



United Nations  
Educational, Scientific and  
Cultural Organization  
联合国教科文组织



Designated  
UNESCO Creative City  
in 2012  
北京·设计之都

# Monitoring Report

Beijing City of Design  
November 2017

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## 1.EXECUTIVE SUMMARY

In 2012, with distinctive characteristics of science and technology innovation and culture, Beijing was successfully selected as the "City of Design" of UNESCO Creative Cities Network (UCCN). This is also gradually becoming a new driver of sustainable development of Beijing.

Beijing has abundant science and technology resources. There are more than 700 academicians of the Chinese Academy of Sciences and the Chinese Academy of Engineering in Beijing, accounting for about 1/2 of the total number in the country. There are over 400 various scientific research institutes in Beijing, which ranking the first in the country. More than 120 national key laboratories and nearly 70 national engineering technology research centers, which account for about 1/3 and 1/5 of the total number in the country. In 2016, the number of newly-founded science and technology enterprises exceeded 80,000, with the cumulative number of more than 430,000. The national high-tech enterprises exceeded 15,975 and the number continued to rank the first in the country. In 2016, the total revenue of enterprises above the designated size in the cultural and creative industries in the city was 1.5224 trillion RMB, with a profit of 109.5 billion RMB, taxes of 58.6 billion RMB and employees of 1.256 million. In 2016, the added value of Beijing's cultural and creative industries reached 357.05 billion RMB, accounting for 14.3% of the GDP. In the first half year of 2017, the corporate unit of cultural and creative industries above designated size in Beijing achieved revenue of 690.27 billion RMB, an increase of 8.6% over the same period of previous year. The total investment in fixed assets of cultural and creative industries reached 14.16 billion RMB, 36.42% year-on-year growth. The driving force of cultural and creative industries to the capital's economic growth has been continuously strengthened and its economic pillar has been further consolidated.



The development of design industry has become an important engine of the construction of "City of Design". In 2016, the revenue of design industry in Beijing exceeded 200 billion RMB, with a total of 23,000 professional design agencies (legal person corporations) employing 250,000 people. From 2011 to 2016, the revenue of design industry increased by an average of 11%, 5% higher than the local GDP growth rate and 7% faster than the third industry by an average annual growth rate. Per capita income created is more than 1 million RMB.

Over the past five years, Beijing has earnestly fulfilled its commitments when applying for the "City of Design", formulated and implemented various policies to enhance the influence and competitiveness of the design industry, promote the creative atmosphere among people, and facilitate the integration of design and industry and the social life. For more than five years, design has also made tremendous contributions to the sustainable urban development in Beijing, and the design has further become a link and bridge to various elements of the city in Beijing.

## 2.GENERAL INFORMATION

### 2.1.Name of the city:

Beijing

### 2.2.Country :

China

### 2.3.Creative field of designation :

Design

### 2.4.Date of designation :

May 7, 2012

### 2.5.Date of submission of the current report:

November, 2017

### 2.6.Entity responsible for the report:

Beijing City of Design Coordination and Promotion Commission Office  
(Beijing Municipal Science&Technology Commission (BMSTC) )

### 2.7.Previous reports submitted and dates: N/A

### 2.8.Focal points of contact:

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### 3.CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

#### 3.1.Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory):

5 times, respectively Bologna in 2013, Chengdu in 2014, Kanazawa in 2015, Östersund in 2016 and Enghien-les-Bains in 2017.

#### 3.2.Hosting of a UCCN annual meeting and dates :

None.

#### 3.3.Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives :

In 2014, host the UCCN Chinese member working group meeting in Beijing.

#### 3.4.Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

Hold two sessions of UNESCO Creative Cities Beijing Summit in October 2013 and June 2016.

Hold the Creativity 2030 Summit in September, 2017.

Hold the Brainstorming Meeting for the Launch of International Center for Creativity and Sustainable Development (ICCSO) In December, 2015.



