

IMPORTANCE OF INTER- CULTURAL COMMUNICATION IN ACCOMPLISHING SDGs

Dr. Kanchan Negi

*Intl. Educationist, R&D, Capacity Building & Communications, Motivational
Speaker, Media Expert & a Social Reformer, INDIA*

Email: drkanchanegi@gmail.com

ABSTRACT

Cultural differences should not separate us from each other, but rather cultural diversity brings a collective strength that can benefit all of humanity." Also: "Intercultural dialogue is the best guarantee of a more peaceful, just and sustainable world.- Robert Alan Arthur. Inter-cultural dialogue entails the sharing of ideas and differences with the intent of developing a deeper understanding of different perspectives and practices. According to UNESCO, intercultural dialogue fosters social cohesion and helps to create an environment conducive to sustainable development. Culture is also an essential component of human development, representing a source of identity, innovation and creativity for all, it provides sustainable solutions to local and global challenges.

Keywords: *inter-cultural, communication, SDGs*

1. INTRODUCTION

Despite humans originating from a common ancestor, there are many differences between individuals or social groups. Since ancient times humans have been moving from one place to another for various reasons such as avoiding danger, having access to resources, or finding a more suitable climate. Wherever people went, they formed communities and developed a common identity and distinct cultures.

Culture is defined as the customary beliefs, social norms, and material traits of a racial, religious or social group. Essentially, culture encompasses everything about daily life like manners, habits, dresses, language, religion, art, laws or morality.

The world is a mosaic of cultures, and globalisation has made it more possible than ever to live in a multicultural setting rich in intercultural experiences. Unfortunately, the world's melting pots threaten cultural diversity as people from different cultures come together, creating a new and more homogeneous culture.

In addition culture is a driver of sustainable development. The cultural sector promotes economic growth through cultural tourism, handicrafts production, creative industries, agriculture, food and medicine, and fisheries. Traditional agriculture and food preparation practices enhance food security.

Sustainable development occurs within cultural contexts. Therefore, culture must be integrated into sustainable development strategies. In addition culture is a driver of sustainable development. The inter-linkage between cultural and natural heritage is a foundation for environmental sustainability and biodiversity preservation. In Asian communities culture is the foundation of well-being, inclusiveness and resilience.

Culture is a way of life; it includes cultural practices, norms and life-styles; it influences how people think and act. It is central to individual and collective identity

and sense of belonging. It provides the social fabric that bonds communities and families; and is imperative to social cohesion and sustainable livelihoods. As such, culture is necessary not only for the confidence, creativity and happiness of people and communities, but for their survival.

2. RESULTS AND DISCUSSION

The 4 Dimensions of Sustainable Development

Sustainable development was first described in 1987 as the “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Based on this, sustainable development seeks to balance our needs with our society’s environmental, social, and economic limitations.

According to UNESCO, there are four dimensions of sustainable development:

- Society
- Environment
- Culture
- Economy

Culture is one of the pillars of sustainable development, and therefore, cultural aspects cannot be missing from any sustainable development strategy. Sustainable development takes place within cultural contexts. Culture can promote economic growth (cultural tourism, handicrafts, food etc.) and environmental sustainability (cultural and natural heritage preservation). For this reason, it is essential to preserve cultural identities across the world as they can accelerate the transition to a more sustainable future.

Historically, economic development, as measured by Gross domestic product (GDP), has been primary objective of national policy-making. However, global leaders are now challenged to shift the developmental paradigm and put the well-being of people at the centre of sustainable development. The United Nations General Assembly confirmed “that unsustainable patterns of production and consumption can impede sustainable development”, and recognized “the need for a more inclusive, equitable and balanced approach to economic growth that promotes sustainable development, poverty eradication, happiness and well-being of all people” in resolution. The global movement toward valuing the well-being, or happiness, of people is evident in numerous initiatives.

Culture as Both an Enabler and Driver of Sustainable Development

Traditional governance systems, such as councils of traditional leaders in some of the Asian countries, provide a link between local communities and central government which can act as a support system for sustainable development. Even In the Pacific Nations, the Pacific Ministers of Culture endorsed the Regional Culture Strategy: Investing in Pacific Cultures 2012-2020, and the Pacific Culture and Education Strategy (2010-2015). These documents, together with UNESCO’s normative instruments for culture, provide important guidelines for the development and preservation of culture and culture related industries in the Pacific at all levels. The Pacific Regional Culture Strategy highlights the economic opportunities of cultural industries in the Pacific, including in the sub-sectors of fashion, visual arts and MICE (Meetings, Incentives, Conventions and Events) . Community-based customary practices and laws, government-supported programmes, policy and legislations work to mutually reinforce the goal of sustainable development for the betterment of Pacific people. Additionally working within cultural systems is a

necessary part of gaining community involvement and support. For example, in the case of climate change mitigation and disaster risk reduction strategies local communities and partners must work together to identify a vision that is respectful of the current culture. Additionally traditional and local knowledge can add tremendous value in risk identification and reducing vulnerability. Traditional knowledge also contains a wealth of information related to marine and terrestrial biodiversity in the Pacific.

