

# CHAMPIONING 'LOCAL' CULTURE AND ECONOMY



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# Championing 'Local' Culture and Economy

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White Paper



# Table of Contents

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**01** Exploring the Essence of ‘Local’:  
Defining the Key Elements

**02** Championing ‘Local’ Culture and  
Economy: A Path to Sustainable  
Development

**03** Challenges in Fostering ‘Local’ Culture  
and Economy

**04** Policy Recommendations and Related  
Actions

**05** Conclusion

**06** Annexure

**07** Glossary: Useful Terms

**08** Bibliography

# Abbreviations

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<b>CSO</b>	Civil Society Organisation
<b>CBO</b>	Community-Based Organisations
<b>COVID-19</b>	Coronavirus Disease 2019
<b>CCI</b>	Cultural and Creative Industries
<b>GI</b>	Geographical Indication
<b>GOI</b>	Government of India
<b>NGO</b>	Non-governmental Organisations
<b>SCIC</b>	Shanghai Creative Industry Centre
<b>SDGs</b>	Sustainable Development Goals
<b>TDR</b>	Transferable Development Rights
<b>UCC</b>	Uganda Communications Commission
<b>UCLG</b>	United Cities and Local Government
<b>UN</b>	United Nations
<b>UNCTAD</b>	United Nations Conference on Trade and Development
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>UNDP</b>	United Nations Development Programme



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# 01/

# Exploring the Essence of 'Local': Defining the Key Elements

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## I 1.1 Setting the Context

Throughout history, culture has acted as a unifying force, seamlessly binding communities and instilling a sense of collective identity. It has served as a medium of expression, instrumental in conveying communities' beliefs, ideas, and emotions within their shared "form of life." Culture is that vital thread that intertwines and forms the social fabric of communities, creating a tapestry of common human relationships. Here, epistemology, which concerns the study of knowledge and how we acquire it, is the underlying principle in defining local culture from multiple perspectives. It plays a crucial role in shaping knowledge systems, cultural views, intergenerational knowledge exchange, and community empowerment, all essential for transforming local culture into identity. Epistemology and culture are interrelated and mutually influential, impacting each other significantly. Therefore, comprehending the connection between the two deepens our understanding of how knowledge is formed, exchanged, and within diverse societies.

While the embedded culture defines the identity of a place, it is also essential to acknowledge that the identities are dynamic and ever-evolving. Sometimes, the identity of a specific area may change or alter due to external influences and consequently bring about a change in the perception and experience of the local culture too. For instance, Varanasi (Banaras) in India is renowned for its cultural heritage, which shapes its local identity and defines its local economy. Another example is Florence, which is well-known for its historical buildings, art and architecture, all of which have cultural significance. Bengaluru, on the other hand, has developed a new identity as the Silicon Valley of India primarily due to the emergence of specific IT related economic activities and entrepreneurial spirit. This has resulted in a new kind of culture responding to the needs of young professionals employed in the IT sector such as eateries serving local as well as global cuisine, spaces for contemporary performances and recreational activities across the city. Another example is Seattle, which has gained recognition as a central hub for technology and innovation, particularly in software development and online retail. It illustrates how local identity formation can stem from diverse sources, and in turn adds to the existing

'culture' of a place, resulting in a unique fusion of existing and new cultural and economic factors, every combination different in different contexts.

Therefore, while it is critical to understand that each nation, region, or city possesses a unique culture that represents its distinct identity and reflects the essence of its specific location, the key is not to overlook the inevitability of transformations and changes within these cultural contexts. It is also important to acknowledge that these transformations can be associated with the place's culture in some cases, such as through extensions or modern adaptations, while in other cases, they may be entirely different. Regardless, these transformations are choices people make, whether willingly or under the influence of external factors. In such circumstances, it becomes inevitable to identify elements that need to be preserved and embraced for the future and to take actions that ensure sustainability and survival.

'Culture' plays a dual role - On the one hand, it acts as the 'driver' of development and on the other, it plays the role of an 'enabler'. While it enables the growth of local economic activities, cultural and creative industries, leading to employment and economic benefits in producing new creative ideas or technologies, it also empowers people to take ownership of their development processes (UNESCO, 2013). Also, while there are certain national and regional identities, the strongest ones are those that are at the local level as cultural practices are linked with particular people and their surroundings. Therefore, action at the local level is of utmost attention if the intention is to impact people's lives and livelihood positively.

What is the advantage of championing local culture and economy? The need stems from the understanding that industrialisation coupled with globalisation has led to the homogenisation of cultures and the loss of local traditions, customs, and businesses and all places have started looking the same everywhere. Therefore, during global downturns, there is growing advocacy among individuals and communities to prioritise locally rooted experiences, products, and services to attain long-term resilience. Additionally, the local knowledge system possessed by communities also provides solutions to many modern-day

challenges. This represents a community's tacit knowledge, which can also be considered a living heritage and should be cherished.

The paper aims to establish the essence of local culture that shapes identity and how we can foster local culture and economies for long-term resilience, sustainability and continuance. It also presents the associated challenges and puts forward policy recommendations and actions to achieve the above objectives.

## 1.2 Classifying 'Local'

At the onset, it is vital to understand what one means by the term 'local.' Different typologies have varying impacts on the culture that ultimately shapes identity. The following typologies for 'local' are defined in the paper:

- **Spatial Scale:** It defines 'local' by considering the area or spatial extent or size of the community or place. An identity changes shape depending on the spatial threshold at which it is observed; hence, it is vital to differentiate between neighbourhood, city, regional, and even greater scales, giving a framework for understanding the opportunities and challenges of local identities.
- **Geographical Setting:** Here 'local' is defined on the basis of factors such as geography, topography, natural resources, and climate, all of which form a particular area or region's unique characteristics and cultural practices. It gives insights into how physical surroundings have shaped and fostered local identities.
- **Skill:** It serves as a typology to define 'local' identities by emphasising the distinctive expertise and knowledge connected with a particular community. It includes specialised trades, professions, crafts and traditional knowledge systems acquired or passed down through generations, all contributing to the uniqueness of local identities.

In the literature, a distinction is made between tangible heritage, such as built heritage, crafts, performance, visual arts, etc. and intangible heritage, including oral tradition, expression, rituals, language, social practices etc. (UNESCO, 2013). However, in the context of local identity, both contribute to the overall perception and understanding of a specific place or community. Therefore, this paper advocates adopting a more comprehensive and unified understanding of local identity, encompassing tangible and intangible heritage.

## 1.3 Connecting 'Local' Culture and Identity to Economy

The interplay between 'local' culture and identity and their relationship with the economy is essential to establish. It allows us to uncover the dynamic interactions and influences among these elements. By examining how local culture and identity shape economic activities, we gain insights into how cultural practices, values, and traditions contribute to the socioeconomic fabric of a community or region. This exploration enables us to grasp the multifaceted nature of the relationship, highlighting the significance of cultural heritage, creative industries, and local knowledge systems in driving economic growth, fostering innovation, and shaping sustainable development.

However, not all cultural practices are necessarily associated with economic value. The Mexican Papel Picado Banner is an illustrative case with a celebratory and joyous atmosphere, bringing beauty and elegance to essential occasions. Another example is making Rangoli/Kollam, a traditional Indian art form that uses coloured sand or rice flour to adorn the floors in front of houses, especially in some areas of southern India. While this daily ritual and practice contributes to a sense of place and identity and is an important marker of the culture, it does not reflect any significant economic impact. Nevertheless, it remains a significant aspect of the local identity.

Local culture and identity can generate significant economic value when harnessed to create unique products, services, or experiences consumers seek. It gives rise to a concept gaining traction worldwide: "creative and cultural economies", which refers to economic activities and enterprises anchored in cultural and artistic expression. These industries use a community's or region's unique cultural history, traditional expertise, and creative abilities to create innovative and marketable goods and services.

The notion of what comprises the creative economy is continually budding. As a result, different terminologies are used across the world, such as "creative economy," "creative industries," "cultural industries," and so on, which reflect diverse analytical perspectives. Some of these are as follows:

- **Creative Economy:** The UNCTAD definition of creative economy "refers to economic activities that generate or exploit knowledge and information with a creative element. It encompasses multiple sectors: advertising, architecture, arts and crafts, design, film, music, performing arts, publishing, software, and video games. The creative economy is characterised by its reliance on intellectual property and the ability to create and monetise intangible assets (UNCTAD, 2008; UNCTAD, 2010)."

