



United Nations
Educational, Scientific and
Cultural Organization

联合国教育、
科学及文化组织



杭州

culture: key **中国**
to sustainable
development

文化

HANGZHOU
INTERNATIONAL
CONGRESS
CHINA

文化：
可持续发展的关键
国际会议

2013/05/15-17

DEFINITIVE PROGRAMME

14 May 2013

08:30 am – 07:00 pm

Registration

(South Lobby, Dragon Hotel)

07:00 pm – 09:00 pm

Welcome Reception and Art Performance

(Crystal Ballroom, Dragon Hotel)

Day 1: 15 May 2013

PLENARY SESSION Official Opening Session

(Zhejiang People's Great Hall)

09:30 am – 10:30 am

Welcoming Speeches by the representatives of the People's Republic of China

- **Opening of the Congress by the Opening Ceremony Chair, Zhao Shaohua**, Vice-Minister of Culture
- **Remarks by Huang Kunming**, Secretary of the Communist Party of China Hangzhou Committee
- **Remarks by Li Qiang**, Governor of the People's Government of Zhejiang

Introductory Speeches

- **Irina Bokova**, the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)
- **Liu Yandong**, Vice Premier, State Council of the People's Republic of China

Closing of the Opening Ceremony

Zhao Shaohua, Vice-Minister of Culture of the People's Republic of China

10:30 am – 10:50 am

Coffee break

10:50 am – 11:30 am

PLENARY SESSION Keynote address

Setting the context of the Congress: Can sustainable development be achieved regardless of culture?

(Zhejiang People's Great Hall)

- **Zhao Shaohua**, Vice-Minister of Culture of the People's Republic of China
- Video message from **Michael D. Higgins**, President of Ireland
- **His Highness the Aga Khan**, Chairman of the Aga Khan Development Network and 49th hereditary Imam of the Shia Imami Ismaili Muslims

11:30 am – 01:15 pm

PLENARY SESSION High-level discussion segment 1

Culture in the Post-2015 Sustainable Development Agenda

(Zhejiang People's Great Hall)

- **Irina Bokova** (*Panel Chair*), the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Panellists

- **Sir Fazle Hasan Abed**, Founder and Chairman of the BRAC Foundation
- **His Highness the Aga Khan**, Chairman of the Aga Khan Development Network and 49th hereditary Imam of the Shia Imami Ismaili Muslims
- **H.R.H. Prince Sultan bin Salman bin Abdulaziz Al-Saud**, President of the Saudi Commission for Tourism and Antiquities (SCTA)
- **Petko Draganov**, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD)
- **Rt. Hon. Michaëlle Jean**, Co-Founder and Co-President of the Michaëlle Jean Foundation (FMJF) and former Governor of Canada
- **Zhang Lin**, Executive President of the Dalian Wanda Culture Industry Group
- **Wiendu Nuryanti**, Vice-Minister of Education and Culture for Cultural Affairs of the Republic of Indonesia

01:15 pm – 02:30 pm

Lunch

02:30 pm – 04:15 pm

PLENARY SESSION | High-level discussion segment 2

Peace and reconciliation: how culture makes the difference

(Crystal Ballroom, Dragon Hotel)

- **Stephen Cole** (*Moderator*), Journalist, Senior Anchor, Al Jazeera International
- Panellists**
- **Francesco Bandarin**, Assistant Director-General for Culture of the United Nations Educational, Scientific and Cultural Organization (UNESCO)
 - **Emmanuel Habuka Bombande**, Executive Director of the West Africa Network for Peacebuilding (WANEP)
 - **Jean-Michel Jarre**, Musician and Composer, UNESCO Goodwill Ambassador
 - **Olusegun Obasanjo**, Former President of the Federal Republic of Nigeria
 - **Jan Pronk**, Professor and President of the Society for International Development

04:15 pm – 04:30 pm

Coffee break

2 sessions will take place in the afternoon: 1A and 1B

Session 1A

Culture, Poverty and Wellbeing

(Crystal Ballroom, Dragon Hotel)

04:30 pm – 05:00 pm

Keynote address 1A

Cultural approaches to addressing poverty

- **Clement Mbom**, Professor at City University of New York

05:00 pm – 06:45 pm

Panel discussion 1A

Defining Poverty and Measuring Progress: where does culture stand?

