

UNESCO Creative Cities Network

Monitoring Report 2018

Jingdezhen, China



United Nations
Educational, Scientific and
Cultural Organization



City of Crafts
and Folk Art

JINGDEZHEN

• Designated
• UNESCO Creative City
• in 2014

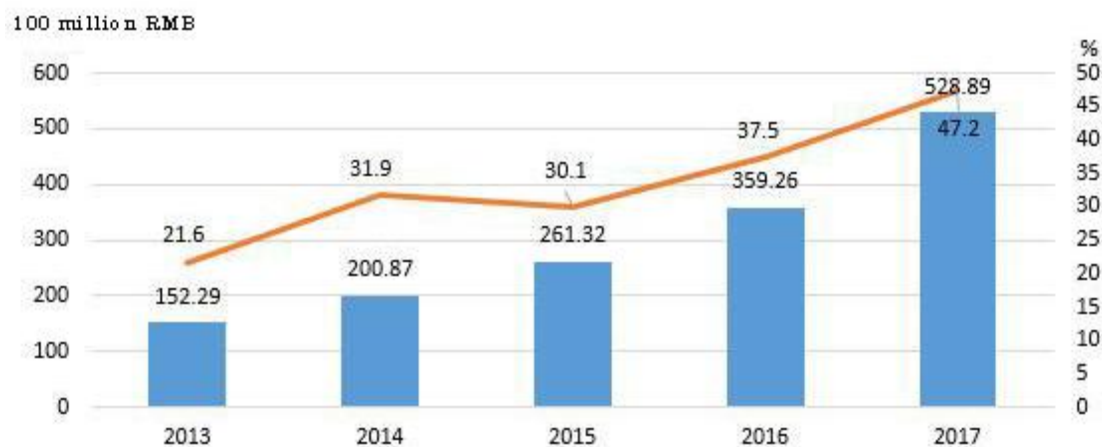
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1. EXECUTIVE SUMMARY

In December 2014, Jingdezhen was officially approved by UNESCO after a rigorous selection. It joined the "Creative City Network" and won the title of "City of Crafts and Folk Art". It fully demonstrates that Jingdezhen's work of maintaining and developing its own characteristics has been commended and affirmed by UNESCO on the premise of advocating and maintaining cultural diversity. Since joining UCCN, Jingdezhen regards creativity as an important strategic factor for the sustainable development of the city, promotes the protection and inheritance of the traditional handicraft system, enlarges international exchanges among creative cities at home and abroad, and has been committed to promoting the integration and development of cultural and creative industries and other industries such as tourism. Staged achievements have been achieved, which are briefly introduced as follows.

In 2017, the total GDP of Jingdezhen reached 90 billion yuan, with an increase of 8.5% over the same period last year; the total financial revenue reached 12.32 billion yuan, with an increase of 6.4%; the added value of industries above scale increased by 8.8%; the investment in fixed assets increased by 13.5%; the total retail sales of consumer goods increased by 12%; the export of foreign trade reached 52 billion yuan, with an increase of 22.1%; and the actual utilization of foreign capital reached 205 million dollars, with an increase of 9%; The per capita disposable income of urban residents was 34,246 yuan, with an increase of 9%. The per capita disposable income of rural residents was 15,127 yuan, with an increase of 9%. The total tourism income increased by 47.2%.



(Total tourism revenue and growth rate from 2013 to 2017. Source: Jingdezhen Statistical Bureau)

Optimize the dialogue platform

In 2015, Jingdezhen joined the United Nations Maritime And Continental Silk Road Cities Alliance (UNMCSR). The alliance was jointly initiated by the United Nations Industrial Development Organization (UNIDO), the United Nations Development Programme (UNDP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations World Tourism Organization (UNWTO) and the Ministry of Commerce of the People's Republic of China. The United Nations Office for South-South Cooperation (UNOSSC) is now directly leading the implementation of global projects and their permanent institutions.

In 2017, Jingdezhen University successfully declared the world's only chair in the field of ceramics - "Ceramic Culture: Protection and Innovation". Its main mission is to focus on the United Nations Millennium Goals and UNESCO's medium-term strategic objectives of "protecting, promoting and inheriting heritage" and "promoting creativity and diversity of cultural expressions". Under the guidance of UNESCO, Jingdezhen University, together with its strategic partners at home and abroad, has built a bridge of multilateral cooperation among relevant universities, associations of scientific research institutes and international ceramic organizations in China, Asia Pacific region and other regions of the world; In the field of ceramic culture protection and innovation, a comprehensive system integrating research, training and information is established. Around the international frontier issues in the field of ceramic culture protection and innovation, demonstration and sharing of interdisciplinary and interregional research results are actively carried out.

