



United Nations
Educational, Scientific and
Cultural Organization



Sustainable
Development
Goals

Voices of the City

UNESCO
CREATIVE CITIES
MOVING TOWARDS
THE 2030 AGENDA
FOR SUSTAINABLE
DEVELOPMENT

CULTURE

LAB.2030

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Creating the cities of tomorrow! This has become a necessity, as growing urbanization exacerbates the challenges facing cities, but also puts them at the forefront of crafting innovative solutions to global concerns. The 2030 Agenda for Sustainable Development calls on us to imagine more sustainable, more human, more creative cities. Inventive cities that can act as a driving force for progress, both at the economic, social and environmental levels. Shared, human scale living spaces that fulfil the needs of their inhabitants, enriched by their diversity and respectful of their cultures. Cities that encourage citizenship, dialogue and mutual understanding.

Stimulating collective and creative intelligence is one of the founding missions of the UNESCO Creative Cities Programme and its Network, which work to promote, demonstrate and reinforce the role of creativity as a catalyst for building more sustainable, resilient and inclusive cities. UNESCO Creative Cities worldwide are mobilizing their creative potential to forge innovative solutions to the economic, social and environmental challenges of the modern world. As laboratories for the achievement of the 2030 Agenda, they help implement the Sustainable Development Goals adopted by the international community.

Voices of the City acts as a compendium of concrete experiences and of encounters, highlighting the essential links between culture and sustainable development. These experiences are taken from the Culture LAB.2030 initiative, a platform for experimentation and exchange to support the 2030 Agenda. Through their leadership, Creative Cities inspire collective action for a more sustainable world. Creativity is a vital force for the construction of more inclusive growth models, facilitating environmental adaption and economic transition. Creativity stimulates citizenship and social innovation, and builds more open and cohesive societies. It is through culture, a common good shared by all, that Creative Cities question the way we plan our cities and push us to take action. Let's be inventive, daring, and determined. Let's create the cities of tomorrow!

Ernesto Ottone R.
Assistant Director-General for Culture, UNESCO



Sustainable Growth and Entrepreneurship

'FROM HEAVY INDUSTRY TO CREATIVE INDUSTRIES'

This is the motto that is driving Katowice to build a more sustainable future through the creative sector. Creative industries, and music in particular, are today driving the economic transition of this Polish city, which was a prosperous centre for coal production in the XIXth century. Across the world, creativity offers strategic paths for cities to develop more inclusive and sustainable economic growth patterns. In post-industrial situations, the creative sector drives conversion to new economic ecosystems, focused on knowledge and innovation. Jobs created in the sector are often more embedded in local economies, less vulnerable to relocation in a global context and more conducive to social inclusion. Examples of creative hubs directly contributing to regeneration in deprived urban areas and supporting their most vulnerable communities are numerous. More generally, the creative sector's booming development speaks to contemporary reflections on visions of growth and work. As societies are called upon to reform drastically their production and consumption patterns to address overwhelming environmental concerns, how can we rethink the purpose and modalities of economic growth while placing people at the centre of development?

LA RÉPUBLIQUE STREET Downtown Regeneration through Design

SAINT-ÉTIENNE
France

Transitioning from an industrial to a forward-thinking city, Saint-Étienne has made community spirit its watchword across all its policies. In March 2017, the city of Saint-Étienne staged a month-long **experimental regeneration project** focusing on the development of La République Street, located downtown. Aligned with its International Biennial of Design, the city funded the restoration of 20 commercial buildings with the hope of transforming this commercial thoroughfare into a thriving area, **providing social and economic benefits**. In collaboration with the local creative community, as well as business owners and students, the vacant buildings took on a new life in the form of shops, craft workshops and community areas. The renovation from an economically declining street, full of vacant commercial properties, into an attractive and vibrant avenue is a positive step. Such enhancements improved entrepreneurial spirit within the city, and gave designers the opportunity to **test experimental solutions for vacant infrastructure**. As part of this initiative, 40 other events took place in the area, hosting over 2300 visitors, thus supporting additional economic growth.

“ I remember that when I opened my shop two years ago, the street was still quite quiet. There were a lot of closed shops. We had 8 or 10 openings in the last two years so it's positive, for me it's a street that's reviving, it's a street with a strong identity.

Garance Damart owner of the shop located at the number 6 of La République Street, Saint-Étienne (France)



INCREDIBOL!

From a Local Project to a Regional Policy

BOLOGNA
Italy

The city of Bologna sees the creative sector not only as a strategic lever for economic attractiveness but also as a way to stimulate urban regeneration. Launched in 2010 by the municipality, Incredibol! is a **sustainable mechanism for supporting creative entrepreneurship**. Through regular calls for applications as well as access to trainings and consulting, it serves as **springboard for young creative entrepreneurs** to launch their start-ups. Building on a public-private network, it fosters open dialogue and knowledge sharing, supports the structuring of the local economic fabric, **encourages the internationalization of emerging companies** and provides them with opportunities at the European level. The professionals benefiting from this project can easily access affordable business premises provided by the municipality, which in turn **contributes to breathing new life into deprived neighbourhoods**. Since its launch, Incredibol! has successfully **helped over 95 creativity-led start-ups** in all creative fields, from design to music and media arts. A vital part of the City Council's Agenda for 2011-2016, the project is now part of the European Smart Specialisation Strategy (S3), which supports the Emilia Romagna Region's territorial development. Incredibol! is one project that today **boosts the entire region's cultural and creative industries**.

