XII Annual Meeting of the UNESCO Creative Cities Network
Krakow & Katowice (Poland), 12-15 June 2018

Programme

The XIIth annual gathering of the UNESCO Creative Cities Network will be hosted by the member cities of Krakow and Katowice (Poland) from 12 to 15 June 2018. **"Creative crossroads"** will be the common thread across this year's meeting, celebrating the collaborative spirit which lies at the core of the Network and drives member cities' local and international action. Stimulating innovative collaborations across the different creative fields, geographic regions and disciplines is the common ambition for this year's meeting. To invite member cities to share ideas, connect and co-create, innovative interactive formats are proposed, from thematic workshops to interdisciplinary sessions, where member cities will be able to pool their creative thinking to reflect on common initiatives.

Streamlining member cities' local and international efforts towards the **2030 Agenda for Sustainable Development** is a major objective of the Network's strategic framework, approved in July 2017. The 2030 Agenda for Sustainable Development provides a global entry point for demonstrating the power of local actions on culture and creativity towards global goals. The UCCN is already recognized globally as a significant and visible platform for showcasing the numerous and innovative ways in which cities implement the 17 Sustainable Development Goals. Member cities are innovating locally through numerous thematic initiatives and the Secretariat has launched the Lab.2030 initiative to capture and voice these innovative experiences. Building on this accumulated knowledge will be at the core of this year's plenary sessions and will also be addressed within the creative fields workshops.

Leading the path to more sustainable and inclusive cities is undoubtedly a complex challenge, which requires determined and proactive political engagement, active collaboration between municipal authorities and creative communities but also **prospective and creative thinking**, to anticipate fundamental transformations in urban societies and economies across the world. How can we better stimulate social cohesion and intercultural dialogue, and recognize cultural diversity in our cities? How will the digital era impact the way we work, produce and interact? How will global concern over the future of our planet urge urban communities to reconsider their production and consumption patterns? How can culture and creativity improve the quality of urban life? These overarching issues will be at the core of the discussion of the 2018 UCCN Annual Meeting.

Monday 11 June 2018	
8.00 am – 6.00 pm	**Registration** **Location:** Museum of Municipal Engineering, 15 Św. Wawrzyńca Street, Krakow
10 a.m. – 12.30 p.m.	**Welcoming in the Network member cities designated in 2017: integration session** **Location:** Main Hall, Museum of Municipal Engineering This session is organized by the UCCN Secretariat for new member cities designated in 2017, to support their smooth integration. It will be the opportunity to discuss UCCN key strategic priorities and working mechanisms and to meet through informal exchanges. ➲ <u>Participants</u>: – focal points of the 64 member cities designated in 2017 – members of the UCCN Secretariat – coordinators of the 7 subnetworks ➲ <u>Key points</u>: – General presentation of the Network by the Secretariat – Introduction to the sub-networks by the cluster coordinators – Ice-breaker and Q&A
12.30 p.m. – 1.30 p.m.	**Lunch (to be covered by the participants)**
1.30 p.m. – 5.30 p.m.	**Informal Creative Fields Workshops** **Locations:** – **Crafts & Folk Art:** Ethnographic Museum, 1 Wolnica Square, Krakow – **Design:** ICE Kraków Congress Centre, 17 Marii Konopnickiej Street, Krakow – **Film:** Meeting Room #2, Museum of Municipal Engineering, 15 Św. Wawrzyńca Street, Krakow – **Gastronomy:** Meeting Room #1, Museum of Municipal Engineering – **Literature:** Polish Book Institute, 6 Wróblewskiego Street, Krakow – **Media Arts:** Wyspiański Pavilion, 2 Wszystkich Świętych Square, Krakow – **Music:** Hevre, 18 Meiselsa Street, Krakow

