



LEADING CITIES

THE LEADING CITIES OF THE
AGENDA 21 FOR CULTURE
TERMS OF REFERENCE
JUNE 2017

In the context of efforts to support the implementation of the [Agenda 21 for culture](#), the Committee on Culture of United Cities and Local Governments (UCLG) coordinates three capacity-building and learning programmes. On the one hand, the Culture 21 Lab programme, a short-term self-assessment workshop on culture and sustainability. On the other hand, the [Pilot Cities](#) programme, which aims to support cities in evaluating their policies in the light of the document [Culture 21 Actions](#), designing new approaches and taking part in peer-learning activities. Finally, the [Leading Cities](#) programme, aimed to support experienced cities through activities in the fields of leadership, advocacy, communication, learning and cooperation.

Leading Cities are cities with experience in the implementation of the Agenda 21 for culture and possessing solid conceptual and practical experience as regards the place of culture in sustainable cities. As a result, they become leaders in the implementation of Culture 21 Actions and the promotion and advocacy activities of the Committee on Culture of UCLG.

Leading Cities receive support from the Secretariat of the Committee on Culture, annually in the following domains: “Leadership and Advocacy”, “Communication” and “Cooperation and Learning”. The specific forms of assistance and support to be provided to each city are designed through consultation between them and the Secretariat of the Committee, since the aim of the Leading Cities programme is to tailor services to local needs and demands.

By participating to this programme, Leading Cities also show their commitment with the existence of the Committee on culture of UCLG and with the importance of all culture-related matters within UCLG.

This document presents a standard set of areas of activity which may inspire Leading Cities when determining the areas in which support could be requested. Activities have been grouped under the three aforementioned domains.

The Secretariat of the Committee on Culture remains available to further discuss the specific activities to be undertaken with each Leading City, as well as to provide examples of activities implemented in other cities.

LEADERSHIP AND ADVOCACY

ACTION

1. THE POLITICAL LEADERS OF THE LEADING CITIES REPRESENT THE UCLG COMMITTEE ON CULTURE IN INTERNATIONAL MEETINGS AND THE KEY MOMENTS OF THE ANNUAL PROGRAMME.

EXAMPLES / FURTHER DETAIL

The Secretariat of the Committee on culture informs in time on key global events on culture and sustainable cities, and asks Leading Cities for their availability to take part in them.

Relevant examples could include the participation in UCLG World Congresses, UCLG World Council meetings, and meetings of UCLG's regional sections; or participation in other relevant international conferences (e.g. UNESCO, other UN agencies, etc.).

COMMUNICATION

ACTION

2. A LEADING CITY HAS A SPECIFIC PAGE IN THE WEB SITE OF THE COMMITTEE.

EXAMPLES / FURTHER DETAIL

Personalised pages of each Leading City provide access to relevant policy documents, good practices, videos and other documents related to the Agenda 21 for culture and Culture 21 Actions and how they are implemented.

See examples of [Leading Cities](#) on the Agenda 21 for culture's website.

3. THE GOOD PRACTICES OF EACH LEADING CITY PERIODICALLY APPEAR ON THE WEBSITE'S HOME PAGE, AS WELL AS IN OTHER DISSEMINATION CHANNELS.

Presentation of good practices in the home page of the Agenda 21 for culture, through personalised banners.

Dissemination of good practices on the Agenda 21 for culture's Twitter account.

Dissemination of good practices on the Agenda 21 for culture's newsletter.

4. A LOGO "CULTURE 21 ACTIONS" WITH THE NAME OF THE LEADING CITY IS PROVIDED.

Production of a personalised logo for each Leading City, which can be used in online and offline communication channels.

COOPERATION AND LEARNING

ACTION

EXAMPLES / FURTHER DETAIL

5. TO RECEIVE SUPPORT TO ANNUALLY DEVELOP ONE OF THE NINE COMMITMENTS OF "CULTURE 21 ACTIONS".

Each Leading City may choose one of the 9 Commitments of Culture 21 Actions and elaborate a brief report, highlighting strong points and examples. The main aim of such a report / good practice is to illustrate and inspire other cities.

The Committee on Culture of UCLG can send an expert to assist / support this exercise.

