



## Advocacy Brainstorming Series #1 | Culture + Sustainability and Environment

30 June 15:00 - 17:00 Online meeting

### Agenda:

1. Presentation of CAE's activities on the topic
2. Open discussion:
  - o Members' actions and views
  - o Possible alliances to form
  - o Next steps

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## MEETING MINUTES:

### List of participants:

Inigo Lopez  
Clymene Christoforou & Matt Pickering (D6Culture)  
Lynn Cailliau (RAB/BKO)  
Patrizia Braga (MeltingPro)  
Celia Grau (Opera Europa)  
Katharina Weinert & Carolyn Auclair (EMC)  
Sonja Greiner (AEC)  
Magdalena Zakrzewska Duda (Baltic Sea Cultural Centre)  
Julie Ward  
Dace Resele (Northern Dimension Partnership on Culture)  
Elizabeth Rosenberg (NEMO)  
Marine Baron (Michael Culture)  
Cristina Da Milano (ECCOM)  
Niels Righolt (CKI)  
Lars Ebert (H401)  
Antonio Gucciardo (Interarts)  
Klara Larrauri (AEC)  
Tsveta Andreeva (ECF)  
Stephanie Bonnici & Elaine Falzon (ARC)  
Tere Badia, Kornelia Kiss, Gabriele Rosana & Natalie Giorgadze (CAE)

### 1. Introduction

Tere Badia (CAE) opened the meeting as the first in a series of the advocacy brainstorming sessions, as a follow-up of the CAE Annual General Assembly 2020. Tere informed participants that these series of brainstorming will inform our thinking of restructuring the network, as well as Creative Europe application 2021. These exchanges will also feed our advocacy work at the EU level.

Tere then introduced the pre-reading documents that were sent to the participants beforehand and recapped the main actions Culture Action Europe is advancing on the topic of sustainability, SDG framework and the European Green Deal. Gabriele Rosana presented CAE involvement in the SDG Watch platform as part of the strand 1. He referred to the [SDG watch COVID statement](#), where the paragraph on the CCS has been added. Kornelia Kiss gave a short overview on what the [Pilot Cities project](#) is and how it relates to the sustainability and culture in the cities. Clymene invited the members to share expertise and cases of cities implementing actions at the intersection of culture and sustainability.

Tere mentioned [the Charter of Rome](#), a process where CAE and its board members were involved and that might serve as an inspiration for other cities.



## 2. Tour de table and organisations' work on the topic

**Julie Ward** is a steering committee member of the [Urban Economy Forum](#) (UN Habitat, SDG Goal 11 focuses on sustainable cities and communities), where she is advancing culture, gender and youth agendas. She proposed Toronto as a good example. She also announced that the Urban Economy Forum is looking for cities that have interesting work on sustainability - especially from the cultural perspective. There is a prep meeting of the Urban Economy Forum on the 2nd of July and we already invited 3 commissioners - Ferreira, Gentiloni and Urpilainen.

**Klara Larrauri (AEC)** - they work in the sustainability and ecology actions - communication and awareness raising. Looking into the future of events post-Covid. AEC has also recently launched their [statement](#) on sustainability.

**Katharina Weinert and Carolyn Auclair (EMC)** - Environmental sustainability was the main topic for the [Forum on Music](#), which was transformed into a series of online debates. Instead they have launched the series of online debates. Another project that EMC is running on the topic (together with ELIA, IETM, OTM, EAC, TEH and others) is [SHIFT](#), with a work strand on the climate. EMC has also published a statement on sustainability and eco friendly [tips](#) for office and events. EMC is also part of the [Pastoral project](#) in Bonn.

**Tere** mentioned the #musicdeclares emergency initiative (there are also other similar initiatives: culture declares, citizens declare, heritage declares, architects declare, business declares) and if we should be more involved in this action. Katharina mentioned that #musicdeclares is backed up by more commercial actors, however they are very well organised and politically well connected. She will look into understanding if and how we could cooperate.