Tuesday 12 June 2018	
8.00 a.m. – 9.00 a.m.	**Welcome of participants and registration** **Location:** Museum of Municipal Engineering
9.00 a.m. – 10.30 a.m.	**Opening Ceremony** **Location:** Main Hall, Museum of Municipal Engineering **Welcome concert** ⮔ Mioush vs. Miłosz **Joint welcome address by the Host Cities** ⮔ Mr Jacek Majchrowski, Mayor of Krakow ⮔ Mr Marcin Krupa, Mayor of Katowice **Poetic Intervention** ⮔ M. Adam Zagajewski, Poet, 2017 Princess of Asturias Award for Literature **Opening remarks** ⮔ Mr Ernesto Ottone R., Assistant Director-General for Culture, UNESCO ⮔ Ms Maria Francesca Merloni, UNESCO Goodwill Ambassador for Creative Cities **Keynote speech** ⮔ Mr Tyehimba Jess, Poet, 2017 Pulitzer Prize
10.30 a.m. – 11.00 a.m.	**Coffee | Music break**
11.00 a.m. – 1.00 p.m.	**Opening the path towards sustainable creative cities: UCCN's core commitment towards 2030** **Location:** Main Hall, Museum of Municipal Engineering Through its founding principle – placing creativity at the core of urban development through local action and international cooperation – UCCN is supporting a new vision for a sustainable urban future, where cities are made for and by their citizens, pooling together their creative resources. This vision is echoed in the international policy framework: the *2030 Agenda for Sustainable Development* and the *New Urban Agenda* engage policy-makers and communities around the world in building more inclusive, safe, resilient and sustainable cities. Within this framework, culture has been recognized as a driver for sustainable development.

11.00 a.m. – 1.00 p.m.	The UCCN has clearly endorsed this commitment within its 2017 Strategic Framework. UNESCO is engaged into advocacy, data collection and transversal reflection on culture's multifaceted contribution to making better cities. Meanwhile, member cities are piloting innovative experiences to substantialize Sustainable Development Goals in their own policies and field action. How is the Network moving forward towards 2030? What is the ongoing discussion? What are the key achievements and ways forward? After an introduction by UNESCO, three panel discussions will be organized on three key thematic approaches to the 2030 Agenda, reflecting ways in which UCCN can contribute to the global discussion on urban sustainability. **Up-lifting culture and creativity in the urban agenda: achievements and ways forward** (20 min) ⮑ Introductory presentation, Ms Jyoti Hosagrahar, Director of the Division for Creativity, UNESCO **Panel #1_Creativity for People** (30 min) **Engaging citizens to build cities for all** ⮑ <u>Speakers</u>: • Rasht, Creative City of Gastronomy (tbc) • Frutillar, Creative City of Music ⮑ <u>Key areas of discussion</u>: – How has creativity influenced strategic urban planning processes and overall urban thinking in your city? – What are the innovative paths to stimulate cultural participation? – How can creativity help create well-being and build social capital in urban spaces? – How has your city been successful in engaging women and the youth in the creative sector as key actors for change?

11.00 a.m. – 1.00 p.m.	**Panel #2_Creativity for Prosperity** (30 min) **Stimulating sustainable growth and entrepreneurship** ⮑ <u>Speakers</u>: • Montreal, Creative City of Design • Puebla, Creative City of Design • Ouagadougou, Creative City of Crafts and Folk Art (tbc) ⮑ <u>Key areas of discussion</u>: – How does the creative economy open paths for sustainable growth? How has your city created an enabling environment? – How does your city support new ways of working and producing (eg co-working, creative hubs…)? – How does your city engage local communities towards sustainable, inclusive tourism patterns? – How does you city support entrepreneurship in the creative sector? How does this help enhance employment, particularly for the youth? **Panel #3_Creativity for the Planet:** (30 min) **Fostering resilience and environmental awareness** ⮑ <u>Speakers</u>: • Chengdu, Creative City of Gastronomy • Dénia, Creative City of Gastronomy ⮑ <u>Key areas of discussion</u>: – How has creativity renewed public discussion on climate change? What was your city's strategy? – How is your city committed into encouraging sustainable production and consumption patterns through creativity? – How has the creative sector catalyzed post-crisis or post disaster resilience and recovery strategies? What was your city's strategy? **Wrap up and conclusion** (10 min)
1.00 p.m. – 2.30 p.m.	**Lunch | Music break**
2.30 p.m. – 3.00 p.m.	**Walk/Transportation to venues of the Creative Field Workshops** *Delegates are asked to follow their dedicated guides to their designated meeting location

