A Sustainable Development Goal for Culture
An introduction to the Culture2030Goal campaign
Our time together today

• Why culture and development?
• Why was 2015 a failure, and what impact has this had?
• What is the Culture2030Goal campaign doing?
• What can you do?
Definitions

**Culture:** the cultural sector, cultural institutions, but also the underlying culture that shapes behaviours

**Development:** sustainable development, that enables the fulfilment of rights by everyone, now and into the future – see the UN 2030 Agenda
Culture is a goal in itself

Culture is an enabler of other goals

Source: DNB, https://www.dnb.de/EN/Benutzung/benutzung_node.html
Bringing culture and development together within IFLA

• Uphold cultural rights as a force for individual fulfilment and social cohesion
• Unique role of libraries in delivering development
• Public Library Manifesto
2022 IFLA-UNESCO Public Library Manifesto

- IFLA and IFAP Collaboration
- IFLA works at international level
- IFLA members work at national level
- Engagement with UNESCO and member states
Was 2015 a failure?
What went wrong?

• Fear of ending up in a silo
• Focus on sector-specific asks
• Lack of a loud enough voice
• Failure to integrate across the UN system
What is in the 2030 Agenda?

• References to the importance of cultural diversity
• Role of culture referenced in SDG4.7
• Role of cultural tourism highlighted
• Safeguarding of cultural and natural heritage
What impacts?

- Culture not seen as an equal pillar of sustainable development
- Culture ministries/agencies not engaged in implementation
- Culture unevenly featured in Voluntary National Reviews
- Missed opportunities and unrealised potential
The Culture2030Goal Campaign
Campaign members
The Goals of the Campaign

• Ensure that culture is seen as a pillar of sustainable development
• To encourage governments to act today as if culture was a goal
• To promote a culture goal in the post-2030 framework
Time to Deliver

Statement by the Culture 2030 Goal Campaign

February 2023

“World leaders must not again miss the opportunity to explicitly recognise the role of culture as an accelerator of development”
UNESCO Mondiacult 2022

UNESCO World Conference on Cultural Policies and Sustainable Development

- September 2022, Mexico
- 150 Member States
- How can cultural policy can help tackle global challenges?
The Mondiacult Declaration

Culture as a global public good
Culture can and should benefit all – governments must strive to ensure this.

Culture as a stand-alone goal
Culture should be a specific objective in the sustainable development framework

Policy that upholds cultural rights
The rights of artists, indigenous communities, freedom, the protection of heritage, culture in the digital environment, and more

Linking culture and education
Promoting cultural diversity, multilingualism, arts education and digital literacy in school and lifelong
Working through UNESCO

- Mondiacult 2022 demonstrated the international will to improve cultural policy’s ability to fuel sustainable development
- The Mondiacult Declaration accelerated calls for a stand-alone culture goal
- Culture and libraries have an impact across UNESCO’s areas of competency
- IFLA works with UNESCO to amplify this, but members and volunteers can help!
Working through the UN

• Ongoing implementation of the 2030 Agenda
• Summit of the Future (2024)
• SDG Summit (2023)
Tools available

• Analyses of culture in Voluntary National Reviews
• Statements
• Zero-draft of a culture goal
How to Get Involved
What you can do...

• Contact UN missions to urge inclusion of culture in the SDG Summit Declaration
• Consider organising workshops around the culture goal zero-draft
• Follow the Culture2030Goal campaign!
Thank you!