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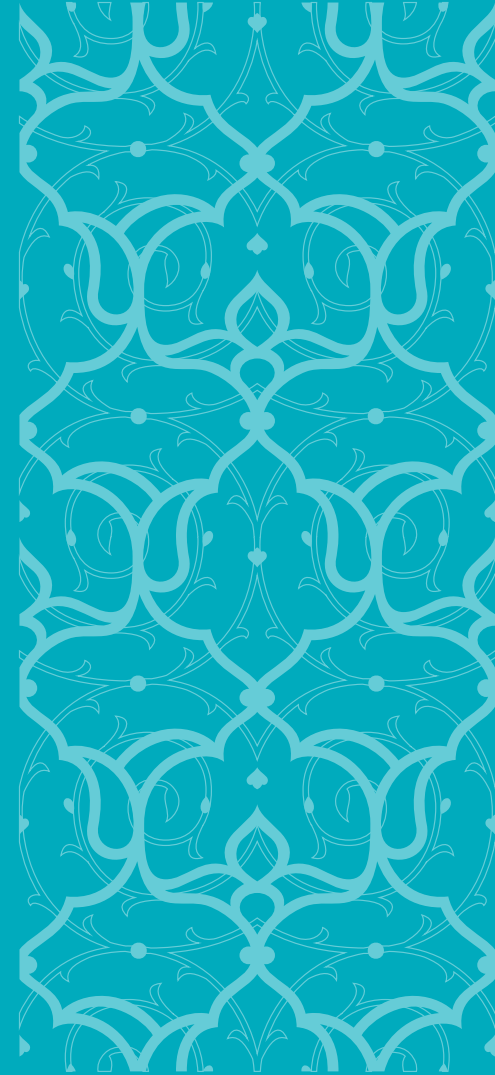


ISFAHAN
City of Crafts
and Folk Art

Designated
UNESCO Creative City
in 2015

ISFAHAN

UNESCO City of Crafts and Folk Arts
2015–2019 Monitoring Report



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MAYOR'S MESSAGE

Isfahan has been Iran's largest handicrafts hub for many years, and many Iranians remember Isfahan with its rich art and architecture history. Today Isfahan handicrafts play an effective role in employment and economy of the city with more than 2500 active manufacturing workshops and more than 3500 individual builders in 67 fields.

Isfahan joined the UNESCO Creative Cities Network as a creative city of handicrafts and folk arts in 2015. In the same year, Isfahan was also selected by the World Crafts Council as the World Crafts City, which demonstrates the importance of handicrafts in the city's economy and its effective role in the Isfahan city brand. Becoming a member of a selected group of cities that have chosen creativity as a key driver for their sustainable urban development, improved the international image of Isfahan and helped to transform changes in their development strategies from heavy industries to the creative industries and transforming Isfahan to a scientific and technological corridor had begun to move faster.

Isfahan, using the capacities of the UNESCO Creative Cities Network and contributing with other creative cities in the network, expanded inter-city communication and cultural interaction to promote Isfahan's handicrafts and its cultural values. In our future program, we try to create ways to stimulate citizens' creativity and use that in urban development programs, focus on education and research to collect knowledge and experience of handicrafts and share it with all citizens to let the economic, cultural and environmental prosperity play an important role in enhancing the quality of citizens' life.



1. EXECUTIVE SUMMARY

As the third largest city of Iran and one of the largest economic and cultural areas in Iran and once selected as the UNESCO Creative City of Crafts and Folk Arts in 2015, Isfahan decided to introduce its rich handicraft culture to the world and take an important step in moving from a semi-industrial city to a creative one, using the capacities of the UNESCO Creative Cities Network. In this year, Isfahan was selected as the World Crafts City from the World Crafts Council, which showed the importance of this city among the most influential and important handicrafts cities in the world. Due to environmental problems in the city of Isfahan, such as air pollution and drought, urban management decided to transfer from heavy industries to creative industries. Isfahan's membership in the network is therefore part of this grand decision.

