

# Culture & Creativity

EU-Eastern Partnership Programme



**INFLUENCE OF CULTURE  
ON REGIONAL DEVELOPMENT,  
URBAN DEVELOPMENT.**

**SUSTAINABLE URBAN DEVELOPMENT WITH CULTURE BEING ONE OF THE MAIN FOCUSES.**



This Programme is funded  
by the European Union

# Introduction

The classic definition of sustainability comes from the United Nations Report of 1987: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Sustainable urban development is thus development that acknowledges and addresses the need to reform market mechanisms to achieve environmental goals and to achieve a balance with social and economic considerations.

UNESCO Habitat III issue paper "Urban culture and heritage" called for a new model of urban development that can "rehumanize" the city both in terms of scale and sense of belonging and emotional ownership. Thus nowadays the vision for a sustainable city is that it is environmentally conscious, it counters social and spatial segregation, aims for more equitable access to urban resources and wealth, prioritises integration and connection among its residents and between the residents and their neighbourhoods and the city as a whole.

That rehumanization of the city or, in other words, bringing people, their experiences and quality of life in the center of urban development has culture as its driving force. City renewal at its core is a cultural project as it involves not only economic and physical transformation, but also a shift in mindset and perspective. By getting the people involved and connected to the changes in the city ensures their long-term effect – emotional belonging to the city and support to the transformation processes make residents real agents of change. Culturally informed urban development can inspire more participatory processes: cultures provide knowledge about our existence as inhabitants of our cities and as citizens of the world.

Applying cultural perspective to the urban development means bringing economic change through jobs creations and increasing revenues for cultural and hospitality sectors, and local businesses. What is even more important though, cultural perspective implies that urban development is the evolutionary process, by which individuals, communities, society, the city, its governing and economic systems grow as a whole.

Sustainable urban development is an acute challenge in the Eastern partnership region, where most cities are tied in the aging infrastructure, face rapidly growing population, and change in the social fabric. Often rich in cultural resources cities fail to recognized them as important drivers for change and development. It is precisely there, where cultural perspective provides necessary tools and insights.

## Facts and Figures

- According to **UNESCO Creative Economy Report (2013)**, today, more than half of the world's population lives in cities, and **up to three-quarters of all economic activity** occurs in them.
- The UNESCO Creative Cities Network at its tenth annual meeting, has adopted a **Declaration that advocates the importance of culture and creativity as vital and transformative drivers of sustainable development**. Cities will aim to actively cooperate at the international level, support the mobility of artists and cultural professionals, maximise urban-rural connections within the Network, and revitalise cities by underpinning sustainable urban development with culture and creativity.
- **Decentralisation** of powers by the national governments that is taking place in most parts of the world, opens a special opportunity for cities and regions to become visible and influential actors through the sustainable economy and distinct cultural character. The emergence of cities as cultural actors is also a consequence of increased citizens' demand for amenities of a cultural nature.
- With tourism industry growing worldwide, Europe is a key cultural tourism destination, with a large number of major cultural sites and a strong flow of culturally motivated international and domestic visitors. It is estimated that **cultural tourism accounts for around 40%** of all European tourism (including general and specific cultural tourists).



# Solutions

## Case 1

**Liverpool** – the largest city in North West England lost half of its economy and population since 1970s decline of its manufacturing and port facilities. Being a home to a impressive cultural heritage and the oldest oldest Black African community in the country and the oldest Chinese community in Europe, the city achieved consistent economic and population growth since the late 1990s and early 2000s. Cultural potential has been at the core of city's strategy for renewal and sustainability. The International Garden Festival, Albert Dock renewal, opening of Tate Liverpool in the 1980s, UNESCO World Heritage Site designation in 2004, European Capital of Culture (ECoC) in 2008 are just some of the major steps on that road.



### Challenges:

- Since Liverpool's year of being European Capital of Culture, tourism growth has consistently been greater than that of the UK as a whole, and almost 3,000 additional hotel rooms have been built. Thus after 2008 the main challenge for the city was to sustain that success and use it as a ground for the city's stable and sustainable development.
- Another significant challenge has been financial pressures (budget cuts from central government amount to a loss of 40% of spending power between 2014 and 2017). Similarly, the local cultural organisations also face reducing budgets and funding opportunities.

### Approaches:

- The city was building on already existing capacities and partnerships, drawing Liverpool City Council's Culture Liverpool Unit from the Culture Company that delivered the ECoC.

- Culture Liverpool Unit has developed Cultural action plans, aiming at sustaining the success, especially by consolidating the development of major cultural organisations, as well as by promoting festivals and creative communities (including young talents).
- The Action Plans priority was set to improving infrastructure and facilities, maintaining culture and heritage so as to attract investment and sustain a first-rate cultural offer to visitors and residents.
- As an economic growth was considered an indispensable part of the city's sustainability, the Action Plan created the Art and Cultural Investment Programme and later – Culture Liverpool Investment Programme (CLIP), which contributed €4.5 million to cultural activities. Apart from financial investment, CLIP aimed to support, advocate and facilitate networking and partnerships of cultural organisations as well as to widen the marketing impact and streamline bureaucratic administrative processes.

