UNESCO Creative Cities Network
Xth Annual Meeting

Östersund, Jämtland Härjedalen, Sweden
14–16 September 2016

AGENDA

Venue: Östersund City and the Region of Jämtland Härjedalen, Sweden
Participants: Delegates of 116 UNESCO Creative Cities and UNESCO representatives
Organizers: City of Östersund, Region of Jämtland Härjedalen, UNESCO
Theme: Fostering the culture and creative sectors as drivers of sustainable development: Maximizing the potential of urban-rural connections
The week of the UCCN Xth Annual Meeting

VEC-conference, 11–14 September

The UCCN Xth Annual Meeting is coordinated with Mid Sweden University’s (MIUN) research conference on the theme Valuing and Evaluating Creativity for Sustainable Regional Development (VEC), 11–14 September. The VEC-conference is designed to support and open the UCCN Xth Annual Meeting. Participation in the VEC-conference is encouraged but optional for the delegates of the UCCN Annual Meeting. For information about VEC, visit www.uccn2016research.com.

UCCN Xth Annual Meeting, 14–16 September

The UCCN Xth Annual Meeting takes place in Östersund City and the Region of Jämtland Härjedalen, 14–16 September. See program below. For information about the UCCN Xth Annual Meeting, visit www.creativegastronomy.com/uccn2016.

Creative Business, 15 September

Creative Business is an event created especially for the UCCN Annual Meeting in Östersund. It is a setting in which regional businesses, international guests and locals all have the chance to meet, learn and gain new perspectives, get to know new people and generate new business. The event is organized by MidSweden Chamber of Commerce and takes place at Storsjöteatern, 15 September 9 a.m.–4 p.m. Participation is optional for the delegates of the UCCN Annual Meeting. For more information, visit www.creativebusiness.se.

Gastronomy and Culture Week, 12–18 September

A Regional Gastronomy and Cultural program is on-going during the week of 12–18 September. The program offers activities that highlight the cultural profile of Östersund and the Region of Jämtland Härjedalen. The activities are open to the public, VEC participants and to the delegates of the UCCN Annual Meeting. The program for the Gastronomy and Culture Week is available at www.creativegastronomy.com/uccn2016/gastronomy-and-culture-week.
Tuesday 13 September

Arrival of delegates for the UCCN Annual Meeting in Östersund.

10.30 a.m. – 12.30 p.m. | UCCN Steering Group working session  
*Venue: Rådhuset (City Hall of Östersund), room Rådhussalen*  

*Moderator:* Ms Denise Bax, Chief of Programmes and Stakeholder Outreach Unit, Division for Creativity, UNESCO  

- Programme of the Annual Meeting  
- Role of the Steering Group at the Annual Meeting  
- Progress on the renewal of the Steering Group

2 p.m. – 7 p.m. | Registration and infopoint opens, distribution of meeting materials  
*Venue: Storsjöteatern*

2 p.m. – 3 p.m. | Integrating new members of the UCCN  
*Venue: Rådhuset (City Hall of Östersund), room Rådhussalen*  

*Moderator:* Ms Denise Bax, Chief of Programmes and Stakeholder Outreach Unit, Division for Creativity, UNESCO

2 p.m. – 3 p.m. | City Walk Tour  
*Starting point: Storsjöteatern*  

Optional for the delegates of the UCCN Annual Meeting. Reservation required.

3 p.m. – 7 p.m. | Informal meetings Creative Fields  
Contact the coordinator of your Creative Field for exact time and venue.

6 p.m. – 7 p.m. | City Walk Tour  
*Starting point: Storsjöteatern*  

Optional for the delegates of the UCCN Annual Meeting. Reservation required.

7 p.m. | Mid Sweden University VEC research conference’s closing dinner and evening program  
*Venue: Hotel Gamla Teatern*  

Optional for the delegates of the UCCN Annual Meeting. Reservation and fee required.
### Wednesday 14 September