- **Helena Norberg-Hodge** (*Moderator*), Director, International Society for Ecology and Culture

Panellists

- **Michele Lamont**, Professor at Harvard University
- **Cristina Ortega Nuere**, President of the European Network Leader in Cultural Management and Policies Education (ENCATC)
- **Katherine Scott**, Vice-President for Research and Policy at the Canadian Council on Social Development

Questions and Answers session with the public

Session 1B

Culture and Local Governance

(Pearlroom, Dragon Hotel)

05:00 pm – 05:15 pm

Keynote address 1B

Culture and Local Governance

- **Feng Tianyu**, Senior and Distinguished Professor, Research Institute of Chinese Traditional Culture, Wuhan University

05:15 pm – 06:30 pm

Panel discussion 1B

Culture and Local Governance

- **Jordi Pascual** (*Moderator*), Coordinator, Agenda 21 for Culture, United Cities and Local Governments (UCLG)

Panellists

- **Ibone Bengoetxea**, Deputy Mayor and City Councillor for Culture and Education in Bilbao City Council
- **Fan Zhou**, Dean, Institute of Culture Development, Communication University of China

Additional intervention

- **Carlos Javier Vilasenor Anaya**, President of Cultural Interactivity and Development

1 parallel event will take place in the afternoon

02:45 pm – 04:20 pm

High-level Business Forum

(Diamond Ballroom, Dragon Hotel)

Welcoming words

- **Hans d'Orville**, Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Introduction

- **Hans d'Orville**, Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Keynote Speech

- **Sha Zukang**, Former United Nations Under-Secretary-General, Secretary-General of the United Nations Conference on Sustainable Development (Rio+20)

Panel discussion

- **Hans d'Orville**, (*moderator*) Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Panellists

- **Nasser D. Khalili**, Founder of The Khalili Collections, Chairman of the Maimonides Foundation, Chairman of the Nour Foundation and UNESCO Goodwill Ambassador*
- **Zhang Lin**, Executive President of the Dalian Wanda Culture Industry Group
- **Simon Campostini**, Senior Member Relation Manager, EU Chamber of Commerce, Shanghai
- **Wayne Wan**, President of the Shenzhen Ruby Group
- **Xie Yong**, Vice President of the Zhongkun Group
- **Han Wangxi**, spokesman of Shenzhen
- **Xu Ning**, Chief of City Communication Department, Nanjing Municipality
- **Chen Dongling**, Beijing Municipal Science and Technology Commission
- **She Leming**, Deputy Secretary General of Municipal government of Jingdezhen
- **Juliane Kremer**, Head of Corporate communication, Great China, LANXESS Chemical
- **Master Gu Wenda**, Chinese American painter
- **Jiang Qionger**, Founder and CEO of Shanghxia
- **Chen Yuqian**, Dean of Jingdezhen Ceramic Institute
- **Xiong Chengyu**, National Research Center of Cultural Industries in Tsinghua University
- **Doctor Zhu Dingchen**, practitioner of Yi Zhichan, Chinese medicine and intangible heritage
- **Isabel Wolte**, Austrian culture forum Beijing head
- **Chen Dongliang**, Director of Beijing Industrial Design center

Questions and Answers session with the public

04:20 pm – 04:30 pm

Business Forum high-level Closing Speech

- **Irina Bokova**, the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Day 2: 16 May 2013

3 Parallel sessions will take place in the morning: 2A, 2B, 2C

Session 2A

The Cultural Sector's Contribution to Poverty Alleviation and Economic Growth
(Crystal Ballroom 2, Dragon Hotel)

