MANIFESTO

Bogota, Colombia
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NOCTURNAL CITIES
LATIN AMERICA
BY SOUND DIPLOMACY

The goal of this document is to summarize some of the lessons learned from Nocturnal Cities: The First Latin American Conference on Managing the Urban Night, which took place on November 22, 2018 in Bogota, Colombia.

The urban night is an emerging field. A growing number of cities around the world are becoming interested in improving quality of life and productivity after dark in order to take advantage of the night as a space for positive long-term transformations. However, there isn't a magic formula to manage the urban night. Each city has a unique history and nocturnal vocation, and therefore requires a tailor-made strategy that is based in citizens' needs and expectations. This is not always an easy task: **noise, violence, inequality and informality** are some of the issues associated to the urban night, particularly in Latin America.

Aware of these challenges, a network of professionals interested in studying the night has emerged in the last decade. The first ones to join the network were British and European scholars with a common interest in the nocturnal, who were the first to realize that the topic was being overlooked both in research and practice. Today, we have a totally different reality. In 2018, **more than 15 international conferences to talk about the urban night** took place around the world, and **more than 40 cities have appointed night mayors** or intermediaries between nightlife establishments and city governments.

Just like this emerging field, Nocturnal Cities is the outcome of a global network of nightlife advocates and experts that, for the first time, came together in a Latin American city: **Bogota**.

Led by **Sound Diplomacy**, this conference was possible thanks to the **Office of the Mayor of Bogota; Bogota's Culture, Recreation and Sports Secretariat; Idartes (Bogota's Art Institute); and the Chamber of Commerce of Bogota**. The urban night has arrived late to Latin America, but now it's here to stay.

"Night is the other half of life, and the better half." - Goethe

Introduction

The night is a fundamental time in urban settings. On one hand, it marks the end of the work day and provides opportunities for leisure and entertainment. On the other, it is the time for rest and family reunion. We often forget that the night is also a time for work. This is the case for doctors, nurses, security guards, logistics personnel and many of those in the cultural and creative industries.

The first challenge to manage the urban night comes with its definition. For some, it refers simply to the absence of daylight. For others, it has to do with work schedules. In any case, the most common definition of the 'night' is the **period between 6:00 pm and 6:00 am**, and the **'night-time economy'** refers to all social, cultural and productive activities that take place during this time frame. For Phil Hadfield (2015), academic research on the night-time economy has followed a set of distinct waves or stages (see graphic on pages 6 and 7).

Though the night constitutes half of the day, the absence of nocturnal planning makes it a highly reactive space, prone to improvisation. In Latin America, the night has traditionally had a very negative meaning. It is often associated to issues such as urban noise and crime, which has led many cities to adopt a reductionist vision that limits the night-time economy to partying and alcohol-related activities. For this reason, there is a lot of work ahead for this region to catch up with other nations—such as the Netherlands, France, Australia and the UK—that are leading the pack when it comes to night-time studies and innovation.

Night Studies:
An Emerging Field

1980

First Wave

The concept of the 'Night-Time Economy' emerged in the 1980's as part of urban revitalization strategies in British cities. At the time, many urban centers were in a state of abandonment and decline. As cities transitioned from being centers of production to being centers of consumption, abandoned warehouses and buildings became bars, clubs and all kinds of creative spaces that helped create new jobs and income for these recovering cities. In this context, this first wave led to the de-regulation and liberalization of licensing regimes based on the notion of the **24-hour city**.

2000

Second Wave

The rapid expansion of night-time activity brought along a rise in urban noise, alcohol consumption, crime and antisocial behavior. This second wave refers to the studies and strategies that emerged to respond to these issues, such as greater surveillance and police presence to handle the backlash from resident groups who complained about the negative impact of night-time economy over safety and quality of life.

Third Wave

Though the first two waves were led by British and Australian scholars, by the early 2000s the list of night-time experts began to incorporate new voices from geographers, sociologists, criminologists and urbanists from western Europe, North America and Southeast Asia. This third wave encouraged a more proactive and informed conversation about how to plan for darkness. It was then when academic journals such as *Urban Studies* devoted an entire volume to the topic, and when Marion Roberts y Adam Eldridge (2012) published their seminal book titled *Planning the Night-Time City*.

2015

Fourth Wave

These events have led us to a fourth wave, marked by the rise of a new role and emerging governance model for the urban night: **the night mayor**. Though the title varies greatly—mayor, czar, manager—there are more than 40 cities around the world that have incorporated this position, three of them in Latin America (Seijas and Milan, 2019).

