

Developing the Sustainable Development Frames of Reference: from boxes to tick to extra pillars

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United Nations
Educational, Scientific and
Cultural Organization



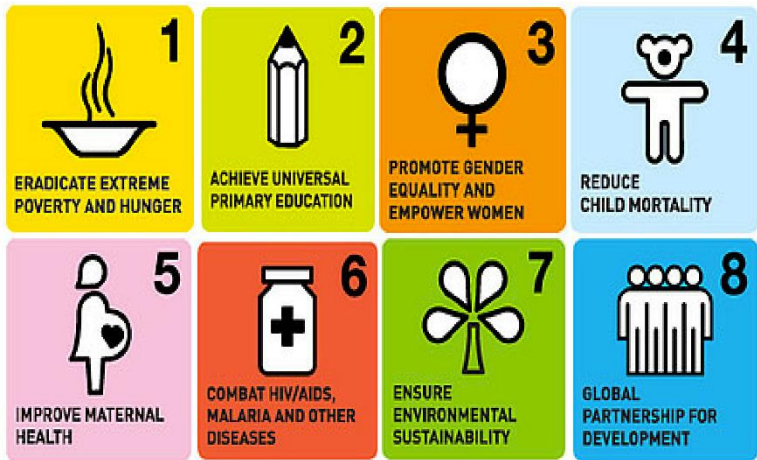
UNESCO Chair on
Critical Heritage Studies
and Safeguarding the Intangible Cultural Heritage



Vrije
Universiteit
Brussel

A more dominant framework since 2015

Agenda 2030



SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



in the culture and heritage sectors...

SUSTAINABLE DEVELOPMENT GOALS



also in a complex structure/state as Belgium: implementing the 2030 Agenda

- National policies (Belgium)
- Regional policies (Flanders, etcetera)
- Provincial policies
- Local Policies
- Ngos, umbrella organisations for companies,...

No one is left behind/no organisation seems to escape: “linking with subsets of SDGs” -> activities, plans of all sectors (since 2016)

BIBLIOTHEKEN LEVEREN EEN ESSENTIËLE BIJDRAGE AAN DE REALISATIE VAN DE DOELSTELLINGEN IN DE VN-AGENDA 2030



IFLA

De International Federation of Library Associations and Institutions (IFLA) is de toonaangevende internationale organisatie die de belangen verdedigt van bibliotheek- en informatiediensten en hun gebruikers.



VVBAD

De Vlaamse Vereniging voor Bibliotheek, Archief & Documentatie vzw (VVBAD) is de beroepsvereniging van informatieprofessionals in Vlaanderen

VN-DOELSTELLINGEN VOOR DUURZAME ONTWIKKELING

1 GEEN ARMOEDE



BEÏNDIG ARMOEDE OVERAL EN IN AL HAAR VORMEN

Bibliotheeken ondersteunen deze doelstelling door te voorzien in...

- publieke toegang tot informatie en bronnen die alle mensen de kans bieden om hun levensomstandigheden te verbeteren
- opleidingen om nieuwe competenties te verwerven, nodig voor onderwijs en beroepsleven
- toegang tot informatie die beslissingsprocessen ondersteunt bij de overheid, in de samenleving en in het bedrijfsleven, ter de bestrijding van armoede

2 GEEN HONGER



BEÏNDIG HONGER, BEREIK VOEDSELZEKERHEID EN VERBETERDE VOEDING EN PROMOOT DUURZAME LANDBOUW

Bibliotheeken ondersteunen deze doelstelling door te voorzien in...

- resultaten van landbouwonderzoek en data over het productiever en duurzamer maken van gewassen
- publieke toegang voor landbouwers tot online informatie zoals lokale marktprijzen, weerbericht en nieuwe technologieën

3 GOEDE GEZONDHEID EN WELZIJN



VERZEKER EEN GOEDE GEZONDHEID EN PROMOOT WELVAART VOOR ALLE LEEFTIJDEN

Bibliotheeken ondersteunen deze doelstelling door te voorzien in...

- onderzoeksresultaten via medische bibliotheken en ziekenhuisbibliotheken om het onderwijs te ondersteunen en de beroepspraktijk van gezondheidswerkers te verbeteren
- publieke toegang tot informatie over gezondheid en welzijn in openbare bibliotheken die individuen en families helpt om gezond te blijven

4 KWALITEITS-ONDERWIJS



VERZEKER GELIJKE TOEGANG TOT KWALITEITSVOL ONDERWIJS EN BEVORDER LEVENSLANG LEREN VOOR IEDEREEN

Bibliotheeken ondersteunen deze doelstelling door te voorzien in...