### Impact:

- In 2014 just three major events (Memories of August 1914, the International Mersey River Festival and the second Liverpool International Music Festival (LIMF)) have attracted 1.4 million attendees so far, generating €76 million into the local economy. The satisfaction ratings from residents and visitors topped an average of 88%.
- CLIP distributed €4.5 million to 41 cultural organisations, safeguarding over 1,345 jobs, and raised another €46 million in turnover from the funded organisations. Economic impacts from previous programmes estimate that **every €1 the Council invests in the cultural sector generates over €12 into the city.**
- In general the economic impact of the visitor economy is huge across the entire city, with the number of visitors increasing to 3 million from 2012 to 2014.

### Case 2

**Aarhus** is Denmark's second largest city, home to 325,000 inhabitants. Over recent years, the city was working towards the goal to become an international knowledge centre: it attracted more international businesses and Aarhus University has been ranked among the top 100 world universities. More and more international employees, researchers and students are coming to Aarhus – by 2030 Aarhus population is expected to expand by some 25%.

The current period is seen as a unique opportunity to change its image from a provincial city to a large city, not just in terms of size but also in terms of mentality, character and values. Arts and culture are envisaged as an essential part of city's sustainable growth, providing quality life experiences to its residents and driving stable economic development by attracting new citizens, companies and tourists.

In the strategic document "Cultural Policy 2014-2016 Vision", the arts, culture and creativity are placed at the heart of the city's identity and are closely coordinated with other municipal policies, such as business development, urban development, international strategy, sports and leisure, children and youth, health, as well as libraries and citizens services.



Aarhus will become European Capital of Culture in 2017. Museums play a key role in the program for that year, but urban development, integration, business development, tourism, infrastructure and international collaboration are also in the focus. This provides for the holistic and integrated approach that aims at sustainable development.

### Approaches:

- There are two major focuses in the cultural policy, designated by Aarhus. These are public libraries and museums.
- Public libraries are rapidly developing into community and civic centres, embracing new roles of hubs for citizens to access municipal services and knowledge through traditional and new media.
- The museum sector is a key political focus for Aarhus municipality. Over the past 12 years, heavy investments have been made in building and refurbishing museums. Three museums in particular have contributed to giving Aarhus a leading position as a tourist destination in Denmark: Den Gamle By – The Old Town Museum – is a national open air museum of urban history and culture; ARoS – Aarhus Art Museum – is a new main art museum in Aarhus and one of the largest museums in northern Europe; Moesgaard Museum is a brand new museum focusing on prehistory and ethnography.
- These museums have adopted innovative user-centered approaches by focusing on story-telling. This attracts both more visitors and visitors from new target groups to the museums - and to Aarhus - and has enabled a new and broader societal outreach.
- The role of the city administration has been the one of the moderator between museums, politicians, and city residents. It helped coordinate joint activities,

lobby for additional subsidies and supported the running costs for museums. It has also fostered more cooperation between museums in Aarhus. The aim is to join forces in terms of marketing, ticket sales and other ad hoc projects. The culture department is also involved in a tourism consortium working with local stakeholders on international marketing and cultural tourism.



### Impact:

- Every third tourist in Aarhus is a cultural tourist and the three big museums are the main drivers of the growth in cultural tourism. Aarhus is one of the fastest growing cities in Europe in terms of tourism.
- Successful lobbying and fundraising efforts by the museums led to securing large grants from foundations that contribute to the construction of buildings, facilities and exhibitions, resulting in a significant increase in entrance revenues. Furthermore, indirect economic impacts arising from both local and international visitors led to increased revenues in the hospitality and business sector.
- New developments in the city receive strong support from the local and regional business community.
- Research shows that European capital of culture will help create 2,200 new jobs in the private sector in the years up to and during 2017. Thus contributing to the overall goal of the city of Aarhus – put culture at the core of sustainable growth.

