

ŞİVLİLİK CHILDREN'S DAY



AGENDA 2030 - SDGs



CULTURE 21 ACTIONS - COMMITMENTS

2. HERITAGE, DIVERSITY AND CREATIVITY
4. CULTURE AND EDUCATION
6. CULTURE, EQUITY AND SOCIAL INCUSION
9. CULTURAL GOVERNANCE

SUSTAINABLE, LOCAL, COMMUNITY, PARTICIPATION, EDUCATION,
MANAGEMENT, HERITAGE, TRADITION, ACCESS, YOUTH



1. Konya and culture

Konya faces various challenges and opportunities typical of a rapidly growing urban center in Turkey. With a population exceeding 2 million, Konya experiences rapid urbanization, which leads to an increased pressure on infrastructure, housing, and public services. Also, while Konya is known for its strong agricultural sector and industrial base, there is a need to diversify the economy, create more employment opportunities, and support entrepreneurship, especially among youth.

As a city rich in history and heritage, Konya grapples with the dual challenge of preserving its cultural identity while embracing modernization and globalization. Balancing economic growth with environmental conservation is also a priority of the city, especially regarding issues such as air and water pollution, waste management, and climate change resilience.

The cultural policies and projects of Konya Metropolitan Municipality are shaped to protect cultural heritage, encourage art and cultural activities, transfer cultural values to young generations. They aim to contribute to social, economic and cultural development by being integrated into the local development strategies.

2. Project goals and implementation

2.1. Main goal and specific objectives

The overarching aim of the Şivlilik Children's Festival is to celebrate and promote Anatolian culture while fostering creativity, diversity, and community spirit among children and families in Konya and beyond. Through a vibrant array of music, dance, arts, and interactive activities, the festival seeks to provide a platform for children to showcase their talents, promote cross-cultural understanding, and strengthen social cohesion. By embracing inclusivity



THE ŞİVLİLİK CHILDREN'S FESTIVAL AIMS TO CELEBRATE AND PROMOTE ANATOLIAN CULTURE WHILE FOSTERING CREATIVITY, DIVERSITY, AND COMMUNITY SPIRIT AMONG CHILDREN AND FAMILIES IN KONYA AND BEYOND.

and engagement, the festival aims to create lasting memories and inspire a sense of pride and belonging among participants, contributing to the cultural vibrancy and vitality of the community. The primary goals of the ŞİVLİLİK Children's Festival are:

- » Providing a platform for children to showcase their talents and creativity.
- » Celebrating Anatolian culture and heritage through music, dance, and arts.
- » Fostering cross-cultural exchange and understanding among participants.
- » Promoting social cohesion, inclusivity, and community engagement.

2.2. Development of the project

The ŞİVLİLİK Children's Festival is a vibrant cultural celebration aimed at promoting creativity, diversity, and community spirit among children and families in the region. With a rich tapestry of music, dance, arts, and interactive activities, the festival seeks to honor Anatolian traditions while fostering intercultural understanding and appreciation.

The festival is open to children of all ages and backgrounds, as well as their families and the broader community of Konya. By targeting a diverse audience, the festival aims to ensure inclusivity and accessibility for all residents. The

festival typically unfolds over several days, with each day featuring a diverse range of activities and performances targeting different age groups and interests. Its main actions are:

- » **Program Development:** Curating a diverse program of performances, workshops, and interactive activities that reflect the cultural richness of Anatolia.
- » **Community Outreach:** Engaging with local schools, cultural organizations, and community groups to promote participation and involvement in the festival.
- » **Collaborations:** Partnering with local artists, performers, businesses, and government agencies to support and enhance festival activities.
- » **Promotion:** Implementing targeted marketing and publicity campaigns to raise awareness and generate excitement about the festival.
- » **Logistics:** Planning and coordinating logistics, including venue arrangements, security measures, transportation and volunteer management.
- » **Evaluation:** Conducting post-event evaluations and feedback sessions to assess the festival's impact and identify areas for improvement.



THE FESTIVAL TYPICALLY UNFOLDS OVER SEVERAL DAYS, WITH EACH DAY FEATURING A DIVERSE RANGE OF ACTIVITIES AND PERFORMANCES TARGETING DIFFERENT AGE GROUPS AND INTERESTS.

Partnerships play a crucial role in the success of the Şivlilik Children's Festival:

- » **NGOs and Civil Society Organizations:** Collaborate on programming, outreach, and community engagement initiatives.
- » **Citizen Groups:** Volunteer their time and resources to help organize and facilitate festival activities.

The festival's budget encompasses expenses related to venue rental, artist fees, marketing and promotion, infrastructure, logistics, and staff salaries. Funding sources include government allocations, sponsorships, donations, and our own resources.

The Şivlilik Children's Festival has achieved remarkable success since its inception, as evidenced by:

- » **Increased Participation:** Growing attendance and participation rates among children, families, and community members from across Konya and beyond.
- » **Positive Feedback:** Overwhelmingly positive feedback from attendees, highlighting the festival's impact on fostering cultural appreciation, creativity, and community cohesion.
- » **Recognition:** Awards and accolades from regional and national authorities, recognizing the festival's contribution to promoting cultural heritage and social inclusion.