#### 创意让城市更美好

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法国巴黎时间2017年10月21日，联合国教科文组织创意城市网络秘书处发布了新一轮入围城市名单，包括44个国家的64个城市。武汉、青岛、杭州、厦门等9个城市入选。北京作为联合国教科文组织创意城市网络成员，一直积极参与网络活动，推动城市网络建设和发展。

#### 联合国教科文组织创意城市网络

联合国教科文组织创意城市网络（以下简称“创意城市网络”）是联合国教科文组织的一个旗舰项目，旨在以创意城市为网络成员间可持续发展的基本动力，为增强城市竞争力和韧性、创造城市网络发展知识、促进创新和增长、支持文化创意产业、设计、电影、音乐、文学、新闻、媒体等。

创意城市网络致力于支持全球创意产业对经济和社会发展的推动作用，促进城市网络成员在创意产业发展、专业能力建设、知识共享和建立创意产品市场等方面



## 4.MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

Beijing "City of Design" has more rich connotations based on its own characteristics. Under the global perspective, taking culture as the growth point, science and technology as the driving force, design as a fusion agent and consumption as the breakthrough point to promote the integration and coexistence of science and technology, design and culture with economic construction, urban development and people's lives, to give the city new development advantages and build Beijing into an innovative, open, inclusive, vibrant, charming and livable city. At present, Beijing is being fully rooted in the rich historical and cultural heritage, placing scientific and technological innovations at its core, and advancing the concept of green design throughout the entire process. Beijing has pushed forward the building of "City of Design" by its own construction and brand communication.

### (1) Establish the promoting mechanism for "City of Design"

In order to further implement the commitment of application, to promote the construction of "City of Design", and coordinate all aspects of work in an all-round manner, Beijing Municipality established the Beijing City of Design Coordination and Promotion Committee led by the Mayor at the end of 2012, which consists of 15 relevant departments such as BMSTC, and its office was set in BMSTC, the main function is to lead, coordinate and promote the construction of "City of Design" in Beijing, study and deliberate on major policy measures for the construction of "City of Design", organize and implement them, and coordinate and solve the key and difficult problems encountered during the work.

### (2) Formulate and released the outline of construction and development plan of Beijing "City of Design"

In 2013, Beijing City of Design Coordination and Promotion Committee developed and published the *Outline of Construction and Development Plan of Beijing City of Design (2013-2020)*, which plans to establish the national design core leading area and the global influential design innovation center by 2020, and the international influence of Beijing design will be greatly enhanced.



### **(3) Implement international project, integrate into the global network of innovative design**

Promoting Beijing design to the whole world, and gather international outstanding design resources. Actively organize design firm to participate in the UCCN events and activities. Host two sessions of UNESCO Creative Cities Beijing Summit, carried out design forums and trade events, set up high level dialogue platforms and enhanced all-round interaction with global design enterprises.

Established International Center for Creativity and Sustainable Development (ICCSA) under the Auspices of UNESCO (Category 2), which is the world's first center focus on "creativity and sustainable development" and jointly established by Beijing Municipality and UNESCO.

### **(4) Implement the industrial rejuvenation project, promote innovative economic development**

Carried out the Design Promotion Plan, BMSTC launched the affirmation of "Beijing Design Innovation Center" since 2013 to encourage enterprises to establish design innovation centers and design institutes in Beijing, emphasizing design innovation, increasing design input and promoting independent innovation ability. There are currently 192 enterprises affirmed of "Beijing Design and Innovation Center" in the city, which have played a role of the advantages of Beijing's science and technology and design.

In September 2014, BMSTC and People's Government of Xicheng District of Beijing jointly established Beijing City of Design Development Co., Ltd., which mainly undertakes the planning and construction of the core area of Beijing "City of Design" and is also responsible for operating the core of City of Design District's new landmark - Beijing City of Design Plaza. The core area of City of Design owns high-end public service platforms such as China Design Market, China Red Star Design Award Museum, China Photography Exhibition Center, Design Entrepreneurship Center, 3D Printing Experience Center and Rose Design Park. It formed the development pattern of design industry, which features architectural environment design, industrial engineering design and visual art design, provided a comfortable, convenient and safe development environment for domestic and foreign design firms.





### (5) Implement urban quality promoting project, enhance citizens' happiness

Use design to promote the sustainable development of the city, strengthen the protection of historical and cultural city, protect the style of the ancient capital, and inherit the historical context. To strengthen urban design, orderly ease the functions non-essential to the capital, upgrade public spaces, and strengthen the city's distinctive style. Creating an excellent livable environment and fully demonstrate the exemplary role of "design updating the cities".

