

ACD-Agency for Cultural Diplomacy (ACD) strategic vision to the UN Agenda2030 projects and activities



Civilian Actors 2030:

Let's brick and Play Well! One by one, manyones in One!

A collage of logos and images. At the top left is the SDG 16 logo '16 FRIEDEN UND GERECHTIGKEIT' with a dove. Next to it is a 'LETS BRICK' logo with colorful bricks. To the right is a hand holding a blue feather. Further right is a circular logo for 'Europäischer Tag der Sprachen 26. September www.esl21.de'. Below these are the UNESCO logo and text 'United Nations Educational, Scientific and Cultural Organization'. To the right of UNESCO is the text 'In partnership with UNESCO' and the ACD logo 'Agency for Cultural Diploma'. At the bottom left is the SDG 4 logo '4 QUALITY EDUCATION' with a book and pencil. Next to it is the 'Futures of Education' logo 'LEARNING TO BECOME'. To the right is the SDG 17 logo '17 PARTNERSCHAFTEN ZUR ERREICHUNG DER ZIELE' with a circular icon. Further right is the 'ArtImpact2030' logo.

Cultural Diplomacy 2030

Written by Tatjana Christelbauer

ACD-Agency for Cultural Diplomacy founder and president on December 27th 2020

How can cultural associations support the realization of the Sustainable Development Goals at the local, regional, and global level?

How can Cultural Diplomacy support the promotion of the SDGs?

This document outlines the vision from a civilian sector point of view about how to align cultural diplomacy activities within the framework of the **UN Agenda2030**. Since its founding as a nonprofit cultural association by the Federal Police Office in Vienna, Austria on May 12th 2016 and registration (Reg.nr. 680217381) [ACD-Agency for Cultural Diplomacy](#) is committed to the UN Agenda2030 on sustainable development as it has been announced in the [ACD-constitutional statement](#).

ACD-Agency for Cultural Diplomacy (ACD)

strategic vision and activities has been developed from an understanding of the UN **Agenda2030 as a universal Peace concept**, with 17 Goals (SDG's) as a blueprint for its realization, in responsibility of each individual, communities and governments worldwide. According to professional experiences and competences of our team members, ACD-activities are mainly embedded in the field of **education, art, media and international relations**. The ACD-Framework for Sustainable Development is therefore designed to support the realization of the UN SDGs through development of the regional and international educational projects and cross-sectoral regional and international partnerships. Following the [Austrian Federal Constitutional Law](#) and the [priorities of the Austrian state](#), committed to the practice and theory of Cultural Diplomacy as a form of promotion of values and cultures, within the [European](#) and the [global context](#), "recalling that **cultural diversity**, flourishing within a framework of democracy, tolerance, social justice and mutual respect between peoples and cultures, **is indispensable for peace and security at the local, national and international levels**, ACD-Agency for Cultural Diplomacy founding members are envisioning their mission for the decade 2020-2030 as active contributors to the realization of the SDG's. Our cooperation in the sector of the civilian society, and with governmental and nongovernmental international institutions and organizations in Austria and worldwide, as well as with individuals who expressed interests to connect, have resulted with sustainable development of our activities and long-term cross-sectoral partnerships for our further cooperation.

Details about ACD-Cultural Diplomacy2030-activities

Our team have started with a promotion of the UN Agenda 2030 and SDG's in general, to inform the general public about, to provide UN-weblinks and informations from the regional (Austrian), European and global governance institutions about its implementation and strategic framework. ACD-webpage SDG's has been created for such purposes. Specific platforms and projects have been defined within the framework of the UN Agenda2030 by applying on insights and goals as proclaimed in the UN Agenda2030, with the aim to reach and to mobilize individuals and communities in Austria and worldwide to share opportunities and responsibilities for the current and future life together in peace as responsible individuals and as members of diverse communities.

Key identification data:

Title of action: Cultural Diplomacy in practice and theory, CD2030

Country: Austria, global

The sector of intervention: Cultural Diplomacy in the practice of the civil society in cooperation with governments, NGOs, military and defense, educational and cultural institutions, cultural associations, individuals

Cross-cutting issues: Austrian national priorities, EU principles and values, global challenges and multilateralism

Resources:

1. Immaterial: professional experiences of ACD-team members and partners
2. Indicative budget since 2016: private funds donated by ACD-founding team, funds from Vienna Magistrate, Austrian State Chancellery for some projects
3. Sustainable financing: currently working on this issue.
<https://www.acdvienna.org/finanz-cd-2030/>

Duration: 12th May 2016-development and establishment of projects and partnerships, [decade CD2030-2050](#),...