“

Incredibol! allowed me to access precious legal advice in support of the internationalization of my design works.

Elisa Cavani creator of Manoteca, a workshop where she creates new uses out of antiques

DC EN VIVO

Reviving Bogotá's Music Scene

BOGOTÁ
Colombia

Over the past few decades, the city of Bogotá experienced a noticeable raise in urban violence. With the aim of restoring social well-being and enhancing public safety, restrictions were placed by the municipality upon night-time entertainment, leading to a decline in live music. In order to **revitalize this once thriving music sector**, the municipality of

“ I believe that DC en Vivo stimulates people's curiosity to explore their city, walk the streets and see what is going on with less fear.

Maria Valencia musician in Bogotá (Colombia)

Bogotá, through the Bogotá Arts Institute – Idartes, created the DC en Vivo initiative. Since 2013, this programme has aimed to restructure the music sector by **fostering strategic alliances between stakeholders, access to trainings, mobility of artists and professionals as well as distribution**. In addition to restoring and promoting live music venues, DC en Vivo uses other cultural facilities, such as libraries and cultural centres

auditoriums, to **broadly involve the local community and expand audiences** throughout the city, including in deprived neighbourhoods.

GIL BANOO

A Crafts Market Led by Women

RASHT
Iran (Islamic Republic of)

Initiated in 2018 by the Urban Development Group of the Municipality of Rasht, Gil Banoo is a crafts centre established to **support job and enterprise creation with and for women**. Located in the heart of a city garden, the centre provides a wide range of locally produced and hand-made items, using essentially local resources. Weaving methods and gastronomic recipes are thus shared and renewed. More than a cultural centre, Gil Banoo is a **space of conviviality and exchange that empowers women** and supports them in launching their own business and, more broadly, contributes to their participation in the social and economic life of their community.



Gil Banoo © Municipality of Rasht



Meeting Point © Pierre Grasset

CREATIVE ECOFACTORY

Promoting Social Inclusion through Creativity

SANTOS
Brazil

Santos invests in creativity to address issues of **social development and inclusion** in a city recovering from high unemployment and persistent social inequality, which have increased throughout the last decade as a result of the impact of financial crises. Among other initiatives, the Creative Ecofactory **supports people from the most vulnerable communities**, by helping them to develop skills and earn a trade in woodwork. Hosted in a historical building provided by the municipality in the Old quarter, the school **supports the revitalization of one of the most marginalized districts in the city** while providing a haven for self-development. Students are trained in making urban furniture or decorative objects with recycled wood, collected in the surrounding area by municipal services. With financial support from the Club Design – a private association of 60 designers and architects, most of whom are shop owners downtown – the School **directly supports youth employability**. The Creative Ecofactory was awarded the ‘iF Social Impact Prize’ in 2017, enhancing the project’s notoriety and allowing for further funding to continue to support communities and wider beneficiaries.

“ Social inequality is our greatest challenge. We tackle this with actions based on the 2030 Agenda for Sustainable Development. We believe in the potential of creativity and culture as factors of sustainable development. We implemented a series of initiatives, including the Creative Ecofactory, that have already helped more than 6,000 people from vulnerable communities to enter into the labour market.

Paulo Alexandre Barbosa Mayor of Santos (Brazil)



Knowledge and Skills

WHAT WILL OUR JOBS LOOK LIKE TOMORROW? The labour market is undergoing a significant transformation, driven by automation but also other factors such as climate change. It is estimated that 60% of all jobs have at least 30% of activities that are automatable, based on technologies available today.* While the impact of this major shift on skills, wages and the nature of our jobs is hard to estimate, educational systems are to keep pace with this evolution. In this context, creative skills are essential to evolving and adapting educational provision in this new environment, while also supporting the creative sector and intercultural dialogue. The creative economy will likely become one of the leading sector for job creation in the future – together with those linked with ecological transition – opening up new opportunities for the most vulnerable segments of the population. The development of digital platforms will also make knowledge more accessible and content more flexible and user-oriented. Anticipating the skills needed in the future and adapting education systems, notably in the creative sector, are therefore major priorities.