Promote design to beautify the city and benefit people. Dashilan Street is a 500-year-old traditional commercial district located on the central axis, Beijing has effectively rejuvenated the old streets with the help of design, by inviting designers from home and abroad and creative arts projects to settle here, making the old house glow new vitality, introduced new industry to the traditional blocks. After the relocation of the Capital Iron and Steel Group (Shougang), Shougang Beijing Park was selected as the office area for 2022 Beijing Winter Olympic Games Organizing Committee. The heritage in Shougang Park, such as steel furnace, barrel, warehouse, were reused as the office buildings with a strong sense of design. Not only do we carry out repair and maintenance of existing industrial heritage projects, but also maximize retain the original architectural style of silo.



## (6) Implement brand project, raise popularity of "Beijing Design"

Hold international branding design award—China Red Star Design Award. Since 2006, Red Star has accumulated more than 5700 enterprises and nearly 50,000 products participated, ranging the field like new generation of information technology, energy conservation and environmental protection, new materials, advanced manufacturing, virtual reality and unmanned driving, covering 33 countries and areas. China Red Star Design Award has the largest number of participating products in the world, and become the most representative and internationally influential design award in China.

Promoted "Beijing Design" brand. In 2017, Beijing Design Week attracts more than 8 million visitors, bringing about more than 3 billion RMB in cultural tourism and various design consumptions, forming a brand featuring "Enjoy Beijing Design during the National Day". Up to now, UCCN members such as Barcelona (2014), Dubai (2015), Seoul (2016) and Berlin (2017) have been invited as the guest city of Beijing Design Week. In March 2017, China International Fashion Week welcomed more than 550 designers all the world, and more than 520 brands and agencies, and host 1152 release conferences.

## (7) Improve radiation-driven effect to enhance influence of Beijing "City of Design"

In 2016, 4614 technical contracts were signed for the design industry in Beijing, with a turnover of 44.05 billion RMB, which of 3,279 technical contracts exported outside Beijing, accounting for 71.1% of total number, and the turnover is 33.98 billion RMB, accounting for 77.1% of the total. In 2016, enterprises of Beijing Design Innovation Center carried out more than 1,400 Jing-Jin-Ji area projects and over 200 overseas projects. Under the framework of regional cooperation between Beijing and other provinces like science and technology cooperation with Yunnan, Tibet and Guiyang, Beijing launched the "Design Volunteer" activities, integrating more than 50 enterprises to carry out design projects there. Helped 12 enterprises such as Eve Group and Tang Ren Fang to set up design workstations in Guizhou and Yunnan provinces, to set up innovation centers, jointly organized handicraft training, established technical service platforms such as printing, dyeing and textile, established design museums and design libraries to spread and promote Beijing design resources throughout the country, to serve the upgrading of local industries and urban construction.



## 5.MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

In May 2012, Beijing formally joined UNESCO Creative Cities Network as the "City of Design". Beijing had taken the opportunity to deepen its strategic cooperation with UNESCO in the creative field, held two sessions of the UNESCO Creative Cities Beijing Summit, organized the "Experience China" Design Beijing Exhibition at UNESCO Headquarters in Paris, France, and set up ICCSD and positively strengthen the exchanges and cooperation among cities.

### (1) UNESCO Creative Cities Beijing Summit

From October 20 to 23, 2013, the first UNESCO Creative Cities Beijing Summit was held in Beijing, hosted by UNESCO, the Ministry of Education of the People Republic of China, the National Commission of the People Republic of China for UNESCO and the People's Government of Beijing Municipality. The theme of the summit was "Charming Creativity and Beautiful City", Ms. Liu Yandong, Vice Premier of the State Council of PRC, Ms. Irina Bokova, former Director-General of UNESCO, and representatives from 31 member cities and candidate cities of UCCN in 19 countries, international organizations, domestic enterprises and institutions attended the Beijing Summit. The first Beijing Summit released *Beijing Agenda* as one of the important outcome documents of UCCN. The event aimed to promote the sharing of resource, information and market among cities, and step up the cooperation in education, science and technology and culture in various regions and cities. UNESCO highly praised the first Beijing Summit, and Ms. Irina Bokova called it "set a new milestone in shaping new avenues of cooperation between members of the UNESCO Creative Cities Network".