- toegewijde staf die ontluikende geletterdheid en levenslang leren ondersteunt
- toegang tot informatie en onderzoeksresultaten voor studenten waar ze zich ook bevinden
- inclusieve ruimtes waar kosten geen belemmering vormen om nieuwe kennis en competenties te verwerven

5 GENDER-GELIJKHEID



BEREIK GENDERGELIJKHEID EN EMPOWERMENT VOOR ALLE VROUWEN EN MEISJES

Bibliotheeken ondersteunen deze doelstelling door te voorzien in...

- veilige en gastvrije ontmoetingsplaatsen
- programma's en diensten gericht op de noden van vrouwen en meisjes, zoals gelijke rechten en gezondheid
- toegang tot informatie en ICT om vrouwen te helpen zakelijke competenties te verwerven

6 SCHOON WATER EN SANITAIR



7 BETAALBARE EN DUURZAME ENERGIE



VERZEKER TOEGANG EN DUURZAAM BEHEER VAN WATER EN SANITATIE VOOR IEDEREEN

VERZEKER TOEGANG TOT BETAALBARE, BETROUWBARE, DUURZAME EN MODERNE ENERGIE VOOR IEDEREEN

Bibliotheeken ondersteunen deze doelstelling door te voorzien in...

- toegang tot kwaliteitsvolle informatie en goede praktijkvoorbeelden met betrekking tot waterbeheer en sanitaire projecten
- vrije en betrouwbare toegang tot elektriciteit en licht om te lezen, te studeren en te werken

8 EERLIJK WERK EN ECONOMISCHE GROEI



BEVORDER AANHOUDENDE, INCLUSIEVE EN DUURZAME ECONOMISCHE GROEI, VOLLEDIGE EN PRODUCTIEVE TEWERKSTELLING EN WAARDIG WERK VOOR IEDEREEN

Bibliotheeken ondersteunen deze doelstelling door te voorzien in...

- toegang tot informatie en training in vaardigheden die mensen nodig hebben om nieuw werk te vinden, te solliciteren en te slagen in betere jobs

1 NO POVERTY



17 PARTNERSHIPS FOR THE GOALS



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



15 LIFE ON LAND





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Intangible
Cultural
Heritage



> Shrimpfishing on horseback

in Oostduinkerke/Koksijde

Network/actions: MUSEUM Navigo & families & city (dienst groen, mobiliteit, toerisme, ...) & local associations & CAG ...

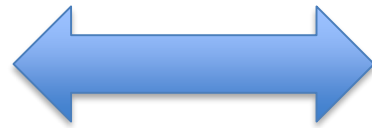


Commerce, tourism, ethics, ...



- A Global Assessment of the 1989 Recommendation on the Safeguarding of Traditional Culture and Folklore: Local Empowerment and International Cooperation” (Washington, D.C., Smithsonian Institution, 1999)
 - 2003 UNESCO Convention
-
- Operational Directives
 - 10COM ! : 2015 Windhoek Meeting of the Intergouvernemental committee

Sustainable development issues and ethics on the agenda in the 2010s



Influence of the Agenda 2030

- Draft directives
- 12 Ethical principles
- New chapter of operational directives based on UNESCO Sdgs (december 2015/June 2016)
- Capacity building programmes

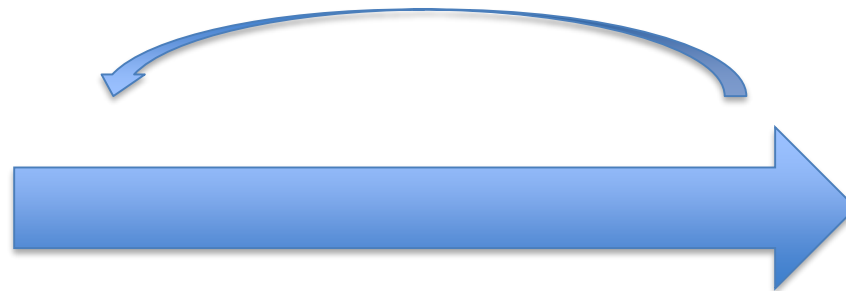
Operational directives SDGs on the “national level”



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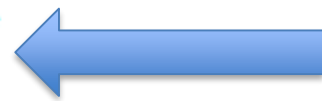