09:00 am – 09:30 am	Keynote address 2A Poverty alleviation: where does culture make a difference? <ul style="list-style-type: none">• David Throsby, Professor of Economics, Macquarie University
09:30 am – 09:45 am	Case study 1 <u>Community Empowerment</u> <ul style="list-style-type: none">• Tran Tuyet Lan, General Manager of CRAFT LINK
09:45am – 10:00am	Case study 2 <u>Participation</u> <ul style="list-style-type: none">• Carol Lawes, Cultural Advisor
10.00am – 10.15am	Case study 3 <u>UNESCO Culture for Development Indicators Suite</u> <ul style="list-style-type: none">• Anne Lemaistre, Head of Office and Representative in Cambodia, National Office to Cambodia of UNESCO
10:15 am – 10:30 am	<i>Coffee break</i>
10:30 am – 12:00 pm	Panel discussion 2A How does culture contribute to sustainable economic growth and jobs creation? <ul style="list-style-type: none">• Gwang-Jo Kim (<i>Moderator</i>), Director of UNESCO Bangkok, UNESCO Asia and Pacific Regional Bureau for Education <p>Panellists</p> <ul style="list-style-type: none">• Luigi Cabrini, Director-Advisor of the Secretary-General on Sustainability, the United Nations World Tourism Organization (UNWTO)• Trevor C. Clarke, Assistant Director-General on Culture and Creative Industries Sector of the World Intellectual Property Organization (WIPO)• Daniel Etounga-Manguelle, Associate Professor of Economics at the Ecole Supérieure Internationale de Guerre de Yaoundé• Xavier Greffe, Professor at University Paris I – Sorbonne and President of the French Commission on Artistic Employment• Elizabeth Ofosu-Agyare, Minister for Tourism and Culture for the Republic of Ghana• Walter Santagata, Professor at the University of Turin
12:00 pm – 12:30 pm	Questions and Answers session with the public
12:30 pm – 02:00 pm	<i>Lunch</i>

Session 2B

Culture: a driver and an enabler of social cohesion

(Cristal Ballroom 3, Dragon Hotel)

09:00 am – 09:30 am	Keynote address 2B Achieving social inclusion and equity: how does culture make effective change? <ul style="list-style-type: none">• Cao Jin, Professor at Fudan University• Aníbal Gaviria Correa, Mayor of Medellín
09:30 am – 09:45 am	Case study 1 <u>Culture-sensitive and context-based policies in sustainable development</u> <ul style="list-style-type: none">• Jon Hawkes, Resident Cultural Analyst, Cultural Development Network (Victoria)
09:45 am – 10:00 am	Case study 2 <u>Empowerment of women and youth</u> <ul style="list-style-type: none">• Elba Agusti, Cultural Development Program Coordinator, Inter-American Development Bank Cultural Center (IDB)
10:00 am – 10:15 am	Case study 3 <u>Addressing urban violence through investment in culture</u> <ul style="list-style-type: none">• Martha C. Fajardo, CEO of Grupo Verde Ltd., Former President of the International Federation of Landscape Architecture (IFLA)
10:15 am – 10:30 am	Case study 4 <u>Arts education for development</u> <ul style="list-style-type: none">• Stephen Chifunyise, Chairman of the CHIPAWO Arts Education for Employment and Development
10:30 am – 10:50 am	<i>Coffee break</i>
10:50 am – 12:00 pm	Panel Discussion 2B How does culture drive and enable social cohesion and inclusion? <ul style="list-style-type: none">• Charles Vallerand (<i>Moderator</i>), General Secretary of the International Federation of Coalitions for Cultural Diversity <p>Panellists</p> <ul style="list-style-type: none">• Ibone Bengoetxea, Deputy Mayor and City Councillor for Culture and Education in Bilbao City Council• Luis Fernando Carrera Castro, Minister of Foreign Affairs for the Republic of Guatemala• Frederic Jacquemin, General Director of Africalia• Jin Xiaoyi, Professor of the Institute for Population and Development Studies of Xi'an Jiaotong University• Nasser D. Khalili, Founder of, The Khalili Collections, Chairman of the Maimonides Foundation, Chairman of the Nour Foundation and UNESCO Goodwill Ambassador• Tu Weiming, Director of the Institute for Advanced Humanistic Studies at Peking University• Carlos Javier Vilasenor Anaya, President of Cultural Interactivity and Development
12:00 pm – 12:30 pm	Questions and Answers session with the public
12:30 pm – 02:00 pm	<i>Lunch</i>