The Committee on Culture of UCLG will translate and disseminate the results internationally.

6. TO RECEIVE SUPPORT TO ELABORATE A REPORT ON "CULTURE 21 ACTIONS" (INCLUDING A 'RADAR').

Organisation of a 'Culture 21 Lab', i.e. a two-day workshop involving a diverse range of local actors, with the aim of self-evaluation of the state of culture and sustainable development in the city, on the basis of Culture 21 Actions. The Lab results in a written report, a "radar" depicting the city's strengths and weaknesses and a good practice. These outputs can later be translated and disseminated on the Agenda 21 for culture's website.

The Committee on Culture of UCLG can send an expert to assist / support this exercise.

7. TO RECEIVE SUPPORT TO ELABORATE A GOOD PRACTICE BASED ON A SPECIFIC LOCAL PROGRAMME OR PROJECT RELATED TO "CULTURE 21 ACTIONS", TO BE TRANSLATED AND DISSEMINATED INTERNATIONALLY.

Identification and description of a good practice, on the basis of the template provided by the Agenda 21 for culture, and with additional assistance and advice provided if necessary.

The Committee on Culture of UCLG later translates and disseminates the relevant good practice on its website and other media.

8. TO PARTICIPATE IN PEER-LEARNING ACTIVITIES WITH OTHER LEADING OR PILOT CITIES.

This activity could happen in three different ways.

Hosting of a 4-day visit of one or several "peers" (e.g. senior staff members of another Leading City in the Committee in order to generate new knowledge and go deeper into the topics of "Culture 21 Actions". This experience could lead to two documents (in principle, written by the "visiting city"): (i) an internal report and (ii) a public article –which could be an abstract of the former–, to be translated and internationally disseminated to all members and partners.

Hosting of one or more Pilot Cities of the Agenda 21 for culture, in order to present Leading Cities' experience in one or several relevant fields and discuss existing approaches and experiences in all participating cities. This activity would lead to one public article (in principle, written by the "visiting city") presented on the Agenda 21 for culture's website.

Visit of representatives of the Leading City to another Leading or Pilot Cities, in order to become acquainted with existing approaches in one or more relevant fields and discuss their implications. This activity also leads to one public article (in principle, written by the "visiting city") presented on the Agenda 21 for culture's website.

9. TO RECEIVE SUPPORT FOR A SPECIFIC PROJECT IN A STRATEGIC AREA.

The Leading City can use the framework of Agenda 21 for culture and Culture 21 Actions to explore a difficult subject or a "local challenge on culture" through the involvement of members and experts of the Committee, e.g.:

- || Identification of priority areas or issues in which a Leading City wishes to receive support: e.g. a specific policy field, such as culture and education, culture and environment, or culture and public space; or an issue within the governance of culture, such as the design of appropriate structures for policy management or participative policymaking.
- || Provision of support and advice in the context of a city's cultural strategy or similar policy documents.
- || An external expert appointed by the Committee on Culture could provide assistance in all cases, and relevant results could be disseminated on the Agenda 21 for culture's communication channels.

10. TO RECEIVE SUPPORT IN THE ORGANISATION OF A LOCAL, NATIONAL, REGIONAL AND INTERNATIONAL SEMINAR OR PUBLIC EVENT ON THE CULTURAL POLICIES OF THE CITY OR OTHER RELEVANT PUBLIC EVENTS.

Conceptual expertise and advice in the context of preparations for relevant public events on cultural policies and other fields falling within the scope of the Agenda 21 for culture and Culture 21 Actions.

If relevant, other representatives of the UCLG Committee on Culture could also be mobilised to attend the event.

NOTA BENE

Please note that Leading Cities should commit to remaining as such for a minimum period of two years. Leading cities contribute to the budget of the Committee on culture of UCLG. A detailed budget is elaborated for each city. A Memorandum of Understanding or a Convention including programme and budget can be written and signed between the relevant city and UCLG.

CONTACT

COMMITTEE ON CULTURE

World Secretariat of UCLG
carrer Avinyó 15
08002 Barcelona

Email info@agenda21culture.net

Web www.agenda21culture.net

Twitter [@agenda21culture](https://twitter.com/agenda21culture)