In the first step, The Creativity and Innovation Center (CIC) was established as the creative city secretariat of handicrafts and coordinator of urban management at the

highest level of urban management under the supervision of the mayor of Isfahan in this regard, trying to raise awareness of urban managers and citizens about the capabilities of the UCCN in sustainable development by publishing books and brochures as well as making a website.

In the second step, at the local level, it has been attempted to improve the existing infrastructure for the development and utilization of the creative industries, held numerous educational and promotional events to educate and promote the arts and crafts, developing new policies to increase the influence of the creative and cultural industries in urban development. In all the efforts, good partnerships with the various sectors of government, private and civil society have been established. At the level of inter-city cooperation, our focus in the first 4 years of membership has been on developing local and national creative industries. So we used our communications to create local and national networks. At the international level of cooperation, we

endeavored to expand our communication in UCCN's annual meetings and sub-network of crafts and folk arts to enhance international cooperation with other cities within the UCCN's members, to introduce Isfahan's handicraft capacities in the network.

The main initiatives implemented from 2015 to 2019 by Isfahan, the creative city of crafts and folk arts will be mentioned in the report.

2.

GENERAL INFORMATION:

2.1. Name of the City: **Isfahan**

2.2. Country: **Islamic Republic of Iran**

2.3. Creative field of designation: **Crafts and Folk Arts**

2.4. Date of designation: **October 2015**

2.5. Date of submission of the current report: **December 2019**

2.6. Entity responsible for the report:

Management of Research, Creativity and New Technologies of Isfahan Municipality (Secretariat of the Creative City of Isfahan),

Central building of Isfahan municipality, Imam Hosein Sq., Ayatollah Tayyeb St., Isfahan, Iran.

Postcode: 8145913151

Contact number: + 983132121470

2.7. Previous reports submitted and dates:

The Report of Isfahan Municipality Creativity and Innovation Center based on the statement of the UCCN Mission Manifest, August 2017.

2.8. Person in charge (Focal Point of contact):

1- Ghodrattollah Norouzi, Mayor of Isfahan

2- Mohammad Hossein Ghourchani, Focal Point

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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:

2017: Enghien-les-Bains Annual Meeting.

The event was attended by Bahman Namvar Motlagh, Deputy Director of Handicrafts and Traditional Arts of the Cultural Heritage, Handicrafts and Tourism Organization on behalf of the Municipality of Isfahan.

2018: Krakow Annual Meeting

At this meeting, Mr. Norouzi, the mayor of Isfahan, chaired our delegation. Participating in the Mayor's Forum, our actions and perspectives on sustainable development were presented, and numerous meetings were held with other Mayors present at the forum. At this meeting we, met many representatives of other expeditions, particularly members of the crafts and Folk Arts subnetwork. These include representative of "Icheon" as coordinator of the crafts and folk arts subnetwork, representative of "Fabiano" as the host of the 2019 annual meeting, representative of "Paducah" as deputy coordinator of the crafts and folk arts subnetwork, and representative of "Kanazawa" as the host of the 2019 crafts and folk arts subnetwork. We also held meetings with representatives of creative craft cities such as "Sheki", "Jingdezhen", "Al-Ahsa", "Kutahya", etc. to introduce the creative assets and culture of Isfahan handicrafts and provide opportunities for greater interaction and communication with the Network member cities.

Prior to the meeting, Isfahan requested to [host the 2020 annual meeting](#), which was followed by the mayor at the Krakow meeting.



Mayor of Isfahan, Ghodrattollah Norouzi' speaking at the Mayor's Forum, Krakow Annual Meeting, 2018



2019: Fabiano Annual Meeting

At this annual meeting, Ahmad Hosseini Nia, Deputy Mayor for Urban Development and Architecture, as the special representative of the mayor of Isfahan, accompanied by two members of the City Council, as mem-

bers of the Isfahan delegation to Fabiano, in addition to numerous meetings with representatives of other UCCN's members proposed Isfahan as a candidate for the head of Crafts and Folk Arts subnetwork.

3.