Irina Bokova, former Director-General of UNESCO, attended the signing ceremony of the chair. She said that ceramics was a cross-border, cross-ethnic and cross-lingual cultural carrier. Jingdezhen University, as the executive body of the chair, was confident that according to the agreement of the chair building agreement, focusing on the strategic objectives of UNESCO, efforts would be made to consolidate the cultural connotation. It would play a leading role in protecting, inheriting and improving the creativity of the world ceramic cultural heritage, promoting the practical application and sharing of achievements in the field of creative industries, and promoting the exchanges between different cultures and civilizations.

As the "City of Crafts And Folk Art", Jingdezhen has established friendly relations with many foreign cities of ceramic culture and ceramic industry, and actively promoted the incorporation of ceramic cultural activities into national large-scale exhibitions and major activities. Every year, many ceramic cultural exchanging activities at different levels are organized at home and abroad. New charm of today's Jingdezhen ceramic culture has been shown to the world in many high-standard international exhibitions, which promotes cultural exchanges and cooperation with network cities.

Promoting the innovation and development

When you come to Jingdezhen, you can see the Tao Xichuan (which win the 2017 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation Award). Sanbao International Ceramic Art Village, Imperial Kiln Alley, Jingdezhen Mingfang Park and a number of new cultural landmarks integrating cultural industry, cultural creativity and ceramic tourism.

The most prominent manifestation is that the new group of urban culture of "Jingdezhen Drift" and "Jingdezhen Return" appeared. Every year, more than 30,000 foreign artists and ceramic talents gather in Jingdezhen, the capital of porcelain, including more than 5,000 overseas people. They use their personal experience to perceive the excellent traditional Chinese culture and be an important force in spreading Chinese culture.

Jingdezhen has also strengthened cooperation with the Palace Museum, the China Central Academy of Fine Arts, China Academy of Art and Jingdezhen Ceramic Institute to carry out

academic seminars, training, research and interactive cooperation on ceramics, activate the innovative ability of the new generation of ceramics talents, transform the accumulation of history into contributions to the times, and let the world feel the life of traditional Chinese culture power.

2. GENERAL INFORMATION

2.1. Name of the city: Jingdezhen

2.2. Country: People's Republic of China

2.3. Creative field of designation: Crafts & Folk Art

2.4. Date of designation: December 2014

2.5. Date of submission of the current report: November 2018

2.6. Entity responsible for the report: the Leading Panel Office of Jingdezhen's Application for Creative Capital of the World

2.7. Previous reports submitted and dates: N/A

2.8 Focal points of contact:

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3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

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

Kanazawa, Japan in May 2015;

Östersund, Sweden in Sep. 2016;

Enghien-Les-Bains, France in Jun. 2017;

Krakow and Katowice, Poland in Jun. 2018.

3.2 Hosting of a UCCN annual meeting and dates:

None.

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

Every October, during China Jingdezhen International Ceramic Fair, we provide booths for relevant cities to show their unique cultural and creative products. During the exhibition, relevant symposiums were also held.

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:

None.

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 (type of contribution, estimated value, main objectives, and dates):

None.

3.6 Membership of the Steering Group and period:

None.

3.7 Participation in the evaluation of applications (number of applications evaluated per year):

SAN CRISTÓBAL DE LAS CASAS, Mexico in 2015;

Atakpamè , Togo in 2017.

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

(1) Establishment of cultural and creative bases

In order to promote the development of creative industries, lay a platform for the exchange and cooperation of creative cities, and build a base for activities, Jingdezhen Municipal People's Government promulgated the 'Interim Measures for the Recognition and Management of Jingdezhen Handicraft Cultural and Creative Industries Base' in 2016, and formulated the standards, procedures, support and management. According to this method, 12 creative industrial bases of handicraft culture are selected. The establishment of this base can provide a convenient platform for members of the network of creative cities in the world to learn, exchange and cooperate. Creative cities can select local amateurs, entrepreneurs and innovations who are interested in ceramic history, culture and ceramic making techniques. Industry practitioners and other personnel come to the base to learn, understand and make ceramics, trade negotiations, and cooperation in the tourism industry.

