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CREATIVITY 2 0 3 0 NEWSLETTER

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



To visit Zhongguancun Science Park (photo by Hariandi Hafid from Indonesia)



In September 2015, the United Nations adopted *Transforming our World: the 2030 Agenda for Sustainable Development*, calling on all countries to take actions to achieve 17 Sustainable Development Goals in the next 15 years. It is also a blueprint for future sustainable development. In this blueprint, we can get a glimpse of the future development trends ranging from science and technology to culture and society. Besides, we can also predict that in the future, people, nature and society will coexist more harmoniously, and will continue to evolve in a coordinated and sustainable manner.

The fourth industrial revolution, promoted by new technologies represented by AI, big data and robots, is continuously going deeper, bringing profound changes in human production and life. Creativity and innovation have become the new engines of sustainable development. Since the 21st century, developed countries have put forward innovative development strategies in order to embark on the path of sustainable development with comprehensive openness and innovation.

International Center for Creativity and Sustainable Development under the auspices of UNESCO, established under the agreement signed by the People's Government of Beijing Municipality and UNESCO, is the first Category 2 Center of UNESCO with the theme of "Creativity and Sustainable Development". It aims to carry out the functions of international research, training, communication and demonstration with the support of UNESCO.

In 2014, Beijing officially defined its position as "Four Centers", among which "science and technology innovation center" was one. As time goes by, Beijing will become the backbone of the global innovation network and a new engine of world innovation. ICCSD will also take creativity and innovation as the starting point and sustainable development as its goal. It will bring together global scientific and technological talents and innovation teams, build a "Laboratory of Ideas" with global influence, and become a promoter of cultural exchanges, mutual learning and cooperation, as well as a disseminator of Chinese enterprises, science and technology and culture.

Thank you for your attention and care for the Center. ICCSD is willing to continue to expand domestic and foreign cooperation in the field of creativity and sustainable development, and work together with more partners to promote sustainable development with creativity. Thank you all!



Xiao Lan
Executive Director
International Center for Creativity
and Sustainable Development

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The establishment of the first Advisory Committee of ICCSD

On April 25, 2019, the first Advisory Committee to International Center for Creativity and Sustainable Development under the auspices of UNESCO (Category 2) (referred to as ICCSD) was established in Beijing.

On the opening ceremony, the preparatory work of the Committee was introduced and the membership list was announced. Xu Qiang, Director of Beijing Municipal Science and Technology Commission and Director of ICCSD, and Hans d’Orville, former Assistant Director-General for Strategic Planning of UNESCO and Chairman of the Advisory Committee attended the inaugural ceremony of the Committee and delivered a speech respectively.

Xu Qiang said that the establishment of the Advisory Committee will

give ICCSD a strong impetus to build larger cooperation networks to support and help creative economy and urban development, and better implement the UNESCO strategic goals on creativity and the UN 2030 Agenda for Sustainable Development.

On the ceremony, Wang Jianxin, Vice Director of Beijing Municipal Science and Technology Commission, announced the list of Advisory Committee members and appointed Hans d’Orville as the Chairman.

Chen Dongliang, former Executive Director of ICCSD, introduced the preparation of the Advisory Committee. It is reported that after more than a year of preparation and communication, Advisory Committee composed of 30 experts engaged in urban development,

industrial planning, artificial intelligence and other professional fields such as international institutions, research institutions, social organizations and private enterprises from 13 countries including Germany, France, Italy, South Korea and China, etc. has been set up.

At the end of the ceremony, Xu Qiang, Director of Beijing Municipal Science and Technology Commission and ICCSD issued appointment certificates to the members of Advisory Committee.



Xu Qiang, Director of Beijing Municipal Science and Technology Commission and Director of ICCSD is delivering a speech (photo by ICCSD)



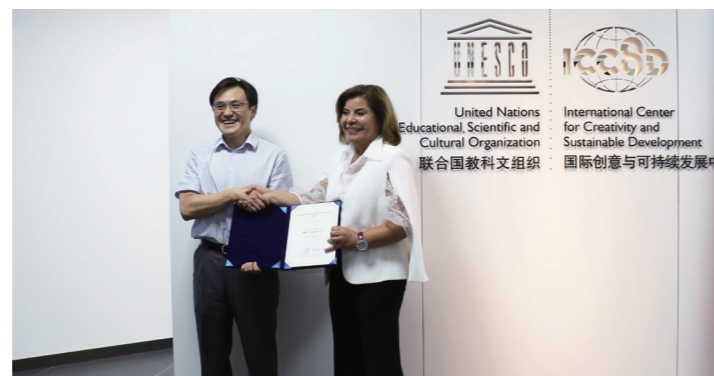
Advisory Committee members (photo by ICCSD)

ICCSD holds International Expert Symposium of Advisory Committee

On August 21, 2019, three foreign experts of the Advisory Committee of ICCSD, namely Hans d' Orville, Chairman of Advisory Committee of ICCSD, Mehri Madarshahi, President of Global Cultural Networks, Vice Chairperson of Asia Pacific Exchange and Cooperation Foundation, and Mugendi M'Rithaa, Honorary President of the World Design Organization (WDO), visited ICCSD and conducted feasible discussions with all the staff about the future work.

