



United Nations
Educational, Scientific and
Cultural Organization

联合国教科文组织



International Center for Creativity
and Sustainable Development
under the auspices of UNESCO

国际创意与可持续发展中心

专题简讯
NEWSLETTER

联合国教科文组织 国际创意与可持续发展中心 第一届咨询委员会第二次会议

The Second Session of the First Advisory Committee of
International Center for Creativity and Sustainable
Development under the auspices of
UNESCO (Category 2)

中国·北京
Beijing China

2020年9月
September 2020



咨询委员会

The Advisory Committee

联合国教科文组织国际创意与可持续发展中心（以下简称“创意中心”）第一届咨询委员会于2019年4月成立，为创意中心的学术和战略咨询机构，为理事会和中心主任的决策提供理论支持。咨询委员会囊括了来自13个国家的29位委员，分别任职于国际机构、研究院校、社会组织，私营企业等不同的部门，研究和实践跨越了创意经济、城市发展、产业规划、设计、人工智能、网络科技、可持续发展和传播等多个领域。

The Advisory Committee of ICCSD was established in April 2019 and it provides professional consultancy to ICCSD. The Committee includes about 29 members from 13 countries who come from international organizations, research institutes, social organizations and private companies. They are engaged in creativity economy, urban development, industrial planning, design, artificial intelligence, network technology, sustainable development and communication etc.



第一届咨询委员会第二次会议

The Second Session of the First Advisory Committee

新冠疫情在全球的蔓延对全球经济发展和全体人民的健康与福祉造成了极大威胁，给联合国2030可持续发展目标的实现带来了很大挑战。联合国开发计划署预测，“人类发展指数（HDI）”2020年的全球整体水平将出现1990年以来的首次下滑。新的技术和创意方式得到不断的应用，在保持“社交距离”的时期维持着全球的交往与交流。线上会议、线上论坛、云展览、云演出等越来越多地出现在我们的生活里。但是对于技术普及率较低的国家，新技术和新方式的应用可能进一步造成贫富差距和不平等。有一些影响会随着疫情的衰减和疫苗的应用逐渐消失，但其中很多改变将会造成深远的影响，成为我们生活的新常态。如何在这个变化的时代，以创意与创新的方式持续推动可持续性的发展，将成为我们必须面对的新主题。

本次会议从新常态下的新思维、新冠肺炎疫情对全球化和联合国可持续发展目标的影响、创意创新措施提升城市活力，以及数字工具为可持续发展提供能力建设等维度进行了深入探讨。本次会议综合了多国专家的观点，为推动联合国可持续发展目标的如期实现提供智力支持。

The COVID-19 pandemic is posing great threats to the global economic and social development, to people's health and well-being, and to the pursuit of the 2030 Agenda for Sustainable Development. According to the UNDP, the overall level of the Human Development Index (HDI) will see a decline for the first time since 1990. However, new technologies and creative practices are emerging and are widely applied, helping to maintain virtual exchanges and collaboration during the period when social distancing is of prime importance. Online meetings and forums, cloud exhibitions and performances have become increasingly popular in our lives and in maintaining multilateral exchanges and knowledge sharing. But for the less advanced countries, the wide use of new technologies may lead to a further widening the gap – a new divide - between rich and poor. It is hoped that the negative impacts of the pandemic might recede as countries will be able to cope with the fallout of COVID-19 and as vaccines become available for the global population at large. Yet, some negative drawbacks will persist until the world finds a “new normal”. Against this background, the questions as how can sustainable development be promoted and what role can innovation and creativity play, and the extent to which digitalization was applied in such a difficult period were raised. The meeting solicited opinions of experts from several countries, which provided intelligence support for the realization of UN SDG goals.

会议嘉宾

Advisory Committee Members and Special Guests



来自10个国家15位中心咨询委员齐聚线上线下线 15 members from 10 countries attended the meeting



汉斯·道维勒 (德国)
创意中心咨询委员会主席, 联合国教科文组织前战略规划助理总干事
Hans d'Orville (Germany)
Chairman of Advisory Committee of ICCSD; Former Assistant Director-General for Strategic Planning of UNESCO; Member of International Advisory Committee of EcoForum Global, Guiyang; Honorary Professor of South China University for Technology, Guangzhou



里卡多·巴尔博 (意大利)
欧洲设计学院教务长、学术总监
Riccardo Balbo (Italy)
Academic Director of Istituto Europeo di Design (IED) Global, Managing Director of IED, Torino



查尔斯·兰德利 (英国)
创意城市理论的提出者和倡导人, Comedia咨询机构创始人
Charles Landry (United Kingdom)
Author, speaker and international adviser on the future of cities; Founder of the Creative City concept; Founder of the think tank Comedia



陈平 (德国)
暨南大学文化遗产创意产业研究院院长, 联合国教科文组织非物质文化遗产保护政府间委员会专家
Chen Ping (Germany)
Global Vice-Chairman of International Organization of Folk Art; Dean and Professor of Research Center of Cultural Heritage and Creative Industries, Jinan University, Guangzhou



梅里·马达沙希 (加拿大)
全球文化网络总裁, 前联合国秘书处高级经济官员
Mehri Madarshahi (Canada)
President of Global Cultural Networks; Visiting Professor of South China University for Technology, Guangzhou; Vice Chairman of Asia-Pacific Exchange and Cooperation Foundation; Former Senior Economist and Management Analyst, UN Secretariat



穆甘迪·姆托瑞达 (肯尼亚)
世界设计组织荣誉主席, 马查科斯大学教授
Mugendi M. Rithaa (Kenya)
President Emeritus of the World Design Organization; Professor of Machakos University, Machakos



王敏 (美国)
中央美术学院学术委员会副主任, 曾任中央美术学院设计学院院长
Wang Min (United States)
Vice President of Academic Committee, Central Academy of Fine Arts (CAFA); Former Dean of Design Institute of CAFA; Chairman of China Region for Alliance Graphic International



向勇 (中国)
北京大学文化产业研究院副院长, 国家文化产业创新与发展研究基地副主任
Xiang Yong (China)
Professor, Vice Dean of Institute for Cultural Industries, Peking University; Deputy Director of National Research Base for Cultural Industries, Innovation and Development



徐迎庆 (中国)
清华大学长聘教授, 清华大学未来实验室主任
Xu Yingqing (China)
Dean of School of Information Art, Tsinghua University; Member of Chinese Artists Association; Senior Member of International Association of Electrical and Electronic Engineers



雅恩·蒙特比 (法国)
灵雅企业形象咨询 (上海) 有限公司创始人, 登喜路前全球形象公关总监
Yann Debelle de Montby (France)
Chairman and CEO of Debelle de Montby Associates Ltd, Shanghai; Former Director of Image and Communication at Alfred Dunhill



张晓明 (中国)
中国社会科学院国家文化研究中心副主任, 文化蓝皮书《中国文化产业发展改革报告》主编
Zhang Xiaoming (China)
Researcher of Chinese Academy of Social Sciences; Vice Director of China National Center for Culture Studies; Chief Editor of Cultural Bluebook: Report of Cultural Industry of China



朱旭峰 (中国)
清华大学公共管理学院副院长, 清华大学全球可持续发展研究院执行院长
Zhu Xufeng (China)
Vice President of School of Policy and Management, and Director of Institute for Sustainable Development Goals, Tsinghua University



