

Popular cultures: right to popular and traditional practices as spaces for participation and social cohesion

Government Measure #3

Barcelona Cultural
Rights Plan



Ajuntament
de Barcelona

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1. PRESENTATION AND CONTEXT

Barcelona Cultural Rights Plan

The Barcelona Cultural Rights Plan was presented on 30 April as a conceptual, political and strategic framework for recognising and expanding cultural rights in the city.

Entitled ‘**Fem cultura**’ [Let’s Make Culture], the plan deploys a strategy, through nine measures and a hundred specific initiatives, to position cultural rights as fundamental rights of the utmost importance for strengthening the city’s democratic life, by incorporating its cultural fabric and every municipal area into the designing and implementation of local cultural policies. Aimed at providing a fresh look at cultural rights and public action, the plan incorporates new links between cultural action and strategic areas such as education, sustainability, science, feminism, innovation and technology.

The measure entitled ‘Popular cultures: right to popular and traditional practices as spaces for participation and social cohesion’ is the third of the measures included in the Plan. [1] Its mission is to strengthen and consolidate the right to popular and traditional cultural practices, by incorporating new vectors that foster diversity, interculturality, citizen participation and innovation.

← 1

Although it was the fourth, in chronological order, to be published.

The measure sets out goals specified in lines of action that are aimed at helping to **provide continuity to traditional cultural forms of expression, while acting as a driving force for their updating and transformation in an environment open to exchange, co-creation and innovation.**

The measure, what is more, **recognises the integrating and facilitating function of the co-existence of these cultural practices and aims to protect their more festive and participatory forms of expression in public space**, while underscoring the strong, grass-roots associative dynamism that it has deployed through the city’s neighbourhoods.

The starting point for the framework of this government measure is the definition of Popular and Traditional Culture given in Act 2/1993, of 5 March, on the promotion and protection of popular and traditional culture and the cultural association movement, followed by the updated version given by Dolores Juliano (2018) at the Education and Popular Culture Forum, highlighting the decisive role played by communities, groups and, in some cases, individuals in the recognition of what it is that makes up their cultural heritage: [2] Popular and traditional culture consists of a set of cultural, material and intangible forms of expression, which make up the manifestations of collective memories and lives in Catalonia, past and present, [3] and reformulate them, prioritising the interests of the individuals taking part, facilitating the creation of social links, fostering inter-generational, inter-ethnic and community co-existence, and overcoming prejudices that undermine equality between and among individuals.

← 2

Convention for the Safeguarding of the Intangible Cultural Heritage (UNESCO, 2003).

← 3

Act 2/1993, of 5 March, on the promotion and protection of popular and traditional culture and the cultural association movement.

← 4

Universal Declaration on Cultural Diversity (UNESCO, 2001).

← 5

The 2020 Rome Charter. The right to participate fully and freely in cultural life is vital for our cities and communities (UCLG – United Cities and Local Governments, 2020).

The measure also aims to incorporate cultural diversity as a shared heritage and development factor in a common popular-culture model that encourages citizen inclusion and participation, [4] cultural democracy and the promotion of residents’ capacities for recognising the heritage, identity and place they occupy in the city, understanding the contexts of other people and, at the same time, fostering the capacity for sharing cultures, creative exchanges and the enjoyment and protection of common cultural resources. [5]

2. DIAGNOSIS

Barcelona Cultural Rights Plan

Diagnosis. Analysis and state of the issue

Diagnosing the scope, development and participation of popular and traditional cultural practices in Barcelona is no mean feat, given the lack of specific indicators. In fact, one of the measure's initiatives aims to offset this lack and thereby establish an information system to enable monitoring.

In any case, for the purposes of obtaining analytical elements that help to build up a strategy within the area of popular and traditional cultures, an analysis has been made of the available information around the following major thematic areas:

- > Social transformations in Barcelona: diversity and inequality.
- > Festivals and celebrations. Festival models in the city of Barcelona.
- > The government measure, 'Creating a network of facilities for popular and traditional culture: the Festival Houses'.
- > The association movement (and other forms of sociability). Contemporary challenges to the forms of associative life.
- > Organisation chart and administrative and managerial structure.

Social transformations in Barcelona

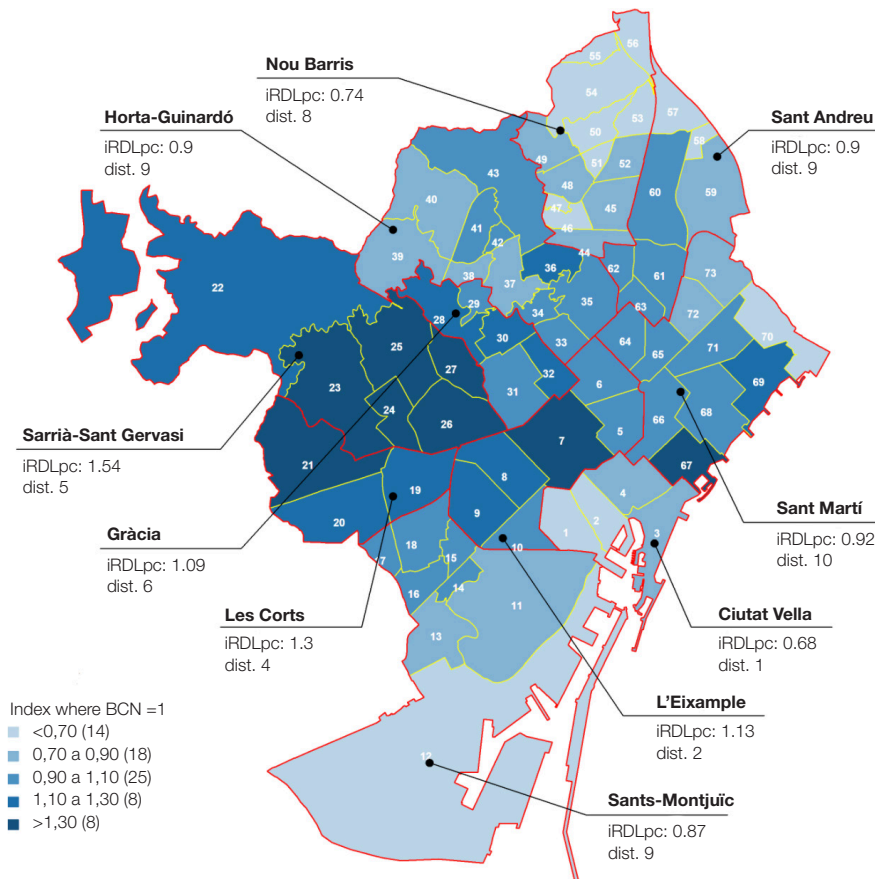
The following can be highlighted, from the use of several available indicators relating to the development of some of the features of the city's population:

- > The proportion of Barcelona's foreign-born residents rose over the last 30 years from 1.5% (1991) to 29% (2021). [6]