Session 2C

Culture: An enabler for environmental sustainability

(Pearl Room, Dragon Hotel)

09:00 am – 09:30 am	Keynote address 2C Culture and Nature: two sides of the same coin <ul style="list-style-type: none">• Jian Liu, Director, International Ecosystem Management Partnership, United Nations Environment Programme (UNEP-IEMP)
09:30 am – 09:50 am	Case study 1 <u>Culture and Bio-diversity</u> <ul style="list-style-type: none">• Carlotta Baitone, East Asia Director of Slow Food
09:50 am – 10:10 am	Case study 2 <u>Traditional knowledge in Disaster Risk Management</u> <ul style="list-style-type: none">• Rohit Jigyasu, UNESCO Chair Professor at the Research Center for Disaster Mitigation Urban Cultural Heritage, Ritsumeikan University
10:10 am – 10:30 am	Case study 3 <u>Conservation and other ecological practices in architecture and urban planning</u> <ul style="list-style-type: none">• Helena Norberg-Hodge, Director of the International Society for Ecology and Culture
10:30 am – 10:45 am	<i>Coffee break</i>
10:45 am – 12:00 pm	Panel Discussion 2C How does culture enable environmental sustainability? <ul style="list-style-type: none">• Rohit Jigyasu (Moderator), UNESCO Chair Professor at the Research Center for Disaster Mitigation of Urban Cultural Heritage, Ritsumeikan University <p>Panellists</p> <ul style="list-style-type: none">• Sidney Bartley, Permanent Secretary in the Ministry of Youth and Culture for Jamaica• Amareswar Galla, Professor of World Heritage and Sustainable Development at Split University and Executive Director of the International Institute for the Inclusive Museum• Aroha Te Pareake Mead, Chair of the IUCN Commission on Environmental, Economic and Social Policy (CEESP)• Lisa Prosper, Director of the Willowbank Centre for Cultural Landscape• Tan Dun, Musician and Composer, UNESCO Goodwill Ambassador• Henriette Walter, Professor of Linguistics, President of the International Society for Functional Linguistics and member of the International Council of French Language• Yang Guorong, Professor, Director of Modern Chinese Thought and Culture Institute of East China Normal University
12:00 pm – 12:30 pm	Questions and Answers session with the public
12:30 pm – 02:00 pm	<i>Lunch</i>

2 Parallel sessions will take place in the afternoon: 3A, 3B

Session 3A

Sustainable Cities, Heritage and Creativity

(Crystal Ballroom 2, Dragon Hotel)

02:00 pm – 02:45 pm	Keynote address 3A The challenges of sustainable cities: where does culture make a difference? <ul style="list-style-type: none">• Zhang Jianting, Deputy Mayor of Hangzhou Municipal Government• Charles Landry, Urbanist and Founder of Comedia
02:45 pm – 03:00 pm	Case study 1 <u>Built Heritage and Sustainable Development</u> <ul style="list-style-type: none">• Jyoti Hosagrahar, Professor at Columbia University, Srishti School of Art, Design and Technology

- 03:00 pm – 03:15 pm **Case study 2** Intangible Heritage and Sustainable Development
- **Sayantani Raychaudhuri**, Assistant Secretary of Contact Base, India
- 03:15 pm – 03:45 pm **UNESCO-UNDP Creative Economy Report Special Edition 2013 (forthcoming)**
- **Danielle Cliche**, Chief, Section of the Diversity of Cultural Expressions, Secretary of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO)
 - **Francisco Simplicio**, Assistant Director in Programme and Funds Management of the UN Office for South-South Cooperation (UNOSSC)
 - **Bonapas Onguglo**, Chief of Cabinet of the Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)
- 03:45 pm – 04:00 pm *Coffee break*