Xiao Lan, Executive Director of ICCSD, extended a warm welcome to the three members of Advisory Committee. He hoped that they would make suggestions for the business development of ICCSD from their respective area of expertise, connect international channels and resources in their own professional fields, and effectively promote the research, training and international exchange projects of ICCSD.

At the meeting, the three experts put forward suggestions on cultural exchanges, design creativity, sustainable development, brand promotion and other aspects about the research, training, exchanges and cooperation of ICCSD. They unanimously agreed that the combination of innovation, creativity and sustainable development is a special feature of the work of ICCSD. It is necessary to integrate science, technology, culture and creativity around the 2030 Sustainable Development Goals, and do a good job in the spread of sustainable development ideas, research on related topics and international exchanges.



Xiao Lan, Executive Director of ICCSD, is presenting the Letter of Appointment to Mehri Madarshahi



Xiao Lan, Executive Director of ICCSD, is presenting the letter of appointment to Mugendi M'Rithaa



Conference site

ICCSD holds High-level Symposium on Strategic Development

On August 30, 2019, the High-level Symposium on Strategic Development was held by ICCSD. Well-known experts and scholars from academia and scientific research institutions and leaders of the China National Commission for UNESCO visited ICCSD to discuss the development strategy and key business of ICCSD with the staff. The symposium was hosted by Xiao Lan, Executive Director of ICCSD.

Experts at the meeting put forward their expectations for ICCSD in terms of creating an index system for creativity and sustainable development and building a think tank platform, and proposed useful suggestions for ICCSD in terms of cooperation and training in combination with their own institutional advantages.

Zhou Jiagui, Deputy Secretary General of the China National Commission for UNESCO, said at the symposium that sustainable development was an important global agenda. ICCSD should take creativity and sustainable development as its foothold, keep science, technology and culture as its priorities, spread the concept of UNESCO, transmit China's wisdom and concept, and become the link of cooperation between China and UNESCO.

Liu Zhongfan, academician of the Chinese Academy of Sciences and President of Beijing Graphene Research Institute, said that ICCSD was a very good platform. Based

on this platform, China's solutions, voice and wisdom should be spread out, while foreign wisdom and resources should be absorbed, and a platform for communication and cooperation should be well built.

Han Ziyong, Dean of the Chinese National Academy of Arts, Lou Wei, Deputy Director of the Palace Museum, Wang Pengfei, Deputy Director of the Institute of Physics and Chemistry, Chinese Academy of Sciences, Zhang Xiaoming, Deputy Director of the China National Center for Culture Studies, CASS, Wang Min, Vice President of the Academic Committee to Central Academy of Fine Arts, Xu Yingqing, Dean of School of Information Art &

Design, Academy of Arts & Design, Tsinghua University, Zhang Zhiyi, Director of Science and Art Center of the Institute of Automation, CAS, and Shen Yubiao, Director of the Science and Culture Department of the Secretariat of the China National Commission for UNESCO, attended the symposium and made speeches.



Group photo of High-level Symposium on Strategic Development held by ICCSD

ICCSA participates and supports a series of activities of 2019 “China Now: Silk Road Rediscovery Tour of Beijing upon the 70th Founding Anniversary of the PRC”

On the morning of August 20th, 2019, the launch ceremony of the 2019 “China Now: Silk Road Rediscovery Tour of Beijing upon the 70th Founding Anniversary of the PRC” was held at Tongxing Square, at the site of the Beijing Expo 2019. Participants from 13 countries along the Belt and Road started their journey and interviews in Yanqing. The tour aimed to demonstrate Beijing’s vitality and convey China’s image and voice to the world.

This tour, from August 20th-23rd, was hosted by the Information office of the Beijing Municipality, and supported by the ICCSD.

Hans d’Orville, Chief Advisor of the ICCSD under the auspices of UNESCO, delivered a speech as representative of the participants. He said that the Belt and Road Initiative emphasizes the importance of international cooperation, and this event was the best proof of transcending geographic boundaries and building cooperative relations. He fully affirmed the efforts made by China and Beijing in recent years to achieve the 2030 Sustainable Development Goals. He also spoke highly about the profound influence that Beijing, as the Design Capital of the UNESCO Creative City Network, has cast on cities along the Belt and Road routes. In 2012, Beijing was designated by UNESCO

as Creative City of Design and has since hosted two global summits of the UNESCO Creative Cities Network (UCCN), bringing together more than 70 representatives from around the world to highlight the power of creativity as a resource in its own right. This event will also have tremendous impact on the Belt and Road Initiative (BRI), as many network cities are located in BRI countries. Innovation, the business of ideas, is increasingly seen as the key to future societal prosperity and business success. The cultural and historic power of Beijing is embodied in many monuments inscribed in UNESCO’s World Heritage List.