This graphic is based on the three waves of research of the night-time economy identified by Phil Hadfield (2015). The fourth wave is a contribution of a forthcoming paper (Seijas and Milan, 2019).

Aside from its many economic and cultural contributions, the night is also a fundamental space for socialization and to develop a sense of belonging, particularly for young people. By adopting a more proactive view of the night we can pave the way for new opportunities for better quality of life. This vision can be achieved through night-time planning: an emerging field that employs knowledge and methods from urban planning, public policy and design to measure the impact of nightlife and develop strategies to promote wellbeing in our cities not only during the day, but also after dark.

Nocturnal Cities: The First Latin American Conference on Managing the Urban Night

In November 2018, Nocturnal Cities was the first conference to gather experts and advocates of the urban night from all over the world in order to:

- Create a regional forum to discuss common challenges to managing the urban night, and a hub for night-time advocacy in Latin America and the Caribbean (LAC).

- Launch the Spanish version of "A Guide to Managing your Night-Time Economy" (Seijas and Sound Diplomacy, 2017) and exchange best practices and innovations in night-time planning and design.

- Analyze the impact of the growing movement of "night mayors" and its relevance for the region.

Bogota: A Regional Reference in Managing the Urban

It is not a coincidence that Bogota was chosen as the host for the first Nocturnal Cities Conference in Latin America. The capital of Colombia has been making great progress to measure and formalize its nightlife and night-time economy:

1. In 2012, Bogota was designated **City of Music** as part of UNESCO's Creative Cities program. The city's candidacy was promoted since 2009 by Invest in Bogota, Bogota's Chamber of Commerce and the Office of the Mayor of Bogota through the three of the city's institutions: The Culture Secretariat, the Philharmonic Orchestra and the Tourism Institute.

More information: https://es.investinbogota.org/noticias/bogota-ciudad-creativa-de-la-musica

2. In 2014, Bogota's Chamber of Commerce created a **Music Cluster,** an initiative to coordinate key actors who work on this sector—artists, managers, authors, record labels, producers, venues, festivals, specialized media, among others—and tackle the main bottlenecks that limit its competitiveness.

More information: https://www.ccb.org.co/Clusters/Cluster-de-Musica/

3. Since 2014, the Bar Association of Colombia (Asobares) organizes **Expobar**, a forum that gathers the most prominent representatives of the nightlife industry in the country to discuss their main challenges and opportunities.

More information: https://feriaexpobar.com

4. In 2015, the Bogota City Council, with support from Asobares, created **Sello Seguro** (Safe Seal), a program that seeks to promote a safe, legal and responsible night industry. The program consists in 16 safety and logistical requirements for nightlife venues such as soundproofing, surveillance, and the implementation of campaigns to promote co-responsibility, self-regulation and prevention around alcohol abuse and the use of other substances. In July 2018, mayor Enrique Peñalosa authorized Decree 372, which regulates the program and allows those nightlife venues that have the Safe Seal to extend their hours of operation until 5 am.

More information: https://www.alcaldiabogota.gov.co/sisjur/listados/tematica2.jsp?subtema=29562

5. In November 2015, the city embarked on a pilot project to promote night-time loading and unloading of goods that authorized 17 companies to

In 2016, Cali became the first city to have a **Night Manager**. Alejandro Vásquez was designated by mayor Maurice a Armitage for this position, responsible for coordinating the Cali 24 Hours Strategy. On the same year, the Office of the Mayor and Corpovisionarios incorporated a '24-hour' module into their Citizen Culture Assessment and organized the **Cali 24 Hours Forum**, a one-day event to exchange best practices in night-time management that could serve as examples for this and other Colombian cities.

More information: http://www.cali.gov.co/turismo/publicaciones/131602/cali-24-horas/

From left to right: Alejandro Vásquez, former Night Manager of Cali; Maurice Armitage, Mayor of Cali; Mirik Milan, former Night Mayor of Amsterdam; Andreina Seijas, researcher at the Harvard Graduate School of Design; Danny Keir, Director of Business Development at Sound Diplomacy; Roberto Guzmán, founder of Chepecletas; and Omar Cubas, co-founder of AMCHA.

perform these activities between 10:00 pm and 6:00 am. The project was able to reduce the city's traffic and greenhouse gas emissions by 50%, and participating companies reported 30% savings in their logistics operations.

More information: https://www.eltiempo.com/bogota/cargue-y-descargue-nocturno-en-bogota-45268

6. In 2016, Bogota's Security Secretariat and Corpovisionarios launched *Farra en la Buena* (Responsible Partying), a citizen culture strategy that seeks to promote safe and non-violent ways to experience nightlife in Bogota.

