



Faculty of Legal Sciences

School of International Studies

**CULTURE AS A PILLAR OF SUSTAINABLE
DEVELOPMENT: A STUDY OF THE CULTURAL
PROJECTS IMPLEMENTED BY THE ALLIANCE
FRANÇAISE OF LOJA (2021-2024)**

Project prior to obtaining a Bachelor's Degree in International Studies

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To my parents, who through great sacrifice allowed me
to complete this stage of my life.

To my sisters, nephews, and family, who supported me
all the time.

To my uncle Luis, who always believed in me and now
watches over me from heaven

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TABLE OF CONTENTS

ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES, TABLES AND APPENDICES	iv
List of figures	iv
List of tables	iv
List of appendices	iv
Abstract	v
Resumen	vi
1. Introduction	1
1.1 Objectives	1
1.1.1 General Objective	1
1.1.2 Specific Objectives	1
1.2 Theoretical Framework	2
2. Literature review	3
2.1 The Alliance Française of Loja	3
2.2 Loja as a cultural city	4
2.3 Cultural projects implemented by the Alliance Française	4
2.3.1 L’impassé-e	4
2.3.2 Francophonie month	4
2.3.3 Urban Cultures Festival	5
2.3.4 Fête de la Musique	5
3. Methods	5
3.1 Triangular data analysis	5
3.1.1 Literature review	6
3.1.2 Case study	6
3.1.3 Semi-structured interviews	6
4. Results and Discussion	8
4.1 Comparative matrix of projects analyzed	8
4.1.1 Complementary Description of the Data from the Matrix	10
4.2 Culture as a pillar of sustainable development	11
4.3 Soft Power	11
4.4 Union of local cultural factors in the projects	12
4.5 The Alliance Française de Loja as a cultural manager	12
4.6 Community spaces	13
4.7 Challenges faced by the Alliance Française of Loja	13
5. Conclusion	14
5.1 Recommendations	14
6. References	15
7. Appendices	17

LIST OF FIGURES, TABLES AND APPENDICES

List of figures

Figure 1 <i>Data triangulation</i>	6
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List of tables

Table 1 <i>Interviewee profiles</i>	7
Table 2 <i>Matrix of projects analyzed</i>	8

List of appendices

Appendix 1 <i>Informed cosent form</i>	17
Appendix 2 <i>Link to the conducted interviews</i>	18

Culture as a Pillar of Sustainable Development: A study of the Cultural Projects Implemented by the Alliance Française of Loja (2021-2024)

Abstract

This research aims to analyze the role of culture in sustainable development through the study of cultural projects implemented by the Alliance Française of Loja between 2021 and 2024. It draws on the principles established by United Cities and Local Governments, which recognize culture as the fourth pillar of sustainable development, alongside the social, economic, and environmental dimensions. The methodology applied was data triangulation, involving a review of project reports, a comparative matrix, and semi-structured interviews. The findings show that the Alliance Française, beyond its educational role, acts as an active cultural manager that promotes community spaces for artistic exchange and interaction, blending local and international elements. It is concluded that the analyzed projects contribute significantly to the sustainable development of the city by fostering inclusion, diversity, and cultural participation. However, challenges related to outreach, funding, and coordination with other institutions were also identified. These issues call for more frequent inter-institutional cooperation and a clearer institutional orientation that reinforces its identity as a cultural agent, complementing its academic work with a deeper commitment to local cultural development.

Keywords

- Culture, cultural projects, sustainable development, Alliance Française, community spaces, cultural management, inter-institutional cooperation.

La cultura como eje de desarrollo sostenible. Estudio de los proyectos culturales ejecutados por la Alianza Francesa de Loja. Periodo 2021-2024

Resumen

El presente trabajo de investigación tiene como objetivo analizar el papel de la cultura en el desarrollo sostenible a partir del estudio de proyectos culturales implementados por la Alianza Francesa de Loja entre 2021 y 2024. Se retoma lo planteado por Ciudades y Gobiernos Locales Unidos, quienes reconocen a la cultura como el cuarto pilar del desarrollo sostenible, junto a lo social, lo económico y lo ambiental. La metodología aplicada fue la triangulación de datos, mediante la revisión de informes de los proyectos, una matriz comparativa y entrevistas semiestructuradas. Los hallazgos evidencian que la Alianza Francesa, más allá de su rol educativo, actúa como una gestora cultural activa que promueve espacios comunitarios de encuentro e intercambio artístico que fusiona los elementos locales con internacionales. Se concluye que los proyectos analizados aportan significativamente al desarrollo sostenible de la ciudad, al fomentar la inclusión, la diversidad y la participación cultural. Sin embargo, también se identificaron desafíos relacionados con la difusión, el financiamiento y la articulación con otras instituciones. Estas dificultades requieren una cooperación interinstitucional más frecuente y una orientación institucional que refuerce su identidad como agente cultural, complementando su labor académica con un compromiso aún más profundo con el desarrollo cultural local.

Palabras clave

- Cultura, proyectos culturales, Desarrollo sostenible, Alianza Francesa, espacios comunitarios, gestión cultural, cooperación internacional.