

UBC

UNION
OF THE BALTIC
CITIES

CULTURAL CITIES
COMMISSION

Culture is the key to sustainable leadership

- Culture enhances the society by making it accessible and inclusive.
- The best cities bloom with culture, creativity, communication and knowledge.
- Culture as a tool for sustainable leadership in five e-words:
- enlightenment, empowerment, economic impact, entertainment & experience.
- What do you get? Democratic & inclusive city with citizen able to solve problems together and enjoy the good life.