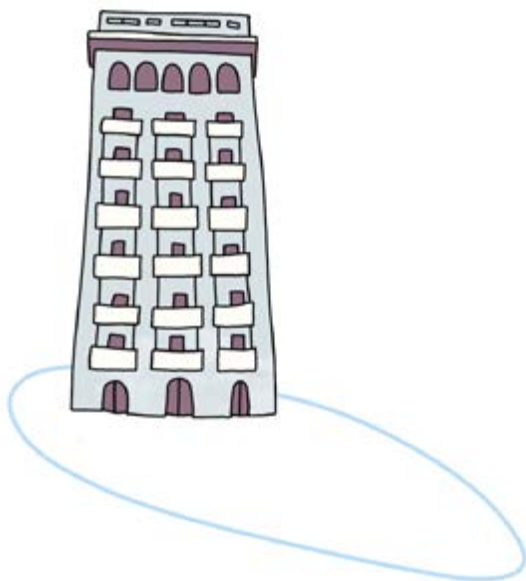
# Results and Impacts

- Putting culture at the core of urban development and city's image on the global map means **building on cultural resources already available** at hand – heritage sites, traditions, creativity centres, cultural institutions and on. These resources have to be recognized by local governments and such incorporated into urban development planning.
- Sustainable development of the city implies **close coordination** of cultural policies with other municipal policies, such as business development, urban development, international strategy, sports and leisure, children and youth, health.
- **Cultural tourism** is an important driver for local economies. To make most of it and to avoid its possible negative effects cities have to ensure close and ongoing cooperation with residents, small businesses and large companies. Active citizens involvement, well coordinated collaboration of different groups of citizens, local businesses, educational facilities and cultural institutions on all the stages of planning and implementing developmental activities have proven to lead to more sustainable development of the city.
- **Responsible development is at the core of sustainable urban development.** It balances the need to safeguard historical and heritage sites, contemporary needs of residents and the city, potential visitors experiences, and available resources.
- **European Capitals of Culture** model has proven to be a significant factor of successful urban development with cultural perspective. Important components of that are long-term planning (bidding for ECoC start 6 years in advance), residents involvement, collaboration of all city departments to deliver necessary changes in the infrastructure, hospitality sector, education, business. ECoC substantially increase tourist inflow into the respective cities, help to create jobs and have a positive economic effect on local businesses. This creates a momentum on which the cities can build on by developing follow-up strategies. Even the cities that lost their bids for ECoC reported major changes in their developmental plans due to preparation for the bid.
- It has to be taken into account that the logic of arts and culture can be diametrically opposed to economic interests and this can create many dilemmas. Arts and culture should not be instrumentalized for developmental and economic purposes. But **bridges need to be found** and built between complex aims and goals of different stakeholders.
- **Quality of visitors experiences** is becoming one of the key factors for successful development for cultural institutions. This includes both learning and entertaining possibilities for various groups, including children, disabled people and minority or marginalised groups. Cultural institutions as platforms for social cohesion are vital part of urban sustainable development.



## Recommendations

- It is vital to be **going with the grain of local culture** rather than against it, focusing on the distinctiveness of place and involving citizens in an act of co-creation in making and shaping their evolving city.
- **Model of ECoC** can be used on the national level in Eastern partnership region to encourage cultural perspective in urban development, support urban regeneration, foster strategic planning, stimulate local and international cultural tourism.
- Sustainable urban development stipulates **close collaboration** on the city or regional level for all department of the city administration as well as between the city government and its residents. Sustainable development is not possible either with activities of the cultural department solely, or with efforts of all other departments, excluding cultural. Collaboration has a multiplying effect and helps consistency in setting the goals and working towards them.
- **Public-private partnership (ppp) is crucial**, especially with a global perspective of cutting the funds for culture. Consortiums, innovation and support funds, lobbying groups, activists platforms and forums, educational hubs – all possible forms are important. It allows to coordinate and increase funding for cultural infrastructure and organizations, to balance interests and needs, to join forces in planning and following up upon the plans.
- Cultural organizations have proven their **potential for being a vital part of urban transformations** and economic changes. This potential needs to be seen and recognized by the city administration. Administrations can help to unwind this potential not just by funding, but also by being mediators and communicators for cultural institutions and between them and politicians and business sector.



# Additional Resources

**Agenda 21 for Culture. Why must culture be at the heart of sustainable urban development?** by Nancy Duxbury, Jyoti Hosagrahar, Jordi Pascual, 2016

[http://www.agenda21culture.net/images/a21c/articles/documentos/Culture\\_SD\\_cities\\_web.pdf](http://www.agenda21culture.net/images/a21c/articles/documentos/Culture_SD_cities_web.pdf)

**UNESCO Creative Economy Report, 2013**

<http://www.unesco.org/culture/pdf/creative-economy-report-2013.pdf>

**Creativity, Culture & the City: A question of interconnection, by Charles Landry, 2010**

[https://www.forum-avignon.org/sites/default/files/editeur/ECCE\\_report.pdf](https://www.forum-avignon.org/sites/default/files/editeur/ECCE_report.pdf)

**Culture for Cities and Regions**

<http://www.cultureforcitiesandregions.eu>

**European Cluster Observatory. Creative industries: Analysis of industry-specific framework conditions relevant for the development of world-class clusters, 2013**

[http://www.emergingindustries.eu/Upload/CMS/Docs/Creative\\_industries\\_FCs.pdf](http://www.emergingindustries.eu/Upload/CMS/Docs/Creative_industries_FCs.pdf)

**UNESCO Habitat III issue papers. Urban Culture and Heritage, 2015**

<http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/ISSUE-Paper-En.pdf>

**European Capitals of Culture. 30 years, 2015**

[http://www.emergingindustries.eu/Upload/CMS/Docs/Creative\\_industries\\_FCs.pdf](http://www.emergingindustries.eu/Upload/CMS/Docs/Creative_industries_FCs.pdf)

**Culture Liverpool**

<http://www.cultureliverpool.co.uk>

**Aarhus-2017. European Capital of Culture**

<http://www.aarhus2017.dk/en>