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BACKGROUND NOTES

Panel 1: Creative industries at the core of social and economic urban development...	2
Panel 2: Cultural institutions and events, leverages for urban regeneration.....	3
Panel 3: Towards an integrated vision for urban policies.....	4
Panel 4: Multicultural cities: the challenges of urban governance.....	5
Panel 5: New threats to urban heritage: strengthening resilience.....	6
Panel 6: Public spaces as a key to urban regeneration.....	7
Panel 7: Cultural heritage for sustainable cities.....	8
Panel 8: Managing cultural tourism as a driver for cities.....	9

Panel 1 -----Creative industries at the core of social and economic urban development

As a driver for innovation, creativity is at the core of city development. The cultural industries and the creative economy as a whole are inextricably linked to urban hubs, stimulated by the density of exchanges, knowledge generation and the diversity of economic and social activities. Many cities in both the North and South choose to invest in creativity, in order to support the regeneration of deprived urban areas, to foster the growth of economic industries or to contribute, more broadly, to the visibility of the city at a global scale. The expansion of the UNESCO Creative Cities Network bears witness to this growing commitment of public authorities as well as civil society.

The significance of the cultural industries in the urban economy, though difficult to accurately assess, has substantially increased throughout the past two decades. The creative economy often serves as a source of quality employment, particularly for women, young people and marginalized cultural groups, within the framework of poverty-reduction and post-industrial economic conversion strategies. Through the recognition of the cultural diversity of cities and the know-how of their communities, the creative economy also contributes to cultural dialogue and to ensure that the identities of populations are respected. Among adopted strategies is the development of creative centres and support to entrepreneurship and cultural incubators.

Many challenges still need to be overcome for creativity to become a sustainable leverage for economic and social development of cities. The implementation of efficient governance systems that bring together public and private actors, together with investment in knowledge are two essential factors, in this regard. The rise of digital technologies offers real opportunities, while calling for a reassessment of the sector's development conditions in order for it to become completely inclusive. Another priority is the elaboration of specific indicators to measure the contribution of creativity to development and to strengthen advocacy efforts towards national and local authorities.

The following questions may be debated:

- ❖ What are the essential conditions for the creative economy to become a sustainable and efficient leverage for urban regeneration? What lessons can be learned from previous experiences?
- ❖ Which systems of governance and public-private partnerships should be developed at a city scale to build an inclusive and employment-generating creative economy?
- ❖ How can qualitative and quantitative indicators be developed to measure the contribution of creativity to urban development and reinforce advocacy?
- ❖ How to facilitate the generation of knowledge, support formal and informal education and recognize the possibilities of digital technologies to reinforce the creative economy?

Panel 2 ----- Cultural institutions and events, leverages for urban regeneration

Cultural facilities and events have become strategic leverages for urban regeneration in cities with increasing socio-economic inequalities and spatial segregation. As places for the generation of knowledge, public debate and citizenship, cultural spaces (museums, libraries, theatres...) and cultural events (festivals, artisan fairs, street art...) play an essential role in building an inclusive and tolerant society, which respects cultural diversity. They also contribute to peace building and intercultural dialogue processes in post-conflict situations. Access to culture, everywhere and for all, is considered a right, on an equal level to essential urban services.

Beyond examples of iconic museum architecture, often difficult to replicate in more modest contexts, many cities rely on cultural infrastructures and events to develop their attractiveness and support their development. The construction and rehabilitation of cultural facilities often forms part of the global revitalization of the urban fabric, including the rehabilitation of public spaces, the regeneration of disadvantaged areas and increased support to vulnerable populations. Cultural events serve as catalysts to mobilise local driving forces (economic actors and social society) and encourage the shared use of public spaces.

This global movement bears witness to new urban governance, in which civil society, and women in particular, play a key role. Indeed, a growing number of cultural spaces are managed or co-managed by civil society organizations. Usually organized into networks, these organizations act as “resonance boxes” of urban reality; by building relationships with social and educational actors, they contribute to creating and disseminating ideas and social values, promoting innovation and creativity and supporting change. Cultural institutions thus become vital interlocutors and partners in urban regeneration processes, particularly for local authorities.