3.2. Hosting of a UCNN annual meeting and dates: N/A.

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

Holding a Meeting with the city of Rasht, 2016

Creative City, Promotion and Development Conference, 2018

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: N/A.

3.5. Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN: N/A.

3.6. Membership of the Steering Group and period: N/A.

3.7. Participation in the evaluation of applications:

In 2019, Isfahan reviewed four membership applications.

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

Fundamental Initiatives

Establishment of The Creativity and Innovation Center (CIC)

In 2015 and after joining the network, we created the Creativity and Innovation Center. In addition to its role as the secretariat of membership in the UCCN, the Center studies, identifies, introduces, and contributes to policy-making on creative city concepts.

By establishing the center, we took an important step toward fulfilling the UCCN mission statement objectives and were able to raise awareness about the significance of the role of creative industries as well as cultural industries in sustainable urban development, providing opportunities for professionals. Communication with the private sector of the city's creative and cultural industries as well as civil society and using their views in the decision-making process for urban management have been among the main achievements of the center.

The Arts Incubator Center

Isfahan was the first city in the country to launch the Arts Incubator Center as a laboratory for creative industries in June 2016. Launched in collaboration with the Isfahan Art University and the Science and Technology Town, the center supports the creation and development of cultural industries businesses and provides facilities for them. These facilities include workspace, additional training, financial facilities, and tax exemptions. By now, more than 30 creative companies in the fields of handicrafts, design and cinema have been admitted and established in the Center.

The Center has also supported its creative industries entrepreneurs to participate in exhibitions at home and abroad, and has played an important role in strengthening the entrepreneurial atmosphere of the creative and cultural industries among college graduates.

Entrepreneurship Development Program

With the aim of the economic prosperity of the city, entrepreneurship development, and sustainable employment of citizens, the municipality of Isfahan created a program called "Isfahan Entrepreneurship Development Program". Run by the Mayor of Isfahan, The program has the role of examining the entrepreneurship ecosystem as well as synchronizing and improving the cooperation of all executive agencies, NGOs, private sector representatives, academics and other stakeholders.

Since its inception, various activities have been carried out to improve access and participation in the cultural life of the participants, including the establishment of the Isfahan Hub (collaborative workspace providing creative companies with facilities), and the recognition of the areas for the establishment of creative and knowledge-based companies.

4.

Alongside the establishment of the program, an event called “Tavan-e 7” has been launched to increase additional and vocational training opportunities, especially for low-income and marginalized women in the field of arts and crafts. These include short-term and long-term training courses in handicrafts and folk arts, making and displaying educational documentaries and entrepreneurship and business training courses.

Development of Exhibition Center and Conference Hall

We have planned a large and well-equipped exhibition center for the new venue of the Isfahan International Exhibition Center. The center will enable us to organize better national and international exhibitions and help us to increase its international interactions in the field of handicrafts and folk arts to enhance Isfahan’s capacities in the cultural industries and introduce other Network member cities as well as other ones.

In addition to this center, the Conference Hall is now under construction with a large and well-equipped space that provides the city with a variety of events and meetings. These centers will be opened in 2020.



4.



Policy-Making Initiatives Creative Industries Support Act

In 2018, we adopted the Creative Industries Support Act as an leading and implementing document. The act, which is the most comprehensive creative industry support act in the city of Isfahan, provides several courses of action for supporting the creative industries. Most of Isfahan's creative class is dedicated to handcraft and folk arts. In addition to paying attention to the arts and crafts in the act, numerous policies have been planned to improve the space for creating, publishing and distributing other creative and cultural industries such as cinema, literature and music.

In order to carry out these policies, the coordinating group, headed by the Mayor of Isfahan, has been formed to coordinate the policies



of all organizations of government, the private sector and civil society in the field of creative industries.

Given the multitude of decision-makers in the creative industries and the lack of clear rules and structures (especially for business start-ups) as well as the weakness or absence of civil society structures, grand decision-making has many problems in this area. Many stakeholders in the creative industry in the past few years have not been sufficiently involved in grand decision-making in this field for many reasons. We are trying to play a key role in coordinating the government and the private sector and civil society in the field of creative industries.