Transparency: Annual reports, financial report, all activities documented on ACD-Homepage, social media pages, brochures for free download.

Dissemination of practices

To engage people across world into activities, our team develops cross-sectoral regional and international partnerships and announces ACD-Ambassadors to educate, consult and assist the local branches in their endeavors toward Sustainable Development. To do so, our team with ACD-Ambassadors and partners organizes free consultancy meetings, professional workshops in house and online and share educational materials and quality informations via ACD-webpages in various languages. Furthermore, our team takes part in events and educational sessions organized by relevant institutions such as the UN, OSCE, Austrian organizations and communities, cultural initiatives in Austria and worldwide, invites individuals and organizations to cooperate in research, project activities, and supports solidarity actions such as by creating Art Manifestos (ArtImpact2030-Manifesto) and signing of petitions for the regional and international initiatives (FairPay Austria, European Alliance of Academies, a.o.)

ACD-areas of impact

ACD-team determined our areas of impact in the field of education (SDG4), at the local, regional, national and global level by providing examples to inform global community via ACD-media pages and within educational virtual and inhouse sessions, ACD team of experts provides and promotes the SDG-oriented learning starting from elementary level: Humanistic education 21st cent. IkuBi2030-Modell based which our team is practicing and promoting, includes insights from the UNESCO education for Sustainable development, art education. M. M. Schörl- humanistic education for building bridges and strengthening the human community across all meridians to take up our challenges together, to widen access to quality education for all, to practice the culture of peace in all its diversity of expressions as a tool for rapprochement and for crafting a shared vision and guiding to be and to be-come. Such eco-social approach based on “love to our next” will contribute to the improvement of the **social climate and responsible use of the natural, human and cultural resources**. Our report to the **UNESCO Futures of education**- team is available on ACD-webpage for download.
<https://www.acdvienna.org/futures-of-education/>

The same applies to the realm of **social sustainability**, where we want human rights, rules and ethics for a good working environment to be applied. In the ACD-Statute and ACD-Code of conduct paper, our values, and our fundamental principles are grounded. We also need to be conscious of how we do things and be proactive when it comes to aspects such as gender, human diversity, organizational democracy, good leadership, security, and safety.

For **economic sustainability**, we consider ethics as important base for starting activities. This means that we must take responsibility for our investments and funds while working persistently to combat corruption. We also need to guarantee our long-term funding through our private investments and temporary fundraising activities, currently working on this issue. We also can not overlook the importance of transparency and finding a sustainable way of monitoring, evaluating. Therefore, we are reporting about our activities to the regional governmental institutions, to ACD-members, partners and to inform the general global public, we are publishing our documents and informations about activities on ACD- Webpages and ACD-social media pages, which are also temporarily shared by our partners.

Climate, Ecosystems and Resources

ACD-team believe that we can reduce our impact in these three areas in practice by being conscious of energy use, the products we are purchasing and by taking responsibility for our waste by recycling it correctly by our public events and beyond, as following:

1. Environmental preservation

Aiming to mitigate and adapt to climate change, ACD minimizes the use of non-renewable resources and limits the emission of polluting substances in respect of the ecosystems in which we work as following: the team works mainly from the home office: digital communication enables the development of partnerships and promotion of activities at international level; controlled waste (reduced paper use, print) by digital share and delivery of documents; by our public events which include reception, our team works with donators who are providing healthy, sustainable and diverse sensitive products, engage humanitarian associations to contribute, minimalize the waste by use of the mini-format of dishes.

2. **Economic efficiency** means for ACD that our private investments into activities as well as donations and grants are used most effectively and are transparently documented within our annual reports. Furthermore, ACD works with available resources, using the guidelines of Adaptive management, art, and creative social design for the development and realization of activities.

3. **Social equity** means that our activities are aligning with the regional (Vienna), national (Austria), European and international policies, regulations and values in respect of the fundamental social and human rights. Attentive communication is based on transparency and clear guidelines, ACD-legacy papers and documents.

