Policy Briefing n. 19

SOCIAL AND CREATIVE INDUSTRIES AND SUSTAINABLE DEVELOPMENT

SOCIAL AND CREATIVE INNOVATION IN THE MEDITERRANEAN

EXECUTIVE SUMMARY

According to the Sustainable Development Goals (SDGs) Fund, "the cultural and creative industries generate merit to people-centred value, sustainable urban development, development of creativity and culture, and contribute to the achievement of 2030 Agenda".

At the same time, creativity and culture also have a significant non-monetary value that contributes to inclusive social development, to dialogue and understanding between peoples. Culture is both a driver and an enabler of human and sustainable development. It empowers people to take ownership of their own development and stimulates the innovation and creativity which can drive inclusive and sustainable growth.

While none of the 17 SDGs focus exclusively on culture, the Global Agenda for Sustainable Development 2030 includes several explicit references to cultural aspects, we will highlight the following:

• Target 4.7 refers to the objective of ensuring that all students acquire the knowledge and skills necessary to promote sustainable development, inter alia through global citizenship education and appreciation of cultural diversity and the contribution of culture to sustainable development.
• Target 8.3 addresses the promotion of development-oriented policies that support productive activities, as well as creativity and innovation, among others.
• Goals 8.9 and 12.b refer to promoting sustainable tourism, also through culture and local products and the need to develop adequate instruments for this purpose.
• Target 11.4 highlights the need to redouble efforts to protect and safeguard the world's cultural and natural heritage.

Cultural aspects therefore play an essential role for the success of the entire 2030 agenda. Culture has a transformative power on existing development approaches, helping to broaden the terms of the current development debate and to make development much more relevant to the needs of people.

CONTEXT

As the evidence produced during these years has amply demonstrated, cultural aspects, including active participation in cultural life, the development of individual and collective cultural freedoms, the protection of tangible and intangible cultural heritage and the protection and promotion of diverse cultural expressions are central components in human and sustainable development. And they can also have positive effects in other areas of sustainable development. The preamble to the 2030 Agenda states:

"We recognize the natural and cultural diversity of the world, and also that all cultures and civilizations can contribute to sustainable development and play a crucial role in facilitating it."

The objective therefore of promoting the SDGs through culture is to consolidate the importance of culture through the exchange of policies, research projects and best practices around the importance of culture in achieving the SDGs and therefore in climate change.

Why is culture important in this area?