*McKinsey Global Institute *A future that works: automation, employment and productivity*, January 2017

THE REEMDOOGO

An Incubator for Cultural Industries

OUAGADOUGOU
Burkina Faso

Although Ouagadougou is home to a distinct cultural and artistic vitality, its creative sector faces a number of challenges. The Reemdoogo initiative was launched by the municipality with the goal of **contributing to the establishment and economic sustainability of the music sector**, while reinforcing facilities. A first creative hub, known as the music garden, was created in the Gounghin neighborhood. **It offers musicians a wide range of educational support**, including training materials and workshops. In

order to **encourage professional development**, the centre encourages musicians to meet with stakeholders from the creative sector and gain hands-on experience. Recording studios and instruments are provided, as well as an open-air stage so that creativity can be shared within the community. This eagerness to develop music has helped bring people together, **offering a conducive space for self-improvement and group cohesiveness**. This creative incubator represents a first step in the City's strategy to structure and professionalize the creative sector, which is intended to be expanded in other neighborhoods in Ouagadougou.

“

I call upon the entire artistic community and all my citizens to show support for this cultural dynamic generated in our city.

Armand Pierre Roland Béouindé
Mayor of Ouagadougou (Burkina Faso)



Reemdoogo © Association Culture et Développement

TAPISKWAN

Breathing New Life into Atikamekw Indigenous Know-How

MONTREAL
Canada

The Tapiskwan initiative was launched in 2013 by the Atikamekw Nation Council, in collaboration with the University of Montréal. **Supporting creative, social and economic development within the villages of Manawan and Wemotaci** in the province of Quebec, every year a workshop is held to promote knowledge and skills of the Atikamekw indigenous community through design and crafts. The traditional creative styles and know-how are subtly combined with contemporary techniques. This immersive project **enables knowledge transfer and the safeguarding of the Atikamekw ancestral heritage**. By providing a space to sell their products, the initiative also **supports economic and social development within the community**.



Industrial Design Centre in Kortrijk © Designregio Kortrijk/Henderyckx – Stad Kortrijk

CHIBIKKOBE

Unleashing the Creativity of Children

KOBE
Japan

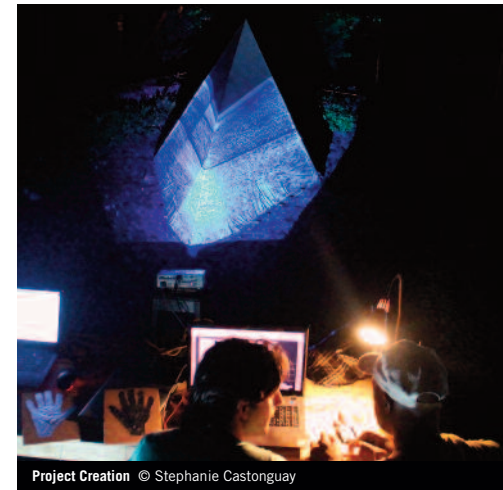
The imagination of children sometimes goes beyond the realms of reality and challenges conventional thinking. In order to foster such creativity, the Chibikkobe project was created. Chibikkobe is a city exclusively for children, designed by children, dedicated to creative activities where children **learn new skills alongside professionals** from several areas. During their time at Chibikkobe, children become architects, chefs or even designers; children explore their imagination to interpret these professions and produce creative projects. The programme involves children of different age groups and backgrounds to **develop cohesion** and exposes the children to new ways of creation. By investing in child development, the city of Kobe hopes **to encourage a new generation of entrepreneurs in the creative sector**.

GLOBAL FORUM 4LITERACY & STORYMASH

Providing Equal Opportunities for Success

DURBAN South Africa
NOTTINGHAM
United Kingdom of Great Britain
and Northern Ireland

Providing equal opportunities to encourage creativity, especially among children, is a key endeavour for many cities. Both the South African Global Forum 4Literacy project and UK-based Storysmash initiative promote literacy and making learning fun through **teaching methods tailored for children**. Supporting literacy for vulnerable communities, the Global Forum 4Literacy aims to **ensure that everyone has a chance** to be literate and is exposed to different cultures through the window of world literature. By exchanging books with international partners, the Traveling Books project ensures that literature travels to various countries, therefore passing from one child's hand to another. Reading workshops and mobile libraries are also offered to **support the development of reading and writing skills** of children, reaching out to those in remote or vulnerable areas. Similarly, Storysmash provides digital gaming workshops, using a free and open source program called Twine, to enhance reading and writing skills. Storysmash is also targeted at libraries that are located in Nottingham's most deprived areas. Interventions focus on adapting reading spaces to make them appeal to young people and **stimulate their creativity, while better facilitating the free use of new technologies and digital platforms**.