玛丽莎·亨德森 (阿根廷)
联合国贸易和发展会议创意经济部主任 (特邀专家)
Marisa Henderson (Argentina)
Chief of Creative Economy Programme, UNCTAD (special guest)



卡罗琳娜·昆塔娜 (智利)
联合国贸易和发展会议创意经济部合作网络协调员 (特邀专家)
Carolina Quintana (Chile)
Coordinator Networks and Partnerships, Creative Economy Programme, UNCTAD (special guest)



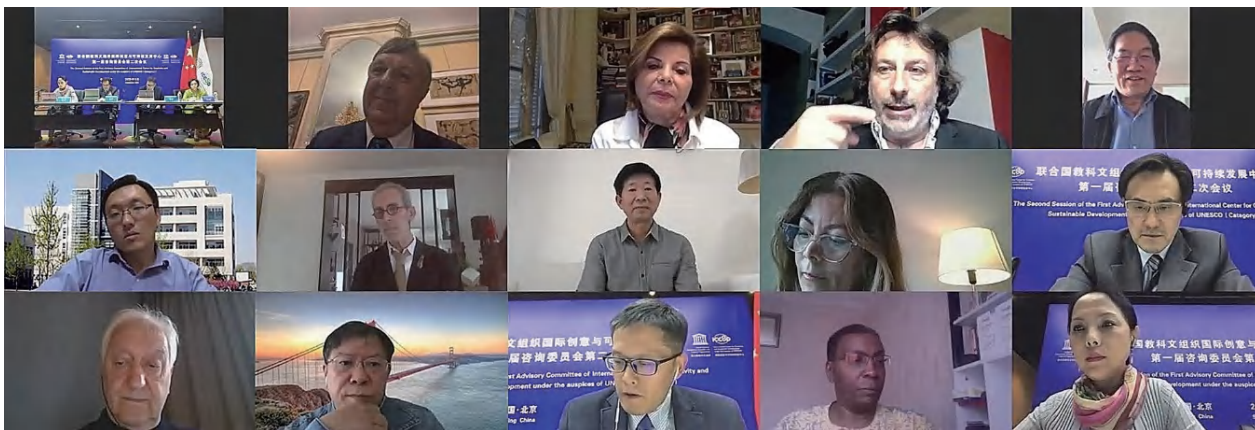
刘超 (中国)
同济大学建筑与城市规划学院 助理教授
Liu Chao (China)
Assistant Professor of Tongji University, Shanghai (special guest)



会议概况

9月25日，联合国教科文组织国际创意与可持续发展中心（以下简称“创意中心”）第一届咨询委员会第二次会议在京召开。由于受到当前新冠肺炎疫情影响，本次会议采用线上线下“云交流”对话的形式展开。

会议介绍了创意中心年度工作的基本情况，宣布了咨询委员会新委员并颁发新委员证书；咨询委员们重点探讨了在新冠肺炎疫情全球蔓延背景下，如何在这个变化的时代，以创意与创新的方式持续推动全球可持续性的发展。创意中心执行主任肖澜、创意中心咨询委员会主席、联合国教科文组织前战略规划助理总干事汉斯·道维勒，以及创意城市理论的提出者和倡导人查尔斯·兰德利，联合国贸易和发展会议创意经济部合作网络协调员卡洛琳娜·昆塔娜，欧洲设计学院学术总监里卡多·巴尔博、全球文化网络总裁、联合国前秘书处高级经济官员梅里·马达沙希，世界设计组织荣誉主席穆甘迪·姆托瑞达、清华大学全球可持续发展研究院执行院长朱旭峰等来自10个国家的15位专家出席会议并发言。



来自10个国家的中心咨询委员通过线上方式参会

创意中心执行主任肖澜表示，新冠肺炎疫情带来冲击的同时，也为许多行业带来了发展机遇。远程医疗、在线教育、共享平台、协同办公、跨境电商等数字技术服务对保障疫情期间的生产生活产生了非常积极的作用。肖澜认为，数字经济无疑将成为下一个阶段重要的经济增长点，未来的发展必将进入一个更具变化的新时代，更需要创新的思维模式和创意的解决方式来应对时代的机遇与挑战。创意中心作为一个倡导以创意解决方案促进可持续发展的国际平台，要在旧有体系受到冲击、新的转折即将到来的时机发挥更大的作用。中心将继续搜集、研究世界各地的创意方案，推动体制的变革、科技的创新、文化的可持续发展。

会上，创意中心咨询委员会主席、联合国教科文组织前战略规划助理总干事汉斯·道维勒宣布北京大学文化产业研究院副院长向勇教授成为创意中心新委员。创意中心执行主任肖澜为向勇颁发新委员证书。

汉斯·道维勒介绍了创意中心的发展历程，回顾了2019-2020年度的主要工作，并对2020-2021年度的工作计划进行了展望。他表示，创意中心在过去一年里在调查研究、宣传交流、国际合作等方面开展了务实丰富的工作，推广可持续发展创意项目和案例，组织全球范围的行业专家探讨创意城市建设，为各国文化交流、经验分享、合作共赢提供平台；建立了广泛夯实的媒体基石，与20余个新闻媒体开展合作；参与10余个国际活动，与超过30家机构达成合作意向。汉斯·道维勒表示，未来，创意中心希望与联合国教科文组织加深合作，搭建更多交流与合作的平台，拓宽咨询委员会成员沟通交流、经验分享的渠道，同时聚焦社交媒体运营和报道，在创意案例和成果方面为咨询委员会成员提供更



创意中心执行主任肖澜在会上致辞

才培训，让可持续发展理念更好地融入到全球年轻设计师的设计作品当中，“今后，也希望各位专家能够继续关注创意中心，了解创意中心的工作亮点。”

会上，与会专家对创意中心工作取得的成果表示高度认可和支持。他们纷纷表示，未来将从各自领域对接更多资源和项目，探讨深入合作。在咨询研讨环节，专家们围绕“新常态下的新思维：新冠肺炎疫情对全球化和创意经济的影响”“在城市环境采取创新创意措施应对疫情”“研究、传播和数字工具为可持续发展提供能力建设”三个议题，深入讨论疫情对全球化、创意经济和城市发展的影响以及相应的创新举措。他们认为，疫情给创意、设计及可持续发展等领域提出了新的要求，更加体会到共创、共建、共享、共商的重要性。面对疫情，各国应该携起手来，坚持多边主义和全球化，用有尊严的、更为平等的方式、通过创意去表达和回应所面临的问题，为全球的恢复和发展贡献自己的力量。专家们还提到，尽管疫情的冲击巨大，但各国应尽可能克服困难，争取在2030年前如期完成联合国可持续发展目标。



创意中心咨询委员会主席、联合国教科文组织前战略规划助理总干事汉斯·道维勒主持会议



创意中心执行主任肖澜为北京大学文化产业研究院副院长向勇颁发委员证书（左中右分别为陈平、肖澜、向勇）

Meeting Summary

The Second Session of the First Advisory Committee to International Center for Creativity and Sustainable Development under the auspices of UNESCO (hereinafter referred to as ICCSD) was convened in Beijing on September 25. It applied "Cloud Communication" to exchange ideas online and offline because of the pandemic.

