



#Culture2030Goal

#ResiliArt x #Mondiacult 2022

# TOWARDS A CULTURE GOAL IN THE SUSTAINABLE DEVELOPMENT AGENDA

**Date** | 28 February 2022 / 9.00-11:00am Mexican time / 16.00-18.00h CET  
**Interpretation** | English, French, Spanish  
**Registration** | [https://us06web.zoom.us/join/register/WN\\_evE0IUfAR8mFNyCZjCjSxw](https://us06web.zoom.us/join/register/WN_evE0IUfAR8mFNyCZjCjSxw)

## BACKGROUND

The role of culture as a driver of sustainable development has been championed by the #Culture2030Goal campaign, and is widely recognised, not least in the mandate of the UNESCO MONDIACULT+40 conference.

However, the failure to highlight culture as a headline policy goal, alongside the other 17 areas identified as the Sustainable Development Goals, has left it vulnerable to being forgotten or sidelined. While many governments, in particular at the local level, have nonetheless understood the potential of placing culture at the heart, and at the start of sustainable development policy-making, it lags behind the other pillars of sustainable development (social, economic and environmental).

As it is clear that any future development paradigm cannot simply settle for business as usual, we must

already look ahead to how to make our economic and social models more respectful of people, and of the planet. In particular, we need in particular to focus more strongly on fundamental rights and freedoms, including cultural rights, both as a basis for making development a reality for everyone, but also as a precondition for a stronger and renewed social contract.

Culture has an essential role to play, from inspiring new thinking, building new connections, and enhancing human capital, to enabling inclusion and understanding. In parallel, we need to work within cultural policy to maximise sustainability and impact.

What then could a culture goal in a post-2030 development framework look like? Join us to share your ideas!

## MODERATORS

Jordi Pascual and Ege Yildirim (Culture 2030 Goal campaign)

## SPEAKERS

### TOKIE BROWN

Heritage Architect & Cultural Economist at Merging Ecologies, Member of ICOMOS Scientific Committee on Cultural Landscapes and ICOMOS Nigeria

### JOHN CROWLEY

Chairman & CEO of the PHGD Group; formerly Chief of Section for Research, Policy and Foresight in the UNESCO Sector for Social and Human Sciences

### CARLOS VILLASEÑOR

International consultant on cultural policies for sustainable development, member of the UNESCO Expert Group on Cultural Policies

### ALEXANDRA XANTHAKI

UN Special Rapporteur in the field of cultural rights, and Professor of Laws at Brunel University London

### PRINCESS DANA FIRAS

President of the Petra National Trust, Jordan and President of ICOMOS Jordan