(2) Holding large-scale international events

A. China Jingdezhen International Ceramic Fair

Every October, in China Jingdezhen International Ceramic Fair, co-sponsored by the Ministry of Commerce, the China Council for the Promotion of International Trade, the China Light Industry Federation and the Jiangxi Provincial People's Government, we will offer 1900 standard booths. The exhibitors cover the major ceramic producing areas in France, the United States, the United Kingdom, Russia, the Netherlands, Germany, Italy, Turkey, South Korea, Japan and other representative enterprises of China's famous kilns. The exhibits cover art ceramics, domestic ceramics, industrial ceramics, high-tech ceramics, architectural bathroom ceramics, etc.



(The Opening Ceremony of China Jingdezhen International Ceramic Fair 2018)

At each China Jingdezhen International Ceramic Fair, we invite representatives of the creative city networks at home and abroad, such as Kanazawa of Japan, Icheon of Korea, Limoges of France, Nassau of Bahamas, to participate in the fair and related activities. We provide booths for them in the International Pavilion ,showing the differences of different local characteristics. Creative handicraft products will promote exchanges and cooperation among cities in the development of creative industries, knowledge sharing and the establishment of international sales channels for creative products.



B.China Erleben · Handwerkskunst Mit Herzblut — — Porzellan und Keramik aus Jingdezhen (Germany)

Experience China · Porcelain’ s Journey along the Silk Road — — Chinese Porcelain Culture Exhibition (South Africa)

In July 2017, during the G20 Summit in Hamburg, Germany, **China Erleben · Handwerkskunst Mit Herzblut — — Porzellan und Keramik aus Jingdezhen**, which was sponsored by The State Council Information Office of the People's Republic of China and the Embassy of the People's Republic of China in Germany; which was undertaken by the Information Office of Jiangxi Provincial People's Government, Jingdezhen Municipal Committee of the Communist Party of China, Jingdezhen Municipal People's Government and KPM Berlin Royal Porcelain Workshop; was held in KPM Royal Porcelain Workshop, Berlin, Germany. In July 2018, **Experience China ‘Porcelain’ s Journey along the Silk Road — — Chinese Porcelain Culture Exhibition** was held in African Museum, Johannesburg, South Africa.

As ambassadors of cultural exchanges, ceramic works from Jingdezhen plays an important role for showing the world a cultural exchange and collision, which aroused the people of Germany and South Africa to yearn for Jingdezhen and even for Chinese culture, making Jingdezhen a business card displaying Chinese culture, a platform for telling Chinese stories and a window for transmitting Chinese voice.





C.Chinese Color · Chinese Dream ——Jingdezhen Porcelain Painting Art Exhibition

In MAY 2018, *Chinese Color · Chinese Dream ——Jingdezhen Porcelain Painting Art Exhibition*, which was sponsored by the Chinese Federation, the Ministry of Cultural Affairs of Tunisia, the Chinese Embassy in Tunisia and undertaken by Federation of Jiangxi province, Propaganda Department of Jingdezhen Municipal Committee, was held in Cultural City of Tunisia.

The 40 pieces of ceramic art exhibited were all made by Jingdezhen local ceramic artists and artists of *Jingdezhen Drifters* (artists who live and work in Jingdezhen, while without Jingdezhen registered residence and change their houses from time to time) . It is hoped that through this exhibition, we can strengthen the understanding and cooperation with Tunisian artists and promote the prosperity and development of culture and art between the two countries together.



D.Jingdezhen Ceramic Exhibition for Young Talents and Jingdezhen Ming and Qing Dynasties Royal Kiln Reproductions Exhibition

Year 2018 marks the 40th anniversary of the conclusion of China-Japan Peace and Friendship Treaty, as well as the 40th anniversary of China's Reforming and Opening up, which is a memorable year. In order to further promote friendly exchanges between Chinese and Japanese people and expand exchanges and cooperation in ceramic culture, our office, together with the Tokyo Chinese Culture Center and Japan-China Friendship Club Hall, co-planned and sponsored *Jingdezhen Ceramic Exhibition for Young Talents and Jingdezhen Ming and Qing Dynasties Royal Kiln Reproductions Exhibition*, which has been enrolled "Cultural Creativity Week" project by the Ministry of Culture and Tourism of China.



E. The Second Japanese Kutani Craft&Ceramics Exhibition in 2018

On October 10, 2018, **the Second Japanese Kutani Craft&Ceramics Exhibition in 2018**, held by Jingdezhen Municipal People's Government, Japan-China Friendship Club Hall and Nomi Municipal Government of Ishikawa-ken, Japan opened at Jingdezhen China Ceramics Museum.