The session included a brief summary on ICCSD's work in the previous year, the inauguration and certificate granting of the new members of the Advisory Committee. In addition, members focused on figuring out innovative and creative ways to continuously promote the global sustainable development in times of changes under the context of COVID-19. 15 experts from 10 countries attended the meeting and made speeches, including Xiao Lan, Executive Director of ICCSD, Hans d'Orville, Chairman of the ICCSD Advisory Committee, and former Assistant Director-General for Strategic Planning of UNESCO, Charles Landry, the proposer and supporter of the Creative City concept, Carolina Quintana, a coordinator of UNCTAD Creative Economy Network, Riccardo Balbo, Academic Director of Istituto Europeo di Design, Mehri Madarshahi, President of Global Culture Network, and former Senior Economist, United Nations, Mugendi K.M'Rithaa, President Emeritus of the World Design Organization, and Zhu Xufeng, Executive Director of Institute for Sustainable Development Goals, Tsinghua University.



Committee members from 10 countries attend the session online

Xiao Lan said that COVID-19 has not only endangered the world, but also provided various industries with more opportunities for development. Services driven by digital technology have positive effects on the work and life during the pandemic, including telemedicine, online education, shared platform, Office Automation and cross-boarder e-commerce. In his opinion, it is certain that the digital economy would be a crucial growth area in the next stage. In the future, we will face a new era which is rapidly changing when we develop the economy. Thus, innovative thinking modes and creative solutions are urgently needed to seize the opportunities and handle the challenges of the era. ICCSD, as an international platform which advocates advancing sustainable development in a creative way, will play a bigger role in the nearer future when the previous system is shocked and a new turning point emerges. ICCSD would be committed to collecting and studying creative plans across the world, reforming supporting scientific and technological innovation, and cultural prosperity in a sustainable way.

During the session, Hans d'Orville, president of the ICCSD Advisory Committee, and former UNESCO Assistant Director-General, announced that Professor Xiang Yong, vice director of Institute for Cultural Industries, Peking University, became a new committee member of ICCSD. Xiao Lan, executive director of ICCSD, awarded Professor Xiang Yong a certificate of committee member.

Hans d'Orville introduced the history of ICCSD, main programs in 2019 and work plans in 2020. He presented that ICCSD had conducted practical and abundant work in investigation and research, advertising and communication, and international cooperation in the previous year. The center has expanded creative projects and cases



Xiao Lan, Executive Director of ICCSD, addresses in the session

after a successful pilot program, encouraged professionals across the world to discuss the construction of creative cities, and provided a platform for countries to exchange cultures, share experience and achieve win-win cooperation. It has cooperated with more than 20 news agencies and gathered plenty of experience in the field. It has participated in over 10 international events and reached cooperation intentions with more than 30 institutions. Hans d'Orville said that the center hopes to deepen the cooperation with the UNESCO, establish more platforms for communication and collaboration, widen the channels for committee members to exchange ideas and share experience, focus on social media operations and reports, and provide more examples of creative cases and achievements for committee members. It will also nurture talents and blend the concept of sustainable development into works of young designers in the world. He said, "We hope experts would continue to pay close attention to ICCSD and learn about the highlights of our work in the future."

In the meeting, participants highly recognized and supported ICCSD's achievements. They indicated that they would coordinate more resources and projects from various fields and discuss further cooperation with ICCSD. Concentrating on three topics, experts conducted further discussion on the pandemic's impacts on globalization, the creative economy and urban development, as well as the corresponding innovative measures during the consulting and discussion. The three topics were "New Thinking under New Normal: COVID-19's Impacts on Globalization and the Creative Economy", "Innovative and Creative Measures Are Adopted in Cities to Curb the Pandemic" and "Research, Advertisement and Digital Tools Advancing Sustainable Development". Professionals believed that the outbreak put forward new requirements for creativity, design and sustainable development. They realized the significance of creating, building, sharing and discussing jointly. Facing the pandemic, countries should cooperate with each other, promote multilateralism and globalization, express themselves, and respond to issues confronting them in more dignified, creative and fairer ways, as well as contribute to the world's recovery and development. In addition, experts mentioned that countries are supposed to try their best to overcome difficulties and achieve the sustainable goals before 2030 although the pandemic's influence is tremendous.



▼ Hans d' Orville, Chairman of the ICCSD Advisory Committee, and former Assistant Director-General for Strategic Planning of UNESCO, presides over the session



▼ Xiao Lan, Executive Director of ICCSD, issues Advisory Committee Member Certificate to Pro. Xiang Yong, Vice Dean of Institute for Cultural Industries, Peking University (From left to right are Chen Ping, Xiao Lan and Xiang Yong)

专家观点

Experts' Views



梅里·马达沙希 Mehri Madarshahi

全球文化网络总裁 华南理工大学客座教授、北京亚太交流合作基金会副主席
 President of Global Cultural Networks
 Visiting Professor of South China University for Technology, Guangzhou
 Vice Chairman of Asia-Pacific Exchange and Cooperation Foundation

联合国前经济官员和创意中心咨询委员会委员，梅里·马达沙希在发言开始时祝贺国际社会庆祝联合国成立75周年——她援引联合国秘书长的话指出，世界正面临保护主义和激烈的竞争，此时会员国之间的多边合作尤为重要。她强调了创意中心委员会在推动多边和可持续发展合作方面的重要性，并强调在后疫情时中心应帮助推动全球治理，并比以往更积极地促进可持续发展目标。

这是因为后疫情时代将给《2030年可持续发展议程》的执行带来意想不到的挑战。许多国家严峻的经济形势将对及时实现减贫、公共卫生、人类福祉和其他目标产生不利影响。在可预见的未来，许多国家都无法克服这些干扰其未来计划的负面经济影响，无论是在社会、产业还是文化领域。COVID-19不仅是一个警钟，它是对未来世界挑战的彩排。我们必须以谦卑的态度向前迈进——认识到一种微小的病毒已经使世界屈服。一项新的全球协议必须植根于公平的全球化，以每个人的权利和尊严为基础，以与自然和谐相处为基础，以我们对后代的责任为基础。

新冠病毒对文化生活和艺术表现的负面影响也是不可预测的。为了克服它的一些负面影响，必须寻求不同的方式来呈现和消费艺术文化。这场疫情颠覆了世界，但这场动荡为新事物创造了空间。创造的力量以及技术和创新的运用可能会给我们未来的世界带来变革性的变化。

科学技术与数字经济的结合也可以为新的全球治理模式创造一个蓬勃发展的土壤。在科学技术的帮助下，可持续发展目标将得到进一步推进，新冠疫情造成的破坏也会得以克服。

尽管我们的努力可嘉，但迄今为止，我们还没有按照科学建议减少温室气体排放量，因此这是我们有史以来最关键的十年。未来10年将决定我们是否有机会防止气候变化带来的最严重影响，这影响要比新冠疫情的破坏力度严重几个数量级。

As a former United Nations Economic officer and a member of the Advisory Committee of ICCSD, Mehri Madarshahi began her presentation with congratulating the global community for the 75th anniversary of the United Nations – she quoted the UN Secretary-General on the importance and relevance of multilateral cooperations among member states at the time that the world is confronting protectionism and competitions. She highlighted the importance of ICCSD, as a promoter of multilateral and sustainable development cooperations and emphasized that during the post-pandemic, the Center should help advance global governance and promote SDGs more vigorously than usual.