3 Parallel panel discussions will take place in the afternoon at the end of Session 3A

- 04:00 pm – 05:45 pm **3A-a Introducing Cultural Heritage in the Sustainable Development Debate**
(Crystal Ballroom 2, Dragon Hotel)
Panel Discussion
- **Kishore Rao** (*Moderator*), Director of the UNESCO World Heritage Centre
- Panellists**
- **Dinu Bumbaru**, Policy Director of the Fondation Héritage Montréal
 - **Alissandra Cummins**, Chairperson of the Executive Board of the United Nations Educational, Scientific and Cultural Organization (UNESCO)
 - **Michael Houlihan**, Chief Executive of the Museum of New Zealand
 - **Eduardo Rojas**, Independent Consultant on urban development
 - **Ritu Sethi**, Director of Craft Revival Trust, Indian crafts industry specialist.
 - **Wang-Riese Xiaobing**, Professor of the Institute of Chinese Intangible Cultural Heritage Research Center of Sun Yat-Sen University
 - **Zhang Xingsheng**, President of IUCN and President of the World Heritage Institute of Training and Research for the Asia and the Pacific Region
- 05:45 pm – 06:30 pm Questions and Answers session with the public
- 04:00 pm – 05:45 pm **3A-b The Contribution of Creativity to Sustainable Development**
(Cristal Ballroom 3, Dragon Hotel)
Keynote Address (15 minutes)
- **Xiang Yong**, Associate Professor, Vice-Director of the School of Arts of Peking University, Vice-Director of the Institute for Cultural Industries of Peking University
- Panel Discussion
- **Michael Paul van Graan** (*Moderator*), Executive Director, African Arts Institute
- Panellists**
- **Mercedes Giovinazzo**, Director of the Interarts Foundation and Chair of the Executive Committee of Culture Action Europe
 - **Yudhishtir Raj Isar**, Professor of The American University of Paris
 - **Avril Louise Joffe**, Founding Director of the Specialist Research Consultancy at Culture Arts and Jobs (CAJ)
 - **Justin O'Connor**, Professor of Communications and Cultural Economy at Monash University
 - **Michel Ouédraogo**, General-Delegate of the Pan African film festival, FESPACO
 - **Frans de Ruiter**, Professor of the International Music Council (IMC)
 - **Zhou Xiao**, Associate Professor at Fudan University
- 05:45 pm – 06:30 pm Questions and Answers session with the public

04:00 pm – 05:45 pm	<p>3A-c Culture’s contribution to achieve sustainable cities (Diamond Ballroom 1/2, Dragon Hotel)</p> <p>Panel Discussion</p> <ul style="list-style-type: none"> • Wang Shu (<i>Moderator</i>), Architect and Professor at the China Academy of Art <p>Panellists</p> <ul style="list-style-type: none"> • Milica Bajic-Brkovic, President International Society of City and Regional Planners (ISOCARP) • Eui-Sung Yi, Director of the Now Institute • Jyoti Hosagrahar, Professor at Columbia University, Srishti School of Art, Design and Technology • • Gora Mboup, Chief, Global Urban Observatory, United Nations Human Settlements Programme (UN-HABITAT) • Cynthia E. Smith, Curator of Socially Responsible Design at the Cooper-Hewitt National Design Museum, Smithsonian Institution • Yang Jianlong, Chief Professor of Modern Literature, Shanghai Normal University • Minja Yang, President and Professor of the Raymond Lemaire International Centre for Conservation, Leuven
05:45 pm – 06:30 pm	Questions and Answers session with the public

Session 3B

Public Private Partnerships in the culture sector

(Pearl Room, Dragon Hotel)

