The paper will discuss conflicts and dilemmas in operationalizing culture in the sustainable development of cities and regions viewed in the context of the recent 25 years and the future.

Since 2009 an increasing amount of conferences, dialogues and workshops around the world has addressed Culture and Sustainable Development at the level of cities and regions. The author will draw on the following cases:

- C40 Cities – "Culture/Futures" conferences in Hong Kong, Sao Paulo and New York in cooperation between cultural organizations and cities (2010, 2011, 2012),
- EU-Brazil Cultural Sector Dialogue on "Culture and Sustainable Development" (2013)

It will use textual analysis as its methodological basis, integrating elements of thematic, narrative, enunciation and discursive analysis. The paper analyses specific text and communication as expressions of discursive dilemmas and conflicts rooted in power and identity of institutions.

It will also discuss cases of how the meaning of culture and sustainable development in recent years tends to be re-contextualized and deconstructed into a multitude of discourses and underlying interests and which new dilemmas and conflicts this may create.

Since the author has respectively been a co-organizer, key note and later consultant to the conferences and events, which are the objects of the analysis, the paper will take advantage of the contextual knowledge this provides. It will also offer reflection of a personal nature based on the evidence and analysis of a practitioner about the challenge in seeking to build change in a conflicting landscape of interests.

*Presenting author*
Paper: Operationalizing culture in the sustainable development of cities

Keywords: power, culture, text, sustainable development