This is due to the fact that the post pandemic will pose unexpected challenges for the implementation of the 2030 Agenda on Sustainable Development. The dire economic situations in many countries will impact negatively the timely implementations of goals on poverty reduction, public health, human well-being and others. Many countries will not overcome these reverse economic impacts on their future plans, be it on social, industrial or cultural sectors for a foreseeable future. COVID-19 is not only a wake-up call, it is a dress rehearsal for the world of challenges to come. We must move forward with humility — recognizing that a microscopic virus has brought the world to its knees. A New Global Deal must be rooted in a fair globalization, based on the rights and dignity of every human being, on living in balance with nature, and on our responsibilities to future generations.

The negative impact of the coronavirus on cultural life and artistic expressions was also sudden and unpredictable. To overcome some of its negative impacts, new ways for presenting and consuming art and culture in different forms must be pursued. The

pandemic has upended the world, but that upheaval has created space for something new. The power of creativity along with use of technology and innovation could give rise to transformative changes in our future world.

The integration of science and technology with digital economy could also create a swelling ground for a new model of global governance. With the help of science and technology goals of SDG will be further advanced and disruption caused by COVID-19 could be overcome.

Despite laudable attempts, we so far have not reduced our greenhouse gas emissions in line with scientific advice, making this the most critical decade ever. The next 10 years will determine whether we stand any chance of preventing the worst impacts of climate change, orders of magnitude worse than the COVID-19 disruption.

This requires shift to a new paradigm and new thinking.



查尔斯·兰德利 Charles Landry

创意城市理论的提出者和倡导人、Comedia咨询机构创始人

Founder of the Creative City concept, Founder of the think tank Comedia

查尔斯·兰德利认为疫情让我们重新认识到什么东西才是最重要的。可持续发展目标肯定是最重要的目标之一。在疫情之中，我们分外盼望一个绿色的、鸟语花香的世界。而我们不得不面对抗击疫情与保护环境的两难局面。

创意行业在疫情的冲击下备受打击。改变我们的思维模式，培养新的讲故事的能力成为控制疫情、经济复苏，并且振兴创意行业的关键。思维态度的改变包括好奇心，包括一些灵感，包括敬畏心。

疫情使我们原来的交往和交流变得困难，却也让我们更加体会到共创、共建、共享、共商的重要性，唯有这种互动能够给我们带来思想的交汇，通过1+1大于2的方式给我们带来更多的思想火花。

疫病古已有之，以后也不会消失。正如西班牙大流感改变了那时候人们的时空观念一样，新冠病毒也将改变我们。我们过去很关注枢纽型的大城市，但是现在线上办公等技术大规模的应用，可能会消解大城市的职能，也行下一步疫情也带来了一些意想不到的变化。比如，有一些旧式的商业、社会传统开始回归。有一些有意思的发明开始出现，例如在赫尔辛基，他们培育了狗来嗅出新冠病毒的感染者，为防控疫情提供了很有创意的解决方案。

Charles Landry believes that the pandemic has brought us a new understanding of what is most important. The goal of sustainable development is certainly one of the most important. During the pandemic, we are much more looking forward to a green, flowery world. We have to face the double challenges of fighting the pandemic and protecting the environment.

Creative industries have been hit hard by the pandemic. Changing our mindset and developing new storytelling skills are key to controlling the pandemic, economic recovery and revitalizing the creative industry. The change of thoughts and attitude includes that of curiosity, inspirations, awe.

The pandemic makes our communication difficult, but it also makes us more aware of the importance of co-creation, co-construction and consultation for shared benefits. Only such interaction can bring us the convergence of ideas and more ideological sparks.

Pandemics have long existed since ancient times and will not disappear in the future. Just as the Great Spanish Flu epidemic changed people's perception of time and space at that time, the COVID-19 will also change ours. We used to pay attention to the big cities acting as hubs of the world, but now the massive application of online office and other technologies may weaken the functions of big cities, thus we should pay attention to the development of small and medium-sized cities in the next step.

The pandemic has also brought some unexpected changes. For example, some old-fashioned businesses and social traditions are returning. Some interesting inventions have begun to emerge, such as in Helsinki, where they have bred dogs to sniff out people who were infected with the COVID-19, providing innovative solutions for the prevention and control of the pandemic.



陈平 Chen Ping

国际民间艺术组织全球副主席
暨南大学文化遗产创意产业研究院院长、教授
Global Vice-Chairman of International Organization of Folk Art
Dean and Professor of Research Center of Cultural Heritage and Creative Industries,
Jinan University, Guangzhou

陈平提出在城市环境采取创新创意措施应对疫情的几点思考。一是利用现代化的新媒体方式，保持教育优先和教育质量，促进青年人之间的互动，给青少年更多的心理辅导，弥补成长期间的缺失。二是为老年人，经济地区的妇女儿童和智障人群平等使用现代化设施，如使用就诊软件，提供以人为本的设计开发。三是城市规划应考虑社区老人儿童的公共空间使用需求，从而促进人际交流。四是发挥青年人在创意产业领域的重要作用，如开展粤港澳大湾区青年创意人才的培训计划，针对可持续发展目标中的消费和生产、清洁饮水和卫生设施，对青年设计师的创意能力进行全方位培训。

Chen Ping put forward some thoughts on taking innovative and creative measures to deal with the pandemic in urban environment. The first is to use modern new media to maintain the priority and quality of education, promote the interaction between young people, give more psychological guidance to young people to make up for the loss during their upbringing. The second is to provide people-centered design for the elderly, women and children in economically backward areas and mentally handicapped people to equally use modern facilities, such as using medical software. Thirdly, urban planning should consider the public space for the needs of the elderly and children in the community, so as to promote interpersonal communication. Fourth, give full play to the important role of young people in the field of creative industries, such as carrying out the training program for young creative talents in Guangdong, Hong Kong and Macao Bay area, and conducting comprehensive training on the creative ability of young designers aiming at consumption and production, clean drinking water and sanitation facilities included in the sustainable development goals.

里卡多·巴尔博 Riccardo Balbo

欧洲设计学院教务长、学术总监
Academic Director of Istituto Europeo di Design (IED) Global, Managing Director of IED, Torino



巴尔博教授提出了对于疫情影响的三点思考。第一，疫情带来了空间与资源方面的重大变化，譬如人与人之间的空间距离产生了极大的变化，各行业和产业的资源也受到了巨大的影响。在此情境下，我们应让创意发挥其“平衡资源和限制”的作用，资源创造新的平衡，并从设计中寻找解决方式，构建新的改变与发展模式。第二，疫情是一场灾难，但同时也是一剂催化剂。它为我们生活中的某些部分按下了暂停键，但也加速了其他部分的进程。在面临生活、城市乃至全球层面产生的大量变化时，创意是我们解决问题的重要工具。第三、疫情在造成巨大损失的同时也在提醒我们实现可持续发展目标的重要性，我们应不断审视过去，对比新常态与旧常态的差异，从而找到新的平衡点，并以创意和设计为杠杆，改善当下的情况。

Professor Balbo proposed three thoughts on the impact of the epidemic. First, the pandemic has brought about significant changes in space and resources. For example, the distancing between people has changed greatly, and the resources of all walks of life have also been greatly affected. In this context, we should let creativity play its role of "balancing resources and constraints" and create a new balance according to the existing resources, and in turn find solutions from the design to build a new mode of change and development. Second, a disaster it maybe, the pandemic also acts as a catalyst. It presses the pause button for some parts of our lives, but it also speeds up the progress of others. Creativity is an important tool for us to solve problems in the face of a lot of changes in life, cities and beyond. Third, while the pandemic has caused huge losses, it also reminds us of the importance of achieving the sustainable development goals. We should constantly review the past, comparing the differences between the new normal and the old normal, so as to find a new balance point to improve the current situation with creativity and design.