02:00 pm – 02:40 pm	<p>Keynote address 3B</p> <p>Partnering with the private sector in achieving sustainable development</p> <ul style="list-style-type: none"> • Chen Ling, Professor; Executive Director, Academy of Global Zhejiang Entrepreneurs, ZJU; Director, Institute of Family Business, Zhejiang University • Luis Monreal, General Manager, Aga Khan Trust for Culture, Aga Khan Development Network
02:40 pm – 03:00 pm	<p>Case study 1 <u>Various types of successful Public Private Partnerships in the area of culture</u></p> <ul style="list-style-type: none"> • Jane Thompson, Project Manager, Herculaneum Conservation Project
03:00 pm – 03:20 pm	<p>Case study 2 <u>Opportunities for Technology transfer, capacity building, jobs, Social and economic impact</u></p> <ul style="list-style-type: none"> • Richard Hsu, China TEDx Ambassador 2013-2014 and Lecturer at Tongji University, Shanghai on Multi-Disciplinary Thinking, Brand Development and Urban-Rural Bridging
03:20 pm – 03:40 pm	<p>Case study 3 <u>Cultural philanthropy</u></p> <ul style="list-style-type: none"> • Luisa Jorge Grullon, Executive Director of the Fil-Armonia Foundation
03:40 pm – 04:00 pm	<p>Case study 4 <u>Corporate Social Responsibility</u></p> <ul style="list-style-type: none"> • Ronnie C. Chan, Chairman of Hang Lung Properties
04:00 pm – 04:25pm	Coffee break
04:25 pm – 06:10 pm	<p>Panel Discussion 3B</p> <p>Creating win-win situations: How can the Private Sector boost the Culture Sector and vice-versa?</p> <ul style="list-style-type: none"> • Helene George (<i>Moderator</i>), Managing Director, Creative Economy <p>Panellists</p> <ul style="list-style-type: none"> • Anna Somers Cocks Allemandi, Founder Editor and CEO of The Art Newspaper • Claudio Espector, Director of “Orchestra and Choir Programme for the Bicentennial, Youth Orchestras, Argentina” (Programa de Orquestas y Coros para el Bicentenario)

- **Richard Hsu**, China TEDx Ambassador 2013-2014 and Lecturer at Tongji University, Shanghai on Multi-Disciplinary Thinking, Brand Development and Urban-Rural Bridging
- **Randal F. Mason**, Associate Professor at the University of Pennsylvania

06:10 pm – 06:40 pm

Questions and Answers session with the public

Day 3: 17 May 2013 (Morning only + optional ½ Day)

Session 4

Integrating Culture in the Post-2015 Sustainable Development Agenda

(Crystal Ballroom, Dragon Hotel)

09:00 am – 10:30 am

PLENARY SESSION Panel Discussion 4

Challenges and identified gaps: Opportunities and future perspectives

- Moderators of all sessions

10:30 am – 11:00 am

Coffee break

11:00 am – 11:30 am

PLENARY SESSION

Presentation and adoption of the “Hangzhou Proclamation on Culture and Sustainable Development”

(Crystal Ballroom, Dragon Hotel)

- **President of the Congress: Hao Ping**, Vice Minister for Education of the People’s Republic of China, Chairman of the National Commission of the People’s Republic of China for UNESCO
- **Alissandra Cummins**, Chairperson of the Executive Board of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

11:30 am – 12:00 pm

PLENARY SESSION Keynote address 4

Closing Speeches

(Crystal Ballroom, Dragon Hotel)

- **Katalin Bogyay**, President of the General Conference to, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Ambassador of Hungary to UNESCO
- **Aman Wirakartakusumah**, Professor Emeritus at Bogor Agricultural University
- **Francesco Bandarin**, Assistant Director-General for Culture of the United Nations Educational, Scientific and Cultural Organization (UNESCO)
- **Zhang Jianting**, Deputy Mayor of Hangzhou Municipal Government
- **President of the Congress: Hao Ping**, Vice Minister for Education of the People’s Republic of China, Chairman of the National Commission of the People’s Republic of China for UNESCO

12:30 pm – 02:00 pm

Lunch

02:30 pm – 08:15 pm

Cultural Visit of Hangzhou and banquet

ORGANIZERS

- The United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Ministry of Culture of the People's Republic of China
- National Commission of the People's Republic of China for UNESCO
- Hangzhou Municipal Government

CO-ORGANIZERS

- The State Council Information Office of the People's Republic of China
- Ministry of Foreign Affairs of the People's Republic of China
- Ministry of Education of the People's Republic of China
- People's Government of Zhejiang Province

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