Activities:

1. Raising awareness on UN Agenda 2030 and 17 goals via ACD-media pages
2. Creating activities and cross-sectoral regional and international partnerships to support the capacity building for common progress and for optimization of results
3. Writing reports, document, exchange and disseminate good practices, with the team, partners and relevant governmental and non-governmental institutions.

4. Evaluate the impact of our activities through the response of our participants, partners, and fellows, as well as by continuous improvement and transparent documentation of activities on ACD-webpages, social media pages, printed brochures, etc., which are available for the general public online.

By aligning the SDG-Goals, targets, and indicators with the regional (Austrian) initiatives and with ACD-capacities, ACD-team and partners have developed a **strategic framework** and cross-sectoral regional and international partnerships.

Connecting the SDGs with indicators to create activities, following platforms have been created and projects have been implemented and brought to realization by ACD-Team since the establishment of ACD on May 12th 2016:

SDG 17.17: encouraging, developing and promoting effective partnerships

“Under one Hat”, crafted with feathers, as a symbolical gift for attentive relations by shared responsibility.

ACD-Ambassador Award as a sign of honor of civilians whose achievements extend beyond those recognized by traditional awards for the formal diplomatic activities. The Award furthers ACD's strategic goals to promote esteeming attitude and attentive relations to and within the social and natural environment at all levels through quality education, participation in thematic travels, organized or recommended by the ACD-Team, activities to support the sustainable development through the development of regional and international partnerships, and activities, ACD-Ambassador Award is an action to build the global network of the civilian actors in the field based on „people to people cultural exchange” and interests for Sustainable Development of Peace and Safety within all sectors.

In 2019 ACD-President have created ACD-Children&Youth Ambassador Award by the suggestion of the 11-years old Harumi Murauchi from Japan will act as the first ACD-Children&Youth Ambassador. <https://www.acdvienna.org/acd-ambassadors/>

Current number of the ACD-Ambassadors worldwide: 38

SDG4 Quality Education=

*Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all: **SDG 3.d, 4a, 4.7 , 5.1, 5.5, 8.9, 10.2, 17.17***

Let's brick!-serie of projects

to encourage dialogue among cultures with a view to ensuring wider and balanced cultural exchanges in the world in favor of intercultural respect and a culture of peace, to foster interculturality in order to develop intercultural interaction in the spirit of building bridges among peoples and cultures, to support the social integration by the early start from elementary education and following the **principle of equitable access** to a rich and diversified range of cultural expressions from all over the world and access of cultures to the means of expressions by inclusive approach:

Let's brick!-SprachenWeb- creating multilingual landscapes with ACD-Ambassadors and partners to introduce the global language variety, to learn indigenous languages, to widen

mutual understanding and respect for the cultural heritage of all countries;
<https://www.acdvienna.org/w-%C3%B6-eu/sprachenweb/>

Let's Brick!-2030, 2050- consultancy sessions with focus groups on **UNESCO Futures of Education** with cross-sectoral international participants by connecting the global sustainable development education with Intercultural approach, museum education and art&science practices; creation of linguistic the landscapes “Unity in Diversity” projects for the EUROPEAN Day of Languages with partners from all continents; <https://www.acdvienna.org/let-s-brick/>, <https://www.acdvienna.org/let-s-brick/let-s-brick2050-intalk-sessions-on-futures-of-education/> , <https://www.acdvienna.org/futures-of-education/m-sch%C3%B6rl-envisioning-space/>

ArtImpact2030- initiative and Manifesto: In 2018 the **ArtImpact2030-initiative** in partnership with the UNESCO, Kunst Haus Wien, Österreichische Museumsbund, UN Vienna guide, has been launched to open global space for the development of cross-sectoral partnerships and projects, applying on impact from the art on sustainable development, by example of the Austrian born international artist Friedensreich Hundertwasser:
<https://www.acdvienna.org/artimpact2030-initiative/>

Vienna meets... Diplomacy on stage events: intercultural exchange, European and international cultural heritage; <https://www.acdvienna.org/vienna-meets/>; Culinary Diplomacy: <https://www.acdvienna.org/acd-cd-culinary-ties/>

Dance Arts Projects

Dance&Diplomacy; Dance Arts for SDGs; global and European intercultural exchange on Dance arts history as a form of Cultural Diplomacy, Dance Arts Cultural Heritage. **Wheels of Arts** project with ACD-Ambassador Antonio Fini /It <https://www.acdvienna.org/acd-dance-arts/>

