



INTERNATIONAL ASSOCIATION OF
Educating Cities

EVENT PROPOSALS



GUIDE

**INTERNATIONAL DAY OF
THE EDUCATING CITY**

2023

“Culture, a source of creation and learning in the Educating City”

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INTERNATIONAL DAY OF THE EDUCATING CITY

Educating Cities rethink the city as an inclusive and dynamic educational ecosystem in permanent dialogue with citizens

WHAT IS IT?

In an increasingly urbanised world, cities (large and small) are playing a crucial role in creating educational opportunities that help develop the potential of their inhabitants.

Educating Cities are committed to creating more liveable urban contexts by fostering a broad vision of lifelong education and maximising the educational impact of their municipal policies.

The International Day of the Educating City is a global event that sets out to raise awareness of the importance of education as a driver of well-being, coexistence, prosperity and social cohesion, and to highlight the commitment of local governments in this sense.



WHY CELEBRATE THE INTERNATIONAL DAY?

To...

- Recognise and engage all the social agents involved in the construction of the Educating City.
- Encourage all citizens to play an active role in the co-construction of the Educating City.
- Raise awareness about the importance of education in the city to improve the lives of its inhabitants, to enhance a positive civic atmosphere and to foster urban cohesion.
- Raise awareness about the active contribution made by cities and local governments to overcoming the global challenges of humanity (including the Sustainable Development Goals).
- Highlight the commitment towards education of local governments and other social agents (community organisations, private sector, citizens, etc.).

Over 350 cities from 24 countries joined in the celebration since its first edition in 2016



INTERNATIONAL DAY OF THE EDUCATING CITY

WHEN IS IT HELD?

The International Day of the Educating City is celebrated on **30 November** to commemorate that on the same date in 1990 the Charter of Educating Cities was proclaimed during the first International Congress of Educating Cities, held in Barcelona.

Concentrating the events on a specific date makes it possible to increase the impact of dissemination, as well as to emphasise that it is a worldwide celebration. However, the cities can extend the programme of activities to previous and/or subsequent days, if for reasons of agenda they cannot schedule actions on 30 November.

All municipalities, big and small, may join in the celebration



WHO CAN TAKE PART?

An event involving the entire city:



Local government

- Leads
- Creates partnerships
- Provides resources



Community

- Engages
- Is proactive
- Mobilises



Educational community

- Raises awareness
- Stimulates reflection
- Energises



Private sector

- Cooperates
- Supports
- Contributes

SLOGAN

Culture is an element of personal, social and economic development in communities and cities. UNESCO, in the preamble to its Universal Declaration on Cultural Diversity (2001), defines culture as *"the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs"*.

Therefore, we consider culture as a living and ever-changing legacy to which we can all contribute, and which generates identity and fosters a feeling of belonging. Access to and active engagement in cultural life is also part of each person's learning process and boasts a privileged scenario in cities and communities.

However, in cities there are inequalities between people, groups or neighbourhoods. These inequalities are reflected in the different training pathways and in the opportunities for cultural enrichment and artistic practice to which the population has access. Therefore, Educating Cities are concerned with promoting access and democratising culture, recognising the different cultures and cultural manifestations present in the city, and guaranteeing equal opportunities for a quality artistic education, which enables personal and collective development.

Likewise, culture and art are an important form of social inclusion and empowerment of vulnerable or marginalised groups. Educating Cities are also committed to fostering creativity and cultural innovation by encouraging and enabling the cultural projects of citizens.

The slogan for this edition is:
"Culture, a source of creation and learning in the Educating City"



PREPARATIONS FOR THE CELEBRATION

With these goals on the horizon, Educating Cities encourage the coordination and generation of links among educational and cultural agents in the community, thereby opening up new spaces for cooperation that enrich current projects and lead to new ones.

In this sense, Principle 4 of the Charter of Educating Cities states: *"The educating city will promote the right to culture and the engagement of all citizens and, in particular, of the most vulnerable groups, in the cultural life of the city as a way of inclusion and fostering the feeling of belonging and harmonious living. In addition to the enjoyment of cultural assets, this cultural participation will include the contribution that all citizens can make to a dynamic and ever-changing culture and citizen involvement in the management of cultural facilities and initiatives. In turn, the educating city will stimulate artistic education, creativity and innovation by promoting and supporting cultural initiatives, whether avant-garde movements or popular culture, as a means of personal, social, cultural and economic development."*

Therefore, the theme chosen for the 2023 International Day of the Educating City, by means of a member consultation process, is *"Culture, source of creation and learnings in the Educating City"*.



