Conceptualising cultural policy in sustainable development on the municipality level

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Sustainability is a concept that is included increasingly into different levels of policy-making of the governments. Even though, there are still no clear definitions of what sustainability means, it is widely accepted that it consists of at least 4 broad pillars (Duxbury and Jeannotte 2010). One of these pillars (others are social, economical and environmental) is cultural sustainability, which is argued to be strongly connected with the acknowledging of the diversity and contributing to the well-being of the societies, communities and by that individuals. Sustainability has been also an important keyword in the urban cultural policy planning starting from the 1990s. Also, it suits under the umbrella-concept of the cultural democracy.

The paper addresses the conceptual question of what is the role of cultural policy in sustainable development by first concentrating on analyse of the cultural sustainability and its relationships with other pillars of sustainability. Kong (2009, 3) has defined cultural sustainability "as the ability to create local cultural content, embed indigenous idioms in cultural products, and, possibly, devise unique cultural forms that underscore a local sense of identity and indeed, nationhood, particularly in the face of globalizing and potentially homogenizing forces". In this frame the author of the paper tries to create analytical tool for the empirical part. In the empirical part of the paper the author analyses how Estonian capital Tallinn has integrated culture into the framework of sustainable development in development plan for 2014-2020 and strategy Tallinn 2030 and who are the main stakeholders, beneficiaries and contributors in the field. Municipal development plans give us an overview how culture and cultural policy has been conceptualised in development and what means are suppose to be facilitating it. This might also take us step forward in asking what is the role of culture in sustainability.

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