

## ESPOOCULT FACT SHEET 4

# The road to an inclusive city: cultural diversity, participation and accessibility

*”An inclusive society aims at empowering and promoting the social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, economic, or other status. It is a society that leaves no one behind.”*

RAOUL WALLENBERG INSTITUTE

<https://rwi.lu.se/what-we-do/focusareas/inclusive-societies/>

Inclusion is a requirement for good relations among different resident groups. Equality, mutual respect and trust, and personal safety are key principles towards inclusion. Interaction with others and participation of all is indispensable for an inclusive and accessible city. However, policies should observe that people live in different circumstances and cultural realities within the same city. Diversity in identities and perceptions is an important element in urban development. Cultural participation advances active residency and a shared sense of citizenship generating a sustainable, tolerant and resilient urban environment. Special attention should be given to involving migrant and minority

groups to take part in the cultural life and economy of cities and communities, both as audiences, planners, producers, amateurs and professionals.

This fact sheet focuses on inclusion from the perspective of the population with foreign background. Ultimately the proposed measures will benefit everyone. The topic is examined through the following three guidelines:

- Nurture cultural diversity
- Promote cultural participation and dialogue
- Foster accessibility to cultural activities

## ACCESSIBILITY

means taking people's different needs into account and advancing equal opportunities. Accessible arts and culture ensure equal rights and opportunities for all people to develop themselves, use arts and cultural services and participate in cultural life.

## INCLUSION

requires that people are able to take part in action that they find important and meaningful. Good accessibility is a precondition of inclusion. Inclusion demands giving equal access and opportunity to all and removing discrimination and other barriers to involvement.

## CULTURAL DIVERSITY

refers to the co-existence of several distinct ethnic, religious or cultural groups within one social unit, organization or population. Cultural diversity also means that different cultures recognize and respect each other's differences.

## Espoo demographics

The City of Espoo had **283 632 residents** at the end of 2018, being the second largest city after Helsinki. In Finnish comparison, the Espoo **population is growing fast** (2018: +1.6 %). The number of residents with foreign background\* is growing even more rapidly (2018: +7.7 %). The group is not uniform but consists of people with different characteristics and varying reasons for moving to Espoo. At the end of 2018, **17.0 per cent** (48 085) of Espoo residents were **foreign language speakers** (1990: 1.3 %). By 2035, the percentage is projected to rise to 29.9. At that point, 34.4 per cent of the working age population (19–64 years) are expected to be foreign language speakers (2018: 18.4 %).

\*There is no universal definition for 'foreign background' in the existing data sources. It can be approached via citizenship, country of birth or language (other than Finnish, Swedish or Sami).

## Language groups in Espoo

In 2018, altogether 118 different foreign languages were spoken in Espoo. The most frequently spoken among them were **Russian** (6 937), **Estonian** (5 974), **Arabic** (3 905), **English** (3 068), **Somali** (2 733) and **Chinese** (2 672). The annual growth was the fastest among Arabic speakers (+19.0 %). In 2018, 29.0 per cent of Espoo newborns had a foreign language speaking mother. The amount, proportion and origin of the population with a foreign background in the city's major areas vary greatly.

*”Espoo wants to use cultural services to promote equality and strengthen the sense of community, participation and well-being.”*

CULTUREESPOO 2030

## ▶ Nurture cultural diversity

Cultural diversity is an asset to organizations and populations, but it may not come naturally. Achieving and maintaining cultural diversity is a process that demands hard work and reshaping of structures, practices and attitudes. Cultural diversity should be considered in the management policy and recruitment strategy of publicly financed cultural organizations and in tendering processes for artistic intervention. The implementation of cultural diversity is an essentially cross-sectoral effort that requires cooperation between culture and other policy departments, notably those in charge of mobility, citizens' engagement, social and health services, economic development and education. Collaboration with local cultural organizations may assist in building up good relations across different population groups.

## ▶ Promote cultural participation and dialogue

The possibility to participate in arts and culture and the decision making concerning it is a right that belongs to all people. Cultural participation in communities and society enhances a sense of belonging and democracy and enables shared social experiences. Art and cultural practices and artistic interventions provide means to empower people, stimulate self-esteem and to engage with local communities. This entails ensuring that all residents are in a position to actively participate in the cultural and creative life. A diverse cultural supply and diverse cultural expressions are at the heart of promoting participation.