More information: https://scj.gov.co/landing/farra-en-la-buena/

7. In 2017, the Office of the Mayor of Bogota launched a **Project to Revitalize Zona Rosa**, a highly commercial district with one of the highest nightlife densities in the city (118 bars and nightlife venues, several casinos and nine hotels). The goal of this project was to recover public space and enhance safety, mobility, cleanliness and lighting in the area.

More information: http://www.gobiernobogota.gov.co/transparencia/tramites-servicios/sello-seguro

8. In 2018, Bogota's City Council approved agreement 706 that seeks to promote commercial, cultural and service activity by implementing the strategy "**Productive Bogota 24-Hours**." This agreement created the possibility to establish an entity that coordinates these activities—a Night Management Office—as well as extending opening hours for retail and services to promote greater competitiveness in the city.

More information: http://concejodebogota.gov.co/concejo/site/artic/20180220/asocfile/20180220071035/acuerdo_no__706_de_2018.pdf

9. Based on this agreement, the Economic Development Secretariat is currently working on **a study to measure and assess Bogota's night-time economy**. This study includes spatial and temporal analyses on the distribution of nightlife in the city, and gathers data on a set of indicators that will serve as the baseline to design a nocturnal strategy for the city.
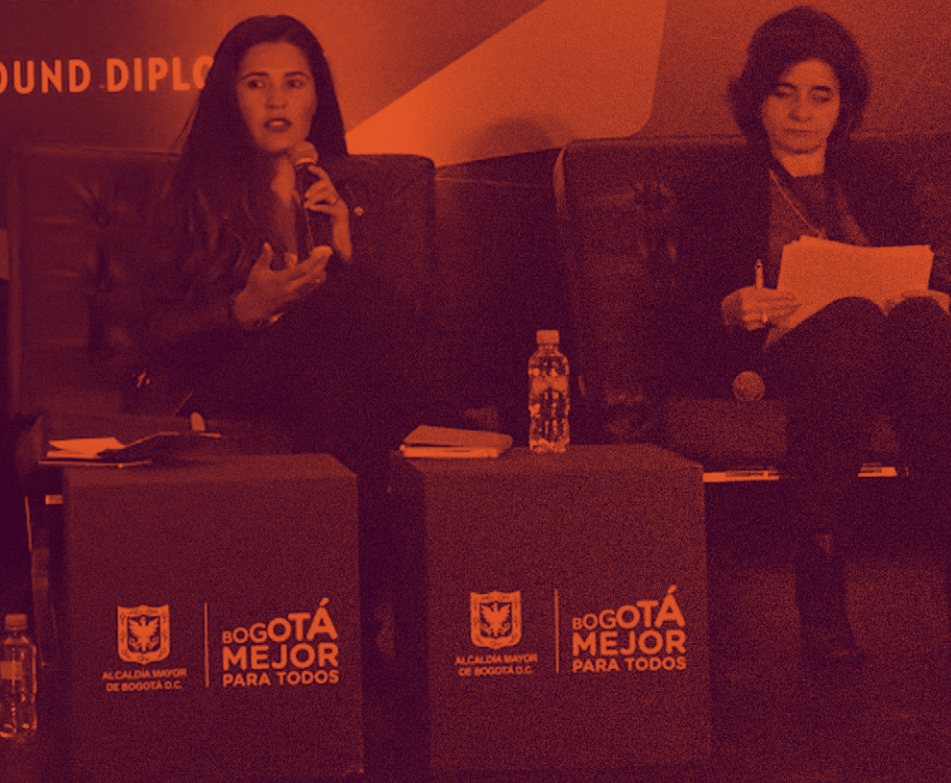
Nocturnal Cities: Academic Program

Nocturnal Cities was a one-day international conference to discuss the latest trends and research in how to plan and manage the urban night around the world. The academic program was divided into a series of presentations, 'glimpses' or short expositions, panel discussions and a group work session. The following pages will provide some of the highlights of the event's academic program.

The night before the conference, all speakers and international guests had the opportunity to participate in a **night tour of Bogota's historic center**. Participants walked from Hotel de la Ópera to the Chorro de Quevedo, led by Leni Schwendinger (International Night-Time Design Initiative), who acquainted them with key concepts about lighting and nocturnal design that can help understand the night as a space for opportunity not only from a functional, but also from an aesthetic perspective. The activity was supported by lightning innovation company iGuzzini.