Educational Initiatives Seasonal Crafts Schools

Isfahan During these years, created a new program called **“Seasonal Crafts Schools”** with the aim of deepening the link between Isfahan's civil society and various types of handcrafts through the training of these disciplines. In this short-term training, handcrafts students are introduced to one of the handcrafts such as Engraving, Calico (Fabric hand printing), Enamel, Tile Painting, Leather Weaving and Pottery, gaining hands-on experience of crafting a product under the supervision of professionals. Over the five courses, more than 500 people, including adolescents, students, college graduates, and women have been trained.

In this event, the Deputy Director for Handicrafts of the Organization of Cultural Heritage,



Handicrafts, and Tourism, as the main governmental sector player in the field of handcrafts in the province of Isfahan, contributed as the main participant alongside the Municipality of Isfahan and its Cultural Organizations. The private sector players, such as the Handicraft House, participated as a specialized group in the field of handcraft training, as well as the Isfahan Handicraft Manufacturers Union, as the most active civil society community in Isfahan.

We have worked together with civil society to create opportunities for **training marginalized and vulnerable people** in order to take advantage of the cultural opportunities of creative industries in sustainable urban development. In each course, we assigned a portion of the registration capacity to persons belonging to this category.

4.

- Isfahan Technical and Vocational Training Organization (TVTO), Isfahan University of Art, Fine Arts Conservatory, has organized a large number of students in the field of traditional arts and crafts with the aim of vocational training to enter the profession and obtain a professional activity license.

- The Imam Khomeini Relief Foundation and the Prisoners' Cooperative Organization are government agencies with various activities in the area of raising the income and self-employment of marginalized and vulnerable people in the arts and crafts sector. The Relief Foundation has provided low-income women and household women with free handicraft training and has made considerable efforts to improve their self-employment training. The Prisoners' Cooperative Foundation has organized handicraft training courses for inmates covered by the province, allowing them to sell their artifacts and gain the proceeds from their sale.



4.

Awareness and Promotion Initiatives

Launching the website of Isfahan, Creative City of Handicrafts

In 2019, we launched the website Isfahan, Creative City of Handicrafts with the aim of raising awareness of the citizens of Isfahan and other cities of Iranian, introducing the values of the UCCN, as well as better promoting Isfahan's creative assets. On this site, we will translate and publish the network Events and News, covering the news of other Creative Cities of Iran to help better introduce the UCCN.

As stated in our application form, among our goals for launching the website is to raise international awareness about the cultural values of the Isfahan's handicrafts. In this regard, in one of the sections of this website, we will introduce the handicrafts of Isfahan as well as its cultural industries and craftsmen. Currently, the Persian version of the website has been launched and the English version will be ready in the future.

Organizing the “Grand Prix of Design and Creativity of Iranian Contemporary Arts” Contest

As mentioned in our application form, one of our main mid-term objective is **“linking handicrafts to design”**. In this regard, in September 2016, we organized a contest entitled the **“Grand Prix of Design and Creativity of Iranian Contemporary Arts”** the purpose of which was to create a link between the taste of the new generation and the cultural values and indigenous arts so that, with the help of the concerns of the contemporary world, we have a new look at our handicrafts and folk arts.

Among the most important features of the selected works of the contest are:

- Use of natural materials and environment-friendly methods
- Maintaining and promoting the quality and technical principles of production
- Higher performance and productivity than existing products and samples

- Considering the conventional criteria of beauty in the present age.
- Providing material and spiritual needs appropriate to the contemporary lifestyle.

The contest was held in two stages and in the lateral section, “Isfahan, the Creative City of Handicrafts”, five works which, while paying attention to the features of the competition, had special attention to the cultural identity and artistic origins of the handicrafts received prizes and the selected works were exhibited in Isfahan and Tehran in March 2017.

The contest was held in collaboration with the governmental sector (General Administration for Cultural Heritage, Handicrafts and Tourism), the private sector (art galleries) and also the academic sector (Sureh University). We will also organize and run the contest in the coming years.