Beijing’s rich history and culture were on full view, as well as innovation and technology’s leading role in new urban industries. As the Design Capital of the UNESCO Creative Cities Network, Beijing’s cultural and creative industries have developed rapidly, and a number of typical examples of cultural and creative parks transformed from industrial heritages have emerged, such as 798 Art District, and 751D·Park, Beijing’s Fashion Design Square. After visiting these bases and Zhongguancun, Beijing’s high tech zone, a large group of invitees were deeply impressed with Beijing’s level of innovation and vitality. At

the Zhongguancun Science Park Exhibition Center, they saw how big data, AI, augmented reality and other innovations embraced 5G and the fourth industrial revolution, and gained an appreciation of China’s achievements in these areas. In the Zhongguancun Software Park, they were given an appreciation of the scale of achievement through the sandbox of the park. Gunnedh Mtorida, honorary chairman of the World Design Organization said that Kenya was also building a science and technology park but it was still in its infancy. Kenya looks forward to strengthening its exchanges with China, learning from the advanced experience of Zhongguancun and promoting its own local development initiatives.

Beijing’s sci-tech prowess is also reflected in its preparations for the 2022 Winter Olympics. The construction of the new venues perfectly blends technology and aesthetics, which has greatly stunned invitees.

The National Speed Skating Stadium has a double-curved glass structure and some other novel features, such as CO2 cooling, which significantly reduces energy consumption and ensures the most advanced cooling technology applications. The ski jump platform is designed to gracefully blend in the retired

Shougang Group industrial cooling tower. The “Bird’s Nest” National Stadium and the Olympic Tower showcase groundbreaking and avant-garde architecture.

These achievements not only demonstrate China’s ability to host an international-level event again, but also a portrayal of the concept of hosting a “green, sharing, open, and clean” Winter Olympics. Of the 13 venues, 11 of them are 2008 Olympic Games sites. The old factory area of the steel company Shougang Group is also being transformed into the Beijing Winter Olympics Organizing Committee office area and competition venue. The Olympic infrastructure will be retained after the event and transformed into winter sports venue for Beijing residents and tourists from around the globe.

The nature and culture of this city was something our guests could not wait to experience. On the first day, they enjoyed the Beijing World

Horticultural Exposition, with exhibitions from all over the world. This impressed upon them the need to respect nature and protect ecological diversity. In the China Pavilion, they learned in detail about China’s horticultural industry, the construction of ecological civilization and the exploration of scientific research institutions in 31 provinces, autonomous regions and municipalities across the country. On the 22nd August, guests experienced a series of highly interactive activities in Ganjiakou Street, Haidian District, including traditional painting, handicrafts and tasting sessions with local residents, experiencing Beijing’s rich history, culture and intangible cultural heritage.

Our guests have gained an in-depth understanding of Beijing’s achievements in international exchanges, ecological construction, livelihood services, cultural heritage and innovation, and come to appreciate the ecological side of the

city, conveying concepts of green development, cultural protection and development of humanity. The city’s science and technology plus creative vitality was on full view upon the cost-saving host of double Olympic Games.

Since being awarded “Design Capital” by UNESCO in 2012, Beijing has hosted two UNESCO Beijing Summits of Creative Cities, showcasing its creativity as a precious resource. The 3rd Beijing Summit is expected to be held in 2020, when dozens of city mayors and senior representatives from all continents will gather in the city. In the near future, Beijing will prove its position as the birthplace of innovation and development. China will also continue to coordinate the development of knowledge sharing, innovation policy system, and the digitalization process by promoting creativity. This is also the core challenge facing the world today.



The launching ceremony of 2019 “China Now: Silk Road Rediscovery Tour of Beijing upon the 70th Founding Anniversary of the PRC” on August 20, 2019 (photo by Ruan Hongjun)



To visit Zhongguancun Science Park (photo by Hariandi Hafid from Indonesia)

Creativity and Sustainable Development

—Dialogue with Chairman of the Advisory Committee, Hans d’Orville



Hans d’Orville

Chairman of the Advisory Committee of ICCSD
 Former Assistant Director-General for Strategic Planning of UNESCO
 Former Director of the Information Technologies for Development Programme in the Bureau for Development Policy of UNDP
 A world-renown advisor for strategic and multilateral issues, international policy and cultural development, creative cities, technology and media as well as arts

ICCSD: What does Creativity mean in the development context?