← 6

https://ajuntament.barcelona.cat/estadistica/catala/Estadistiques_per_temes/Poblacio_i_demografia/Poblacio/Padro_municipal_habitants/a2021/resum/La_poblacio_de_Barcelona_2021.pdf

Disposable Household Income per capita 2018



Source: Barcelona City Council. Municipal Data Office: 'Household incomes in Barcelona. Distribution by district, neighbourhood and census sections in 2018'. July 2021

- > Of the 480,721 residents in Barcelona **born abroad**, 28.1% have Spanish nationality.
- > The main countries of origin of the city's foreign-born residents are: Argentina, Peru, Colombia, Venezuela, Pakistan, Ecuador, Italy and China, with over 20,000 people hailing from each.
- > In 2021, there were 371,527 foreign (non-Spanish) nationals, representing 179 nationalities, registered as residents of Barcelona.
- > On the other hand, pronounced socio-demographic inequalities can be observed when it comes to linking post codes to distribution indicators for family incomes, housing density, access to university studies, life expectancies and consumption.

Inequality is also evident in cultural access and participation, as highlighted by the Barcelona Cultural Participation and Needs Survey (2020) and by the 'Culture and inequality in Barcelona' document (2019) which detected such participatory inequalities according to social stratum in the city:

- > 71.9% of the survey's higher-income respondents regularly consumed culture, in contrast to merely 49.7% of its lower-income respondents (22.2 points).
- > As for people under the age of 16 who did not regularly take part in cultural and leisure activities, the proportion was 20% among respondents from the lower social stratum compared to a mere 4% from the highest social stratum (source: Institut Infància i Adolescència de Barcelona, 2017).

SURVEY ON CULTURAL PARTICIPATION AND NEEDS				
Access to/attendance and practice of cultural activities. Summary by DHI (disposable household income).				
	NEIGHBOURHOODS			
% A menudo o muy a menudo	LOW DHI	MEDIAN DHI	HIGH DHI	TOTAL
Access or attendance	49.7	68.4	71.9	62.4
Reading books	39.6	58.3	61.5	52.2
Going to see a film	12.7	17.6	25.0	17.1
Visiting exhibitions, museums	8.7	19.8	20.0	15.9
Going to concerts	5.1	8.9	11.3	7.9
Going to the theatre	4.5	8.5	8.0	7.0
Other activities related to literature	5.4	8.0	5.1	6.6
Going to dance shows	1.6	2.4	4.2	2.4
Practice	33.8	44.5	38.3	39.7
Writing	12.7	14.9	12.3	13.7
Doing photography or audiovisual creations	10.3	16.9	12.5	13.8
Playing instruments, singing, making music	8.0	13.2	12.5	11.3
Painting, drawing, making sculptures	10.5	11.6	10.7	11.1
Dancing of any kind	8.1	6.9	7.3	7.4
Taking part in theatre productions	1.1	2.0	0.9	1.5
N	553	551	551	1655

Festivals and celebrations. Festival models in the city of Barcelona:

Communal festivals are rated positively as cultural assets for Barcelona's residents. When it comes to the rating of Barcelona's municipal services, communal festivals achieve a score of 6.6 out of 10. [7]

Barcelona has developed a participatory communal festival cycle based on the historical recreation of communal processions, such as the Corpus Christi, and the incorporation of festival model elements and systems originating from the region known as Catalunya Nova – Camp de Tarragona, Penedès and Garraf: human towers, festival activities, dragons, fire devils and so on. The model was studied in the monograph entitled 'L'impacte de la festa a Barcelona' (d. a. 2012) [The impact of festivals in Barcelona], which, using data from 2012, identified 514 associations taking part in 6,200 annual events, mobilising 117,718 people in activity-organisation tasks linked to festivals and creating a financial turnover of 28 million euros. The associations involved were small (57% with budgets of under 10,000 euros), a low level of public dependence (24% of their income) but high levels of participation (40% participation in neighbourhood councils; to a lesser extent, 18% participation in district sector councils and 16% in district citizen councils).

A large variety of neighbourhood *festa majors* or big annual festivals are held throughout the urban fabric. The city, at the same time, is also the setting for innovative festival experiences and models created from the updating of various traditions, providing a connecting thread between generations and a cultural wealth of great value. To give but a few examples:

- > The new design and planning of the La Mercè, which came about in 1978 with the arrival of democratically elected local authorities and resulting from multi-disciplinary work to boost Barcelona's creativity, which highlights the contemporary nature of popular culture and becomes a place of 'cross-cutting synthesis between modernity and tradition'. [8]
- > The *correfoc* [fire run], a word coined during the 1980 La Mercè festivities, naming and conceptualising an event that 'would suggest a participatory role of the public with dragon and devil groups' and which 'was able to create its own brand and establish itself as a key festival event in Barcelona within a few years and, a little later, throughout Catalonia'. [9]
- > The Raval(s) Culture Festival, founded in 2003 and whose 2019 edition brought together some 80 organisations, groups, cultural facilities, associations and local residents to prepare a culturally diverse programme.

At the same time, there has also been a constant preoccupation, as these types of activities are launched and developed, to reduce any aspects that would encourage inequality and social injustice. For example, various areas and territories have seen work carried out to incorporate the feminist perspective into the festival programme, as can be seen in several reference documents such as the following:

- > 'Ideas for building a festa major [big annual festival] from a feminist perspective', from the Feminist Poble-sec group [10]

← 7

Municipal Services Survey for 2021. https://ajuntament.barcelona.cat/premsa/wp-content/uploads/2021/10/r21007_ESM_Informe_Prensa_v1_0.pdf

← 8

Marta Tatjer: 'I reinvented the city with the La Mercè'. https://ajuntament.barcelona.cat/relacionsinternacionalsicooperacio/ca/noticia/entrevista-marta-tatjer_854348