- **Creative Industries:** The UNCTAD definition of creative industries is "a subset of the creative economy and primarily focused on producing, distributing, and commercialising creative goods and services. These industries involve activities with a cultural, artistic, or aesthetic dimension and are typically protected by intellectual property rights. The creative industries encompass publishing, broadcasting, music, film and video, visual arts and crafts, design, advertising, architecture, and software development (UNCTAD, 2008; UNCTAD, 2010)."
- **Cultural Industries:** The UNESCO definition of cultural industries is "the productive domains encompassing various fields such as music, art, writing, fashion, design, and media industries. It involves producing and consuming cultural expressions with economic value while carrying significant social and cultural meanings. This term has evolved from earlier critiques of art's commodification and has become recognised as a positive label in academia and policy-making circles (UNESCO, 2013)."

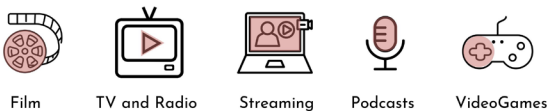
These definitions often blur the lines between "creative" and "culture" and are often used interchangeably. Consequently, in 2009, UNESCO introduced the term "Cultural and Creative Industries (CCI)" as a unified terminology to address this issue and provide a unified framework (UNESCO, 2009). The concept of CCI is developing globally, with ongoing discussions contributing to improved opportunities. Researchers worldwide have developed diverse models tailored to the context of CCI. The figure below depicts the

activities that span cultural and creative sector viewpoints to capture the field's broad extent and diversity. Annexure contains the additional models and concepts presented for CCI and subfields.

While various models exist, each encompassing a wide range of activities, no single model can be universally applied to all areas. The determination of local culture and identity depends on the stakeholders involved in the discourse, including people (residents, visitors, activists, grassroots movements, civil society organisations), cultural actors (both significant institutions and small organisations), the media (local and national), and the government (local, state, and national levels). Engaging in democratic discussions to collectively define CCI should be the preferred approach. Recognising region specific cultural policies as integral is vital in ensuring this democracy. It is crucial to tailor CCI to specific contexts, and each country can formulate its unique definition of CCI. Moreover, it is essential to pay special attention to smaller local economic activities that may not fit within the conventional criteria of CCI but contribute to the overall ecosystem of the local culture and economy.

A reciprocal relationship exists between the 'cultural' and 'creative' domains, each influencing and fuelling the other. Culture often acts as a catalyst for developing creative industries and markets. However, there are also cases where creativity can shape a particular area's culture. For example, places like Hauz Khas village in Delhi, India, or Times Square in New York, USA, have transformed into vibrant nightlife destinations featuring performances and

### 1. Audiovisual and Interactive Media



### 2. Performing Arts



### 3. Intangible Cultural Heritage



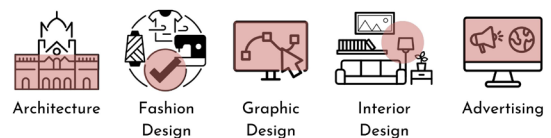
### 4. Literature and Press



### 5. Visual Arts and Crafts



### 6. Design and Creatives Services



### 7. Heritage and Tourism Activities



## Creative and Cultural Industries (CCI) and Subfields

Source: (UNESCO, The World Bank, 2021)

artistic endeavours. This infusion of creative energy has given birth to a unique culture within these localities and contributed to the overall cultural fabric of the respective areas. Besides, many local economic activities emerge and benefit from this interaction in the context of local culture and identity. For example, the fishing village typology in Mumbai, India, while not classified as a CCI, gives a unique identity to the region and is a significant function that contributes significantly to the local economy. Creative economy and these smaller local economic activities together, produce an ecosystem that feeds on the distinctiveness and authenticity of the local culture.

Therefore, it becomes evident that fostering local culture and practices in diverse manifestations yields economic advantages and promotes "social development," thereby enhancing the overall welfare and quality of life of communities and individuals. The social benefits are harder to quantify but are meaningful and desirable.

### 1.4 Viewing 'Local' Culture and Economy through an Urban Lens

*"The city as a whole functions as a sort of creative field - albeit one that is also completely open to the rest of the world - in which multiple bits of information flow with special intensity between the diverse units of economic and social activity contained in the urban space." (Scott, 1999)*

As urban populations are projected to increase significantly, reaching approximately 68% by 2030, cities will face substantial investments in urban planning, infrastructure development, and fostering local economic growth to accommodate this rapid expansion (United Nations, 2018). CCI and other local economic activities will serve as vital catalysts for cities to effectively address significant challenges such as the ongoing global health crisis, economic fluctuations, environmental changes, population growth, and social complexities.

Urban areas have always been thriving hubs of innovation and progress. The relationship between culture and cities is dynamic and multifaceted, profoundly impacting urban environments' social, economic, and physical aspects. Culture plays a central role in shaping cities, while cities provide a platform for expressing and developing diverse cultural practices. The interconnectedness of these local hubs is inseparable from and indeed driven by their integration into the global economy as centres for cultural generation, manufacturing, distribution, sharing,

and consumption (Scott, 2008). However, it is essential to note that culture, knowledge-based skills, and other local economic activities extend beyond administrative boundaries as rural areas also possess rich local knowledge, skills, and craftsmanship. When examining the entire value chain of any product or service, there is an interconnected relationship with rural environments, either through forward or backward linkages. Therefore, cultural and creative domains and local economic activities encompass more than just urban areas.

Considering that Urban 20 (U20) focuses on the challenges urban areas face, this paper aims to establish a supportive environment for CCI and local economic activities within the urban context.

### 1.5 Structure of the Paper

Against this background, the paper adopts the terminology of "Culture and Creative Industries (CCI)" by (UNESCO, 2009; UNCTAD, 2022) to define the economic value associated with the local culture and identity of a place or community. However, it focuses on the context-specific classification of CCI and local economic activities to capture the true essence.

The paper considers a city has multifaceted identities, with the neighbourhoods as the fundamental unit of commonality. Therefore, the neighbourhood level is regarded as the scale for 'local'. The paper aims to understand the challenges and provide recommendations for creating an enabling environment for CCI and local economic activities to thrive and contribute to the local economy. Providing detailed guidelines on achieving these goals falls outside the paper's scope, as it acknowledges the variability of approaches due to context, geography, institutional arrangements, and financial structures. The paper is structured as follows:

Following the definition of the 'local' in section 1, section 2 examines the significance of fostering local identity and its beneficial effects on the local economy. Section 3 explores the specific challenges and issues related to the local economy and culture. Section 4 presents a set of policy recommendations to create an enabling environment to promote cultural and creative practices. Lastly, section 5 concludes the paper by emphasising that the sustainability of local identities can be achieved only by taking actions as a part of "everyday life."

## 02/

# Championing ‘Local’ Culture and Economy: A Path to Sustainable Development

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*"Culture is the lens through which we shape our identity, fostering respect and tolerance while embracing diversity. It catalyses economic growth, creating opportunities for livelihoods and enhancing the well-being of individuals. Culture acts as a bridge, enabling us to include and understand others, preserving our heritage as we navigate towards the future. Empowering people through culture works hand in hand with development, unlocking the full potential of individuals and communities alike."<sup>1</sup>*

At a broader level, fostering local culture and economy offers three significant benefits: positive developmental outcomes, a strengthened sense of belonging, and projection of a particular kind of image. The first advantage relates to fostering inclusive and equitable local economic development and promoting community wealth-building. The second focusses on cultivating a strong sense of place and encouraging diverse and equitable citizen participation in decision-making. Simultaneously, the third benefit pertains to projecting a particular image showcasing a community's unique characteristics, values, and assets. This approach highlights the importance of sustainable and people-centric development, acknowledging the role of culture and economy in shaping holistic and resilient communities. It aligns with the principles outlined in the "Agenda 21 for Culture" by United Cities and Local Government (UCLG), recognising culture as a crucial pillar of sustainable development. The agenda emphasises integrating cultural aspects into development frameworks, initiating a transformative process that benefits both the local economy and the community (UCLG, 2015). Furthermore, it assures that individuals and communities have access to their cultural rights, which are necessary for overall well-being.