This exhibition is not only a retrospective commemoration of the 40th anniversary of the conclusion of China-Japan Peace and Friendship Treaty, but also a great exchange event between Chinese and Japanese ceramic circles. It will make due contributions to further promote the exchange and development of ceramics skill and culture between two places, lay a good foundation for the future exchange of ceramics, economic and trade cooperation and cross-field mutually beneficial contact, and build a solid communication platform.



F. Learning China from china

From October 27 to 28, 2018, sponsored by China Scholarship Council, and undertaken by Jingdezhen Ceramic Institute, **Learning China from china** theme social practice and cultural experience activities were held at Jingdezhen Ceramic Institute. Nearly 100 Chinese Government Scholarship students from about 30 countries, have participated in the event, including Jiangxi

University of Finance and Economics, Nanchang University, Jiangxi Normal University, Jiangxi Agricultural University, Nanchang Hangkong University, Jiangxi University of Traditional Chinese Medicine, Gannan Normal University and Jingdezhen Ceramic Institute.



Learning China from china theme social practice and cultural experience activities is not only the first China Scholarship Council activity undertaken by Jingdezhen Ceramic Institute, but also an innovative measure for the implementation of the Chinese ceramic culture transmission project and the response to the national strategy initiative of "the Belt and Road". It is also a major breakthrough for the work of overseas students in the university, which made a positive exploration for telling ceramic stories and Chinese stories to the world and disseminating Chinese voice. Combined theory with practice, from indoor to outdoor, from museums to enterprise parks, from visual appreciation to personal experience, the activities are diverse in form and rich in content, fully demonstrating the characteristics of school disciplines and giving full play to the advantages of school profession, so that the overseas students in universities of Jiangxi Province have a good understanding of Chinese long history of ceramics, enhancing students' love for Chinese culture and rich ceramic culture of China.



G.Restart of Porcelain Capital on "the Belt and Road"

Closely integrated with "the Belt and Road" initiative, Jingdezhen held an International Symposium on Inheritance and Transcendence - **Restart of Porcelain Capital on "the Belt and Road"**, which gathered Chinese and foreign renowned experts and scholars in the same hall for

an in-depth communication, to offer suggestions for accelerating the development of Jingdezhen's "the Belt and Road" cultural node city, vigorously developing ceramic cultural and creative industry and cultural tourism industry, constantly building platform for the exchange and display of ceramic culture, broadening the channels for ceramic culture to the world, and promoting the development of Jingdezhen ceramic culture industry.



H. *Inheritance and Innovation* —— *First China Ceramic Art Education Forum*

Focusing on the establishment of "National Ceramic Culture Inheritance and Innovation Pilot Zone", ***Inheritance and Innovation: Mission and Responsibility of the School —— First China Ceramic Art Education Forum*** was held. Based on Jingdezhen's rich ceramic culture and historical resources, the integration of the national ceramic education resources was discussed in this forum. We will carry out academic discussion on ceramic education, experience exchanges, teacher training and cultural inheritance nationwide and worldwide, to build a world academic highland for ceramics education.



I. *“Integration · Innovation”* —— *2018 Academic Seminar on Ceramic Education*

“Integration · Innovation” —— 2018 Academic Seminar on Ceramic Education was held in Xianghu campus of Jingdezhen Ceramic Institute. This seminar was organized by Jingdezhen Ceramic Institute in conjunction with Tsinghua University, Fudan University, Central Academy of Fine Arts, Wuhan University, Macao University of Science and Technology, Limoges National Academy of Art, Central St. Martin College of Art and Design, La Quila National Academy of Art, Yuanguang University of Korea, IAC International Ceramic Society, etc. The other universities, academic institutions and well-known ceramic enterprises at home and abroad have jointly discussed and exchanged views on the development direction of ceramic education in China in the new era, focusing on the cultivation of ceramic art talents, ceramic engineering talents and ceramic economic management talents.



J. Taoxichuan Autumn Art Fair 2018

In October 2018, ***Jingdezhen Taoxichuan Autumn Art Fair*** was held in Wenchuang district, Taoxichuan. Artists from more than 50 countries and regions, nearly 30 art colleges across the Taiwan Strait, over 10 art institutions, and representatives of seven major porcelain producing areas gathered in this Autumn Art Fair. During the period of three days, more than 30 activities were held. Therefore, ***Taoxichuan Autumn Art Fair 2018*** made Jingdezhen ceramics the focus of attention of all walks of life once again. Tao Xichuan not only shows artists from all over the world a sample of Chinese cultural and creative industries, but also shows ordinary people a gathering place for young people who can put beauty and art into their lives and can not only realize their dreams but also settle down.