Dedicated programme for Mayors	
3.00 p.m. – 6.00 p.m.	**Mayors' welcome session** **Location:** Museum of Municipal Engineering ↻ Session reserved to Mayors and Deputy Mayors

Dedicated programme for Delegates	
3.00 p.m. – 6.00 p.m.	**Creative Fields Workshops #1** ↻ 7 parallel break-out sessions by creative field, facilitated by coordinators of each field. ↻ <u>Key areas of discussion:</u> – Introduction and integration of the 2017 designated cities – Activities and projects undertaken at local & international levels to implement the UCCN Mission Statement – Achievements and prospects towards operationalizing the 2030 Agenda for Sustainable Development – Preparation of workshop's conclusions **Locations:** – **Crafts & Folk Art:** Proxima Nowy Theatre, 41 Krakowska Street, Krakow – **Design:** MOCAK Museum of Contemporary Art in Krakow, 4 Lipowa Street, Krakow (transfer by bus) – **Film:** MOCAK Museum of Contemporary Art in Krakow (transfer by bus) – **Gastronomy:** Plac Nowy 1, 1 Nowy Square, Krakow – **Literature:** Meeting Room #1, Museum of Municipal Engineering, 15 Św. Wawrzyńca Street, Krakow – **Media Arts:** Meeting Room #2, Museum of Municipal Engineering – **Music:** Meeting Room, Galicia Jewish Museum, 18 Dajwór Street, Krakow
6.00 p.m. – 7.30 p.m.	**Free time**
7.30 p.m. – 11 p.m.	**Dinner and cultural evening** **Location:** Stara Zajezdnia, 12 Św. Wawrzyńca, Krakow

Wednesday 13 June 2018	
Dedicated programme for Mayors	
9.00 a.m. – 12.00 a.m.	**High-level Mayors' Roundtable** **Creativity and Sustainable Development** **Location:** Museum of Municipal Engineering ⊃ Session reserved to Mayors and Deputy Mayors Building on each city's commitment to place creativity at the core of its urban development as part of its UCCN membership, the roundtable will discuss more specifically ways in which each city's policies can be better aligned with the 2030 Agenda for Sustainable Development. Mayors will be encouraged to exchange effectively with their counterparts, reflect on common challenges and opportunities, and explore innovative uses of culture and creativity towards sustainable development patterns in their cities.
Specific programme for Delegates	
9.00 a.m. – Noon	**Creative Fields Workshops #2** ⊃ 7 parallel break-out sessions by creative field, facilitated by coordinators of each field. ⊃ <u>Key areas of discussion:</u> – Future subnetwork activities and initiatives – Dates and host city of the next sub-network meeting – Renewal of subnetwork coordinator & deputy coordinator **Locations:** – **Crafts & Folk Art:** Proxima Nowy Theatre, 41 Krakowska Street, Krakow – **Design:** MOCAK Museum of Contemporary Art in Krakow, 4 Lipowa Street, Krakow (transfer by bus) – **Film:** MOCAK Museum of Contemporary Art in Krakow (transfer by bus) – **Gastronomy:** Plac Nowy 1, 1 Nowy Square, Krakow – **Literature:** Meeting Room #1, Museum of Municipal Engineering, 15 Św. Wawrzyńca Street, Krakow – **Media Arts:** Meeting Room #2, Museum of Municipal Engineering – **Music:** Meeting Room, Galicia Jewish Museum, 18 Dajwór Street, Krakow
Noon – 1.30 p.m.	**Lunch	Music break**