From June 5 to 7 2016, the Second UNESCO Creative Cities Beijing Summit was held in Beijing, hosted by UNESCO, the Ministry of Education of the People Republic of China, the National Commission of the People Republic of China for UNESCO and the People's Government of Beijing Municipality. Ms. Liu Yandong, Vice Premier of State Council of PRC and Ms. Irina Bokova, former UNESCO Director-General attended the opening ceremony. There were 120 guests from 54 cities in 31 countries attended the summit, such as United States, UK, Germany, Russia, Egypt and Australia. In addition, there were over 100 officials from Creativity and Sustainable Development Seminar held by the State Ethnic Affairs Commission of China, the representatives from government departments, international organizations, enterprises, institutions, media with a total of 1,500 participants attended the related activities and forums. The second Beijing Summit shared Beijing's experiences and achievements in promoting sustainable development of the city, and conveyed Beijing's willingness to promote extensive cooperation in all fields with creative innovation and facilitate international economic growth common prosperity in cities all over the world. The second Beijing Summit released UNESCO's report—*2005 Convention Global Report, Re|Shaping Cultural Policies*. As the outcome document of the second Beijing Summit, *Beijing Agenda* put forth the core priorities for UCCN to contribute to the effective implementation of the 2030 Sustainable Development Goals, encourage to establish a mutually supportive relationship of learning, sharing and exchange among the members of UCCN, so as to draw common lessons from diverse experiences.

## (2) "Experience China" Design Beijing Exhibition

From March 29 to April 2, 2014, Beijing held an exhibition entitled "Experience China" Design Beijing at the Headquarters of UNESCO in Paris, France. The exhibition showcased works from 39 enterprises, academic institutions and design firms, and it mainly embodied the innovative design of ecological civilization and urban-rural environment construction from Beijing, as well as the awarded products of China Red Star Design Award. The content consists of four sections: Charming Beijing, Eco-city, Design Creativity, Embrace the future. There were 65 exhibits, 25 videos and 300 pictures in total, which is the first time of Beijing Design to be showcased in UN system.



### **(3) Construction of International Center for Creativity and Sustainable Development (ICCSA) under the Auspices of UNESCO (Category 2)**

The International Center for Creativity and Sustainable Development (ICCSA) is designated as a Category 2 Center under the auspices of UNESCO in Beijing by the General Conference of UNESCO at its 38th session in November 2015. It is also the first center focus on creativity and sustainability in the world. The functions of the Centre shall be to promote multiple cultural and creative development pathways and raise awareness among stakeholders at various levels about the relationship between culture, creativity and sustainable development as well as human well-being and social cohesion, and to share different practices; Carry out research about the creative economy and the nexus between culture, creativity and sustainable development; Support UNESCO's efforts to promote cooperation and development among and within creative cities pertaining to creativity and its impact for sustainable development, to contribute to capacity building programmes; Promote creativity and cultural and creative expressions and to develop corresponding platforms; Facilitate the emergence of a network of relevant public and private centers, institutions and partners, induce relevant academic and scientific studies, and organize international symposiums and capacity building activities in Asia-Pacific and other regions.

### **(4) Creativity 2030 Summit**

From September 22 to 24, 2017, Creativity 2030 Summit was held in Beijing as one of the main forums of Beijing Design Week. Representatives of 17 cities from 10 countries joined the event, most of which came from UCCN including Helsinki, Detroit, Montreal, Sydney, Melbourne, Tel Aviv-yafo, Linz, Santos etc. Around 30 keynote speakers and over 600 audiences from government, international organization, enterprises, academia and media attend the event. The summit focus on heritage and smart city, taking advantage of creativity to explore the scheme, tool and method of the future urban management, and new urban creative cooperation mechanisms to provide intellectual support for Beijing's urban construction from a global perspective. Speakers shared their views on how to promote the protection and promotion of cultural diversity and conventions heritage, how to attract and re-positioning the city of post-industrial era, and discussing the changes which new technology and new business forms brings to future cities and life.



