE.

[SDG 13]



FACILITATING CULTURAL PARTICIPATION FROM GRASSROOTS LEVEL, WITH CLEAR AND EASY RULES

- RETHINKING THE ROLE OF LOCAL GOVERNMENT AS A CATALYST AND COMPREHENSIBLE FACILITATOR OF CITIZEN CULTURAL ACTIONS (FOSTERING EASY COMMUNITY PARTNERSHIP).
- FACILITATE THE PARTICIPATION OF CULTURAL AND ARTISTIC COLLECTIVES IN CULTURAL POLICY PROCESSES AND DESIGNS ("BOTTOM-UP" CULTURE).

[SDGS 11, 16 AND 17]



MORE EUROPE - INTERNATIONALISATION OF CULTURAL PROJECTS: THE "EUROPEAN PATHS"

- INTEGRATING A EUROPEAN DIMENSION IN THE CULTURAL PROGRAMMING OF BURGOS "OBJECTIVE 2031", CONSIDERING THE CANDIDACY FOR "EUROPEAN CAPITAL OF CULTURE", WITH LOCAL ARTISTS INTERCONNECTED WITH EUROPEAN ARTISTS.
- THE PATHS: PROMOTE THE IDEA OF BURGOS AS A CULTURAL IDENTITY OF THE PATHS ("CAMINOS") (E.G. WITH THE CAMINO DE SANTIAGO [WAY OF ST. JAMES] OR THE CAMINO DEL CID) BY LINKING ORGANISATIONS AND INSTITUTIONS AROUND THE PATHS OF EUROPEAN CONSTRUCTION.

[SDGS 11 AND 17]

THE SEVEN KEYS IN CONCEPCIÓN

To identify SGDs, workshop participants proposed a series of key cultural actions, which were agreed upon and collated in the case of Concepción and the Biobío region in Six Keys¹:



FOOD SOVEREIGNTY AND CULTURE.

- SUPPORT FOOD SOVEREIGNTY AND SEED SAVERS WITH TRAINING COURSES IN THE COMMUNES ACCORDING TO THEIR NATURAL PRODUCTIVE CHARACTERISTICS
- PRODUCE A REGIONAL RECIPE MANUAL (DIGITAL AND PHYSICAL), FUSING TECHNICAL AND ANCESTRAL ELEMENTS WITH GEO-REFERENCE (INCLUDING HERBS, EVIL EYE, INDIGESTION, BONESETTERS, ETC.)
- ESTABLISH PUBLIC POLICIES THAT MAKE SALES CHANNELS FOR LOCAL PRODUCTS COMPULSORY, RESPECTING FAIR TRADE AND CULTURAL EXPERIENCE.

[SDGS 1, 2, 3, 11, 12, 13, 14 AND 15]



CULTURAL LANDSCAPES AND ENVIRONMENTAL EDUCATION.

- CONDUCT A PARTICIPATORY AUDIO-VISUAL PROJECT ON THE REGION'S WETLANDS AND LAGOONS, FOR EXAMPLE, FEATURING AN INCLUSIVE DOCUMENTARY WITH THEORETICAL AND PRACTICAL CLASSROOM-BASED OR ONSITE WORKSHOPS, PARTICIPATORY AUDIO-VISUAL WORKSHOPS, AND GUIDED TOURS IN THE COMMUNITIES; WITH AN INCLUSIVE APPROACH INVOLVING SUBTITLES, SIGN LANGUAGE AND AUDIO DESCRIPTION, FOR EXAMPLE
- PRODUCE MATERIAL (CATALOGUES, CLIPS, ETC.) ON THE CULTURAL IDENTITIES OF THE TERRITORIES
- ORGANISE A SCHOOL FILM AND ENVIRONMENT FESTIVAL WITH A REGIONAL CALL FOR ENTRIES, A TRAVELLING EXHIBITION, AND A HERITAGE FAIR FOR CRAFTS, GASTRONOMY, ETC.

[SDGS 4, 11, 13, 14 AND 15]



TRADES, ARTISTS AND CULTURAL PRACTITIONERS: PROMOTING LOCAL IDENTITY.

- PRODUCE AN AUDIO-VISUAL SERIES FOR LOCAL CRAFTS AND TRADES, WITH AN AGREEMENT THAT LINKS EXISTING MATERIAL WITH THE EDUCATIONAL COMMUNITY OF EACH COMMUNE, THE CIRCULATION OF CONTENT, AND ARTISTIC MEDIATION ACTIONS
- CONDUCT A CADASTRAL SURVEY OF CULTURAL PRODUCERS AND ENTREPRENEURS AND CREATE A SCHOOL/MUSEUM/SHOP TO FOSTER THE LOCAL INCLUSIVE CULTURAL ECONOMY
- ENCOURAGE THE CIRCULATION OF CULTURAL GOODS IN THE REGION TOGETHER WITH LOCAL ARTISTS AND CULTURAL PRACTITIONERS.

[SDGS 1, 4, 8, 10, 11 AND 12]



CULTURE AND GENDER EQUALITY.

- STRENGTHEN LINKS WITH MUNICIPAL LIBRARIES IN ORDER TO DEFINE AND IMPLEMENT AN ACTION PLAN THAT FAVOURS GENDER EQUALITY (E.G. TRAINING FOR STAFF, AUTHOR AND READING SEASONS, BREAST-FEEDING SPACES, INCLUSIVE READING SHELVES, ETC.)

[SDG 5]



CULTURAL EDUCATION.

- INCLUDE PARTICIPANTS FROM SPECIAL EDUCATION BACKGROUNDS IN UNIVERSALLY-ACCESSIBLE ARTS WORKSHOPS (E.G. MAKE AGREEMENTS WITH UNIVERSITIES OR VOCATIONAL TRAINING CENTRES; HOLD WORKSHOPS FOR CIVIL SERVANTS ON UNIVERSAL ACCESS)
- ESTABLISH CURRICULA IN SCHOOLS THAT IDENTIFY AND INCLUDE LOCAL CULTURAL PRACTITIONERS IN PAID WORKSHOPS.

[SDG 4]



CULTURAL GOVERNANCE.