PLANNING THE EVENT

The success of the event depends largely on the involvement of as many municipal departments and local stakeholders as possible and on their diversity.

To achieve this, it is recommended:

- **To prepare the event in advance with as much participation as possible.** This will make it easier to count on the support of more local organisations and groups, reinforcing their involvement and adding their efforts and ideas to the agenda of local events.
- **To count on the involvement and participation of the mayors.** As the heads of local government, their active participation has a key role in getting the different departments of local government to join in the celebration and take ownership of the commitments of the Charter.
- **To involve as many municipal departments or offices as possible (besides the area of Education).** For the various municipal areas, getting involved is a way of highlighting projects that are underway and reflecting on how to maximise their educational impact through exchange and cooperation. This mutual knowledge can lead to new partnerships between areas that can be very enriching.



AJUNTAMENT DE GANDIA

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- **To count on the educational community.** Formal education plays a key role in the formation of values and practices of civic engagement. At the same time, this could be a great occasion to acknowledge the work of education professionals and their contribution to the community.
- **To involve entities, organizations and social movements.** Civil society organisations are vital for the construction of the Educating City. That's why the event is also a good opportunity to recognise and value their work.
- **Plan a communication strategy in social networks and other media** to raise awareness of the municipality's commitment to education.



FEATURED ACTIVITIES FOR THIS EDITION

The main activities proposed set out to reflect and showcase the improvements that the vision of the Educating City has generated in city life, focused this time on culture as a source of creation and learnings. All these activities seek to bolster the link and underline the importance of the dual notions of culture and education.

- **Cultural exhibitions in public spaces:** exhibitions (preferably outdoors, or in an auditorium) of different art forms (dance, music, theatre, circus, poetry, etc.), with the participation of students from these areas.
- **Experimental workshops and open doors:** open-air activities outside cultural institutions, with the aim of penetrating and permeating their walls, in order to break down the barriers hindering access to culture, and inviting all citizens to visit these institutions for free (for example: street exhibition of paintings outside a museum; reading of stories/poetry/chronicles outside a library; dance performance at the doors of an art centre; concert outside an auditorium, etc.). They can be complemented with more experimental workshops inside these institutions.
- **Community party:** in a public space, preferably outdoors, such as a park, a square or a popular meeting point. The idea is to organise a day of harmonious living to showcase the wealth of cultural diversity in our cities, as well as to highlight the popular culture that has marked the city's identity. Different associations from the city and the educational community would be invited to take part. There would be arts and crafts activities, such as plastic arts workshops, traditional music or dances, etc. Each entity would have a space (featuring a marquee with tables and chairs) to develop their own activities over the day, along with those taking place on small stages or in parades.
- **Dramatised visits** to iconic places in the city.
- **Human library:** debates with local artists, representatives from different groups that reflect the city's cultural diversity, etc. who would explain their background, the difficulties encountered, how they overcame them, and so on.



IDEAS FOR ACTIVITIES

- **Visits to studios:** agreements with local artists so that they open up their studios to citizens, and the organisation of tours with visiting hours.
- **Creation and reading of intergenerational stories:** meeting spaces among children, young people, and senior citizens for the creation of intergenerational stories in advance of the International Day, with the collaboration of schools, libraries, care homes, etc. And on 30 November, the public reading of the stories.
- **Music on the street:** a piano (or other musical instruments) placed on the street and the general public invited to come and play it. Another proposal is to create musical instruments from recycled materials (which can be collected beforehand from schools, civic centres, cultural centres, etc. in the city).
- **Musical performances** by primary students and local artists: a performance together with local artists, who would help devise it, alongside the introduction of music classes for primary students to learn how to play an instrument, several months before the performance. The performance would take place in a special auditorium in the city, and the children and local artists would perform together.
- **Games workshop:** a construction workshop with pieces of wood, Lego, etc. in which participants would be invited to build an ideal city, adding their creative vision to the proposal. A space would also be made available for traditional games.
- **Mural:** painting of a mural on a public building with the participation of local artists and citizens.
- **Passport or activity booklet:** in order to showcase the city's cultural heritage, identity and traditions, the idea is to create a passport with questions and activities to be carried out in various parts of the city. On this route, children and their families get stamps that will allow them to complete their passports. People who hand in a fully stamped passport would get a gift (such as tickets to a cultural performance).
- **Photo contest:** a photography contest for citizens on the theme of this edition (elements that make up the city's cultural heritage). The winning photo could be used to publicise the International Day in the city, while a video or a 360 virtual exhibition with a selection of the best photos from the contest could be organised (for example: <https://artspaces.kunstmatrix.com/en/exhibition/11765614/lochkameratag-2023-pinholeday-2023>). Another option would be to encourage citizens to share photos on social media on the theme of this edition.
- **Short film competition:** a contest open to citizens or aimed at the city's film schools, with the winning short films being shown at an auditorium.