← 9

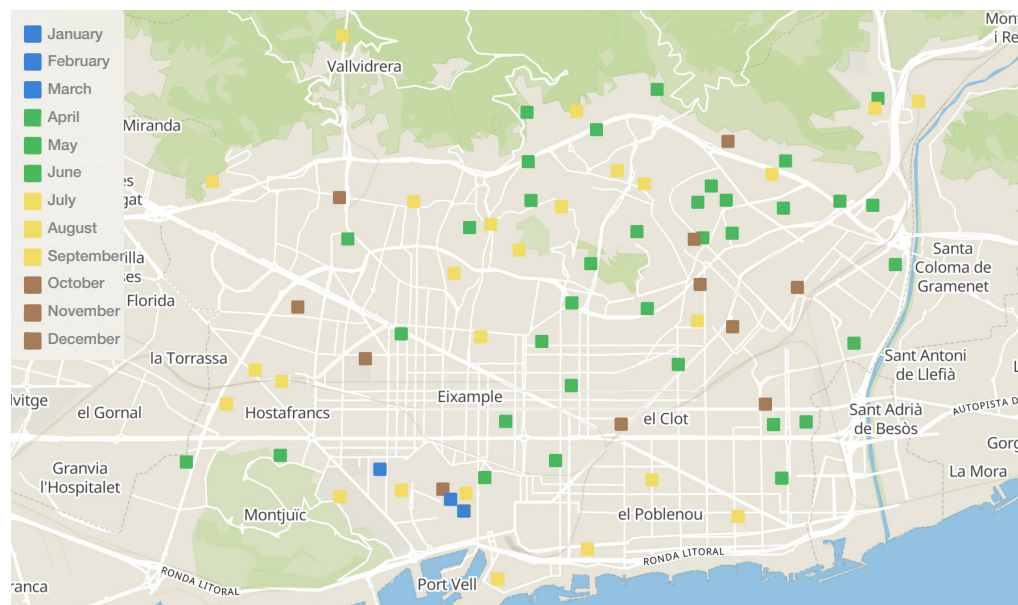
Foc, foc, correfoc. Història dels grups de foc de Barcelona. 2019. Co-published by: El Cep i la Nansa and Barcelona City Council. ISBN: 978-84-17756-17-8

← 10

No searchable digital copy available.

- > Guide for festivals free of male chauvinism in Gràcia's public spaces
- > We at Horta-Guinardó district are holding festes majors [annual neighbourhood festivals] free of sexism

At the same time, the city has also incorporated new festival cycles, calendars and forms of expression. Such is the case, for example, with the celebration of the Chinese New Year, the 13 final *iftars* [night-time breaking of the fasts] during Ramadan open to city residents and organised by 17 associations in 2019, and the recreation of Latin carnivals of diverse origins.



We should also note the ‘alternative’ celebrations held during the city’s festival cycle which have helped to enrich the city’s cultural scene and bring cohesion to groups located in the avant-garde of critical public construction. Examples of this include the Sants Alternative Festa Major (which held its 25th edition in 2019) and the Raval vs Blackstone Festival (held in 2019 to prevent evictions from a housing block).

It should be added that, in going over Barcelona’s festival models and their conceptual and operative frameworks, Barcelona City Council has been working to ensure the exercise of religious freedom and occasional use of public facilities or spaces for religious purposes and any other right arising from popular and traditional cultural activities linked to the (ethnological and intangible) heritage side. Bear in mind here the ‘Government Measure on guaranteeing equal treatment of religious bodies holding one-off activities in public areas’, from the year 2016. [11]

11 →

https://ajuntament.barcelona.cat/bcnacciointercultural/sites/default/files/documentos/mesura_tracte_igualitari_entitats_religioses_cat1.pdf

There are likewise monitoring, renovation and/or rectification mechanisms too in issues arising from the interpretation of the model established under the Barcelona City Festival Protocol.

The government measure, ‘Creating a network of facilities for popular and traditional culture: the Festival Houses’

Barcelona City Council approved a government measure in 2012, entitled ‘Creating a network of facilities for popular and traditional culture: the Festival Houses’.

The network currently has 10 Festival Houses, five associated premises and three associated centres.

The facility is described as a venue 'housing the Catalan popular culture associations of a specific region and whose physical spaces and goals enable the creation of promotion and dissemination activities. This is a cultural facility aimed at preserving the identifying elements of Festivals, their educational explanations and their tourist dissemination. It is not characterised by its typological or managerial configuration; it can be provided with (permanent and/or temporary) exhibition rooms and, depending on their size, be used for association rehearsals or residences'. As for the facility's own activities, the government measure explicitly refers to: production, training and research, local area association residences, exhibitions and documents, and teaching and educational activities.

At present, based on the available data analysed, the Festival Houses' activities are linked to the deployment of **two programmes**: one to do with **exhibitions loans** and one with **educational activities**, 'Fes teva la cultura popular', holding themed events and activities relating to giants and festival imagery, the world of devils and fire and sardana-dancing and human-tower-makers, adapted to primary-education and secondary-education (ESO) training cycles; and the other, to do with promoting and disseminating a **festive calendar** distributed according to the seasons of the year and based on the annual cycle of events in the Catholic tradition.

The association movement (and other forms of sociability). Contemporary challenges to the forms of associative life.

Barcelona has a dense and active associative fabric, made up of 5,350 organisations, of which 4,700-4,800 are non-profit associations and a quarter of these are cultural. There are cultural associations distributed throughout Barcelona's neighbourhoods, but with a high concentration in Ciutat Vella and Gràcia.

The association movement is considered a key factor for promoting social participation. It should also be noted, however, that the current association-movement model in force is one which involves certain approaches to socialisation in need of revision based on at least two variables:

- > Putting an end to ethno-centric approaches to sociability in all its forms: social and relational networks are coordinated differently and, also in the field of popular culture, public authorities should have resources available for identifying the various forms of sociability (not just legally constituted associations) and deal with their needs.
- > The way new technologies have been implemented and used has generated new models and forms of associations. We need to think about the impact on formally constituted associations.

Municipal organisation chart and administrative and managerial structure

A proposed set of initiatives in the field of popular cultures harmonising celebration, sociability and social transformation covers several organisational and

functional municipal units at the Area of Culture, Science and Community, which ought to be coordinated under the new strategic perspective that is meant to be promoted. At the same time, it also concerns the decentralised municipal authority as bodies responsible for managing the public space and relations with the neighbourhoods' festive and popular-cultural fabric.

These organisation units that ought to share responsibility over the promotion of popular cultures include the Councillor's Office for Democratic Memory, the Department of Interculturality and Religious Pluralism, the Department of Citizen Rights and Diversity, the Department of Community Action, the Department of Active Democracy and Decentralisation, the Department of Democratic Innovation, the Barcelona Municipal Institute of Education, the Barcelona Science programme and all the city's district councils, with leadership and coordination from the Institute of Culture's Department of Cultural Fabric at the Barcelona City Council.

3. Mission

Barcelona Cultural Rights Plan

The measure's mission is to strengthen and consolidate the right to popular and traditional cultural practices, and to incorporate new vectors that foster diversity, interculturality, citizen participation and innovation.

4. GOALS

Barcelona Cultural Rights Plan

As explained in the presentation of the document, this government measure aims **to lend recognition to traditional cultural forms of expression and provide with continuity, while promoting their updating and transformation in an environment open to exchange, co-creation and innovation.**

The measure, what is more, **recognises the integrating and facilitating function of the co-existence of popular and traditional cultural practices and aims to protect the more festive and participatory forms of expression in public space**, while safeguarding the strong, grass-roots associative dynamism that it has deployed through the city's neighbourhoods.

