



Beyond 2015 - Capitalizing on the Potential of Culture for Sustainable Development

Culture fosters sustainable development and can play a key role in the design and implementation of the Post-2015 UN Development Agenda to “realize the future we want for all”.

Background

Although culture has increasingly gained recognition as a flourishing economic sector and a vital component for enabling human development, its place remains on the side-lines of the international development agenda and a concrete statement is absent in global policy documents. Indeed, culture influences every aspects of humans' life as a powerful driver to economic development, social stability, environmental protection, and so forth. The need for culturally-sensitive development is especially important in developing countries, for which cultural enjoyment is not ensured for everybody and development schemes and policies are still largely regulated by economic-centered visions of development.

Capitalizing on Culture for Development beyond 2015

The following proposed measures can build on culture's contribution to sustainable development:

Integrating Culture into Governance

- Integrating culture in the conception, measurement, and practice of development with a view to advancing inclusive, equitable, and sustainable development.

Capitalizing on the Cultural Sector's Contribution to Economic Development and Poverty Reduction

- Supporting sustainable cultural tourism, cultural and creative industries, cultural institutions and culture-based urban revitalization as powerful economic sub-sectors that generate decent employment, stimulate local development, and foster entrepreneurship.
- Linking culture-led economic development with the protection of cultural assets that are often fragile and constitute a unique and non-renewable capital.

Capitalizing on Traditional Knowledge to foster Environmental Sustainability

- Integrating traditional knowledge and practices in sustainable environment schemes and seeking synergies between traditional environmental practices and high technologies.

Building on Culture to Promote Social Cohesion

- Promoting intercultural dialogue to harness social cohesion, thereby creating an environment conducive to development.
- Capitalizing on the potential of the arts to promote social cohesion and develop entrepreneurship, especially among women and youth, and in post-conflict and post-disaster situations.

Integrating Culture in the Development Agenda: Towards a Normative Framework



UNESCO, the sole UN agency with a cultural mandate, has devised policies and actions that demonstrate culture's unique contribution to sustainable development and establish a strong conceptual framework for it.

UNESCO promotes seven Cultural Conventions dealing with tangible and intangible heritage, the diversity of cultural expressions and creative industries, and illicit trafficking of cultural goods. These Conventions include:

- Universal Copyright Convention (1952)
- Convention for the Protection of Cultural Property in the Event of Armed Conflict (1954)

- Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970)
- Convention concerning the Protection of the World Cultural and Natural Heritage (1972)
- Convention on the Protection of the Underwater Cultural Heritage (2001)
- Convention for the Safeguarding of the Intangible Cultural Heritage (2003)
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)

UNESCO's on-going activities highlighting the potential of culture for sustainable development

Culture as a Catalyst for Developing Sustainable Income for Communities at Borobudur



Community workshop on product development in Borobudur, Central Java

The Borobudur temple and surrounds possess a rich cultural, natural and artistic heritage, which has the potential to contribute to employment creation, income generation and poverty reduction. This project therefore aims to support the development of sustainable tourism and creative industries such as pottery, handicrafts, local cuisine, etc. in order to generate decent employment, stimulate local development, foster entrepreneurship, and ultimately help revive the local community livelihood.

Safeguarding the significance of the region's ancient historical and artistic heritage is directly tied with the livelihoods of the local communities and their future generations. Economic sustainability in this area relies on the highest possible conservation quality of the sites, their environments, their explicit characters and unique assets, which all contribute to the cultural and economic well-being of local people.

World Culture in Development Forum in Bali, Indonesia in November 2013



The Cultural Landscape of Bali Province, a UNESCO World Heritage site

The "World Culture in Development Forum" will be led by the Government of the Republic of Indonesia in partnership with UNESCO, and will be dedicated to the preservation and promotion of culture as a means to achieve sustainable development, peace and wellbeing. This Forum will bring together key stakeholders from the political, academic, government, non-government, United Nations, development banks, business and key members of society to ensure that culture is prioritized in development policies and planning on a global, national, regional and local level.

The integration of culture into sustainable development strategies and policies advances a human-centered and inclusive approach to development, in addition to serving as a powerful socio-economic resource. Cultural heritage, cultural and creative industries, sustainable cultural tourism, and cultural infrastructure can serve as strategic tools for revenue generation. As an exemplar of the "Power of Culture for Development", UNESCO has commenced the project entitled 'Revitalization of Local Community Livelihood in Cultural Industries and Heritage Tourism' at the Borobudur Temple Compounds, one of the World Heritage sites in Indonesia.

In November 2011 H.E. DR. Susilo Bambang Yudhoyono, President of the Republic of Indonesia, proposed that a World Culture for Development Forum be organized in November 2013 in Bali, Indonesia, in order to initiate plans to realize the potential of culture as a key factor in the global sustainable development agenda, in particular in view of the challenges and opportunities that globalization provides. A further aim of the Forum is that of defining and enhancing the role of culture in the Post-2015 Development Agenda.



Participants of the 5th ASEM Culture Ministers' Meeting in Yogyakarta in September 2012

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