Intangible
Cultural
Heritage



170. With a view to effectively implementing the Convention, States Parties shall endeavour, by all appropriate means, to recognize the importance and strengthen the role of intangible cultural heritage as a driver and guarantee of sustainable development, as well as fully integrate the safeguarding of intangible cultural heritage into their development plans, policies and programmes at all levels. While recognizing the interdependence between the safeguarding of intangible cultural heritage and sustainable development, States Parties shall strive to maintain a balance between the three dimensions of sustainable development (the economic, social and environmental), as well as their interdependence with peace and security, in their safeguarding efforts and shall to this end facilitate cooperation with relevant experts, cultural brokers and mediators through a participatory approach. States Parties shall acknowledge the dynamic nature of intangible cultural heritage in both urban and rural contexts and shall direct their safeguarding efforts solely on such intangible cultural heritage that is compatible with existing international human rights instruments, as well as with the requirements of mutual respect among communities, groups and individuals, and of sustainable development.
171. Insofar as their development plans, policies and programmes involve intangible cultural heritage or may potentially affect its viability, States Parties shall

VI.2.3 Impact of tourism on the safeguarding of intangible cultural heritage and vice versa



187. States Parties shall endeavour to ensure that any activities related to tourism, whether undertaken by the States or by public or private bodies, demonstrate all due respect to safeguarding the intangible cultural heritage present in their territories and to the rights, aspirations and wishes of the communities, groups and individuals concerned therewith. To that end, States Parties are encouraged to:
- (a) assess, both in general and in specific terms, the potential of intangible cultural heritage for sustainable tourism and the impact of tourism on the intangible cultural heritage and sustainable development of the communities, groups and individuals concerned, with particular attention to anticipating potential impact before activities are initiated;
 - (b) adopt appropriate legal, technical, administrative and financial measures to:
 - b.i. ensure that communities, groups and individuals concerned are the primary beneficiaries of any tourism associated with their own intangible cultural heritage while promoting their lead role in managing such tourism;
 - b.ii. ensure that the viability, social functions and cultural meanings of that heritage are in no way diminished or threatened by such tourism;
 - b.iii. guide the interventions of those involved in the tourism industry and the behaviour of those who participate in it as tourists.

VI.3 Environmental sustainability

Alternative/complementary approach



UNESCO noted in 2012:

“The post-2015 development agenda should also recognize the specific contribution that culture as a sector, encompassing tangible and intangible heritage, cultural and creative industries and cultural infrastructures, has made towards achieving sustainable development, as evidenced in terms of poverty alleviation, social inclusion and environmental sustainability.”

UNESCO (2012). *Culture: a driver and an enabler of sustainable development*, Thematic Think Piece, available at <https://en.unesco.org/post2015/sites/post2015/files/Think%20Piece%20Culture.pdf>





Culture for Sustainable Development

- Culture and Development**
- Culture for Sustainable Urban Development
- Culture for Sustainable Cities
- Hangzhou Congress
- The Future We Want: The Role of Culture**
- ▶ Culture in Rio+20
- ▶ The Key Ideas
- ▶ The two sides of the coin
- ▶ Globalization and culture
- ▶ Culture and human rights
- ▶ One size does not fit all
- ▶ The times they are a-changin'
- ▶ The contribution of Culture
- ▶ Culture enables and drives development
- ▶ Poverty Alleviation
- ▶ Jobs
- ▶ Sustainable Cities
- ▶ Food and water
- ▶ Oceans
- ▶ Disasters
- ▶ The Way Forward
- ▶ **The UNESCO Cultural Conventions**
- ▶ It works! The MDG-Fund
- ▶ Measuring the immeasurable

The UNESCO Cultural Conventions: a tool for sustainable development

All seven of UNESCO's Cultural Conventions are intended to safeguard and nurture some aspect of culture and creativity, from tangible and intangible heritage, the diversity of cultural expressions and creative industries, to the fight against the illicit trafficking of cultural goods.



Restoration works. Smashed object during restoration works. Photographer: Manoocher / Webistan © UNESCO

While some have a development agenda more explicitly built into them than others, all of the Conventions have implications for development both in terms of how they can contribute to it and in the impact that development has on culture.

Firmly grounded in a human-rights based approach, these Conventions establish a range of governmental and international funding and cooperation mechanisms, as well as monitoring and evaluation tools. They promote capacity building programmes and other initiatives for the safeguard of culture (including natural heritage) and its integration in national and local development strategies.

Examples of how the Conventions contribute to development include the UNESCO designated sites, such as the nearly 1000 World Heritage properties and over 500 Biosphere Reserves, which provide ideal laboratories where innovative heritage-driven approaches to sustainable development are tested. Under the International Fund for Cultural Diversity (IFCD), established in the framework of the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, support is provided on a regular basis to developing countries, including non-governmental organisations, for projects in the fields of cultural policies and cultural industries. EU-funded technical assistance missions, carried out within the framework of the same Convention, promote social and economic development, in particular to strengthen the system of governance of the culture sector.