1.30 p.m. – 4.30 p.m.	**Mayors' Forum | Urban Leadership through Creativity**
	Location: Main Hall, Museum of Municipal Engineering
	UCCN acts as a laboratory where member cities develop creative solutions to the world's most pressing development issues. The 2030 Agenda offers a framework to guide decision making and strategic planning at the city level and streamline local, national and international efforts towards a common mission. The Mayors' Forum opens a platform for Mayors to showcase their cities' vision and share with other delegates through interactive exchanges.
	⮕ <u>Facilitator</u>: Jyoti Hosagrahar, Director of the Division for Creativity, UNESCO
	⮕ 6 to 8 Mayors on stage, in 4 groups, successively invited to the podium
	⮕ <u>Key points for each group</u>:
	– **Mayors' visions towards 2030**, reflected in a milestone initiative and supported by a key message (2-3 minute statements)
	– **Q&A with the audience** to contribute ideas and build a common vision of UCCN's contribution to the 2030 Agenda (10-15 minutes per group).
4.30 p.m. – 5.00 p.m.	**Coffee break**
5.00 p.m. – 6.30 p.m.	**Urban Talks : forging a creative future**
	Location: Main Hall, Museum of Municipal Engineering
	The Mayors' Forum will be continued through an open discussion involving several Mayors to share views, in interaction with the audience, on the future of our cities and notably:
	– How can the creative industries chart out a new future for our cities?
	– How can we engage our communities in planning better cities and build a truly participatory governance?
	– How can the creative sector help us address ecological issues and transition to a greener economy?
	– How can we make the most of the creative sector to respond to the concerns and needs of the youth?
	– How can the digital era open new possibilities for our cities? How can we incorporate this potential in our policies?

6.30 p.m. – 7.30 p.m.	Free time
7.30 p.m. – 11 p.m.	Dinner and cultural evening **Location:** Town Hall, 3/4 Wszystkich Świętych Square, Krakow

Thursday 14 June 2018

9.00 a.m. – Noon	**Creative Cities as incubators for innovation: transversal thematic workshops** Creative Cities are called upon innovating public policies and mobilizing widely creative sectors to address major issues of the urban development agenda, for the wellbeing and with the participation of their local communities. Across the different creative fields, new ideas and approaches are moulded. The purpose of these five parallel workshops is to build on cities' ideas and creative power to explore emerging issues that are currently arising on the urban discussion scene. For each workshop, following a short conceptual introduction, case studies relevant to the topic will be presented by member cities. Building notably on design thinking methodology, a discussion will then be organized in small groups to capture key ideas and proposals and explore further local experiments. A background document will be provided, including the concept rationale. **Workshop #1_Culture for better policies: collecting data, measuring and monitoring** **Location:** Meeting Room, Galicia Jewish Museum ➲ <u>Moderator</u>: Naïma Bourgaut, economist ➲ <u>Speakers</u>: • Bologna, Creative City of Music • Bogota, Creative City of Music • Edinburgh, Creative City of Literature • Santos, Creative City of Film ➲ <u>Areas of discussion</u>: – How can the multifaceted contribution of culture be captured across the different policy areas?

9.00 a.m. – Noon	– How can we build on existing data sources to better understand the role and impact of culture?
	– How can we build local capacity to produce and update specific data sets on culture's contribution?
	– How can measurement and monitoring be incorporated in policy-making, towards more data-driven processes?
	– What non-statistical evidence can cities gather?
	Workshop #2_The digital frontline: embrace the future of our cities
	Location : Meeting Room #1, Museum of Municipal Engineering
	➲ <u>Moderators</u>: Dominique Roland, Enghien-les-Bains, & Laura Odegaard, Austin, Creative Cities of Media Arts
	➲ <u>Speakers</u>:
	• Austin, Creative City of Media Arts
	• Barcelona, Creative City of Literature
	• Tartu, Creative City of Literature
	• Tel Aviv, Creative City of Media Arts
	• York, Creative City of Media Arts
	• Krakow, Creative City of Literature
	➲ <u>Areas of discussion</u>:
	– How can media arts regenerate urban spaces and help build more inclusive, people-centered cities?
	– How can digital technologies help to build new forms of social cohesion, citizen participation and cultural exchange?
	– How can media arts open new paths for knowledge building and education?
	– How can local authorities incorporate the potential of media arts in their policies and strategies?