The following are the measure's established **specific goals**:

- > **Launch a popular and traditional cultural model that harmonises cultural diversity with social cohesion** and civic participation with regard to human rights, equality and the fight against discrimination.
- > Facilitate **access and participation in the city's cultural and associative life.**
- > **Raise the profile of, lend recognition to and incentivise the contributions, past and present, of the associative fabric** in the implementation of the city's traditional cultural practices.
- > **Raise awareness of the diversity of cultural backgrounds in the city**, as well as their institutional recognition.
- > **Boost the capacity** of popular and traditional cultures to become conveyors of the city's values, knowledge and cosmovisions.
- > **Foster the innovation and updating of artistic practices** linked to tradition and everyday life in the realm of popular culture.
- > **Give a new impetus to municipal policies in the area of popular culture** from a shared, cross-cutting and intercultural perspective and strategy.
- > **Develop the potential of the forms of expression of popular and traditional culture as a factor of social cohesion.**
- > **Foster and protect the uses of public space**, encouraging the neighbourhoods' own local dynamics.
- > **Facilitate access through education and information to the diversity of cultural heritages**, material and intangible, which are part of Barcelona's common cultural dynamics.

Eighteen specific initiatives are presented below, divided up into different blocks aimed at working to achieve the mission and the measure's goals.

The four blocks under which the initiatives have been grouped correspond to four separate work areas representing the defence of a cultural right:

Right to an institution that recognises the city's cultural diversity, which includes the initiatives that are aimed at strengthening the structure, tools and organisation of the ICUB regarding popular and traditional cultures.

Right to fairness and participation in the city's popular culture, through initiatives referring to rights to be part of the dynamics of popular and traditional cultures of all the forms of expression that coexist in Barcelona, whatever their origins.

Right to the practice and expression of culture of popular and traditional origin, through initiatives intended to promote a renewal of artistic languages relating to popular and traditional cultures.

Right to popular cultural community expression in public spaces, which include initiatives that guarantee access to public space for expressions of popular and traditional cultures as a space for positive community life and civic behaviour.

5. Lines of action

Barcelona Cultural Rights Plan

5.1. Right to an institution that recognises the city's cultural diversity

5.1.1. Space for coordinating and promoting popular cultures in Barcelona

To meet the challenge of promoting and opening the range of approaches included in popular and traditional cultures, a **space will be created for coordinating and promoting popular cultures in Barcelona**.

This space will be a technical body for monitoring programmes, resources and initiatives in the fields of interculturality, feminism and education in popular culture, and for their regional coordination.

This coordination and promotion space will be represented by the various coordinating officers responsible for the area of action (Barcelona Institute of Culture, [12] Manager's Office for Territorial Coordination and Proximity, Department of Interculturality and Religious Pluralism). Its first mission will be to deploy the initiatives included in this government measure and, as a priority, the ones referring to the new impetus within the municipal organisation.

This space, what is more, will maintain an ongoing dialogue for comparing and exchanging proposals with the Committee for Popular and Traditional Culture at the Culture Council, the Office for Religious Affairs, the Barcelona Reception and Accompaniment Network, and the advisory bodies deemed appropriate according to the issues to be dealt with.

← 12

Participation will be technically required, within the Barcelona Institute of Culture (ICUB), from the Department for managing and coordinating the popular cultural activities at the Department for Promoting Cultural Sectors, the Department of Parties, Festivals and Events at the Department of Cultural Programmes, and the Department of Culture and Education in the Neighbourhoods.

5.1.2. System of indicators for popular cultural activities

Barcelona City Council's Cultural Data Observatory is currently compiling information on the festivals and celebrations that are held in the city. Progress likewise needs to be made in the design of an **information system on popular cultural practices** that enables information to be systematised and continuously monitored.

Such an information system must enable specific indicators to be designed in the area of cultural associations, popular cultures and neighbourhood *fiesta majors*, putting the emphasis on types of associations, participation, programming and diversity. In addition, it ought to be a system linked to the series of indicators of other cultural centres and, in general, to all the city's other cultural indicators.

This government measures involves a commitment from the start of the work to establishing the criteria for enabling the structuring of this system of indicators, always in collaboration with and under the supervision of the ICUB's Cultural Data Observatory.

5.1.3. Strengthening the network model, mission and values of the Festival Houses

Starting a work process for monitoring the functioning and activity of the Barcelona Festival Houses Network, to strengthen its role as a coordinator of popular and traditional cultural practices in the city.

The Festival Houses' mission and values will have to be updated in this work pro-

cess, by establishing common governance and accessibility criteria, as well as the definition of a shared catalogue of services, programmes and activities.

We need to provide for a global vision of the network that includes a balanced distribution in neighbourhoods and districts and, at the same time, for each facility to reflect the cultural, social and demographic fabric of its environment.

We should also promote the need for coordinating cultural projects that are local and linked to popular and traditional cultures for each of these facilities.

The process will be carried out in collaboration with the ICUB, the districts, and the network and players in the area of Barcelona's popular cultures. Its aim is to provide better coordination and relations with other local facilities (community centres, neighbourhood centres, cultural centres, among other things) for the purposes of boosting Festival Houses as the driving forces behind the innovation and inclusion dynamics of diversity in the field of Barcelona's popular culture.

5.1.4. Promoting programmes and initiatives aimed at incorporating diversity into the municipal management of popular culture

5.1.4.A. Training programme on interculturality for workers at the ICUB.

In coordination with the Department of Interculturality and Religious Pluralism, designing a training programme on interculturality aimed at staff at the ICUB and the facilities they take part in for the purposes of conveying knowledge so all citizens can be given due assistance. The training programme will be based on the three principles of interculturality: recognising diversity, promoting genuine equal rights, duties and opportunities, and acting proactively in favour of positive interaction and intercultural dialogue.

5.1.4.B. Promoting the application of special performance conditions to encourage diversity recruitment for reasons of representativity and effectiveness of personal-assistance service contracts.

One of the basic indicators of representativity of any local authorities is to what extent all the people working in it – including its outsourced services – reflect the composition and diversity of the municipality it provides its services in.

The Department of Interculturality and Religious Pluralism drafted a special performance condition under Act 9/2017 on Public Sector Contracts to encourage the recruitment of professionals with expertise in diverse cultural contexts and languages other than Catalan and Spanish in personal-assistance and public-service contracts for reasons of effectiveness and efficiency of the service and for achieving suitable representation in the public service regarding the citizens and users they are intended for.

This special condition here is considered highly relevant in the area of popular cultures, hence the support and assistance that will be given in particular during the corresponding staff selection processes.

5.1.4.C Incorporating cultural-diversity criteria into the composition of municipal monitoring and advisory bodies in the area of popular culture. Among other things: Barcelona Culture Council's Popular Culture Committee, Festival Protocol's Monitoring Committee, Festival Procession's Monitoring Committee, city and district grant committees.

The Popular and Traditional Culture Committee is currently drafting a document on operational rules where, for the first time since its launch, operational and participatory criteria and protocols have been proposed in this highly important space for the city's popular cultural activities. The process is opting for the incorporation of fairness criteria in the representativity of the various cultural expressions found in the city.

