

# RESOLUTION 24R-43

To request the Trustees to consider including culture in the sixth area of focus, community economic development

**Proposer(s):** District 2032, Italy  
District 2050, Italy  
District 2060, Italy  
District 2110, Italy and Malta

1 WHEREAS, while the societal value of culture is largely recognized by policymakers,  
2 its potential as a force of economic development is not always fully grasped;  
3 investing in the cultural and creative sectors can help diversify and/or boost local  
4 economies by creating economic growth and jobs (European Union Directorate  
5 General for International Partnership, 2021), and  
6

7 WHEREAS, the United Nations General Assembly has recognized the importance of  
8 cultural approaches to economic development with its adoption of Resolution  
9 65/166, Culture and Development (2010), as well as Resolution 76/214, Culture and  
10 Sustainable Development (2021). Specifically, the United Nations “recognizes the  
11 power of culture as a driver of sustainable development, which facilitates social  
12 inclusion and develops a strong and viable economic sector by generating income,  
13 creating decent jobs, and addressing both the economic and social dimension of  
14 poverty; culture contributes to inclusive economic development, as cultural heritage  
15 preservation,...sustainable cultural tourism and cultural infrastructure, including  
16 urban regeneration,...improve living conditions and foster community-based  
17 economic growth,” and  
18

19 WHEREAS, cultural and creative sectors are a significant source of jobs and  
20 income, and also generate important spillovers to the wider economy. They are a  
21 driver of innovation, a source of creative skills with strong backward and forward  
22 linkages in the economy, and act as a magnet that generates growth in other sectors  
23 such as tourism. There is at the present time an opportunity for culture to play an  
24 expanded role in driving economic, social, and environmental outcomes (Economic  
25 and Social Impact of Cultural and Creative Industries, Organization for Economic  
26 Cooperation and Development, 2021), and  
27

28 WHEREAS, there is also significant empirical evidence that cultural and creative  
29 industries contribute to the growth of gross domestic product (GDP) and  
30 employment and thus to the creation a high-quality workforce, as well as  
31 significantly boost business and investment (Measuring the Economic Contribution  
32 of Cultural Industries, UNESCO Institute of Statistics, 2009), and

1 WHEREAS, cultural industries have become powerful engines of economic growth,  
2 generating considerable income and employment, and increasingly providing a  
3 strategic outlet for innovation, production, income generation, and poverty  
4 reduction. Cultural industries have now reached a global value of US\$1.3 trillion,  
5 and the cultural sector represents 2-6 percent of GDP in many OECD and  
6 developing countries. Cultural tourism accounts for 40 percent of total world  
7 tourism (Investing in Culture for Development – UNESCO’s Perspective, 2010)  
8

9 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary  
10 International consider requesting the Trustees of The Rotary Foundation to  
11 consider officially including culture in the sixth area of focus, community economic  
12 development, by integrating it into the statement of purpose and goals in section  
13 31.010.2.6. of the TRF Code of Policies, in accordance with the mission and vision of  
14 Rotary as stated by The Rotary Foundation Code of Policies, articles 10.020. and  
15 10.030.

(End of Text)

#### **PURPOSE AND EFFECT**

16 The purpose of the present resolution is to align Rotary with actions taken by  
17 international institutions (United Nations, UNESCO, European Union) to  
18 recognize the impact of the cultural sector on economic development, and in so  
19 doing, to foster social inclusion as well as provide a strategic outlet for  
20 innovation, income generation, job creation, and poverty reduction. This will  
21 have the effect of expanding the impact of RI on economic development in ways  
22 that are highly productive and visible, and thereby elevating the level of  
23 participation of our unique and significant humanitarian organization.

#### **FINANCIAL IMPACT**

24 If implemented, this resolution would have no substantial financial impact on  
25 The Rotary Foundation. Our current framework already allows for cultural  
26 projects with demonstrable economic impact.