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Education 360°

Cultural and digital dimensions of sustainable city

Case analysis of MIL CITY and ECOC
frameworks

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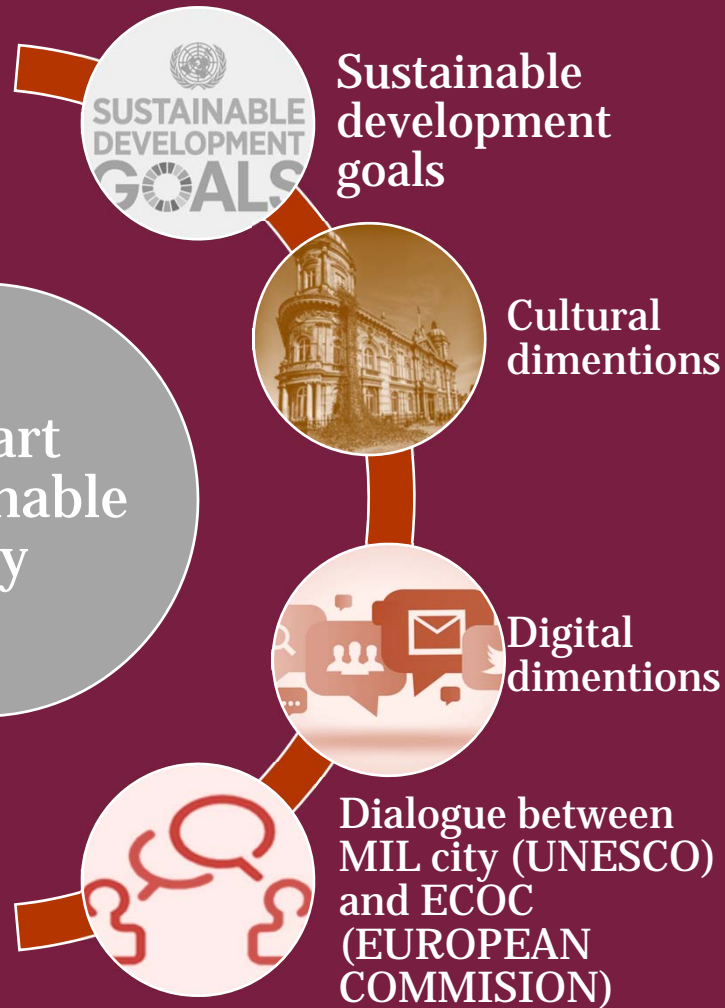
2018



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Looking for:





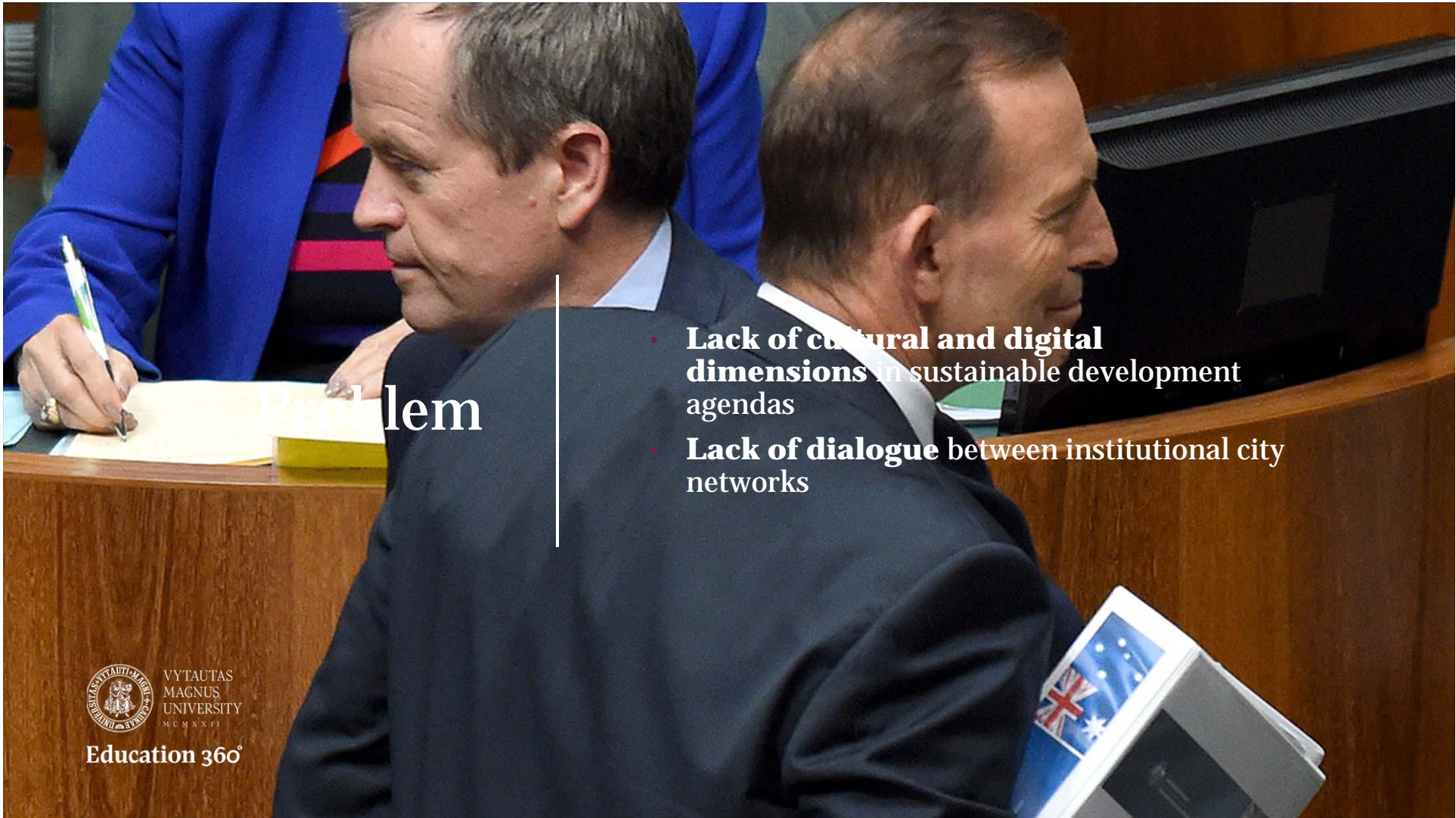
Research
methodology

Qualitative approach and case
analysis is chosen for
this study.



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Problem

- **Lack of cultural and digital dimensions** in sustainable development agendas
- **Lack of dialogue** between institutional city networks



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Goal of this research

Find links between MIL CITY and ECOC frameworks and how cultural and digital dimensions could be implemented into (smart) sustainable city development actions.



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Focus

- The emphasis on cultural and digital dimensions of sustainability.
- Possible dialogue between MIL CITY and ECOC or UNESCO creative cities network and EC Creative Europe



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 **SUSTAINABLE DEVELOPMENT GOALS**



SDG PYRAMID



United in Diversity Creative Campus @ Kura Kura Bali
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Sustainable city development policies and critique

There are a lot of tried and tested solutions for sustainability. They might not need to be invented. But what hinders their realization? A critical analysis of the hierarchical structures and of the power, that hinder the realization of proven solutions, isn't very well represented in the debate on sustainability.

Eblinghaus and Stikler (1996)



UNITED NATIONS
DEVELOPMENT GROUP



THE SUSTAINABLE DEVELOPMENT GOALS
ARE COMING TO LIFE

STORIES OF COUNTRY IMPLEMENTATION AND UN SUPPORT

Sustainable city development policies and critique


Maybe because the story of sustainable development began at the top of the global society, and not at the bottom, in civil society.