The academic program began with the launch of the city's **Culture and Creative Economy Public Policy** *(Política Pública Distrital de Economía Cultural y Creativa—PPDECC)* by Bogota Mayor Enrique Peñalosa and the Culture, Recreation and Sports Secretary, María Claudia López. This policy is the outcome of a thorough analysis of this sector in the Colombian capital, which seeks to create adequate spaces for cultural activities—called 'orange development areas'—and

promote greater collaboration between this and other sectors such as the night-time economy. During the opening ceremony, Jorge Mario Díaz, Vice-president of Public-Private Partnerships in Bogota's Chamber of Commerce, also mentioned the support this organization has provided to develop a nocturnal strategy for the city, by implementing programs to dynamize new productive sectors and improve the conditions for those who work in non-traditional schedules. More information: http://www.culturarecreacionydeporte.gov.co/es/participacion-distrital/politica-publica-distrital-de-economia-cultural-y-creativa

The **first presentation** of the event was delivered by Andreina Seijas, researcher at the Harvard Graduate School of Design (USA), who provided an introduction to the field of night-time planning in the region and presented the Spanish version of ***A Guide to Managing your Night-Time Economy (2017)***—a brief publication developed by Seijas and Sound Diplomacy that gathers 11 case studies from cities that are innovating in the way they manage and use their public spaces at night. The publication includes four case studies from cities in Latin America—Bogota, Asuncion, Rosario and Valparaiso—which were presented throughout the conference.

The **second presentation** was delivered by José Manuel Landín from Laboratorio para la Ciudad—Mexico City's urban development lab—who presented ***Nochebús*** **(Night Bus)**, a service recently implemented in the Mexican capital to cover a gap in the city's public transportation schedule: the period from 12:00 am to 5:00 am. This presentation described the process to design and promote this new service that hopes to benefit

those who work as well as those who go out at night, turning Mexico City into one of the few cities in Latin America—and the world—that provides 24-hour public transportation.

The **first glimpse** of the conference was delivered by Bogota's Security Secretary Jairo García, who presented "***Farra en la Buena***," a citizen culture strategy to mitigate violence in nightlife. According to the Secretary, around 45 thousand fights take place each year in Bogota, and 9 out of 10 homicides begin with a fight. In its third year of implementation, this strategy tries to "remove the gray areas between partying and anti-social behavior," in order to avoid fights to escalate into deadly violence and to change the negative perception of the night through a culture of co-responsibility.

Later on, Leni Schwendinger, leader of the International Night-Time Design Initiative (USA), delivered the **third presentation** and explained why night-time design is the best approach to tackle the challenges cities face after dark. Her methodology is site specific and consists in an interdisciplinary and socially aware process led by urban lighting that aims to improve safety and public health, promote economic development and increase social interactions at night. Given its interdisciplinary nature, this process aligns with the Sustainable Development Goals (SDGs) and can help achieve greater night-time safety, access to public space for girls and women, promote sustainable tourism and local economic development, among other objectives.

Titled "**Night Mayors: A New Form of Urban Governance in Latin American Cities,**" the **first panel** was moderated by María Claudia López, Secretary of Culture, Recreation and Sports. Led by Amsterdam, more than 40 cities around the world have appointed night-time governance structures to mitigate issues such as noise and violence, while creating more opportunities for culture, productivity and inclusion. Three night mayors from the region participated in the panel discussion: Alejandro Vásquez, Night Manager from Cali, Colombia (2016-2017); Juan Carlos González, Night Delegate of Valparaíso, Chile (2017-2018); and Adelina Lobo, Night Mayor of San Luis Potosí, Mexico (2017-present), who discussed the main lessons learned from this governance model, such as:

› Managing the urban night is much more than ensuring safety after dark. Night mayors and administrations must have a broader approach in order to be less reactive in regards of this time frame.

› Greater appropriation of public spaces—rather than greater police presence—is the best antidote to fear.

› We must fight against double standards.

› Drug and alcohol consumption happen during the day as well as during the night. Only in some cases (8% approximately) its effects are considered problematic.

› Rather than adopting repressive policies to regulate nightlife venues, cities must train these venues to manage the negative effects of the use of alcohol and other substances.

The **fourth presentation** was delivered by Ben VanHouten, Business Development Manager for San Francisco's Nightlife and Entertainment Sector, who explained how nightlife isn't just a cultural benefit, but also a major economic driver. Since 2012, city has been monitoring its night-time economy, which employs more than 60,000 people. By gathering information on this sector and developing policy strategies to support its future growth, the NightlifeSF initiative has gained unique knowledge on consumer preferences and how they differ between locals and tourists. For instance, while locals prefer going out to restaurants, out of town visitors are those who keep the city's music scene alive. Aware that existing restrictions to obtain liquor licenses were affecting the gastronomy sector, the city created a new type of license to support restaurants and stimulate the local economy.

