



#CULTURE2030GOAL CAMPAIGN OUR STRATEGY FOR 2020-30 PUBLISHED ON 25 MARCH 2021

1. WHO WE ARE

The Culture 2030 Goal (#culture2030goal) Campaign is formed by several global cultural networks* united to advocate for the role of culture in sustainable development. It is the continuation of the #culture2015goal Campaign, created in 2013 to call for culture to be included in the United Nations 2030 Agenda for Sustainable Development (and the SDGs) that was adopted in September 2015.

The Campaign is focused on the UN System. This includes central organs like the UN General Assembly and Economic and Social Council (ECOSOC), as well as agencies with relevant thematic mandates, i.e. UNESCO, UNDP or UN-Habitat.

2. CULTURE IN THE UN DECADE OF ACTION, COVID19 AND THE NEW STRATEGY

Over the past 18 months, the Campaign has gained important momentum. A [study on the place of culture in the implementation of the 2030 Agenda](#), published in September 2019, highlighted good practices around the world. However, it also underlined that much needs to be done to realise the potential of culture as a pillar of sustainable development. In the context of the UN's Decade of Action, the study proved that culture represents a crucial development accelerator.

In April 2020, the members of the [#culture2030goal Campaign](#) released the [#CultureCOVID19 Statement](#), entitled 'Ensuring culture fulfills its potential in responding to the COVID-19 pandemic'. This not only highlighted the need to support culture during the pandemic, but also on how culture could both promote wellbeing in the immediate term, and a stronger, fairer recovery in the longer term. This received noteworthy attention from various organisations, including UNESCO and the WHO, culminating in the excellent result of an endorsement by the President of the UN General Assembly.

Building on these successes, we have initiated the development of a strategic framework for the culture2030goal Campaign, within the context of the UN Decade of Action. In keeping with strategic planning methodology, we define below:

- I **Our Vision:** The recognition of culture as the fourth pillar of sustainable development;
- I **Our Mission:** To mainstream culture across the global development agenda;
- I **Our Values/Beliefs:** are rooted in the [#culture2015goal Manifesto of 2014](#) and the [#CultureCOVID19 Statement of 2020](#);

I Our Goals include:

- I A stronger place for culture throughout the implementation of the current global development agenda (the UN 2030 Agenda);
- I The adoption of culture as a distinct goal in the post-2030 development agenda;
- I The adoption of a global agenda for culture.

I Our Activities are foreseen to include;

- I Engaging at UN High-Level Political Fora and other relevant global intergovernmental events, notably through organising high-level panels;
- I Supporting advocacy at the national and regional levels in favour of incorporating culture into development planning, through the sharing of tools and information;
- I Developing and implementing methodologies for monitoring and engaging Voluntary National and Local Reviews, including through shadow reporting, in order to maximise recognition of culture;
- I Influencing and shaping the discourse through the issuing of statements and other reports, including formulating what a culture goal could look like (with mention of cultural rights, tangible and intangible heritage, access, diversity, creativity, etc.);
- I Building connections with diverse other stakeholders and bringing campaigns together.

On the basis of this Strategy, we will determine annual plans for action, as well as medium-term goals which determine specific objectives and activities, drawing on the above.

We note that Campaign embraces the concept of localising the SDGs and the spirit of cross-sector collaboration, thus extending to all other kinds of stakeholders, beyond governments and UN agencies.

3. ENHANCING OUR MOMENTUM

Since the Campaign began gathering momentum once again in 2019, we have been exploring ways of expanding into a larger and stronger platform, to match our ambitious aims.

We want to maintain the flexibility and a campaigning spirit that have guided our work until now, led by a core, 'steering group' of cultural networks committed to shared values. On the other hand, we would want to mobilize and engage an increasing number of actors in the actual campaigning activities.

The below sets out different mechanisms of engagement. These can be redefined in order to respond to changing needs and contexts, as well possible articulations with other stakeholders' representation mechanisms.

A. CAMPAIGN STEERING GROUP

This is a small core group of major networks working on cultural issues with a large international reach and a leadership role in their fields. They:

- | Contribute (significant) time and expertise in support of Campaign Goals and activities, including through their wider advocacy work;
- | Work to engage their own networks in support of Campaign Goals;
- | Lead work to define and deliver on activities.

B. CAMPAIGN SUPPORTERS

To be sufficiently inclusive, the #culture2030goal Campaign offers the possibility for anyone - individuals and organizations - to join as 'Supporters'.

Supporters would:

- | Sign on to the broad goals of the Campaign;
- | Contribute to advocacy efforts in favour of Campaign Goals at the local, national, regional or global levels, as defined by the Campaign Steering Group, and within their own capacity.



* (Arterial Network, Culture Action Europe, ICOMOS - International Council on Monuments and Sites, IFCCD - International Federation of Coalitions for Cultural Diversity, IFLA - International Federation of Library Associations and Institutions, IMC - International Music Council, UCLG (United Cities and Local Governments) Culture Committee - Agenda 21 for Culture).