

“You are a guest of nature. Behave” Friedensreich Hundertwasser

ArtImpact2030-Manifesto **connect&act**

Introduction

Within the framework of the Sustainable Development Goals (SDGs) adopted in September 2015 by the United Nations, the International Development Agenda2030 refers to culture for the first time. The Sustainable Development Goals (SDGs), known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity spearheaded by the United Nations, through a deliberative process involving its 194 Member States, as well as global civil society. These 17 Goals build on the successes of the Millennium Development Goals, popularly known as *The Future We Want*, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The goals are interconnected – often the key to success on one will involve tackling issues more commonly associated with another. The SDGs work in the spirit of partnership and pragmatism to improve life, in a sustainable way, for future generations. „Interventions for human development in areas such as SDG3: Health and well-being, and SDG4: Quality education, are most effective when they are responsive to the cultural context and the particularities of a place and community. Culture is noted specifically in Target 4.7 (SDG 4), which calls for education to promote a culture of peace and non-violence, an appreciation of cultural diversity, and of culture’s contribution to sustainable development.“ (UNESCO) The main challenge may be seen in communicating the importance of sustainable development in a way that changes the way people think and act and how they can share common values deliver examples and to create space for dialog. This is where practitioners from the field of Arts, Cultural Mediation and Cultural Diplomacy can provide creative solutions, reach the general public with universally understandable language of music, dance, fine arts, culinary, and beyond and build bridges across cultures, languages and traditions, across all borders and nations.

The Art works and ecological activism of the Austrian born international artist *Friedensreich Hundertwasser* reflects his active dedication to and many interventions on behalf of comprehensive nature- and environment across countries, unions and continents. Next to public tree plantings around the world, *Hundertwasser* planted over 150,000 trees in his valley in New Zealand with the help of farmers and construction companies. *Hundertwasser* designed post stamps for United Nations on the occasion of the 35th anniversary of the Universal Declaration of Human Rights, have initiated and supported efforts to oppose nuclear proliferation among other activist initiatives. The relation between Art, Cultural Diplomacy and Sustainable Development Goals (UN SDG´s) requires active involvement of professionals from Art, (inter)cultural mediation and Cultural Diplomacy in the debate around Sustainable Development Goals. In this regard, and in the conviction into power of the cultural education through art practice and (inter) cultural mediation for awareness development in the sustainability discourses ACD-Agency for Cultural Diplomacy president Tatjana Christelbauer has created the ArtImpact2030 initiative with the aim to build a platform for development of cross-sectoral regional and international partnerships, basically

starting within the civilian sector, to academia and the governmental sector to support the realization of the Sustainable Development Goals (SDG's).

ArtImpact2030-Manifesto has been created within the initiative *ArtImpact2030* for all interested individuals and institutions who are willing to connect and to sign the document, by expressing their commitment to the UN Agenda 2030. *ArtImpact2030-Manifesto* should serve as a relevant example for development of strategies, actions and partnerships for the realization of the Sustainable Development Goals through the practice of Arts and (inter)cultural mediation in dialogue with sciences, politics and other fields of action.

Vienna, November 22nd 2018

Tatjana Christelbauer ACD-Agency for Cultural Diplomacy President

www.acdvienna.org/artImpact2030-manifesto



The graphic features a black background with three icons at the top: a red square with '4 QUALITY EDUCATION' and a book icon, a central grid of 17 Sustainable Development Goals icons, and a blue square with '17 PARTNERSCHAFTEN ZUR ERREICHUNG DER ZIELE' and a circular knot icon. The main title 'ArtImpact2030' is written in a large, stylized font with 'Art' in yellow, 'Impact' in green, and '2030' in blue. Below it, the tagline 'conect&act' is written in a smaller, blue, lowercase font. At the bottom, there are three logos: the ACD Agency for Cultural Diplomacy logo, a 'KUNST WÄRT' logo with colorful figures, and the UNESCO logo with the text 'In partnership with UNESCO' and 'United Nations Educational, Scientific and Cultural Organization'. The URL 'https://www.acdvienna.org/artimpact2030-initiative/' is displayed at the bottom in a yellow font.

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ArtImpact2030-Manifesto documents the commitment of individuals and institutions to the UN Agenda 2030 and their willingness to accept the UN SDGs as their design mandate in their professional environment and within their activities in daily life.

ACD-Agency for Cultural Diplomacy-team supports, practices and promotes intercultural education through art / (inter)cultural mediation and cross-sectoral partnerships in the field of cultural diplomacy for the awareness development in sustainability discourses and underlines the for the realization of the Sustainable development Goals

Therefore, the professionals from arts field needs to be actively engaged into current debates and projects as partner and active contributors.

Declaration: Hereby I / We endorse the ArtImpact2030-Manifesto and its content, and confirm the recognition of the 2030 Agenda as my / our design mandate.

Name, Institution, Signiture:

Date, Place: _____

ArtImpact2030-supporting partners:

UNESCO, KUNST HAUS WIEN, Hundertwasser Privatstiftung, Museumsverband Österreich, Österreichisches KulturvermittlerInnen Verband, UN Information Service in Vienna, Österreichisch-Südpazifische Gesellschaft ÖSPG, Neuseeland Botschaft

