UNESCO Creative Cities Network Annual Meeting

Bologna, 19 September 2013

DRAFT SUMMARY REPORT

OPENING CEREMONY

Panel:

- Virginio Merola, Mayor of Bologna
- Matteo Lepore, Deputy Mayor for International Relations, City Marketing Innovation, Smart City and Digital Agenda, City of Bologna
- Mauro Rosi, Programme Specialist, UNESCO
- Kim Sang Bum, Vice-Mayor for Administrative Affairs of the City of Seoul
- Patrizio Bianchi, Deputy Governor for Education, Professional Training, Research and University, Employment; Emilia-Romagna Regional Government

In his opening remarks, **Mayor Merola** warmly welcomed the delegates attending the meeting and gave a short presentation of the city of Bologna as a city turned toward the future, with a very rich past. He pointed out the important link between culture and development, and stressed that culture has a market involving thousands jobs. He wished a fruitful meeting to all the Creative Cities members.

Mauro Rosi focused its speech on the strategic challenges of the Creative Cities Network, which should play a major role in contributing to urban enhancement; to social cohesion and revitalization; and to sustainable development in line with UNESCO's message that highlights the link between culture and development.

He recalled that in 2010 and 2011, the United Nations General Assembly adopted two breakthrough resolutions on culture and development that recognised the contribution of culture and cultural diversity to sustainable development and the achievement of the Millennium Development Goals. He then stressed that, as the world is shaping a new global sustainability agenda to follow the 2015 deadline for the Millennium Development Goals, we must place culture at its heart. The Creative Cities Network can be a precious tool to this end.

To serve those strategic objectives, the Creative Cities should work more together, through really joint, collective projects.

Mauro Rosi concluded by recalling that after the Bologna meeting, which will concentrate mainly on management and governance issues, a second meeting of the respective Mayors of the Creative Cities, as well as experts, decisions makers and representatives of candidate cities, will take place in Beijing from 20 to 23 October 2013. This meeting aims to discuss the strategic linkages between culture and sustainable development in the specific context of an urban perspective.

Kim Sang Bum discussed the rapid evolution of the Korean economy, which led to many urban problems. As a consequence, the city elaborated an urban management approach to solved these issues.

He also recalled the conditions of Seoul's application to the Network, explaining the internal discussions on the subject. Since its nomination in 2010 as City of Design, the city has put a strong focus on design, not only by changing the design of the environment but also by giving citizens more access to culture and creativity. Participation is not only important to the design industry but also to quality of life.

He then pointed out the need to move forward in order to improve the citizens' quality of life with innovation. The objective is to give to citizens more access to cultural activities. Seoul is very committed to the matter and in promoting public participation, including in the decisions on the development model of the city.

The Vice-Mayor also mentioned that Seoul has won many UN public service awards thanks to its policies based on active participation of citizens.

Patrizio Bianchi stressed the relationship between industry, creativity and the city. In the past, creativity was restricted to the elite. Culture was separated from industries because the basic barrier of entry was the reproduction cost and the capacity. He took as an example the automobile industries where creativity, through the design phase, is upstream of the industrial process. The previous separation between creativity and workers needs to be bridged in order to create the new industrial model. Cities provide the solution to this challenge.

The city presents itself as an informed community, a place to generate new ideas. The capacity to build up a 'conscious' community is the best externality for new development. In cities, communities have the capacity to involve others into their story, to write new stories, to create new content, new industry, new human relations.

He finally also pointed out the need of 'new humanities' in order to give a sense to the use of the modern instruments at our disposal to create meaningful content. The city is therefore emerging in the role of the basic externality for living creativity.