Davide Brocchi (2008)



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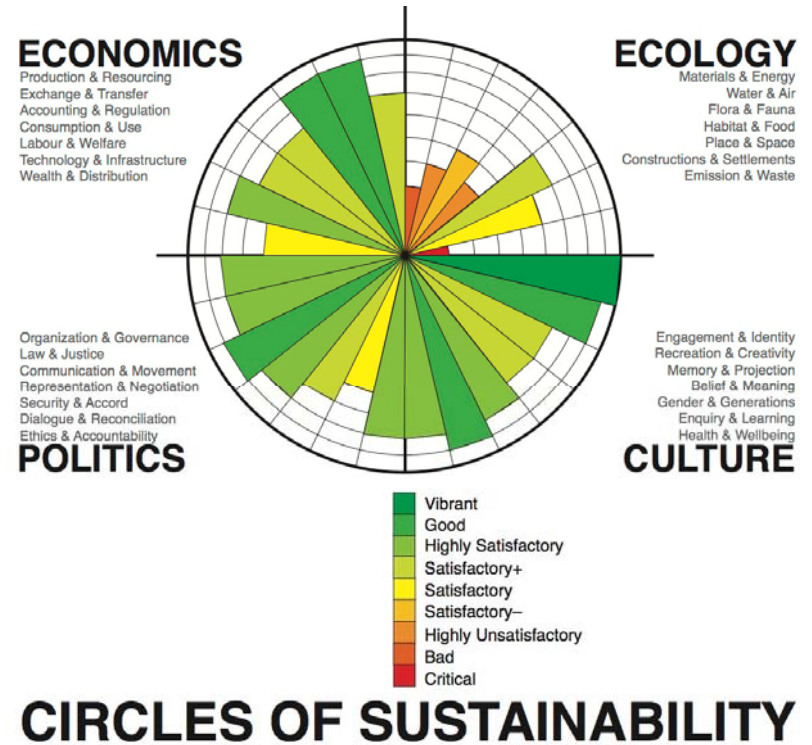
From
sustainable
city to smart
and
sustainable
city culture

We argue that the 'traditional paradigm', with three dimensions or pillars of sustainable development (environmental balance, economic growth, and social inclusion) is in crisis today because it is incomplete and fails to integrate a key component: the cultural aspects of society.

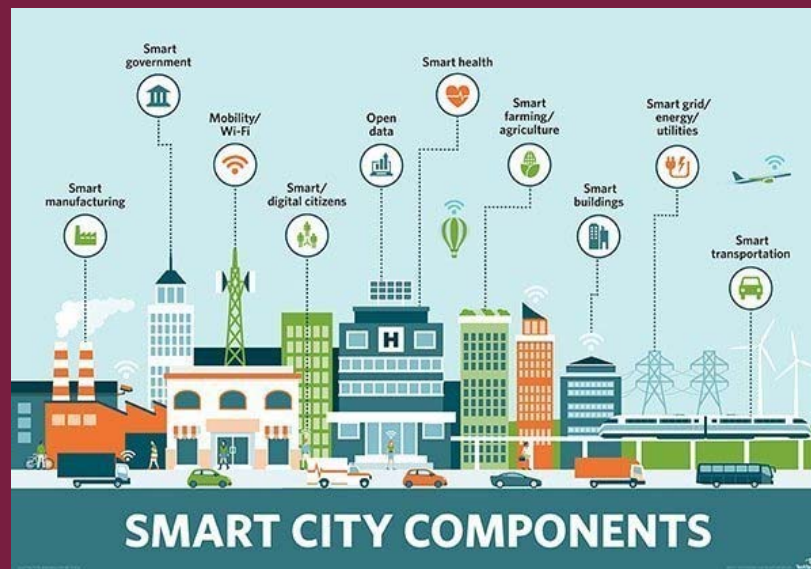
Nancy Duxbury, Catherine Cullen, and Jordi Pascual, 2012



