



CREATIVE CITIES AND INDUSTRIES CONFERENCE

OVERVIEW:

The Creative Cities and Industries Conference is a supplementary event for the 12th Annual Meeting of the UNESCO Creative Cities Network. It is scheduled for June 16, 2018. The conference is free and open to the public. Please find below the conference program, which will be updated continuously throughout the coming months.

SCHEDULE:

09:00—10:00

KEYNOTE SPEAKERS:

Urszula Dudziak, UNESCO Ambassador for Peace

UNESCO, A senior member of UNESCO's Cultural Sector will deliver a keynote presentation. Further detail about this presentation will be announced shortly

10:00—10:15

COFFEE BREAK

10:15—11:45

PANEL "Cultural policy development for the Agenda 2030 and New Urban Agenda. Opportunities and challenges for municipalities and regions in adaptation and implementation of the Agendas."

The Agenda 2030 is a UN resolution that identifies 17 priority goals and 169 targets. While this is an intergovernmental agreement, it is also non-binding. It was the result of the 2012 UN Conference in Rio de Janeiro, Brazil. The New Urban Agenda on the other hand was a resolution adopted at the conclusion of the UN Conference on Housing and Sustainable Urban Development (Habitat III), which was held in Quito, Ecuador in 2016. The key commitments made by the leaders overlap with the SDGs, providing a foundation and guidance on how to achieve them.

The UNESCO Creative Cities Network specifically seeks to develop international cooperation among those cities that have identified creativity as a strategic factor in the realization of these abovementioned goals and urban and regional development. Practically, how do municipalities relate to these goals? How should they be adopted into the fabric of city policy? What are the best examples of successful local implementation or reference to these two global agendas? How is international cooperation used as a helpful tool for this purpose?

11:45—12:15

LUNCH

12:15 — 13:45

PANEL “Access to the arts and creative expression, civil society and developing active cultural participants. International best practice showcase.”

Audience development is a term that reached Central and Eastern Europe not long ago, taking off as the new buzzword in the sector. In particular, attention to socio-economic groups typically marginalized from cultural and creative activity has been growing steadily, with increasing opportunities being developed to reflect the needs of a diverse public and moving beyond the basic question of how to increase audience numbers. With shifting demographics and increased mobility and migration, how does the cultural and creativity sector react and ensure access to cultural goods and practices to all communities? How do we engage civil society and strengthen their participation?

During the session, international practitioners and cultural events organizers will present leading examples of community engagement and development of audience participation, especially among underrepresented and marginalized groups.

13:45 — 14:00

COFFEE BREAK

14:00 — 15:30

SIMULTANEOUS PANELS

1. Digital Culture and Media in Cities

A Digital City harnesses the possibilities of new media, interactive platforms and open data. Digital services in the city and media policies can affect progress on the economy and innovation, community development and civic participation, culture and entertainment, transport, digital literacy and environmental practices. How can cities incentivize digital solutions? What are best practice standards for developing digital access, proficiency and infrastructure? How do local cultural, social, environmental and creative institutions adapt to the fast-paced development of interconnectivity and digital platforms?

2. Protecting Human Rights and Freedoms of Expression

Supporting basic freedoms and rights is at the core of UNESCO, the Agenda 2030, New Urban Agenda and the Universal Declaration on Cultural Diversity. In the context of the refugee crisis, mass migrations, continued discrimination and inequalities, municipalities must address their responsibility in providing equal access to cultural participation, goods and services; creating deeper linkages between the arts and human rights issues; putting forth solutions to fundamental imbalances; and supporting educational programming that leads to an empathetic and democratic society. What steps can cities take to advance not only the cause, but also to deliver concrete actions that safeguard these protections not only for inhabitants but also communities experiencing persecution for their artistic and creative output?

3. Urban Design and Sustainability

Sustainability and innovation are arguably the most ubiquitously used terms in the field, and yet, with booming urbanization, the depletion of



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environmental, ecological and cultural resources, they are continuously relevant for the question of how to address the most pressing issues for the future of cities. When we say that culture and creativity need to be integrated into planning processes, what are the best, practical steps for a city to take? How does cultural and natural heritage conservation factor in? How can culture contribute to more resilient and adaptive city planning? What urban design advances quality of life, support for revitalized and greener cities and positive community development?

4. Board of 14 Debate

In February 2018, the Cities of Krakow and Katowice implemented a series of roundtables and stakeholder debates. Local representatives of the literature, music, film, media arts, gastronomy, design and crafts and folk art sectors met in working groups over the course of three months in order to debate on how their respective sectors address the Agenda 2030 Sustainable Development Goals. The Work Groups selected 6 out of the 17 goals to address. The 12th UCCN Annual Meeting marks the half-way point in this year long program and during this dedicated conference, we will hear back from the Chairs of those groups about not only their experience in integrating their sectors around the Agenda 2030, but also about the preliminary conclusions of their debates.

15:30—15:45

COFFEE BREAK

15:45—17:15

PANEL “Measuring the Immeasurable”

One major challenge for the contemporary cultural and creative sector is to capture and articulate its economic and social impact. In light of the New Urban Agenda and Agenda 2030, cultural statistics and evidence of culture’s role on municipal, regional and national economies are increasingly necessary to shed light on the impact, spill-over effects and influence of the sectors on development and the need for policies and strategies rooted in evidence-based approaches. These significantly help to not only expand already existing and important initiatives, but to also identify the potential as well as gaps in need of analysis.

UNESCO has been spearheading two important initiatives, namely the Framework for Cultural Statistics and the UNESCO Culture for Development Indicator Suite (CDIS). The pioneering research initiatives aim to systematize appropriate methods for measuring economic growth and the social and community impact of culture, highlighting its major contribution to the realization of the Sustainable Development Goals. How can this research be adopted for the municipal and regional level? How can we support statistical agencies by building capacity and targeting focus? How do we measure the immeasurable, like impact on social cohesion, individual freedoms, integration of the sector and more? What steps have UNESCO Creative Cities taken to measure the impact of their creative fields?

The session will bring together experts and researchers, as well as contributors to the UNESCO CDIS in order to present the most recent developments in these studies and to introduce good practice and case studies from around the globe.