- CATALOGUE, DESCRIBE AND ANALYSE GOOD EXAMPLES OF SELF-MANAGEMENT, AUTONOMY AND COMMUNITARIANISM AND CREATE EXCHANGES TO INSPIRE AND LEARN
- FROM THE REGIONAL GOVERNMENT, MAKE A TERRITORIAL ACTION PLAN BASED ON THE SDGS FOCUSED ON CULTURE AND INVOLVING A LETTER OF COMMITMENT
- CREATE A CITIZEN GOVERNANCE BOARD WITH TERRITORIAL AGENTS LEGITIMISED BY THEIR COMMUNITY, WITH AN APPROACH AND PROFILE BASED ON CULTURE, ART AND HERITAGE, WHICH CREATES TRUST THROUGH TRANSPARENCY, AND WHICH COUNTS ON THE COLLABORATION OF THE INSTITUTIONS
- CARRY OUT ASSEMBLIES AND INFORMATION FAIRS FOR THE DESIGN OF ACTION PLANS FOCUSED ON CULTURAL RIGHTS AS WELL AS TRAINING AND DISSEMINATION WORKSHOPS ON CULTURAL RIGHTS.

[SDG 16 AND 17]

¹ The Seven Keys methodology is adjusted to each territory and local context and allows for an adaptation in terms of the number of key actions set out in each territory, taking seven as an indicative reference. Thus, in previous experiences, Puerto de la Cruz identified six keys, Lisbon and Xi'an identified seven keys and Bulawayo identified eight keys. In the case of Concepción and the Biobío region, following the presentation made by each team and by way of summary, six key actions were identified.

THE SEVEN KEYS IN IZMIR

The workshop participants proposed a series of key cultural actions to localise the SDGs, which were agreed and gathered in seven key actions:



CULTURAL PIONEERS OF IZMIR.

ENHANCING THE CULTURAL PARTICIPATION OF DIVERSE GROUPS IN THE CITY'S CULTURAL PRODUCTION.

[SDGS 8.3, 8.9, 11.4, 12.A, 16.A, 17.G AND 17.H]



LEADING VILLAGE.

A MECHANISM TO OVERCOME THE INEQUALITY OF CULTURAL AND ECONOMIC OPPORTUNITIES BETWEEN THE CENTRE AND PERIPHERY OF THE IZMIR.

[SDGS 1, 3, 4, 5, 8, 10, 12, 14, 14, 15, 16 AND 17]



NEIGHBOURHOOD INITIATIVE.

REVITALIZING NEIGHBOURHOODS AND STRENGTHENING SOLIDARITY THROUGH INCLUSIVE AND UNIFYING CULTURAL ELEMENTS.

[SDG 10, 11, 12 AND 17]



OUR CLASS: IZMIR.

UTILIZING THE NATURAL AND CULTURAL HERITAGE OF THE CITY AS A LEARNING ENVIRONMENT FOR CHILDREN, DESIGNING MECHANISMS FOR CLASSROOM TEACHERS TO MOVE THE LEARNING PROCESS OUT OF THE CLASSROOM WITH AN APPROACH THAT COMBINES DIFFERENT ASPECTS OF CULTURE & NATURE, BUILDING PARTNERSHIPS FOR COMMON GOALS.

[SDGS 4, 11 AND 17]



STATIONS FOR CULTURE.

UNVEILING THE CULTURAL ACCUMULATION IN THE PERIPHERY OF THE CITY.

[SDGS 1, 4, 5, 8, 10, 11, 12, 16 AND 17]



BALCONNECTION.

THIS IS AN ONGOING ARTISTIC PROJECT, BY A GROUP OF ARTISTS, TO ENABLE ART TO BE EXPERIENCED DIRECTLY BY THE PUBLIC AND AIMS TO ESTABLISH A DIRECT DIALOGUE BETWEEN ARTIST AND THE COMMUNITY. BALCONNECTION IS INVITED TO THE 7 KEYS OF IZMIR DUE ITS PROJECT GOALS DIRECTLY ADDRESSING SOME OF THE CRUCIAL ISSUES DISCUSSED.

[SDGS 4, 11 AND 16]



NATURECULTURE CELEBRATIONS.

STRENGTHENING MUTUAL UNDERSTANDING AND SOLIDARITY AMONG DIVERSE CULTURAL COMMUNITIES BY EMPHASIZING THE IMPORTANCE OF COEXISTENCE AND HARMONY, BY COLLABORATIVE CELEBRATIONS.

[SDGS 4, 5, 10, 11, 16 AND 17]

THE SEVEN KEYS IN LILONGWE

The following actions were developed by participants of the Seven Keys workshop in the City of Lilongwe, Malawi. Approaches taken in the development of the seven keys were:

- **NEW** idea development
- **INNOVATING** around an already existing initiative
- **RE-ENERGIZING** already approved concepts, for accelerated implementation



1 INNOVATING

FLOW OF CULTURAL GOODS AND SERVICES

INTRODUCE A BY-LAW THAT WILL REGULATE THE COMMERCIAL FLOW OF CULTURAL GOODS AND SERVICES PRODUCED IN MALAWI, TO SUPPORT PRODUCTION, TRADE, AND DISTRIBUTION (AS A MEASURE OF LOCALISING THE NATIONAL BUY MALAWI STRATEGY)

- THE BY-LAW WILL HAVE A PROVISION OF A % MANDATORY QUOTA SYSTEM FOR LOCAL GOODS THAT SHOULD BE SOLD OR TRADED IN BY BUSINESSES OPERATING IN LILONGWE

[SDGS 1, 8, 9, 11, 17]



4 INNOVATING

PUBLIC PARTICIPATION AND CITIZEN ENGAGEMENT

IN PUBLIC ENGAGEMENT STRATEGIES THAT INCLUDE BUT ARE NOT LIMITED TO TOWN HALL MEETINGS:

- USE CREATIVES AND CREATIVE EXPRESSIONS TO PROMOTE AND ENHANCE CIVIC ENGAGEMENT WITH THE CITY ASSEMBLY, AS A MEANS OF DECONSTRUCTING THE ELITE PACKAGING AND DISSEMINATION OF INFORMATION ON POLICIES, DEVELOPMENT STRATEGIES AND SERVICE DELIVERY ACTIONS
- PROVIDE INCOME OPPORTUNITIES FOR ARTISTS, CULTURAL PROFESSIONALS, AND CREATIVE CIVIL SOCIETY ORGANISATIONS BY EMPLOYING THEM TO PACKAGE AND DISSEMINATE INFORMATION THROUGH CREATIVE MEANS.