## 2.1 Strengthening Economic Resilience

One notable advantage of local economic development is its ability to act as a safeguard against significant economic downturns experienced at the global and national levels. The concept of "local" in the economic context involves

fostering collaboration among diverse stakeholders and building an interconnected and locally responsive economic ecosystem. It also encourages the deepening and strengthening of the socio-political institutional environment, promoting effective collaboration between the public and private sectors. It also tailors markets to meet specific local demands by fostering entrepreneurship and supporting local businesses, which helps bring about economic diversification in communities and reduce external dependence. This localised approach allows for creating goods and services that cater to the unique needs and preferences of the community, fostering sustainability and resilience.

Furthermore, investing in local economic development entails the establishment of infrastructure and mechanisms that provide a safety net during times of crisis. By building robust systems and networks, communities are better equipped to withstand shocks and mitigate the adverse effects of economic downturns. This includes mechanisms for financial support, job creation, and social welfare programs that help protect individuals and businesses during challenging times.

The well-known urbanist, Jane Jacobs, defined development as a "significant qualitative change." In this sense, local economic development is that qualitative change that contributes to the national economy and increases community resilience (England, 2018). The key point to acknowledge is that local economic development is

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<sup>1</sup> Excerpt from the collaborative video statement by Irina Bokova, Director-General of UNESCO, and Helen Clark, Administrator of UNDP

attributed to a strong local identity, which is vital in bringing communities together and fostering the growth of valuable skills and livelihoods. The transmission of shared knowledge and skills across generations provides a firm basis for communities to rely upon, especially in crises or disasters, ultimately strengthening their resilience compared to communities without similar experiences.

Moreover, the interaction between local economies and various sectors, such as urban planning and urban design, tourism, and social innovation, enhances economic resilience. Urban planning is pivotal in establishing the link between local economies and the required markets. It encompasses crucial aspects such as access, mobility, and physical infrastructure, which are fundamental for these economies' seamless functioning and expansion. By providing well-designed urban spaces and efficient local networks, urban design cultivates an environment that fosters the development and growth of local businesses and creative enterprises.

In addition, local economies present opportunities for environmentally conscious and sustainable living within communities. Growing trends such as locally sourced food items, urban and rooftop gardening, homemade goods, plastic-free packaging, and local-level composting practices align with the principles of sustainable living and can significantly impact urban lifestyles. These practices contribute to environmental sustainability and create economic opportunities for local communities, fostering their resilience.

In summary, the interplay between local economic activities, CCI, and sectors such as urban planning and design, heritage conservation, tourism, and social innovation form a dynamic ecosystem that supports economic resilience. By leveraging their unique cultural assets, embracing sustainable practices, and collaborating with various sectors, local economies can adapt, thrive, and contribute to communities' overall resilience and vitality.

## 2.2 Localisation of Sustainable Development Goals (SDGs)

Championing local culture and economy offers another advantage by facilitating the localisation of SDGs, which is critical in achieving the global agenda of SDGs. Effectively localising the SDGs involves recognising the unique characteristics of a local area, including goals, targets, and implementation methods. In this context, local practices provide a practical approach by aligning global goals with a given location or community's specific cultural, social, and economic settings. By incorporating local beliefs, customs, and practices into SDG implementation, the objectives remain relevant and meaningful to the local community. This approach acknowledges the significance

of contextualising the goals within the local context to drive sustainable development at the grassroots.

For example, in the southern region of India, the long-standing tradition of using banana leaves to serve food, even during special occasions and ceremonies, exemplifies a close connection to SDG 13 (Climate action) and SDG 12 (Responsible consumption and production). Similar instances can be observed worldwide, illustrating the alignment between local practices and the SDGs. It is crucial to actively encourage and promote such alignment to drive sustainable development.

By using local culture to localise the SDGs, communities can effectively engage and mobilise local stakeholders, draw on existing knowledge and practices, and design strategies that resonate with their values and aspirations. This approach increases ownership and commitment to achieving the SDGs and ensures that implementation tactics are culturally relevant, leading to more sustainable and meaningful outcomes. Leveraging local and indigenous knowledge systems and local environmental management practices can provide valuable insights and tools for addressing ecological challenges, such as preventing biodiversity loss, reducing land degradation, and mitigating the effects of climate change. Encouraging communities to identify such practices from their daily routines and fostering them as meaningful actions towards sustainability is paramount. In the process, the local identities also get nurtured.

## 2.3 Instilling a Sense of Place and Pride

Local culture and economy offer a significant advantage by instilling a 'sense of place and pride' within the community. This concept goes beyond an individual's emotional attachment to a specific location and encompasses the collective emotions of the community. The perception of a place is shaped by social factors and the relationships people have with that place. However, in today's increasingly urbanising and globalising world, the importance of cultural identity and the sense of place is often overlooked in how livelihoods and development are planned and conceptualised, leading to insufficient emphasis on the social fabric of cities (UNESCO, 2013). Patrick Geddes had rightly stated that successful town planning must encompass "folk planning," emphasising the importance of considering the community in planning processes (Shoshkes, 2017).

A robust local identity allows individuals to identify deeply with their local culture, heritage, and traditions, creating a strong attachment to their surroundings and fostering a sense of belonging. This sense of place nurtures collective responsibility for the well-being and sustainability of the community, helping to retain traditional skills, livelihoods and talents. For instance, Cannes in France has recently been designated a UNESCO Creative City in cinema. While the city was initially renowned for its annual international

film festival, it is now recognised as a global hub for professionals and businesses in the creative audio-visual sector. The Cannes city council allocates 16% of its operating budget to create, promote, and disseminate artistic and cultural activities, fostering a sense of pride in residents.

## 2.4 Strengthening Resilience - The Covid-19 Experience

The COVID-19 pandemic highlighted the significant role of local culture and economy in fostering resilience and recovery. In response to the global economic downturn, CCI and local economic activities have swiftly embraced digital platforms and innovative approaches. Musicians and artists, for instance, have turned to virtual concerts and live-streamed performances to engage audiences and generate revenue. Moreover, communities worldwide have demonstrated the value of localised solutions by leveraging their cultural resources. Traditional crafts and fabrics, have been repurposed to produce face masks and protective gear, ensuring personal safety while preserving local cultural heritage and supporting livelihoods.

Despite physical distancing measures during Covid, virtual museum tours, online art exhibitions, and digital storytelling initiatives have allowed individuals to connect with their cultural history and feel a sense of pride in their localities. The integration of local culture and economy contributed to economic resilience and served as a source of comfort and inspiration for the communities.

To summarise, local culture and economies help communities become more inclusive, connected, and collaborative. It aids in the diversification of production, creates a competitive edge, attracts investment, stimulates entrepreneurship and innovation, fosters traditional know-how and frugal innovations, supports development of a resilient economy, and promotes cultural diversity and well-being. Taking ownership strengthens the community's social network and reinforces trust in public institutions, resulting in inclusive social and economic development.

# 03/

# Challenges in Fostering 'Local' Culture and Economy

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Promoting local identity in terms of culture and economy is a complex endeavour that requires collaboration among various stakeholders to address the challenges of the rapidly evolving world. Communities trying to enhance their unique cultural, social, and economic characteristics encounter multiple challenges. In developing countries, the CCI and local economic activities depend heavily on informal cultural systems, processes, and institutions. Numerous creative practitioners, such as musicians, artisans, performers, craftspeople, and even professionals in design and technical fields, often operate outside the scope of formal regulations and standardised assessments. It is fair to assert that many cultural enterprises function "off the books" (UNESCO, 2013).

One of the most significant yet unspoken challenges to local identities is the lack of recognition. These unique identities of a place, encompassing its cultural heritage and economic contributions, frequently go unnoticed and undervalued. At a broader level, being unacknowledged by the government translates into multiple challenges, ranging from limited legislative support to insufficient funding and restricted skill development schemes/ opportunities. The lack of

legislative recognition hinders their adequate protection. Lack of recognition by the market can marginalise local businesses and creative endeavours, impeding their economic growth potential. The lack of spatial recognition, such as the allocation of physical spaces for CCI and local economic activities, may restrict the creative expression and preservation of local identity in alignment with a city's vision for urban planning. To address these challenges, an inclusive approach is needed that appreciates and promotes the diverse and invaluable aspects of local culture and economy, aligning them with the government's vision for sustainable and inclusive development.