The **second glimpse** was delivered by Daniel Bacchieri, founder of **StreetMusicMap** (Brazil), a collaboration line up of street music performers from all over the world launched in 2014. The StreetMusicMap Instagram channel already has more than 1000 artists from 97 countries, all filmed by more than 700 collaborators. By providing specific examples of artists that have been documented through this platform, this presentation described the challenges of street performing and the benefits of creating a world-wide network to support the work and talent of street musicians.

Titled **"Who Owns the Night? Policies and regulations to prevent conflict after dark,"** the **second panel** was moderated by Andreina Seijas (Harvard Graduate School of Design), who guided a discussion among four international experts on different approaches to regulate night-time activity:

› **Curfews** are among the most common policies adopted by cities to reduce alcohol-related violence and crime. After its experience with the "Lockout Laws"—legislation introduced in 2014 that required 1:30 am lockouts and 3:00 am last drinks at bars, pubs and clubs in Sydney's CBD entertainment precinct—Libby Harris, Sydney's Night-Time Economy Manager, explained that though curfews have an instant and ongoing effect on reducing alcohol-related violence, they often lead to the loss of jobs, businesses and vibrancy at night, while often displacing the problem to other locations.

› Many cities around the world—London, Toronto, New York and Bogota—are witnessing the disappearance of some of its traditional music venues. In order to protect their nightlife, many cities have adopted the "**Agent of Change**," a principle that calls for the person or business (the agent) introducing a new land use to bear responsibility for managing the impact of that change. In other words, if a music venue is in place before a new residential building, the residential building is responsible for paying for soundproofing. In regards of this principle, Frank Henry, noise and planning policy manager at the Brisbane City Council, explained that creating special entertainment precincts or districts is a more efficient measure to protect and promote the growth of the night-time economy. In Brisbane, implementing the Fortitude Valley Entertainment Precinct was a successful strategy to manage noise and support the local economy, leading to a 40% rise in the number of live music venues.

› A new way to promote the collaboration between nightlife operators and communities is through initiatives such as **Open Club Day**. Elisa Thoma, Communications Manager at Live DMA, discussed the impact of this program that since 2013 has encouraged nightlife venues to open their doors to neighbors of all ages in an effort to demystify and change the negative perception of the night scene.

› Finally, Brian Block, Entertainment Service Manager in the City of Austin's Music and Entertainment Division, discussed the importance of finding a balance between **having separate entertainment districts and promoting mixed use areas**, as both are necessary for cities to foster social interaction and encourage night-time activities after dark.

The **fifth presentation** was delivered by Lutz Leichsenring, spokesman of Clubcommission Berlin and co-founder of the **Creative Footprint**, a non-profit initiative that measures and indexes live music space. Working alongside local experts and teams of researchers, the Creative Footprint team gathers data about all the venues in a city and analyzes the health of its music scene based on three criteria: **content, space and framework conditions**. Leichsenring shared some of the results of implementing this methodology in Berlin and New York and provided recommendations on how to build a constructive and impactful dialogue about the future of nightlife in urban areas.

The **third glimpse** was delivered by Marina Borgatello, Secretary of Environment and Public Space of Rosario, Argentina, who presented the **Night-Time Picnic**: a project to promote the use of parks and green spac- es at night. Her presentation analyzed the challenges of organizing this large-scale public event and initiative that began in 2017 and has had great impact over Rosario's cultural and night scene, particularly, by helping change the perception of the night as a space for positive transformations.

Titled "**Night-Management from the Bottom Up**," the **third panel** was moderated by Antonio Hernández, Director of Bogota's Institute for Participation and Community Action (*Instituto Distrital de la Participación y la Acción Comunal de Bogotá—IDPAC*), who guided the discussion among four leaders of citizen initiatives that have had a positive impact over their cities' night scene: Jorge Sanza, founder of NIX, Madrid's Nightlife Commission; Miguel Riego, co-founder of the Nightlife Association in the Historic Center of Asuncion (*Asociación para la Movida del Centro Histórico de Asunción—AMCHA*); Alvaro Jadue, Director of Patio Bellavista in Santiago, Chile; and Ana Gómez de Castro, co-founder of HerBeats, an organization that promotes gender equality in Spain's electronic music scene. By discussing specific examples such as the "Just Coexistence Pact" (*Pacto de Convivencia Justa*) in Santiago and the Nocturnal Dynamics Manifesto created by NIX in Madrid, these experts analyzed how neighbors and nightlife operators can collaborate in the transformation of their cities.

