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BanRepCultural’s Public Value Innovations: Culture for Bridging Colombia Together

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BanRepCultural's Public Value Innovations: Culture for Bridging Colombia Together

Banco de la República, Colombia's central bank, has played a major role in the country's economic modernization and has striven to gain the trust of Colombians amidst turbulent times. *Banco de la República* is well known for the ample cultural programs of its Office of Cultural Affairs (*BanRepCultural*), which includes archaeological, documentary and art collections, a yearly concerts programme, a public library system, ten museums, and a digital library. Covid-19 ignited an unparalleled crisis in the history of Colombia. These circumstances demand that the Office of Cultural Affairs be more innovative than ever to be able to continue delivering its institutional mission, strengthen the peoples' sense of citizenship and serve its public. In my research, I study *BanRepCultural* past innovations to unveil the visionary principles that have led *Banco de la República* to become a central actor in the cultural modernization of Colombia and may guide its digital transformation path.