This paper discusses five fundamental and significant challenges faced by the CCI and local economic activities. Addressing these challenges can pave way towards fostering local cultures, identities and economies.



### 3.1 Unmapped Cultural and Local Economic Resources

One of the significant challenges in fostering local identity is the lack of integration between cultural resources and urbanisation trajectories. It is one of the reasons the linkage between the CCI, local economic activities and the development of the cities remains untapped. This issue stems from the absence of meso-level urbanisation thinking, specifically the lack of comprehensive urbanisation policies. Without an appropriate framework, cultural and local economic activities in urban areas remain uncharted and disconnected in both spatial and cultural policy frameworks. These activities often exist in a city with a sense of ambiguity, primarily because the development machinery lacks a clear focus and direction due to the absence of comprehensive plans. While heritage policies attempt to map the cultural resources of cities, their scope is often limited and driven primarily by tourism motivations. The lack of mapping cultural resources and assets intensifies related issues such as the cataloguing and systematic collection of sector data, prolonging a cycle of neglect towards these valuable resources.

A mapping and review of the urban cultural ecosystem would unveil hidden resources, deeply rooted traditions, and untapped cultural resources (UNESCO, The World Bank, 2021). Additionally, this process can help identify barriers to the emergence of new cultural and creative forms. The first step in planning for a resilient and sustainable local cultural ecosystem is strengthening institutional capacity, enabling effective governance and coordination. Ultimately, it is essential to incorporate cultural activities within the framework of city urbanisation or cultural policies, providing a legislative foundation for their development and integration.

### 3.2 Impacts of Migration and Diaspora

Migration and diaspora present significant challenges in fostering local culture and economies, affecting the place of origin and destination. Its impact can be positive and negative, influencing various aspects of cultural heritage, economic activities, and social dynamics.

In the place of origin, the migration of craftspeople to cities for better economic opportunities can negatively affect local culture and economy. As craftspeople leave their communities, they often leave behind traditional cultural practices associated with their craft. This leads to a loss of cultural heritage and a dilution of the local identity. Moreover, the local economy, which relies on producing and selling craft products for income and employment, may suffer from the disruption caused by the migration of craftspeople, eventually leading to the loss of local identities.

On the other hand, at the place of destination, the influx of migrants can bring about adverse effects.

Due to the dominant urban lifestyle and the need to adapt to the demands of the urban market, traditional economic activities may give way to the establishment of mass-produced kitsch markets. This shift can have a negative impact on the authenticity and uniqueness of local cultural expressions.

However, migration and diaspora may also have positive advantages, albeit in rare situations. Migrants who successfully enter the urban market can better their lifestyles and economic prospects. They may contribute to the destination's economic growth through their talents, expertise, trade, investments, and entrepreneurship. Furthermore, remittances sent back to the place of origin can be an essential revenue source and help local economic growth. By recognising and addressing these complexities, communities can strive to maintain their cultural heritage, strengthen their local identity, and foster sustainable livelihoods for craftspeople.

### 3.3 Unintended Consequences of Tourism

The tourism sector serves as the cornerstone of the local economy, playing a vital role in preserving cultural resources and reviving cultural practices. However, the benefits derived from tourism often give rise to the challenge of over-tourism activities in many destinations. This challenge can be examined from three distinct perspectives: the expansion of the Kitsch market, the impact on working conditions and environmental degradation.

Unattended tourism may present obstacles to conserving local identity and cultural resources. As tourist numbers escalate, there is a possible increased risk of diluting the authenticity of cultural practices, traditions, and artefacts. Commercialising and commodifying local culture may lead to losing its inherent value and eroding a community's distinctive essence. Furthermore, the emphasis on accruing economic gains can overshadow the necessity of preserving local identity. Focus on commercial interests undermines the genuine representation of local traditions and erodes the cultural heritage that defines a community's uniqueness. Therefore, over-tourism may lead to the homogenisation of cultural experiences, reducing them to simplistic stereotypes.

Secondly, the excessive commercialisation of cultural products, experiences, and services, primarily driven by unattended tourism, has significant implications for the working conditions within the related industries. As the focus shifts towards catering to the increase, there is often a neglect of the well-being and rights of the individuals involved in these cultural/traditional practices. The prevalence of informality in these sectors further exacerbates the issue, as workers may lack legal

protections, fair wages, and safe working conditions. It compromises individuals' physical and mental well-being and perpetuates a cycle of occupational hazards and exploitation. Addressing these challenges and implementing regulations promoting the safety and well-being of those engaged in the CCI is crucial, ensuring their contributions are valued and protected.

Moreover, over-tourism significantly strains the natural environment, posing challenges to preserving cultural and natural resources. The unregulated influx of visitors, inadequate infrastructure, and unsustainable tourism practices contribute to environmental degradation, including pollution, habitat destruction, and the depletion of natural resources. These ecological pressures adversely affect cultural landscapes, traditional agricultural practices, and the overall sustainability of local communities. Additionally, the surge in tourism disrupts local communities' daily life and social dynamics, thereby stemming the need for responsible tourism practices.

The devastating flash floods in Kedarnath, India, in 2013 were attributed, in part, to the consequences of over-tourism (Gupta et al., 2018). The excessive influx of tourists to the region contributed to environmental degradation, with infrastructure unable to handle the sudden surge in visitors. This imbalance between tourism demand and inadequate infrastructure significantly exacerbated the impact of flash floods. This exemplifies the need for responsible tourism practices.

In contrast, Bhutan provides a remarkable illustration of effectively managing tourism activities while prioritising environmental preservation. Despite the growing interest in the country, Bhutan's constitutional mandate of maintaining a 60% green cover (at all times) showcases its commitment to ecological sustainability (WWF, n.d.). This emphasis on green cover preservation not only helps mitigate the negative impacts of tourism on the ecosystem but also contributes to the conservation of Bhutan's natural beauty. Bhutan is an inspiring example of how responsible environmental policies can coexist with tourism, ensuring long-term sustainability and the protection of its unique landscapes.

### 3.4 Preservation Challenges in the Digital Age

Technological progress and globalisation may also significantly challenge local identity and cultural practices. The widespread sharing and dissemination of cultural content in the digital realm can jeopardise authenticity and misrepresent cultural traditions. Digitally mediated representations often fail to capture local cultural practices' full richness, nuances, and embodied experiences, diluting their significance and authenticity. Moreover, it is also observed that technological advancements are frequently used to replace traditional handcrafted processes in product development, leading to the complete loss of conventional practices, meaning, and quality. This shift also disrupts the livelihoods of traditional artisans.

Additionally, the ease of disseminating and reproducing cultural content through technology raises concerns about protecting the intellectual property and copyright of traditional cultural expressions. Local communities may face challenges in safeguarding their cultural practices from misappropriation, unauthorised commercial use, and distortion in the digital space. There is a need to embrace technology in a way that enables the viability of the product while preserving the creative decision-making power of the artisans. This approach allows for the expansion and flourishing of crafts, ultimately leading to their recognition and value in the market.

### 3.5 Limited Collaborative Efforts

The lack of collaborative efforts to promote local identities hinders their visibility in the national and global market, leading to a decline in economic value. Moreover, the scarcity of information about the agglomeration of local identities in a region results in limited awareness and understanding of the region's diverse products, services, and experiences. Thus, efforts to support these identities remain piecemeal, lacking a holistic approach to developing connectivity and linkages. This fragmentation hampers the collective growth and economic synergy that could be achieved through collaboration and mutual support. By fostering better information exchange and collaboration, local identities can collectively thrive, collate benefits and harness their economic potential more effectively.

Promoting local culture and economy is a layered activity that needs a holistic strategy. Doing so may foster an atmosphere that celebrates and maintains local identities, supports sustainable economic growth, and strengthens our social fabric.