HANS D’ORVILLE: Each and every sustainable development goal (SDG) has a creative dimension or content. For education it could mean creative and innovative ways of imparting knowledge and promoting learning; for agriculture it could mean recourse to creative ways of growing vegetables and fruit; or for the oceans their preservation and fishing yield. The impact of creativity is demonstrable and palpable for the attainment of each SDG. The present era of the creative economy is driven by design, architecture, cultural industries at large, technological innovations and urban development is replacing the earlier stages of the services economy, the industrial economy

and the agriculture economy. In a way, the creative economy is the latest “kid on the block” which will progressively be dominating our economic advances.

ICCSD: And what about Sustainable Development?

HANS D’ORVILLE: Nowadays, people worldwide care increasingly about the realization of SDGs. There is a considerable concern, if not fear about what the consequences of our well-being, health and prosperity if the SDGs will not be reached by 2030. After all, there is no Planet B from which we could draw all required resources and enjoy a healthy life. There is only one Planet A.

ICCSD: In the ecological and environmental discourse, China has a very interesting term Eco-

Civilization, which does not exist in any other language. It is not just like any catch phrase, it is full of meaning.

HANS D’ORVILLE: For the Chinese, it signifies a mixture of closeness to nature, closeness to the environment and to the human being. If you integrate these aspects altogether in a holistic manner, you come close to an understanding of the meaning of Eco-Civilization.

Despite the perception in many countries (in particular the United States and Europe) who think China still has a lot to learn from the West, China is already doing many advanced things benefitting sustainable development, especially in the urban context. This includes use of renewable energies, introduction of eco-friendly

transportation systems, enhancement of mobility, wise use of natural resources, containment of air and water pollution, use of technological innovations and big data, promotion of the fourth industrial revolution etc. Nonetheless - being a huge country and at the same time a developing country, much remains to be done in China at the scale required. Again, creativity is very much in demand in all these areas.

Many projects in the future, both at the country and city levels as well as internationally will need to be approached through partnerships.

There is a strong desire both at the macro and micro level to exchange experiences, to learn from each other, to cooperate and to network. It is indeed amazing what can be done differently, more effectively and more sustainably if all stakeholders come together to tackle existing problems, shortcomings or deficiencies (governments, lawmakers, the private sector, the science community, research institutions, NGOs and private citizens).

Under the umbrella project “C2030” (Creativity 2030), ICCSD is launching a series of different activities that look at different ways, approaches and modalities how sustainable development in its entirety can be advanced: actions by municipalities and cities, by national governments and countries, by private corporations, by academia and by other stakeholders to reach

the SDGs within a shrinking framework – from 15 years at the time of their adoption by the UN General Assembly to 10 years at present, when we have already begun to monitor and assess whether the world is on track. A particular challenge will be to include the contribution by culture and science as these two critical areas had been omitted despite their indisputable relevance from the list of SDGs.

ICCSD: Why 2030?

HANS D’ORVILLE: 2030 is the target date for the attainment of the SDGs.

We have about 11 years to succeed, but in reality it is not too long. For some countries it is already evident that crucial targets like the elimination of poverty are unreachable target. Yet, it is impossible to plan with certainty for a decade-long period as we don’t know with certainty what will be happening.

The only concrete way for us to aim at 2030 is therefore to plan in phases and set targets, aided by creativity and innovation.

If we consider for example Artificial Intelligence (AI), in 2015 or even two years ago nobody would have talked about AI in a big way. Today, it is THE dominant issue beyond its impact on national security: how can AI help education, how can AI enhance agriculture, how can it aid the fight against poverty, how can it promote smart urban planning with

requisite infrastructures, how can it deliver healthcare and so on - to lead us to make the 17 SDGs and their targets a reality.

We cannot exclude that in three years’ time, completely different tools and approaches may take center stage as has happened these days with Artificial Intelligence. While this may influence significantly prospects for the SDGs, unfortunately our foresight is limited.

That is why we start the C2030 project by setting a short-term goal of 2-3 years, by defining concrete actions and by articulating expected results and outcomes for the development of smart, innovative and sustainable cities – well knowing that we may have to reassess our planning priorities and targets recurrently.

Another core pillar of future planning, on which all our Advisory Committee members agree, is the fundamental importance to involve young people into all projects. Young people care the most for the sustainability of our world which is their future. Their expectations, perspectives and perceptions must therefore be key for any future action and development we may plan and initiate today.

