



# Culture and Art for Sustainable Development

Declaration for a close co-operation  
between foreign cultural policy and development policy

**The Declaration is supported by:**

Kulturpolitische Gesellschaft e.V. Bonn | Stadt Bonn | Evangelische Akademie Iserlohn |  
Freundeskreis Bagamoyo e.V. Beckum | Pan y Arte e.V. Münster | Kultur Transnational e.V. Bonn

# Culture and Art for Sustainable Development

## Declaration for a close co-operation between foreign cultural policy and development policy

An initiative of Pan y Arte e.V. (Münster) and Kultur Transnational e.V. (Bonn), in co-operation with the Freundeskreis Bagamoyo e.V.; Prof. Dr. Uwe Holtz; Prof. Dr. Dieter Kramer; Dr. Rüdiger Sareika, Evangelischen Akademie Iserlohn im IKG; Reinold E. Thiel and Bernd Wagner, Leiter des Instituts für Kulturpolitik der Kulturpolitischen Gesellschaft.

In 2001 the UNESCO general conference affirmed that *“culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs”*.

We are using the opportunity provided by the German foreign affairs ministry's conference on foreign cultural policy on October 25<sup>th</sup> and 26<sup>th</sup> 2006 in Berlin, to demand the implementation of declarations of intent, promises and demands, which have been delivered at previous international conferences.

Numerous United Nations international conventions and documents between 1995 and 2005 have stressed the indissoluble connection between culture and sustainable development. (see appendix)

Also in Germany the State Minister for Foreign Affairs at that time, Hildegard Hamm-Brücher had, in 1982, demanded in her 10 Theses for the Cultural Meeting with Countries of the Third World a linkage of foreign cultural policy and development policy.

Federal President Horst Köhler explained in 2005: *“Security and political stability presuppose (also) that other cultures are respected and that nobody is marginalized politically, economically, socially or culturally.”*

Cultural education, artistic development, cultural diversity and cultural identity are also important components of sustainable development. They are the foundation of a future oriented way of life. This is underlined by the declarations of the United Nations as well as by the present discussion around cultural education in Germany, in which it is continually stressed that, as well as purely cognitive learning, the achievement of key qualifications is also necessary for an active, creative and innovative society. Social and cultural development are closely connected to economic and political development.

By encountering international art, through intercultural cooperation and through the debate about the world view of other cultures, interest in and openness to other ways of life and their distinct qualities result. The chance to include others in a common global responsibility grows, if one can discuss different ways of life and different models of progress and development.

This is the basis for a development co-operation that considers culture to be an organising strength and which supports cultural liberty. Culture and art promote creativity and the activity of civil society. They counter stagnation and favour lasting change. They strengthen communication between humans, internationally, nationally and regionally. Thus they support an open and at the same time critical consciousness of opinions, perspectives and behaviours.



# Guiding principles for an extended German cultural foreign policy

The signatories request that the Federal Government and the Parliament give a new impetus to cultural policy in external relations. In doing so the government should recognize the following guiding principles:

## 1. Culture and art are important components of sustainable development.

In the following United Nations declarations: **Our Creative Diversity, Action Plan Cultural Policies for Development - The Power of Culture, Action Plan to the World Summit on Sustainable Development 2002, Human Development Report 2004** and **Convention on the Protection and Promotion of the Diversity of Cultural Expressions**, culture was highlighted as an integral component of sustainable development. Furthermore cultural liberty ranks among the fundamental human rights that make it possible for development to be sustainable. German foreign policy must expand the scope of its development policy to include culture as the fifth dimension to accompany the political, social, economic and ecological dimensions.

## 2. Foreign cultural policy must work with and accompany other policies more closely. This means that development policies must give greater consideration to the cultural dimension than they have done to date, and it must be considered on all levels.

The German government's policies must provide for more coherency, co-operation and complementarity between foreign cultural policy and development policy. In order for this to happen, responsibilities must be analysed and, if necessary re-organized, in particular for budgetary funds for international work in the field of culture.

This extended approach needs to strengthen and support the intercultural work inside of Germany through the facilities and structures of the German foreign cultural policy. This includes the support of projects, measures and campaigns of cultural education, the sharing of and reception of culture and art, the initiation and promotion of cultural infrastructure and the promotion of cultural identity, in the partner countries and within Germany.

## 3. Sustainable development can only develop in co-operation with state and civil society.

Since Non-Governmental Organisations (NGOs) are initiators, grass root movements and door openers in both cultural development co-operation and in the integration of migrants, state-run social development programs should consult and cooperate more closely with civil society.

The goal of a *"concentrated procedure"* with NGOs, contained in the **Konzeption 2000** for the cultural foreign policy of the Ministry of Foreign Affairs, requires further implementation and expansion.

## 4. Intensified co-operation between NGOs from Germany and developing countries within the field of culture and art must be supported.

Such policy and practice require an intensified conceptual, financial and practical co-operation between NGOs from Germany and developing countries. This involves coordinating planning for general strategies and concepts and for projects and campaigns. As well as the temporary support of individual projects, long-term financial support by state institutions of a multiplicity of mutually-accomplished projects and programs is needed.

