



UNESCO Creative Cities Network Annual Meeting

Kanazawa, Japan

Mayors Round Table

26 May 2015

INTRODUCTION

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. Ten years after its launch, the 69 cities which currently make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.

Urban areas are today's principal breeding grounds for the development of new strategies, policies and initiatives aimed at making culture and creativity a driving force for sustainable development and urban regeneration. Through promoting innovation, social cohesion and inter-cultural dialogue, cities are responding to the economic, social and environmental challenges with which they are confronted.

Linking the local and the global, cities are true laboratories of creativity and innovation, both of which are essential for the economic growth of cities in the future. Home to more than half the world's population and three quarters of the world's economic activity, cities play a crucial role in promoting sustainable development focused on people and the respect of human rights. The post-2015 Development Agenda notably includes among its 17 goals a specific objective to 'make cities and human settlements inclusive, safe, resilient and sustainable' and identifies culture and creativity as essential tools for action in this context.

Furthermore, the special edition of the *UN Creative Economy Report: Widening Local Development Pathways* (2013) also recognizes the key role of cities and regions as actors of change as well as the place of culture in and for human development. Indeed, placing creativity at the heart of sustainable urban planning and renewal leads to more secure, smart and productive cities as stated in the Florence Declaration, signed at the Third UNESCO World Forum on Culture and Cultural Industries (2014).

The full potential of the creative and cultural industries is at the core of the creative economy and must be harnessed in order to stimulate innovation for economic growth and contribute to generating productive employment opportunities. Indeed, by stimulating the creative and cultural industries, supporting creation and promoting access to and participation in culture, public authorities, the private sector and civil society can together make the difference and support sustainable urban development that truly meets people's needs.

Due to their rapid population growth, cities are in need of innovative strategies and new paradigms in order to better understand and address the contours of urbanized life. Establishing linkages between music, design, crafts and folk arts, media arts, gastronomy, film and literature is key in this process and holds enormous potential for cities.

In this context, the Mayor's Round Table, organized in the framework of the IX UCCN Annual meeting held in Kanazawa, offers a unique opportunity for sharing experiences on how the UNESCO Creative Cities can invest in and capitalize on their creative assets for building sustainable, inclusive and balanced urban development. This high-level Round Table is also an opportunity to build a renewed vision for the future of the UNESCO Creative Cities Network.

FORMAT OF THE ROUND TABLE:

Moderated by Ms. Lynne Patchett, representative of UNESCO, the Round Table will be structured around four discussion topics. A panel of selected Mayors and Vice-Mayors from 20 UNESCO Creative Cities are invited to speak on each of these topics. Each intervention shall last four minutes maximum.

PROGRAMME:

Opening (10 minutes)

- Welcome and introduction of the panelists: Mr. Yuki Yoshi Yamano, Mayor of Kanazawa
- Introduction to the Round-Table: Ms. Lynne Patchett, UNESCO

Session 1: Impact of the UNESCO Creative City designation (25 minutes)

What kind of impact has the UNESCO Creative Cities designation generated at the local level? What kind of impact do new member cities expect as a result of their designation? What measurement mechanisms are being used or could be developed to measure the impact of UCCN designation?

- Mr. Noë Adonis, Mayor of Jacmel, City of Crafts and Folk Arts (Haiti)
- Mr. Byung-don Cho, Mayor of Icheon, City of Crafts and Folk Arts (Republic of Korea)
- Mr. Peter Ives, Mayor Pro Tempore of Santa Fe, City of Crafts and Folk Arts (USA)

- Mr. Teruo Shinkai, Deputy Mayor of Nagoya, City of Design (Japan)
- Mr. Cesar Souza Junior, Mayor of Florianopolis, City of Gastronomy (Brazil)

Session 2: Building innovative partnerships (25 minutes)

For cities in the 21st century, what are the new partnership models and innovative investment strategies that can be used to support sustainable urban development through creativity and the cultural industries?

- Mr. Gevon Moss, Mayor of Nassau, City of Crafts and Folk Arts (Bahamas)
- Mr. Giancarlo Sagramola, Mayor of Fabriano, City of Crafts and Folk Arts (Italy)
- Mr. Philippe Sueur, Mayor of Enghien-les-Bains, City of Media Arts (France)
- Mr. Yasutomo Suzuki, Mayor of Hamamatsu, City of Music (Japan)
- Mr. Jang Huyn Yoon, Mayor of Gwangju, City of Media Arts (Republic of Korea)

Session 3: Creativity and local development (25 minutes)

How can culture-based interventions and infrastructures in urban spaces be used to generate growth and employment opportunities as well as strengthen cities' social fabric and promote social cohesion? How can culture-driven urban revitalization projects be conducive to the development of inclusive societies and people's well-being?

- Mr. Mohamad Basyir Ahmad, Mayor of Pekalongan, City of Crafts and Folk Arts (Indonesia)
- Mr. Dave Cull, Mayor of Dunedin, City of Literature (New Zealand)
- Ms. Christina Hedin, Deputy Mayor of Östersund, City of Gastronomy (Sweden)
- Mr. Hugues Ngouelondele, Mayor of Brazzaville, City of Music (Congo)
- Mr. Satoshi Torii, Vice Mayor of Kobe, City of Design (Japan)

Session 4: Moving forward: The Future of the UCCN (25 minutes)

Based on the cities' experience, what kind of partnerships at the international level can contribute to implementing the Network's objectives, presented in its Mission Statement, on the ground? How can cities from the Global South be fully involved in these partnership initiatives? How can we build a stronger, geographically balanced and effective Network?

- Mr. Bongup Cho, Vice Mayor of Jeonju, City of Gastronomy (Republic of Korea)
- Mr. Masaki Enomoto, Mayor of Tsuruoka, City of Gastronomy (Japan)

- Mr. Zicai Liang, Vice Mayor of Shunde, City of Gastronomy (China)
- Mr. Matteo Lepore, Deputy Mayor for Economic Development and City Promotion, International Relations and the Digital Agenda of Bologna, City of Music (Italy)
- Mr. Yuki Yoshi Yamano, Mayor of Kanazawa, City of Crafts and Folk Arts (Japan)

Closing remarks: Mr. Yuki Yoshi Yamano, Mayor of Kanazawa