• Because citizens must be able to participate in the design, implementation and evaluation of cultural policies and programs.
• Because cultural facilities, particularly libraries and knowledge centres, must promote access to information on initiatives for climate change.
• Because the strategies that aim to reduce violence and promote peace derived from the stresses of climate change must include a cultural component.
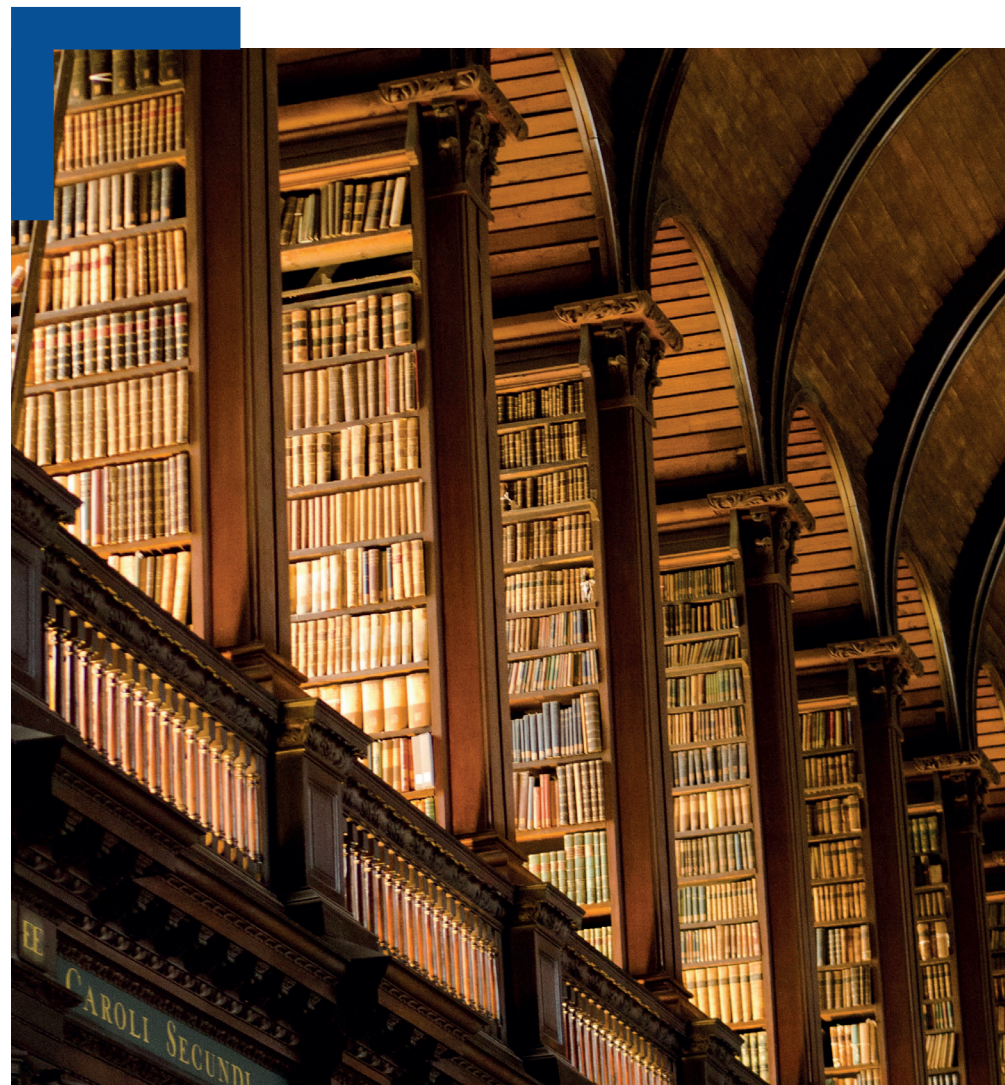
POLICY ALTERNATIVES & EXAMPLES OF OPEN INNOVATION IN CREATIVE INDUSTRIES

The integration of culture into sustainable development strategies and policies advances a human-centred and inclusive approach to development, in addition to serving as a powerful socio-economic resource. Culture is transversal and cross-cutting concern and, as such, affects all the dimensions of development. However, consideration for the role of culture in sustainable development requires that due attention be paid to processes as well as outcomes.

Below we can find some examples of how culture can contribute to achieve some of the Sustainable Development Goals.

GOAL 12: GUARANTEE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

Why is culture important in this area?

• Because it is necessary to recognize and value traditional and local products suitable for sustainable consumption and production.
• Target 12.b focuses on the development and implementation of instruments to monitor the impacts of sustainable development, for sustainable tourism that creates jobs and promotes local culture and products.

What can the Territories do?

• Develop and apply instruments to closely monitor the effects on sustainable development with a view to achieving sustainable tourism that creates jobs and promotes local culture and products.

EXAMPLES of territories

Chauen: The Mediterranean diet as one of the elements included in the list of intangible cultural heritage of UNESCO.
In the diet promotion project, local policies highlight the importance of culinary art, which allows citizens to reconcile with their identity, strengthen inclusive economic development linked to local products, and support sustainable tourism.

La Paz: Sunday Fair of Cultures
Project to democratize access to local expressions and cultural events, including crafts, gastronomy and the arts, while expanding opportunities for local creative initiatives and companies and promoting the recovery of spaces urban publics for use by citizens, healthy recreational activities and community enjoyment.

GOAL 13: ADOPT URGENT MEASURES TO COMBAT CLIMATE CHANGE AND ITS EFFECTS.

Administrations must strengthen resilience and adaptation capacity to risks related to climate and natural disasters in all countries, incorporating measures related to climate change in all policies and strategies, and improving education, awareness and capacity in this field.

Why is culture important in this area?

• There are links between cultural activities, traditional knowledge and environmentally sustainable practices, which should be explored and promoted.
• Creative professionals can participate in climate change awareness activities.

What can the Territories do?

