

# Memorandum

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### Davos<sup>2023</sup> Alliance

Conference of Ministers of Culture  
14 – 16 January 2023, Davos Switzerland

# Davos *Baukultur* Memorandum

16 January 2023

**We,**

the participants of the Conference of Ministers of Culture, meeting from 14 to 16 January 2023 in Davos, Switzerland, at the invitation of Mr. Alain Berset, President of the Swiss Confederation, Head of the Federal Department of Home Affairs, on the eve of the annual meeting of the World Economic Forum:

## **Recalling**

the first Davos *Baukultur* conference in the European Year of Cultural Heritage 2018, adopting the Davos Declaration 2018 as a starting point for the political and strategic promotion of high-quality *Baukultur* in Europe and beyond; engaging the ongoing Davos Process towards better policies, research and debate in relevant fields, and leading to this second conference;

the urgent need for high-quality *Baukultur*, which puts culture centre stage in order to achieve sustainable and vibrant communities with better quality of life and wellbeing for all;

the intrinsic value of culture as well as culture's role as a major driver and enabler for shaping the living environment and implementing the 2030 Agenda with its Sustainable Development Goals;

the increased engagement to consider the holistic concept of high-quality *Baukultur* placing social, cultural and emotional criteria on an equal footing with technical, environmental and economic criteria.

## **Highlighting**

the contribution of high-quality *Baukultur* to resilience and recovery in crises due to climate change, limited natural resources, demographic change, armed conflicts and pandemics.

## **Emphasising**

the vital influence and strong impact on our living environment of the public and private sectors, in particular the construction, real estate and related finance industries, and of civil society in all *Baukultur* domains;

the shared responsibility of all involved actors in all activities transforming the living environment and the crucial necessity to achieve high-quality *Baukultur* in all places of everyday life.

## Recognising

that it is high time for a holistic approach that attaches importance to both individual and social benefits, subjective and collective wellbeing, physical and mental health;

that high-quality *Baukultur* supports sustainable economic success, providing favourable conditions for welfare within society and offering new opportunities for financial and cultural benefits, especially over a long-term perspective.

## Noting

the lack of continuous dialogue on these matters between the public and private sectors as well as civil society, and thus the urgent need for closer interdisciplinary, multilevel and cross-sectoral cooperation and the necessity to build capacity to achieve adequate levels of knowledge and skills for all actors involved, striving for common goals and ensuring a quality design of the living environment through commitment, active listening, acceptance of new ideas, education, participatory processes and implementation;

the need to operationalise the Davos *Baukultur* Quality System on multiple governance levels and in the private sector, including in procurement procedures, and linking the criteria to all funding areas;

the importance of compensating and eliminating market failures, such as information asymmetry concerning the value of design quality or the lack of consideration for the external common value in investment decisions.

## Committed

to resolving the challenges facing our living environment with shared responsibility and cooperation for the common good, and to progressing towards the overall goal of high-quality *Baukultur* in Europe and beyond.

## We launch

### The Davos *Baukultur* Alliance

1. The Alliance advocates high-quality *Baukultur*. It unites *Baukultur* actors from the public and private sectors, and civil society and implements the objectives and principles of the Davos Declaration 2018 and the Davos *Baukultur* Quality System. The Alliance identifies the key challenges and works on solutions to address them.

2. Members of the Davos *Baukultur* Alliance are companies internationally active in construction, real estate or finance, national ministries/agencies for culture and other relevant domains, as well as intergovernmental organisations and international non-governmental organisations

engaging in *Baukultur*. Members commit to the objectives and principles of the Davos Declaration 2018 and the Davos *Baukultur* Quality System and strive to implement high-quality *Baukultur* in their activities.

3. The Davos *Baukultur* Alliance is an informal network of international *Baukultur* actors. It is governed by a steering committee drawn from Alliance members from the public and private sectors, and civil society. The Alliance reaches out to stakeholders on national, regional and local levels and encourages them to engage in multi-stakeholder cooperation to put high-quality *Baukultur* into action. The Alliance's secretariat is hosted by the World Economic Forum (WEF). Switzerland will cover the operating expenditure for the first five years (2023–2027).