Project Creation © Stephanie Castonguay

YOUTH4FOOD

Training the Gastro-entrepreneurs of Tomorrow

BERGEN Norway
DÉNIA Spain
GAZIANTEP Turkey
ÖSTERSUND Sweden
PARMA Italy

In many cities around the world, the food industry is a fast-growing sector. However, despite its importance, many countries are facing a skills shortage in the field. Youth4Food is an international project resulting from a collaboration between the cities of Bergen, Dénia, Gaziantep, Östersund and Parma, which focuses **on improving knowledge surrounding the food value chain**. The aim of the project is to increase the number of students entering the industry. Trainings are offered to engage with the entire food

chain process from food production to cooking. School educators and many local businesses **contribute best practices and hands-on experience** to support the project. The blending of in-house teaching and business coaching helps **align learning with the jobs of tomorrow** and prepares students to work in the industry. By encouraging more students to move into the field of gastronomy through inspiring and practical courses, the partnering cities aim to preserve their own food culture, as well as being able to create a budding generation of food entrepreneurs. This project has been promoted at the 2018 Sustainable Gastronomy Day.



Young Chefs Cooking © Gaziantep Metropolitan Municipality



Inclusion, Equality and Dialogue

LEAVE NO ONE BEHIND. The motto of the 2030 Agenda for Sustainable Development sketches out a vision of more inclusive societies. It is also a call for action – for the development of societies where all communities are offered equitable opportunities and where fundamental rights are respected. Culture and creativity act as powerful levers to set this vision into motion. In a global context where new dividing lines are emerging, culture can lay the groundwork for dialogue, mutual understanding or reconciliation. Where cities face critical issues of social and spatial segregation, culture helps bring the voice of vulnerable communities into the public realm. Speaking to societies' values and visions of the future, the creative sector also stimulates new forms of intergenerational dialogue and drives gender equity and inclusion. Across the world, cities are at the forefront of this shared commitment, to place people at the centre of their development.

50/50 BY 2020

A Pledge for Gender Equality in the Australian Film Industry

SYDNEY
Australia

In Australia, like in many other countries around the world, **the film sector employs far fewer women than men** and there is a wide acceptance amongst the government and industry officials that this needs to change. Screen NSW is a New South Wales government agency that took the lead in **committing to counter gender bias** and encourage the equal representation of women in the film industry. The 50/50 by 2020 initiative is supported by a variety of funded programmes, all focusing on **increasing the number of women in the industry, particularly in creative roles** such as director, writer or producer. The parity target was achieved in 2018 for female producer and writer roles across the sector, with **the share of female writers increasing from 32% in 2015, when the project was launched, to 53%**. Screen NSW is continuing to pursue these efforts and has recently launched the #SheDirects initiative to increase the number of women directing TV drama.

“

With this initiative we'll open up new opportunities that reduce the barriers for female directors in New South Wales, and indeed across the country.

Donald Harwin
Minister for the Arts
New South Wales (Australia)



The Querô Institute in Santos © Instituto Querô/Prefeitura Municipal de Santos

TAKE ME IN YOUR VILLAGE

Promoting Intergenerational Dialogue through Heritage Transmission

GABROVO
Bulgaria

The 'Take me in your village' initiative was kick-started in 2013 by a student hoping to **safeguard cultural practices** in Gabrovo by giving the elderly-rural generation and young-urban generation an opportunity to experience life through one another's eyes. Beginning with only a few participants, this **intergenerational exchange programme** is now an annual event serving an astounding amount of applicants across Bulgaria. For those keen youths wanting to **advance their understanding of rural living and local heritage**, 'Take me in your village' places them in the home of an elderly resident, who educates them in traditions and know-how. The only thing these 'grandparents-to-rent' ask for in return is to learn how to use digital tools. Partly supported by the local government, this initiative effectively **strengthens rural-urban linkages, as well as serving as a platform for self-development**.

“ Music has always occupied a large part of social life in the villages and their inhabitants in the Democratic Republic of the Congo. Mpumbu, on the left bank of the river, the former site where the current City of Kinshasa is now located, is no exception and confirms the fact that Congolese music borrows its vast repertoire in the rich cultural variety of the country. The chronicle of musical life has always been a social story of this bustling city. Intimately linked to the realities experienced by the youth, music was developed at the same time as the city itself.

André Kimbuta
Governor of the City of Kinshasa (Democratic Republic of the Congo)



Cooking Together © Phuket City Municipality

NEW CHANNEL

Inspiring a New Generation of Artisans

CHANGSHA
China

Launched by the city of Changsha, the New Channel initiative supports employment and skills development of local communities in surrounding rural areas, **introducing digital technologies to the value chain of handicraft products, from creation to their final sale**. In partnerships with the Hunan University's School of Design, students have the opportunity to work with the local artisans in the brainstorming and redesigning of the region's artisanship. This exchange enables the local residents to **stimulate a spirit of innovation and entrepreneurship**, and inspires the students to take part in supporting social well-being. So far, the programme has **improved the standard of living for artisans** and has **enhanced environmental sustainability** through green alternative production patterns.

“ The speed of change has been accelerating and disadvantaged groups struggle to adjust their capacities in a context of increased competition in labour market and constant innovation. We have learned from earlier practices that economic success does not always come with social advancement. Opportunity is sought and seized only by those who can follow. Social inclusion will be the key to achieve the Sustainable Development Goals.