### (5) Strengthen exchange and cooperation with Africa

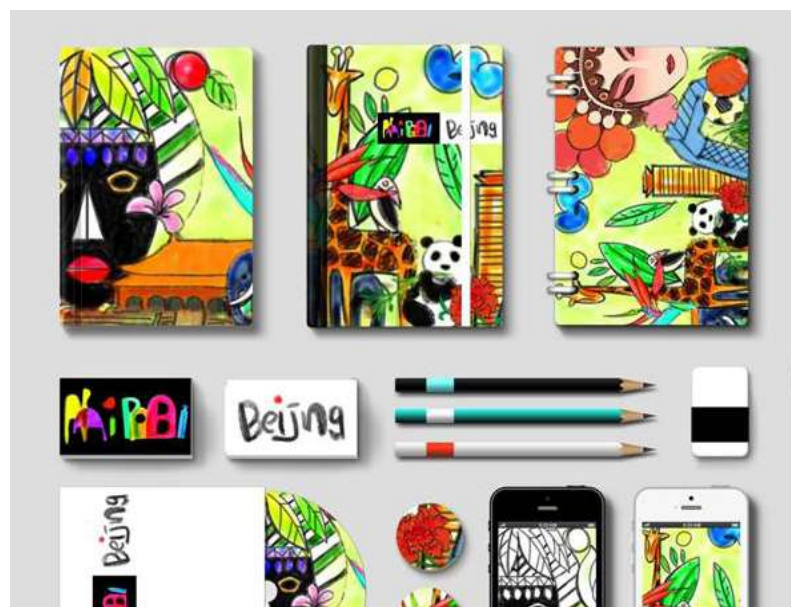
In order to fulfill the commitments, adhere to the principle of "African priority" of UNESCO, with the support of BMSTC and the University of Nairobi, the two cities established the Beijing – Nairobi Innovation and Design Research Center. On March 27, 2012, the opening ceremony of the center was held in Kenya. Mr. Kamar Mak, Deputy Minister of Higher Education in Kenya, and Mr. Massacquel, Director of UNESCO Office in Kenya attended the opening ceremony. From June 22 to 30, 2014, Beijing Industrial Design Center invited a delegation from the University of Nairobi, Kenya to Beijing to hold a China-Africa Creative Design Workshop. During this period, teachers and students from University of Nairobi and School of Art and Design of Beijing University of Technology jointly completed 9 concept design of souvenirs for two cities. The delegation also visited Beijing DRC (Design Resource Cooperation) Industrial Design Innovation Base, Central Academy of Fine Arts, Beijing Institute of Fashion Technology and Qiao Niang Studio in Dongcheng District to conduct work exchanges.

### (6) Promote communication and cooperation with cities within the UCCN

Design has gradually become an important part of inter-city cooperation. Design cooperation was further reinforced between Beijing and its sister cities. For example, after Beijing and Helsinki signed a memorandum on strengthening cooperation in the field of design in June 2010, Helsinki held series activities themed Moi, Helsinki in Beijing as the gift of the 10th anniversary of sister cities between two cities in May 2016, in which a delegation of designers joined. In 2016, the Mayor of Tel Aviv-Yafo, Israel, visited Beijing and signed a memorandum of cooperation on innovation, entrepreneurship, tourism and creativity.

In 2014, the Mayor of Beijing issued supporting letters of support for 6 candidate cities of UCCN, including Helsinki, Turin, Tel Aviv-Yafo, Dundee, Bilbao and Curitiba. Six UCCN member cities like Milan, Suzhou and Shenzhen had invited China Red Star Awards to hold more than 10 exhibitions and promotion activities.

The cooperation between local enterprises of Beijing and UCCN member cities have also been promoted during the past 5 years. In 2017, Dongdao Design Company and Mannheim Municipal Government established "Sino-German Creative Center". The smart products from Jingdong participated in the exhibition in Enghien-les-Bains, France themed "Are you talking to me?". Visual China Group cooperated with Bologna to hold the online competition program of illustration exhibition. Design products from Exmade Industrial Design Company participated in The Biennale Internationale Design Saint-Étienne.