[SDGS 8, 11]



2 RE-ENERGIZING

ECOLOGICAL PRESERVATION

ENHANCE THE CITY'S ECOLOGICAL CORRIDOR PLAN AND ACCELERATE PROJECT IMPLEMENTATION

- CORE CHARACTERISTIC FEATURES OF THE PLAN SHOULD BE THE PLANTING OF TREES ALONG RIVERBANKS, SUSTAINABLE IRRIGATION, THE FORMULATION OF A CITY POLICY ON RIVER PROTECTION, THE ESTABLISHMENT OF SMALL BUSINESSES, THE AVAILING OF COMMERCIAL TRADE SPACE ALONG THE CORRIDOR TO ENVIRONMENTALLY CONSCIOUS BUSINESSES AND THE ESTABLISHMENT OF A CITY COMMEMORATIVE EVENT TO BE NAMED "GREEN LIFE AND CLIMATE DAY"

[SDGS 8, 11, 12, 13, 17]



5 NEW

HEALTH AND WELLNESS

FORMULATE A HEALTH AND WELLNESS POLICY FOR THE CITY OF LILONGWE TO ASSERT HEALTH AND WELLNESS AS A TRANSVERSAL PRIORITY THAT SHOULD FIND APPLICATION IN ALL CITY PROGRAMMING AND STRATEGIES

- CORE FEATURES OF THE POLICY: PROMOTION OF SPORTING AND FITNESS PROGRAMMES, MENTAL HEALTH AWARENESS, DRUG AND SUBSTANCE ABUSE ADVOCACY, AND THE CREATION OF A WELLNESS DAY TO BE OBSERVED IN THE CITY

[SDGS 3, 11, 16, 17]



3 INNOVATING

PUBLIC SPACES

DEVELOP A PUBLIC SPACES CITY STRATEGY FOCUSING EXCLUSIVELY ON THE CONSTRUCTION, DEVELOPMENT, MAINTENANCE AND ACCESSIBILITY OF PUBLIC SPACES THAT CAN BE UTILISED FOR THE PRODUCTION, PACKAGING AND COMMERCIAL FLOW OF CULTURAL GOODS AND SERVICES

- GIVE CULTURAL GOODS AND SERVICES (INCLUDING CULTURAL EXPRESSIONS) A COMPETITIVE COMMERCIAL EDGE BY PROVIDING INFRASTRUCTURAL FACILITIES
- CONTRIBUTE TO THE SUSTAINABLE LIVELIHOODS AND EMPLOYABILITY OF CITIZENS THROUGH INFRASTRUCTURAL FACILITIES

[SDGS 1, 2, 8, 9, 10, 11, 17]



6 NEW

CULTURAL ACCESS AND PARTICIPATION

CREATE OR PROMOTE CITY FESTIVALS THAT WILL UTILISE THE CITY'S PUBLIC SPACES IN THE PROMOTION, SHOWCASING AND CELEBRATION OF THE CITY'S CULTURAL DIVERSITY THAT IS REFLECTED IN CUISINES, MUSIC, DANCE, AND TANGIBLE CULTURAL HERITAGE.

[SDGS 8, 11, 12, 16, 17]



7 INNOVATING

CULTURAL DIVERSITY

HAVE A CULTURAL DIVERSITY DAY IN THE CITY AS A MEANS OF DE-PRIVATISING CULTURE DAY OBSERVANCE AND CELEBRATIONS

- INCLUDE THE PUBLIC IN THE CELEBRATION OF THE CITY'S CULTURE THROUGH SPORTS (WITH AN EMPHASIS ON INDIGENOUS GAMES), ARTISTIC EXPRESSIONS, LOCAL LANGUAGES AND LOCAL CUISINES
- PROVIDE INCOME GENERATION OPPORTUNITIES FOR PROFESSIONALS AND SMALL BUSINESSES THROUGH CULTURE PROMOTION

[SDGS 4, 8, 11, 12, 17]

THE SEVEN KEYS IN LISBOA

The participants of the workshop proposed a series of cultural actions considered key to localise the SDGs in Lisbon:



ARTISTS IN THE NEIGHBOURHOOD. TO CREATE A PROGRAMME FEATURING RESIDENT ARTISTS IN NEIGHBOURHOODS, PERCEIVED AS CULTURAL MEDIATORS, PROMOTING COMMUNITY INVOLVEMENT AND CO-CREATION PROCESSES.

- **CULTURAL MAPPING** OF ARTISTS, OPERATORS, ORGANISATIONS AND CULTURAL RESOURCES CONDUCTED WITH A PARTICIPATORY APPROACH
 - IDENTIFICATION OF LEADERS AND COMMUNITY INTERLOCUTORS
- **LOCAL FUNDING LINE**
- **PUBLIC SPACES DYNAMISATION PROGRAMME**, ESPECIALLY THOSE NOT TRADITIONALLY ASSOCIATED WITH CULTURAL HAPPENINGS: THE STREETS, CAFES, MARKETS

[SDGS 1,4, 8, 10, 11]



GREEN PLAN. TO MAKE **ORGANISATIONS, INSTITUTIONS AND EVENTS MORE SUSTAINABLE**, PROMOTING LOCAL AND RESPONSIBLE CONSUMPTION.

- **ECOLOGICALLY SUSTAINABLE METHODOLOGIES** TARGETING THE ACTION OF INSTITUTIONS AND ORGANISATIONS, INCLUDING THEIR INTERNAL PRACTICE AND EXTERNAL EVENT PLANNING
- **CULTURAL AND ARTISTIC EVENTS PROMOTING ENVIRONMENTAL AWARENESS**
- **CAPACITY BUILDING FOR OPERATORS**, INCLUDING SPECIFIC PROGRAMMES TARGETING LEADERSHIPS THROUGH REGULAR WORKSHOPS AND OTHER TRAINING ACTIONS
- **LOCAL PRODUCE SEAL**, WHICH CERTIFICATES LOCAL PRODUCTION AND PROMOTES SHORT SUPPLY CIRCUITS, ENVISAGING A MORE RESPONSIBLE CONSUMPTION AND THE FINANCIAL BENEFIT OF SMALL PRODUCERS.

[SDGS 1, 2, 4, 6, 7, 12, 13, 14, 15]



KNOWLEDGE TRANSFER. TO CREATE A **POOL OF YOUNG PROFESSIONALS**, TARGETING THE PUBLIC, PRIVATE AND NON-GOVERNMENTAL SECTORS, THAT MAY PROMOTE THE RENEWAL AND DIVERSIFICATION OF HUMAN RESOURCES, ENSURING EQUAL OPPORTUNITIES.

- IDENTIFICATION AND PROMOTION OF **NEW QUALIFICATIONS AND COMPETENCES**, NOTABLY FROM THE CREATIVE AND CULTURAL SECTOR
- COOPERATION AND PROMOTION OF **PARTNERSHIPS** BETWEEN THE WORLD OF EDUCATION (SCHOOLS AND UNIVERSITIES) AND THE MARKET (COMPANIES AND ORGANISATIONS)
- DEFINITION OF A **SET OF CRITERIA THAT VALUE AND ENSURE DIVERSITY**: DISCIPLINE, LANGUAGE, ETHNIC BACKGROUND, GENDER

[SDGS 1, 5, 8, 9, 10]



MUNICIPAL CULTURAL SPONSORSHIP. TO DEVELOP A **CULTURAL SPONSORSHIP PROGRAMME** AT A MUNICIPAL LEVEL THAT ALLOWS MORE AGILITY AND BENEFITS (IN REGARDS TO THE NATIONAL LEGISLATION).