• Explicitly recognize in policies the connections between culture and environmental sustainability, including concerns related to climate change, resilience, and the sustainable use of resources.
• Establish a working group or special unit so that there is a relationship between the work carried out by the culture departments and the MMAA of local governments.
• Involve artists and cultural professionals in the formulation of strategies and programs to promote climate change adaptation.

EXAMPLES of territories

Dakar: School of Commons Project
The objective of the project is to use Collective creativity to face urban problems, among others, through the renovation of public spaces in the form of urban gardens, citizen engagement and the creation of jobs in the field of ecology.

Banda Aceh: 2004 Post Tsunami Project
Efforts after the 2004 tsunami focused on cultural heritage, including research and conservation, as well as capacity building and public awareness, to ensure that valuable buildings and developments were not destroyed in the process of reconstruction.

In Chicago: Sentinel Environmental Project.
The project was a piece of art for climate monitoring made up of 453 indigenous and temperature-sensitive flowering trees, to engage citizens and scientists in understanding local microclimates and the effects of climate change.
Some organizations including Julie's Bicycle and COAL offer advice, support and practical tools for cultural organizations, cities and other urban actors interested in reducing emissions and promoting adaptation to climate change within the cultural sector.

GOAL 14: CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT.

Why is culture important in this area?

• Some cultural traditions are related to the sustainable preservation of marine and coastal ecosystems and need to be identified and reinforced. What can the Territories do?
• Explicitly consider the notion of landscape in its policies, integrating the natural aspects of development.

EXAMPLES of territories

Ha Long: ECOMUSEUM Project
It combines the valuation of the landscape and the heritage with the measures to protect the natural environment and has also created a floating cultural centre in a small fishing village.

GOAL 15: PROTECT, RESTORE AND PROMOTE THE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, HALT AND REVERSE LAND DEGRADATION AND HALT THE LOSS OF BIODIVERSITY.

Why is culture important in this area?

• It is necessary to integrate cultural factors related to the preservation of terrestrial ecosystems, including relevant local and traditional knowledge, in the design, implementation and evaluation of policies and programs in this area.

What can the Territories do?

• Recognize the cultural importance of natural spaces through specific programs.

• Develop initiatives that promote the preservation and transfer of traditional knowledge and intangible heritage practices that are related to the management and sustainable use of terrestrial ecosystems.

EXAMPLES of territories

In Gabrovo: Welcome to the field project.
Project to promote the transfer of knowledge from local rural communities to urban areas, through the welcome to the field project allows children to learn from the elderly, living in rural areas.

Baie Saint Paul: City of art and heritage
Crossed by two rivers and part of the Charlevoix biosphere reserve, it has adopted an agenda 21 that brings together the four pillars of sustainable development, including understanding the links between cultural vitality and environmental preservation.

KAUNAS: Cabbage Sanciai project
Project to put cultural rights into practice through the sanitation of a plot carried out through a participatory process led by citizens, in which the arts and culture contribute to transform the territory and raise awareness about the richness of plants and trees in the area among other objectives.

EXAMPLES OF PROJECTS FROM THE INTERREG MED COMMUNITY SUPPORTING INDUSTRIAL TRANSFORMATION WITHIN CULTURAL AND CREATIVE INDUSTRIES

Adoption of innovative products and services through Public Procurement of Innovation (Prominent MED)

Prominent MED project focused on the issue of **Public Procurement of innovation** (PPI). PPI is defined as "procurement where contracting authorities act as a launch customer for innovative goods or services which are not yet available on a large-scale commercial basis, and may include conformance testing" (European Commission, 2014: 12).

The project produced guidelines which provide a comprehensive overview of the key steps to follow to implement an innovation procurement process. The objectives of the guidelines is to offer practical assistance to procurement officers working for small municipalities and dealing with building projects.

Proposed step-by-step approach:
Step 1- Preparation and planning including: Needs identification, Creation of the project team, Definition of specifications
Step 2- Market engagement including Market analysis, Preliminary market consultation
Step 3- Selection and implementation of the procedure including Analysis of the procedure, Dialogue with the economic operators
Step 4- Selection, evaluation and notification of the tenders

Preservation of Intangible Heritage for sustainable pathways of growth (MD.net)

The MD.net project set out to promote Mediterranean innovation capacities to develop smart and sustainable growth with its focus on the **Mediterranean diet**.

