

Cultural Strategies for Citizen Participation

PARTNERSHIP



Background

The *Dirección de Cultura de Guadalajara* (Department of Culture of Guadalajara) in Mexico and the *Secretaría de Cultura, Recreación y Deporte de Bogotá* (Secretariat of Culture, Recreation and Sports of Bogotá) in Colombia have maintained an active role in bilateral cooperation between both countries. Through the exchange of knowledge and expertise, they have explored management models for cultural initiatives at the sub-national level, including Casas de Cultura (cultural centres), which promote diverse community cultural expressions and groups.

This relationship was strengthened in the context of the Triangular Cooperation Initiative 'Community cultural strategies for the local level'. This initiative, co-financed within the framework of the ADELANTE Window 2022, resulted in the development of tools and strategies that strengthened the cultural policies of both entities. These tools also improved support mechanisms and coordination with cultural agents in their respective territories. The experience sparked significant interest in the region, given the possibility of triangular knowledge sharing between different sectors and levels, thus promoting participatory and inclusive dynamics for the development of comprehensive cultural policies.

Thanks to the coordination of the United Cities and Local Governments (UCLG) network of the IberCultura Viva Program of the **Secretaría General Iberoamericana** (Ibero-American General Secretariat - SEGIB), which includes local governments such as Bogotá and Guadalajara, a Triangular Cooperation Partnership has been formed. In addition to SEGIB, the Partnership is comprised of the **Ministerio de Cultura de Argentina** (Ministry of Culture of Argentina), which held the presidency of the IberCultura Viva Program from 2017 to 2020, and the **Fundação Casa Rui Barboza** (Casa Rui Barboza Foundation) in Brazil, a public entity affiliated with the Special Secretariat for Culture of the Ministry of Tourism of Brazil and the current UNESCO Chair on Cultural Policies.

The University of Guadalajara has joined forces with the Partnership member entities through its virtual master's and doctorate in Cultural Management, as a collaborating entity supporting the systematisation of the knowledge generated by the Partnership.

Entities and roles

BENEFICIARY ENTITIES



[Dirección de Cultura del Gobierno Municipal de Guadalajara](#) [Secretaría de Cultura de Bogotá](#)

Mexico

Colombia

FIRST PROVIDER ENTITIES



[Ministerio de Capital Humano](#)

Argentina



[Fundação Casa Rui Barbosa](#)

Brazil

SECOND PROVIDER ENTITIES



[Secretaría General Iberoamericana](#)

COLLABORATING ENTITIES

[Maestría y Doctorado Virtual en Gestión de la Cultura - UDG, Mexico](#)

Development challenges

The government's perception of cultural action tends to involve an understanding of culture as a product in itself, focused on the execution of events and the provision of artistic and heritage services. This dynamic often sees the citizen in a passive role as a mere consumer. However, the current context calls for the reinforcement of public policies with a comprehensive view of culture, incorporating the different economic, social and environmental dimensions. In this regard, it is imperative that the role of cultural agents ensures that culture is respected as a fundamental human right.

The Partnership member entities share a sense of urgency to improve the procedures and mechanisms for active and inclusive participation in the design of cultural policies. They also recognise the importance of their work in the cultural field from a sustainable development perspective. With this purpose in mind, the aim is to develop a collaborative model that enables cultural actions to be developed and implemented through an approach based on sustainable development, human rights and active social participation. This

notion is based on the knowledge and experiences offered by the Provider entities, is nurtured through the training of cultural agents and is strengthened by systematising their enriching achievements in the cultural arena.

INITIATIVE

This Triangular Cooperation Initiative aims to share the knowledge of the Partnership entities to jointly develop tools for the design of public cultural strategies that promote citizen participation and which focus on sustainable development and human rights.

Triangular approach

Both the Department of Culture of Guadalajara and the Secretariat of Culture, Recreation and Sports of Bogotá have a silent partnership approach that focuses largely on communication and consultative processes.

The policies of the Ministry of Culture of Argentina (MIC) already include a human rights and citizen participation approach. The Cultural Hot Spots Program, underway since 2011, strengthens the work of community cultural organisations through various participatory strategies and governance.

In turn, the Casa de Rui Barbosa Foundation (FCRB) has a special line of action focused on public policies and is home to the UNESCO Chair of Cultural Policies and Management. This entity is devoted to documentation and research in cultural policies for the training of professionals in the cultural sector, and provides valuable knowledge on successful practices in Brazilian policies on cultural participation and democracy.

