Project "Let's create an SDGs heritage – SDGCultheritage"

**TRANSNATIONAL PROJECT KICK-OFF MEETING
AND TRAINING & NETWORKING EVENT n° 2
Warsaw, Poland, Monday 4 and Tuesday 5 December 2023**

<u>Press release n° 2</u>

As one of the outcome form the 2nd training & networking event and transnational partnership meeting of the project "Let's create an SDGs heritage - SDGCultheritage" (www.sdgheritage.eu), in Warsaw (Poland), we're glad to announce the upcoming 1st International Creative Event inspired by the Sustainable Development Goals, through the proposed culture-based project's methodology, will be held in Cyprus on Thursday 4th and Friday 5th April 2024.

As regards the 2nd training & networking event and 2nd transnational partnership meeting of the project "Let's create an SDGs heritage - SDGCultheritage" (www.sdgheritage.eu), it was held in Warsaw, on Monday 4 and Tuesday 5 of December 2023, with participants from the following organizations: Antroposervice SAS (a creative Italian SME as the applicant and coordinator), the Institute of Greek Philosophy of Athens (Partner form Greece), the Spanish SME Espacio Tormaleo S.L. of Oviedo (Partner form Spain), the Cyprus Sustainable Tourism Initiative of Nicosia (Partner form Cyprus), the Foundation for the Protection of the Landscape of Jelenia Góra (partner from Poland) as hosting partner organization. The project is co-funded by the Creative Europe program of the European Union.

Within the overall project's scope of how the Sustainable Development Goals affect the activities of organizations within the cultural and creative industries in view of the alignment of strategies and operations to the SDGs, the two days of training have been focused on the following:

- during an interactive session, the participants have shared their perspectives on sustainability and culture, in particular highlighting those sustainable practices they are already implementing in their everyday life (be it in their personal or professional dimensions);

- reasoning why cultural & creative organizations are especially appropriate to embrace sustainable development principles and practices; in fact, cultural organizations are trusted by people, are spread through-out countries, usually reaching (in some forms) also those areas outside of major cities and that's an additional reason why they can serve as conveyors of sustainability. Cultural organizations, who have an ecological footprint themselves, in addition to become center of knowledge for sustainability, can decide to adopt sustainable practices all else being equal (i.e. without changing their core activities) or can decide over time to transform their core activities in response to the alignment to sustainable development, which could potentially help them enlarge

and/or create new audiences. Moreover, research carried out in the field of social-behavioral psychology have highlighted how people tend to adapt to the so-called "social pressure": this same attitude can be used to propose sustainable lifestyles and practices; for instance, within cultural (and other kind) organizations the greater the number of members adopting sustainable practices, the more "pressured" to follow the same practices also the others will be.

- On-site visit to the Masovian Culture Centre (Mazowiecki Instytut Kultury) in Warsaw, as a cultural institution that has adopted an environmental declaration to reduce its negative impact on the natural environment and engage in actions for Culture for Climate. During the interactive session, creatively based on story-telling, representatives from the Masovian Culture Centre have introduced the "Ecological Manifesto of the Masovian Culture Centre" along with the process from which the Manifesto has originated. The session has been conducted by the members of the so-called green team created within the Centre to develop and implement sustainable practices.

The partnership meeting was also an opportunity to present and discuss jointly the following deliverables recently finalized: "D2.3 SDGs Relevance Report" and "D3.1 Relevance framework of the SDGs in the CCIs", available for download on the "library" page of the project's official website (www.sdgheritage.eu). The two reports will be a compass to support the Partners, along with other Organizations in the CCIs, identify and map high impact areas where to concentrate efforts to benefit from the opportunities and challenges presented by the alignment to the SDGs. As a matter of fact, not all 17 SDGs are equally relevant to Partners' operations, depending on many factors, including local and national contexts. Starting from the Partners specific fields of activities, the relevance of the 17 Sustainable Development Goals have been conducted for the following sub-sectors of the Cultural & Creative Industries: "events and experiences design", "Heritage services", "Tourism and urban/rural reactivation", "Literature, publishing, libraries", "Museums, galleries".

During the meeting, the partners have planned the next partnership meeting and international creative events, as follows:

-the 1st international creative event and 3rd partnership meeting will be held in Cyprus on 4 and 5 April 2024;

-the 2nd international creative event and final partnership meeting will be held in Italy in the second or third week-ends of September 2024.

For info on the project:
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FOLLOWING pictures taken during the meeting