



UCLG CONGRESS
WORLD SUMMIT OF LOCAL
AND REGIONAL LEADERS

New Generation
of Universal Local
Public Services

Tangier
Local4Action

Culture-Powered Development: Practice and Promise

Lab

Date and time: 25 June 2026, 12:00-13:30

Duration: 90min

Lead organizer (Name / Institution): Stephen Wyber, International Federation of Library Associations and Institutions

Co-organizers: Members of the Culture2030Goal Campaign Steering Group, including the UCLG Culture Committee

Background

With the presentation of an updated and expanded draft Culture Goal at last year's MONDIACULT Conference in Barcelona, all those who understand the value of and need for culture-powered development have a new tool for making their case to the world.

The draft Goal – the flagship product of the Culture2030Goal campaign – offers a practical framework for integrating culture into holistic sustainable development strategies. The Goal was developed explicitly in order to mirror the approach taken to the policy areas already included in the UN 2030 Agenda. As such, it is intended to integrate into existing approaches, while of course bringing all the benefits of a more comprehensive mobilisation of culture as an actor, and a factor, for development.

Looking into the longer term, the Campaign sees the Goal as a proof that culture is 'goalable' – i.e. can be integrated into wider frameworks – removing one argument against its inclusion. A further strong argument *for* it will come from evidence of its application in real life, in particular at the local level. This is where this workshop comes in.

With the Goal providing a structure and benchmark for local development policies that are culturally informed, culturally relevant and culturally powered, a key next step is to explore both how to make it most usable – and useful – for local government practitioners. How can every city work with the equivalent of an SDG 18 on cultural sustainability?

This session is intended to explore this point, both hearing from cities that have already embraced a goal-based approach to culture, and from those who are still in the process of



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doing so, or simply thinking about it. To support discussion and learning, the draft Goal itself will be presented, in order to support everyone's participation in the discussion.

The session will help accelerate the work of the campaign in the run-up to the 2027 SDG Summit, which in turn will kick off discussion on the post-2030 Agenda, and which will complement UCLG's broader efforts in this area.

Objectives / Expected outcomes

- Increased awareness of the Culture Goal, as well as practical reflection on how to make the most of it to support local development
- Practical insights into how to make the Goal and accompanying documents more user-friendly for cities globally
- Initial evidence that can be used to advocate more effectively for culture-powered development among other actors
- Interested cities become part of the Campaign Agora, benefitting from sharing and contributing to its ongoing work

Agenda

Introduction:

- Stephen Wyber, Director, Policy and Advocacy, IFLA;

Contributions from cities and organisations:

- Washington Quaqua, Mayor, Maricá
- Viktoria Belozerova, Vice-Mayor of Khanty-Mansiysk (TBC)
- Démis Calpas, Councilor, Baie Mahault;
- Badiaa Rahmouni, Executive Board of the Arab Federation of Libraries and Information,
- IFLA's Public Libraries Section (TBC);
- Asier Aranbarri, Director of Social Innovation and the 2030 Agenda, Basque Government;
- Vitor Ortiz, Director of Fundraising, Partnerships and International Relations at the Maricá Culture and Tourism Company (CTMAR/Maré)
- Bruno Mros, Technical Advisor for Fundraising, Partnerships and International Relations at the Maricá Culture and Tourism Company (CTMAR/Maré)
- Fabiana Goyeneche, Ministerio de Asuntos Exteriores, República Oriental del Uruguay