Fatma Şahin
Mayor of Gaziantep Metropolitan Municipality (Turkey) - Europe 2030: Local Leaders Speak Out
Coll. under the guidance of Frédéric Vallier 2018



Urban Regeneration

ONE BILLION NEW HOMES ARE NEEDED WORLDWIDE BY 2025.*

The numbers around urbanization are overwhelming. The pace and magnitude of urban growth, together with the environmental crisis, clearly challenge the planning strategies conducted over the last decades. Around the world, cities are called upon to forge new solutions to house, transport, feed and educate an increasing population, while also reducing its ecological footprint. In that context, the creative sector brings a fresh outlook that spurs imaginative thinking and inspire new mindsets to imagine the cities of tomorrow. Creativity inspires ideas and solutions to the important questions raised by urban policies. How can we re-use and adapt existing buildings to meet contemporary expectations? How can we design public spaces in ways that reflect cultural diversity and facilitate social interactions? How can housing and urban services provide well-being and be compatible with cultural practices? Creativity also fundamentally transforms our interactions with the urban environment – notably through design or media arts – prompting the transformation of urban uses, facilitating new forms of social interactions and experience sharing and forging new urban narratives.

*UN-Habitat *World Cities Report, 2016*

A HOME THAT FITS

Tackling Youth Homelessness with a Little Help from Design

HELSINKI
Finland

To tackle youth homelessness, the Helsinki City Youth Department is using design and innovation to **convert empty spaces into homes** for those in need. 'A Home That Fits' project, organized in collaboration with designers and the young people of Helsinki, converted the old Kannelmäki villa on the island of Vartiosaari into a new community residence for both the elderly and the youth. By rehabilitating an ancient building, the project has **developed solidarity and created a strong bridge between people from different generations and backgrounds**. It also strongly encourages dialogue and mutual understanding between young people and designers, who have pledged to work together to push the boundaries of design and **imagine innovative solutions tailored to housing challenges**.

“

Designers are used to wild thinking and aren't shackled to certain formulas. Personally, I feel it is often too easy to just fall into thinking about constraints.

Miki Mielonen
Project Manager, Youth Department, Helsinki (Finland)

AMARANTE URBAN REVITALIZATION (RUA) The Resurgence of Amarante's Urban Space

AMARANTE
Portugal

The Amarante Urban Revitalization initiative (RUA) aims to foster a **people-led regeneration of the urban fabric**. The project is about creating more than just new and improved public areas, but **crafting a positive response with and for the residents** and visitors of Amarante. The initiative intends to repurpose and revitalize a number of areas and historic buildings within the city centre by relying on the creativity of local inhabitants, as the main actors of urban life, when **designing the city's new uses**. Based on the **placemaking** approach, the municipality actively **engages with citizens to help capture the city's current realities**, and assess challenges and opportunities. The initiative promotes the use of new developments for outdoor activities and social gatherings between residents. Encouraging local trade and **stimulating the economic vitality within the area** is also an important aspect of the project.



Bus Tube Station © Daniel Henrique Castellano

OPEN STREETS DAY Public Spaces Belong to Everyone

CAPE TOWN
South Africa

In October 2018, Cape Town launched its first series of Open Streets Day events. Over the course of five months, residents are encouraged to take ownership of the streets and to recall the fundamental meaning of public spaces – points of transit, of gathering and exchange for the use of all. This initiative forms part of the Open Streets programme, launched in 2012 in Cape Town as a **citizen-driven initiative, which aims to change how people use, perceive and experience streets**. Through citizen awareness campaigns, and by sparking public debate, the initiative hopes to drive behavioural change around the role public spaces play in the city. Inspired by this goal, every Sunday, one major street in Cape Town is closed to vehicles, enabling residents to **create a new mindset around urban mobility** towards more sustainable practices and to socialize as a community. Inspired by Ciclovía, a similar initiative in Bogotá, the initiative has a **positive impact on bridging the city's social and spatial divides**. In collaboration with the local government, Open Streets Cape Town is taking the lead in Africa, as well as inspiring over 400 cities worldwide to join the movement.

What do Cape Town residents think about Open Streets?

“ The hustle and bustle of city life makes people forget that we need to reconnect with one another. ”

“ Open Streets makes Cape Town effective and highlights its role in merging different cultures. ”

“ These are public spaces and they belong to everyone. ”



Open Streets Main Road © Rich Conyngham

HISTORIC CAIRO

Behind the Revitalization of Cairo's Forgotten Downtown

CAIRO
Egypt

Catalyzing collective action and progress is the empowering theme behind the 'Downtown Cairo' project. Although once a vibrant and affluent area, the historic centre of Cairo has faced over the past decades a process of decay linked to demographic and social changes, which impacted the built environment as well as living conditions in the area. The Ministry of Tourism, the local government, shop owners and local residents have joined forces to implement **transformative interventions to revitalize public spaces and rehabilitate vacant historic buildings**. Residents and businesses were actively engaged in formulating their vision and expressing creative ideas for the area's development. With a view to **expand access to culture** to local inhabitants, some historic buildings were converted into cultural centres and serve as **creative hubs to impulse the rejuvenation of the neighbourhood**. Creating pedestrian paths and breathing new life into the older public squares have also fostered exchanges within the community, while improving the quality of the urban environment.