穆甘迪·姆托瑞达 Mugendi M'Rithaa

世界设计组织荣誉主席 马查科斯大学教授
 President Emeritus of the World Design Organization
 Professor of Machakos University, Machakos

穆甘迪·姆托瑞达教授认为新冠疫情强调了人与人之间是互联互通，相互连接的。就联合国17个可持续发展目标而言，首先，二十世纪六十年代超过70%的撒哈拉以南沙漠的人限于贫困当中，现在这个下降到不到8%，所以非洲在根除贫困的这个SDG上面已经取得长足的进步。受疫情影响，非洲需要有更好的配送和输送体系，确保输电、供水是正常的。其次，他们也在探索线上、线下结合的授课方式，希望帮助学习设计的孩子得到及时的教育和鼓励；致力于根除教育的不平等，搭建信息高速公路，让即使偏远地区也能享受基本的互联网设施带来的便利。

SDG所面临的种种挑战，还是要回到创意世界去应对，秉承共商、共建、共创、共享的理念，用有尊严的、更为平

In Prof. Mugendi M'Rithaa's view, coronavirus has given prominence to the connection between people. In Africa, the children call it crown for its lethality. It is definitely a massive disaster. He further stated that more than 70% of people in Sub-Saharan Desert lived in poverty in 1960s, but now it has dropped to less than 8%. Africa has made great progress in the first goal of 17 SDGs—no poverty. Now, African countries lack better delivery systems to ensure the regular supply of electricity and water. On the other hand, both online and offline teaching methods are exploited in this continent with a hope to educate and encourage the students who learn design. We need to commit ourselves to eradicating the inequality in education and speeding up the construction of information exchanges to bring benefits of Internet to the remote areas.

The challenges that SDG are faced with need to be tackled by creativity. People should equally express their ideas with dignity in the principle of coordination, collaboration and sharing.

王敏 Wang Min

中央美术学院学术委员会副主任
 曾任中央美术学院设计学院院长、国际平面设计师协会中国区主席
 Vice President of Academic Committee, Central Academy of Fine Arts (CAFA)
 Former Dean of Design Institute of CAFA
 Chairman of China Region for Alliance Graphic International



王敏教授认为设计要以“同一个世界、同一个梦想”作为使命，为人类同一个命运进行设计，去追求人类共同的福祉，朝着同一个方向努力，这是对设计者、也是对创意行业的一个挑战和任务。

Prof. Wang Min said that on a mission to “One World, One Dream”, we should design for the shared destiny of human beings in the pursuit of a common farewell and move forward together. But this is both a challenge and a task for designers and the creative industry.

向勇 Xiang Yong

北京大学文化产业研究院副院长、艺术学院教授、国家文化产业创新与发展研究基地副主任、联合国贸易和发展会议创意经济小组专家

Professor, Vice Dean of Institute for Cultural Industries, Peking University
Deputy Director of National Research Base for Cultural Industries,
Innovation and Development

向勇谈到了对疫情的三个关键认知，第一，新常态下的新思维，疫情对我们的生存、生活、生命层面都带来了影响，应对这一影响，我们需要摆脱过去建立的“二元思维方式”，实现多元思维。第二，新思维下的新创意，创意包括技术层面的硬创新及文化层面的软创新，现在，我们更多注重的是文化层面的创意，在文化层面下，有一个概念是“利益共同体”，它的核心是在责它是一种情感的共同体，一种故事的共同体，而故事是全人类共同创造的，可以共同分享的。第三，新创意下的新模式，在当前疫情的情况下，数字技术的发展非常亮眼，包括新体验、新零售、新场景，对文化创意的新的方式带来了新的改变，大力推动了数字文创的发展。



对创意中心未来的发展，向勇提出以下建议，在新思维下的新创意这一层面上，创意中心可以从故事共同体、文化共同体的角度出发，去探寻，分享更多的观察。此外，创意中心也可以尝试推动4P新范式，分别是property产权，构建全球IP共创计划、platform平台搭建全球创意平台、partner伙伴构建推动全球伙伴计划、power能量，保持新文创、新创意辐射力、衍生力、扩展力的全球创意能量。

Mr. Xiang discussed three key perceptions during the pandemic. The first one is the new thought under the new normal. There is no doubt that Covid-19 has impacted our existence, living and life. To address these challenges, we need to get rid of the traditional binary thinking and form a multi-thinking instead. The second is the new ideas led by the new thinking. Creativity includes both the hard one on the technological level and the soft one on the cultural level. Today, we pay more attention to the new ideas of culture. Under such a circumstance, one concept comes into being—that is “a community with shared interests”. It is a community of empathy and shared history rather than responsibility and destiny. All the human beings witness the history and all experience it. The third one is the new model created by the new ideas. Currently, digital technology developed rapidly. New forms of experience, retail and lifestyle bring changes to the creativity of culture. It advances dramatically the development of digital culture and creativity.

For the future of ICCSD, Mr. Xiang proposed that it can explore and share more findings from the perspective of a community of history and culture based on the first perception. Additionally, ICCSD can also promote a new paradigm of 4P—property, platform, partner and power. It can launch an IP co-creation plan around the world, offer a platform for the worldwide creativity, form a partnership with other bodies, and accumulate the strength from global creativity to keep the influence and vitality of new culture and creativity.



徐迎庆 Xu Yingqing

清华大学长聘教授、清华大学未来实验室主任、中国美术家协会会员 国际电气电子工程师协会高级会员、中国计算机学会杰出会员

Dean of School of Information Art, Tsinghua University, Beijing

Member of Chinese Artists Association

Senior Member of International Association of Electrical and Electronic Engineers

徐迎庆教授指出疫情期间，各个博物馆通过数字艺术等新媒体的方式在线把自己的藏品以及相关信息进行非常高度还原真实感的虚拟展示。新的参展方式，比如在线博物馆、360度虚拟展览等，反而给博物馆带来更多的机会。通过把传统媒体和新兴技术进行更好的融合，可以广泛地传播文物所蕴含的文化精髓和时代价值，让更多人能够在家享受互联网、新媒体、AR、VR带来的福音。希望中心有机会在线上展陈展示方面做一些工作，一起推进全世界的艺术家、科学家与更多人的交流。

Prof. Xu Yingqing stated that during the pandemic, many museums have exhibited their collections and posted information online via new media and people can visit them with a similar experience in reality. The new ways of exhibition like online museums and virtual exhibitions from all directions have brought greater opportunity for museums surprisingly. By a better fusion of traditional media and emerging ones, we can broadly spread the essence and era worth of the cultural relics that more people can enjoy the benefits of Internet, new media, AR and VR at home. He also expressed his expectation that ICCSD can make some contribution to the online shows and help the worldwide artists and scientists to communicate with more people.