- CONVERT MUNICIPAL TAXES INTO CULTURAL FUNDING
- DEVELOP PARTNERSHIPS WITH THE PRIVATE SECTOR

[SDGS 8, 9, 11, 17]



INCLUSIVE COMMUNICATION. TO DEVELOP **TARGETED COMMUNICATION PLANS AND CAMPAIGNS**, IN SEVERAL LANGUAGES, TO ENLARGE THE INSTITUTIONS' OUTREACH CAPACITY.

- CHARTER WITH GUIDELINES FOR USER SERVICES THAT RESPECT DIVERSITY, NOTABLY:
 - HEALTH SERVICES TAKING INTO ACCOUNT THE DIVERSE GENDER, ETHNIC AND RELIGIOUS IDENTITIES

[SDGS 3, 4, 5, 10, 11, 16, 17]



LOCAL SHARED NETWORK. TO CREATE A **LOCAL SHARED NETWORK** THAT IDENTIFIES AND ALLOWS TO JOINTLY AND SUSTAINABLY MANAGE THE DIVERSE AVAILABLE LOCAL CULTURAL RESOURCES.

- A **DIGITAL PLATFORM** INTEGRATING SPACES, INFRASTRUCTURES, MATERIALS, INSTITUTIONS, OPERATORS AND KNOW-HOW
- ESTABLISHMENT OF **PARTNERSHIPS** WITH COMPANIES, CIVIL SOCIETY ORGANISATIONS AND EDUCATIONAL ESTABLISHMENTS

[SDGS 9, 11, 12, 13]



COMMUNITY ASSEMBLIES. TO CREATE **COMMUNITY ASSEMBLIES**, AT A NEIGHBOURHOOD LEVEL, WITH THE INTENTION TO PROMOTE THE EMPOWERMENT AND PARTICIPATION OF CITIZENS IN THE CITY GOVERNANCE.

- CAPACITY BUILDING FOR GOVERNANCE: EDUCATIONAL SERVICES FOR CITIZENSHIP

[SDGS 4, 11, 16, 17]

THE SEVEN KEYS IN PUERTO DE LA CRUZ

To identify SDGs, workshop participants proposed a series of key cultural actions, which were agreed upon and collated in the case of Puerto de la Cruz in Six Keys ¹:



CIRCULAR TOURISM. A SUSTAINABLE AND CROSS-CUTTING TOURISM STRATEGY.

- TO DEVELOP A NEW TOURISM MODEL BASED ON LOCAL IDENTITY AND GASTRONOMY
- TO CREATE A CIRCULAR ECONOMY MODEL BASED ON QUALITY TOURISM RELATED TO CULTURE AND LOCAL IDENTITY.

[SDGS 8, 11, 12]



CULTURAL CONNECTIVITY. DEVELOPING CULTURAL AND CREATIVE INDUSTRIES IN A CROSS-CUTTING AND SUSTAINABLE WAY.

- TO EMPOWER THE CULTURAL AND HERITAGE SECTOR WITH ADVICE AND TRAINING FOR THOSE INVOLVED, WITH A SOCIAL APPROACH
- TO ESTABLISH A PUBLIC-PRIVATE FRAMEWORK FOR FINANCING THE SECTOR, LINKED TO GOVERNANCE.

[SDGS 4, 8, 9, 11]



COMMON VISION. PARTICIPATORY, CROSS-CUTTING GOVERNANCE.

- TO ADOPT A CHARTER FOR CULTURAL COOPERATION AND A COUNCIL, PLATFORM, OR BODY FOR PARTICIPATION IN CULTURE TO DEFINE CULTURE FROM A LOCAL PERSPECTIVE AND INVOLVE ALL GROUPS AND SECTORS IN A CROSS-CUTTING COMMITMENT
- TO STRENGTHEN CULTURAL MAPPING IN ORDER TO PROMOTE CROSS-SECTORAL WORK AND MAP OTHER ACTORS (SECTORS, SPACES, GROUPS).

[SDGS 11, 16, 17]



GREEN CULTURE. GREEN QUOTA PROGRAMME IN CULTURE AND ENVIRONMENT 'LOCAL CULTURE - ZERO FOOTPRINT'.

- TO ADOPT A STRATEGY BASED ON THE CULTURE OF WATER (TERRESTRIAL AND MARINE)
- 'OUR BOTANICAL GARDEN': TO PROMOTE THE BOTANICAL GARDEN AS A PLATFORM AND LABORATORY FOR CULTURE AND ENVIRONMENT, AND ART AND CREATION.
- TO DEVELOP A 'GREEN PROGRAMME' AT EACH CULTURAL EVENT.

[SDGS 6, 13, 14, 15]



ULIVING CULTURE. A PROGRAMME OF CULTURE, CITIZEN PARTICIPATION AND SOCIAL INCLUSION (TO LEAVE NO ONE AND NO TERRITORY BEHIND).

- TO CREATE NETWORKS OR PLATFORMS OF CITIZEN MEDIATORS FOR CULTURAL DIVERSITY (BOTH IN THE DESIGN AND IMPLEMENTATION OF PROJECTS), SUCH AS THROUGH AN INTERCULTURAL WEEK
- TO MOBILISE CULTURE AS AN ENGINE OF SOCIAL INCLUSION AND TO RECOVER COMMUNITY SPACES FOR CULTURE AND SOCIAL INTEGRATION, ESPECIALLY IN NEIGHBOURHOODS
- TO WORK WITH COLLECTIVES WITH FUNCTIONAL DIVERSITY AS ACTIVE AGENTS OF CULTURE
- TO CARRY OUT PROJECTS TRAINING YOUNG PEOPLE (AND CITIZENS) AS GUIDES/MEDIATORS/CULTURAL AGENTS
- TO ADOPT A CROSS-CUTTING APPROACH TO GENDER IN ALL POLICIES AND PROJECTS

[SDGS 1, 3, 4, 5, 10, 11]



COMMUNICATING CULTURE. ENHANCING CAMPAIGNS AND COMMUNICATION STRATEGIES.

- TO IMPROVE COMMUNICATION CAMPAIGNS BOTH INTERNALLY AND ACROSS SECTORS TO FACILITATE COOPERATION.

[SDGS 4, 16, 17]

¹ The Seven Keys methodology is adjusted to each territory and local context, and allows for adaptation in terms of the number of key actions set out in each territory. In the case of Puerto de la Cruz, following the presentation made by each team and by way of summary, six key actions were established, leaving the seventh proposal undefined.

