



Creative Cities Network



VIII ANNUAL MEETING OF THE UNESCO CREATIVE CITIES NETWORK

PROGRAMME

I. Agenda

- Sept. 26: Registration
Sept. 27-28: General meeting
Sept. 29: Departure

Delegates from UNESCO Cities of Gastronomy are invited to attend the 11th China (Chengdu) International Food & Tourism Festival

II. Venue Chengdu Shangri-La Hotel

III. Main content:

- UCCN activities and Call for Applications (2013-2014)
- Strategic objectives of the UCCN within the Post-2015 Development Agenda
- A flexible governance mechanism for the UCCN
- Enlargement and growth of a reinvigorated UCCN
- Future Activities of the UCCN (2014-2015)

IV. Organization

- Sponsor: UNESCO
Organizer: Chengdu Municipal People's Government
Supporter: China National Commission for UNESCO

V. Schedule

26th, September (Friday)

- 08:00-18:00**
- Transfer from Shuangliu Airport to Chengdu Shangri-la Hotel
 - Delegate registration and distribution of meeting materials
 - *Registration desk : 2nd floor of Chengdu Shangri-la Hotel*

27th, September (Saturday)

- 09:00-09:30** **Opening ceremony of the 2014 UCCN Annual Meeting**
- Mr. Fu Yonglin, deputy mayor of Chengdu Municipal People’s Government
 - Mr Hans d’Orville, UNESCO Assistant Director General for Strategic Planning
- Moderator: Representative of the Chengdu Municipal People’s Government*
- Venue : Yibin Hall on the 2nd floor of Shangri-la Hotel Chengdu; Homocentric squares.*
- Participants (120-140): delegates from designated UNESCO Creative Cities, candidate cities to the UCCN, the China National Commission for UNESCO and the Chengdu Municipal People's Government.*
- 09:30-10:00** **Keynote speech by Dr. Charles Landry:** The history of the creative city idea, future opportunities and strategic dilemmas in moving forward in order to ensure that the scheme maintains its impact and potential
- 10:00-10:15** *Coffee break*
- 10:15-13:00** **Objectives of the meeting,** by UNESCO representative (10’)
- Networking and partnership activities undertaken since the VII Annual Meeting held in Bologna (Italy) in September 2013 (60’)**
- Interventions and statements, by UNESCO Creative Cities
- Reviewing the UNESCO Creative Cities Network (UCCN) mission and strategic goals: towards a flagship network fully inserted in the post 2015 development agenda (45’)**
- Introduction by UNESCO representative
 - General debate and recommendations

Establishing an effective and flexible governance mechanism for the UCCN (1) (50')

- Introduction by UNESCO representative
- General discussion

Moderator: David Wilson, Delegate from the City of Bradford.

Venue: Yibin Hall on the 2nd floor in Shangri-la Hotel Chengdu; Homocentric squares

Participants: Designated Creative Cities and candidate cities to the UCCN

13:00-14:30

Lunch break (Buffet)

Z café on the 1st floor of Shangri-la Hotel

14:30-18:00

Panels of the sub-thematic groups on literature, film, music, crafts and folk art, design and media art

- Brainstorming on future activities of the sub-thematic group: How to foster the operationalization of the UCCN and undertake flagship partnerships both at the levels of the sub-thematic groups and the whole network? How to enhance the visibility and the potential of the Network? How to contribute to the design and implementation of the new international sustainable development goals and urban agendas? How to reinforce synergies with UNESCO's main programmes?
- B2B meetings between designated UNESCO Creative Cities and candidate cities

Moderators: Representatives of each thematic group

Venue: Long Quan (City of Literature), Wo Long (City of Film), Hong Yuan (City of Music), Kang Ding (City of Crafts and Folk Art), Huang Long (City of Design) and Jiu Zhai (City of Media Arts); 1st floor of Shangri-la Hotel Chengdu; Round table style.

Participants: Delegates from the designated Creative Cities and candidate cities to the UCCN.

15:00-18:00

The 2014 International Summit of Creative Cities of Gastronomy

- Opening speech
- Interventions of delegates from UNESCO Creative Cities of Gastronomy
- Topic: International cooperation and communication among cities of gastronomy, experiences and developmental principle in terms of the build-up of cities of gastronomy

Speakers: Delegates from Chengdu (China), Östersund (Sweden), Popayán

(Colombia), Jeonju (ROK), Zahle (Lebanon), and delegates from Niigata (Japan), Tsuruoka (Japan) and Vic (Spain)

Moderator: Theresa Lin, chairman of the American Development Foundations of Chinese Foods and the world-renowned gourmet critic

Venue: Nanhe Hall on the 1st floor of Shangri-la Hotel Chengdu; Classroom style.

Participants (100): Delegates from the designated Creative Cities and candidate cities of gastronomy; officials from the Chengdu Municipal People's Government; specialized schools and research institutions; relevant industrial associations; delegates from brand enterprises in catering industries and other industrial chains; delegates from the media.

18:30-20:30

Welcome dinner by the Chengdu Municipal People's Government

- Speech by senior officials of Chengdu Municipal People's Government
- Introduction of cooking techniques, tasting and special seasoning of Sichuan cuisine, by Theresa Lin international gourmet critic

Moderator: Delegates from the Chengdu Municipal People's Government

Venue: Yibin Hall on the 2nd floor of Shangri-la Hotel Chengdu; 15 Panda-themed round tables.

Participants (150): Delegates from UNESCO, China National Commission for UNESCO and Chengdu Municipal People's Government; designated Creative Cities and candidates to the UCCN.

28th, September (Sunday)

09:00-11:00

Feedback from the thematic groups (50')

Establishing an effective and flexible governance mechanism for the UCCN (2) (70')

- Follow-up of the general discussion and recommendations
- Creation of a working group

11:00-11:15

Lunch break (Buffet)

11:15-13:00

Towards a universal and balanced UCCN. Building on the lessons learnt to review the Call for Applications (60')

- Introduction by a UNESCO representative

- General debate and recommendations

UCCN next Annual Meetings (45')

- Presentation by the Representative of Kanazawa (2015)
- Call for the organizer of the General Meeting in 2016

Final remarks (15')

Moderator: Mr. Ting Xu, Delegate from the City of Shenzhen

Venue: *Yibin Hall on the 2nd floor of Shangri-la Hotel Chengdu; Homocentric squares.*

Participants : *Delegates from UNESCO, China National Commission for UNESCO, Chengdu Municipal People's Government, designated Creative Cities.*

13:00-14:30

Lunch Break (Buffet)

14:30-19:00

Visit to Chengdu Research Base of Giant Panda Breeding, Eastern Suburb Memory, Chengdu Planning Exhibition Hall

Participants: *Delegates from UNESCO and the China National Commission for UNESCO, designated UNESCO Creative Cities and candidate cities to the UCCN*

19:00-20:30

Food tasting of Chengdu traditional delicacy

Participants: *Delegates from the Chengdu Municipal People's Government, delegates from UNESCO and the China National Commission for UNESCO, designated UNESCO Creative Cities and candidate cities to the UCCN.*

29th, September (Monday)

Departure

*Delegates from Cities of Gastronomy are invited to attend the:
11th China International Food & Tourism Festival*