9.00 a.m. – Noon	**Workshop #3_Transportation and mobility: infusing a creative perspective** **Location:** Plac Nowy 1 ⮑ <u>Moderator</u>: Trine Ellemose, Kolding, Creative City of Design ⮑ <u>Speakers</u>: • Icheon, Creative City of Crafts and Folk Art • Seattle, Creative City of Literature • Helsinki, Creative City of Design • Torino, Creative City of Design • Beijing, Creative City of Design • Cape Town, Creative City of Design (by skype) ⮑ <u>Areas of discussion</u>: – How can transportation routes and equipment be leveraged to expand access to culture, particularly for vulnerable communities, as well as new forms of creation and expression? – How can culture and creativity help enhance the daily transportation experience and foster social interactions and inclusion? – Beyond one-off urban experiences, how can a long-term strategy be established, integrating both culture and mobility issues towards a sustainable vision of the city? – How can public and private stakeholders be mobilized in efficient and sustainable ways to put this strategy into practice? **Workshop #4_Public spaces, housing and economic revitalization: creative visions of urban regeneration** **Location:** Meeting Room #2, Museum of Municipal Engineering ⮑ <u>Moderator</u>: Dwinita Larasati, Bandung, Creative City of Design ⮑ <u>Speakers</u>: • Kingston, Creative City of Music • Mexico City, Creative City of Design • Amarante, Creative City of Music • Panama City, Creative City of Gastronomy • Sasayama, Creative City of Crafts and Folk Art • Rasht, Creative City of Gastronomy • Saint-Etienne, Creative City of Design

9.00 a.m. – Noon	➲ <u>Areas of discussion</u>: – How can creative thinking rejuvenate approaches to urban regeneration? – How can creativity help create public spaces for all, invested with cultural and social meaning? – How can creativity support economic revitalization, notably in declining or marginalized areas? – How can creativity help design housing for all, by better addressing people's needs and reflecting the diversity of cultural practices? **Workshop #5_Creativity for the youth: stimulating entrepreneurship and civic engagement** **Location**: Proxima Nowy Theatre ➲ <u>Moderator</u>: Dag Hartman, Östersund, Creative City of Gastronomy ➲ <u>Speakers</u>: • Nottingham, Creative City of Literature • Durban, Creative City of Literature • Bergen, Creative City of Gastronomy • Kinshasa, Creative City of Music • Gabrovo, Creative City of Crafts and Folk Art • Reykjavik, Creative City of Literature • Changsha, Creative City of Media Arts (video) ➲ <u>Areas of discussion</u>: – How can the creative sector offer new opportunities for the youth, particularly in the Global South? – How can creativity help open up young minds? – How can youth skills and entrepreneurship be supported and stimulated in creative ways? – How can we work together with youth as change makers and co-partners?
12.00 p.m. – 1.30 p.m.	**Lunch	Music break**

1.30 p.m. – 3.30 p.m.	**UCCN in motion: showcasing progress and sharing inspiring ideas** Location: Main Hall, Museum of Municipal Engineering ⮩ Moderator: Jyoti Hosagrahar, Director, Division for Creativity, UNESCO ⮩ Presentation of the Secretariat Report, Denise Bax, Coordinator, "Culture and Development" programme, division for Creativity, UNESCO ⮩ General report on the third round of the Membership Monitoring Reports: highlights and recommendations for the future presented by the Secretariat ⮩ Sharing my city's story: "The little thing that makes big difference" – Inspiring ideas from the Membership Monitoring Reports presented by member cities • Östersund, Creative City of Gastronomy • Jeonju, Creative City of Gastronomy • Dublin, Creative City of Literature • Paducah, Creative City of Crafts and Folk Art
3.30 p.m. – 6.30 p.m.	**Pack-up and transfer to Katowice (provided by the Host Cities)** * Delegates are asked to bring their luggage to the Museum of Municipal Engineering in the morning before the start of the first session (9:00 a.m.)
6.30 p.m. – 11 p.m.	**Dinner and Elektrokilar concert** Location: Polish National Radio Symphony Orchestra in Katowice, 1 Wojciecha Kilara Street, Katowice
Friday 15 June 2018	
9.00 a.m. – 9.30 a.m.	**Welcome to Katowice City of Gardens** Summary of Friday programme and presentation of Mix the City Project Location: 2 Sejmu Śląskiego Square