The following questions may be debated:

- ❖ How can cultural facilities and events be incorporated into an urban regeneration strategy? What are the necessary conditions for success?
- ❖ How can the impact of cultural facilities and events on the economic and cultural fabric be measured? What are the indicators?
- ❖ How can new forms of urban governance, involving local authorities and civil society cultural actors, be conceived?
- ❖ How can cultural facilities and events facilitate cultural dialogue and strengthen social cohesion in multicultural urban societies?

Panel 3 ----- Towards an integrated vision for urban policies

The urban population boom of the past decades required a reevaluation of city governance. Previous urbanization models – notably built on zoning and transportation networks – have contributed to urban sprawl, environmental degradation and greenhouse gas emissions. Equal access to employment and basic services – housing, sanitation, transport – has become a key global issue. Increasing international and regional migration enhances cultural diversity, while also heightening the risk of conflict. In this context, social and spatial segregation have become a major challenge in most cities of the world.

In this light, the cultural approach paves a new path to reinterpret urban policies at a global scale, and to “re-humanise” urban areas. Culture must be transversally conceived as a strategic pillar for urban planning and a key aspect to understand urban settlements. Recognition of cultural practices in all their diversity allows improving the efficiency of public policies (notably concerning education and sanitation) and reinforcing social cohesion. Knowledge of heritage resources also lay the foundations for an approach to urban planning that respects local identity and the environment.

This cultural vision of the city relies on new forms of governance. Local authorities, which have become key urban governance actors in the process of decentralisation, have increasingly recognised the role of culture in local development (as demonstrated by the Agenda 21 for culture, adopted by the United Cities and Local Governments -UCLG- network). The active participation of civil society in the drafting and implementation of public policies has become another vital element in the adaption of public policies to the diversity of cultural and social practices, while collaborations with academic actors, notably universities, and the development of innovative public-private partnership mechanisms are yet another path to be explored.

The following questions may be debated:

- ❖ How can culture be placed at the core of strategic urban planning processes? What lessons can be learned from previous experiences?
- ❖ How can urban governance mechanisms be consolidated in order to take greater account of the diversity of cultural expressions?
- ❖ How can advocacy for the cultural dimension of urban development to national and local authorities be strengthened?
- ❖ How can cultural diversity be acknowledged and integrated into formal and informal education?

Panel 4 -----Multicultural cities: the challenges of urban governance

The rapid growth of international and intra-regional migration has strongly shaped the future of cities throughout the past decades, as a majority of the migrant populations have gravitated towards urban hubs. Although cultural diversity is certainly not a new phenomenon in the history of cities, it has recently become a fundamental structural factor for most of them, particularly metropolises. The scope of this phenomenon has nurtured hidebound attitudes, radicalisation and even open clashes in certain cities. It has also contributed to spatial and social fragmentation, including as a consequence of the failure of urban policies that have maintained migrant populations in the informal sector.

In this context, placing cultural diversity at the core of public action has become the main challenge of urban governance. Education and health policies concerning education, as well as those guaranteeing access to basic services need to be adapted to the diversity of urban communities on a case by case basis, which calls for deep changes in the administrative practices of local authorities and an in-depth understanding of the territory and its populations. A new form of dialogue needs to be established between the public authorities and cultural or community groups, who could play a key role in the economic and social life of certain marginalised populations, particularly in the case of local governmental failure.

Overall, it is crucial for cities to adopt a proactive policy to recognise, appreciate, promote and safeguard the diversity of cultural expressions and intangible cultural heritage. Local authorities play a particular role in fostering intercultural dialogue, encouraging tolerance and living together, and facilitating the co-creation of new forms of urban culture emerging from this dialogue. Policy models adopted in the post-war decades – from civic integration to multiculturalism – must be either reinterpreted or reformatted. The challenge lies in optimising and enriching the socio-cultural capital of each city, where populations can uphold a sense of identity and continuity, and benefit from innovation resources for the future.

The following questions may be debated:

- ❖ How can public policies better integrate and promote cultural diversity? What lessons can be learned from previous experiences?
- ❖ What kind of partnership should be established between public authorities and cultural groups as well as community members to provide urban services?
- ❖ What are the most efficient ways of promoting intercultural dialogue and encouraging tolerance and the co-existence of communities with different cultural backgrounds? What is the role of educational and cultural institutions, in this regard?
- ❖ How to contribute to the emergence of new forms of urban culture emerging from dialogues between communities?