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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<tr>
<td>8 a.m.</td>
<td><strong>Registration and infopoint opens</strong></td>
<td><strong>Storsjöteatern</strong></td>
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<td>9 a.m. – Noon</td>
<td><strong>Plenary: Opening Session</strong></td>
<td><strong>Storsjöteatern</strong></td>
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<td><strong>Moderator:</strong> Mr Per Johansson, Head of the Growth Division, City Management Department, City of Östersund, Creative City of Gastronomy</td>
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<td></td>
<td>▪ Cultural Intervention, Performance with Jojk, Ms Anna Kråik</td>
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<td>▪ Welcome, Ms AnnSofie Andersson, Mayor of Östersund</td>
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<td>▪ Opening remarks, Mr Mats Djurberg, Secretary General, Swedish National Commision for UNESCO</td>
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<td>▪ Scope and objectives of the meeting, Ms Jyoti Hosagrahar, Director of the Division for Creativity, UNESCO</td>
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<td>▪ Cultural Intervention, “Mobile Phone Dance”, Beyond Groove</td>
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<td>▪ Keynote Speech, Maximising the potential of the UNESCO Creative Cities Network, Mr Charles Landry, Founder and Director of Comedia</td>
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<td>▪ Presentation of the 2005 Convention Global Report Reshaping Cultural Policies, Ms Jyoti Hosagrahar, Director of the Division for Creativity, UNESCO</td>
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<td>10.30 a.m. – 10.50 a.m.</td>
<td><strong>Coffee break</strong></td>
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<td>10.50 a.m. – Noon</td>
<td>▪ Panel Discussion: “Culture and creativity as drivers of sustainable urban and regional development – putting research into practice”</td>
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<td><strong>Moderator:</strong> Ms Jennifer Jewiss, Ph.D. University of Vermont</td>
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<td><strong>Speakers:</strong></td>
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<td>- Ms Beatriz Garcia, Head of Research at the Institute of Cultural Capital and Senior Research Fellow in</td>
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Noon – 1.30 p.m.

Outdoor lunch – Rural meets Urban
Venue: Stortorget (Central Square)

Meet local food artisans and enjoy different varieties of local food served on a wooden platter. A taste of the outdoors in Östersund Central Square.

1.30 p.m. – 4.45 p.m.

Creative Field workshops

Parallel workshops for each Creative Field.

Main themes of discussion:

- Introducing new members
- Good practices and main activities implemented at the local and international levels to operationalize the UCCN Mission Statement
- Challenges and prospects of future actions to implement the 2030 Agenda for Sustainable Development
- Contribution of the members to the global management of the Network and selection of new coordinator

1. Crafts and Folk Art
Venue: Jamtli Museum, Hov, room Gillesalen. Bus from Clarion Hotel Grand Östersund at 1.15 p.m.
Facilitator: UCCN coordinator Mr Peter Ives, Santa Fe, with support of regional coordinator Ms Ingela Fredell, Handicraft Consultant, Regional Culture Department

2. Design
Venue: Exercishallen Norr. Bus from Clarion Hotel Grand Östersund at 1.15 p.m.
Facilitator: UCCN coordinator Mr Ting Xu, Shenzhen, with support of regional coordinator Ms Karolina Nätterlund, Regional Design Centre, Regional Culture Department

3. Film
Venue: Storsjöteatern, room Thoméesalen
Facilitator: UCCN coordinator Mr David Wilson, Bradford, UCCN coordinator, with support of regional coordinator Ms Eva Aspling, Film Consultant, Filmpool Jämtland, Regional Culture Department, regional coordinator
4. **Gastronomy**  
*Venue:* Rådhuset (City Hall of Östersund), room Rådhusalen. Meetingpoint outside Storsjöteatern for a guided walk to the venue at 1.15 p.m.  
*Facilitator:* UCCN coordinator Mr Jiao Hui, Chengdu, with support of regional coordinator Ms Ann-Sofie Collin, Head of Research, Torsta Green Centre

5. **Literature**  
*Venue:* Östersunds bibliotek (Östersund Library), room Samlingssalen. Meetingpoint outside Storsjöteatern for a guided walk to the venue at 1.15 p.m.  
*Facilitator:* UCCN coordinator Ms Jostyna Jochum, Krakow, with support of regional coordinator Ms Catarina Lundström, Literature developer, Regional Culture Department

6. **Media Arts**  
*Venue:* Storsjöteatern, room Fredssalen  
*Facilitator:* UCCN coordinator Mr Dominique Roland, Enghien-les-Bains, with support of regional coordinator Ms Karin Kvam, Art consultant, Regional Culture Department

7. **Music**  
*Venue:* Stocketitt, room Stockesalen. Bus from Clarion Hotel Grand Östersund at 1.15 p.m.  
*Facilitator:* UCCN coordinator Ms Francesca Martinese, Bologna, with support of regional coordinator Mr Jan Löfgren, Artistic Director, Regional Culture Department

*During the Creative field meetings, a few regional stakeholders are invited as observers.*

*The coordinator of each creative field will be responsible for report conclusions on the Plenary session.*

**5.45 p.m.**  
Buses from Clarion Hotel Grand Östersund and Hotel Gamla Teatern to Exercishallen Norr

**6 p.m. – 6.45 p.m.**  
**Inauguration of the SZ-DAY exhibition**  
*Venue:* Exercishallen Norr

Inauguration of the Shenzhen Design Award for Young Talents exhibition, theme Transformation: the Mission of Design.