9.30 a.m. – 11.00 a.m.	**Parallel Interdisciplinary Sessions:**
	Agenda 2030 Project Simulation
	
	➲ **Group 1 (People)**
	    Location : MediaLab
	
	➲ **Group 2 (Peace)**
	    Location : Strefa Centralna Cafe
	
	➲ **Group 3 (Prosperity)**
	    Location : Room 411, 4th floor
	
	➲ **Vegetable Orchestra**
	    Location : Muzykodrom space
	
	➲ **Sound walk & field recordings workshop with Marcin Dymiter AKA Emiter**
	    Location : Meet-up in Main Hall
	
	➲ **Paweł Romańczuk and Małe Instrumenty**
	    Location : Room 211

11.00 a.m. – 11.30 a.m.	Coffee | Music break

11.30 a.m. – 1.00 p.m.	**Exhibitions**
	
	➲ **SDAY exhibition**
	    Location : City of Gardens Gallery and Gallery #5
	
	➲ **Compass Presents: Creative City Portals**
	    Location : rez-de-chaussée, mur des futurs artistes
	
	➲ **SLEIPNIR**
	    Location : InfoPoint
	
	➲ **POXIL YU'UN MALUMIL | Art as Medicine for the World**
	    Location : Pusta Gallery, 3rd floor
	
	➲ **Research: History of Food Culture Based Relations on the Silk Road**
	    Location : ground floor, Future Artists wall

1.30 p.m. – 1.30 p.m.	**Lunch | Music break**
1.30 p.m. – 3.00 p.m.	**Capacity-building and Networking Activities** How much do you know about your peer? How much do your peer know about you? Two parallel sessions will be designed to foster capacity-building and networking through a *speed dating* and a *project market place*. The *speed dating* session will invite a series of

	member cities to present a flagship initiative to nine of their peers around a table. After a five-minute presentation, peers will have the opportunity to ask all questions they may have about the initiative during a limited time. For more spontaneous interventions, the *project market place* is the place to be. A stage will be at the disposal of all delegates to take the floor and display in 3 minutes one creative initiative that makes their city proud. A background document will be provided for each session (including the concept rationale and format). Delegates are highly encouraged to participate in one session.
	
	➲ **Project Speed-dating**
	  Location : Galeria Engram
	
	➲ **Project Marketplace**
	  Location : Strefa Centralna Cafe

3.00 p.m. – 4.30 p.m.	**Creative Fields Reports** **Location:** Main Auditorium Conclusions of the 7 creative fields workshops will be restituted by each creative field's coordinator in plenary.
4.30 p.m. – 5.00 p.m.	**Coffee break**
5.00 p.m. – 6.00 p.m.	**UCCN Annual Meeting in the future** **Location:** Main Auditorium ➲ Presentation of the 2019 UCCN Annual Meeting by Fabriano and Q&A ➲ Presentation of the candidates for the 2020 UCCN Annual Meeting Host City and Q&A: Belem (Creative City of Gastronomy), Puebla (Creative City of Design) and Santos (Creative City of Film) ➲ Conclusions of the 2018 XIIth UCCN Annual Meeting
6.00 p.m. – 8.00 p.m.	**Closing Ceremony** **Location:** Main Auditorium **Speeches by the Host Cities** ➲ M. Marcin Krupa, Mayor of Katowice ➲ M. Jacek Majchrowski, Mayor of Krakow **Closing remarks** ➲ Ms Jyoti Hosagrahar, Director, Division for Creativity, UNESCO
8.00 p.m. – 0.00 a.m.	**Dinner and cultural evening** **Garden of Sounds Festival**