## 6. PROPOSED ACTION PLAN FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

### 6.1 Projects aimed at achieving the objectives of the Network locally

#### Design Promotion Plan

The government carries out Design Promotion Plan and provides financial support to about 100 projects each year. The plan focuses on two directions. One is the development of design industry, including industrial design, architectural and environmental design, communication design, fashion design and other emerging design fields; applied research of design based on new technologies, processes, equipments, materials and social challenges; R&D of key design related technologies; design trade and design entrepreneurship. The other is the integration of design and other industries, including promoting the innovation of industries with design like ICT, new energy, new materials, biomedicine, digital manufacturing, robots, intelligent equipment etc; design to help enhance the inclusive and sustainable urbanization; design to benefit citizen's living.

#### Design project to promote protection of historical and cultural city

Strengthen the planning and design of the protection of historical and cultural cities at the different spatial levels of the old city, central urban area, metropolis and the Jing-Jin-Ji area. Integrate the advanced technologies with design as a tool to protect and safeguard the world's cultural and natural heritage such as the Forbidden City, Summer Palace, Temple of Heaven and Grand Canal in Beijing. With design thinking, to improve the preservation and sustainable utilization of historic buildings and industrial heritages like Capital Steel Industrial District, 798 Art Area etc.

#### Design project to promote the revitalisation of the old city

Re-design micro-spaces in Hutong to create more multi-dimensional public spaces with local cultural flavor and preserve the original chessboard road structure, network of Hutong and the traditional courtyard building style of the Old City. Design with new materials and technologies will be used to bring forth new means of protection of historical blocks, and maintain the continuity of cultural life in the above areas. Through absorbing the essence of ancient capital five-color system, strengthen the urban color design and gradually form elegant urban color image.



## **6.2 Initiatives aimed at achieving the objectives of the Network at the international level**

### **China Red Star Design Award**

Focusing on "Design to Make Life Better", the annual China Red Star Design Award will be held as one of the branding activities of "City of Design". Following the principles of "Impartiality, Fairness, Public Welfare, High Quality and Internationalization", it will continue to attract domestic and foreign applicants especially those from UCCN to participate in. By recognizing outstanding design, the award aims to promote the development of design industry, integrate traditional culture and modern technology with design to create new high-quality products to benefit people's life, move towards more sustainable patterns of consumption and production.

### **International Design Events**

Beijing will organize various international design events on a regular basis every year, including Beijing Design Week, China (Beijing) International Cultural & Creative Industry Expo and China Fashion Week etc. With these events, Beijing will provide a platform for enterprises and designers to display, communicate and exchange, attract citizens' attention and participation, from which to experience the joy of creativity, creating a strong social atmosphere. Beijing Design Week held every year during the National Day Holiday keeps on exploring the close relationship between design and people, design and city, design and industry, design and environment with the concept of "City of Design, Smart City". Each design Week brings together designers, design institutes, design agencies and brand companies from dozens of countries including Australia, Italy, Denmark, Germany, UK, South Korea and Netherlands to showcase and exchange the latest design achievements from all over the world and become the incubation platform of design cooperation between Beijing and foreign countries.

### **UNESCO Creative Cities Beijing Summit**

Regularly held UNESCO Creative Cities Beijing Summit, focusing on experiences and proposals underpinned by innovative and inclusive approaches to culture and development, through culture-led revitalization of urban areas and public spaces, especially for women, youth, older people and persons with disabilities. By showcasing successful environmental and cultural sustainability through everyday creative production and planning, with strong input from youth entrepreneurs, the Summit is helping to identify avenues for growth and participation in the fragile context of present-day crises and global risks.

### **International Center for Creativity and Sustainable Development (ICCSA)**

One of ICCSD's functions/objectives is to support UNESCO's efforts to promote cooperation and development among and within creative cities pertaining to creativity and its impact for sustainable development, which possesses plenty of practices and cooperation resources. ICCSD will pursue innovative cooperation models and collaborative partnerships, seeking synergies with relevant institutions, decision-makers and leaders from the world of technology, economics, academia and the media. It plans to build an independent research system of creative cities, initiate capacity building programmes, contribute to developing and disseminating knowledge and capacities in order to foster creativity and advance sustainable urban development in line with the 2030 SDGs.