THE SEVEN KEYS IN SAINT-LOUIS

The participants proposed a series of cultural actions considered key to localise the SDGs, which were agreed by consensus and grouped into seven keys in the case of Saint-Louis:¹



1 ORGANISING A CULTURAL AND CULINARY ARTS FESTIVAL TO RAISE AWARENESS ON ENVIRONMENTAL ISSUES AND LOCAL CONSUMPTION

- PROMOTING THE CONSUMPTION OF LOCAL PRODUCTS AND TRADITIONAL DISHES TO COMBAT FOOD INSECURITY AMONG YOUNG PEOPLE AND IMPROVE PUBLIC HEALTH PROBLEMS;
- RAISING AWARENESS ABOUT THE PROBLEMS RELATED TO ENVIRONMENTAL DEGRADATION, COASTAL EROSION, CONGESTION IN THE CITY, ETC.

[SDGS 2, 3, 8, 9, 12, 13, 14 AND 15]



5 ORGANISING AN INTERNATIONAL EXHIBITION OF LOCAL CULTURAL AND CULINARY PRODUCTS

- ORGANISING AN EXHIBITION FAIR (LOCAL CULTURAL PRODUCTS, HANDICRAFTS, COSTUMES, TRADITIONAL ACCESSORIES, *SIGNAR* COSTUMES, CULTURAL HAIRSTYLES, ETC.) FOLLOWED BY PROVIDING TRAINING FOR YOUNG PEOPLE AND WOMEN THROUGH THE CULTURAL EVENTS OF SAINT-LOUIS (*FANAL*) TO COMPENSATE FOR THE WEAK ENTREPRENEURIAL DYNAMICS OF THE YOUTH.

[SDGS 1, 2, 3, 4, 5, 8, 9, 10, 11, 12 AND 17]



2 TRAINING CULTURAL ACTORS IN FUNDRAISING AND PROJECT MANAGEMENT

- SUPPORTING YOUNG PEOPLE AND WOMEN IN GETTING PROFESSIONAL TRAINING (FILM AND TELEVISION DEBATES, WORKSHOPS, PANELS, ETC.), ENABLING THEM TO POSITION THEMSELVES AS "CULTURAL ENTREPRENEURS", AND TO REDUCE THE UNEMPLOYMENT GAP;
- SETTING UP A TRAINING SCHOOL FOR FASHION, STYLING, AND OTHER PROFESSIONS.

[SDGS 1, 2, 3, 4, 5, 8, 9, 10, 12, 13, 14, 15, 16 AND 17]



6 STRENGTHENING CULTURAL GOVERNANCE BY INVOLVING CULTURAL ACTORS IN THE PLANNING OF THE MUNICIPALITY'S CULTURAL ACTIVITIES

- WORKING TOWARDS THE CREATION OF A NETWORK OR FEDERATION OF ALL CULTURAL ACTORS TO FACILITATE AND PROMOTE EXCHANGES AND ENHANCE COMMUNICATION WITH THE MUNICIPALITY OF SAINT-LOUIS;
- PROMOTING A PARTNERSHIP BETWEEN THE EDUCATION SYSTEM AND CULTURAL ACTORS THROUGH THE PROVISION OF EDUCATIONAL AND CULTURAL THEATRE;
- ENSURING AN INCREASED IMPLICATION OF CULTURAL ACTORS IN A PARTICIPATORY AND INCLUSIVE PLANNING OF CULTURAL ACTIVITIES IN THE MUNICIPALITY.

[SDGS 11 AND 16]



3 USING CULTURAL EVENTS TO RAISE AWARENESS ON URGENT LOCAL DEVELOPMENT CHALLENGES

- ORGANISING THEATRE, DANCE, CONCERTS, NAVÉTANES, REGATTAS², PANELS, EXHIBITIONS, *FANAL*, ETC. IN SAINT-LOUIS IN ORDER TO RAISE AWARENESS ON SEVERAL SUSTAINABLE DEVELOPMENT THEMES FOR A RETURN TO CIVIC, SOCIAL AND CITIZEN VALUES;
- PROMOTING THE RETURN TO KORANIC EDUCATION FOR CHILDREN IN ADDITION TO LEARNING IN FRENCH SCHOOLS;
- HOLDING HUMAN INVESTMENT DAYS IN ALL NEIGHBOURHOODS OF SAINT-LOUIS IN COLLABORATION WITH SPORTS AND CULTURAL ASSOCIATIONS.

[SDGS 1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16 AND 17]



7 RAISING AWARENESS OF THE ISSUES RELATED TO CLIMATE CHANGE AMONG ALL POPULATION GROUPS THROUGH CULTURAL AND ARTISTIC PERFORMANCES

- COMMUNICATING ON THE CHALLENGES OF CLIMATE CHANGE THROUGH CULTURAL EVENTS (*FANAL*, JAZZ FESTIVAL, FESTIMODE, REGATTA, ETC.) TO INCREASE PUBLIC AWARENESS;
- PERFORMING PLAYS TO RAISE AWARENESS OF THE DANGERS OF CLIMATE CHANGE.

[SDGS 11, 13, 14, 15 AND 17]



4 PROMOTING RECYCLING TO DEVELOP PUBLIC SPACES FOR WELLBEING AND A SOCIAL AND SOLIDARY ECONOMY

- PROMOTING THE USE OF RECYCLED WASTE AND REUSED MATERIALS TO MAKE BENCHES, CHAIRS, ETC. IN ORDER TO CREATE RECREATIONAL AREAS AND COMBAT POLLUTION.

[SDGS 1, 2, 3, 8, 9, 11, 12, 13, 14, 15 AND 17]

1 The Seven Keys methodology is tailored to each territory and local context, and allows for an adaptation of the number of key actions defined in each territory, taking seven as an indicative reference. In previous exercises, Puerto de la Cruz identified six keys, Lisbon and Xi'an had seven keys and Bulawayo concluded with eight keys. In Saint-Louis, after the presentation made by each team and as a synthesis, seven key actions were identified.

2 Traditional competition of canoe-rowing.

THE SEVEN KEYS IN XI'AN

The participants proposed a series of cultural actions considered key to localise the SDGs, which were agreed by consensus and grouped into seven keys in the case of Xi'an:



PROMOTE CULTURE TO BENEFIT ALL AND ACHIEVE INTEGRATION, INCLUSIVENESS, AND COMMON PROSPERITY

- CULTURAL AND TOURISM INTEGRATION, URBAN-RURAL INTEGRATION, FINANCIAL BOOST AND INCENTIVES (INTEGRATION).
- CULTURALLY INCLUSIVE GROWTH (INCLUSIVENESS).
- CITY IMAGE-BUILDING AND COMMON PROSPERITY.