4.

Since Isfahan's membership in the UCCN, we have tried to raise public awareness about the creative city, UCCN, and Isfahan's Creative assets regarding handicrafts and folk arts by publishing books, brochures, and booklets, as well as producing documentaries and video clips.

The most important published works include:

A Look at the Creative City (Book One)

Published in 2016, the book is a series of articles, interviews, and translations on creative city theory and its significance in urban sustainable development planning as well as the capacity of Isfahan post-membership in the UCCN.

A Look at the Creative City: Isfahan (Book Two)

Published in 2018, the book deals with defining the concepts related to the creative city, such as creative economics, cultural industries, creative class, and the characteristics of a creative city. In the next section, it reviews the experience of Isfahan's 3-year presence in the UCCN and provides examples of its member cities, illustrating main policies and events to achieve the goals of the UCCN.

Creative Economics: Fundamentals and Concepts

The book explores and defines creative economics and its role in urban development. In addition to concepts related to creative economics, the book discusses creative industries, creative class, and the relationship of the creative city to these concepts. This book was published in Persian in 2018.

Introducing Creative City Concepts Series

We published 21 volumes of booklets in 2016 to introduce creative city concepts, to get more acquainted with city managers and policymakers. In each of these booklets, one of the creative city issues such as creative economy, creative class, resilience, and other terms about creative city was introduced. Each of them was sent to every city manager at the beginning of the week.



4.

Documentaries and Video clips production

In the past four years, we have produced more than 30 short [video clips](#) and published them on websites, local television and social networks concerning Isfahan handicrafts and folk arts as well as the role they play as promoters of the city's development and the status of the UCCN, making effective awareness about the growing interactions among the network.

Urban advertising

After joining the UCCN in 2016, we launched an urban advertising campaign to raise awareness regarding the concepts of the Creative City and the UCCN. The advertising manifested through environmental ads, press, websites, cyberspace, etc. expressed Isfahan's membership in the network and the role and status of its membership in Isfahan's urban development plans and the role of cultural industries in urban development.



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

Memorandum of Understanding with the city of Rasht:

As the first Iranian city joining the UCCN, we signed an MOU with another Iranian member city in the field of gastronomy in 2018 the purpose of which is to share valuable experiences, to better understand the objectives of the network, and to strive to promote its objectives at the national level.

Following the Memorandum, two meetings were held between the cities of Isfahan and Rasht to share their experiences of membership in the UCCN. At the first meeting in Isfahan, the mayor of Rasht spoke about the experience of an urban development project, sharing the results with Isfahan city managers.



Photo: the joint meeting and the MOU by the mayors of Isfahan and Rasht

5.

Creative City, Promotion and Development Conference:

The Creative City, Promotion and Development Conference was held in 2018 with the aim of sharing the 3-year membership of Isfahan in the UCCN. The meeting was attended by a mayor and twelve city officials from different cities seeking membership in the UCCN, as well as officials from Rasht as the other Iranian member of the network (in the field of gastronomy).

At this meeting, we gave detailed presentations on the UCCN and its objectives, membership process and documentation, as well as the responsibilities of member cities. We tried to increase the influence of the UCCN among other cities of Iran. Among the cities invited were delegates from Sanandaj and Bandar Abbas, later elected to join the UCCN in October 2019.



Photo: Creative City, Promotion and Development Conference

5.

Attending Handicraft Fairs

With our active artists and craftsmen, we have attended the international fairs to promote the handicrafts and folk arts of Isfahan and create new markets. In some cases, the fairs have been in member cities of the network (such as the Homi and L'artigiano, Milan; Korea International Art Fair (KIAF)), and others, in sister cities of Isfahan (including Xi'an, Kuala Lumpur, Florence, St. Petersburg and Freiburg)

We currently have 18 sister cities and have tried to introduce our arts, crafts, and folk arts through attending fairs, specialized workshops, cultural weeks, and exchange academic programs, presenting the UCCN capacities to our sister cities.