IDEAS FOR ACTIVITIES

- **Joint working session with different municipal teams and services** to analyse the new Charter of Educating Cities and its implications for the municipality. Guidelines for organising this session can be found in the Methodological Guide published by the IAEC, depending on the stage each city is at in this process (available here). This activity could be carried out in a face-to-face and/or online.
- **Public reading of the Declaration**, which will take place in a participatory manner among the IAEC cities. On this occasion, the proposal is for each city to choose an important cultural venue (cultural centre, museum, theatre, library, creation factory, etc.) and read the Declaration with two voices, that of culture and that of education (they can be political representatives and/or cultural and educational agents), underlining the importance of this dual notion and the right of all people to access culture and artistic education.
- **International online meeting of Educating Cities.** The IAEC will offer member cities the possibility of participating in a virtual meeting with conferences, dialogues and spaces for exchange that will revolve around this edition's slogan. This meeting will take place on the days before or after the 30th of November to enable cities to devote that particular day to their local events.



SUCCESSFUL ACTIVITIES FROM PREVIOUS EDITIONS

- **Dialogue between citizens and the Mayor**
- **Displaying the poster of the Day on the balcony of the town hall, videomappings, projecting the logo on buildings or hoisting the Educating Cities flag.**
- **Organisation of conferences, webinars and podcasts.**
- **Interactive map of the municipality** pointing out the relevant locations from the perspective of the Educating City made available on the municipal website.
- **Musical meetings or auditions on the Educating Cities' Song**
- **Educating City walk.** Walk to rediscover the city from an educational viewpoint, focusing on the city's cultural raising awareness about the principles of the Charter.
- **Appreciation of persons or entities relevant to education and culture** in the city.
- **Organisation of plenary sessions of the different councils existing in the municipality** (Children's Council, Citizens' Council, Senior Citizens' Council, etc.) to deliberate on the theme proposed for this year's edition.
- **Broadcast of a monographic radio program and/or raise awareness of the event on local press/media**



- **Social networks.** Explain why the municipality is an educating city (promotional video with citizens or entities or to publicise educating projects), video messages from the mayor and/or town councillors supporting the celebration and dissemination of IAEC dedicated materials.



SUCCESSFUL ACTIVITIES FROM PREVIOUS EDITIONS



VIDEOSUMMARIES OF PREVIOUS EDITIONS

2022



2019



2021



2018



2020



Videos of each city:
[2022](#) | [2021](#) | [2020](#) | [2019](#)
[2018](#) | [2017](#) | [2016](#)

Detailed programme
in each city:
[2022](#) | [2021](#) | [2020](#) | [2019](#)
[2018](#) | [2017](#) | [2016](#)

COMMUNICATION AND AWARENESS MATERIALS

Material for this edition

For this edition, the IAEC has prepared a **poster** with this year's slogan. Cities are encouraged to make use of the poster in public spaces in the municipality, as well as through municipal media and social networks.