[SDGS 1, 2, 3, 4, 8, 9 AND 11]



PRACTICE THE CONCEPT OF HARMONY BETWEEN HUMAN AND THE EARTH BY STRENGTHENING NATURE AND ECOLOGICAL EDUCATION

- DEVELOP GREEN INDUSTRIES AND PROMOTE ENERGY CONSERVATION AND REDUCTION OF POLLUTION AND EMISSIONS.
- INTRODUCE NATURE/ECOLOGY EDUCATION TO SCHOOLS AND COMMUNITIES.
- ADVOCATE ECO-TOURISM AND ECOLOGICAL RESEARCH.

[SDGS 6, 7, 13, 14 AND 15]



INCREASE THE SUPPLY OF HIGH-QUALITY CULTURAL PRODUCTS

- CREATE AND ENHANCE XI'AN'S CULTURAL IDENTITY AND REFINE ITS CULTURAL SYMBOLS.
- DEVELOP AND INCUBATE INNOVATIVE CULTURAL PRODUCTS.
- ENHANCE PRODUCT PROMOTION AND GENERATE MORE MARKETING CHANNELS OF THESE CULTURAL PRODUCTS.
- CULTIVATE INNOVATIVE CULTURAL TALENTS.

[SDGS 4, 8, 9, 11 AND 12]



STRENGTHEN THE UNDERSTANDING AND EDUCATION OF THE INTANGIBLE CULTURAL HERITAGE AND TRADITIONAL CULTURE

- INCREASE THE EDUCATIONAL FUNCTIONS OF MUSEUMS AND ENCOURAGE VARIOUS FORMS OF CULTURAL EDUCATION AND SOCIAL PRACTICE ACTIVITIES.
- INCORPORATE CULTURAL HERITAGE EDUCATION AND SOCIAL PRACTICE ACTIVITIES INTO THE CREDIT SYSTEM.
- PROMOTE A SYSTEMATIC, SCIENTIFIC AND EXPERIENTIAL RESEARCH CURRICULUM SYSTEM.
- PROTECT, PASS ON AND DEVELOP TIME-HONORED CULTURAL BRANDS.
- CULTIVATE TRADITIONAL CULTURAL INDUSTRIES AND VILLAGE CUSTOMS.

[SDGS 4, 8, 9 AND 11]



CREATE A LIVABLE AND PLEASANT URBAN ECOLOGICAL SPACE

- APPLY GREEN ECOLOGY AWARENESS AND TECH TO CULTURAL HERITAGE PARKS INCLUDING KUNMING LAKE WATER CULTURE PARK, DULINGYI RELICS PARK, HAN DYNASTY CHANG'AN CITY NATIONAL ARCHAEOLOGY RELICS PARK.
- BUILD THE XI'AN CITY WALL PARK WITH GREENWAYS AND SCENIC DRIVES.

[SDGS 6, 7, 13 AND 15]



PASS ON AND CARRY FORWARD LOCAL TRADITIONS, HISTORY AND CULTURE TO BUILD A WORLD-CLASS CITY WHERE THE INHABITANTS SUPPORT AND HELP EACH OTHER WITH PRIDE IN THEIR HERITAGE

- CLEARLY AND ACTIVELY PROMOTE THE CONCEPT AND FUNCTION OF "COMMUNITY" TO CITIZENS.
- ENCOURAGE CULTURAL DIVERSITY AND COMMUNICATION IN COMMUNITY LIFE, PROVIDE PUBLIC SPACE, AND ACTIVELY ORGANIZE CULTURAL ACTIVITIES IN COMMUNITY.
- ENDOW MORE CULTURAL CHARACTERISTICS THROUGHOUT THE ENTIRE URBAN AREA TO PROMOTE THE CITY'S UNIQUE IDENTITY.
- STRENGTHEN INTERNATIONAL CULTURAL EXCHANGES AND COOPERATION AND INTEGRATE "GOING OUT" WITH "BRINGING IN" POLICIES.

[SDGS 4, 8, 9, 11 AND 17]



STRENGTHEN THE CONSTRUCTION OF A CULTURAL GOVERNANCE SYSTEM

- INNOVATE FOR AN INTEGRATED MANAGEMENT SYSTEM.
- ENSURE THE SUPPORT TO STAKEHOLDERS.

[SDGS 3, 8, 9, 11 AND 16]

THE SEVEN KEYS IN YOFF

The participants proposed a series of cultural actions considered key to localise the SDGs, which were agreed by consensus and grouped into eight keys (in the particular case of Yoff)²:



DEVELOPING CULTURAL AND RELIGIOUS TOURISM IN YOFF AT NATIONAL AND INTERNATIONAL LEVEL

- UNITING THE POPULATION AROUND THE CALL OF SEYDINA LIMAMOU LAYE³ TO PROMOTE RELIGIOUS TOURISM ;
- PROMOTING TOURISM BY VALORISING AND HIGHLIGHTING THE TANGIBLE AND INTANGIBLE CULTURAL RICHNESS OF YOFF;
- INCLUDING YOFF AS PART OF THE TOURISTIC HERITAGE OF DAKAR AND SENEGAL, AND ENCOURAGING THE CREATION OF LOCAL JOBS BY DEVELOPING THE CULTURAL INDUSTRY OF THE MUNICIPALITY.

[SDGS 6, 8, 9 AND 11]



ORGANISING AN INTERNATIONAL CULTURAL FESTIVAL IN YOFF

- HIGHLIGHTING THE CULTURAL POTENTIAL OF YOFF SUCH AS THE *NDAW RAABINE*, THE *GOUMBÉ*, THE ISLAND OF YOFF, THE LANGUAGE OF DRUMS, THE *BAAK*,⁴ THE TRADITIONAL GOVERNMENT, THE LEBOU CULINARY ART, ETC ;
- ORGANISING A FORUM OF THE PEOPLES OF THE WATER, AS WELL AS EXHIBITIONS TO RAISE AWARENESS AND SHARE INFORMATION ON THE DEVELOPMENT OF THE BLUE ECONOMY AND THE PROTECTION OF AQUATIC LIFE.