# 04/

## Policy Recommendations and Related Actions

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**C**CI and other local economic activities possess the potential to drive economic growth and enhance productivity. It is crucial to adopt an inclusive ecosystem approach by engaging all stakeholders to promote the local economy and preserve intangible and tangible cultural and built heritage. The following policy recommendations are devised with a holistic and inclusive approach and emphasise on promoting CCI in order to facilitate a multiplier effect on local economies. Focus of the Policy recommendations is on fostering traditional and other creative and cultural and economic activities. However, if the community interaction suggests fostering other local economic activities that are important for the city's identity, the recommendations may also be devised to support such activities.

### 4.1 Establish an Enabling Legislative Environment

A well-defined legislative framework is required at national and sub-national levels to enable action at local/city level. This can be best achieved through identifying elements of different and respective identities at local level and formulating national and sub-national cultural and spatial policies and comprehensive databases of CCIs and implementation frameworks at local level.

An enabling legislative environment would ensure universal objectives of inclusion, equity and protection of cultural assets, unique practices and crafts. It would help encourage women and marginalised people to engage in cultural life by promoting inclusion and equal opportunity and build more balanced and diversified cultural contexts. Through the instruments of spatial and cultural policies, legal recognition can be ascertained to designated cultural hubs, economic clusters and heritage areas as well as to unorganised or informal traditional crafts and practices. However, there must be flexibility in the legal environment to include viewpoints of communities towards fostering other local economic activities.

- **Spatial Policy:** Integrating cultural resources, including CCI and identified local economic clusters, within the spatial planning framework of cities. The following actions are recommended for cities to undertake. While

these are common for all, cities must also formulate provisions specific to promoting their own respective cultural identities.

- A. Create a city level spatial database of cultural resources: identify, map and document the tangible and intangible components of CCI and other a cultural resources on a real-time database.
- B. Earmark concentrations of creative & cultural resources and activities: identify hubs, clusters and precincts that reflect the city's rich cultural heritage and creative expressions and bring together agglomeration economies by linking tangible and intangible cultural resources.
- C. Formulate relevant provisions in the development plans of cities: initiate art-led placemaking options, facilitate adaptive reuse of heritage assets, devise incentives such as Heritage TDR, devise special bye-laws and development controls for identified precincts/ clusters/ concentrations, etc.
- D. Encourage the development of spaces supporting creative and cultural industries: formulate development norms to enable shared workspaces, artisan studios, and socio-cultural facilities like museums, galleries, libraries etc.
  - **Cultural Policy:** Framing a national and sub-national level Cultural Policy to foster and promote cultural practices. The policy should encompass government actions, laws, programmes, etc., that regulate, protect, encourage and support culture. The following actions are recommended for the same:
    - A. Formulate a national level policy to emphasise on the importance of safeguarding and enhancing the country's cultural heritage and traditional practices and to establish linkages between culture and economy in order to facilitate creation of contextual cultural policies at sub-national and even local levels.
    - B. Conduct research and documentation to understand multiple cultural contexts, identify key stakeholders, and acquire public feedback to achieve inclusion and diversity in policy formation (citizen-centric policy) at the sub-national level level.
    - C. Form an inclusive, multidisciplinary group comprising of cultural specialists, representatives from diverse industries, and government officials to oversee the policy

creation process at every level.

- D. Ensure convergence of available and new resources (human, capital, and operational) at all levels to implement the cultural policy.
- E. Align the cultural policy with other related policies such as the master plans of cities, policies related to tourism, export promotion and skill development in order to resolve common issues such as over-tourism and promotion of locally produced artisanal products as well as traditional skills/ know-how, etc.
- F. Create cultural platforms to support cultural diversity, provide artists with sustainable livelihood options, and support culture-driven campaigns, art projects, local events, street festivals, etc.

## 4.2 Strengthen Institutional Arrangements

Robust institutional arrangements is necessary to address the gap or the disconnect between various levels of the government and the local communities and enable effective communication and understanding of local needs and challenges. This is particularly useful for successfully implementing cultural infrastructure, allocating and monitoring funds, and organising industry-wide events. Facilitating appropriate institutional support also is also likely to encourage and incentivise individuals of cultural communities to continue specialising in their traditional cultural activity/ craft generation after generation rather than migrating to other generalised employment opportunities. This would reinforce and nurture the sense of belongingness to their place of origin and cultural heritage.

A multi-level institutional structure will help foster a connected network of institutions that will maintain the connection between grassroots cultural processes, social innovation, and a dynamic and responsive cultural ecosystem. This in turn will provide a more inclusive and supportive environment where cultural communities feel valued, heard, and empowered to actively contribute to their localities' cultural fabric. Some of the recommended actions to take this forward at city level are as follows:

- A. Set up dedicated units such as Culture Cells/ Culture Conservation Societies/Centres for Culture & Heritage, at the city level, responsible for promoting cultural practices.
- B. Appoint creative curators at these units/ cells to oversee the planning, implementation, and administration of cultural development activities in the city including curating exhibitions, organising cultural events, researching local customs, and cooperating with artists and cultural practitioners to ensure authenticity and quality.
- C. Enable community participation through NGOs, CBOs, community forums, public consultations, and cultural workshops where local inhabitants can offer ideas, share

their expertise, and actively engage in decision-making in shaping the cultural environment of their localities. This will develop community ownership over cultural processes and assets.

## 4.3 Devise a Culture-Sensitive Regulatory Framework

In order to balance the requirements of a vibrant creative economy and the protection of those who contribute to its vitality, it is imperative to formulate regulations with respect to safe working conditions and environmentally sensitive products and processes. The informality of the industry, along with the inflow of tourists seeking cultural experiences in most regions, has added extra stress on creative practitioners, frequently resulting in hazardous working conditions and poor safety precautions. Formulating regulations to mitigate environmental and occupational hazards, promote safe working conditions, and ensure the physical and mental well-being of individuals involved in creative activities is a necessity as it would enable creative practitioners to focus on their work with peace of mind knowing that their health and safety are prioritised and clear safety standards are in place. The following actions are recommended in this regard:

- A. Create awareness regarding environmental and occupational hazards and the need for implementing suitable preventative measures, resulting in a safer working environment and protection for those engaged in creative activities.
- B. Conduct frequent evaluations to detect vulnerabilities unique to particular cultural and creative economies. Create a thorough database of related and probable dangers and risks.
- C. Set basic safety standards, and recommendations customised to the specific process/ product and ensure regulations take into account the peculiarities of informal creative economy practices and recommend safety rules for handling hazardous chemicals, operating equipment, and workplace ergonomics.

## 4.4 Establish Collaborative Connections

A country's local cultural and creative practices can be elevated to national and international platforms by establishing collaborative networks and exploring global alliances. It ensures increasing their visibility and enhancing their brand value. Communities gain confidence when bolstering of the cultural sector provides more and better growth opportunities. They get better equipped to address challenges such as skill migration and adapting to the demands of modern times. Collaborative connections would help attract international grants and private investments, creating opportunities for applying global standards of inclusion and sustainable development. The increased visibility and recognition of local cultural and creative practices make them more appealing to all typologies

of external funding sources including government-led Initiatives for promoting cultural and creative products, services, and experiences. Utilising the private sector and international partnerships/ alliances to generate necessary resources and expertise for driving sustainable development initiatives, ensuring the longevity and growth of the cultural sector. Following are the recommendations for actions in this regard:

- A. Implement specific schemes and activities at the national and international levels to promote CCI products, services, and experiences by offering financial incentives and marketing expertise to get visibility, which may stimulate market demand.
- B. Enable the private sector to facilitate the creation of community-supported infrastructure for promoting cultural and local economies. The private sector may help by providing funding, knowledge, and resources to build infrastructure like cultural centres, creative spaces, and specialised marketplaces that promote, present, develop and sell related products, experiences and services.

