

[Home](#)[News](#)[Links](#)[Contact](#)**What is Cultura21 ?**

Concept

The  
International  
Network**The Common Working Platform**

Wiki

MailingList

**Networking Streams**

The Arts

Interculturality,  
Diversity,  
Education  
and Media**Cultura21 in Germany**The  
organizationPast projects  
in Germany**Cultura 21 websites  
in other languages**

Deutsch

Italiano

**Cultura21 in Germany**

The aim of Cultura21 is to create a cultural change in the sense of a self-sustained, socio-ecological development. This would be a cultural evolution of social practices, societal customs and value patterns.

Besides the examination of the socio-ecological dimension, Cultura21 investigates the cultural aspects of societal development. The activities of Cultura21 refer not only to conceptual but also to practical changes. The aim is to develop a strategy for cultural sustainability - since art, media, education, intercultural exchange, alternative forms of communication and organisation, as well as emotions all play central roles in cultural de-velopment.

**The Goals of Cultura21**

Cultura21 searches for an alternative to today's dominating mono-cultural model of development.

Content-Objectives (objectives on the level of the cultural "message" and "value") are:

- Critique on social structures that support social injustices
- Active encouragement of social change concerning socio-ecological values (taking into account:
  - Historical, emotional, multi- and transcultural, social and environmental influences and differences),
  - Encouragement of cultural and environmental awareness

Taking into account that an organisation is continuously developing, structural objectives (i.e. selection, identity and quality) as well as an appreciation for diversity are necessary (i.e. openness, integration, dynamic participation). The goals of Cultura21 can only be realised through adequate communication.

The Communication-Objectives (objectives on the level of culture as "mediator") are

- Interdisciplinary networking and co-operation
- Intra- and intercultural communication working together towards equality and integration
- Development of communication modes concerning the environment
- Foundation of interdisciplinary forums
- Research and improvement of societal processes and types of organisation

These objectives (both content and communication) are equally important and can only be realised in support of each other.