[SDGS 1, 2, 3, 8, 11, 12, 14, 15 AND 17]



RAISING AWARENESS AMONG CHILDREN AND YOUTH THROUGH *CAMBISH*, *LEUL*⁵ AND FORUM THEATRES

- RAISING AWARENESS AMONG YOUNG PEOPLE ABOUT THE NEGATIVE EFFECTS OF ADDICTIONS, SUCH AS DRUGS, AND PROSTITUTION, THROUGH *CAMBISH* (A TYPE OF CULTURAL MEETING), LOCAL TELEVISION, AND PROMOTING URBAN SAFETY AND CIVIC VALUES;
- ORGANISING SESSIONS TO PREVENT CHILDREN FROM BECOMING ADDICTED TO DRUGS BY MEANS OF *LEULS* (TRADITIONAL EDUCATIONAL CIRCUMCISION ACTIVITIES) AND ENTERTAINING AND EDUCATIONAL PLAYS;
- RECONCILING THE NEW GENERATION IN YOFF WITH TRADITIONAL AND CULTURAL LEBOU VALUES.⁷

[SDGS 3, 4, 11 AND 16]



SETTING UP YOFF AS A CULTURAL AND RELIGIOUS CITY TO STRENGTHEN SOCIAL COHESION & DEVELOP THE LIVING ENVIRONMENT AND THE LOCAL ECONOMY

- SUPPORTING CULTURAL AND RELIGIOUS TOURISM, STIMULATING THE LOCAL ECONOMY AND INITIATING THE PROCESS OF BENEFITING FROM A MODERN SEWAGE SYSTEM;
- PROMOTING COASTAL PROTECTION THROUGH THE ESTABLISHMENT OF A COASTAL BRIGADE TO PROTECT THE ENVIRONMENT AND POPULATION'S PUBLIC HEALTH;
- STRENGTHENING SOCIAL COHESION THROUGH THE TRADITIONAL AND CULTURAL GOVERNMENT, AND THE LAYÈNE BROTHERHOOD.

[SDGS 3, 6, 8, 11, 14, 15, 16 AND 17]



ORGANISING CAPACITY-BUILDING SESSIONS FOR YOUNG PEOPLE

- CARRYING OUT TRAINING, CAPACITY BUILDING AND COACHING SESSIONS FOR THE YOUTH AT THE OUSMANE SEMBÈNE LIBRARY IN YOFF (BOSY);
- PROMOTING YOUTH ENTREPRENEURSHIP AROUND TANGIBLE AND INTANGIBLE CULTURAL HERITAGE IN YOFF.

[SDGS 1, 4, 8 AND 10]



ORGANISING SCIENTIFIC AND CULTURAL DAYS TO DISSEMINATE CUSTOMARY INSTITUTIONS AND THE LEBOU LANGUAGE

- ORGANISING SCIENTIFIC REFLECTION DAYS TO MITIGATE THE FRAGILISATION OF SOCIAL AND CULTURAL VALUES AND THE "LEBOU LANGUAGE";
- CONDUCTING DAYS OF EXCHANGE AROUND CUSTOMARY INSTITUTIONS.

[SDGS 11 AND 16]



ORGANISING INTERNATIONAL REGATTA COMPETITIONS

- ORGANISING INTERNATIONAL REGATTA COMPETITIONS WITH NEIGHBOURING COUNTRIES WITH LEBOU OR A SIMILAR CULTURE TO RAISE AWARENESS OF THE PROTECTION OF THE MARINE ECOSYSTEM AND PROMOTE THE LEBOU CULTURE.
- USING THE REGATTAS TO INCREASE AWARENESS OF BETTER PRACTICES IN THE FISHING SECTOR.

[SDGS 14 AND 17]



BUILDING A COMMUNITY HOUSE

- CREATING A COMMUNITY HOUSE FOR THE YOUTH AND WOMEN TO PROVIDE TRAINING AND SUPPORT IN ISSUES RELATED TO THE LOCALISATION OF THE SDGS LINKED TO CULTURE.
- FACILITATING THE DEVELOPMENT OF SUPPORT AND CAPACITY BUILDING PROGRAMMES FOR YOUNG PEOPLE.

[SDGS 4, 5, 9, 10 AND 11]

2 The Seven Keys methodology is tailored to each territory and local context, and allows for an adaptation of the number of key actions defined in each territory, taking seven as an indicative reference. In previous exercises, Puerto de la Cruz identified six keys, Lisbon and Xi'an had seven keys and Bulawayo concluded with eight keys. In Yoff, after the presentation made by each team and as a synthesis, eight key actions were identified.

3 The religious dimension of the Municipality of Yoff is symbolised by the Layene Brotherhood, the fourth of its kind in Senegal, founded by Seydina Limamou LAYE (1843-1909) on the 24th

May 1884, which is celebrated every year with fervour in Diamalaye. His Mausoleum, on the coast of Yoff, is a place of prayer and a gathering point for Layene believers.

4 Similar to tagg, baak refers to the songs of praise of the ancestors; see p.14.

5 Places where young people, women and even the elderly can meet to discuss and exchange views on various topics of interest to society.

6 The initiation ceremony of circumcised people is part of the intangible heritage of Lebou culture. However, in recent years, this traditional practice is barely followed in urban areas. The "leul" is a way of instilling values in young boys.

7 The "Lebous" are the inhabitants of the Cape Verde peninsula. They are known to be resistant to "all cultural colonisation" (Balandier and Mercier 1952, 211-212) and against all political domination. They constitute a community with a strong sense of identity.

ANNEX 2

Thanks to all the people who made it possible and successful:

BULAWAYO

The workshop in Bulawayo took place on 10 December 2020. We wish to recognise the leadership of Mayor Salomon MGUNI. We are also grateful to Joshua NYAPIMBI for his coordination and to Zayd MINTY who acted as external expert. We express our gratitude to all the participants: Spencer BININGU, Bathabile DLAMINI, Tiisetso DUBE, Munyaradzi GOVA, Ndabezihle LUNGA, Audrey Dorothy MADAMBA, MANYEMWE, Roseline MDIZI, Kholisani MOYO, Nesisa MPOFU, Nokuzola NCUBE, Hope NDLOVU, Moddie NDLOVU, Sehlile NDLOVU, Siphathisiwe NDLOVU, Thandolwenkosi NDLOVU, Bornface NGULUBE, Mthandazo NGWENYA, Butholezwe NYATHI, Mgcini NYONI, Sikwawuliso SIBANDA and Kudakwashe TAKUNDWA.



BURGOS

The workshop in Burgos took place on 3 November 2022. We are grateful to Luis GONZÁLEZ and Elvira RILOVA for their coordination and to Antoine GUIBERT and Jordi PASCUAL who acted as external experts. We express our gratitude to all the participants: Miguel ALONSO, Adriana ÁLVAREZ, Jesús BÁREZ, Ignacio GONZÁLEZ, Rebeca HERAS, Israel HERNANDO, Fernando INÉS, Jorge IZQUIERDO, Nazareth MARTÍNEZ, Rachel MERINO, María Jesús MONTES, Juanjo PASTOR, Enrique PEREZ, Ana Beatriz RODRIGUEZ, Cipriano SANTIDRIÁN, Luis SIMANCAS and Álvaro VARONA.