**Cristina Da Milano (ECCOM)** - Cristina mentioned the Roma charter and explained that the brainstorming process started from the human rights perspective, the article 19 and Faro convention and then to cultural participation. This process was very long, unlocking the complexity of the term sustainability - which, according to her and the Rome Charter members, must be tackled from a more holistic and comprehensive way (bridging environmental sustainability with social sustainability, equal access etc.)

**Celia Grau (Opera Europa)** - Opera Europa has a [forum on sustainability](#). It is a complex forum to be managed, topics are very transversal. The big challenge is to how to bring the topic of sustainability to those who are not aware or not working on the issue as yet.

**Clymene Christoforou & Matt Pickering (D6Culture)** - Sustainability and social/equity are very correlated - how to make sure that those agendas do not shadow each other. This approach is at the bottomline of the [Contested Desires](#) project, exploring our shared and contested Colonial heritage and its influence on contemporary culture. Colleagues from D6 Culture also mention Julie's Bicycle, where more collaboration can be developed.

**Elizabeth Rosenberg (NEMO)** - Elizabeth introduces NEMO's work in around the COVID crisis and crisis preparedness. NEMO has developed a [page on COVID 19](#), which also includes their report and policy recommendations towards "Making museums fit for crisis". Nemo is also connected with [Museums for Future](#), a global movement of museum workers, cultural heritage professionals, and many others to support the #FridaysForFuture movement with positive actions.

**Lars Ebert (H401)** - H401 does not work on the topic specifically. He mentioned the importance of translating the four pillar approach to sustainability (economy, environment, social + culture) to be also translated into the impact measurement tools (for projects, funders/reporting). He acknowledges that we ourselves need to develop first and use the right vocabulary to include all dimensions of sustainability when measuring the impact of culture/our actions.



**Antonio Gucciardo (Interarts)** - Culture is in the DNA of sustainable development. Art and culture through their aesthetic expression and critical approach contributes to the environmental and social challenges. They

raise awareness and have a fundamental role to create new professional skills, conscious entrepreneurship and feasible models towards the future of the human kind.

**Lynn Cailliau (RAB/BKO)** - The topic of sustainability is very present among the RAB/BKO membership, however the level of expertise or practice on the issue differs from actor to actor. Lynn found the Rome charter interesting as a reference and mentioned the possibility to use it to develop something similar in Brussels.

**Magda Zakrzewska Duda (Baltic Sea Cultural Centre)** - The Baltic Sea Cultural Centre in Gdansk is a partner in [UrbCulturalPlanning](#) project - sustainability more in a social sense and as a member of River//Cities Network they are involved in [SOS climate waterfront](#) project (Horizon 2020)

**Marine Baron (Michael Culture)** - The topic is new for Michael culture and they are here to listen in and learn.

**Tere** mentions that it is important to have the dimension of digital sustainability in these discussions.

**Clymene** reacts that she is interested in this topic too.

**Niels Righolt (CKI)** - Niels brought the case of Copenhagen as an example of a city with ambitious climate actions, however, he underlined that the cultural conversation is less present and there is a necessity for cultural professionals to get on this wave and propose more transversal and comprehensive approaches to include cultural dimension. Cultural actors must be included in this complex debate, he said and added that in order to change practices of cultural organisations to reduce their carbon footprint, there must be political support to do so. Niels also mentions that Culture Action Europe must be the major platform to advance these debates at the European level.

**Patrizia Braga (MeltingPro)** - in 2018 Melting Pro has issued a special issue on arts and sustainability as part of the [Conectado Audiencias Italia magazine series](#), developed together with the spanish partners [Asimetrica](#). They also work closely with the [Spanish Network for Sustainable Development](#). Melting Pro is also running a capacity building program on greening practices.