## PACT UTRECHT

- PACT Utrecht is a non-profit network of Utrecht's cultural institutions and culture makers launched within the "Culture for Everybody" strategy of the Municipality of Utrecht. The network aims to promote and apply the Cultural Diversity Code (CDC), a national framework instrument for a comprehensive cultural diversity policy within publicly financed cultural institutions. The main areas of the CDC are Programming,

Public, Personnel and Partners. The municipality of Utrecht has embedded the CDC in the evaluation criteria of cultural institutions in their subsidy application. The activities are financed by the municipality of Utrecht and the cultural organizations that are members of the network (depending on their capacity).

- <https://pactutrecht.nl/>

## MULTILINGUAL SERVICES IN LIBRARIES

- In Espoo, libraries have an active role in improving active citizenship and developing cultural and social interaction.
- Russian-language library services are based on a special task given to Espoo City Library by the Ministry of Education and Culture.
- Multilingual Customer Service that provides assistance with the Finnish bureaucracy in matters that concern e.g. housing matters, studies, job hunting, government matters or livelihood.

- Language cafes that provide possibilities to meet people and practice languages.
- Storytelling for children offered in many different languages.
- [https://www.espoo.fi/en-US/Culture\\_and\\_sport/Library](https://www.espoo.fi/en-US/Culture_and_sport/Library)

## DIGITAL CALLIGRAFFITI

- Digital Calligraffiti is a Berlin-based artistic initiative that aims to give the opportunity to diverse social groups for co-creation with professional artists. New ways of collaboration using innovative means for artistic intervention are created in order to build the future inclusive city. The project aims to encourage social interactions and citizens' engagement by providing access to

a highly visible urban screen infrastructure of outdoor advertising spaces. The initiative received EU funding from the FutureDiver-Cities Initiative of the Creative Europe program 2016–2020.

- <http://www.publicartlab-berlin.de/blog/2017/09/05/digital-calligraffiti-2/>

## MUSEUM AS AN ASYLUM

- The project aimed to develop and implement activities and participatory projects involving migrants and asylum seekers. The project was coordinated by the Helinä Rautavaara Ethnographic Museum, Espoo. Altogether 15 museums all around Finland (including 5 museums in Espoo) partnered in the project in 2016–2018. The objective was to provide activities for and improve the well-being

of asylum seekers aged under 25 and their families. In the second stage, the project was expanded to include all young migrants. Almost 10 000 people took part in the project activities. The project received funding from the Finnish Ministry of Education and Culture.

- <http://helinamuseo.fi/turvapaikkana-museo/>

## ▶ Foster the accessibility of cultural activities

Addressing and removing barriers that hinder cultural engagement is one of the top priorities for an inclusive city. In order to increase the accessibility of the cultural supply, measures must be actively taken in cooperation with different sectors, cultural actors and representatives of migrants and minority groups. Furthermore, with the aim to decentralize the cultural offer and make it accessible to all, the city cultural actors and local authorities should encourage and enable cultural activities also near the city’s residents in neighborhood and low-threshold spaces.

### BRUNNENPASSAGE

- Brunnenpassage (“Art Social Space”) is located in a street-market in Vienna and it operates as a laboratory and venue for transcultural and participatory art. Projects include screenings, exhibitions, music and storytelling-workshops. Brunnenpassage organizes hundreds of events and projects per year and has numerous collaborations with the city’s major cultural institutions.

The project led to the establishment of the Task Force for Cultural Urban Development addressing accessibility outside the city center. The Municipality of Vienna provides a multi-annual subsidy for the project. It is also funded by private sponsors and donations.

- <https://www.brunnenpassage.at/ueber-uns/>

### THE CULTURE FOR EVERYONE SERVICES

promote inclusive cultural services in Espoo.

The services include, for example:

- The Kaikukortti card which advances the accessibility of culture and equal opportunities for cultural participation. The card offers free admission to cultural institutions, events and courses in the Kaikukortti network. The card is personal and free of charge. The Kaikukortti is intended for clients of social or healthcare services who feel that they cannot afford entrance tickets due to financial constraints.

