

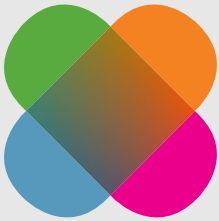


**INTERNATIONAL AWARD**  
UCLG - MEXICO CITY - CULTURE 21

**WINNER**

**3** EDITION

**LYON**



## 3rd edition INTERNATIONAL AWARD UCLG - MEXICO CITY - CULTURE 21



# LYON

### CONTEXT

Lyon has a population of 510,000 and sits at the confluence of the Rhône and Saône Rivers. As the centre of a larger metropolitan area, it includes 59 municipalities and 1.4 million people. It is region where groups converge, with several waves of migration throughout its more recent history. Indeed, it is a great place to live with a strong university presence, and a developed economy.

Listed as UNESCO World Heritage Site and territory for innovation, Lyon offers a rich and diversified cultural landscape. The greater area of Lyon is involved in the region's development, and along with the municipality, it is focused on urban, social, and environmental challenges, as well as the budgetary constraints of the communities. There are wide social, economic, cultural, urban, and environmental disparities, which are potential sources of fragility.

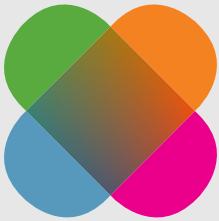
For 40 years the city and the greater area have been committed to social and urban cohesion policies aimed at eliminating these disparities. In the last 15 years, they have also focused on sustainable development strategies to face contemporary challenges.

The concept of conserving heritage, and the junction between public works and the people have been, and continue to be, at the heart of a policy of "cultural democratisation" through significant state intervention.

The cultural landscape of Lyon is shaped by its local history, one linked to manufacturing and trade: from printing to the dissemination of knowledge, from silk to fine arts, from the chemical industry to cinema, and characterised by a deep and diversified network of structured sectors including training and dissemination. The latter boasts a strong level of commitment with 18% of the municipal budget, second only to education. There are also events such as the Festival of Lights, the Nuits Sonores Festival, and meetings of the European Lab, Heritage Workshops, and the city's Days of Our Cultures.

The network of "large cultural institutions" is therefore a major and vital part of the public cultural budget, as it plays a role in nurturing the entire cultural ecosystem. Subsequently, the Charter was created within a framework of urban and social cohesion policies. It was also developed as part of a strategy for sustainable development, and was politically and technically implemented by all branches of the community. It is based on eight areas, fairly symmetrical to those proposed by Culture 21: Actions, which were approved in July 2017 by the City Council as a frame of reference for local cultural cooperation.

Through its status as a large European city, Lyon's comprehensive approach is also rooted in the vast majority of the 17 Sustainable Development Goals of the UN.



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### GOALS, CHALLENGES, AND PROJECT DEVELOPMENT

**The goal of the Fourth Charter of Cultural Cooperation is to comprehensively commit to cultural public services by mobilising cultural, artistic, and heritage resources in the establishing a Sustainable City.** Some 28 facilities, events, and services that are managed or supported by the City, other communities, or the state, all contribute to making the Sustainable City.

Over the last 15 years, this vibrant programme has helped bring together cross-cutting policies promoting urban balance and solidarity, citizen participation, equality policies, the fight against discrimination, memory and diversity, education and knowledge sharing, energy efficiency, environmental responsibility, and innovation.

This Fourth Charter is the fruit of an over 20 year commitment to a “city policy” framework; a contractual public mechanism for urban and social development aimed at areas facing the most challenges. It has been carried out since the mid-1990s through a strong local willingness to support these territories and their inhabitants through culture. This territorial perspective has been rapidly overtaken by thematic approaches including memories and identities, specifically those stemming from migration; recognising hip hop cultures; and social and economic integration through culture.

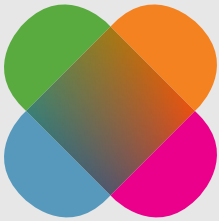
In 2004, the First Charter of Cultural Cooperation was geared towards engaging major cultural institutions that were seldom involved in urban and social issues. It focused on diversity, the fight against discrimination, and cultural support for the first urban renewal projects in places inhabited by vulnerable populations. A total of 19 signatories joined the movement then. Today there are 28.

