The background image shows a large, intricate sculpture made of thousands of discarded plastic bottles and containers. The sculpture is shaped like a dragon or a mythical creature, leaning over a canal in a city. The sculpture's head is at the top left, and its body extends down towards the water. The background features a brick building with many windows and a canal with water. The entire image has a light blue tint.

The Role of Culture (Policies) for Water Futures

**Water and Heritage: Connecting Past, Present and Future
Conference, 20.03.2023 - Harlem Stage, New York**

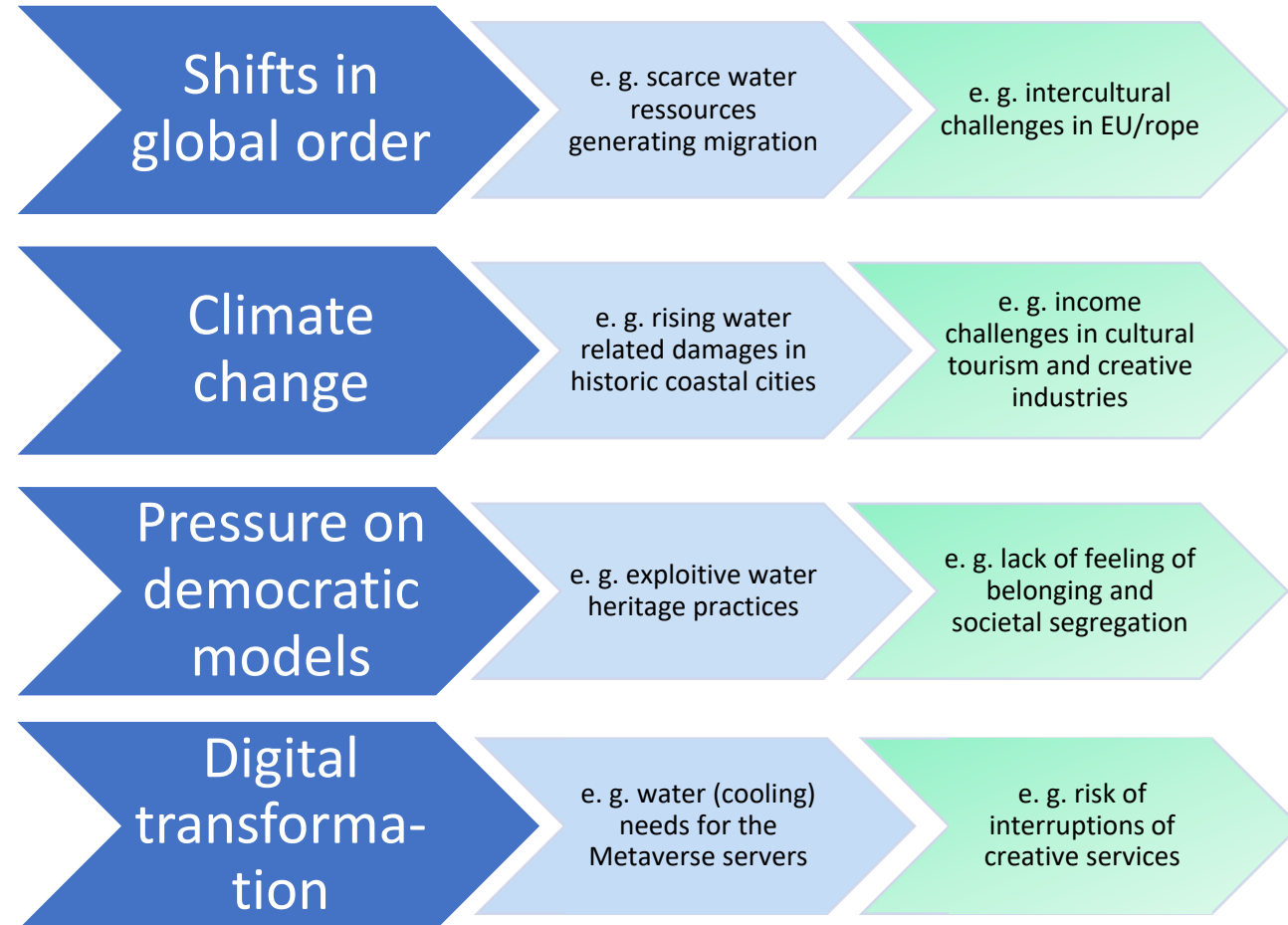
Towards integrated water culture collaboration and ecosystems:

Transformative Frameworks for Active Water and Culture Policies in EU/rope

Challenges for Collaborative Water Culture Eco-Systems

Potential Integrated Water Culture Action and Policy

Transformative Frameworks for Active Water and Culture Policies in EU/rope



Challenges for Collaborative Water Culture Eco-Systems

Lack of **awareness** of future scenarios and implications

Limited understanding of cross-sectoral dimension(s), **topical interdependencies** and related water/culture (policy) impacts

Outdated and/or unsustainable underlying **value-sets** of policymaking and action e. g. exploitative, touristification

Conflicting objectives e. g. related to alternatives for the use of scarce resources like water

Silo-type of policies and actions as well as related **structural shortcomings** in organisations e. g. lack of awarding settings

Prevailing vertical partnerships based on dependencies and client-service provider relationships

A need for new water culture(s)?



The collaborative model

4 Main EU Foresight Scenarios

Pressure on democratic models of governance and values

Climate change and other environmental challenges

Digital hyperconnectivity and technological transformation

Shifts in global order and demography

8 Guiding Elements

The Oxygen of Sustainable Transformation Frameworks

Collaborative

Eco-Systemic

Middle- to long-term oriented

Value-driven

Consider behavioral patterns

Science-based

Territory-specific & International

Urgent

**collaborative
individuals**

from and beyond
the CCS

**The Eco-System of
(CCS) Policies
of Transformation
is based on**

**collaborative
organisations**

from and beyond
the CCS

collaborative governance
of the CCS and beyond

NAVIGATORS OF POSITIVE CHANGE

Potential Integrated Water Culture Action and Policy

GOVERNANCE

Exchange and decide on
common priorities and
guiding values:

e. g. to overcome
touristification by the
means of water and
heritage commons;

e. g. to develop a
common
understanding of
desired future water
use cultures and
related strategies

ORGANISATIONS

Partner to become
collaborative agents of
positive change:

e. g. establish (water
culture) interservice
exchange platforms in
administrations

e. g. cooperate with the
creative industries for
updated narratives like
on swimming pool
cultures (music, fashion,
etc.)

INDIVIDUALS

Enhance the
understanding of all being
actors of change:

e. g. artistic practices
interlinking water and
culture

e. g. participate in
dialogues of
transformation with
empathy and solidarity

e. g. emphasize the
healing dimension of
water

Example: Integrated water culture action to reduce plastic litter at sea

Example: EU Mission – ↗ <u>Reduce plastic litter at sea by 50%</u>		Collaborative Governance	Collaborative Organisations	Collaborative Individuals
Negative outbound from the Cultural and Creative Sectors	Example: Cultural festivals still produce considerable plastic waste	Public funding of festivals is conditional on a high-quality plastic recycling plan (funding rules)	Festival organisers cooperate with local environmental agencies for recycling plans (prevention)	Festival audiences are trained in recycling of plastic waste (audience and volunteer engagement)
Negative inbound to the Cultural and Creative Sectors	Example: Coastal heritage (e. g. ports) is losing attractiveness and local / international visitors due to plastic pollution	Establishment of collaborative strategies between culture, residents, tourism, recycling, natural heritage, ports, agriculture stakeholders (participative governance)	Banning all plastic products and merchandising from heritage and museum sites and providing related training for employees and visitors (skills development)	Collaborative cleaning days involving heritage professionals, port officials, residents, visitors, educational and public sector (participative practices and informal learning)
Potential positive effects due to collaborative action	Example: Plastic is not cool – the new narrative in lifestyle advertising	Policy makers restrict advertising possibilities for those products causing plastic waste (regulations)	Creative industries and environmental agencies develop an award for advertisements that best address plastic-free alternatives (awards)	Artists, stars and users from the creative industries share their zero waste / plastic strategies on Creatives Unite and on "water networks" (awareness raising)

What's next?

Raise awareness for cross-sectoral (water culture) interdependencies in governance, organisations, and individuals

Provide evidence to decision-makers: politicians, public administration, organisation / company leaders

Invest in **innovation in (pilot) policy-making** (settings)

Imagine and test implementation of **updated collaborative water culture practices and narratives**

Ensure broad participation of (global) populations

FURTHER INFORMATION:

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An Illustrative Case of Updated Collaborative Transformation Policies“
(Article in Blue Paper – TU Delft – Carola Hein & Team)

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