From 3 to 4 pillars
of sustainability

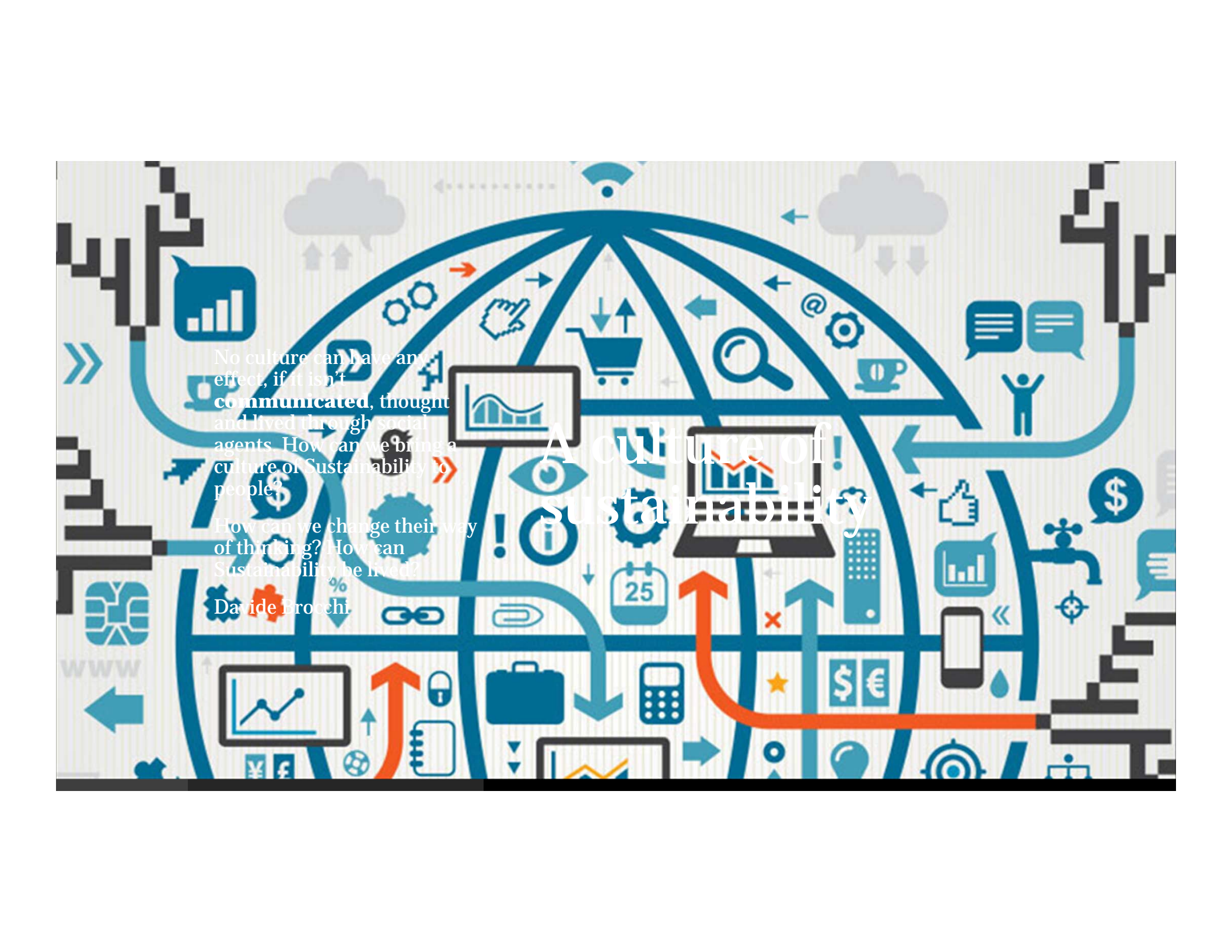


Definition of smart sustainable city:



*A Smart Sustainable City is a city that meets **the needs of its present inhabitants** without compromising the ability for other people or future generations to meet their needs, and thus, does not exceed local or planetary environmental limitations, and where this is supported by **Information communication technologies**.*

Höjer, Mattias & Wangen, Josefin.
(2014)



No culture can have any effect, if it isn't **communicated**, thought and lived through social agents. How can we bring a culture of Sustainability to people?

How can we change their way of thinking? How can Sustainability be lived?

Davide Brocchi

A culture of sustainability



From cultural to digital revolutions

Paradoxically in the age of nuclear weapons the Berlin Wall could fall through a cultural revolution: That of the Perestroika. This peaceful revolution was an important base for the guiding principle of sustainable development.

Brocchi, 2008

When you brought the digital revolution in, all of a sudden, you could build a country like Singapore and take that country, which had the income per capita of Ghana in 1965, and make it something similar to the United States in one generation.

Juan Enriquez



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Cultural
dimention of
sustainability

- People
- Mindset
- Actions

A photograph of a silver laptop with a blue-tinted screen. The screen displays a globe with a grid overlay. The laptop is open, and the keyboard and trackpad are visible. The background is a gradient of blue and white.