雅恩·蒙特比 Yann Debelle de Montby

灵雅企业形象咨询（上海）有限公司创始人、登喜路前全球形象公关总监
Chairman and CEO of Debelle de Montby Associates Ltd, Shanghai
Former Director of Image and Communication at Alfred Dunhill

雅恩·蒙特比从资深设计从业者的经历出发，剖析了创意、科技与疫情及城乡未来发展的关联性。他认为，在疫情之下，我们应当排除悲观主义，要更多地去展望未来，尤其是重新思考大城市和乡村所面临的不同的发展问题。可持续发展不仅是中国的梦想，更关乎全人类的福祉。创意和科技是非常重要的工具，将设计想象力和科技硬实力结合，可持续发展终将成为现实。



Based on his career as an experienced design practitioner, Yann Debelle de Montby discussed the connection between creativity, technology, pandemic and the future of rural and urban areas. He expressed that during the pandemic, we should keep optimistic and look forward to the future. Particularly, we should rethink the distinctive development problems that big cities and rural areas are faced with. Sustainable development is related to the well-being of the human race as well as the Chinese. As two critical approaches, creativity and technology bring imagination and hard power of science and technology together. By this way can sustainability come true.



张晓明 Zhang Xiaoming

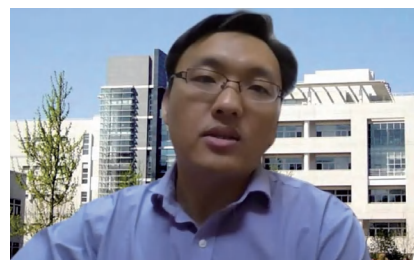
中国社会科学院国家文化研究中心副主任、研究员，文化蓝皮书《中国文化产业发展报告》主编
 Researcher of Chinese Academy of Social Sciences; Vice Director of China National Center for Culture Studies; Chief Editor of Cultural Bluebook: Report of Cultural Industry of China

张晓明研究员谈到了疫情对对数字创意经济影响的三点重要认识。第一，疫情在对数字创意经济而言即是“刹车”也是“油门”，其在造成巨大经济损失的同时也推动了创意产业的结构转型，极大地促进了数字和网络技术相关产业的发展。在中国的创意产业发展中，与数字技术相关的部门贡献了约34%的总量。第二，在新常态下，几乎所有的文化领域都在迅速的数字化以谋求发展空间与经济收益。疫情加速了技术赋能文化的过程，而文化又反过来赋能了经济，为中国未来的发展提供了很多新的机遇与空间。第三，“创新驱动”的经济发展模式，即技术创新赋能文化，加速文化与科技融合，令文化科技与我们的日常生活和实体经济之间的关系愈发紧密，从而进一步赋能经济，并最终改变我们全部的生活状态与生活方式。

Mr. Zhang discussed three important perceptions of the impact of the pandemic on digital and creative economy. First, Covid-19 is both a challenge and an opportunity. Huge economic loss as it brought about, it has promoted the structural reform of the creative industry and advanced the development of digital and internet-related technology greatly. The departments of digital technology contribute 34% to the growth of the creative industry in China. Second, in the new normal, digitalization becomes a trend in the area of culture for development and profits. The epidemic speeds up the process in which culture is empowered by the technology and in turn, culture powers the economy, which has provided new opportunities and space for the future development of China. Third, “innovation-driven development” will become a new economic model. That is to say that technological innovation powers culture and accelerates the combination of culture and technology. Therefore, culture and technology get closer to our daily life and the real economy in order to power the economy and finally change our living conditions and lifestyles.

朱旭峰 Zhu Xufeng

清华大学公共管理学院副院长、教授，清华大学全球可持续发展研究院执行院长
 Vice President of School of Public Policy & Management, and Director of Institute for Sustainable Development Goals, Tsinghua University, Beijing



朱旭峰教授谈到随着疫情的爆发，全球化出现了逆转，这反而更加让我们意识到，推动全球治理，增强互联互通的重要性。他就中心未来的发展提出几个思考角度。第一，习近平主席提供了两个主要的成果，一个是联合国息知识与创新中心，另一个是可持续发展大数据国际研究中心。这两个项目对创意中心都有非常大的价值。第二，大量的捐赠进入到医疗卫生领域，体现了企业的社会责任，但反过来讲也压缩了企业社会资源来捐赠其它SDG领域社会资源的投入。第三，要加强政策研究。从疫情爆发、复工复产的每个阶段的政策部署，其实都体现了整个中国的决策咨询体系在高效的运作。第四，中国抗疫成功，背后有专家、科学家的大力支持我们的决策者也乐于采纳科学家建议。创意中心也应该集聚专家资源，发布相关的研究成果，体现我们中心的作用。

Prof. Zhu stated that the globalization goes into reverse as the pandemic breaks out, and we are aware of the importance of global governance and connectivity. He proposed his advice to the development of ICCSD. First, ICCSD should take advantage of two programs proposed by President Xi—a UN Global Geospatial Knowledge and Innovation Center and an International Research Center of Big Data for Sustainable Development Goals. Second, an immense amount of donation is devoted to healthcare which definitely demonstrates the social responsibility of corporations. However, the input of resources to other areas of SDGs are occupied as well. Third, the center should reinforce the policy research capability. The policies implemented from the outbreak to the openings show the high-efficient operation of decision-making and advisory systems. Fourth, the support from experts and scientists together with the adoption of suggestions from them by the decision-makers contributes to the victory in the fight against coronavirus. ICCSD should play its role in gathering the information from experts and issuing research findings.

卡洛琳娜·昆塔娜 Carolina Quintana

联合国贸易和发展会议创意经济部合作网络协调员，负责创建和推进联合国贸易发展会议创意经济领域机构的合作及研究项目

Coordinator Networks and Partnerships, Creative Economy Programme, UNCTAD



卡洛琳娜·昆塔娜提到，联合国大会决议将2021年设为重要的年份，在全球层面实现创意持续性发展。我们需要给发展中国家更多的支持，来发展他们多样化的出口，包括创意行业的出口等，也要鼓励更多的国家，联合国组织，包括市民组织，私营部门，学术团体，个人等，开展更多的网络。同时要**加强人类资源能力建设，提供更好的环境，来应对疫情对创意经济的挑战。所以现在我们还有很多合作空间，联合发起更多的活动。**

Carolina Quintana said that according to the decision made in the General Assembly, 2021 is viewed as a critical year to achieve the sustainability of creativity globally. We need to support the developing countries more to promote their export diversity, like the export of creative industry. More countries, UN bodies, civil organizations, private sectors, academic groups and individuals should be encouraged to cooperate and connect with each other. At the same time, we should improve our ability to utilize resources and perfect our environment to tackle the impact of the pandemic on the creative economy. It seems that we can cooperate in many fields and launch initiatives jointly.