## 5. The very poor states in Latin America, Sub-Saharan Africa and South Asia must be included to a greater extent in Germany's foreign cultural policies.

The countries with the greatest poverty and the most serious economic, social and political issues are at the same time the countries in which the least effort is made in terms of German foreign cultural policies. These states especially need an intensified cultural co-operation and support for their sustainable development.

## **6. A sustainable culture and development politics need not be confined to the elite, but must take multipliers and key figures from all subpopulations into its focus.**

The economic and intellectual elite alone may not be defined as the target group. In the context of the goals of sustainable development multipliers and key figures from all layers and subpopulations must be included in the focus of donor efforts, especially in view of limited financial means and capacities. Due to the demographic situation in most developing countries this also means intensified youth work. The appropriate participation of the target groups and their acknowledgment as subjects of the process must be considered in all approaches.

## **7. International cultural work at the levels of municipalities and federal states requires promotion and support.**

It is at the municipal level, in particular, that it tends to be decided whether cultural diversity and cultural liberty are noticed and understood: encounters with international art, intercultural co-operation and through the debate about the world view of other cultures result in an openness to future life-styles and a way of life that includes a responsibility for developmental and environmental issues for the One World. The culture of migrants in Germany must be included more strongly in local cultural co-operation and culture promotion. This should not only concern traditional and folkloric activities, but a greater interest in and concern for informal and subcultural initiatives should also be developed which can have innovative impacts.

## **8. Inter- and intracultural skills in civil society in both the North and the South must be promoted and strengthened.**

Inter- and intracultural skills become an ever more indispensable instrument for conflict management. This is as much the case at the local level (head-scarf wearing, arranged marriage etc.) as it is at the international level in disputes in the Middle East, in Latin America, Africa and South Asia.

## **9. Culture and art should be embodied as an additional Millennium Development Goal.**

The promotion of cultural liberty and a lively cultural environment is closely connected to the implementation of the eight Millennium

Development Goals, to poverty reduction in particular. A group of European states have already recognized and integrated this into their foreign policy. The admission of culture and art into the list of Millennium Development Goals leads to the fact that more national and non-governmental participants in donor and partner countries world-wide are turning to this essentially important area, especially in terms of co-operation with economically weak countries of the South. Appropriate indicators for analysis and action must be formulated.

## **10. The German Federal Government has to make a greater contribution to the promotion of the idea of universal values in its foreign policy.**

Here, the important points of reference are the universal human rights as described in the **Universal Declaration of Human Rights** of 1948, both **UN pacts on human rights of 1966** and the **Vienna Declaration of the World Conference on Human Rights** from 1993, the **Universal Declaration on Democracy of the Inter-Parliamentary Union** of 1997 and the **UN Millennium Declaration** of 2000, in which the heads of the governments represent the view that international relations must be developed with the following basic values: Liberty, equality, solidarity, tolerance, respect for nature and shared responsibility.

## **11. During their council presidency of the European Union in 2007, the German Federal Government should strive for the establishment of culture and art as a contribution to sustainable development as part of the cultural foreign policy of the European Union and the intensified co-operation of the member states.**

The intensified co-operation and exchange between the member states of the European Union are also fundamental in this area of policy, in order to bring experiences and strategies together and to follow up the foreign policy of the European Union. The Nordic States of Denmark, Finland, Norway and Sweden already maintain such a dialogue together with the Netherlands, Austria and Switzerland. Germany can use the time of the council presidency, in accordance with the partnership goals of the **Agreement of Cotonou** between the European Union and the ACP-states in order to intensify such co-operation with further member states and, at the same time, to integrate Germany more strongly into the current debates.



# Appendix

The report resulting from the World Decade for Cultural Development of the United Nations **Our Creative Diversity** already made it clear in 1995 that the preservation of cultural diversity and cultural heritage and the promotion of cultural identity are relevant components of sustainable development and worldwide communication between mankind. *"The support of new, emerging and experimental forms of artistic expression (is) not a subsidy, but an investment in human development."* Furthermore culture is so far a too little considered dimension of development policies, which is why the member states call for a new formulation of cultural policy.

The following **Action Plan Cultural Policy for Development - The Power of Culture** of 1998 underlines seriously the *"importance of acknowledging the cultural dimension of development; asserting and enhancing cultural identities; broadening participation in cultural life; and promoting international cultural co-operation"*.

It affirms that sustainable development and cultural development are mutually constructive. The social and cultural development of the individual is a principal purpose of human development. The task of cultural policy is to advance the dynamism of development by the promotion of creativity - *"cultural creativity is the source of human progress"* - and the preservation of cultural diversity.

The action plan of the **World Summit on Sustainable Development** of 2002 in Johannesburg contends among other things: *"Peace, security, stability and respect for human rights and fundamental freedoms, including the right to development, as well as respect for cultural diversity, are essential for achieving sustainable development and ensuring that sustainable development benefits all."*

The **UNDP Human Development Report 2004** stresses: *"Cultural liberty is a vital part of human development."* Cultures interact with other cultures and are subjected to change processes. Prohibiting foreign cultural influences is not in keeping with the commitment for liberty and democracy.