Design for Social Changes

—Dialogue with the member of the Advisory Committee, Mugendi K. M'Rithaa



Mugendi M'Rithaa

President Emeritus and Convenor of the Senate of the World Design Organization (WDO)
Educator and Researcher at Machakos University
Member of the Advisory Committee of ICCSD

ICCSD: We know the inclusion of Youth is a key pillar for the future development and actions. As an educator, what do you think is key for including youth? What are the essential elements one should not take for granted that youth care for, nowadays?

Mugendi M'Rithaa: The youth are the future hope for humanity, literally. As an educator, the greatest gift you can give the youth is hope, and education. The energy and passion of our young people should be aligned with the wisdom and experience of their elders to co-create solutions for a future that they will inhabit. It is incumbent upon us (as elders) to mentor the next generation by equipping them with requisite skills in creativity and problem-solving that will serve the youth for generations to come. Indeed as one African proverb avers: "those born on top of an anthill take a shorter time to mature" – we should constantly seek novel ways in which to give the youth every possible

advantage or head-start to grow faster in prestige, competence and adaptability.

ICCSD: Design Disruption, we keep hearing about this concept as extremely positive, especially when it's applied to technological innovation. What do you think? Is disruption the key for change?

Mugendi M'Rithaa: Change is inevitable, but not all changes are beneficial. Technological disruptions should be welcomed as long as they do not lead to social disintegration and inequity. As a person who enthusiastically praises technological progress, I pray that any advance in technology is not changed for the sake of change, but to seek to improve social equity and cohesion. In addition, I also recognize that some technological disruptions in the fields of communication, agriculture, health and education have the potential to leapfrog so-called emerging economies (such as some economies in Africa) by

rapidly accelerating their development.

ICCSD: What is happening in Africa now, especially with regard to design related to social responsibility? Do you see rapid changes in product creation? Or is the design thinking approach permeating in the mindset?

Mugendi M'Rithaa: Africa has the youngest population structure in the world and is home to some of the fastest growing economies. The traditional views and narratives related to Africa often revolve around abundant natural resources, but rarely focus on the human capital potential, creative power and economic solutions. On the whole, the role of socially responsible design (especially human people-oriented design/design thinking) is to educate various stakeholders and redirect public and private support for creative industries by showcasing the socio-economic value of design and allied creative fields in value addition through socially desirable, technically feasible

and economically viable products, services, system and experience. All of these not only highlight an enlightened view of the continent, but also celebrate the vibrancy and vitality of its latent creativity.

ICCSD: Can you elaborate a bit on Universal Design? What is it? And what is its importance in today's changing world? Will it become a priority for all?

Mugendi M'Rithaa: You only need to travel around any major city and its environs to learn how many physical and cognitive barriers exist in the built environment. As more people migrate to cities, the impact of design and its allied fields of architecture, engineering and planning (to name a few) is felt and experienced more profoundly. Accordingly, these decent professions should be more sensitive and accountable to vulnerable groups and people with special needs, such as women, children, people with disabilities, the elderly, and groups who do not speak/read local languages. Universal Design is a specialized field designed to include the needs of the aforementioned vulnerable groups in the design of products, services and environment. The purpose is to enable these groups to use the products or services without special measures.

Adopting and continuously improving the principles of Universal/Inclusive Design in living environment and urban design in the 21st century is even more urgent as we need to properly respond to megatrends, such as the global phenomenon of population aging, people living longer and expecting to enjoy quality of life through aging-in-place and independent living facilities, as well as products, services and systems universally accessible to everyone.

ICCSD: Given your experience as an

educator and advocate for Design for Social Change, can you share with us some interesting projects you've seen recently?

Mugendi M'Rithaa: Design for Social Innovation and Sustainability (DESIS) emphasizes bringing about positive social change by improving the living standards of the people and participating in the quality of life of community members. The emphasis is on community participation and social transformation through co-design methodologies that tap into the tacit and embedded knowledge that communities possess. I have been an active member of international networks such as the DESIS, design-BRICS+ (on design strategies for climate change mitigation), as well as the Learning Network on Sustainability (LeNS) networks with a bias towards sustainable product-service-system (S.PSS). To help achieve UN Sustainable Development Goal 12--Sustainable Production and Consumption, I have participated in and led a number of projects on wasteful consumption, water recycling, solid waste management and climate resilience. For example, in Machakos, Kenya, we have been focusing on how to reduce the waste generated by fast-moving consumer products. In South Africa, I participated in and co-designed a solid waste management system for a temporary shanty town in Cape Town. In all of these projects, consumer awareness and design thinking have played an important role in ensuring that communities adopt these methods and foster community ownership and sustainability.

ICCSD: Comparing with Africa and Europe, what characteristics China has in attaining SDGs as you observed? Mugendi M'Rithaa: I have always been very interested in China for as long as I can remember. It has the longest

continuous civilization of mankind, the spectacular Great Wall, the invention of gunpowder, the magnificent Yangtze and Yellow Rivers, Marco Polo's travel, tea, silk and porcelain. More recently, the 2008 Beijing Summer Olympics showcased these achievements as well as other technological achievements in China. From a professional perspective, I became interested in China and its creative potential 10 years ago.