The Ibero-American General Secretariat (SEGIB) provides support to 22 Latin American countries, recognising culture as an inclusive element and promoting cultural diversity and multiculturalism as key levers for development. Through the IberCultura Viva program, established in 2013, cultural policies are strengthened through technical and financial cooperation, supporting governmental and community initiatives at the local level.

In the absence of a specific Sustainable Development Goal (SDG) for culture in the 2030 Agenda, SEGIB developed the Ibero-American Strategy for Culture and Sustainable Development (EICDS) in 2022. This strategy offers valuable inputs to strengthen cultural and citizen institutions, contributing to the achievement of the 2030 Agenda.

In this context, there is a need to move towards more meaningful and inclusive participation in cultural policies and adopt a sustainable development approach, and to establish a collaborative model for the design and implementation of cultural actions with a focus on sustainable development, human rights and active social participation.

Thanks to the knowledge generated in the Initiative, the model to be developed will be applied in two key areas. At the government level, it will be implemented through roadmaps that will guide cultural policies in upcoming government transitions, integrating proposals into the district and municipal culture and development plans in 2024. This will allow for the formulation of cross-sectoral policies that address sustainability and governance challenges in Guadalajara and Bogotá.

At the community level, this model will empower community cultural organisations as agents of change, encouraging them to improve and diversify their strategies and strengthen their capacity for influence and collaboration with the local government.