Culture and Inter – culture communication has to be the continuing potential to provide healthy, inclusive, sustainable livelihoods in the Cross Nations. This needs to be recognised and well-reflected in policies and investments that support protect and promote those aspects of Pacific cultures that make a positive contribution to the realization of these and other sustainable development goals.

Role of G20 in Accomplishing SDGs

The Group of Twenty (G20) is the premier forum for international economic cooperation. The members of the G20 are: Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, the United Kingdom, the United States, and the European Union. Each year, the presidency invites guest countries to participate. Spain is invited as a permanent guest. The G20 brings together the world's major and systemically important economies. Its members account for around 85 per cent of global GDP, 75 per cent of global trade and 65 percent of the world's population. The forum has met every year since 1999, with leaders meeting for an annual G20 Leaders' Summit since 2008. In addition to the Summit, ministerial meetings, sherpa meetings, working groups and special events are organised throughout the year.

- India holds the G20 presidency in 2023. An events calendar can be found on the Indian Government's official website.
- Indonesia held the G20 presidency in 2022, with the G20 Bali Leaders' Declaration released on 16 November 2022.
- Brazil will host the G20 in 2024, followed by South Africa in 2025.

The G20 made a valued contribution to these global efforts in 2016 by adopting the G20's Action Plan on the 2030 Agenda for Sustainable Development – a policy framework to align the G20 Agenda with the 2030 Agenda – and ultimately aimed at contributing to global efforts to achieve all 17 Sustainable Development Goals (SDGs) by 2030. Acting upon this plan, G20 members took swift action to advance concrete sustainable development outcomes in a number of key areas, in particular by supporting developing countries to implement the 2030 Agenda according to their national priorities and to assist them in the provision of global public goods. As the premier forum for international economic cooperation, the G20 plays an important role in the 2030 Agenda for Sustainable Development, including the Sustainable Development Goals (SDGs) and the Addis Ababa Action Agenda (AAAA). In addition to its core economic mandate, the G20's work encompasses action on key global social and environmental challenges, contributing to the provision of global public goods and supporting the integration of low-income and developing countries into a sustainable global economy. Collectively, G20 members account for around 85% of global gross domestic product (GDP), 75% of world trade, 80% of global carbon dioxide emissions (CO₂) and 70% of global plastic production – as well as two-thirds of the world's population and more than

half of the world's poor.² Furthermore, G20 members account for two-thirds of outward international investment flows and provide the vast majority of international development assistance, while also being the source countries for three-quarters of global remittances. At its inception as a Leader-level forum in 2008 in the wake of the global financial crisis, the G20 focused on restoring economic growth, ensuring global stability and promoting resilience. Since then, the G20 has broadened its agenda to encompass social and environmental challenges with sustainable economic dimensions – from preventing the spread of pandemics to reducing inequalities.

To achieve its objectives, the G20's primary modes of collective action comprise: international policy co-operation and co-ordination to bolster growth and consolidate recovery, reinforce resilience to shocks and prevent future crises and promote sustainable development, with support from major global institutions and through an enhanced global governance architecture, co-ordination of domestic policy reforms to maximise collective synergies and manage their spillovers for mutual and global benefit agenda-setting and leading by example by agreeing on common principles, initiating reforms and innovative collective actions and instruments, filling gaps in international standard-setting and provision of global public goods.

3. CONCLUSION

Conclusions must provide all information regarding the findings of the study and analysis results. Cultural sustainability, described as the ability to retain or improve values and attitudes in the face of external forces, Specifically, is a facilitator and driver of sustainable development and plays a critical role in sustainable development programmes. Unfortunately, globalisation has rendered various parts of the world melting pots of cultural assimilation. This threatens cultural sustainability as the majority's culture usually dominates the minority leading to acculturation and homogeneous societies. Even though there are many benefits to a homogeneous society, we need to avoid acculturation and invest in cultural sustainability. Governments need to adopt a communitycentred approach in all their developmental efforts to achieve this.

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