Culture and Development: Model National Workshop

This document sets out some basic ideas about how you can organise events based around the zero draft of a Culture Goal produced by the Culture2030Goal campaign. The goal is both to promote discussion between the culture and other policy sectors as a basis for defining what each should do to realise the potential of culture to drive development, and to gather feedback on the zero draft.

You could hold such a workshop online or offline, as a standalone event or as part of a conference, an should treat the suggestions below as suggestions. To note, we have given ideas for what you can do in a one-hour, two-hour, half-day or whole-day session. For a brief introduction to the Culture2030Goal campaign, see this video. You can also access the report that presents the zero draft in English, French and Spanish, and plenty of other resources on the Culture2030Goal website.

In terms of **invitees**, in addition to representatives of your own sector, you could look to invite:

- Representatives, ideally, of at least one other parts of the Culture2030Goal campaign (see the list of core members here),
- Representative of your National UNESCO Commission (see the directory)
- Representative of a your National SDG Council if this exists (you could also identify the focal point for SDG work in your country from the United Nations' Voluntary National Reviews page)
- Representative of other policy areas (ideally both governmental and non-governmental)

If you have 1 hour…
- Words of welcome (yourself and a UNESCO National Commission) (5min)
- Setting the scene (short summary of the zero-draft report, including the goal) (10min)
- Panel discussion about what making culture a part of work on other policy goals could look like, and how the zero-draft could fit in with this (30min)
- Responses from government representatives (if not already on the panel) (10min)
- Close, and defining next steps (5min)

If you have 2 hours…
- Welcome (yourself and a UNESCO National Commission) (10min)
- Setting the scene (short summary of the zero-draft report, not including the goal) (15min)

- Case studies of culture contributing to other policy goals (20min)
- Panel discussion about how to make culture a part – systematically – of work on other policy goals, including questions from the floor (45min)
- Responses from government representatives (if not already on the panel) (15min)
- Short presentation of the zero draft (10min)
- Close, and defining next steps (5min)

If you have 4 hours…
- Welcome (yourself and a UNESCO National Commission) (10min)
- Keynote, from someone who can tell a good story about culture contributing to wider goals, or who can provide a unique insight into the relationship between the two, potentially including Q&A (20min)
- Setting the scene (distilled version of the zero-draft report, not including the goal) (15min)
- Workshop: what is the current level of awareness of how well culture is already integrated into broader policymaking nationally? Are there processes in place to allow for this? (30min)
- Reporting back from workshops (10min)
- Practical contributions of culture contributing to other policy goals – case studies (20min)
- Questions and brainstorming about other documented examples (10min)
- Break (15min)
- Panel discussion about what could be done to make culture a part – systematically – of work on other policy goals (30min)
- Workshop: what practical steps could be taken to place culture more centrally in wider development planning? (30min)
- Short presentation of the zero draft (15min)
- Moderated discussion with the floor (including, for example, polls) to engage with the draft, and the difference it could make (25min)
- Summary and close (10min)

If you have a day (i.e. 7.5 hours excluding lunch)
- Welcome (yourself and a UNESCO National Commission and another governmental representative) (15min)
- Getting-to-know-you exercise (5min)
- Keynote, from someone who can tell a good story about culture contributing to wider goals, potentially including Q&A (20min)
- Keynote from someone who can provide a unique insight into the relationship between culture and other policy goals, potentially including Q&A (20min)
- Setting the scene (distilled version of the zero-draft report, not including the goal) (20min)

- Workshop: what is the current level of awareness of how well culture is already integrated into broader policy-making nationally? Are there processes in place to allow for this? Produce a shared map (40min)
- Reporting back from workshops (10min)
- Break (20min)
- Practical contributions of culture contributing to other policy goals – case studies (20min)
- Invite participants from the floor to share their documented examples (30min)
- Panel discussion, reflecting on examples shared so far, looking to identify commonalities in where culture is included, and what appear to be the facilitating factors (30min)
- Wrapping up from the morning (10min)
- LUNCH
- Opening of the afternoon – recap of what has been discussed so far (5min)
- Waking up exercise (5min)
- Keynote speaker who can talk about the SDGs as a whole – potentially from the Culture 2030 Goal campaign? (15min)
- Short presentation of the [zero draft](#) (15min)
- Moderated discussion with the floor (including, for example, polls) around the different elements of the draft, in order to look at what stands out and what is missing? (25min)
- Workshop: what changes would the draft, in its current state, imply to the way that government and non-governmental stakeholders act (30min)?
- Break (20min)
- Reporting back from workshops, including further suggestions on what could change in the draft (10min)
- Workshop: what practical steps can we take in our country to make culture systematically a part of work on other policy goals – define the first three steps that we want to take (35min)
- Reporting back from workshops, including seeking comments on each workshop's conclusions (25min)
- Summary, thanks and close (15min)

Suggested Report Template

1. What key insights did participants from the culture sector provide about how they can integrate better into the sustainable development agenda?

2. What key insights did participants from the culture sector provide about how decision-makers from outside the culture sector can better integrate culture into their work?

3. What key insights did participants from outside the culture sector provide about how they can better integrate culture into their work?

4. What reactions did participants provide to the zero draft?