I have been fortunate to participate in many events as well as visiting many projects and initiatives, which demonstrate China's commitment to achieving the UN SDGs. I think China is a global leader in rallying such efforts. For example, it is my humble opinion that China is one of the leading countries in promoting the implementation of Sustainable Development Goal 4 (Quality Education); Goal 6 (Clean Water and Sanitation); Goal 8 (Decent Work and Economic Growth); Goal 9 (Industry, Innovation and Infrastructure); Goal 11 (Sustainable Cities and Communities); Goal 12 (Responsible Consumption and Production); Goal 13 (Climate Action); and Goal 17 (Partnership).

There are 55 countries in Africa, and some countries are at the forefront in promoting the implementation of the UN SDGs. For example, Rwanda is a global leader in SDG 5 (Gender Equality) and an opportunity leader in setting best benchmarks. I personally advocate a closer and united Sino-Africa partnership that can achieve mutual benefits in terms of innovation, technology, and infrastructure cooperation. Compared to established economies (European countries), China offers a more practical and replicable solution. Because China has convincingly shown how to reborn in 40 years and significantly improve the living standards of so many people. 40 years is really a relatively short time!

ICCSD develops various forms of exchanges

ICCSD pursues promoting exchanges and cooperation, setting up influential and wide-ranging exchange platforms by convening high-end international conferences, making frequent visits and carrying out joint projects.



ICCSD serves as the academic guidance unit of "2019 Beijing International Design Week"



ICCSD and National Culture and Sci-Tech Innovation Service Alliance sign strategic cooperation agreement



The delegation of ICCSD visits Beijing Graphene Institute



The delegation of ICCSD visits Maotai, Guizhou Province to conduct onsite inspection of achievements of science and innovation integration



The delegation of ICCSD visits Beijing Municipal Institute of City Planning & Design



Vice President of Star Times visits ICCSD

ICCSD holds themed training of "Creativity and Sustainable Development"

On August 23, Xiao Huaide, associate researcher of Chinese National Academy of Arts, visited ICCSD and shared his experience in the research of cultural and creative industries. He elaborated his understanding of the concepts of "creativity" and "innovation", distinguished the difference between them, analyzed the contribution of "creative industry" and "creativity" to sustainable development, and emphasized the social value of cultural creativity beyond industry and economy.



Xiao Huaide, associate researcher of Chinese National Academy of Arts and convener of the Jiandi Salon visits ICCSD

ICCSD co-organizes the first Beijing Design and Innovation Talents Advanced Training Class

On September 18, the first Beijing Design and Innovation Talents Advanced Training Class co-organized by ICCSD was held in Beijing City of Design Plaza. Officials and experts from Beijing Municipal Human Resources and Social Security Bureau, Beijing Science and Technology Commission, Lenovo Group, Beihang University, Institute of Automation, CAS, Koochang Institute of Entrepreneurship and other units were invited to give lectures for the first batch of over 30 students. Teachers communicated with students in the fields of breakthrough product innovation, intellectual property protection and application, 5G, big data, theoretical method and technology application in AI era, intelligent robot and artificial intelligence, etc.



The first Beijing Design and Innovation Talents Advanced Training Class co-organized by ICCSD held in Beijing City of Design Plaza

Introduction to Creativity 2030 Salon

Creativity 2030 Salon is one of a series of activities under the brand Creativity 2030 (C2030) of ICCSD. ICCSD will organize salons from time to time, with themes including creativity, sustainability, science and technology, culture and others. Each time, 1-2 experts, scholars and senior practitioners will be invited to communicate with the staff and social partners in the forms of speeches, dialogues, interactive Q & A, etc.

The first Creativity 2030 Salon

—Theory and practice of creative cities

On October 29, ICCSD held the first Creativity 2030 Salon with the theme of “Theory and Practice of Creative Cities”. Special guest Tang Yan, associate professor of Tsinghua University, shared her opinions about the theme.

Tang Yan, associate professor and doctoral supervisor of the School of Architecture, Tsinghua University, analyzed the current situation of creative cities research from the space dimension, industrial dimension and policy dimension, and shared with all members of ICCSD the thoughts on the concept of creative cities based on empirical research.



Tang Yan, Associate Professor, School of Architecture, Tsinghua University, shares her opinions about the theme of “Theory and Practice of Creative Cities”

The second Creativity 2030 Salon

—The future has been coming, how do you get along with AI?