Finally, the **fourth and final glimpse** of the conference was delivered by Mónica Ramírez, Director of the Gilberto Alzate Avendaño Foundation, who discussed the challenges and opportunities of creating a creative district in the Bronx—a neighborhood in Bogota that was long affected by crime and violence. To illustrate the power of creativity and innovation to transform urban areas, the event ended with a night-time concert in the Bronx with Colombian band **Herencia de Timbiquí and Bogota's Philharmonic Orchestra**.

Nocturnal Cities:
Group Work Session

Following the academic program, all speakers and participants were assigned to 20 small groups to further discuss a topic or issue that was addressed in the conference. During this 90-minute session, each of the groups was led by one or two experts who moderated the discussion and helped summarize the group's conclusions. The following section provides a summary of the results of this group work session.

Topic 1:
How can we improve night-time services (transportation, logistics, garbage collection)?

Challenges or obstacles	Public transit coverage and hours of operation	Unequal access and safety issues in public transportation
Key Actors	Users, local authorities, operators, private associations, cultural sector, logistics (loading and unloading), neighborhood associations
Potential Solutions	Map the areas with highest pedestrian and commercial density	Decentralize night-time activity	Promote connectivity between different urban areas	Create prevention and awareness strategies	Map and prioritize safe spaces
Example(s)	Nochebús (Night-time public transport in Mexico City, Mexico) 24-hour subway/ underground on weekends and special events (London and Madrid) Night of the Museums (Buenos Aires, Argentina) *Ciclovía nocturna* (nocturnal cycleway or temporary closing of certain streets for cyclists and pedestrians—an initiative spearheaded by cities like Bogota, Colombia)
Target(s)	Social and gender inclusion	Coordination of different stakeholders (such as cargo vehicles and taxis)	Promote citizen culture	Improve quality of public transport

Topic 2:
How can we diversify and promote social inclusion in night spaces (race, gender)?

Challenges or obstacles	Use vs. abuse of public space	Urban spatial segregation	Democratization of public space	Need to improve the perception of safety
Key Actors	Residents, retail, public administration, police, cultural programmers, artists, health personnel, safety, schools and universities
Potential Solutions	Collaboration between artists and the police	Use of digital technologies to announce events or escort women at night	Extend opening hours of spaces around libraries and universities	Create "neutral" spaces	Create programs to promote social inclusion and respect
Example(s)	*Pausa Urbana* (San Jose, Costa Rica) https://pausurbana.blogspot.com *Candelaria Despierta* (Bogota, Colombia) https://www.culturarecreacionydeporte.gov.co/es/la-candelaria/eventos/candelaria-despierta
Target(s)	Enhanced infrastructure: Better lighting and wider sidewalks	Expand hours of operation and reduce road accidents in areas with high night-time activity

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Topic 3:
How can we facilitate collaboration between nightlife operators and neighbors?

Challenges or obstacles	Encourage points of contact between both stakeholders	Unify standards to mitigate noise from both venues and homes	Find common interests and goals
Key Actors	Neighbors, nightlife venues, local and central government, patrons and citizens, police, nightlife employees
Potential Solutions	Diversify uses and schedules	Create more public toilets	Use public funds to promote the formalization of the nightlife industry
Example(s)	NIX-Mesa de la Nocturnidad (Madrid, Spain) Open Club Day (Europe) "Just Coexistence Pact" (Pacto de Convivencia Justa de Bellavista, in Santiago, Chile) Public-private associations like AMCHA (Asuncion, Paraguay)
Target(s)	Encourage agreements between both stakeholders

Topic 4:
How can we improve lighting and nighttime design?

Challenges or obstacles	How can we achieve lighting sustainability in an equitable way?	Lighting often does not go hand in hand with architecture	Lighting is often reduced to two interpretations: light=good and darkness=bad
Key Actors	Designers, businesses, government, developers, urban planners
Potential Solutions	Use renewable technologies	Achieve greater collaboration between developers and institutions	Achieve a greater balance (avoid areas that are too dark, as well as areas that are too bright)	Involve local communities
Example(s)	New corporate buildings in Bogota, Singapore and Las Vegas – examples of sustainability Walled city in Cartagena – example of how lighting can be connected to architecture Berlin – example of good balance between areas with dim lighting and brighter lighting
Target(s)	Create incentives to promote more efficient and sustainable lighting	Include straightforward lighting regulations in design guidelines	Promote greater regulation on the correct intensity of lighting in urban areas, such as underpasses and pedestrian crossings

Topic 5:
How can we promote the use of public spaces at night (for different leisure activities)?