Sectoral approach - Contribution to the 2030 Agenda

PRIMARY SDG



Goal 16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels

SECONDARY SDG



Goal 11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage

ADELANTE SDG



Goal 10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

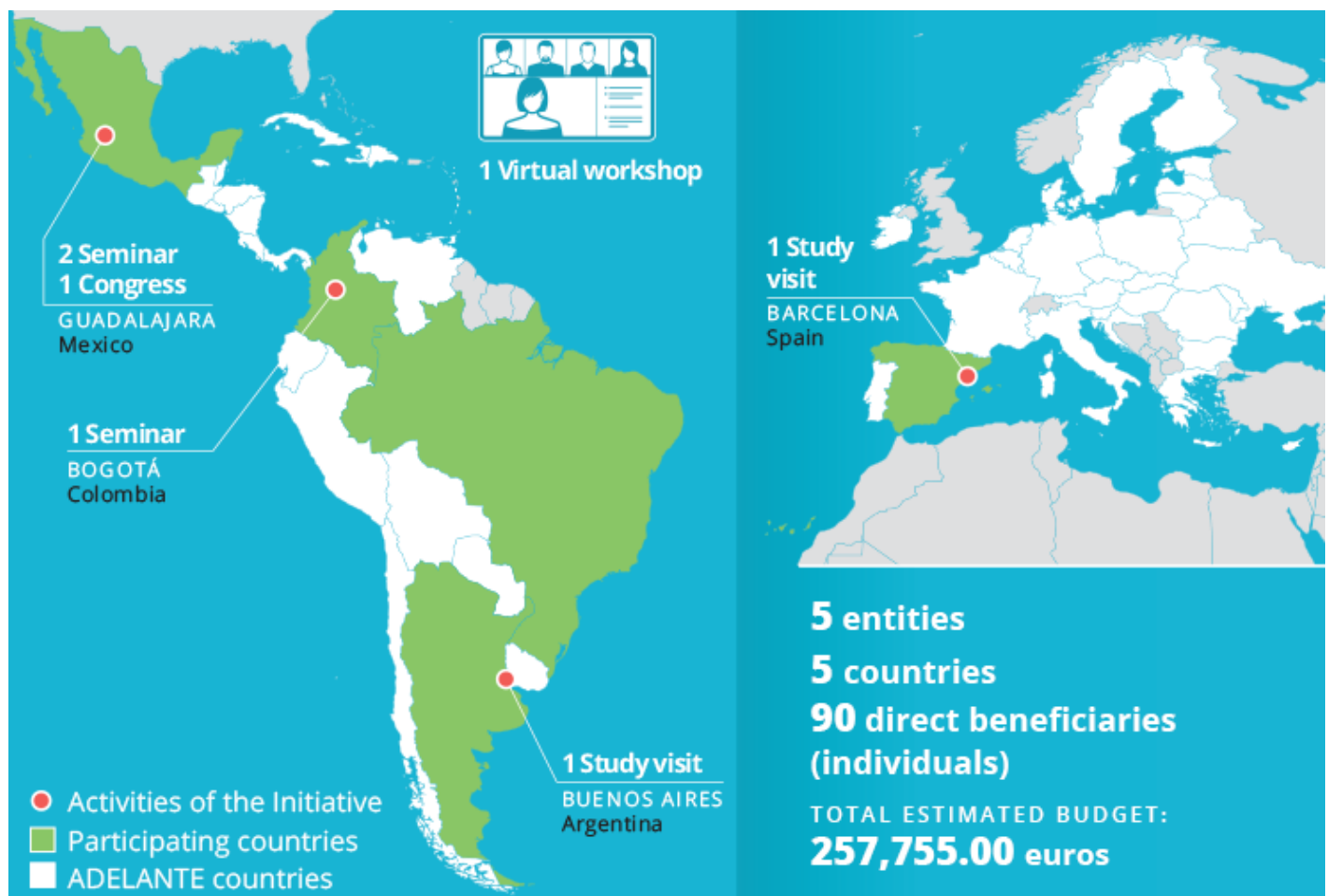


Goal 17.14 Enhance policy coherence for sustainable development

Goal 17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries

Goal 17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

Territorial approach



Intervention methodology

The work plan of this Initiative is based on **seven activities** that aim to facilitate opportunities to explore the institutional and social aspects of the development challenge, jointly between the Partnership member entities and cultural agents. The process of developing the model will be carried out through a series of strategic stages that will foster knowledge sharing and collaboration between the Partnership entities.

It will begin with **a seminar** aimed at the participating entities and organisations. During this event, essential tools will be transferred for the characterisation of organisations and the systematisation of knowledge. These tools will provide the basis for understanding and analysing cultural contexts and practices.

Immediately afterwards, **a second seminar** will take place with the participation of community leaders from Guadalajara and Bogotá. A participatory action research process known as community self-evaluation will be carried out. This approach will address the concepts, practices and challenges in the cultural field, allowing for a comprehensive evaluation of the cultural reality in these communities.

The third activity will be **a congress in Guadalajara**, focused on sharing good practices in cultural policies and sustainable development. This event will provide an opportunity for the exchange of knowledge and experiences between the Partnership entities and community cultural organisations with regard to the challenges in the design and implementation of cultural initiatives, with the aim of identifying proposals for solutions within the framework of mutual accountability and sustainable development.

A **study visit will be carried out in Spain**, led by the Ibero-American General Secretariat (SEGIB), which will focus on large-scale experiences with community cultural policies and the presentation of the Ibero-American Strategy for Culture and Sustainable Development (EICDS). Sessions will also be held with cultural organisations that have demonstrated sound management, sustainability and advocacy models.

Following this, a **second study visit will be made to Argentina**, led by the Ministry of Culture of Argentina, which will highlight the successful experience of the Cultural Hot Spots Program as well as the relevant legislation on culture. In addition, sessions will be scheduled with cultural organisations that have managed to establish solid management, sustainability and impact models.

The Casa de Rui Barbosa Foundation, the Ministry of Culture, Recreation and Sports of Bogotá and the collaborating entity will lead **a seminar** to reflect on and systematise the project, to be held in Bogotá. During the event, the knowledge and expertise acquired in the previous stages will be consolidated in order to develop the comprehensive model of cultural initiatives and sustainable development.

To close the Initiative, an **awareness-raising workshop** will be held, in which the preliminary version of the model will be presented. All stakeholders will have the opportunity to provide feedback, ensuring the validity and effectiveness of the final model developed.

Direct beneficiaries (individuals)

According to Rule 9 of the Guidelines for Applicants: all persons participating in the activities of the Initiative.

This Initiative aims to reach **more than 90 direct beneficiaries**. On the one hand, they are members of the Partnership entities, and on the other hand, individuals involved in cultural activism from social entities or community groups. Additionally, at least 70 members of the general public are expected to participate in the Guadalajara congress.

Budget

EU contribution: 183,620.00 €

Co-financing - Triangular Cooperation Partnership: 74,135.00 €

Total budget: 257,755.00 €