## 4.5 Enable Access to Finance

Access to financing mechanisms is one of the most significant enablers to promote the CCI and other local economic activities. It is critical to devise the right balance between financing support from government-led initiatives and other sources. Financial support ensures the acknowledgement and integration of CCI in economic growth. Furthermore, a legislative framework facilitating the mapping of cultural resources is pivotal in identifying resources eligible for financial aid. It also addresses the challenge of community migration in search of better prospects and financial stability. Additionally, it upholds the authenticity of local products, services, and experiences, prioritising sustainable economic development over insensitive construction and over-tourism. It is therefore recommended that financial access (including government led schemes/ programmes, private sector led initiatives) aimed at supporting growth and promotion of cultural practices and local economies must be enabled. This will help open up avenues for innovation, capacity-building, and implementing impactful projects that contribute to the community's well-being and preserve cultural heritage and economies. It will also attract private sector engagement and enable long-term sustenance. The recommended actions in this regard are as follows:

- A. Devise government schemes for financially supporting CCI and identified local economic activities through subsidies, grants, etc.
- B. Introduce accessible loans and innovative grant programmes exclusively for these sectors.
- C. Encourage private sector participation by providing possibilities for investment in this sector. Create platforms that link investors with cultural enterprises,

fostering collaborations and giving incentives such as tax breaks or sponsorship programmes to entice the private sector to participate.

## 4.6 Strengthen Creative Capacities

By strengthening creative capacities, communities are empowered to adapt to the rapid pace of globalisation and technological advancements. It empowers them to maintain the authenticity of their products, services, or experiences while equipping them with the necessary skills to leverage technological innovations. This approach would effectively address the challenges associated with preservation of local cultural and creative practices, ensuring their continuity and relevance in a rapidly changing world.

It is important to focus on skill development and foster innovations to enable access to an ever-evolving global market and facilitate local economies to upgrade their products through social and design innovations. Notably, the actions taken at the local level can have a measurable impact on a global scale, making this approach significant in fostering sustainable development. Some actions that are recommended towards strengthening creative capacities include:

- A. Facilitate collaboration and convergence between government and institutions to create and implement skill development programmes focusing on the CCI.
- B. Establish 'Centres of Excellence' that serve as think tanks to nurture and enhance the skills of artists. These centres can provide a supportive environment for artists to develop their talents and expand their knowledge. Additionally, these centres can create a marketplace where artists can showcase and trade their artworks, fostering economic opportunities and recognition for their creative endeavours.
- C. Encourage the private sector to co-invest in training and skill development pertaining to creative and cultural industries.
- D. Mainstream skill development in the formal education system and create innovation labs/ platforms for scaling up local practices and frugal innovations.
- E. Create mechanisms to utilise digital tools to improve market access for creative practitioners. It can include the creation of online platforms or digital marketplaces that link creators with prospective purchasers on a local and worldwide scale.

The figure below provides a snapshot of good practices adopted worldwide for most of the recommended policies and actions. This will serve as a valuable starting point or reference for cities.

**Policy Recommendations: Global Good Practices.**

**Action Point 1**

**Barcelona, Spain**, has the city's culture cell or cultural conservation organization that appoints creative curators who play a vital role in planning, implementing, and administering cultural activities.

**Action Point 1**

In **London, UK**, the cultural and creative economy is a vital component of the city's identity & economic growth. The city conducts regular evaluations to identify vulnerabilities and risks specific to the sector.

**Action Point 2**

**Copenhagen, Denmark**, formulated guidelines to mitigate occupational hazards, promote safe working conditions, & ensure the physical & mental well-being of workers.

**Action Point 1**

In **India, Geographical Indication (GI) tagging** (a sign used on products with a specific geographical origin and possess qualities or a reputation due to that origin) is crucial in promoting CCI to ensure visibility & marketing assistance.

**Action Point 2**

**Barcelona, Spain** has implemented public-private partnership models to develop cultural and creative spaces & facilities.

**Action Point 1**

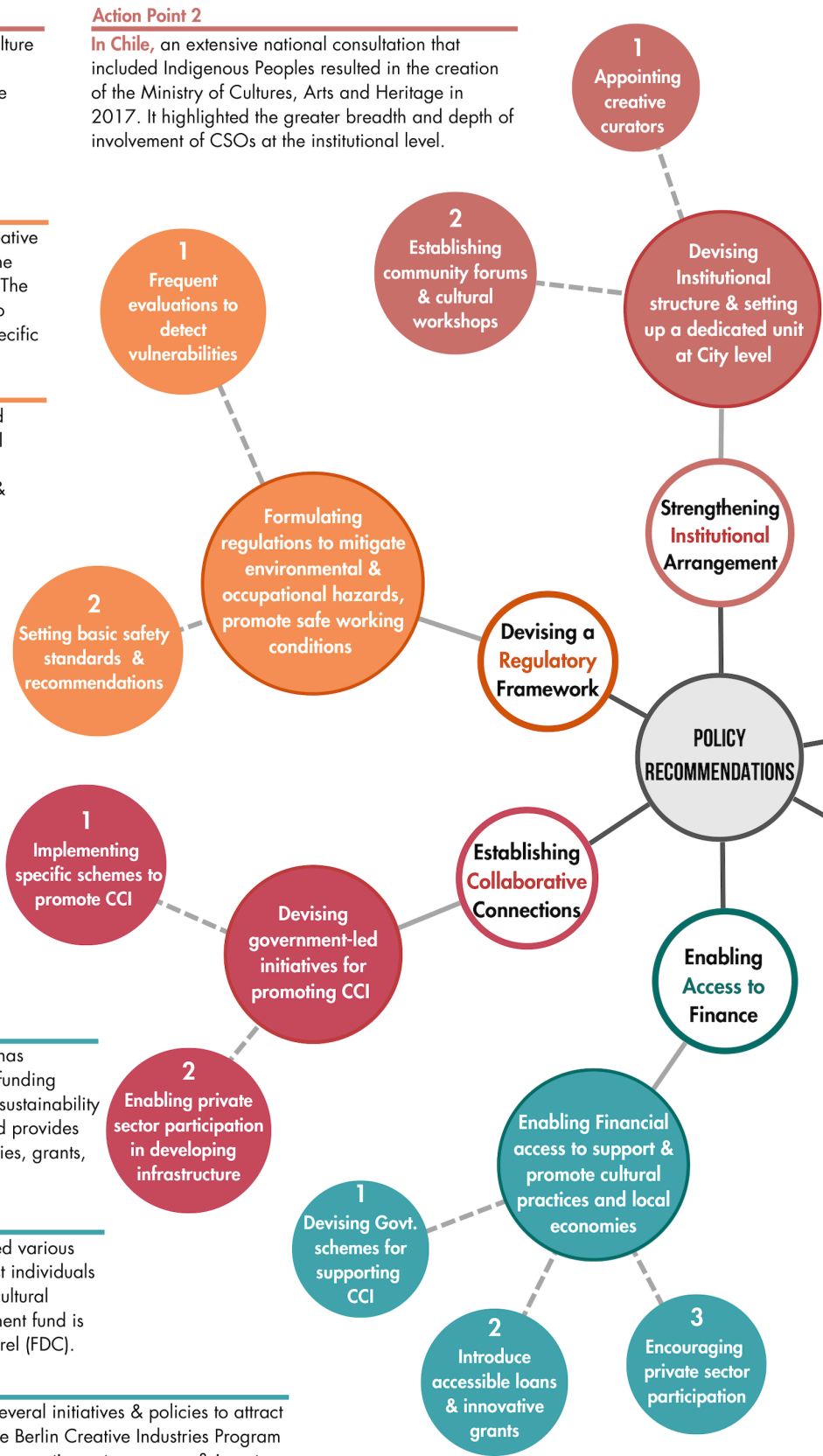
**Melbourne, Australia**, State Govt. has established various initiatives and funding programs to support the growth & sustainability of CCI; the Creative Industries Fund provides financial assistance through subsidies, grants, & funding opportunities.