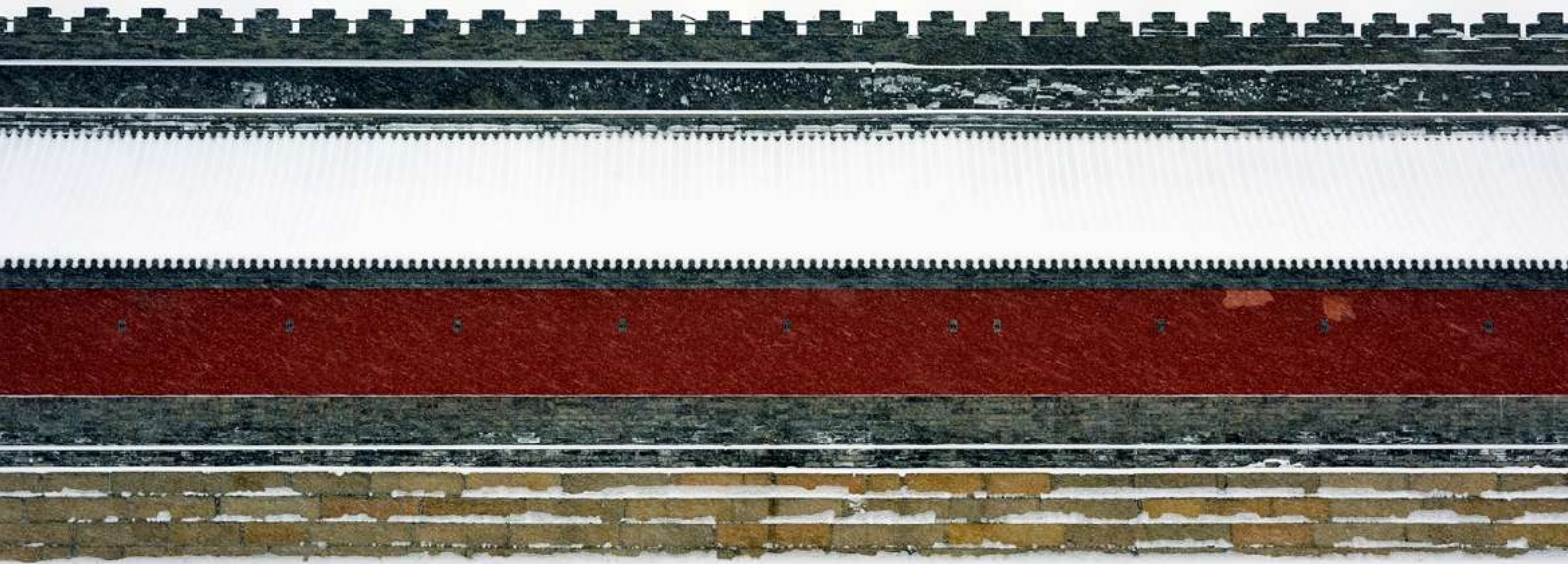


### **6.3 Estimated annual budget for implementing the proposed action plan China Red Star**

Every year, Beijing arranges about tens of millions RMB for Beijing City of Design, which is used to hold design award, festivals, seminars, international exchanges programs, communication and promotion ect. The specific funds adjust according to the annual budget approved by the financial department.

### **6.4 PLAN FOR COMMUNICATION AND AWARENESS**

- Continue to support UNESCO's endeavors to reinforce UCCN's mission with ICCSD and UNESCO Creative Cities Beijing Summit.
- Contribute to the worldwide promotion and communication of UCCN by making the 2nd edition of Multilingual UCCN booklet with its secretariat. Keep on distributing UCCN and its members' dynamic information through local networks including different medias and partners.
- Set up a communication platform "Beijing Design International Publishing Platform" and deliver information of Beijing City of Design to all UCCN members every month.
- Organize diverse design events, awards and festivals from time to time.
- Following specific regulations, authorize the use of the Beijing "City of Design" logo, to authorize only to design events with selected quality thus to secure a good use of the logo and awareness raising of UCCN.



## Beijing City of Design - Monitoring Report 2017



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