Challenges or obstacles	Reduce fear: change the way people enjoy the city at night	Create quality public spaces (clean, organized, accessible, illuminated)	Guarantee minimum safety and mobility conditions	Establish clear night-time hours (beginning and end)
Key Actors	Businesses, academia, emerging artists, civil society
Potential Solutions	Promote different ways to appropriate public space	Value spatial knowledge of those who live in the city (empowerment through knowledge)	Create a shared vision of the city
Example(s)	Tourism and gastronomic corridors and live music in la Candelaria (Bogota, Colombia) Concerts and festivals (Berlin, Germany) Park Festivals, Bronx Creative District, Alimentarte (Bogota, Colombia)
Target(s)	Promote public-private partnerships	Create a local identity

Topic 6:
How can we promote safety at night? (handle alcohol/ drugs-related violence/ crime)?

Challenges or obstacles	Demystify the relationship between drugs, alcohol and crime	Raise awareness about cultural factors that have an impact over violence and safety
Key Actors	Government, businesses, nightlife employees, bar associations, citizens, patrons, police, informal economy
Potential Solutions	Raise awareness and educate on the causes of violence and responsible drinking/ partying	Design citizen culture strategies and promote co-responsibility (participatory policies)
Example(s)	Women's night, Farra en la Buena and the "Cuida Parches" (Bogota, Colombia)
Target(s)	Promote greater awareness and co-responsibility between citizens and the government to reduce violence and crime rates

Topic 7:
How can we improve land use laws and regulations that deal with night-time activity?

Challenges or obstacles	Misperception of the night as a dangerous space | Laws that restrict the night-time economy | Mixed land uses | Gentrification
Key Actors	Government, society, local economy, academia, media, police
Potential Solutions	Garner support from the media to promote and expand the night-time economy | Update local laws to make room for changing times and preferences | Create specialized nightlife districts | Promote more flexible land uses
Example(s)	Promote night-time economy around universities | Promote collaboration between the nightlife industry and neighborhood groups through night-time cultural programming | Promote better use of urban spaces throughout the day
Target(s)	Promote a 24-hour economy as a city branding strategy | Strengthen public-private partnerships | Promote regulations that don't restrict the night-time economy

Topic 8:
How can we promote the night-time economy as a driver for tourism and local economic development?

Challenges or obstacles	Define a shared vision of what is the night-time economy | Achieve solutions that are ecologically sustainable | Encourage citizens to use public spaces after dark | Remove the stigmas that come with certain night-time jobs and activities
Key Actors	Public and private sector, citizens, media, tourism and culture institutes, travel agencies, chambers of commerce
Potential Solutions	Create a committee or body that facilitates the interaction of all of these actors in order to create a shared vision for the city | Promote public-private partnerships | Promote awareness and education strategies led by opinion leaders
Example(s)	"DC en Vivo" (a program led by the Culture Secretary and Idartes in Bogota, Colombia)
Target(s)	Achieve early victories | Gather and monitor data on the local night-time economy

Topic 9:
How can we promote the night as a space for creativity, culture and innovation?

Challenges or obstacles	Unsafe public spaces restrict access to night-time culture, creativity and innovation	Social inequalities that exist during the night	Lack of coordination between citizens and institutions to promote their creative and night-time economies
Key Actors	Citizens and community (neighbors, users), private sector, local government, creative industries, media, promoters, artists
Potential Solutions	Link police action to the resignification of public space (less restrictive, more preventive activities)	Activate spaces through increased mobility, connectivity, innovation and accessibility	Diversify night-time interventions and support those that create temporary and permanent new jobs in the creative sector
Example(s)	Recycled Orchestra (Cateura, Paraguay) Caneca's Boys (Medellin, Colombia) Night-time gastronomy corridors (Panama)
Target(s)	Promote an inclusive, safe, diverse and participatory night-time economy	Share positive experiences and good practices	Create new support networks

Topic 10:
How can we protect live music and the local music ecosystem?

Challenges or obstacles	Clarify and restructure local zoning ordinances or land use laws	Include new music genres
Key Actors	Nightlife venue designers, musicians, sound engineers, media
Potential Solutions	Raise awareness of the value and contributions of local artists through radio and local media
Example(s)	Festivales "al parque" (park festivals) and international festivals
Target(s)	Encourage continuity of projects designed by former administrations	Raise awareness of the relevance of ticket sales as a source of income for the music industry	Promote and encourage greater music education

A Manifesto for Nocturnal Cities in Latin-America

Cities like London (Kolvin, 2016), Sao Paulo (Colaboratorio, 2014) and Madrid (NIX, 2017) have developed sets of principles and action plans to improve the quality of their nightlife. However, this is the first time that a regional manifesto is created for this purpose. The following goals aim to guide a nocturnal agenda in Latin America and the Caribbean:

1. Achieve safety beyond policing

A quick glance at previous sections of this document reveals that the most mentioned stakeholder during the Nocturnal Cities Conference was the police. However, initiatives like the Night-Time Picnic and StreetMusicMap show that the appropriation of public spaces is the key to change the negative perception of the night. Beyond increased policing and surveillance, a sense of safety is achieved through elements such as lightning and night-time design (hardware) and diverse night-time cultural programming in public spaces (software).