Overall, the Şivlilik Children's Festival serves as a shining example of the transformative power of culture in enriching lives, strengthening communities, and fostering harmony and understanding in a diverse society.



3. Impacts

3.1. Direct impacts

The Şivlilik Children's Festival has had a profound impact on Konya and its inhabitants:

- » **Territorial Impact:** becoming a hallmark event in Konya's cultural calendar, attracting visitors from neighboring cities and regions, thereby boosting tourism and stimulating economic activity.
- » **Cross-Cutting Impacts:** promoting social inclusion, gender equality, and community cohesion by providing a platform for marginalized groups to showcase their talents and celebrate their cultural heritage. It also addresses environmental sustainability through initiatives such as waste reduction and eco-friendly practices.
- » **Cultural Impact:** revitalising local cultural traditions and empowered cultural agents, artists, and performers, fostering creativity, innovation, and pride in Anatolian heritage.
- » **Impact on Local Government:** encouraging the local government to prioritize cultural initiatives, invest in infrastructure, and engage with communities in a more participatory and inclusive manner. This shift reflects a broader commitment to promoting cultural diversity and social well-being in Konya.

3.2. Evaluation

The Festival is evaluated through a multi-faceted monitoring mechanism:

- » **Attendance Tracking:** monitoring attendance numbers and demographics to gauge the festival's reach and inclusivity.



- » **Feedback Surveys:** conducting post-event surveys among participants, volunteers, and stakeholders to assess satisfaction levels, gather feedback, and identify areas for improvement.
- » **Performance Metrics:** tracking key performance indicators such as number of performances, workshops conducted and cultural exchange activities facilitated.
- » **Social Media Analytics:** analyzing engagement metrics on social media platforms to measure online visibility, audience interaction and sentiment towards the festival.
- » **Environmental Impact Assessment:** assessing the festival's environmental footprint through waste audits, energy consumption analysis and carbon footprint calculations.

By utilizing these evaluation methods and instruments, Konya Metropolitan Municipality ensures continuous improvement and effectiveness of the Şivlilik Children's Festival in achieving its objectives and serving the needs of the community.

3.3. Key factors

The success of the project can be attributed to several key factors:

- » **Community Engagement:** active involvement and support from local communities, schools, and cultural organizations have been instrumental in shaping the festival's programming and fostering a sense of ownership and pride among participants.
- » **Cultural Authenticity:** embracing and showcasing the rich cultural heritage of Anatolia through authentic music, dance, arts, and culinary experiences has resonated with audiences, contributing to the festival's authenticity and appeal.
- » **Inclusivity:** creating an inclusive and welcoming environment where children of all ages, backgrounds, and abilities feel valued and celebrated has been central to the festival's success in promoting social cohesion and diversity.

- » **Innovation:** continuously innovating and evolving the festival's offerings to stay relevant and engaging for modern audiences while staying true to its traditional roots has been key in attracting repeat attendees and maintaining excitement.
- » **Collaboration:** building strong partnerships with local artists, performers, businesses, and government agencies has enhanced the festival's reach, impact, and sustainability, enabling shared resources and expertise to be leveraged effectively. Overall, the synergy of community engagement, cultural authenticity, inclusivity, innovation, and collaboration has been pivotal in driving the success of the Festival.

THE SYNERGY OF COMMUNITY ENGAGEMENT, CULTURAL AUTHENTICITY, INCLUSIVITY, INNOVATION, AND COLLABORATION HAS BEEN PIVOTAL IN DRIVING THE SUCCESS OF THE FESTIVAL.

3.4. Continuity

Konya Metropolitan Municipality is dedicated to ensuring the continuity of the project through strategic planning and resource allocation. To sustain the festival's success, we have outlined the following key elements:

- » **Organizational Dimension:** establishing a dedicated committee or department within the municipality responsible for the planning, coordination, and execution of the festival on an annual basis. This ensures continuity in leadership and oversight.
- » **Technical Dimension:** documenting and archiving best practices, lessons learned, and feedback from each edition of the festival to inform future planning and decision-making. This includes maintaining partnerships with local artists, performers, and cultural organizations to ensure ongoing participation and engagement.
- » **Financial Dimension:** allocating sufficient budgetary resources to support the operational costs of the festival, including venue rental, artist fees, marketing expenses, and infrastructure development. Exploring opportunities for diversifying revenue streams through sponsorships and grants to mitigate dependency on public funding.
- » **Replication Considerations:** other governments looking to replicate the Şivlilik Children's Festival should prioritize community engagement, cultural authenticity, and sustainability. Establishing strong partnerships with local stakeholders, investing in cultural education and outreach programs, and integrating environmental stewardship principles into festival planning are essential elements for success.

By prioritizing continuity and leveraging key organizational, technical, and financial resources, Konya Metropolitan Municipality aims to ensure the enduring success and impact of the Şivlilik Children's Festival for generations to come.

4. Further information

Konya 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.

This article was written by Selim Yücel Güleç, Head of Foreign Relations Department, Konya, Turkey.

Contact: [frd \(at\) konya.bel.tr](mailto:frd(at)konya.bel.tr)

Website: www.konya.bel.tr