CONCEPCIÓN

Concepción organised its Seven Keys workshop on 16 and 17 June 2022. We are pleased to recognise the leadership of Mayor Álvaro ORTIZ in all this process coordinated by Mauricio CASTRO, Director of Culture. We are also grateful to Antoine GUIBERT for his expertise on this exercise and his support to Concepción as Leading City of the Agenda 21 for Culture. We express our gratitude to all the participants: Fernando ACUÑA CARCAMO, Yasmina ALVEAR, Johann BORQUEZ BOHN, Pablo CABEZAS, Paola CARRASCO SEGURA, Guadalupe LLOVES REQUEJO, Javiera MATUS DE LA PARRA, Viviana MUÑOZ HENRIQUEZ, Elvis OYARZUN FUENTES, Daisy RETAMAL, Camila SUAZO MELLO, Carlos TOLEDO MARTE, Ricardo VALENZUELA, María Alejandra VALDIVIA, Erick VASQUEZ INOSTROZA and Omar VENEGAS ORELLANA.



IZMIR

The Seven Keys activities in Izmir took place in the frame of the Leading Cities programme, between January 2021 and December 2022, with a special event on 9 December 2022. We are pleased to recognise the leadership of Mayor Tunç SOYER in all this process. We are also grateful to Serhan ADA for his work as expert, as well as to the team of the Izmir Mediterranean Academy, directed during the most of these months by Ayşegül SUBUKTAY, and the teams of the Culture Department, the International Affairs Office, the IZPA and the Cabinet of the Mayor, including Onur ERYÜCE, Güven EKEN and Gökçe BAŞKAYA. We express our gratitude to all the participants: Derya ALTUN, Zeynep ARDA, Maya ARIKANLI, Ece AYTEKİN, Günseli BAKI, Nesim BENCOYA, Ayşe BEŞİKÇİOĞLU, Akın ERDOĞAN, Onur ERYEŞİL, Hale ERYILMAZ, Ayşegül GÜNGÖREN, Nilgün GÜRKAYNAK, Teodora HACUDI, Meviz HANDE ALATAY, Tayfun İÇSEL, Sarp KESKİNER, Elif KOCABIYIK, Sultan KOŞAR, Cangül KUŞ, Cansu PELİN İŞBİLEN, Azadeh RAMEZANI, Yasin SANCAK, Begüm TATARI, Çiçek TEZER, Recep TUNA, Serkan TURGUT, Ahmet UHRI, Ceren ÜNSEVER, Gülay VARDAR, Mihriban YANIK and Elfin YÜKSEKTEPE.



LILONGWE

The workshop in Lilongwe was hosted on 15 December 2022. We recognise the leadership of His Worship the Mayor of the City of Lilongwe, Councillor Richard BANDA and of Vitto MULULA, the City Council Acting Chief Executive Office. We recognise the engagement of Nhimbe Trust, with the direction of Joshua NYAPIMBI and the coordination and expertise of Lisa SIDAMBE, and the partnership with Music Crossroads Malawi, with the involvement of Angella ZULANGA and the expertise of Melody ZAMBUKO. We express our gratitude to all the participants: Elizabeth BANDA, Richard BANDA, Wilson BANDA, Tamara CHAFUNYA, Juliana CHIPETA, Jecina CHIKWELETE, Alick CHIROMBO, Chrissy FODIFE, Gift KUMDANA, Allan KWANJANA, Linda LUHANGA, Jacqueline MAELE, Christopher MAGOMELA, Gayighayi MATHEWS MFUNE, Ruth MATUMBI, Gensher M'BWABWA, Azaius MKANDAWIRE, Deogratas M'MANA, Winnie MSUSA, Jane MTAWALI, Mussa MWALE, Steven PEMBAMOYO, Chifundo PHIRI, Morton SIBALE, William SIBALE, Julius TSOGOLANI and Charles WAHARA.



LISBON

The Seven Keys activities in Lisbon took place in the frame of the Leading Cities programme, and was organised on 28 of June and 5 of July 2021. We are pleased to recognise the leadership of then Councillor Catarina VAZ-PINTO in all this process as well as the current leadership of Councillor Diogo MOURA. We are also grateful to Alexandra SABINO and Edite GUIMARÃES for their coordination, as well as to Cristina FARINHA who acted as an external expert. We express our gratitude to all the participants: Catarina AIDOS, Pedro AZEVEDO, Frederico BAPTISTA, Filipa BARROS, António BASTOS, Dina BRAVO, Ana Margarida CAMPOS, Alexandra CANHA, Ilda CASTRO, Mauro FERNANDES, Maria FERREIRA, Nuno FIGUEIREDO, Ana FORTES CRUZ, Alícia GASPAS, José Pedro GONÇALVES, Manuela GROU, Marco GUERRA, Paula HIPÓLITO, Beatriz JANELA, Daniel MARTINHO, Cristina MATOS COSTA, Hannya MELO, Rute MENDES, Julieta OLIVEIRA, Rui OLIVEIRA MARQUES, Rosário PEDROSA, Ana PEREIRA, Liliana PINA, Téo PITELLA, Pedro RAMOS, Raquel SANTOS, Teresa SANTOS, Cristina SILVA FERREIRA, Miguel SOARES, Sofia TEMPERO, Ana Teresa TOMÉ and Conceição TOSCANO.



PUERTO DE LA CRUZ

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The workshop in Saint-Louis took place on 16 December 2022. We wish to recognise the leadership and involvement of Pape Ibrahima FAYE, Deputy Mayor in charge of Culture and Finance and Maimouna Lissoune CAMARA, Councillor in charge of the Culture Department of Yoff. We also wish to recognize the partnership with EndaECOPOP, led by Bachir KANOUTÉ, and facilitated by Mame Aissatou MBAYE SY. We express our gratitude to all the participants: Papa Bahan BATHILY, Cheikh Saad BOU, Ousseynou DIOP, Seydou CAMARA, Mbagnick DIAGNE, Daouda DIENG, Sira Bâ DIENG, Cheikh Sada DIOP, Babacar FAYE, Khadim Rassoul GUEYE, Yaya KAMBOU, Marième MBAYE, Rokhaya MBAYE, Makhou MBENGUE, Adja Ndèye Fatou MBOUP, Aliou MBOUP, Mame Saphir NDIAYE, Mbaye NDIAYE TILALA, Oumar SARR, Abib SECK, Al Hassan SECK, Makhou SENE, Mohamed SOW, Serigne Saliou SY, Adama WADE, Aissatou WADE and Khady WADE.



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