刘超 Liu Chao

同济大学建筑与城市规划学院助理教授

Assistant Professor of Tongji University, Shanghai

刘超提到疫情期间，有很多病毒携带者都是在家感染的，对于人均居住面积低于30平米的上海人来说，如何通过室内设计，减少居家病毒感染率尤其重要。她**强调在设计社区公共空间时，应考虑到疫情防控的功能。她详细介绍了一些在控中和可持续设计管理中运用的新技术，比如健康码，不仅能够收集健康出行的轨迹，还可以缴纳公共设施费用，减少人与人的接触，特别在人口密度大的地区，可以极大降低感染风险。她认为，从疫情防控政策中吸取经验，通过线上方式进行总结，也是很有用的交流方式。**

Liu Chao has noticed that many infections were infected at home. For people in Shanghai where the average living space per person is fewer than 30 square meters, how to reduce the infection rate during the lockdown through indoor design is very urgent. When designing the public space in our community, we should pay more attention to the function of prevention and control. She gave some details about the new tech applied in the prevention and control of Covid-19 and sustainable design management. Take the health code. It can not only trace the infections but also help people pay for the public service online. It can avoid face-to-face contact and lower the risk of infection, especially in the area with dense residents. In her view, another effective communication is to learn lessons from the policies of prevention and control and to review online.

汉斯·道维勒 Hans d'Orville

创意中心咨询委员会主席、联合国教科文组织前战略规划助理总干事

Chairman of the Advisory Committee of ICCSD
Former Assistant Director-General for Strategic Planning of UNESCO



我要感谢大家的出席和耐心聆听，会议时间比预计的要长。但今天会议丰富的内容和鼓舞人心的演讲是值得我们花这么长时间来倾听的。刚刚大家提出了很多宝贵的建议，包括国家和机构层面上所要做出的努力。但是，作为联合国教科文组织支持的国际中心，ICCSA必须着眼于多边视角。这正是我们今天会议的主题之一，尤其在联合国成立75周年之际。可取代的，因为我们是第一个在创意基础上立起来的多边机构，现在ICCSA凭借自身优势成为很有影响力的一个组织，并且在联合国2030可持续发展议程中发挥着重要作用。

新冠疫情让我们走向一个新的世界。疫情、可持续发展目标、城市发展和绿色复苏之间的联动是ICCSA议程的重中之重。我们正迈向一个充满诸多不确定性以及颠覆性的世界。因为缺少经济发展上的多样性，发展中国家尤其容易受到冲击。它们面临十分严重的经济后果。我们必须要在新常态和旧常态之间找到新的平衡点，这决定了未来全球化新的视野。除此之外，我们需要一个新的全球协定、具有包容性的多边主义，这样才能保护我们的地球。这是未来行动的关键

我们可以把全球化分成各可持续发展目标下的创意项目。创意行业能够给我们带来颠覆式的视角，资源和限制之间的平衡为我们带来新的项目计划。但不可否认，疫情推动了可持续发展目标的实现，但同时也具有一定的破坏性。确实，这就像是硬币的两面。我们需要制定一个多边解决方案，除了越来越多的全球危机，我们还缺少资金。可持续发展目标将继续为全球复苏提供重要的支持，特别是在应对气候变化和减少有害气体排放方面。

新冠疫情是对未来挑战的一次预警。我们必须避免分裂世界，造成新的紧张局势。疫情之下，这与科学研究项目更是息息相关。除此之外，我们还提到了疫情对文化和体育赛事的影响，但现在也出现了一些线上活动，为很多人提供了欣赏艺术、音乐，观看体育赛事的机会。正是新技术、人工智能和一些应用软件让人们在家就能得以享受这些艺术和娱乐

新冠疫情对城市也带来了重要影响。我们需要一个城市间交流知识的平台。我们需要为教育设计新的应用程序，覆盖更多青年，让越来越多的乡村人口能够知道外界抗击新冠疫情的最新进展。这正是对技术的应用，而ICCSA应该与像小米这样的公司联手，开发这种应用软件。设计、创意和科技之间的联系是未来世界可持续发展的关键。今天与会的各位也传达了这样一个信息。

当我们考虑到设计的作用和设计体制时，创意的内容就是一个共享梦想、感情的世界，为人类共同体、追求全人类的福祉而设计。如今全球都在开展行动。

另一个关键领域就是教育，我们需要开发网络学习、数字软件和在线课程。新冠疫情期间，全球范围内的留学项目和青年交流大大减少。ICCSA会继续为在线课程和数字化课程提供力所能及的帮助，并与其他大学合作共享。新技术和互联网能够推进培训活动的开展，包括对慕课和zoom课程的更新；从而帮助培养年轻人才，扩大文化遗产及其对实现可持续发展的影响力。

创造力为解决棘手问题提供了思路。尽管至今未得到广泛认可，这确实是可持续发展的第四大基础。过去看似不可能的事情如今正以惊人的速度成为现实。我们需要改变工作系统的组织方式，我们需要摆脱旧思想并保持心理健康。这不能一步一步一件一件完成，要在统筹兼顾思路指导下共同努力。我们必须和具有创造力的人及行业进行合作，从而找到解决方案。保持社交距离的同时我们还要保持社交联系，这会带来活力、激发灵感和想象力。为此，我们要及时改变地点和空间的性质。据估计，疫情会将这一发展进程加快推进5-6年。

在城市规划和新型出行方式方面，我们还面临其他挑战。空间设计和建筑在减少疫情传播、设计出更为健康舒适的单元房方面面临着挑战。新技术、移动应用程序和人工智能能够为可持续的城市设计带来彻底的变革，同时减少各类活动的人口密度。

总之，文化也会改变重塑我们未来的生活。我们必须激发想象，重新思考我们如何应对各种挑战。总之，沟通至关重要。对ICCSD来说，可持续发展目标中的伙伴关系至关重要，我们会利用我们的知识、技术来寻求合作，并向伙伴学习来提高自身。ICCSD已经与清华大学、暨南大学、教科文组织、贸发会议建立了伙伴关系，还和总部位于中国的联合国全球地理信息知识与创新中心 and 可持续发展大数据国际研究中心建立了伙伴关系。

现在我们的工作方式和地点面临巨大挑战。疫情之下，我们需要为城市进行全新的设计。我们的设计是为了幸福生活、体面的工作。专家和研究人员影响着全球范围内的政治决策，这一点十分重要。而这应该成为新常态的一部分。科学院之间的合作以及对世界卫生组织的认可和资源共享也很重要。科学城市网络在这方面也能发挥特殊作用。

我们必须让公众参与其中，并感谢他们即使隔离在家也未停止对文化和艺术的追求。现在我们需要新的思维方式来更好的处理隔离与解封之间的关系。

4个范式可以用来总结ICCSD的重点和承诺：那就是4P模式——全球创意产权、全球创意平台、全球伙伴关系、全球创造力和文化创造力。这将会是ICCSD未来工作的指路灯。联合国将2021年定为创意经济促进发展国际年，而所有这些努力都会在明年得到高度关注并得以展示。我们的新伙伴——贸发会，将会作为这一活动中的联合国领导机构。推动这一国际年目标的实现需要共同努力，这是很重要的一点。

再次感谢各位为本次ICCSD咨询委员会第二次会议准备的丰富内容，并提出了很多建设性建议。

Let me thank you all for your participation and for your patience in remaining on line much longer than we had planned. The rich content and the inspiring speeches well justified this extension. We have heard many valuable proposals, in particular regarding several national or institutional efforts. Yet, as an international center under the auspices of UNESCO, ICCSD must focus in particular also on multilateral approaches. This is one of the major themes which was running through our discussion, especially during this 75th anniversary of the United Nations observed in 2020. ICCSD is unique inasmuch as it is the first multilateral institution dealing with creativity, which has become a power in its own right, and its impact on sustainable development as captured by the UN's Agenda 2030.