On October 16, ***Taoxichuan Autumn Art Fair Forum 2018*** — — “***Crossover for you , Share the future***” ***CCF Summit Forum*** was held in the second floor lecture hall of Taoxichuan's flagship store. Representatives of more than 30 well-known art schools at home and abroad, including Central Academy of Fine Arts, Tainan National University of the Arts, Kyung-hee University of Korea, Sheridan College, Queens' College and Arkansas College, and members of artistic associations such as AIR Art Center of France, American Ceramic Education Annual Conference, Jinhai Ceramic Art Association, and representatives of domestic porcelain regions such as Jiangxi Jizhou Kiln, Henan Jun Porcelain and Yunnan Purple Pottery gathered to discuss industrial heritage, knowledge society, and how to develop and agglomerate ceramics.



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

A. Related officials of National Commission for UNESCO and artists from creative cities come to Jingdezhen for studying and exchanging

In November 2018, officials of National Commission for UNESCO from France, Indonesia, Korea, Thailand and China visited Jingdezhen. They visited Taoxichuan Ceramic Art Avenue, Chinese ceramic research institute of light industry and Jingdezhen Sanbao International Ceramic Art Village successively. They also participated a symposium at Jingdezhen University, learning more about the work of creative city and the construction of chair of "Ceramic Culture Protection and Innovation" in Jingdezhen University. They affirmed the above work and said that they could cooperate with Jingdezhen in depth to achieve mutual benefit.



In November 2016 and May 2018, Ms Uchiyama from Kanazawa and Mr Mitchch Kimball from Paducah, which are both in the field of craft&folk art, were sent to Jingdezhen for a one-month artist residence program. During the stay in Jingdezhen, e have facilitated their arrival and their artistic creation. While learning Jingdezhen's ceramic skills, they also shared different artistic characteristics of their respective regions, which promoted exchanges among creative cities, and laid a solid foundation for more and broader cooperation prospects in the future. We also publicize and record their experience and process in creation through TV and other news media.



On November 22nd, 2018, the Chairman of Icheon Ceramics Festival Committee, the Chairman of the Board of Icheon Ceramics Association, Mr. Lee, Dae-Young, the general manager of electric kiln sales department of STI CO., LTD of Korea, Mr. Kim, and the great master of ceramic art of Icheon, etc. visited Jingdezhen Ceramic Institute. After visiting, the delegates had a meeting with the university for the future potentials of collaborative studio programs and students programs. They gave an official invitation to students to visit Icheon in 2019.



B. Participation in Annual Meetings every year with the purpose of seeking for exchange and cooperation opportunity

Jingdezhen has never missed any annual meeting, especially in 2017, the mayor of people's government of Jingdezhen participated in the 11th UNESCO Creative Cities Network Annual Meeting in Enghien-les-Bains, France as the leader of our delegation, and delivered a speech at the Mayor Forum. During the meeting, the mayor talked with Mr. Francesco Bandarin, the former Assistant Director-General of UNESCO, and other mayors of the creative cities participating at the Forum about the future exchanges and cooperation, which has promoted the exchanges among cities and broadened cooperation in many fields.

C. Full support and active participation in related activities organized by creative cities

After the designation, activities and projects Jingdezhen participated in and cooperated with as follows:

2015

March: Bradford International Film Summit

April: 4th China Suzhou Creative & Design Cultural Industry Trade Expo

September: the 2nd edition of Fabriano Forum Crafts and Folk Art Creative Cities Network UNESCO

October: 2015 Shunde Food Festival

December: 2015 the 2nd meeting of the domestic working group of China UNESCO Creative Cities in Hangzhou

2016

May: the 1st International Creative City Workshop of Cities of Crafts and Folk Art
the 1st Dundee Design Festival

Jun: the 2nd UNESCO Creative Cities Beijing Summit and Mayors' Roundtable (**Jingdezhen Vice Mayor attended**)

September: the 13th Chengdu Food Festival

December: Launching ceremony of Chinese "UNESCO Creative City Network" Research and Development Alliance in Shanghai

2017

Jun: Qingdao Forum of Creative Cities of Film

September: Beijing International Design Week & Creativity 2030 Summit Forum

November: Shunde - Guangdong (Foshan) Creative Cities Expo

December: the Symposium on Strengthening Cooperation with UNESCO

In addition to the above activities, Jingdezhen also participated in the "2017 Bradford Small World Film Festival" event, which we have prepared for months with elaborate planning and specially shot a short film with the name of "Jingdezhen - A City Rich in White Gold". It starts from an ordinary day of people's normal life, then unfolds Jingdezhen's past, present and future through the processes of ceramic making, which contains various of exquisite shapes and cultural styles of different dynasties in long history of Jingdezhen.