As the project put it, the Mediterranean diet is an essential part of Mediterranean identity and entails a set of skills, knowledge, rituals, symbols and traditions related to culture, landscapes, lifestyles and ways of working that characterise this unique model of development.

The project developed a manifesto to defend, preserve and promote the Mediterranean diet made product, market and stakeholder diet analysis with the aim to mainstream the findings to the real needs of bottom up innovation, creativity and tourism.

The impact of the Sharing Economy for the sustainable growth of creative communities (Open DOORS)

Open DOORS project promotes the creation of a formal Mediterranean network addressing the new global challenge of the **Sharing Economy**. The term Sharing Economy refers to networks of individuals providing goods and services to each other at lower cost than getting them through corporations, for example apartment sharing through Airbnb. Trust, authenticity and transparency with the customers are highlighted as key characteristics for success in the sharing economy.

It is considered by the project that peer-to-peer business enabled by digital platforms will constitute a significant segment of the economy in the coming years. It is likely that this transition will have a positive impact on economic growth and welfare as productivity will raise alongside with consumption.

POLICY RECOMMENDATIONS

What can territories do?

• Place cultural rights at the centre of local policies, so that they are part of the design, implementation and evaluation of policies, programs, services, etc.

• Take into account and recognize the potential of culture in prevention and resolution strategies for local conflicts resulting from climate change.

• Ensure access to free and plural information, including through local and plural media.

• Commit to protecting and promoting freedom of artistic expression, both locally and internationally, for example by hosting artists and cultural professionals who are threatened by climate change.

• Establish public cultural policy forums (for example, local cultural councils), in which public, private and civil society entities participate together with citizens, to debate local cultural policy, set its priorities and ensure its compliance.

• Ensure that cultural institutions that receive public support are transparent, accountable, and evaluate the public services they provide.

• Recognize the important role played by civil society organizations and networks as part of a plural governance of culture and guarantee the existence of an environment that enables its development.

• National associations of municipalities and individual cities should ask their respective national governments to create a "cultural policy" chapter that includes a process of "cultural impact assessment" in national programs with the aim of implementing the SDGs in general and those of climate change in particular.

• Integrate cultural factors related to the preservation of terrestrial ecosystems, including pertinent local and traditional knowledge, in the design, implementation and evaluation of policies and programs in this area through knowledge of the best practices presented.

• Recognize the cultural importance of natural spaces through specific programs, presented in workshops and in prior documentation.

• Develop initiatives that promote the preservation and transfer of traditional knowledge and intangible heritage practices that are related to the management and sustainable use of terrestrial ecosystems through local festivals.

• Convey the need to maintain cultural traditions in relation to the sustainable preservation of marine ecosystems.

• Explicitly consider the notion of landscape in municipal policies, integrating the natural aspects of development.

• Promote that creative professionals can participate in awareness-raising activities on climate change using public spaces such as libraries as essential and recognizable spaces.

• Explicitly recognize in policies the connections between culture and environmental sustainability, including concerns related to climate change, resilience and the sustainable use of resources.

CONSULTED OR RECOMMENDED SOURCES

• https://www.sdgfund.org/creative-industries-and-sustainable-development

• https://www.un.org/millenniumgoals/pdf/Think%20Pieces/2_culture.pdf

• A European Green Deal | European Commission (europa.eu)

• https://elpais.com/elpais/2015/03/24/planeta_futuro/1427189718_727673.html

• https://www.aecid.es/ES

• https://prominent-med.interreg-med.eu/fileadmin/user_upload/Sites/Social_and_Creative/Projects/Prominent_MED/Deliverables/Front_-_Final/D4.3.1_PPI_implementation_strategy_Final.pdf

• European Commission, 2014, Public procurement as a driver of innovation in SMEs and public services, Guidebook Series- How to support SME policy from Structural Funds, Directorate General for Enterprise and Industry.

• https://publications.europa.eu/en/publication-detail/-/publication/f5fd4d90-a7ac-11e5-b528-01aa75ed71a1

• https://open-doors.interreg-med.eu/fileadmin/user_upload/Sites/Social_and_Creative/Projects/open_DOORS/SotA_SWOT_Needs_Analysis_openDOORS.pdf

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