- KULPS! – culture and sports path leads Espoo’s comprehensive school students to the cultural and sports services and library services of their home town. KULPS! is a free part of the education of comprehensive school students and a tool for culture and sports education.
- [https://www.espoo.fi/en-US/Culture\\_and\\_sport/Culture/Culture\\_for\\_everyone](https://www.espoo.fi/en-US/Culture_and_sport/Culture/Culture_for_everyone)

## ▶ Roadmap towards an inclusive city

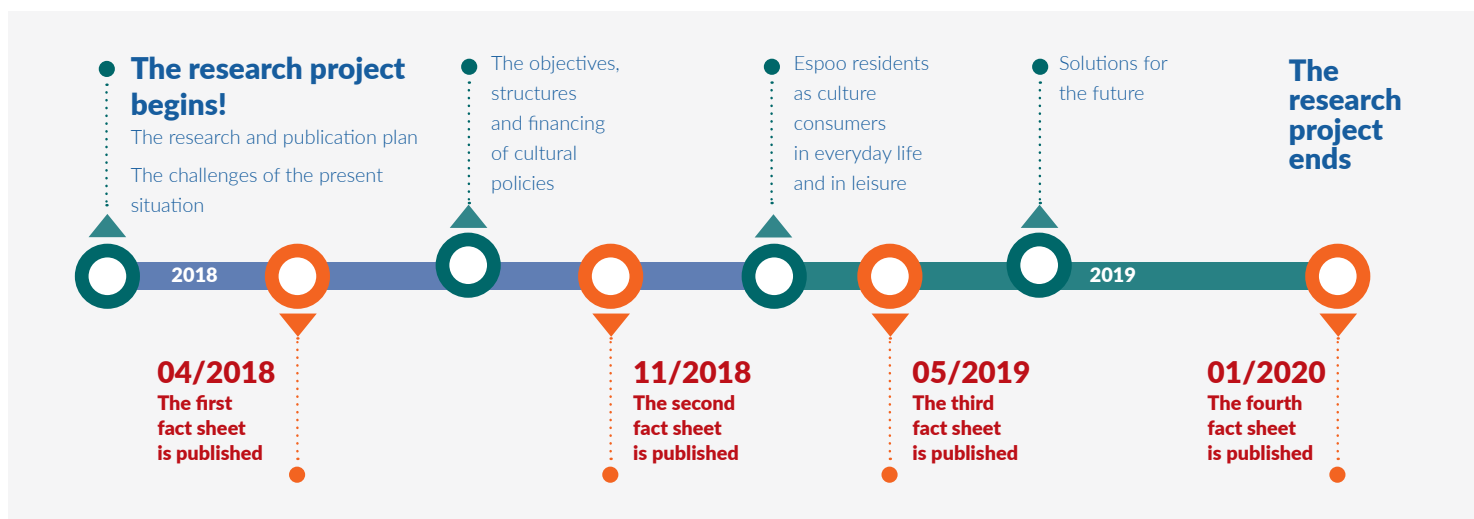


## The EspooCult research project

The EspooCult research project is the first comprehensive research about cultural services and the cultural profile of Espoo. The research project will be carried out during the years 2018–2019. The final report is due in spring 2020.

The research

- Maps the current state of cultural services in Espoo
- Evaluates the achievement and potential of the CultureEspoo 2030 strategy objectives
- Presents conclusions and recommendations for future development of the cultural services.



### Bibliography

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Wilson, Nick, Gross, Jonathan & Bull, Anna (2017). *Toward cultural democracy: Promoting cultural capabilities for everyone*. London: King's College.

### Further information about the research project

The Center for Cultural Policy Research Cupore  
[www.cupore.fi/fi/tutkimus/tutkimushankkeet/espooCult](http://www.cupore.fi/fi/tutkimus/tutkimushankkeet/espooCult)  
 Facebook: [facebook.com/Cupore/](https://facebook.com/Cupore/)

The City of Espoo, Cultural Unit  
[www.espoo.fi/en-US/Culture\\_and\\_sport/Culture/About\\_us/Research\\_project](http://www.espoo.fi/en-US/Culture_and_sport/Culture/About_us/Research_project)  
 Facebook: [facebook.com/KulttuuriEspoo/](https://facebook.com/KulttuuriEspoo/)

**KEA**

EUROPEAN AFFAIRS

KEA European Affairs is an international partner of the City of Espoo in the EspooCult-project  
[www.keanet.eu](http://www.keanet.eu)

**Do you have ideas or questions?  
 Comment and give feedback!  
 #EspooCult**