CEBRATON

Beautifying the City Can Save Lives

PUEBLA
Mexico

Cebraton is a tangible example of how design can be used to **enhance the safety and well-being of citizens**. In 2015, the Puebla Institute of Architects made it their mission to reduce transit and pedestrian accidents within the city by **marking safe crossing locations with colourful and vibrant crosswalks**. In collaboration with over 200 volunteers, this intervention witnessed a community coming together to take responsibility for local safety through creativity. Across the city, the lively designs communicate key road safety instructions, and **has reduced road accidents by 30%**. Joining forces with other UNESCO Creative Cities of Design, the Puebla initiative welcomed artists from all over the world to take part in the painting activities. Scottish designer Louise Kirby designed a Dundee inspired mural. By inviting international artists to join in, the project not only emphasized the importance of international co-operation but also inspired other cities to follow suit. To date, **the initiative has been emulated in 14 different Mexican cities, as well as in Panama City**.

“ *The White Night project in Praia enhances our sense of belonging in relation to our city. It is a moment of encounters, with thousands of people walking and enjoying the city center.*

Ulisses Correia e Silva Prime Minister of Cabo Verde

The White Night event transforms the historic centre of Praia (Cabo Verde) into **a large open-air stage where thousands of people meet**.

In 2017, the city of Kingston (Jamaica) brought together professionals, institutions and citizens to take part in a four-day conference entitled 'Imagine Kingston', with the aim of **exploring creative ways to regenerate the city centre**.

“ *Imagining Kingston is about creating a Kingston where the imagination comes to center stage. The Kingston we think of is one where the imagination is nurtured and dominates.*

Senator Councillor Delroy Williams
Mayor of Kingston (Jamaica)

A few months after becoming a Creative City of Crafts and Folk Art, Al-Ahsa (Saudi Arabia) organized its **very first creative festival**.

“ *After being designated a UNESCO Creative City, Al-Ahsa launched the first edition of Al-Ahsa Creative Festival, which takes place throughout the city, to draw the attention of public and private actors to the importance of culture and creativity in shaping our future cities, in sustainable urban regeneration and development.*

Eng. Adel bin Mohammed Al-Mulhem Mayor of Al-Ahsa (Saudi Arabia)



Cebraton by Puebla City of Design in Morelia © Carlos Cardenas



Ecological Transition and Resilience

HUMANITY IS CURRENTLY USING THE RESOURCES OF 1.7 PLANET EARTHS*. In 2018, Earth Overshoot Day fell on 1 August, meaning that humanity had already used a year's worth of natural resources in just seven months. In the face of global environmental concerns, cities have become active players in committing to environmental sustainability, placing climate resilience at the heart of municipal strategies, developing sustainable low-carbon pathways or taking action to reduce greenhouse gas emissions. In this context, creativity can act as a driver for cities to stimulate ecological transition. The creative sector can boost imaginative thinking to foster ownership of issues related to climate change, support behavioral change among the public, spark the adaptation of production and consumption patterns and encourage sustainable use of natural resources.

* Global Footprint Network (GFN), 2018

EAT.CLEAN.CARE The Benefits of Green Energy

CHENGDU
China

In recent years, Chengdu has been facing challenges of its natural environment. Culinary heritage is highly valued within the city; however, the industry is having serious impacts on air quality because of an excessive use of coal. Currently, the government and local environmental protection agencies are **developing initiatives aimed at tackling these issues without negatively impacting the gastronomy sector**. The Eat.Clean.Care initiative began with the Clean Energy Transformation pilot, which involved **exchanging the use of coal for clean fuel in 4,000 local restaurants**. The initiative has led to encouraging results and further engagement from those directly involved in the gastronomy sector. This approach to reducing air pollution is praised for not only **improving the environment and living conditions for the residents** of Chengdu, but also for making vital steps in helping the city work towards the Sustainable Development Goals.

“Local governments are policy makers, catalysts of change, and the best level of government able to link the global goals with local communities. In Dénia, our creative ecosystem of local chefs and farmers ‘create’ in light of the Sustainable Development Goals.