Digital dimention

- Technology
- Open source
- Action



Case study

MIL CITY (media and information literacy) and ECOOC (European capital of culture) frameworks were chosen as **the main object** of this case study.



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United Nations
Educational, Scientific and
Cultural Organization

Creative cities network



- All
- Crafts & Folk Art
- Design
- Film
- Gastronomy
- Literature
- Media Arts
- Music

↓ Kaunas city of design

THE FIRST MIL CITY

*Through MIL Cities, the evolving concept of Smart Cities are fortified. A “smart city” needs faster cables or powerful transmitters, open and inclusive technological platforms, **and more.** To be truly sustainable, smart cities must also be MIL Cities.*



What indicates cultural dimension in MIL CITY framework?



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Cultural aspects of MIL

- People or civil society;
- Critical thinking;
- Media industries;
- Creative industries;
- Education;
-



Education
orientated

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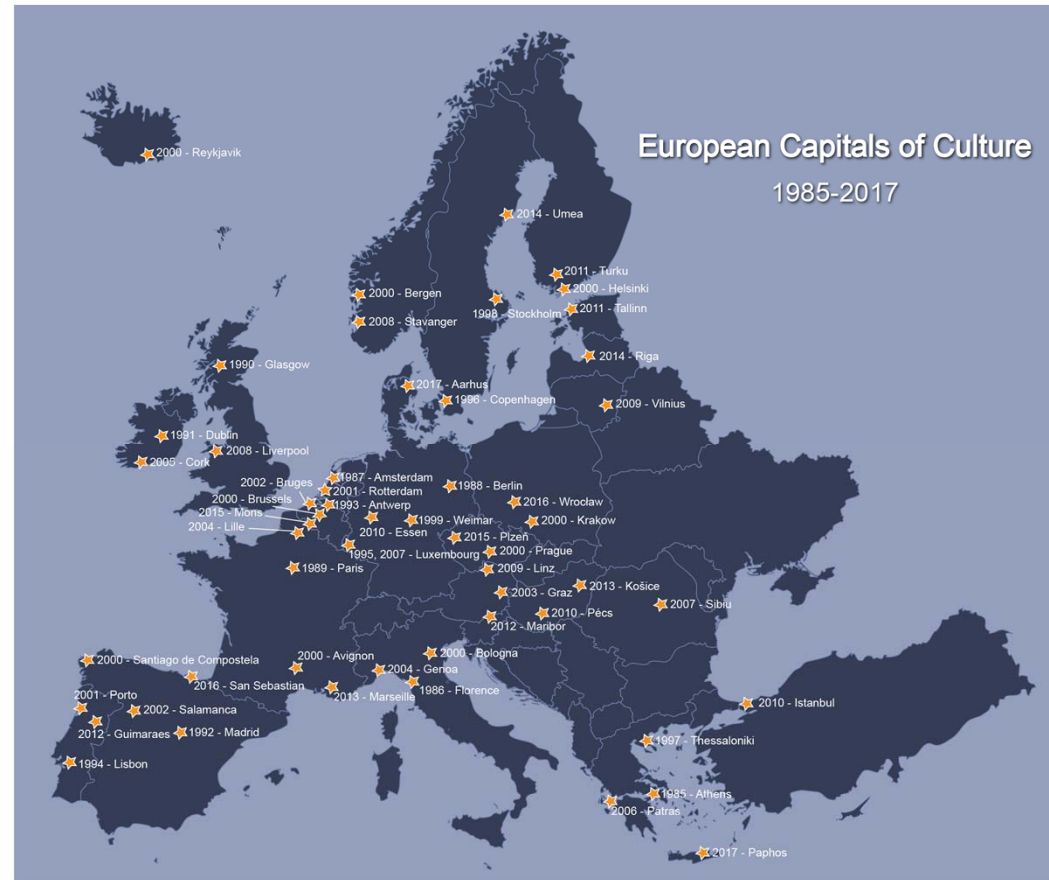
Creative Europe

The European Capitals of Culture initiative is designed to:

- Highlight the richness and diversity of cultures in Europe
- Celebrate the cultural features Europeans share
- Increase European citizens' sense of belonging to a common cultural area
- **Foster the contribution of culture to the development of cities**

In addition to this, experience has shown that the event is an excellent opportunity for:

- Regenerating cities
- Raising the international profile of cities;
- Enhancing the image of cities in the eyes of their own inhabitants
- Breathing new life into a city's culture
- Boosting tourism





Friesland
2018

Capital of
Culture

EUROPEAN CAPITAL
OF CULTURE

2018

European Capital of Culture



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What indicates digital dimension in ECOC framework?