Panel 5 -----New threats to urban heritage: strengthening resilience

The identity and memory of cities, embodied in built heritage and intangible practices, are particularly vulnerable in present times. Urban regeneration policies and uncontrolled urbanisation lead to increasing pressure on the urban fabric and historical centres (inadequate infrastructure, demolition-reconstruction, loss of authenticity...) and tend to standardise urban forms and practices, erasing the traces of the specific identity of cities and their populations. Certain cultural practices are marginalized, as a result of the arrival of rural communities to urban environments.

In addition, urban heritage is threatened by the increase in armed conflicts, which specifically target cities, as they are visible platforms of cultural diversity. The pillaging and intentional destruction of historic heritage, the banning of certain traditional cultural practices in occupied territories and attacks against culture and urban lifestyle are therefore deliberate means to weaken the foundations of social cohesion and « living together », and compromise peoples' integrity.

Reinforcing the resilience of urban societies in face of these new threats has thus become a priority. It is crucial for cities to promote and transmit cultural values stemming from the history of societies succeeding each other. An open dialogue must be established with the support of local authorities and cultural organisations, to allow diverse interpretation of heritage, particularly in post-colonial and post-occupation contexts. Overall, culture must be placed at the core reconstruction and restoration processes towards long-lasting peace.

The following questions may be debated:

- ❖ How to build efficient protection and appreciation strategies of the urban fabric in face of new threats related to uncontrolled urbanisation and urban renovation?
- ❖ How can culture be placed at the core of peace reconstruction and restoration processes in post-conflict contexts?
- ❖ How can the resilience of urban societies be strengthened, in face of external threats that specifically target cultural diversity?
- ❖ How can an open-dialogue on the multiplicity of views and interpretations of heritage be established, and how can exclusion and hidebound attitudes be avoided?

Panel 6 ----- Public spaces as a key to urban regeneration

Public spaces are taking on an increasingly important role in the urban agenda. The quantity, quality, accessibility and connectivity of public spaces have been highlighted as key criteria for urban regeneration, and as fundamental conditions to wellbeing, particularly for the most vulnerable populations. The main challenge is to develop inclusive and polyvalent spaces, adapted to cultural and environmental contexts, in order to foster economic and cultural activities, guarantee security and encourage social capital formation. The participation of the populations in the creation and management of public spaces as well as the implementation of effective regulations, have been identified as key conditions for success.

The cultural approach to urban development can be directly applied through public spaces. Public spaces serve as the basic framework for urban landscape and reflect the history and cultural diversity of urban societies, through their morphology as well as their uses. In this context, a thorough knowledge of cultural heritage (architecture, urban morphology, practices and cultural expressions...) is key to understanding the way public spaces function and to guide planning and management choices. The preservation of historical traces and the safeguarding of traditional practices and cultural diversity, have a direct impact on the quality of public spaces and their capacity to generate social capital.

A growing number of cities have also chosen to give a role to culture in public spaces. Artists, designers and urban professionals are invited to reinvent and regenerate public spaces, through interventions involving the arts and the urban setting (furniture, lighting...), particularly in cases of urban sprawl and developing areas. Traditional and collective maintenance practices are used to establish community-based management measures for public spaces, hence allowing their appropriation by the populations. Finally, cultural events offer the opportunity to promote or recover abandoned public spaces in order to strengthen social cohesion and the "living together".

The following questions may be debated:

- ❖ How to improve the quality and inclusiveness of public spaces through the recognition of heritage and cultural diversity?
- ❖ How should cultural diversity and urban identity be reflected in the development of public spaces? How can the banalization and homogenization of urban spaces be avoided?
- ❖ How to foster the populations' ownership of public spaces, particularly in disadvantaged areas, through recognition of cultural practices and expressions?
- ❖ How can the functioning and management of public spaces be improved through cultural practices and traditional management practices in particular?