Vicent Grimalt
Mayor of Dénia (Spain)



Planting Fresh Herbs © Diego Guevara/Fundación Escuela Taller de Buenaventura

[RE]VERSE PITCH & CONVERTING WASTE TO ENERGY

Encouraging Creative Ways to Recycle

AUSTIN / PADUCAH
United States of America

Pushing forward more circular economic models is a common aspiration in many cities around the world, where governments and companies are constantly **looking for new solutions to reduce human impact on the environment and drive sustainable living**. However, there is a vast amount of material waste and byproducts that currently cannot be efficiently recycled. With this in mind, the **[Re]Verse Pitch** Competition in Austin and the Engineering Creative Solutions to Global Challenges: Converting Waste to Energy in Paducah were two initiatives set up **to give waste products a value** and develop them into something useful. In Austin, local companies were invited to pitch byproduct materials to social entrepreneurs as potential raw materials for their new businesses. With the help of volunteer mentors, entrepreneurs were then made to develop business concepts to **repurpose these materials into a viable business with social benefits**. In

Paducah, the University of Kentucky College conducted an ambitious

project to **search for innovative recycling methods** that convert plastic waste into fuel with low cost, easy to use processes. Both these initiatives engage creativity at different stages – from identifying problems, to imagining solutions and creating a design – to take part in the **collective effort towards ecological transition**.

“

Anything you have but don't want, has value to someone else. That's the great part about [Re]Verse Pitch: somebody else's creativity can solve your recycling and reuse challenges, and you both benefit.

Ron Wattinger

Josco Products, waste material supplier to [Re]Verse Pitch



Santation Mural Santa Monica © Flickr

WEATHER STATIONS

Writing Climate Change

MELBOURNE
Australia

Built on the country's southern side, Melbourne's setting makes the city prone to extreme weather events. The municipality has been a member of the 100 Resilient Cities group since 2013 and has focused on **raising citizens' awareness of the need to understand and prepare for future emergency events**. In 2016, Melbourne released a Resilience Strategy, which resulted in several key initiatives including Resilient Melbourne, a community-centric activity **promoting social cohesion in the face of environment challenges**. The task of strengthening solidarity and dialogue is strongly supported by Weather Stations, an international project that **stimulates open-ended discussions about climate change through literature and storytelling**. Appointed writers-in-residence from all over the world explore how fiction, poetry, comics and personal reflections can **inspire new ways of thinking about the environment**. By sharing texts through workshops and an online blog, Weather Stations aimed to help people understand how they, as a community, can support each other during difficult times, allowing new ideas and common solutions to emerge. Sub-stations were also established at local schools to invite students in the reflection and **promote youth engagement**. Conducted not only in Melbourne, but also in Berlin, Dublin, London and Warsaw, the project harnessed the **transformative power of words to imagine living differently** in the current climate context.

*Heat, what now?
A mouth dried out.
One drop of water.
Desert sands and great heat,
But no water to come to the rescue.
Quiet, yet loud too,
The waves rush to the cliff.
A roaring sound, even as
It still feels peaceful.
Sun, summer by the sea.
Glittering beauty,
In the glow of the late sun.
As far as the eye can see,
the ocean lies calm.
But it can be so very different too.
An irascible wind
Sweeps through quiet spaces,
Turning the world on its head.
And how do I find myself there?
Changed, with fresh courage!*

'Sun and Water' Excerpt of a renga in 16 stanzas written by students of the Weather Substation at the Romain Rolland Gymnasium Berlin-Reinickendorf (Germany)

SEOUL UPCYCLING PLAZA Towards a Zero Waste City

SEOUL
Republic of Korea

As part of a pledge to be a Zero Waste City by 2030, Seoul opened the world's largest Upcycling centre in 2017. The Seoul Upcycling Plaza (SUP) provides an **end to end solution for the repurposing of waste materials**, from collection to manufacturing and future sales. Located in a popular and culturally important area of Seoul, the new facility is seen as a highly successful step in turning Seoul into an internationally recognized recycling hub and eco-friendly city. Supported by the Seoul Metropolitan Government (SMG), the facility is **a multifaceted technological and entrepreneurial ecosystem**. As well as hosting a recycling workplace and customer store, the initiative also funds a lab where people can explore new re-use ideas and create prototypes. The SMG has also enabled designers to **explore modern and innovative ways of recycling by providing the latest technology**, including 3D printers. The SUP not only exemplifies what it is to be a fully environmentally-friendly hub, but also understands that achieving a long-term solution involves **educating people on how they can reduce and repurpose waste products**. With a library and training rooms, the centre aims to increase public awareness surrounding the importance of repurposing and recycling to support a waste free future.

“ *Creativity is a driving force for anticipating, stimulating and facilitating change and adaptation in cities, and for transforming challenges into opportunities in building the city of tomorrow. The UNESCO Creative Cities are moving towards the creative sector to anticipate or address post-industrial, post-disaster or post-conflict transitions and to stimulate urban regeneration and change. This commitment contributes to a more participative and inclusive city governance that places all actors at the heart of public policy and that strengthens the resilience of our societies. The next UNESCO Creative Cities Annual Conference, which will take place in Fabriano, Italy, in June 2019, will be set under the central theme of resilience.*

Maria Francesca Merloni
UNESCO Goodwill Ambassador for Creative Cities,
excerpt from a statement delivered on the occasion
of World Cities Day, 31 October 2018