In 2010, the cultural cooperation community organised discussion meetings on sustainable development problems. Since 2011, cultural actors have been incorporated into municipal areas for reflection on the territory’s sustainable development. As a result an overall strategy, indicators, and the first annual report on the city’s sustainable development status were established in 2012.

**Eight core themes helped to structure this approach for working groups and commitments.** These themes were proposed by the cultural cooperation community, and generally correspond to local or national programmes. The 28 cultural establishments and services are involved in some 300 initiatives across these eight areas of work through concrete actions.

As part of the Charter of Cultural Cooperation, creating sustainable cities means building:





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- **The Balanced City**, by committing to priority areas (17% of the population), and those in the process of urban renewal. The regionalisation of cultural public services remains at the core of the Charter's DNA;
- **The City of Inclusion and Solidarity**, by engaging with vulnerable people, young and old, through socioeconomic integration;
- **The Participative City**, by hosting spaces for debate, decision-making, and assessment through thematic and regional cultural committees, collective meetings, making information available, and creating links with the Citizens' and District Councils. By supporting citizen initiatives, by proposing projects where everyone can become involved;
- **The City of Equality**, between women and men; a place that is accessible to people with disabilities; one that is committed to awareness of diversity, the fight against discrimination, and intercultural dialogue;
- **The City of Heritages** that recognises, values, and establishes dialogue between heritage and memories; a city focused on the future, and which creates conditions for understanding



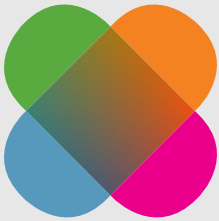
contemporary issues;

- **The Learning City** both inside and outside of school; a place engaged in lifelong arts education that collaborates with those involved in public education, while recognising and promoting information and knowledge sharing;
- **The Gentle City**, green and environmentally responsible, modest, and a place for creative mobility and health;
- **The Creative and Innovative City**, which combines digital and new media, while establishing links between culture and sport.

The 28 signatories of the Lyon Sustainable City Declaration of Cultural Cooperation have chosen commitment themes which they will implement through to 2020. The commitments to the Balanced City and the City of Equality were mandatory.

An annual qualitative and quantitative follow-up has made it possible to report on initiatives and their progress. This also aids the city's regulatory reports on its sustainable development, equality between women and men, and its accessibility. The Charter's support and evaluation are provided by the Cultural Cooperation Mission and the Office of Cultural Affairs of Lyon.





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### IMPACTS

At the level of local government, the Lyon Charter made it possible to share in public action, thereby establishing more harmonious local development. Furthermore, it created a better capacity for response and resilience in the face of extreme situations, such as waves of violent attacks, and a greater internal culture of diversity and equality between women and men. It has also established more transversality at the technical and political levels, the further development of evaluation tools and rubrics, the regionalisation of public action, and a greater co-construction of activity. This led to better knowledge of the territory and the administration's needs. It additionally fomented a greater consideration for diversity and the development of a participative democracy. Together these have helped the city serve as an example on the national and international stages.

For the cultural actors of the city, the charter has encouraged new reflections on internal practices representing diversity, equality between women and men, a better understanding of the region, and the needs of its inhabitants and their cultural practices, therefore making forms of mediation more accessible to all audiences. It has also led to commitments by cultural actors to cooperate on current projects or develop new cultural services and "hybridised" urban, social, educational, green, and economic initiatives.

For the city, the charter has helped instil a shared working culture with the other municipalities across the greater area. This has aided in preventing urban, social, environmental, and safety difficulties, while also reducing disparities and generating more social cohesion, mobility, and participation. It has also helped in recognising and promoting cultural practices, particularly among immigrant populations, while working to better integrate priority neighbourhoods with the rest of the city, improve quality of life, enhance their image, and strengthen the presence of public services. All of this has made it possible to conceive of new service activities and offer more frequent and more diverse cultural initiatives.