**Sonja Greiner (ECA)** - Environmental (and other) sustainability included in our new strategy: "Our strategic aims shall be reached through these activities, which will also be evaluated and developed in view of the UN Sustainable Development Goals, especially with a view to environmental sustainability and inclusion / accessibility." ECA team and youth committee also developed [this document](#) highlighting main aspects of sustainable events and practices and questions to be addressed. Sonja mentions that the main discussion is connected to international events - where we can make more difference, especially in terms of transportation, catering etc. Although we are aware that big events will have an ecological footprint. Confronting agendas - international events and reduce the carbon footprint. We found out that short meetings can be replaced digitally, but longer events that include networking moments (coffee-breaks etc.) cannot be constituted with the videoconferencing.

**Stephanie Bonnici (ARC - Malta)** Sustainability not on the top of their local agenda, want to understand what is out there and how to connect, especially in terms of research, skills development and exchange.

**Tsveta Andreeva (ECF)** - ECF has been focusing extensively on International cooperation and mobility during the COVID crisis. ECF has adopted a protocol of making their own practices more sustainable and they are developing now the green mobility programs. Tsveta also mentioned the EP internal research for CULT Committee - [Effective measures to 'green' Erasmus+, Creative Europe and European Solidarity Corps programmes](#) (16 March 2020) Key findings point out to the lack of coordinated instruments and activities in place, to steer or support the institutions responsible for implementing the EU programmes Erasmus+, Creative Europe and ESC, towards EU climate targets (25% in after 2020). Only 15% of the projects have



climate relevance, objectives or activities. There are some measurements for CO2 available, involving about 14% of the funding.

**Gabriele Rosana (CAE)** added to Tsveta's information a [non-legislative report on greening the 3 programmes of the CULT Committee](#) that was drafted in spring 2020 and here the [CULT Opinion](#) on financing the Green Deal.

**Dace Resele (NDPC)** - The topic of sustainability is high on their agenda. NDPC is also thinking about the green mobility grants and are developing a project on SDGs, museums and youth. Dace found the exchange and all the documentation developed by CAE very relevant and helpful. She asked about the next steps to advance culture as the fourth pillar and how members can contribute.

**Natalie (CAE)** reminds that CAE members can use the CAE channels for dissemination of their actions/ project, **Kornelia (CAE)** shares with the group the [google doc](#) with the list of projects we have included as an annex in the greening paper and invites participants to compliment this list.

### 3. Wrap-up

Tere wraps up the discussion mentioning the fact of the interdependence of agendas and the need for policy coherence. When we talk about culture as a fourth pillar, it is not only about including it as a pillar, but importantly to have culture treated as a peer in relation to economy, social and ecology. She highlights the importance of going beyond treating culture as a sector but the fundamental transversal nature of culture. *Then she asks to hear from the participants if they have ideas on how to diversify political advocacy on sustainability?*

Julie Ward opened up the issue with the Commissioners Gentiloni, Ferreira and Urpilainen - they have invited them for the Urban Economy Forum. She also mentioned the importance of policy coherence.

*Tere then asks opinions/thoughts about Digital and sustainability. What about the economy of digital artistic activities?*

It has been an issue - especially in the music sector - performance and education, as mentioned by EMC and ECA. Live events are not profitable because of the distancing rules. Importance to raise awareness at the EU level that culture cannot be free.

Cristina Da Milano agrees that working for free is related to living and working conditions. What about thinking? We need time, and funding for thinking to develop new models.

Antonio Gucciardo proposes more collaboration among the CAE members to find new economic models.

Elaine Falzon (ARC) proposes to create a new model but also sharing of experiences and experimentation is a way to learn. We need to acquire new expertise - learning by doing.

Niels Righolt says that Culture Action Europe is a platform to bring together different actors and sectors to reposition the dialogue. We need to strategise further on whom to invite in this conversation and how to frame it.

Clymene Cristoforou shares three thoughts: 1. Explosion of digital during the covid crisis - all this done within the budget that we have already. We do much more digital activities than ever before (plus with emergency funds on digital). During this particular time it is funded. 2. Environmental impact and cost of the digital. 3. Equity - digital is not a solution for everybody (access, skills etc.)

**To close, Tere invites participants to share names on other potential partners and complement the list of existing projects [here](#).**