5.1.5. Applying the new criterion incorporating cultural diversity for assessing grants and subsidies

To ensure that the city's cultural wealth and diversity are represented in popular and traditional cultural activities, we will need to see that every player has the same possibility of access to public resources. Hence the incorporation this year (2022) of criteria encouraging projects that include a cultural-diversity approach in the types of grants and subsidies offered in the area of popular cultures.

The booklet on subsidies for 2022 includes the following general assessment criterion for cultural projects [13]

← 13

<https://ajuntament.barcelona.cat/ca/informacio-administrativa/subvencions#subvencio-gener-projectes-districtes-ciutat-2022>

g. Incorporating intercultural perspectives into the project

1. The organisation is incorporating intercultural perspectives into its articles of association, goals or mission, activities report and/or organisational structure.
2. The presented project provides for the incorporation of intercultural perspectives into its development based on its methodology (design, implementation, monitoring and assessment) and/or content (attending to the goals, activities and values it promotes).

It needs to continue announcing, explaining and publicising the incorporation of this criterion as recognition of a public value of the projects that are presented so that the City Council supports them.

In addition, for the purposes of promoting greater collaboration between organisations and groups, **a study will also be conducted on including a criterion for promoting cooperation between organisations from different areas** (leisure, youth, sports, feminism).

5.1.6. Public procurement with intercultural perspectives

As mentioned in the government measure, 'Grass-roots culture and cultural sectors: right to creation, experimentation, research and cultural production', Barcelona City Council published its Guide on social public procurement in 2016. This document aims to incorporate the goals of social justice, environmental sustainability and a code of ethics into all municipal public procurement.

The City Council and all companies and organisations with a majority shareholding making up the municipal group will have to apply the guide's content, with the corresponding adjustments according to the legal system for procurement and the area of action and jurisdiction.

The guide includes issues from many different areas that need to be taken into account when municipal authority procures products or services or professional and artistic commissions. It includes, among other things, the following:

- > Issues relating to payments, agreements and correct assignments of professional categories and types of contracts.
- > Issues linked to the relationship between the tenderer organisation and the city's area and cultural fabric.
- > Issues linked to the social assessment indicators in all the companies.
- > Issues linked to the impact of price on the tendering. Although there has been a tendency to avoid the best offer's selection on the basis of lowest price, further progress still needs to be made to ensure that price is less decisive here.
- > Issues linked to the social economy.

As mentioned in the government measure: 'Developing a framework of social clauses for cultural activity requires thorough work to enable the application of all these recommendations. A work group will therefore be set up, consisting of municipal staff and external professionals, aimed at establishing a series of social clauses adapted to the types of cultural services and activities hired by the Institute of Culture. That way any new procurement clause that is drafted in future will have to include these issues'.

A commitment will be made, under the government measure, that the work group takes account of the issues of cultural-diversity protection and preservation in the implementation of the City Council's public procurement protocols.

5.1.7. Supporting projects in the area of popular cultures

Hardly any projects featured in the field of Popular Cultures during the 2020 edition of City of Barcelona Scholarship Awards and those that did failed to achieve the level of exposure and quality in the above-described processes that could have been expected.

On the other hand, one recurring demand that has come from the city's association network, especially from the smaller associations, is a simplification and reduction in bureaucratic load regarding the Authority.

Because of all that, it would be advisable for an effort to be made in providing support for the association network and other players active in popular cultural practices when it comes to thinking up, designing and submitting projects for public-grant applications.

Work will be carried out here to boost training for dialogue and support during the

processing and management of projects that incorporate innovation and diversity vectors from the area of popular cultures in the citizen relations and assistance team at the Citizen Culture Office (OCCU).

Brief training and documents will be designed, in conjunction with the municipal coordination space, adapted to the ideas and values that are incorporated into the impetus for popular and traditional cultures, so that the team tasked with attending to the network's demands and consultations have sufficient knowledge to provide satisfactory guidance.

In addition, the training and documents will have a comprehensive view of the city's territorial diversity.

5.2 Right to fairness and participation in the city's popular culture

5.2.1. Expanding the approach of the city's popular cultures universe with (re)cognition of new projects, players and festival celebrations

5.2.1.A Researching projects and designing a portal of good practices for a diverse and inclusive popular culture.

Despite the availability of several sources of information, records and a few studies on the players taking part in the city's popular and traditional culture, we need to expand our approach with the one this universe is being built with as an indispensable step for recognition in the cultural diversity and heterogeneity of our environment.

This is about carrying out research into the area to have qualitative information available on projects, associations and well-known individuals to improve their knowledge and above all dialogue.

Such exploration needs to be carried out with the municipal structure's closest players to the area, such as its districts, the Neighbourhood Plan, and neighbourhood and community centres.

(Re)cognition of projects or initiatives of interest in the field of popular cultures will be used for the creation of a **Portal of good practices for a diverse and inclusive popular culture**. [14] This online platform will need to continue incorporating between two and three good practice projects every year, selected by a monitoring team made up of people with expertise in the fields of culture, social integration, feminism and leisure which will be partly renovated every two years.

The portal will need to provide an objective definition of the projects' selection criteria, which may include, among other things, criteria for innovation, diversity, gender perspective, dialogue, accessibility and transferability; alliances and cooperative capacity; efficiency and sustainability (economic, social and environmental); and transparency, governance and participation. It will also have to be part of the Popular Culture portal by Barcelona City Council.

← 14

There are examples of similar initiatives that can be used as a model, such as the Good Practices Platform in the Area of Youth, the Good Practices from the Sustainable Development Agenda or the APGCC Guide on Good Practices for Cultural Management

5.2.1.B. Festival calendar for cultural diversity in Barcelona

Work will be carried out on the drafting of a new festival calendar for the

city, in parallel to the active research process for expanding the knowledge of the city's popular cultural associations, active players and projects. This is about promoting the visibility of all forms of traditional expressions and celebrations held in the city, whether cultural, community or religious.

15 →

https://ajuntament.barcelona.cat/ciutatvella/ca/noticia/calendari-de-celebracions-del-raval-2021_1027762

This festival calendar will be generated (as done in the El Raval through the Tot Raval association) [15] based on information from the neighbourhood calendars, to create an annual events and celebrations calendar that recognises and brings visibility to the forms of expression of popular culture linked to diverse cultural and religious origins now held in the city, formally or informally, reproducing the traditions of the various countries/regions of origin and therefore has to be a collection of cultural, community and religious events held collectively and with the community.

A few of the many traditional and popular celebrations currently held in the city to bear in mind are the Autumn Full Moon Festival, Ratha Yatra, Sinulog and Magal of Touba.

This initiative ought to entail the incorporation of a new approach to the festival calendar into the communication policy of the ICUB itself.