The **Convention on the Protection and Promotion of the Diversity of Cultural Expressions** of 2005 formulates among other things the following goals: *"To reaffirm the importance of the link between culture and development for all countries, particularly for developing countries, and to support actions undertaken nationally and internationally to secure recognition of the true value of this link". "To strengthen international cooperation and solidarity in a spirit of partnership with a view, in particular, to enhancing the capacities of developing countries in order to protect and promote the diversity of cultural expressions."*

In Germany the State Minister for Foreign Affairs at that time, Hildegard Hamm-Brücher had, in 1982, demanded in her **10 Theses for the Cultural Meeting with Countries of the Third World** a linkage of foreign cultural policy and development policy. This contains among other things the *"promotion of contemporary cultural and artistic developments in developing countries"*.

Federal President Horst Köhler is himself united with the former Italian President Ciampi: *"security and political stability presuppose (also) that other cultures are respected and that nobody is marginalised politically, economically, socially or culturally. In the feeling of marginalization lies the germ for force and extremism."* (press statement of the 5.3.2005)



# Authors and Signatories

## Authors of the Declaration Culture and Art for Sustainable Development:

- **Daniel Gad** (Pan y Arte e.V.)
- **Lutz Frenzel und Hans Pakleppa** (Kultur Transnational e.V.)
- **Ulrich Malisius und Rudolf Blauth** (Freundeskreis Bagamoyo e.V.)
- **Dr. Rüdiger Sareika** (Ev. Akademie Iserlohn im IKG)
- **Prof. Dr. Uwe Holtz** (Universität Bonn)
- **Prof. Dr. Dieter Kramer** (Universität Wien)
- **Reinold E. Thiel** (Journalist)
- **Bernd Wagner und Franz Kröger** (Institut für Kulturpolitik der Kulturpolitischen Gesellschaft e.V.)



pan y arte



Kultur Transnational e.V.



Evangelische Akademie Iserlohn  
im Institut für Kirche und Gesellschaft der EKwV



Kulturpolitische Gesellschaft e.V.



FREUNDESKREIS BAGAMOYO e.V.  
BAGAMOYO FRIENDSHIP SOCIETY

## contact:

Pan y Arte e.V.  
Rothenburg 41 | D-48143 Münster  
daniel.gad@panyarte.org

© Pan y Arte e.V., Münster and Kultur Transnational e.V.,  
Bonn in Oktober 2006

The declaration can be downloaded with all names of the signatories and additional information under [www.kulturbewegt.org](http://www.kulturbewegt.org)

## Signatory list of the Declaration Culture and Art for Sustainable Development:

The following persons and institutions agree with the guiding principles and demand its attention and conversion:

- **Dr. Henning Scherf**, Bürgermeister und Präsident des Senats der Freien Hansestadt Bremen a. D., Vorstandsvorsitzender von Pan y Arte e.V.
- **Dr. Klaus Lefringhausen**, Oberhausen
- **Prof. Dr. Wolfgang Schneider**, Direktor des Instituts für Kulturpolitik und Dekan des Fachbereichs "Kulturwissenschaften und Ästhetische Kommunikation" der Universität Hildesheim
- **Margret Poggemeier**, Leiterin Büro für Friedenskultur der Stadt Osnabrück
- **PD Dr. Michael Schönhuth**, Institut für Ethnologie der Universität Trier
- **Prof. Dr. Dr. h.c. Dieter Senghaas**, Professor für Friedens-, Konflikt- und Entwicklungsforschung, Institut für Interkulturelle und Internationale Studien (InIIS) der Universität Bremen
- **Prof. Dr. Rainer Tetzlaff**, Institut für Politische Wissenschaft der Universität Hamburg
- **Prof. Dr. Hilmar Hoffmann**, Präsident des Goethe-Instituts a. D., Frankfurt
- **Prof. Dr. Dieter Nohlen em.**, Institut für Politische Wissenschaft der Universität Heidelberg
- **Dietmar Schönherr**, Schauspieler
- **Prof. Dr. Frank Bliss**, Institut für Ethnologie der Universität Hamburg und entwicklungspolitischer Gutachter
- **Hermann Schulz**, Schriftsteller
- **Hartmut Dreier**, Pfr.i.R., Vorsitzender des Peter Hammer Vereins für Literatur und Dialog e.V.
- **Anja Kuhr**, Cultur Cooperation e.V., Hamburg
- **Ralf Claasen**, Büro für Kultur- und Medienprojekte gGmbH, Hamburg
- **Barbara Riek**, Evangelischer Entwicklungsdienst (eed), Bonn
- **Rolf Graser**, Forum der Kulturen Stuttgart e.V.
- **Dr. Hartmund Ihne**, Universität Bonn
- **Thomas Rietschel**, Präsident der Hochschule für Musik und Darstellende Kunst in Frankfurt am Main
- **Bärbel Dieckmann**, Oberbürgermeisterin der Stadt Bonn
- **Dr. Klaus Lefringhausen**, Oberhausen
- **Dr. Erasmus Schöfer**, Schriftsteller, Köln

(20. Dezember 2006)