**Speakers:**  
Mr Ting Xu, Secretary General, Shenzhen City of Design
6.45 p.m.  Buses from Exercishallen Norr to Jamtli Museum

7 p.m.  Taste the history – Creative Heritage Dinner  
**Venue**: Jamtli Museum

*Indoor/outdoor dinner with a cultural program. Please bring informal and comfortable outdoor clothing.*

### Thursday 15 September

8.30 a.m.  Buses from Clarion Hotel Grand Östersund and Hotel Gamla Teatern to Frösö Convention Center

9 a.m. – 10 p.m.  Plenary  
**Venue**: Frösö Convention Center, room Åreskutan

**Moderator**: Mr Dominique Roland, Director of the Centre des arts, Enghien-les-Bains, Creative City of Media Arts

- Main activities undertaken by the UCCN Secretariat  
  **Speaker**: Ms Denise Bax, Chief of Programmes and Stakeholder Outreach Unit, Division for Creativity, UNESCO

- UNESCO’s Global Report on Culture and Sustainable Urban Development. The UCCN: a key partner for the implementation of the 2030 Sustainable Development Agenda  
  **Speaker**: Ms Jyoti Hosagrahar, Director of the Division for Creativity, UNESCO

- Report of the UCCN Steering Group on the conclusions of the Membership Monitoring Exercise and recommendations for the future  
  **Speaker**: Ms Francesca Martinese, Head of International Relations and Projects Office, Economic Development and City Promotion Department, Bologna, Creative City of Music

- Presentation of the exhibition that showcase the UCCN’s good practices enhancing sustainable development through creativity  
  **Speaker**: Ms Marion Magen, Junior Project Manager International Projects, Region Jämtland Härjedalen,
10 a.m. – 10.15 a.m. Coffee break

10.15 a.m. – 12.15 p.m. Plenary: Continuation

10.15 a.m. – 11 a.m.

- Report from Creative Field workshops, achievements and proposals for future actions

Moderator: Ms Christina Hedin, Deputy Mayor of Östersund, Östersund, Creative City of Gastronomy

Speakers:
- Mr Peter Ives, UCCN coordinator of Creative Cities of Crafts and Folk Art
- Mr Ting Xu, UCCN coordinator of Creative Cities of Design
- Mr David Wilson, UCCN coordinator of Creative Cities of Film
- Mr Jiao Hui, UCCN coordinator of Creative Cities of Gastronomy
- Ms Justyna Jochym, UCCN coordinator of Creative Cities of Literature
- Mr Dominique Roland, UCCN coordinator of Creative Cities of Media Arts
- Ms Francesca, Martinese UCCN coordinator of Creative Cities of Music

11 a.m. – 12.15 p.m.

- Local and international implementation of the Sustainable Development Goals of the 2030 Agenda for Sustainable Development

Moderator: Ms Jyoti Hosagrahar, Director of the Division for Creativity, UNESCO

- Presentation of case studies by the representatives of the Creatives Cities of Dakar (Media Arts), Graz (Design), Pekalongan (Crafts and Folk Art), Puebla (Design), and Saint-Étienne (Design)
- General Debate: Prospects to strengthen international cooperation among UCCN cities to implement the 2030 Agenda for Sustainable Development.

12.15 p.m. – 1.15 p.m. Lunch in the Good Practices Exhibition area

1.15 p.m. – 2.45 p.m. Transversal thematic workshops

Four parallel transversal thematic workshops, highlighting
global topics and trends, covering core values of the UCCN and fostering exchange and cross-cultural cooperation.

Each workshop will begin with the presentation of 5-6 case studies, followed by a one-hour debate on the theme.

1. **Maximizing urban-rural connections through interventions based on culture and creativity**  
   *Venue:* Frösö Convention Center, room Lillsnasen  
   *Facilitator:* Ms Terese Bengard, General Manager, “All of Sweden shall live”, National organization for rural development, Östersund, Creative City of Gastronomy  
   *Speakers:* Representative of Dénia Creative City of Gastronomy, Representative of Jeonju Creative City of Gastronomy, Representative of Östersund Creative City of Gastronomy, Representative of Shunde Creative city of Gastronomy, Representative the handicraft sector in Jämtland Härjedalen.