5.2.2. Linking up with and giving support to specific programmes and campaigns against racism, exclusion, discrimination and stigmatisation

on the grounds of diversity in culture or religion, in origins, in gender, functionality, in age etc. from the area of popular culture.

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<https://ajuntament.barcelona.cat/bcnacciointercultural/ca/pla-barcelona-interculturalitat-2021-2030>

Under the Barcelona Interculturality Plan (for 2021-2030), [16] the framework document for advancing towards a more inclusive city free of discrimination, the ICUB will need to link up with and boost activities, events, campaigns and messages that strengthen the advantages of interculturality and fight against any discriminatory or racist line of discourse.

It is in this framework that the BCN Anti-Rumours Strategy was established in 2010, with the aim of generating intercultural tools and resources for transforming discriminatory practices and narratives.

The BCN Anti-Rumours Strategy coordinates its work around three areas:

- > **Training:** through specific forms of training included in a catalogue and with various materials for work from other spaces.
- > **Participation:** through the BCN Anti-Rumours Network, made up of organisations and individuals (currently 1,115 members), and [anti-rumour networks in neighbourhoods](#). The network's activity features in the Action Plan which is currently at the revision stage.
- > **Communication:** dissemination of the initiatives and campaigns in [social networks](#), the [BCN Interculturality Programme Newsletter](#) and presentations.

The area of popular and traditional cultures is an ideal space for conveying values such as tolerance, respect for diversity and inclusion, hence the strengthening of

the commitment to linking up to initiatives such as the BCN Anti-Rumours Strategy of not just the ICUB itself but also the association network.

5.2.3. Tour of the ‘Other possible stages’ project through the city’s community centres.

From 2016 to 2020, the journalist Nando Cruz made a series of reports for the *El Periódico* newspaper, entitled *Altres escenaris possibles* [Other Possible Scenes], which also became a Betevé radio programme —in this case under the name *10.000 Fogueres* [10,000 Bonfires]— in which he was able to tour the small-format, alternative and diverse live music circuits in Barcelona and the Metropolitan Area.

This monitoring of the musical activity performed on uncommon stages became a genuine showcase of the wealth and diversity of all Barcelona’s music stages.

All that information is now available in the form of a travelling photographic exhibition through the city’s community centres, as well as a participatory talk and a route through each neighbourhood where the exhibition is held. The aims of these travelling activities through community centres are as follows:

- > Highlight the grass-roots and local culture found in each of Barcelona’s neighbourhoods.
- > Raise awareness of neighbourhood music initiatives that local residents may otherwise be unaware of.
- > Showcase music initiatives that are held in nearby districts and the like.
- > Incentivise local residents to play an active part in their neighbourhood’s musical life.
- > Detect other spaces in neighbourhoods, not signposted in the exhibition, where music is or has also been performed.
- > Detect associations and groups with musical interests in each neighbourhood.
- > Start a process for mapping Barcelona’s grass-roots music activity.
- > Contact various music activists in the neighbourhood who are maybe not known.
- > To create links between these cultural activists and their neighbourhood’s community centre.

The exhibition and the activities accompanying it will be making their way through the city’s various neighbourhoods making the most of community centres as cultural players coordinating their areas.

5.2.4 Promoting specific lines for assessing popular and traditional Roma culture, to update and boost the Local Strategy with Barcelona’s Roma People (approved in 2015) through ongoing dialogue and work with the Municipal Council for Roma People.

Created in 1998, the Municipal Council for Roma People is a regular platform for dialogue and discussion on issues referring to improved well-being and quality of life for the city’s Roma population. It is made up of non-profit Roma organisations in the city.

The Municipal Council for Roma People prepares, among other activities, the Local Strategy with the Roma Community, a document containing goals and initiatives for promoting inclusion, social cohesion, awareness-raising and knowledge of the Roma culture, through equality and non-discrimination.

A specific work group was set up this year (2022) to examine in greater detail the goals included in this document. It will be organising a congress to pool the proposals it wishes to implement.

The congress is divided up into three main work areas:

- > The fight against Romaphobia.
- > The cultural and language rights of the Roma people.
- > The socio-occupational rights of the Roma community.

Meanwhile, work is also being carried out on an audio-visual project for re-assessing the Catalan rumba scene through the Carabutsí Association and the Ecomuseu Urbà Gitano de Barcelona and in collaboration with La Veïnal, the Barcelona community television network, including as well the ICUB's Cultura Viva programme.

The project aims to reclaim this form of musical expression as one of Roma culture in the city and its current vitality, while recognising the legacy that it has received from the tradition of Roma culture and its contribution to the city's cultural landscape.

5.2.5. Launching a work group for redefining the debate on the present-day colonial legacy in Barcelona.

Barcelona was part of a metropolis that extended authority beyond its borders, and imposed unequal and abusive relations in the name of this authority towards dominated peoples with slavery as its most extreme form of abuse. Present in Barcelona during the 'Indians' era, between the 16th and 19th centuries, slavery has left an architectural legacy still very much in evidence in the city today.

A work group has been set up to conduct a critical analysis of this legacy and other aspects relating to the colonial legacy, which will be coordinated with the initiatives that are being launched in this line from the Councillor's Office for Democratic Memory.

The work group is aimed at stimulating a social debate and collective revision of this presence and the historically accepted narrative on this colonial era. And one of the first steps it will be taking here will be the organisation and convening of work congress to raise awareness of this conflict both in public spaces and in heritage centres.

5.3 Right to cultural practice and expression of popular and traditional origin

5.3.1. Impetus for updating and transforming popular and traditional cultures in an environment open to exchanges, co-creation and innovation.

5.3.1.A. Fostering collaboration and neighbourhood spaces among professional authors/creators and non-professional groups in the area of popular cultures.

Encouraging such collaboration in a specific category within the circuit for supporting creation [17] launched by the ICUB, with creation factories as a spearhead and studying the possible incorporation of a category

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See the 'Grass-roots culture and cultural sectors' government measure.

ry of the **Barcelona Crea Scholarships** in this area for strengthening the updating of its expressive languages.

These innovation lines will always have greater impact when carried out in collaboration with organisations from other areas closely connected to popular and traditional culture, such as leisure, sports and youth. This is why those based on dialogue between various facilities, culture spaces and other different areas will be strengthened in the support lines towards innovation projects in the area of popular cultures.

It is about seeking new dialogues that enable an updating of popular and traditional cultural forms of express, for the purposes of bringing them to new types of public that have not previously been interested in them owing to age, origins or lack of information. The formula is to promote the sum of all the creative approaches to cultural expressions of more traditional origins to construct different forms of expression, original approaches and complementary points of view.

5.3.1.B Participation from popular culture groups in local cultural facilities (community centres, libraries, museums, bookshops, concert halls etc.) so that there is a 'contamination' between popular forms of expression and new forms of contemporary artistic expression and which less-professionalised players of culture can enjoy and incorporate. Here we should recognise and support the work embarked on and continued by the Centre Artesà Tradicionàrius.