On the afternoon of November 11, ICCSD held the second Creativity 2030 Salon. Special guest Richard Leaver (Li Cheng), mentor of Ignite program of Cambridge Judge Business School, delivered a speech themed "business application and development prospect of AI" to the audience. Representatives from

Beijing Science & Technology University, Z-Innoway, ICCSD and some enterprises participated in the salon.

Richard Leaver reviewed the development of AI with his own work experience, introduced the application of AI in the fields of

perception and cognition, language ability, intelligent manufacturing, bionics, etc., and showed the research results and specific application scenarios of AI at home and abroad to the audience with various, vivid and interesting examples, and described a bright future prospect.



Richard Leaver shares AI-themed knowledge



ICCSD chairs a meeting with Richard Leaver, and Z-Innoway representatives

Creativity 2030 Journals

In 2019, ICCSD launched four special bilingual issues of *Creativity 2030* in both Chinese and English. The special issues focus on the 2030 Sustainable Development Goal 8 (economic growth and decent employment), Goal 11 (sustainable cities and communities) and Goal 12 (responsible consumption and production), which are closely related to creativity. More than 80 practical experiences and cases in promoting sustainable development in various fields from over 80 ideas in nearly 30 countries including Italy, France, Germany, Britain,

the United States, Japan, South Korea, Kenya, Afghanistan, Brazil and Mexico, as well as more than 30 articles by experts and entrepreneurs in various fields, such as Hans-d'Orville, former Assistant Director-General for Strategic Planning of UNESCO strategic planning, Mugendi M'Rithaa, President Emeritus and Convenor of the Senate of the World Design Organization (WDO) and etc, are included in the specials.

The *Creativity 2030* aims to interpret and present domestic

and foreign research ideas and achievements related to creativity and sustainable development from the creative dimension, explore creative solutions and paths for common issues such as social, economic and environmental sustainable development, promote the exchanges and mutual learning of relevant practical experience at home and abroad, and provide support for relevant research and decision-making on creativity and sustainable development.



The first *Creativity 2030*

With the theme of Sustainable Development Goal 11 "Sustainable Cities and Communities" and focusing on "sustainability", this Journal presents urban practice experience of more than 10 countries from different perspectives to explore how innovation and creativity can promote the development of cities and communities.



The second *Creativity 2030*

The theme of this Journal is in line with Sustainable Development Goal 8, "Promote lasting, inclusive and sustainable economic growth and decent work for all". It studies how creativity and technology can improve people's employment skills, innovate their employment environment, and create more inclusive economic growth within limited resources, while taking into account future development needs.



The third *Creativity 2030*

This Journal focuses on Sustainable Development Goal 12 "Responsible Consumption and Production", and discusses urgent topics related to the food chain and the fashion industry. The above industries have responsibilities at both ends of production and consumption: one is the exploitation of natural resources, the other affects our lifestyle and values.



The fourth *Creativity 2030*

Focusing on Sustainable Development Goal 11 "Sustainable Cities and Communities", this Journal pays attention to issues such as affordable housing, public transportation, urban waste and urban air pollution. It presents domestic and foreign practice cases, emphasizing the comparative study of current important actions and old cases.

Observatory on Creative Cities

The Development of the UNESCO Creative Cities Network (2004-2019)

Observatory on Creative Cities The Development of the UNESCO Creative Cities Network (2004-2019) has analyzed: the development process and trends of the UNESCO Creative Cities Network (UCCN) since its establishment in 2004.

The report is divided into four parts: Part I reviews the themes and outcome documents of UCCN Annual Conferences over 7 years, and analyses the changes of UCCN policy orientation from the evolution of the theme of the Annual Conference; Part II focuses on the global distribution of Creative Cities and the development trends of seven Creative Fields, and makes a

mathematical analysis of UCCN; Part III is based on case analysis of specific cities, and dissects the role of creativity on promoting 17 Sustainable Development Goals; Part IV is the views of experts, inviting Chinese and foreign scholars, elites in creative industries and relevant government staff to share their research and experience in creative industries, Creative Cities and sustainable development.

This report sorts out and analyzes the overall situation of the UCCN, which, to some extent, filled the gap of mathematical overview of the UCCN, and has received positive feedback in experts from all fields.



Expert comments on *Observatory on Creative Cities*



Hans d'Orville
Chairman of the Advisory Committee of ICCSD
Former Assistant Director- General for Strategic Planning of UNESCO

“The English version of the report *Observatory on Creative Cities* systematically reviews the development process of UNESCO Creative Cities network, makes a mathematical analysis of the development of global Creative Cities, and analyzes typical cases from various perspectives. As the first research report of ICCSD, *Observatory on Creative Cities* corresponds to the research direction of ICCSD, and has formed preliminary research results. It should be presented to relevant research institutes and UNESCO units with associated works for academic exchanges.”