Panel 7 ----- Cultural heritage for sustainable cities

The role of culture for the economic, social and environmental sustainability of cities is widely recognized at the national and local levels. However, this dimension has remained marginal in international discussions on urban development; culture has mostly been isolated as a sector instead of acknowledged a transversal dimension of public urban policies. Since 2010, the General Assembly of the United Nations has recognized the role of culture as a driver for sustainable development through several resolutions and reports. This process resulted in the inclusion of culture in the 2030 Agenda for Sustainable Development under the goal on “sustainable cities”, and it is finally being acknowledged as a strategic component of urban planning.

Overall, heritage conservation is deeply linked with the principles of sustainable urban development. Through urban heritage conservation and enhancement, priority is given to “building the city over the city”, through the recycling and adaptive re-use of existing buildings, in opposition to urban renovation processes based on demolition and reconstruction. Historic centres, characterised by their density and mixed use, serve as prime examples to inspire planning processes in urban extension areas. Vernacular heritage – based on the use of local materials and construction climate-adaptive methods – can also encourage innovative trends towards contemporary architectural models that can reduce energy consumption.

This global approach of urban heritage has resulted in the UNESCO Recommendation on the Historic Urban Landscapes (2011), which emphasised the dynamic role of heritage at the core of contemporary societies, as well as its paramount importance in urban planning policies. By addressing social, economic and spatial dimensions, the Recommendation encourages a review of urban planning strategies with a focus on cultural and environmental values. These concepts, together with their underlying operational tools, can directly contribute to the elaboration of the new urban agenda.

The following questions may be debated:

- ❖ How can urban heritage conservation practices inspire overall urban development strategies? What lessons can be drawn?
- ❖ How can governance mechanisms be adapted to place cultural heritage at the core of strategic urban planning?
- ❖ How can the concepts and operational tools of historic urban landscape contribute to the elaboration of the new urban agenda?
- ❖ How can advocacy be structured and strengthened towards the role of heritage in sustainable urban development?

Panel 8 ----- Managing cultural tourism as a driver for cities

The tourism industry generates 9% of global GDP, and within this contribution, cultural tourism has experienced the fastest growth. Its role in the economy is even more significant in developing countries, where production infrastructures are less developed. Cultural tourism is therefore a strategic sector for cities, and many of them invest in developing their offer, reinforcing their attractiveness for visitors and increasing their capacity to receive such visitors. City networks related to cultural tourism emerge in different regions of the world to coordinate destination management and commercial strategies. Visitors increasingly aim at exploring the cultural values of a city, through its built heritage, its cultural industries and its traditional know-hows.

Urban tourism can act as a catalyst for revenue generation and the improvement of urban infrastructures and services, particularly in developing cities, where the tourism economy plays a more significant role. The overall impact of cultural tourism on the local economy is significantly higher than the benefits of tourism as a whole, due to visitors' profiles and customs, and multiplier effects can be observed on education and the emergence of a middle class. Tourism tax systems, tested by a great number of cities based on a variety of models, can co-finance the protection of sites, increase municipal funding and support redistribution mechanisms for vulnerable populations.

However, many challenges remain before cultural tourism can be integrated in sustainability strategies. Large-scale development of the tourism industry can influence the capacity of communities to safeguard and transmit cultural practices, and can encourage standardized cultural forms. Investment in infrastructures and tourism services can weigh on public finances at the risk of compromising the basic needs of the populations. As a significant share of financial flows is controlled by external investors, the impact on the local economy can be weakened. Finally, mass tourism can undermine the integrity and authenticity of cultural heritage. It is therefore crucial to include the development of cultural tourism in a global urban development strategy driven by an appropriate governance system at the municipal level.

The following questions will be debated during this workshop:

- ❖ How can the multiplier effects of cultural tourism on the urban economy be strengthened, and what type of indicators should be implemented to ensure its monitoring?
- ❖ What governance mechanisms should be developed for a sustainable cultural tourism strategy, involving municipalities and private actors of the tourism sector?
- ❖ How can a global supply of urban cultural tourism, which includes built heritage, the cultural industries and traditional know-how, be generated?
- ❖ How can the inhabitants of a city be included in activities related to cultural tourism and the reception of visitors, while safeguarding the vitality of their cultural practices?