5.3.2. Updating and deploying popular cultural educational programmes

Deploying an educational proposal in the area of popular cultures which incorporates, as strategic lines, cultural diversity, reception and socialisation, the gender perspective and inclusion and which calls for an updating of traditional languages and expressions.

On the one hand, **a catalogue of educational resources will be created** for documenting, archiving and making publicly available the cultural, local and association-network facilities, the proposals already in existence, not just the ones prepared by the City Council but also the ones implemented by associations and other groups.

And, on the other hand, alliances will be established with the leisure sector, with the city's third sector and with other educational players qualified for revising and drafting this educational proposal, taking account of the experiences that work and promoting a range of education opting for quality and aimed at the various age groups and lifelong education.

The first goal behind this revision of educational resources in popular culture in the city would be to give visibility to the diverse festival calendar that we wish to prepare.

5.3.3. New popular culture projects in the schools' surrounding neighbourhoods

A work line is being planned, for the purposes of supporting the strengthening of community ties through culture, which will enable schools to launch their own

popular cultural projects together with the entire educational and regional community.

The work line will consist of consolidating original popular cultural activity inspired in traditional practices while developing innovations in their realisation and intercultural dialogue. This is about renovating popular cultural expressions through the community, where processes are as important as participation.

Quite a few popular cultural events have been created through a more or less organised community process and with the involvement of schools. One example is the Popularri Cultural Festival (organised within the framework of the Neighbourhood Plan in 2018 [18] and 2019). That particular case involved joint work between schools in the La Verneda i la Pau neighbourhood and popular cultural associations from there and from the Sant Martí de Provençals neighbourhood.

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https://ajuntament.barcelona.cat/santmarti/ca/noticia/la-festa-de-la-cultura-popular-mou-la-verneda-i-la-pau_664239

It will be realised through the work of a cultural activist accompanying the school and its community along this popular cultural project's preparation process. It is important above all for the educational community to be given a central role for defining its own expressions of popular culture that generate cohesion and identity. It will be that figure's mission to ensure this happens.

5.3.4 Studying the incorporation of improvements into the governance models of spaces intended for popular cultures

We will need to look for new formulas for governing and managing cultural spaces intended for popular cultural activities if we are to strengthen not just experimentation and innovation but also meeting and dialogue spaces between communities with different cultural traditions.

The first step would have to be to inventorise the available, free-access spaces, whether publicly or privately owned, regarding not just their physical and technical features but also the conditions for using them.

Centralising and sharing such information will provide a comprehensive view of the capacity for covering the various needs of space in the popular and traditional cultures sector.

Work spaces set up for popular and traditional cultural shall be understood as follows:

- > rehearsal premises in the disciplines of dance, singing, music, sports martial arts;
- > meeting spaces;
- > exhibition and conference rooms
- > etc.

Possible measures will then be studied, on the basis of this knowledge – together with the spaces' managers – for enabling their fair use by the various popular cultural groups according to their needs. The process will provide for the possibility of encouraging the community management of these spaces in coordination and dialogue with the Department of Citizen Heritage at Barcelona City Council.

The possibility will be studied for rewarding associations and incentivising a few specific support lines in the field of popular cultures and the associations move-

ment which have immovable heritage in ease of access and sharing spaces for free for the area's entire network.

5.4 Right to community popular cultural expression in public spaces

5.4.1. Work group on the use of public space for popular culture shared with the districts: 'Events in public space'

This is an initiative that will also be reflected in the sixth government measure deployed under the Barcelona Cultural Rights Plan: 'Culture and public space: Right to access and participation in street culture'.

For the purposes of facilitating the use of streets as ideal spaces for demonstrations and meetings of groups taking part in popular and traditional culture, while establishing a clear and fair framework that is respectful towards all their uses, an 'Events in public space' work group has been created, putting special emphasis on **popular street culture** activities. This is a technical work space with representation from municipal areas in regional and local culture, urban planning, prevention and coordination.

Streets need to become suitable spaces for popular cultural demonstrations, so they can be enjoyed and their integrating and cohesive aspects put to use, while ensuring that such demonstrations are held in total safety both for their players and participants or spectators and preserving coexistence with other uses and maintaining positive community life with local residents. Such safety must include the risks that arise from the activity itself, as well as maximum respect for the rules of civic behaviour and positive community life.

The board will be specifically tasked with the following work:

- > Harmonising the administrative processes and user criteria of public spaces while facilitating fair access for the various cultural groups and making their use compatible with safety and civic coexistence.
- > Setting out improvements for processing permits for holding activities.
- > Promoting the design of public spaces as sociability spaces with specific approaches to cultural diversity and to the cultural activities of young children and young people.
- > Preparing an annual calendar of activities in the field of popular cultures with a specific approach to neighbourhood events, and ensuring a measured distribution over time and some coordination.
- > Having well-informed mapping on public spaces and their features for playing host to activities, as well as an annual calendar of their occupation and volume of activities.
- > Facilitating the comprehensive management of events by their associations and of their demands in each district, not just in connection with the need for infrastructure but also other services relating to the activity, as well as its monitoring and assessment.

5.4.2. Support for and impetus to the city's festival models: *fiesta majors* [big annual festivals] and neighbourhood festivals

On the other hand, a support and accompaniment space for committees will be opened for organising *fiesta majors* and neighbourhood festivals for encouraging participation and the design of content through an inclusive approach to cultural and functional diversity and the gender and intergenerational perspective.

A study will be made, based on a pilot test in two of the city's neighbourhoods, on how to implement a new way of designing spaces where the city's *fiesta majors* are promoted and organised from. Joint work will be carried out to that end, with the **Fiesta Majors Platform and other neighbourhood coordinating players and associations, strengthening the diversity of festival models.**

Important aspects here are the diverse and representative contents of the social fabric found in neighbourhoods and the arrangement of public spaces that facilitate and strengthen the participation of all the communities present in the region.

A professional figure/association tasked with bringing accessibility to the neighbourhood *fiesta major* design and production spaces is required. The pilot test will identify existing resources in the neighbourhood based on coordination with technical district staff and in coordination with other local facilities and players (Neighbourhood Plan, community centres, social organisations, and more). It will need to represent a learning space for all the individuals involved which enables the experience to be scaled to the city's other neighbourhoods and areas.

6. Calendar and budget

Barcelona Cultural Rights Plan

The budget provides for initiatives that had already begun to be deployed before the publication of the measure as well as others which will finish in 2023.

The initiatives described in this measure generally refer to organisational changes and a boost from the intercultural perspective in the ordinary running of popular cultural programmes and projects launched by the ICUB or in areas it is involved in. This makes it hard for a budget to be specified for most of the initiatives included in the measure.

Even so, there is an overall budget which accompanies the measure for launching specific projects or research and planning work needed for its implementation.

