

Braga Manifesto

A Culture Goal for Sustainable Development

We, the Mayors of the UNESCO Creative Cities, united on the occasion of the XVI Annual Conference of the UNESCO Creative Cities Network, in Braga, Portugal, from 1 to 5 July 2024, set forth our shared vision and objectives towards the **integration of culture as a stand-alone goal** in the post-2030 international development agenda.

Established in 2004, the UNESCO Creative Cities Network brings together **350 cities in more than 100 countries** to place cultural assets and creative potential at the heart of local development plans, as well as actively cooperate at the international level across seven creative fields - Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music - through innovative urban policies and initiatives to attain economic, social and environmental impacts.

As Mayors of the world's Creative Cities, we underline the importance of strengthening **international cooperation at the local level** to promote culture and creativity as strategic factors for sustainable urban development and leverage cities' cultural assets and creative potential to contribute to the achievement of the United Nations' 2030 Agenda for Sustainable Development.

The UNESCO Creative Cities Network will work alongside international city networks, cross-sectoral ecosystems, and intergovernmental organizations to accelerate the implementation of the priorities of the MONDIACULT 2022 Declaration, with a view to enabling the full potential of **culture as a catalyst for people-centred transformation** and progress towards peaceful and just societies.

United in purpose, we target effectively to **embed culture at the core of sustainable development**, interconnecting its goals and making our cities diverse, inclusive, and resilient for all, by charting a concrete course for the post-2030 Agenda towards a transformative and sustainable future that benefits both present and future generations.

To this end:

1. We advocate for the integration of culture as a **stand-alone goal** in the post-2030 United Nations development agenda. We commit to supporting the implementation of MONDIACULT 2022 Declaration priorities by fostering international cooperation, knowledge exchange and cultural projects among cities worldwide, and integrating culture into urban development towards sustainable, resilient and inclusive cities and communities.

2. We call for the **universal recognition and protection of cultural rights**. We affirm the right of all citizens, including marginalized and vulnerable groups, regardless of age, gender, disability, race, ethnicity, origin, religion, economic or other status, to have inclusive and equitable access to culture. We believe that everyone should be able to participate freely and fully in cultural life, promoting diversity and artistic freedom while fostering social inclusion. Furthermore, we aim to enhance the socio-economic rights of artists and cultural professionals and promote gender equality and women's empowerment in the field of culture through effective cultural policies and infrastructures.

3. We support the advancement and potential of digital technologies for the culture sector, including **Artificial Intelligence (AI)** and low-tech innovation to enhance cultural experiences and opportunities, and widen equal access to creative and cultural content. We commit to harnessing digital innovation to preserve and share our heritage. In addition, we advocate for better regulation of digital platforms to address the global imbalance in the flow of cultural goods and services, to guarantee privacy and data protection. We are committed to ensuring leadership, as well as a just and ethical transition to AI that guarantees cultural diversity, free, prior and informed consent, fair remuneration and transparency.

4. We prioritize the **role of local governments** in promoting inclusive culture and arts education, fostering creative thinking across all generations, in particular among youth, to strengthen the skills and capacities of local communities, enhance livelihoods and promote lifelong and life wide learning building on cultural diversity as vital areas to nurture informed and engaged citizens.

5. We work to leverage the strong linkages between creative industries and culture to foster **sustainable and inclusive urban tourism** as a driver of socioeconomic growth, employment, and social progress for cities. We commit to the protection of cultural heritage and the dynamization of creative industries through sustainable urban tourism development.

6. We recognize the role of culture as a **driving force for economic development, diversity and innovation** and support initiatives that ensure the sustainability of cultural and creative industries, boost local economies, promote economic opportunities, diversification and wellbeing and create resilient cultural ecosystems both in rural and urban areas by encouraging entrepreneurship, job creation and investment.

7. We acknowledge the **profound impact of climate change** on cultural heritage and creativity. We commit to protecting tangible and intangible cultural heritage as testimonies of identity and fostering culture-driven practices that tackle environmental threats and promote cultural resilience in the face of climate challenges.

8. We support the protection of culture and **cultural professionals at risk** and in crisis, through policies and mechanisms that promote cultural diversity and the diversity of cultural expressions, protect cultural heritage, and enable peaceful solutions and global dialogue, bolstering resilience, fostering a shared culture for mutual-understanding and international collaboration, contributing to reconciliation, democracy, equity, human rights and peace, and the achievement of the sustainable development goals.



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