



How can we build on culture in shaping inclusive and equitable policies and actions?



Protecting and promoting humankind's creative diversity



Uncontacted tribe discovered in Brazilian Amazon, June 2011

Definition

According to the UN¹, a 'cohesive society is one where all groups have a sense of belonging, participation, recognition and legitimacy'

Fair representation is essential to give minorities an official space within the narrative of the nation

Special Rapporteur in the field of cultural rights, Farida Shaheed, speaks of:

- Participation in
- Access to
- Contribution to
- All aspects of cultural life, without any discrimination

Ms. Shaheed insists that the right to participate also implies the right not to participate in practices, customs or traditions that are harmful to oneself.

SOCIAL COHESION = A RECIPROCAL WILLINGNESS

¹ UN Social Policy and Development Division
<http://social.un.org/index/socialintegration/definition.aspx>



Issues – evidence-based advocacy

Environmental groups have succeeded in positioning the issue at the top of the agenda

- Tangible threats to health and safety
- Universally accepted concepts and methodology
- Measurable evidence
- Targets and performance indicators

For the cultural lobby, the risks and benefits are largely intangible and long term

- Social inclusion through cultural participation and intercultural dialogue
- Healing in post-conflict recovery
- Personal and collective wellness
- Social and spiritual wellbeing of indigenous peoples
- Self-identity under the influence of virtual communities

FOCUS ON PROCESSES RATHER THAN OUTPUTS?



Issues – turning R&D into best practices

Culture is seen as part of the solution to social exclusion, especially with youth and disenfranchised populations.

Best practices :

- Innovative: new and creative solutions to common problems.
- Make a difference: positive and tangible impact on the targeted objectives.
- Sustainable effect: lasting change to a situation, especially through involvement of participants.
- Potential for replication: models for generating policies and initiatives elsewhere.
- Maximum efficiency: combines good planning and good execution

HOW CAN LOCAL CONTEXTS HELP DEFINE SUCCESSFUL MODELS?



Issues – citizen engagement

The Hangzhou declaration can only be the first step:

- a cultural change of mentality
- individual and collective engagement
- action for change
- from the best minds and most promising youth
- Human rights are largely understood. Citizens do not need to refer to the Universal Declaration of Human Rights to recognize abuses and uphold their rights.
- The media also plays a monitoring role. Same consciousness with biodiversity and environment.
- What narrative: stories, images, abuses and injustices to serve as indicators? For citizens to claim and assess their cultural rights?

EMPOWERING PEOPLE FOR SUSTAINABLE DEVELOPMENT?



Issues – public policy instruments

Mainstreaming culture in development programmes?

A shared responsibility by all ministries and agencies (Quebec's Agenda 21 for Culture)

Much more than funding of the arts and culture (-1 % of the State's budget - Niger)

Each project, each investment, each development to be considered from an economic, social and environmental, as well as from a CULTURAL LENS - 30 years ahead.

How do they contribute to :

- Our sense of belonging
- Our sense of identity
- Our sense of community
- Our quality of life and sense of happiness

HOW TO UNLEASH AND ASSERT HUMANKIND'S CREATIVE DIVERSITY?



Issues – the new cultural paradigm of virtual communities

Youth groups and young adults; a generation seeking to assert itself

Constant innovation and emergence of sub-cultural groups, where the arts and culture serves as a starting point of uniquely different lifestyles (in values, attitudes, clothing...)

Social media is a very powerful answer to a quest for social inclusion:

- Connections – virtual and real encounters
- Relations – sustained, instantaneous, effortless, intimate or impersonal
- Self-expression – representation, recognition, the new trend, stardom
- Self-taught literacy – in aesthetics, in technology, in media production
- Universal access – empowers all, also with physical and intellectual limitations

MAINTAIN SOCIAL COHESION WHILE GIVING RECOGNITION TO NON-CONFORMING AND CHALLENGING CULTURAL EXPRESSIONS?



Who is afraid of Virginia Wolf?

WHO IS AFRAID OF DEVELOPMENT?

WHO IS AFRAID OF CREATIVITY?

WHO IS AFRAID OF INDIVIDUAL AND COLLECTIVE WELLBEING?

WHO IS AFRAID OF CULTURE?



Fear of the HOW

HOW TO DO THIS

HOW TO KNOW WE ARE DOING IT RIGHT

HOW TO TELL OTHERS WE ARE DOING IT RIGHT

FOR THEM TO WANT TO TAKE ACTION

OPENING THE PANDORA'S BOX