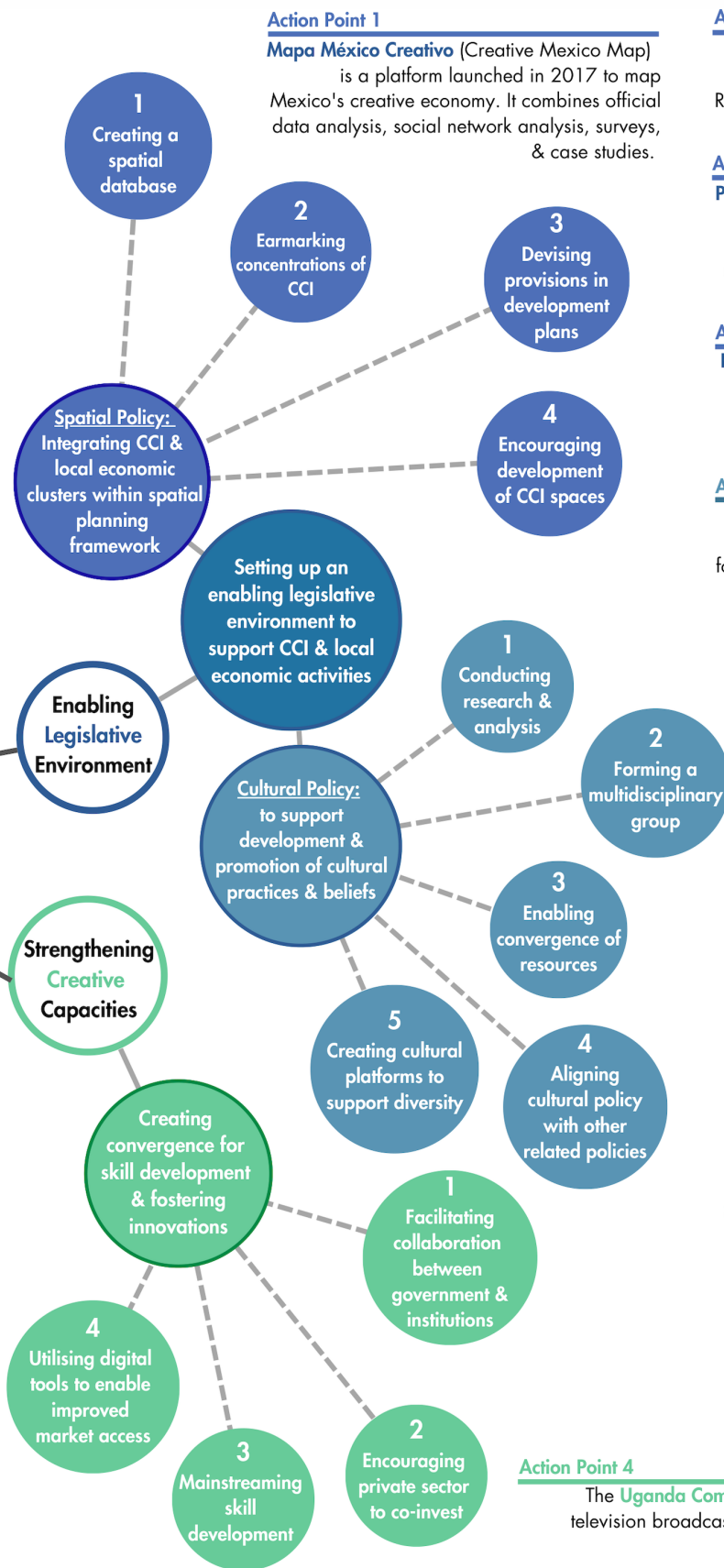
**Action Point 2**

**Montreal, Canada**, has implemented various financial support programs to assist individuals & organizations in the creative & cultural sectors; the city's cultural development fund is the Fonds de Développement Culturel (FDC).

**Action Point 3**

**Berlin, Germany**, has established several initiatives & policies to attract private sector investment in CCI; the Berlin Creative Industries Program aims to foster collaboration between creative entrepreneurs & investors.





#### Action Point 1

**Mapa México Creativo** (Creative Mexico Map) is a platform launched in 2017 to map Mexico's creative economy. It combines official data analysis, social network analysis, surveys, & case studies.

#### Action Point 2

**Barcelona, Spain**, has identified several hubs & clusters that reflect its rich cultural heritage—El Raval, known for its vibrant street art, contemporary galleries, & diverse cultural institutions.

#### Action Point 3

**Portland, Oregon, USA**, has a provision of Heritage Transfer of Development Rights (TDR) as the city's development plans incorporate strategies to revitalize neighbourhoods & create vibrant cultural spaces.

#### Action Point 4

**Berlin, Germany** has numerous shared workspaces & artist studios, such as those found in the district of Kreuzberg and the RAW-Gelände complex, where artists & creatives can work & collaborate.

#### Action Point 1

**Vancouver, Canada**, has been recognized for its inclusive and citizen-centric approach to policy formation, particularly concerning cultural diversity. It engages in extensive research and analysis to understand its diverse population's cultural landscape.

#### Action Point 2

**Amsterdam, Netherlands**, has established a multidisciplinary platform called the Amsterdam Cultural Council (ACC) to oversee and guide the city's cultural policies.

#### Action Point 4

**Seoul, South Korea**, has successfully integrated its cultural policy with its master plan, tourism policy, export promotion policy, & skill development policy to create a cohesive & comprehensive approach.

#### Action Point 5

**Melbourne, Australia**, has established various cultural platforms and initiatives to nurture its vibrant arts & cultural scene.

#### Action Point 1

**Melbourne, Australia**, has successful collaborations between the government and various institutions to facilitate community skill development programs.

#### Action Point 3

**Helsinki, Finland** has a notable focus on mainstreaming skill development in the formal education system & creating innovation labs/platforms.

#### Action Point 4

The **Uganda Communications Commission (UCC)** requires free-to-air television broadcasters to boost the local content to improve national culture, diversity, & employment opportunities.

Author Compilation. Illustrative reference (UNESCO, 2013)

# 05/ Conclusion

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*...too many well-intended development programmes have failed because they did not consider cultural settings... development has not always focused enough on people. To mobilise people, we need to understand and embrace their culture. This means encouraging dialogue, listening to individual voices, and ensuring that culture and human rights inform the new course for sustainable development.*



(UNESCO, 2013)

In his opening remarks at the UN General Assembly thematic discussion on culture and development in 2013, the erstwhile UN Secretary-General, Ban Ki-moon highlighted the most critical aspect related to cultural heritage, identities and economies i.e., the 'people'.

This paper resonates the idea and examines the intersections among local culture, economy and identity. In conclusion, it is important to reiterate that local identity is deeply rooted in the experiences and affiliations of the local people - a community, location, practices, language, cuisine, values, and much more. Evolution of this identity should emerge organically from within the community. While external influences are embraced over time, the choice should lie with the local people and places rather than imposition of external constructs of culture and identity that are disconnected from people's daily lives.

Emphasising the concept of "everyday life" is also significant, as cultures and identities can only be sustained by protecting and fostering the existing routines and practices of the people. Preserving cultural diversity and the local economy is essential for promoting uniqueness, authenticity, creativity and enabling frugal innovations. The key focus should be creating an enabling environment for local identities to flourish, adapt to modern times, and sustain their skills in the long run. Local economies have found their space and recognition, given their resilience, particularly in global events like the pandemic and economic meltdowns. It is time we recognise local culture and economy as the primary areas of focus that can effectively realise larger goals such as SDGs from bottom up.

## Recommendation

|01

An enabling legislative environment for recognising, locating, safeguarding, protecting and planning for cultural heritage and local economies

|02

Strong multi-level institutional arrangements, creating a culturally responsive eco-system with all levels of government aligned in terms of vision for promoting CCI

|03

Culture-sensitive regulations for safety and security of workers of cultural and creative industries

|04

Collaborative national and international networks for preservation and promotion of culture

|05

Accessible finance to encourage innovation and realise the real potential of cultural and creative economies

|06

Enhancement of creative skills, abilities and capacities to preserve traditional practices and retain local knowledge and talent



This paper has brought to the fore, the need and narrative of nurturing the 'LOCAL', particularly in light of the priorities identified in the sixth edition of Urban 20 (U20) under India's G20 presidency, which itself has focussed heavily on promoting 'culture and heritage'. Each country must recognise and respect cultural rights and develop policies that reflect sensitivity towards their communities, local

practices, and unique environments rather than replicating approaches from elsewhere. While on the one hand, these efforts are crucial to safeguard cultural and creative practices from being lost over time, they can also help us achieve the larger vision of economic stability on the other.