Bodenwieser-Mandukic by WienModernDance- platform in cooperation with Association of the Ballet Dancers (UBUS, FKM-Festival) and national Theatre Serbia, Belgrade

Árvore da Vida2030 with ACD-Ambassador Andrea Raw in Rio de Janeiro/BR [Arvore da Vida2030](#), and Joelize Friedrichs AG Pilot: thematizing the transformative potential of dance arts for SDG5

Central European projects:

Mitteleuropa shared cultural history, shared future through literature, mythology, arts and diplomacy <https://www.acdvienna.org/mitteleuropa/>

Taking into account that **culture takes diverse forms across time and space** and that this **diversity is embodied in the uniqueness and the plurality of the identities and cultural expressions of the peoples and societies making up humanity**, ACD -team practices research on [historical cultural ties](#) among Austria and neighbor countries (such as Austrian-Croatian culinary ties in cooperation with the Embassy of the Republic of Croatia in Austria, the project “**Radetzky Reis**”; recalling that **linguistic diversity** is a fundamental element of cultural diversity, and reaffirming **the fundamental role that [\(Inter\)cultural education and Art](#) plays in the protection and promotion of cultural expression**, with projects on educational bridges for the **European Day of Languages** in cooperation with the [House of the EU Vienna](#) ; Call for action to protect [indigenous languages](#); International cooperations such as the Project in the US “[Houses without borders](#)” and in Japan for the [Austria-Japan 150- anniversary of cultural relations](#), outcomes and sharing them on public events and in the

digital form on [ACD-Webpage](#) and [social media pages](#); through educational sessions on sustainable development (currently [inTalk sessions](#) with focus groups on ZOOM); cooperation with *Associazione culturale Mitteleuropa* for the International Forums in Udine, organized by ACD-honor president Dr. Paolo Petiziol; Slovenia: Max Fabijani's transcultural heritage with Dr. Anja Fabijani, ACD-honour vice president;

iCONS2030: Inclusive global society, life arts diversity. Blind ACD-Ambassador translates ACD-documents into Braille-alphabet, organizes public and online lectures on new technologies and supplies for blind; **DUNKELBUNT** cultural promotion and art education for blind scholars with ACD-president See more here: https://www.meinbezirk.at/landstrasse/c-leute/kunstvermittlung-dunkelbunt-eine-exkursion-zum-hundertwasserhaus-wien-mit-blinden-und-sehbehinderten-schuelerinnen_a2821454

Art&Health: intercultural art education on community health: **BGF2030**
<https://www.acdvienna.org/sdg-s/art-health-2030/>

Arts4Sciences4CulturalDiplomacy-platform for cross-sectoral international cooperations among scientists, artist, students of political sciences and diplomacy
<https://www.acdvienna.org/arts4science4culturaldiplomacy/>

Solidarity projects abroad: to encourage dialogue among cultures with a view to ensuring wider and balanced cultural exchanges in the world in favor of intercultural respect and a culture of peace such as by support of the [ADEPS Organization in Kenya](#) through educational consulting, [media promotion](#) of activities done by children of Noah's Ark Academy Maragoli who learn about Austria through Austrian born artist and ecological activist Hundertwasser's art and got introduced to the German language in the project [IkuBi2030-children radio](#) which has been created by ACD-president during the C-19 lockdown.

M4life Projects IkuBi2030-Children radio, LifeLongLearning-Gardens: Capacity building with Community Health Workers in Uganda, Kenya in cooperation with ACD-beneficiary partners ADEPS org. & Noah's Arc Academy Maragoli, Kenya and PEARL org. Uganda. **SDG-learning through Art** inspired by Austrian artist and ecological activist Friedensreich Hundertwasser for environment protection, clean water and sanitation (SDG6.a), access and use of affordable, reliable, sustainable, and modern energy (SDG7a), and to develop quality, reliable, sustainable and resilient infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all (SDG 9.1; 3.d, 5.1, 5.5 girl education and health).