2. **Fostering partnerships and exchanges intended to support the mobility of artists and cultural professionals within the Network**  
   *Venue:* Frösö Convention Center, room Helags  
   *Facilitator:* Mr David Ryding, Director of literature, Melbourne UNESCO City of Literature Office, Melbourne, Creative City of Literature  
   *Speakers:* Representative of Dakar Creative City of Media Arts, Representative of Icheon Creative City of Craft and Folk Arts, Representative of Enghien Creative City of Media Arts, Representative of Kaunas Creative City of Design, Representative of Kanazawa City Hall, Creative City of Folk Arts, Representative of Montréal Creative City of Design.

3. **Revitalizing cities through culture and creativity**  
   *Venue:* Frösö Convention Center, room Åreskutan  
   *Facilitator:* Ms Ellen Schneider, Deputy Director, Detroit Creative Corridor Center, Detroit, Creative City of Design  
   *Speakers:* Representative of Helsinki Creative City of Design, Representative of Santos Creative City of Film, Representative of Krakow Creative City of Literature, Representative of Bologna Music, Representative of Seoul Creative City of Design.

4. **Fostering the role of research and locally-generated data to assess and monitor the impact of creativity for sustainable urban development**  
   *Venue:* Frösö Convention Center, room Getryggen
Co-facilitators:
Mr Daniel Laven, Ph.D. Associate Professor and Head of Department, Dept. of Tourism Studies and Geography, Mid-Sweden University, Östersund, Creative City of Gastronomy
Mr Wilhelm Skoglund, Ph.D. Senior Lecturer, Dept. Of Business Administration and Law, Mid Sweden University, Östersund, Creative City of Gastronomy

Speakers: Representative of Tartu Creative City of Literature, Representative of Burgos Creative City of Gastronomy, Representative of Dundee Creative City of design, Representative of Beijing Creative City of Design, Representative of Mannheim Creative City of Music.

2.45 p.m. – 3 p.m. Coffee break

3 p.m. – 5 p.m. Mayors’ Meeting – Policymakers’ Dialogue
Venue: Frösö Convention Center, room Åreskutan

Moderator: Mr Charles Landry, Founder and Director of Comedia

Three subsequent panels, one theme each:
- The prospects of implementing SDG 11 locally – “Make cities and human settlements inclusive, safe, resilient and sustainable”
- Broadening the interconnection between urban, peri-urban and rural areas
- Fostering culture and creativity in generating public spaces, enhancing participation, social cohesion, and enabling prosperity

5 p.m. Buses from Frösö Convention Center to Clarion Hotel Grand Östersund and Hotel Gamla Teatern

7 p.m. creEATive Östersund – a cultural bonanza, a gorgeous feast
Starting point: Hotel Gamla Teatern
An indoor/outdoor dinner party, with local culture and food. Please bring comfortable outdoor clothing. The gastro-adventure and live music party around the city of Östersund will be completed at Hotel Gamla Teatern.

Friday 16 September

8 a.m. – 9 a.m. UCCN Steering Group working session
9 a.m. – 11 a.m.

**Venue:** Regionalt Designcentrum Jämtland

**Plenary: Closing Session**

**Venue:** Storsjöteatern

**Moderator:** Mr Dag Hartman, Senior Project Coordinator International Projects, Region Jämtland Härjedalen, Östersund, Creative City of Gastronomy

- Formal designation of the 2017 UCCN Annual Meeting Host City: Enghien-les-Bains (France)
- Presentation of the candidates for the 2018 UCCN Annual Meeting Host City: Suzhou (China), Fabriano (Italy), Krakow (Poland)
- Voting for the 2018 UCCN Annual Meeting Host City
- Formal designation of the renewed UCCN Steering Group
- Conclusions of the 2016 UCCN Xth Annual Meeting
- Closing words: Ms AnnSofie Andersson, Mayor of Östersund and Ms Jyoti Hosagrahar, Director of the Division for Creativity, UNESCO
- Cultural Intervention, Hoven Droven, a musical mix of traditional Swedish folk, percussive excess and fierce guitars

11 a.m. – 5 p.m.

**Study visits including lunch and coffee break**

Study visits (four options) showcasing the gastronomic and cultural profile of Östersund and the region of Jämtland Härjedalen. Buses from the Clarion Hotel Grand Östersund.

1. *Explore gastronomy and the artisan food making in Jämtland*
2. *Whispering trees and Mountain spirits*
3. *Sami handicraft, blowing glass and high-tech product testing*
4. *Intercultural food and music, inspiring filmmakers and Sami handicraft*