Social Innovation and Citizenship

'WE ALL MAKE THE CITY' emphasizes Daniel Tello, IT Director of the Laboratory for the City, a municipal initiative engaging citizens to reshape urban policies in Mexico City. In cities around the world, the creative sector is stimulating new forms of citizenship and participation. Building on digital technology and creative methodologies such as design thinking, public authorities are engaging more and more citizens in co-designing and co-delivering public policies. Participatory collaboration is facilitated with digital platforms that provide user-friendly systems to incubate and disseminate ideas and innovation. Open approaches and the creative use of technologies can also offer new paths to develop solutions to solving city challenges through open innovation processes. These inputs from the creative sector also bring out new possibilities to provide tailored urban services for citizens, addressing the specific needs and constraints of targeted categories within the population, such as youth, the elderly or the handicapped. Stimulating civic engagement thus ensures the emergence of more people-centered and inclusive urban societies.

Creative Cities for...

GENIUS! & DESIRE LINES

The City is Everyone's Responsibility

YORK / EDINBURGH
United Kingdom of Great Britain
and Northern Ireland

Both York GeniUS! and Edinburgh Desire Lines are forward-thinking initiatives which **combine social change and local participation** by opening up dynamic, city-wide conversations. By working closely with residents, issues faced at the neighbourhood level by the local councils were tackled head on by creative and committed individuals all striving for **a more prosperous and inclusive community**. By being part of the solution, such projects **build social cohesion and a sense of commitment to the city's sustainable development**. In York, the local government engaged its residents to **develop promising solutions to deliver economically sustainable local services**, particularly in the area of environmental support and citizen care. Through the open innovation platform GeniUS!, several transformative programmes and technological improvements have been kick started. Among them is the Tele-care programme, an assistive technology service that detects health issues in elderly residences, allowing them to remain independent, yet safe. The Edinburgh city council launched the Desire Lines programme, acknowledging the need to update their culture policy. By facilitating artist-led conversations – through workshops, open events or surveys – the initiative **enabled the artistic sector to have a voice in reshaping cultural policies**. By capturing the voice of a variety of actors – old or young, artistic or academic – such initiatives fully benefit from a wealth of evidence and expertise from a range of different fields and disciplines. **Engaging people keeps the city's best interests at heart and lays solid foundations for public policy development**.

DESIGN ACTION.BDG

Citizens as Change Makers

BANDUNG
Indonesia

The Bandung Creative City Forum (BCCF) is a collaborative hub facilitating the exchange of creative ideas and knowledge, aimed at **encouraging entrepreneurial initiatives and promoting the creative sector** within the city. This independent group of volunteers is a **catalyst for generating low-cost, effective improvements and urban solutions for local issues**. For the last 5 years, the BCCF team has supported and organized a variety of social advancement initiatives, working with residents to develop their areas in order to **generate economic growth and improved communal facilities**. Due to its success, the BCCF now holds an annual workshop called DesignAction.bdg. This collaborative opportunity allows creative minds to generate innovative ways to solve urban issues with the municipality, including through **design thinking**. The goal is to use these ideas to create prototypes for potential solutions, which are likely to be expanded further. Funded by the city and private sponsors, the event has gained national and international interest in Indonesia as well as abroad, and has successfully inspired other cities to set up similar initiatives. The event also offers **a stage for social equality** due to the large number of female and young participants. The workshop has successfully encouraged local government to make improvements to social services and facilities, as well as focusing their attention on the need for environmental sustainability measures.

“

*We make the city for ourselves,
by creating prototypes of how we
would like the city to be.*

Tita Larasati

Chair of Bandung Creative Economy Committee
and Chairman of BCCF (Indonesia)



Music Workshop © Fundación Teatro del Lago

The Sustainable City Plan of Frutillar (Chile) is a clear example of a local policy built on the 2030 Agenda for Sustainable Development. Resulting from two-year participatory process, the plan puts community building through culture at the heart of its vision.

The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

The initiatives presented in this booklet have been edited by UNESCO based on information transmitted by member cities in the framework of calls for contributions, presentations at events such as Annual Conferences, and Membership Monitoring Reports.

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UNESCO CREATIVE CITIES

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Voices of the City

UNESCO CREATIVE CITIES MOVING TOWARDS THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

The 2030 Agenda for Sustainable Development calls for a profound restructuring of our approach to cities. Since 2004, the UNESCO Creative Cities Programme and Network have established themselves as an innovation laboratory for sustainable development. Through their actions on the ground and the cooperative relations they forge, Creative Cities are resolutely committed to placing creativity at the heart of their territorial development. The diverse array of experiments conducted by the 180 member cities from 72 countries have revealed the multitude of ways in which creativity can permeate local action and contribute to the emergence of inclusive, safe, resilient and sustainable cities.



United Nations
Educational, Scientific and
Cultural Organization

Culture
Sector

Cultural Policies and Development
Culture Sector
UNESCO
7, place de Fontenoy
F-75352 Paris 07 SP, France
en.unesco.org/creative-cities
creativecities@unesco.org

