

IMPACTFUL AND SUSTAINABLE PLACEMAKING FOR THE HISTORICAL & CULTURAL DISTRICT 'LAPANGAN BANTENG' THROUGH PENTAHHELIX COLLABORATIONS



AGENDA 2030 - SDGs



CULTURE 21 ACTIONS - COMMITMENTS

2. HERITAGE, DIVERSITY AND CREATIVITY
4. CULTURE AND ENVIRONMENT
5. CULTURE AND ECONOMY
7. CULTURE, URBAN PLANNING AND PUBLIC SPACE
9. GOVERNANCE OF CULTURE

CULTURAL, SUSTAINABLE, ECONOMIC, COMMUNITY,
CROSS-SECTORIAL, BOTTOM-UP, PUBLIC SPACE, INCLUSION,
CREATIVE INDUSTRIES, REGENERATION



1. Jakarta and culture

Jakarta, Indonesia's bustling capital, grapples with urban challenges like congestion and limited green spaces. The 200+ years historic Lapangan Banteng Square district could become a focal point for cultural transformation, addressing these issues and enhancing multicultural experiences. Over the past decade, the district has seamlessly integrated these aspects to breathe new life into the heart of Jakarta. Lapangan Banteng historical and cultural district has huge potential.

This project is initiated by the community "Gerakan Kalcer Cipta Kawasan Pemajuan Kebudayaan (Culture Movement for Cultural Advancement District)" as creative initiatives by the public. As a legal basis, this project implements the mandatory of Cultural Promotion Law, Cultural Heritage Preservation Law and Creative Economy Law. It aligns with Jakarta's cultural policy framework, rejuvenating urban spaces.

THIS INITIATIVE AIMS TO OPTIMIZE THE LAPANGAN BANTENG AREA, PROMOTING CULTURAL VIBRANCY, SOCIAL INCLUSION, AND ECONOMIC VITALITY THROUGH PUBLIC PARTICIPATORY COLLABORATION AND PENTAHelix ENGAGEMENT.



2. Goals and project implementation

2.1. Main aim and specific goals

The general aim of this initiative is to revitalize the Lapangan Banteng area, promoting cultural vibrancy, social inclusion, and economic vitality through public participatory collaboration and Pentahelix (Public, Government, Academic, Corporation, and Media) engagement. This initiative seeks to transform Lapangan Banteng into a dynamic cultural hub, preserving its historical significance while fostering community engagement and sustainable urban development.

Through strategic partnerships and innovative strategies involving stakeholders from the Pentahelix sectors, the project aims to enhance connectivity, empower local communities, and enrich the cultural landscape of the city. Furthermore, it aspires to serve as a model for replication at a national scale and create a welcoming and thriving environment that celebrates Indonesia's cultural heritage and promotes holistic community prosperity, setting a benchmark for urban development nationwide.

More specifically, it seeks to optimize the utilization of historical buildings in the Lapangan Banteng area, preserving their cultural significance while repurposing them for contemporary uses. Additionally, enhancing connectivity within and around Banteng Square is paramount, facilitating seamless mobility and accessibility for residents and visitors alike. Central to the initiative is the transformation of Banteng Square into a dynamic, multicultural hub, pulsating with cultural vibrancy and community engagement.



2.2. Development of the project

The Lapangan Banteng Cultural Advancement District initiative epitomizes Indonesia's commitment to cultural promotion and urban development, aligning with the 2022 Mondiacult Resolution and Cultural Promotion Law. Its overarching goal is to establish Indonesia's inaugural Cultural Advancement District, a multifaceted endeavor aimed at revitalizing historical landmarks, fostering connectivity, and transforming Banteng Square into a vibrant, multicultural epicenter and impactful for urban economy and ecological district. Through a meticulously planned series of phases, the initiative orchestrates a symphony of actions, engaging diverse stakeholders and implementing innovative strategies to realize its vision. By prioritizing placemaking strategies, innovative designs, and sustainable practices, the initiative aims to create a conducive environment for community interaction, cultural exchange, and economic vitality.

Implemented in carefully delineated phases, the initiative employs a holistic approach, fostering cross-sector collaboration among stakeholders encompassing Pentahelix sectors. Apart from Pentahelix strategic partnerships with Public, Government, Academic, Corporation, and Media entities, collaborations encompass NGOs, civil society organizations, private companies, and citizen groups, enriching cultural programming and fostering grassroots engagement. This initiative is based on a movement and collective effort. Directorate General of Culture covering the cost for the collective team and public engagement programs to build awareness, fundraise, and ignite other stakeholders in the district. Recently, The Ministry of Finance, The Ministry of SMEs, The Ministry of Tourism and Creative Economy, Istiqlal Global Fund Mosque, Gramedia Publisher, Borobudur Hotel, Mbloc Group, have confirmed to "On Board" this movement to cover activation and other costs. Budgeting model of this program is a collaborative effort allocated for the Lapangan Banteng initiative, reflecting the multifaceted nature of the project, covering infrastructure development, cultural facilities enhancement, and community engagement programs. This collective effort is guided by a commitment to maximizing impact while ensuring fiscal responsibility and transparency.

The Lapangan Banteng initiative casts a wide net, targeting a diverse array of beneficiaries. It aims to empower individuals and groups involved in arts, culture, and creativity, alongside entrepreneurs and businesses of all sizes. Community members of all ages and backgrounds, from families to seniors, are expected to benefit from the enriched cultural experiences and improved quality of life fostered by the initiative's efforts. By prioritizing placemaking strategies, innovative designs, and sustainable practices, the initiative aims to create a conducive environment for community interaction, cultural exchange, and economic vitality.