**“ ...we need an environment that is not simply well-organised but poetic and symbolic. It should speak of the individuals and their complex society, their aspirations and historical tradition, the natural setting, and the complicated functions and movements of the city world.**

**But the clarity of structure and vividness of identity are the first steps to developing strong symbols. By appearing as a remarkable and well-knit place, the city could provide a ground for the clustering and organisation of these meanings and associations. Such a sense of place enhances every human activity there and encourages the deposit of a memory trace.**

”

Kevin Lynch, *The Image of the City* (p. 119)

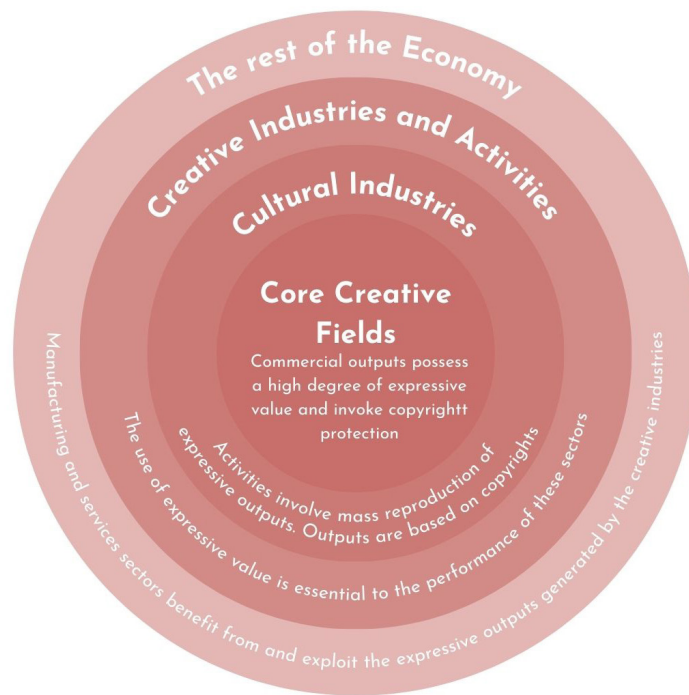
# 06/

# Annexure

## Models for CCI

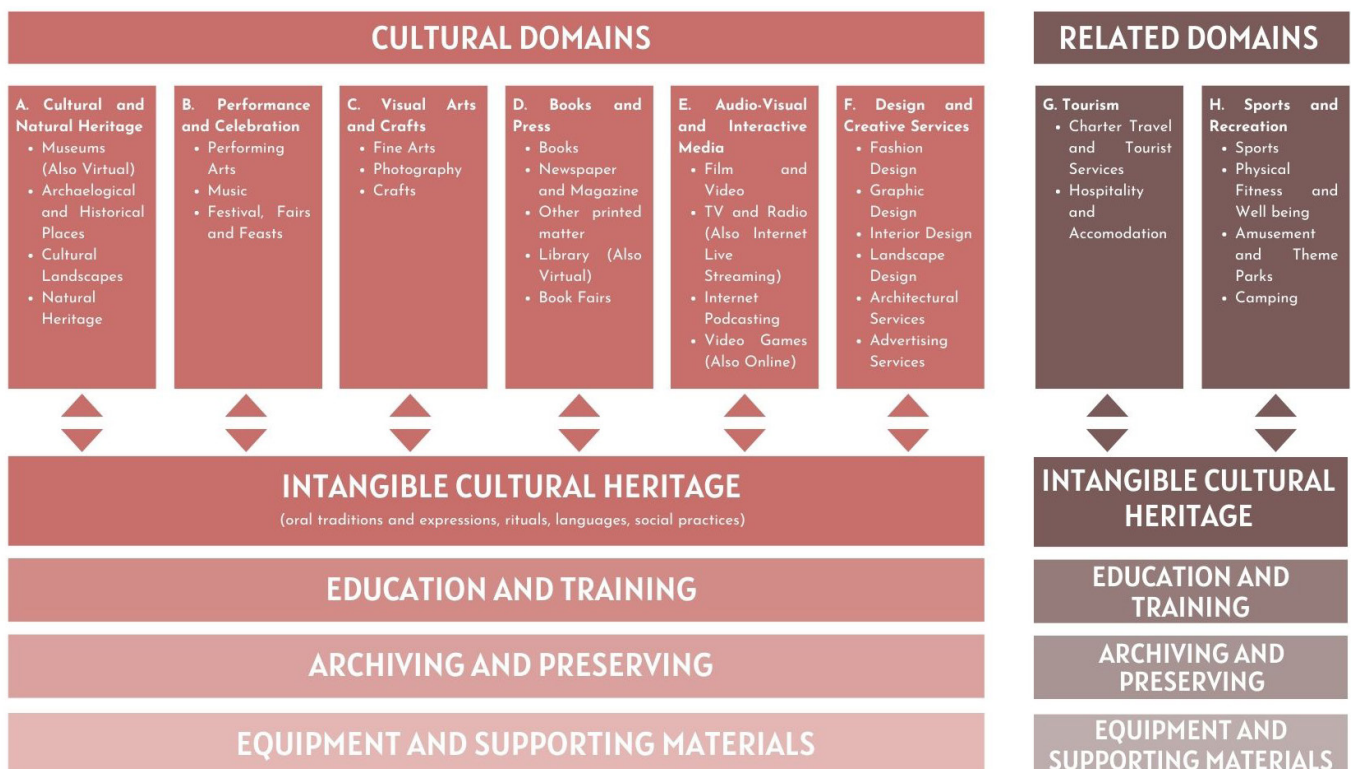
UNESCO Report also clarifies two critical points on the graph above: first, the boundaries between the circles are porous, and each successive ring is increasingly shot through with aesthetic and symbolic attributes; second, the term "core creative arts" does not imply that individual artists are alone at the apex of a hierarchy of creativity. At the start of the cultural value chain, individual artists and creative workers are often part of a broader enterprise

whose process is initiated by managers, entrepreneurs, producers, intermediaries, etc. They depend on communities of practice. This is particularly the case in non-Western settings where the modernist notion of the individual endowed with extraordinary powers of autonomous expression often cannot be applied. Instead, cultural expression emerges as a social process - creativity itself is social - that is elaborated in community contexts, so the central core should be recast as "core cultural expression".



**The Work Foundation's Concentric Circles Model**

Source: (The Work Foundation, 2007)



**UNESCO Framework for Cultural Statistics Domains**  
Source: (UNESCO, 2009)

# Glossary: Useful Terms

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- A. Epistemology:** Epistemology is the philosophical study of human knowledge's nature, origin, and limits. The term is derived from the Greek *epistēmē* ("knowledge") and *logos* ("reason"), and accordingly, the field is sometimes referred to as the theory of knowledge (Martinich & Stroll, 2019).
- B. Economic Resilience:** The capacity of a regional or local economy to withstand or recover from the market, competitive and environmental shocks to its developmental growth path, if necessary, by undergoing adaptive changes to its economic structures and its social and institutional arrangements to maintain or restore its previous developmental path, or transit to a new sustainable path characterised by fuller and more productive use of its physical, human and environmental resources (Martin & Sunley, 2014).
- C. Cultural Rights:** Cultural rights refer to the fundamental human rights that guarantee individuals and communities the freedom to participate in, access, and enjoy their cultural heritage, expressions, and practices. These rights are essential for promoting and protecting cultural diversity, fostering creativity, and preserving the cultural identity of individuals and communities (UNESCO, 2001).
- D. Cultural Diversity:** Cultural diversity refers to the wide range of artistic expressions, practices, and manifestations in human societies. It encompasses a variety of cultural heritage, beliefs, values, languages, traditions, arts, and other forms of human creativity (UNESCO, 2001).
- E. Informal Economy:** The informal economy refers to enterprises and employment outside institutionalised (State/corporate) frameworks of labour laws, taxation, and finance. Informality, seen as flexibility, makes work accessible for millions of marginalised communities such as women, migrant labour, and cultural minorities (Krishnamoorthy et al., 2021).
- F. Artisan Economy:** An artisan economy is a subset of a cultural economy and centres on indigenous, handmade production embodying creative and cultural heritage (craft, art, food, tourism). One of the largest employment sectors globally for underserved communities, it is primarily informal, comprising diverse skill sets and undocumented low-tech (Krishnamoorthy et al., 2021).
- G. Sustainable Development Goals (SDGs):** The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. The 17 SDGs are integrated—they recognise that action in one area will affect outcomes in others and that development must balance social, economic and environmental sustainability (UNDP, 2022).

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