Sonmaz Mashall Cultural Relations Public Union
www.sonmazmashal.com
nshahla1@mail.ru, shnagiyeva@adu.edu.az

Chapeau

To our understanding and firm belief culture is not just a reflection of our past; it is a powerful force that shapes our present and holds the key to a better future. Within about 20 years, our organization has been steadfast in its commitment to preserving, promoting, and celebrating cultural diversity as a means to address some of the world's most pressing challenges.

Today, we stand at a critical point in history. The world faces complex and interconnected issues, from environmental sustainability and technological advancement to social inclusion and global governance. Our unique perspective, rooted in cultural values and heritage, empowers us to offer innovative solutions and advocate for transformative change.

In presenting our position in terms of the following chapters we will delve into a series of concrete and action-oriented recommendations, each addressing a distinct aspect of our engagement with the global community. These recommendations draw upon our expertise as an NGO engaged in cultural issues and reflect our unwavering commitment to shaping a more sustainable, inclusive, and culturally rich world.

Hope it is undeniable fact for everyone that culture is an umpetus for positive change. Together, we can benefit from the the power of culture to build bridges, foster cooperation, and pave the way for a brighter, more culturally diverse, and harmonious future.

It is culture that can make a profound impact on the world stage and gear it towards a better tomorrow.

Chapter I. Sustainable development and financing for development

The recommendations on actionable steps to promote sustainable development and financing for cultural initiatives while fostering cultural preservation, inclusivity, and collaboration put forward by our NGO are as followings:

- Financing grassroots cultural initiatives, especially those led by women that contribute significantly to sustainable development by preserving and promoting cultural heritage while fostering economic growth at the community level;
- Funding mechanisms specifically tailored to support cultural projects led by women and diverse communities;
- Allocating resources to projects that promote gender equality, cultural diversity, and community empowerment in line with UN Sustainable Development Goals;
- Funding projects that foster innovation in the creative and cultural industries;
- Financing the projects that advocate for policy changes at local, national, and international levels that prioritize cultural sustainability;
- Allocating funding for cultural initiatives and protection of cultural rights;
- Financing community-based tourism projects that generate sustainable income for local communities while preserving cultural heritage;
- Funding the sustainable projects led by and benefitting indigenous groups to protect and promote their cultural heritage;
- Allocating funds for cultural facilities with eco-friendly designs and technologies.
- Funding projects that promote policies on cultural inclusion, diversity and accessibility in line with the UN Sustainable Development Goals.

Chapter II. International peace and security

To increase the power of culture to build bridges, resolve conflicts, and promote peace and security on an international scale the following recommendations are suggested by our team:

- Financing projects that emphasize the critical role of women in conflict prevention and resolution by supporting projects that empower women through the arts;

- Investing in initiatives that provide training, education, and platforms for women artists and poets in conflict-affected areas. Elevating women's voices in these regions can lead to more inclusive and sustainable peace processes, as women often bring unique perspectives and solutions to the table;
- Financing cultural exchange programs that bring individuals especially women from conflict-affected regions together to share their cultural experiences, fostering mutual understanding and building bridges between communities in conflict;
- Financing projects that advocate for the incorporation of cultural diplomacy initiatives, particularly those highlighting the works of youth including women poets and artists, as tools for fostering international understanding and peace;
- Funding projects that promote the recognition of cultural rights as integral to human rights, emphasizing the importance of cultural expression and identity in peace and security efforts;

- Financing projects that advocate for the protection of cultural heritage during armed conflicts;

- Funding cultural programs that focus on conflict resolution and peacebuilding via cultural practices, storytelling, and art to bridge divides and promote reconciliation in conflict-affected areas;
- Financing projects that promote the role of culture in diplomacy, that contribute to building bridges between communities and nations, ultimately contributing to global peace and security;
- Financing projects that promote gender-responsive security policies that ensure the diverse needs and experiences of women, including those in the arts and cultural sectors, are taken into account in conflict prevention, peacekeeping, and post-conflict reconstruction efforts;
- Financing projects that advocate for the inclusion of peace education and cultural sensitivity training in schools and curricula worldwide;
- Funding projects that promote values of tolerance, empathy, and peaceful conflict resolution among students;
- Supporting projects that encourage dialogue and cooperation among communities with historical conflicts;
- Supporting projects that facilitate reconciliation and healing programs in post-conflict areas that draw on cultural traditions and practices to help communities move forward and rebuild trust;
- Funding projects that empower youth especially women to become agents of peace to promote peace and reconciliation;
- Supporting training programs in cultural mediation and conflict resolution to individuals and organizations working in conflict-prone regions. Equipping them with the skills to bridge cultural divides.