Despite the initiatives in this area, we are having problems in international interactions in the field of handicrafts and will try to create a new mechanism in the coming years to introduce Isfahan's creative assets as well as handicrafts on an international level, developing city partnerships and taking advantage of the UCCN's capacity in this regard.

Promotion of Art Economy and Exporting the Productions of Creative Industry Utilizing the Persian Galleries

In 2018, we devised a plan to promote Isfahan handicrafts and other creative and cultural industries as well as increase its sales abroad. According to preliminary studies of the plan, we support galleries to attend in other countries by providing financial facilities for them. By creating these galleries, the creative and cultural industries of Isfahan will be permanently promoted through permanent and temporary fairs, professional and scientific workshops, innovative events and promotional meetings.

The business plan for these galleries has been devised and we are currently in the process of preparing their financial resources for implementation. We hope that in the next few years 3 of these galleries will be operational on different continents.

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

6.1. Initiatives, programs or projects aimed at achieving the objectives of the Network locally

6.1.1 Accelerating the development of creative industries and disseminating their valuable experiences

We passed a comprehensive act to support the development of creative industries in the city of Isfahan in the City Council with the aim of sustainable development based on cultural capacities. Then, we will create a coordinating council to implement the act so that we can have a deeper look at the concept of creative industry development (especially its cultural aspects). Strengthening craftsmen and entrepreneurs, supporting small businesses and individual creators, improving craftsmanship workspace, focusing on more comprehensive and specialized fairs, increasing exhibition and academic interactions, and promoting Isfahan handicrafts cultural values are among initiatives planned for the council.

These activities will not be confined to the handicrafts and folk arts, and there are plans

for other creative industries such as cinema, literature, and music.

As the first city of Iran joining the UCCN, we share the results of these initiatives with other cities of Iran to help advance the objectives of the network within the country.

Objectives

- Integrating culture and creativity into urban development plans through the involvement of all creative industry decision-makers.
- Developing and increasing opportunities for Isfahan handicrafts and folk art creators.
- Developing business promotion areas in creative industries to generate sustainable revenue.

Key partners and stakeholders in implementing the initiatives

- Government, public and private sectors (Isfahan Municipality, private and non-profit institutes and universities,

galleries, and museums)

- Civil society (handicrafts unions, non-profit organizations, and charities)

Expected Effects

- Economic development and expansion of creative products and services at local, national and regional levels.
- Promoting creative industries among women, adolescents and other segments of society to increase social participation.
- Increasing focus of creative industries in cultural and economic policymaking and urban development plans.
- Increasing the involvement of the private sector and civil society in the grand decision-making of creative industries



6.

6.1.2. Establishment of Isfahan Museum of Creative Industries

Since Isfahan is a city where there are valuable historical artifacts from various eras, we intend to devote one of our most important historical buildings from 13th century to the Museum of Creative Industries. This space is adjacent to Chehelston Palace and Naghshe-Jahan square the as two of the world heritage sites and can establish a very deep connection with the Naghshe-Jahan square as the major place of the city's handicrafts.

In addition to introducing Isfahan handicrafts and its cultural values, the museum offers new opportunities for researchers, artists and creators and will play an important and effective role in the Isfahan handicrafts industry.

6.1.3. Using the capacity of cinema and literature to introduce the cultural values of handicrafts

Using the artistic capacities of the cinema, we will promote awareness about Isfahan handicrafts and its cultural values. Given that several Isfahan handicrafts are currently inactive or in danger of dying out, documentation of them will contribute to their preservation and revival. We will strive to promote Isfahan handicrafts through the publication of these works on websites, social networks, festivals, and other art events.

Objective

- Improving the distribution and dissemination of Isfahan's cultural and creative activities and assets in the field of handicrafts using artistic capacities of cinema.

Stakeholders

- Government, public and private sectors (Isfahan Municipality (Cultural, Social, and Sport Organization of Isfahan Municipality and Research, Creativity, and New Technologies Management))
- Civil society (cinema unions and handicrafts unions)

Expected Results

- Increasing awareness and interest in Isfahan handicrafts and folk arts
- Transferring experience and implicit knowledge of craftsmen

6.