Charles Landry
Authoritative British scholar for creativity
Father of Creative Cities

“The publication looks very comprehensive. My main comment about your work, *Observatory on Creative Cities* is that the realm of creativity is broadening and today really concerns addressing the big problems that really matter and having an ethical approach to the use of creativity – the highlights on my new book *An Advanced Introduction to the Creativity City* elaborate on this point.”



Qi Shuyu
Director of Cultural Policy and Management Research Center of National Academy of Governance

“The report *Observatory on Creative Cities* systematically sorts out, summarizes and analyzes the geographical distribution, development trends, diversity and differentiation of Creative Cities from a macro perspective, forming an overall understanding of the development of Creative Cities in the world. With a large number of up-to-date data and pictures, the case studies discuss the specific methods in the process of urban transformation in multiple levels, from various perspectives, and shares the Best Practices of promoting the urban transformation by the guidance and driving effects of creativity, which has an important research merit.”



Zeng Fanwen
Executive Director of Cultural Industry Research Institute of Renmin University

“The report *Observatory on Creative Cities* carries out detailed analysis in terms of geographical distribution, development trends, diversity and differentiation of the UCCN, and comprehensively analyzes the overall situation of the network. The points of the case studies are novel. It analyzes the role of creative industries in promoting and improving economic transformation, heritage protection, social equality and ecological environment. The report shows the strong vitality of the creative industries in promoting sustainable development, as well as the positive significance of the establishment of the UCCN for the development of creative industries.”

Case Collection on Creativity and SDGs

In order to help promote the United Nations' 2030 Agenda for Sustainable Development, the ICCSD is now calling a wide range of cases related to creativity and sustainable development, in order to provide a basis for research in the field of sustainable development driven by creative and innovative tools. The selected cases will be published on the official website of ICCSD, and serve as the pioneering examples in the bilingual journal *Creativity 2030*, which will be delivered to international organizations through *Le Figaro* newspaper in Paris, France and Milan, Italy. The selected case providers will also have the opportunity to participate in the relevant theme forums and salons organized by ICCSD for topic discussion and sharing.

Cases submitted may include but not limited to the impact of creativity on economy, society, environment, science and technology.

Suggested specific fields are as follows

- Use creativity to achieve sustainable consumption and production;
- Use creativity to bring new vitality to urban cities;
- Use creativity to alleviate poverty and improve livelihoods, employment and economic growth;
- Use creativity to protect environment and environmental resources;
- Use creativity to protect cultural heritage and promote cultural exchange;
- Use creativity to design public facilities and to improve public wellness;
- Use creativity to design sustainable products.

Case selection criteria

Originality. The author of the case submitted should ensure the originality and authenticity of the case, and reflect the unique advantages of the product or solution in the case.

Instructive. The case is enlightening to social development and constructive to the long-term sustainable development of society.

Applicable. The case has a practical significance, and has a demonstration role for similar services.

The author shall own copyright and obtain appropriate authorization of using pictures of the case, and authorize ICCSD to display pictures in our relevant media channels. Case providers should bear corresponding tort liability, if an infringement should occur.

How to submit your cases

Website submission: <http://www.unesco-iccsd.com/en/Case/Collect>

Please address any questions to: Wang Jinglin

email: wangjinglin@unesco-iccsd.com

Case introduction

Poverty alleviation through Dulong culture

The handmade Dulong carpet is the Dulong women's unique skill. Through the designer's creative design, the traditional equal arrangement pattern of the Dulong tribe is changed to form a patchwork of striped elements. The project carries out a "technological revolution" to greatly improve the production and utility efficiency of the Dulong looms. Through creative design, the products can adapt to the contemporary aesthetic taste while preserving the national culture. The poverty alleviation through Dulong culture has taken a path of design creativity to help the ethnic minority skills.



The handmade Dulong carpet is the Dulong women's unique skill.

In line with Sustainable Development Goal 1: Poverty Alleviation

Transformation and reuse of Shougang Industrial Zone

In order to speed up the reuse of the old industrial zone and promote urban renewal, Shougang repositioned its industrial zone after the shutdown in 2011, and built three industries, three industrial ecosystems and one community (around the three leading industries of sports +, digital intelligence, and cultural creativity, three industrial ecosystems of consumption upgrade, smart scenarios, green financial service and Shougang international talent community). The original industrial remains are protected and reused to provide a variety of combined space, which results in a new and personalized park space. From the perspective of environmental protection, the protection and recycling of abandoned factories is also an act of protecting urban environmental resources.



Transformation and reuse of Shougang Industrial Zone

In line with Sustainable Development Goal 12: Adopting Sustainable Consumption and Production Patterns, Promoting Efficient Utilization of Resources and Energy, and Building Sustainable Infrastructure.