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Digital aspects of ECOC

- Media resonance of ECOC events;
- **Digital** interactions on **cultural** and **European** themes;
- Support efforts to combine artistic and technological skills, which are a prerequisite for artistic expression in the new digital environment;
-



Cultural
diversity
orientated

How MIL CITY and ECOOC represent and implement SD goals ?



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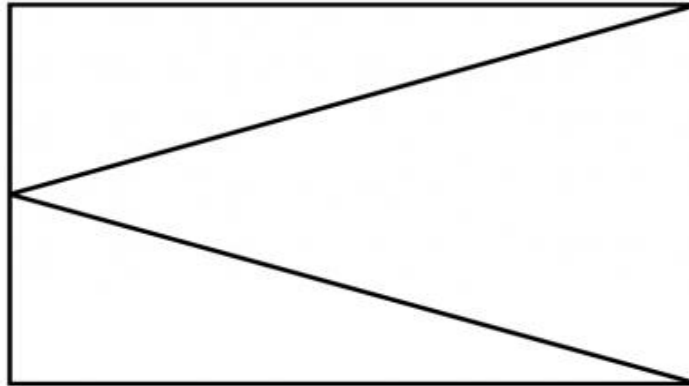
MIL City = A connected city

...Would achieve multiple United Nations Sustainable Development Goals:

- *SDG 11: **Make cities inclusive, safe, resilient and sustainable;***
- *SDG 4, Ensure inclusive and equitable quality education and promote **lifelong learning opportunities** for all;*
- *SDG 5, **Enhance the use of enabling technology**, in particular information and communications technology, to promote the **empowerment of women;***
- *SDG 16, Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, **accountable and inclusive institutions at all levels.***

From UNESCO A Global Framework for Media and Information Literacy Cities (MIL Cities)





Kaunas 2022 Contemporary Capital

European Capital of Culture

Sustainability and Sustainability Marketing in Competing for the Title of European Capital of Culture

Valentina Burksiene, Jaroslav Dvorak, Gabriele
Burbulyte-Tsiskarishvili, 2018

- The ECoC documents (application forms, studies and reports) **up until 2004 reveal that the requirement of sustainability had not been included** in primary documentation.
- Creative Europe Programme, which has replaced the above-mentioned Programme recently, already **pays special attention to promoting smart, sustainable and inclusive growth while promoting European cultural diversity.**
- The Guide for cities preparing to bid for the ECoC title in **the period of 2020 – 2033 draws attention to the fact that successful ECoCs have used the title for general development producing sustainable cultural, social and economic impact.**



UNESCO creative city
network and European
commission Creative
Europe **cooperation**



A dialogue
between
MIL city and
European
capital of
culture on

- **Regeneration and revitalization** of cities and its citizens through media literacy;
- Increasing levels of **social capital**;
- Open source **access to culture and information**;
- Open source **access to MIL education**;
- Enhancement of **global and local identity/ies**



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1922

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A group of people are seated in a grassy field, facing a speaker who is standing at a whiteboard. The speaker is pointing at a diagram on the board. The scene is outdoors, with a line of trees in the background under a clear sky. The text 'Summing up. How to put ideas into action?' is overlaid on the left side of the image.

Summing up. How to put ideas into action?

- Meeting up and establishing a network between UNESCO creative cities/MIL city and European Commission Creative Europe;
- Starting at the level of society
- Looking for a binding aspects in their frameworks;
- Creating joint cultural and digital initiative for cities on a global scale;
-



Sustainability,
media literacy
is not a trend,
but a mindset
and a culture



nability
sustainability
sustainability
of culture – sustainability
ted from: Soini and Dessein



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THANK YOU

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Cultural and digital dimensions of sustainable city

Comparison analysis of MIL CITY and
ECOC frameworks

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2018



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