Chapter III. Science, technology and innovation and digital cooperation

Taking into account the importance of leveraging technology and digital cooperation to preserve, promote, and celebrate cultural heritage and diversity in an increasingly digital world we put forward the following recommendations for the betterment of this field for better future:

- Financing mentorship programs specifically tailored for women-led tech startups, including those in the creative and cultural sectors;
- Funding projects that foster innovation and economic empowerment for women in the digital space;
- Funding projects that promote the participation of women, particularly young female artists and poets, in digital arts and media. Supporting initiatives that showcase and celebrate their contributions to digital creativity;
- Supporting projects that advocate for comprehensive digital literacy programs that address the specific needs and challenges faced by women, ensuring they are equipped with the skills necessary to navigate the digital landscape, express themselves creatively, and participate in digital innovation;

- Supporting projects that encourage international collaboration and partnerships to address the global digital gender gap;
- Supporting initiatives that focus on digital inclusion, ensuring that women, including those in creative fields, are active participants in the digital economy;
- Financing online platforms, or apps that showcase diverse cultural content, including traditional music, art, storytelling, and cultural practices. Facilitating cross-cultural exchanges through virtual events and exhibitions;
- Providing grants and funding opportunities for startups and organizations working at the intersection of technology and culture. Encouraging the development of apps, websites, and tools that support cultural initiatives;
- Supporting projects that facilitate cross-border digital collaborations between artists, cultural practitioners, and organizations. Use technology to promote international cultural cooperation;
- Investing in digital archiving and preservation infrastructure to safeguard digital cultural assets for future generations;
- Supporting projects that address the cybersecurity needs of cultural organizations to protect sensitive cultural data and assets;
- Financing projects that advocate for international digital cooperation agreements that facilitate the protection of cultural heritage from digital threats, including cyberattacks and unauthorized digital reproduction;
- Financing projects that bridge the digital divide by advocating for increased internet access and digital infrastructure in marginalized and remote cultural communities;
- Supporting projects that advocate for policies that support the responsible use of technology in cultural preservation, promoting cultural diversity, and protecting cultural rights;

Chapter IV. Youth and future generations

To achieve success on empowering youth to become active participants in the preservation and promotion of cultural heritage, ensuring that cultural traditions and diversity continue to thrive for future generations the following suggestions are recommended from our side:

- Financing the programs that empower youth to become cultural heritage ambassadors;
- . Funding the projects that empowers youth to contribute to the UN's Sustainable Development Goals, especially those related to gender equality, quality education;
- Financing comprehensive arts programs that foster creativity and provide platforms for young artists with a particular emphasis on reaching marginalized communities;
- Funding projects that ensure that the voices of young poets, artists, and audio-visual artists, especially females, are heard and considered in policy discussions;
- Supporting development online educational resources and interactive platforms that cater to the digital-savvy younger generation via the technology making cultural learning engaging and accessible to youth worldwide;
- Allocating funds for policies that specifically support and promote the work of female artists creating opportunities for exhibitions, competitions, and collaborations that

showcase the talent and perspectives of young female artists, helping to break down gender barriers in the arts;
- Financing mentorship programs where experienced cultural practitioners pass down their knowledge and skills to younger generations;
- Financing projects that engage youth in innovative projects at the intersection of culture and technology, encourage them to develop digital tools, apps, or artistic expressions that promote cultural heritage and diversity;
- Funding workshops that focus on diversity, inclusion, and cultural understanding;
- Encourage dialogue among youth from different cultural backgrounds to build empathy and solidarity;
- Supporting youth in creating cultural publications, blogs, podcasts, and digital media content that highlight the importance of cultural heritage and diversity, reaching a younger audience through their preferred channels;
- Funding projects encourage youth to collaborate across disciplines, such as combining technology with cultural practices or merging arts with science, to develop unique cultural projects.

Chapter V. Transforming global governance

Considering culture as a critical component of global governance, with the potential to promote peace, sustainability, and inclusivity on a global scale we put forward the following recommendations:

- Financing the integration of cultural diversity and cultural rights into global governance frameworks, such as the United Nations Sustainable Development Goals (SDGs) and the Universal Declaration of Cultural Diversity;
- Promoting cultural diplomacy as a means of fostering cooperation and understanding among nations;
- Funding projects that advocate for increased representation of cultural experts, artists, and cultural practitioners in international organizations, committees, and decision-making bodies to ensure cultural perspectives are considered in global governance;
- Funding projects that emphasize the role of culture in achieving environmental, social, and economic goals on a global scale;
- Promoting the inclusion of cultural considerations in conflict resolution and peacebuilding efforts;
- Encouraging global governance bodies to recognize the impact of cultural heritage and identity on peace and security;
- Advocating for stronger international legal frameworks and conventions to protect cultural heritage during conflicts, ensuring that cultural destruction is considered a war crime;
- Encouraging governments and international organizations to incorporate cultural sensitivity training into their diplomatic and international relations efforts, promoting respectful engagement with diverse cultures;
- Funding projects that address the preservation of cultural diversity, heritage, and traditional knowledge;

- Funding the projects that preserve and protect cultural heritage sites and artifacts, with contributions from nations and international organizations;
- Funding projects that create digital platforms and databases for sharing cultural knowledge, heritage, and traditions globally, promoting cross-cultural understanding;
- Funding interdisciplinary research on the intersection of culture, governance, and sustainability;
- Funding international cultural cooperation networks that connect NGOs, cultural institutions, artists, and researchers to exchange ideas, resources, and expertise on global cultural issues;
- Funding the projects that promote the recognition of cultural rights as fundamental human rights in international human rights instruments and advocate for their protection and enforcement;
- Funding global cultural diplomacy summits that bring together cultural leaders, policymakers, and diplomats to discuss strategies for using culture to foster international cooperation and mutual understanding;
- Finding the projects that values and supports the rights and contributions of women in all spheres of life that is crucial for transforming global governance.