Action	Calendar
Space for coordinating and promoting popular cultures in Barcelona	Second semester of 2022
System of indicators for popular cultural activities	2023
Strengthening the network model, mission and values of the Festival Houses	2023
Promoting programmes and initiatives aimed at incorporating diversity into the municipal management of popular culture Training programme on interculturality for workers at the ICUB. Promoting the application of special performance conditions to encourage diversity recruitment for reasons of representativity and effectiveness of personal-assistance service contracts. Incorporating cultural-diversity criteria into the composition of municipal monitoring and advisory bodies in the area of popular culture	2023 The special condition already published Already under way
Applying the new criterion incorporating cultural diversity for assessing grants and subsidies	Already under way
Social clauses in culture	Already under way
Supporting projects in the area of popular cultures	Second semester of 2022
Expanding the approach of the city's popular cultures universe with the identification and knowledge of new projects and players Researching projects and designing a portal of good practices for a diverse and inclusive popular culture Festival calendar for cultural diversity in Barcelona	2nd half of 2022 2023
Connecting to and supporting programmes and specific campaigns against racism, discrimination from the area of popular culture.	2023

Support for the ‘Other possible stages’ project	Already under way
Promoting specific lines for assessing popular and traditional Roma culture	2nd half of 2022
Launching a work group for redefining the debate on the present-day colonial legacy in Barcelona	2023
Fostering collaboration and neighbourhood spaces among professional authors/creators and non-professional groups in the area of popular cultures	Designing it in 2022 Implementing it in 2023
Participation of popular cultural groups in local cultural facilities	Designing it in 2022 Implementing it in 2023
Updating and deploying popular cultural educational programmes	2023
New popular culture projects in the schools’ surrounding neighbourhoods	2023
Studying the incorporation of improvements into the governance models of spaces intended for popular cultures	2023
Work group on the use of public space for popular culture shared with the districts	Already under way
Support for and impetus to the city’s festival models: <i>fiesta majors</i> [big annual festivals] and neighbourhood festivals	Already under way
Budget	
Current expenditure	€177,000.0
Investment	-
TOTAL MEASURE 3	€177,000.0

7. Monitoring and evaluation

Barcelona Cultural Rights Plan

Monitoring the implementation of the action lines

The measures set out in this government include designing a system of indicators for providing information on the development of participation, activities and coverage in the area of popular and traditional cultural practices.

Nevertheless, the lines of action will be monitored under the following parameters for accountability in the commitments undertaken with the publication of this measure:

- > **Space for coordinating and promoting popular cultures in Barcelona:** once the space is created, its meetings and initiatives and the programmes it launches can be monitored.
- > **System of indicators for popular cultural activities:** under the impetus of the Cultural Data Observatory, work will be carried out on the criteria and methodology for gathering new information to enable much greater monitoring of these practices.
- > **Strengthening the network model, mission and values of the Festival Houses:** the work committee with representatives of the ICUB, the districts and association network will need to formulate a proposed rethinking of the model.
- > **Training programme in interculturality for workers at the ICUB:** there will be monitoring of the training sessions for staff given by the Resources Department at the ICUB, incorporating a range of training in interculturality.
- > **Accompanying the work for the application of special performance conditions to encourage diversity recruitment for reasons of representativity and effectiveness of personal-assistance service contracts:** establishing an ongoing dialogue with the office of the Commissioner for Intercultural Dialogue and Religious Pluralism to accompany this work.
- > **Applying the new criterion incorporating cultural diversity for assessing grants and subsidies:** analysing the impact on the first call for subsidy applications that incorporate this assessment criterion and verifying the projects that achieve the highest scores under this criterion.
- > **Social clauses in culture:** monitoring the committee's work to apply the City Council's social procurement guide in the cultural arena and the inclusion of criteria that are respectful towards cultural diversity.
- > **Supporting projects in the area of popular cultures:** the training given to the Citizen Culture Office's team will be monitored during the first stage, as will its popular and traditional culture-related activity immediately afterwards.
- > **Researching projects and designing a portal of good practices for a diverse and inclusive popular culture:** the launch of the portal itself will enable better monitoring of this research and knowledge. In any

case, the number of projects identified will be more an indicator of the state of research than the vitality of the popular cultures sector.

- > **Diverse festival calendar:** the publication and various updates to the diverse festival calendar will provide information on how the performance of this initiative develops.
- > **Creating specific programmes and campaigns against racism, exclusion, discrimination and stigmatisation, and linking up to them:** a register will be compiled for designed campaigns and their media and public impact will be recorded.
- > **Deploying a work group for the inclusion of cultural diversity and intercultural dialogue within Barcelona's Reception and Support Network:** monitoring the work of this group, which will need to incorporate the cultural perspective into Barcelona's Reception and Accompaniment Network.
- > **Support for the 'Other possible scenarios' project:** a collection of the project's activities and their monitoring and impact on citizens.
- > **Promoting specific lines for assessing popular and traditional Roma culture:** the Municipal Council for Roma People itself will draw up the indicators it deems useful for monitoring the goals of the municipal strategy and the congress that will be held this year.
- > **Launching a work group for redefining the debate on the present-day colonial legacy in Barcelona:** the work group itself will need to account for its activity and proposals.
- > **Fostering collaboration and neighbourhood spaces among professional authors/creators and non-professional groups in the area of popular culture:** based on the monitoring of the support system for the creation of the ICUB, this will register all the projects involving activities and practices in the area of popular and traditional cultures.
- > **Participation of popular cultural groups in local cultural facilities:** including popular and traditional cultural activity in local cultural facilities' activity registers.
- > **Updating and deploying popular cultural educational programmes:** being in charge in the area of coordination, it will provide information on the decisions taken here.
- > **New popular culture projects in schools' surrounding neighbourhoods:** there will have to be a monitoring of the design of this new line of activity bringing together culture and education in the city, in this case, based on the very creation of popular cultural projects.
- > **Studying the incorporation of improvements into the governance models of spaces intended for popular cultures:** monitoring the research work and census of rehearsal and activity spaces and the proposals for improving their governance.

- > **Working board on the use of public space for popular culture shared with the districts:** the results of this board's work need to be published and made known to all city residents.

- > **Support for and impetus to the city's festival models: *festes majors* [major annual festivals] and neighbourhood festivals:** this initiative will be based on the first pilot test in two of the city's neighbourhoods, which will allow for monitoring of their implementation.

8. Coordinating agents

Barcelona Cultural Rights Plan

The following are identified as coordinating players: the ICUB (playing the role of prime mover, through the Department of Cultural Fabric, through the team for managing and coordinating popular cultural activities; the Department for Educating City and Culture in Neighbourhoods, and the Department of Cultural Programmes and the festivals, festivities and events team); the Manager's Office for Territorial and Local Coordination; the Commissioner for Intercultural Dialogue and Religious Pluralism and full coordination with the Committee for Popular and Traditional Culture at the Cultural Council.

www.dretsculturals.barcelona