The film was unanimously recognized by the judges and won the award for outstanding award. At the same time, it was requested by other creative cities such as Santos, JOÃO PESSOA of Brazil to

play the film at their cities' festivals.



2018

April: 4th China Suzhou Creative & Design Cultural Industry Trade Expo
the 2nd Annual Meeting of the Crafts & Folk Art Sub-network

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

6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

A. Establishment of Jingdezhen Creative Industry Promotion Association

To achieve the UCCN goal, according to the unique ceramic culture characteristics of Jingdezhen, we will strive to build an international ceramic culture exchange and cooperation center, with the concept of creative ceramics leading the industry, and international communication as the medium, under the framework of the UCCN. We will established Jingdezhen Creative Industry Promotion Association.

The scope of the association's work includes (a) Promoting creative design exchanges and cooperation among creative cities; (b) planning and implementing exchange activities at home and abroad to promote UCCN and the influence of Jingdezhen the city of crafts and folk art; (c) contact Jingdezhen' s various ceramic design, education and training, trade, research and development institutions, designers, artists and other relevant social organizations to promote the cross-industries' communication.

B. Establishment of Jingdezhen Ceramic Culture Heritage Innovation Experimental Zone

By focusing on culture, and the establishment of Jingdezhen Ceramic Culture Inheritance and Innovation Experimental Zone as the main objective, which contains "four bases and two centers" (National Ceramic Culture Protection Inheritance Base, National Ceramic Industry Innovation and Development Base, World Ceramic Talents Gathering Highland, World Famous Ceramic Culture Tourism Destination, International Ceramics Expo Trading Center, International Ceramic Culture Exchange and Cooperation Center), we would like to make Jingdezhen a business card for displaying ceramic culture, a platform for international cultural exchange, and a window

for creative cities' cooperation.

C. Continue to accelerate the development of cultural and creative industries

Deepen the implementation of the "culture +" development concept, accelerate the construction of a number of major cultural and creative industrial projects, upgrade a number of key cultural and creative industries parks, foster a number of leading enterprises in the cultural and creative industries, and promote the rapid development of ceramic-leading cultural and creative industries. Focus on the construction of Mingfang Park, Taoxichuan Phase II, and Sanbao Ceramic Valley Phase III. Start the construction of the creative town project of Jingdezhen Ceramic Institute, a creative innovation and entrepreneurship platform integrating ceramic design, material research and development, exchange exhibition and creative museum, and the creative ceramics headquarters economic base. Help cultural enterprises to strengthen and support the development of small and medium-sized micro-culture enterprises, individual creators, and maker space. Grasp the construction of well-known cultural brands and choose the road of market-oriented operation of ceramic brands.

6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

A. Preparation for the UCCN Innovation and Innovation Exhibition

The purpose of the exhibition is to implement the 2030 Agenda for Sustainable Development and implement the purpose of UCCN. Through the exhibition, we will promote mutual exchange of creative products among member cities, enhance city status and international influence, and promote friendly exchanges and promotion of members of UCCN for cultural exchanges and cooperation and the development of creative industries. At that time, we hope that the Secretariat would fully support the activity held in Jingdezhen and invite all of the member cities to participate in the exhibition as possible as they could.

B. In accordance with the requirements of UCCN and the National Commission for UNESCO of China, Jingdezhen will send delegate to participate in UCCN annual meetings and sub-network meetings every year, and actively participate in related activities organized by other cities to strengthen exchanges and cooperation with member cities.

6.3 Estimated annual budget for implementing the proposed action plan

From 2019 to 2022, the municipal government's special fund for the development of the city's cultural and creative industries is about 10 million RMB, which does not include other projects, and the specific budget will be known after the detailed planning plan is issued.

6.4 Plan for communication and awareness

In addition to traditional media, we will publicize UCCN goals and elevate the influence of relevant activities through internet platforms such as the official website of the People's Government of Jingdezhen, Jingdezhen Creative City Office and the mobile media platforms such as WeChat and Weibo. People's Government of Jingdezhen : <http://eng.jdz.gov.cn/>; Jingdezhen Creative City Office: <http://jdz.taoc.cc/>