COVID-19 has thrust us into a totally new world. The linkage between the pandemic, the sustainable development goals (SDGs), city development and green recovery is writ large on ICCSD's agenda. The world has entered a time of uncertainty and disruption. Developing countries in particular are vulnerable due to their lack of economic diversity. They face daunting consequences. We must search for a new balance between what is a new normal and the old abnormal which will define the scope of future globalization. We need a new global deal, an inclusive multilateralism to protect the planet. This must be the key and the umbrella for all future initiatives.

We have to break down globalization into creative projects for each individual SDG. Creativity can provide disruptive visions, where the balance between resources and constraints can generate new projects. Arguably, the pandemic is a catalyst to attain the SDGs while at the same time also being disruptive. Indeed, these are two sides of the same coin. We need multilateral solutions, of which there is right now a deficit in spite of proliferating global crises. The SDGs are the paramount framework for a green recovery, and especially so for climate change action and the reduction of harmful emissions.

COVID-19 is a dress rehearsal for challenges to come. We have to avoid splitting the world and creating new tensions. In pandemic conditions, this is particularly relevant for scientific research projects. In addition, COVID-19 has a negative impact on culture and sports, but thanks to new online opportunities many more people can now appreciate arts and music as well as sports events. Such expanded access is facilitated through new technologies, artificial intelligence and applications accessible from homes.

COVID-19 is a dress rehearsal for challenges to come. We have to avoid splitting the world and creating new tensions. In pandemic conditions, this is particularly relevant for scientific research projects. In addition, COVID-19 has a negative impact on culture and sports, but thanks to new online opportunities many more people can now appreciate arts and music as well as sports events. Such expanded access is facilitated through new technologies, artificial intelligence and applications accessible from homes.

The impact of COVID-19 on cities was also highlighted. We need a platform for knowledge exchange among cities. We also need to design new apps for education, for the involvement of youth and for bringing rural populations closer to what is happening in the

fight against COVID. This is the enabling power of technology. ICCSD should reach out to companies like Xiaomi to help to develop such apps. The nexus between design, creativity and technology is a key for the future sustainability of the world. This message was echoed in various presentations.

The pandemic has opened a new path for the pursuit of new values such as human dignity, equality, sharing, solidarity, resilience, health, prevention and agricultural resources. The public appetite for transformative change is clearly growing in the present circumstances.

When we look to the role of design, and the design framework, creativity is about one world sharing the same dream, empathy, design for the one-ness of humanity, and the pursuit of common welfare of all humanity. Such activities are resurging globally.

Education is another critical area, which will require e-learning and numerous digital apps and online courses. COVID-19 has limited student exchanges across the world and the interaction among youth has been reduced. ICCSD can contribute to support the development of online and digitized curricula and, to that end, partner and share with universities. New technologies and the Internet can enhance training activities, involving also a redesign of MOOCs and Zoom-based courses. This can help promote young talents and reinforce the impact of cultural heritage and its legacy for sustainable development.

Creativity is a resource to find solutions to intractable issues. Indeed, it is the -as yet unrecognized – fourth pillar of sustainability. Something that seemed impossible in the past is now possible at a much faster speed. We have to shift ways how we organize the system of work, moving away from old thinking and preserving our mental health. A collective effort must be cast in a holistic and integrated way. It cannot be done step by step and single issue by single issue. We must work together with creative people and industries to generate solutions. The precept of physical distancing must be combined with social togetherness, which creates vibrancy and nurtures inspiration and imagination. To this end, we have to change the nature of place and space in time. It is estimated that COVID has fast-forwarded this development by 5 to 6 years.

In terms of urban planning and new forms of mobility, there are other challenges. Spatial design and architecture are challenged to help reduce the virus infection and design healthier and more comfortable housing units. New technologies, mobile apps and AI will revolutionise sustainable urban design and decrease the density of human engagement.

For one, culture will change and reshape our lives in the future. We must stimulate the imagination to rethink how we tackle the manifold problems. Overall, communication will be critical. SDG 17 on partnerships should be of particular interest and relevant for ICCSD, tapping into a commonwealth of knowledge, knowhow and benchmarking. ICCSD is already partnering with Tsinghua University, Jinan University, UNESCO, UNCTAD, as well as with new international centers headquartered in China, such as those dealing with geographic information and big data.

The biggest disruption will be how we work and where we will work. We have to give a new face to cities as a result of the pandemic. We must design for well-being and for decent work alike. It will be important that political decision-making at all levels and in all countries is influenced by experts and researchers. This should become part of the new normal. Likewise collaboration between academies of science and acceptance of and recourse to the role of the World Health Organization should be broadly promoted. A network of science cities could play a particular role in that regard as well.

We have to involve the public in such work and appreciate the pursuit of culture and arts at home. But we need a new mindset to deal better with the balance of being close and open.

ICCSD's focus and commitment should be defined by four paradigms, the four Ps: global creative property, global platforms for global creativity, global partnerships, and global creative powers and cultural creativity. The four Ps will be a guiding torch for ICCSD's future work. All efforts can be highlighted and showcased throughout the year 2021 which has been designated by the United Nations as the International Year of Creative Economy for Development. UNCTAD, ICCSD's new partner, will serve as UN lead agency for the celebration of this year and joint efforts to promoting the objectives of the Year will be of great importance.

Let me express once again my appreciation for all exceedingly rich presentations and suggestions made during this second meeting of the ICCSD Advisory Committee.

会议宣传报道

Advertising

创意中心第一届咨询委员会第二次会议通过在线会议和线下录制的方式进行。通过中心自有传播平台、论坛协办单位及合作媒体平台等进行推广，并获得国际在线、中国新闻周刊、中国网、中国青年网和央广网等国家级媒体的广泛报道，获得良好的社会反响。

媒体简报

The collage displays the following media reports:

- 国际在线 (International Online):** 联合国教科文组织国际创意与可持续发展中心第一届咨询委员会第二次会议召开
- 中国新闻周刊 (China News Weekly):** 联合国教科文组织国际创意与可持续发展中心第一届咨询委员会第二次会议在京召开
- 央广网 (CNR):** 联合国教科文组织国际创意与可持续发展中心第一届咨询委员会第二次会议在京召开
- 中国青年网 (China Youth Network):** 联合国教科文组织国际创意与可持续发展中心第一届咨询委员会第二次会议在京召开
- 潇湘晨报 (Xiangxiang Morning News):** 联合国教科文组织国际创意与可持续发展中心第一届咨询委员会第二次会议在京召开
- 中国网 (China Network):** 联合国教科文组织国际创意与可持续发展中心第一届咨询委员会第二次会议在京召开



United Nations
Educational, Scientific and
Cultural Organization
联合国教科文组织



International Center for Creativity
and Sustainable Development
under the auspices of UNESCO
国际创意与可持续发展中心