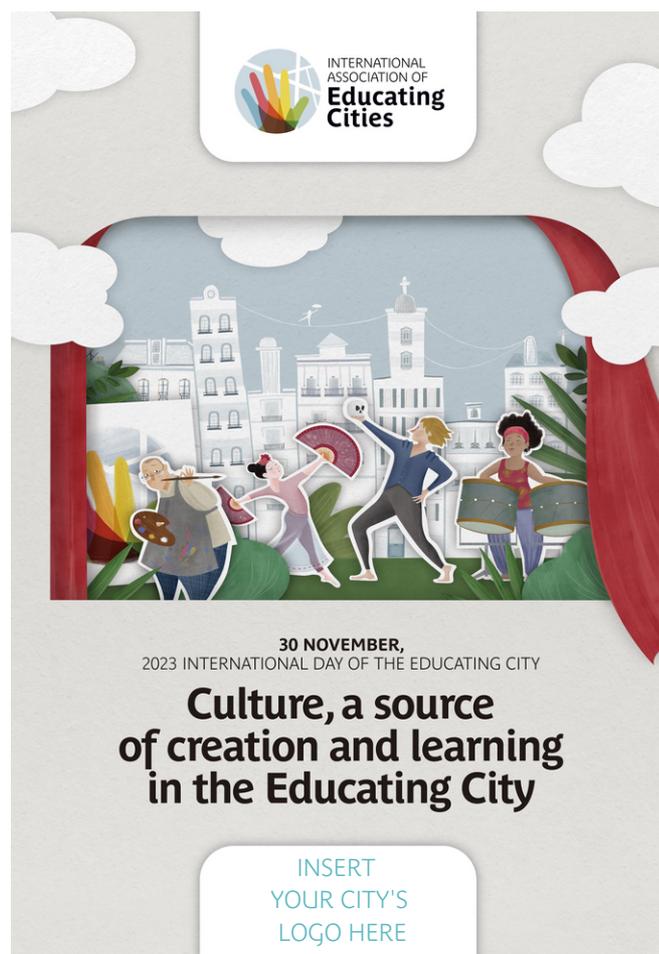
As in previous editions, the Secretariat will provide publicity material for social networks with the slogan of the day (in image and mini-video format) to disseminate the celebration in the days leading up to the event.

In addition, IAEC member cities that organise events for the International Day can incorporate the personalised **logo** of their city as an Educating City in their communication materials. Those member cities that do not have their own personalised logo can request it from the Secretariat.

All materials will be available at the IAEC website (International Day of the Educating City section).

Additional material

- **Memory game** of opposites on the values of the Educating City
- **Origami:** "Educating city, committed city. And what are you committed to?"
- **Educating City Song**
- **Graphic collection and video:** "Educating Cities: 30 years, 30 lessons learned "
- Event **flag**



BY CITIES

In order to achieve the greatest possible impact, we recommend involving the following stakeholders and resources in the strategy for promoting the event:

Mayors

The International Day of the Educating City is the perfect opportunity to showcase the mayor's leadership and commitment to education. The active participation of mayors in the event and promotional campaigns for the International Day is likely to capture the attention of local media. It's a good idea to involve the city's communication office or department in designing and implementing a promotional campaign tailored to the characteristics and interests of the territory.

Media

Cities are encouraged to publicise the activities they plan to organise for the International Day by holding a press conference, granting interviews with the mayor, publishing articles or video messages, etc. Visibility in the media can help reaffirm the city's commitment to education and promote the programme of local events.

Social media

Municipal social media profiles can also be great channels for promoting the International Day events and mobilising citizens.

Urban advertising

Cities can prepare communication materials to advertise the event on banners on streetlights, bus shelters, billboards, etc.

Educational community

The educational community should get involved with the preparation of the event. Similarly, promoting the International Day at schools will also raise awareness among students, teachers, families, etc.

Civil society organisations

Associations and organisations have their own communication channels that provide access to groups of people with specific profiles and interests. Therefore, involving them in promoting the event can help maximise its impact.



BY THE SECRETARIAT

The Secretariat will also carry out actions to raise awareness of the International Day through its website and social networks.

To achieve a greater communication impact, we request that cities:

- 1. Inform about the celebration activities** through the online form that will be provided by the Secretariat in order to update the global agenda of events.
- 2. Send the Secretariat photographs and/or videos of the events held in the municipality.** This material will be used to produce a global compilation video at the end of the celebration.
- 3. Use the hashtag #EducatingCityDay** and tag @educatingcities on Instagram, Twitter and Facebook.

The videos prepared by the cities and the Secretariat are available on the International Day website and on the IAEC Youtube channel.

For more information:



edcities.org/en/



[@educatingcities](https://www.instagram.com/educatingcities)





INTERNATIONAL ASSOCIATION OF
Educating Cities

**2023 INTERNATIONAL DAY
OF THE EDUCATING CITY**



“Culture, a source of creation and learning in the Educating City”

#EducatingCityDay