2. Promote more accessible night-time transportation

Night-time mobility is definitely the biggest challenge in the region, as public transit is not available in most Latin American cities after 11:00 pm. In this context, ride-hailing services could take a more active role in developing long-term solutions. For instance, by sharing information on the hours and points of greater demand for their services, these companies could help guide the design of public policies (i.e. locating designated pick up/ drop off spaces) that lead towards a safer and more efficient service.

3. Diversify night-time activities

A city's nightlife is much more than leisure and entertainment. There is a growing global interest in the culture of 'lates' or events that promote the reutilization of spaces such as museums at night (Stockman, 2018). A Citizen Culture analysis conducted in Cali, Colombia by Corpovisionarios (2016) revealed that 52% of those who leave their homes after 8:00 pm is to perform sports activities such as running, going to the gym or going for a bike ride. These examples illustrate why cities should diversify their night-time activities and encourage libraries and sports facilities to stay open 24 hours a day.

4. Promote gender equality in the night scene

Historically, access to nightlife has been much easier for men than for women. According to Harnden and Scholer (2018), "going out at night allows women to relinquish their work and home identity, develop and try on social identities, meet people (i.e. a new partner or new friends), and advance relationships." Many women—bartenders, taxi drivers, waitresses, doctors and many other professionals—are part of the night-time economy. How are cities accommodating the needs of these women? Providing safe and affordable night-time transportation is just one way to ensure they get a safe ride home. In order to achieve even greater impact, we must incorporate gender indicators and quotas into the industry's quality standards (i.e. Safe Seal program in Bogota) and advocate for more women becoming "night mayors." To date, only 30% of the people in this role are women (Seijas and Milan, 2019).

5.
Formalize the nightlife industry and improve quality standards

Despite progress made in recent years, Latin America has witnessed tragedies such as the República Cromañón—a nightlife establishment in the city of Buenos Aires in which fire caused the death of 194 patrons and at least 1000 others were severely hurt. Initiatives such as the Safe Seal implemented in Bogota can help elevate the entertainment industry's quality standards a mitigate risk. Additionally, if these initiatives are based in incentives rather than in restrictions, they can help improve labor conditions for night-time employees, helping combat issues such as informality and corruption.

6.
Use experimentation as a method for innovation

Experience gathered from cities all over the world demonstrates that having a single closing hour or 'curfew' creates a logistical issue: all patrons hit the streets at the same time, creating noise, fights and saturating the few existing options for night-time transportation. To remediate this situation, Amsterdam has implemented pilot programs that involve the presence of 'square hosts,' who promote safe and civilized behavior in the night scene. The Dutch capital has also granted 24-hour licenses to certain nightlife venues trying to diversify closing hours. In Australia, Sydney is also creating incentives to encourage a broader range of businesses to extend their hours of operation in an effort to create a vibrant night scene that attracts people of all ages and interests. Academia is a clear ally to monitor these initiatives that, in the long term, could make way for new night-time regulations.

7.
Make room for nightlife in city's land use laws and regulations

In recent years, cities like London, New York and Bogota have witnessed the disappearance of a great number of their traditional nightlife venues, some of which have made significant contributions to local culture and identity. One of the reasons behind this is that, in the absence of their own land-use category, many music venues operate as restaurants or clubs. In order to protect them, cities should update their zoning regulations as well as encourage their chambers of commerce to recognize their unique contributions. Only this way, cities will able to prolong the short life of nightlife.

8.
Create stronger governance mechanisms to monitor these goals

Between the end of the conference and the publication of this document, two cities lost their night mayors: Valparaiso (Chile) and Iowa City (USA). Though this is a relatively new role, ensuring its continuity is very important. While some night-time offices are designated by city administrations, others work independently as non-profit organizations (i.e. the night mayor of San Luis Potosí, Mexico). In any case, aside from being advocates for safer and more inclusive night scenes, night mayors should also oversee other aspects of planning such as updating existing regulations and improving night-time infrastructure. Night mayors should also be responsible for centralizing data collection on the impact of the night-time economy and analyze how this sector is contributing towards achieving the Sustainable Development Goals.

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