Find out more

- ▶ Find out more about the IFCD
- ▶ Learn about the 48 IFCD-funded projects
- ▶ Find out more about the "Project for strengthening the system of governance for culture in developing countries"
- ▶ Learn about UNESCO's technical assistance missions
- ▶ Learn about UNESCO's cultural conventions:
- ▶ 2005 Protection and Promotion of the Diversity of Cultural Expressions
- ▶ 2003 Safeguarding of the Intangible Cultural Heritage
- ▶ 2001 Protection of the Underwater Cultural Heritage
- ▶ 1972 Protection of the World Cultural and Natural Heritage
- ▶ 1970 Fighting against the illicit trafficking of cultural property
- ▶ 1954 Protection of Cultural Property in the Event of Armed Conflict
- ▶ 1952, 1971 Protection of Copyright and Neighbouring Rights

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Diversity of
Cultural Expressions

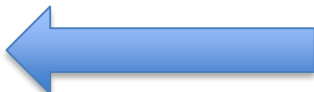
Article 13 of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions

Operational guidelines

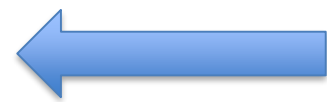
Integration of Culture in Sustainable Development

Approved by the Conference of Parties at its second session (June 2009)

General considerations

1. Sustainable development is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Report of the World Commission on Environment and Development, 1987).
2. The economic, cultural, social and environmental aspects of sustainable development are complementary. 
3. Protection, promotion and maintenance of cultural diversity are essential requirements for sustainable development for the benefit of present and future generations (Article 2.6 of the Convention), since they contribute to social and cultural fulfilment, individual and collective well-being, and to the maintenance of creativity and vitality of cultures and institutions.

4. The diversity of cultural expressions must be taken into account in the development process because it contributes to the strengthening of identity and social cohesion and to the building of inclusive societies that uphold the equal dignity of and respect for all cultures.
5. Culture should be integrated into national policies and plans and into international cooperation strategies in order to achieve human development goals¹ and notably poverty reduction.
6. The integration of culture into development policies at all levels (local, national, regional and international) makes it possible to:
 - 6.1 contribute to the protection and promotion of the diversity of cultural expressions;
 - 6.2 foster universal access, participation in and enjoyment of creation and production of cultural expressions, especially for disadvantaged groups;
 - 6.3 realize the full potential and contribution of cultural industries to sustainable development, economic growth and the promotion of decent quality of life through the creation, production, distribution and dissemination of cultural expressions;
 - 6.4 maintain social cohesion, fight violence through cultural activities that promote human rights and the culture of peace and reinforce the sense of social integration of youth;



Guidelines

- 7. Sustainable development is the result of a collection of policies and measures suited to national and local contexts that maintain the harmony of the local cultural ecosystem. For the sake of ownership and harmonization of development policies, when developing such policies, Parties shall endeavour to take into account the following elements.
 - 7.1 Since economic, environmental, social and cultural systems are interdependent and cannot be considered separately, sustainable development policies and measures should be formulated, adopted and implemented in concert with all the relevant public authorities in all sectors and at all levels. Thus effective coordination mechanisms should be established, particularly at the national level.
 - 7.2 Raising awareness among decision makers and their partners of the importance of the cultural dimension of development policies and sensitizing development policy managers from other sectors to cultural issues are essential for achieving the objectives of Article 13.
 - 7.3 The integration of culture into sustainable development policies entails acknowledgment, in particular, of:
 - 7.3.1 the fundamental role of education for sustainable development and the inclusion of culture in the different aspects of educational delivery to foster an understanding and appreciation of diversity and its expressions;

Safeguarding ICH

- **DRIVER** voor SDg

*“As a driver of sustainable development, culture is implicitly viewed as a self-standing ‘fourth pillar’ of sustainable development. It includes not only the idea that **culture is a means to or as a resource for the achievement of various development objectives** (e.g. social inclusiveness, economic development, poverty alleviation) but also, importantly, the **recognition of specific or intrinsic cultural values and expressions** (creativity, use of local resources, skills and knowledge).” **

andof

- **ENABLER** voor SDg

*“When we view culture as an enabler of sustainable development it reflects an understanding that development interventions must **be responsive to the cultural context and the particularities of a place and community**; this is a human-centred approach to development that not only renders development strategies more effective and sustainable, but one that also takes advantage of the **power of culture to transform people’s lives.**” **





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Intangible
Cultural
Heritage

Let us also prepare 2030-2045



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Diversity of
Cultural Expressions