6.2. initiatives, programs or projects aimed at achieving the objectives of the Network on an international level

6.2.1. Creating a subnetwork of creative cities in Southwest Asia

We are working to create a subnetwork of Iranian creative member cities of the UCCN in Southwest Asia. We strive to be the coordinator of this group. We have partnered with three other Iranian creative member cities (Rasht, Creative City of Gastronomy; Sanandaj, Creative City of Music; and Bandar-Abbas, Creative City of handicrafts & folk arts) and other network member cities in Southwest Asia, for ongoing exchanges and numerous meetings to share the projects, achievements, and results of joining the UCCN.

We will strive to build on the impact and capacities of neighbor creative cities collaborations to further the objectives of the UCCN, inviting non-member cities to the UCCN meetings and events to help increase its influence.

The first event of this coordination group will be held in 2020 in Isfahan.

6.2.2. Supporting artists and craftsmen to attend the UCCN events

In the coming years, in addition to more interactions with artists and craftsmen, we will further enhance our support for them to attend the network's events in exhibitions and workshops and introduce the UCCN capacities to supplying, publishing and introducing Isfahan's creative and cultural industries through professional and academic exchange programs. We are developing an optimal mechanism for enhancing the presence of artists and creators in the network events and recording and evaluating their experience with the aim of increasing the influence of Isfahan handicrafts in new markets.

We will also take advantage of the capacities of 18 sister cities (Milan, Florence, Kuala Lumpur, Freiburg) of Isfahan to introduce Isfahan's creative assets and increase the influence of the UCCN.

6.2.3. Organizing annual international design and crafts contest

We will hold an international competition in the field of handicraft design to enrich the design of handicraft products, create a greater connection between the creative fields of crafts and design, create new markets and discover emerging talents. We will invite all creative cities of handicrafts and design to participate in this contest through a public call.

The event will be held in collaboration with governmental (Department of Cultural Heritage, Handicrafts and Tourism, Department of Culture, Isfahan Art University), the public and private sectors (Isfahan Municipality, private galleries, and institutes) and civil society (craftsmen and creators union).

The first international contest will be held in 2020.

6.

6.3. Estimated annual budget for implementing the proposed action plan

Project Name	Required Annual Budget (Rials)
Accelerating the development of creative industries and disseminating their valuable experiences	15000000000
Establishment of Isfahan Museum of Creative Industries	12300000000
Using the capacity of cinema and literature to introduce the cultural values of handicrafts	21800000000
Creating a subnetwork of creative cities in Southwest Asia	22400000000
Supporting artists and craftsmen to attend the UCCN events	22000000000
Organizing annual international design and crafts contest	4250000000
Research Activities	32000000000
Promotion Activities	4100000000
Salaries and payments	3200000000

6.

6.4 Planning for Publicity and Improvement of Awareness

Through all our communication capacities to raise awareness about the UCCN, its values, and capabilities, we will create an international connection between creative cities and introduce the cultural values of Isfahan creative industries. To do this, we have defined the following programs:

Increasing citizens' awareness of the UCCN

We will raise awareness of the citizens about the UCCN through the implementation of awareness campaigns in urban spaces by the installation of banners and artworks.

Increasing awareness of urban management about the capacity of creative industries in sustainable urban development

By publishing brochures and informative books and sending them to city managers, we strive to make city managers aware of the capacity of creative industries in sustainable urban development.

Introducing Isfahan handicrafts and folk arts

We will introduce Isfahan handicrafts in Persian and English through our website, introducing craftsmen and masters in each of the fields. Also, we will inform the citizens of this content through newspapers, websites and social networks of Isfahan City Management.

- Website: <http://rct.isfahan.ir>
- Instagram: [isfahan_creativecity](https://www.instagram.com/isfahan_creativecity)
- Tel: +983132121514
- Email: Creative.city@isfahan.ir