Despite the challenges encountered along the way, the Cipta Kawasan Pemajuan Kebudayaan Lapangan Banteng initiative has yielded tangible and intangible results, making a significant impact. Optimization of physical infrastructure connections, preservation of historical landmarks, increased interest in cultural programming, and enhanced community well-being evidence its success. Moreover, positive outcomes will be reflected in metrics such as the Happiness Index and Human Development Index, underscoring the initiative's role in fostering holistic community development and prosperity.



**OPTIMIZATION OF PHYSICAL INFRASTRUCTURE CONNECTIONS,
PRESERVATION OF HISTORICAL LANDMARKS, INCREASED INTEREST IN
CULTURAL PROGRAMMING, AND ENHANCED COMMUNITY WELL-BEING
EVIDENCE ITS SUCCESS.**

3. Impacts

3.1. Direct impacts

The Lapangan Banteng Cultural Advancement District initiative stands as a shining beacon of Indonesia's commitment to sustainable cultural promotion and urban rejuvenation. Through strategic planning, cross-sector collaboration, and adaptive leadership, the initiative has not only revitalized a historical landmark but also catalyzed community development and enriched cultural life. As a model for future endeavors, Lapangan Banteng exemplifies Indonesia's dedication to vibrant urban spaces, cultural heritage preservation, and inclusive community prosperity.

This District initiative has significantly impacted the territory, its inhabitants, the local government, and the city's cultural sector through public participatory collaboration. Also, it will support an increase in economic impact to more than USD 600,000,000 per year. Moreover, it revitalized Lapangan Banteng, fostering social inclusion and environmental stewardship while transforming it into a vibrant cultural hub. Through cross-sector collaboration, the project empowered local communities and cultural agents, promoting social cohesion and economic vitality. Additionally, it strengthened the government's capacity for collaborative governance and adaptive leadership, fostering trust and cooperation with the community.

Despite challenges, the initiative's positive outcomes, including increased cultural programming and improved community well-being, ensure its continuity and long-term sustainability, serving as a model for other future urban development initiatives.

3.2. Evaluation

Evaluation mechanism employs a comprehensive mixed-method approach, combining quantitative indicators (such as economic impact assessments, visitor numbers and revenue generation), with qualitative methods (including surveys, focus groups, and stakeholder interviews). These methods provide a holistic understanding of the initiative's outcomes, capturing both tangible economic contributions and intangible social and cultural impacts.



Real-time tenant and visitor inputs offer immediate feedback from those directly involved and impacted by the initiative, enabling prompt adjustments and improvements. Monitoring tools track progress against predefined milestones and objectives, ensuring alignment with project goals. Regular reporting and feedback mechanisms facilitate ongoing adjustments and enhancements to improve project effectiveness continually.

The quality of the happiness index and collaborative efforts across Pentahelix sectors serve as additional evaluation measures, reflecting its impact on community well-being and satisfaction. Collaborative efforts also demonstrate the success of the initiative in fostering partnerships and synergies among diverse stakeholders.

3.3. Key factors

The initiative's success can be attributed to:

- » Commitment to honoring and building upon the local identity serves as a foundation for creating an authentic cultural district. By tapping into the region's historical roots and unique character, the project resonates deeply with the community, fostering a sense of pride and ownership.

- » Extensive community engagement throughout the planning and implementation process. Through a participatory approach, residents, businesses, cultural organizations, and other stakeholders contribute insights, ideas, and concerns, enhancing the project's relevance and fostering a strong sense of ownership.
- » Emphasis on Pentahelix collaboration underscores the importance of partnerships across various sectors, facilitating interconnectedness for sustainable development.
- » Strategic leverage of technology to accelerates efficiency, enhance engagement, and broaden the initiative's reach, amplifying its impact locally and nationally.

3.4. Continuity

This initiative ensures continuity by integrating cross-Pentahelix activities into long-term urban development plans and budgets. It establishes institutional frameworks and capacity-building initiatives for maintenance and programming, generating various revenue streams as a living laboratory. Technical assistance and knowledge-sharing facilitate replication efforts in the following phases:

1. Design and Action. Identifying Local Needs: investigating community characteristics and unique needs. Module Development: creating adaptable modules considering social, environmental, and physical aspects. Community Participation: engaging locals in designing public spaces through inclusive workshops.
2. Socialization and Training. Stakeholder Socialization: developing modules explaining values, objectives, and steps. Stakeholder Training: creating cross-generational training on design and action understanding and skills.
3. Replication Implementation. Local Adaptation: encouraging cross-Pentahelix to adopt locally contextual models. Government Support: engaging the government in supporting training and implementation. Monitoring and Evaluation: implementing a system to measure impact and improvements.

THE POSITIVE OUTCOMES, INCLUDING INCREASED CULTURAL PROGRAMMING AND IMPROVED COMMUNITY WELL-BEING, ENSURE ITS CONTINUITY AND LONG-TERM SUSTAINABILITY, SERVING AS A MODEL FOR OTHER FUTURE URBAN DEVELOPMENT INITIATIVES.

4. More information

Jakarta was a candidate for the sixth UCLG Mexico City – Culture 21 – International Award (November 2023 – March 2024). The jury for the award drew up its final report in June 2024, and requested that the Committee on Culture promote this project as one of the good practices to be implemented through Agenda 21 for culture.

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