Save the Parrotfish!-action and storytelling workshop for children and adults (SDG 14.4)

SDG5, 10=

Achieve gender equality and empower all women and girls, Reduce inequality within and among countries

SDG 3.d, 4a, 4.7, 4.5, 5.1, 5.5, 8.9, 9.1, 10.2, 16.10, 17.16, 17.17

Emphasizing the importance of culture for social cohesion in Austria, in [\(central\) Europe and globally](#), and in particular it's potential for the enhancement of the status and the [role of women in society](#) in cooperation with Austrian and international partners, with Talk Sessions on gender roles and stereotypes.

Projects, activities:

*F*M lifearts-platform*

Orange Feather Greet: learning to practice attentive relations: Storytelling workshops, creative design in Lower Austrian kindergartens and with ACD-ambassador in Pakistan Asiya Mughal, to support the UN Women initiative Orange Your World. NO Violence against Women/Girls.

Rosa ... workshops and art performances for girl/women empowerment in cooperation with Austrian fashion designer Elke Freytag

F*Air (women in aviation) in cooperation with Airpower Austria, Frece Tricolori /It, Joelize Friedrichs AG pilot Brazil, ACD-Ambassador for the F*Air-platform.

Zalike-Art&Health Sessions: cross-generational consulting sessions to support mental health and wellbeing, improve bodily integrity and communicational competencies for the practice of attentive relations and relationships with art professionals in cooperation with mental health professionals, therapists, etc. <https://www.acdvienna.org/sdg-s/art-health-2030/>

KuBiPa-2030: COOPS for decent work: careers and jobs through Art education and practice, connecting with Austrian strategy 10 Goals for Health, **FairPay**-initiative and Corporate Health program- BGF2030 <https://www.acdvienna.org/careers-services/>

C-19 – Art response-project: during the first months of the Corona-pandemic, a virtual project which has resulted with an Art-Manifesto C.-19 Women.Art.Solidarity

ACD-CD Airshowtours (thematic trips to International Airshow Manifestations as a form of Cultural Diplomacy for gender-mixed groups (**EUROPE Air*Stars**) and for women/girls to get informations about career opportunities F*Air (**Women in Peace** operations, Military); research about Sustainable development and transformation in the Military field (aviation) first **ACD - CD Airshow tours Ambassadors** (see more on page: **ACD- CD Tours**)

Impact evaluation

Currently developing partnerships to optimize instruments and methods, for the comprehensive impact evaluation of our activities. Evidence is given through sustainable development of all ACD- projects and platforms, as well as in documented responses and reports from our project participants and partners. Photo documentations and descriptions of all events and projects are posted on ACD-webpages and social media pages. A more comprehensive analysis will be possible by the improvement of our working conditions such as employment opportunities, stable financial base, paid engagement of professionals in the field.

We are envisioning the project cooperation with Austrian Cultural Forums and Embassies, Austrian Development Agency ADA, EUNIC, International Red Cross, UN Women, Community Health Workers, with regional communities for better impact, currently by informing these organizations about our activities and providing connections with our beneficiary partners in Uganda, Kenya to enhance capacity building.

In Austria and in Europe, our team invites interested institutions, organizations, communities, and individuals, who are interested to cooperate, to support our activities and to take the opportunity for project partnership, internship, or another form of cooperation with ACD-team. Our aim is also to establish a solid base for employment opportunities and to ensure resources for long-term cooperations and sustainable development of our projects.

Applications for internships can be forwarded via ACD-webpage Carrers&Services:

<https://www.acdvienna.org/careers-services/>

This year, ACD has been included in “best practices from Austria” for SDG 16 in the Austrian SENATE Magazine special edition SDG, December 2020.

Our team is grateful for such recognition and motivated for further endeavors. Cordial thanks to all our Ambassadors, members, partners and supporters for their commitment and engagement for our common progress!

“Stay in Love” M.M. Schörl

Final notice

This document is written on a voluntary basis. As a president and creator of all projects, I would like to express gratitude to all our participants, partners, and supporters, by documenting and sharing informations about how civilian actors can contribute to sustainable development by investing “less4more” and inspire individuals, communities and institutions to connect and to support the further development of our activities as partners and active contributors to the realization of the UN SDGs! Our human, financial and technical resources are currently limited, but our motivation and wisdom are highly founded by our ideal resources and commitment to our mission.

Let’s Brick& Play Well! One by One, manyOnes in One!

Tatjana Christelbauer

ACD-Agency for Cultural Diplomacy President on March 18th 2020.

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