

# 可持续发展

连接未来

## Sustainable Development

Extending to the Future



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

### 联合国教科文组织 国际创意与可持续发展中心

INTERNATIONAL CENTER FOR  
CREATIVITY AND SUSTAINABLE DEVELOPMENT  
UNDER THE AUSPICES OF UNESCO (CATEGORY 2)

创新创意引领者	Leader in Creativity Research
国际合作推动者	Driver of International Cooperation
示范项目实践者	Practitioner of Demonstration Projects
教科文事业普及者	Disseminator of Creativity and Sustainable Development

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## 创意

变革我们的世界

## Creativity

Transforming Our World



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# 1 创意与可持续发展

可持续发展是破解当前全球性问题的“金钥匙”，同构建人类命运共同体目标相近、理念相通，都将造福全人类、惠及全世界。

——2019年6月7日，国家主席习近平在第二十三届圣彼得堡国际经济论坛全会上的讲话

Sustainable development is the "golden key" to solving current global problems, similar to the goal and concept of Building a Community with a Shared Future for Mankind, and it will benefit all human beings and the whole world.

——Xi Jinping  
Chinese President addresses the plenary session of the 23<sup>rd</sup> St. Petersburg International Economic Forum on June 7<sup>th</sup>, 2019.



2015年9月，联合国通过《2030年可持续发展议程》，是为人类、地球与繁荣制订的行动计划。17个可持续发展目标和169个目标是整体的，不可分割的，兼顾了可持续发展的三个方面：经济、社会和环境。这些目标将促使人们在今后15年内，在那些对人类和地球至关重要的领域中采取行动。

The resolution of *Transforming our world: the 2030 Agenda for Sustainable Development* was adopted by the General Assembly of UN in September, 2015. This Agenda is a plan of action for people, planet and prosperity. The 17 Sustainable Development Goals and 169 targets are integrated and indivisible and balance the three dimensions of sustainable development: economic, social and environmental. The Goals and targets will stimulate action over the next 15 years in areas of critical importance for humanity and the planet.

2013年，联合国教科文组织等机构发布了《创意经济报告2013——拓展本土发展途径》，探讨通过强化与拓展文化和创意产业，实现包容的社会和经济发展。创意是可持续性与包容性增长、社会和谐与福祉、性别平等、环境可持续性，以及以人为本的城市化进程的推动者和实现者。UNESCO and UNDP released *Creative Economy Report 2013 Special Edition: Widening Local Development Pathways* in 2013. This report demonstrated the promise of cultural and creative industries to enable and drive sustainable development. Creativity can be both an enabler and a driver for sustainable and inclusive growth, social harmony, well-being, gender equality, environmental sustainability and human-centred urbanization.

2015年11月，联合国教科文组织第38届大会通过在中国北京设立由该组织支持的“国际创意与可持续发展中心”的决定。经中国国务院批准，2017年北京市政府与联合国教科文组织签署协议。该中心为备案制事业单位，是全球首个以“创意与可持续发展”为主题的联合国教科文组织二类中心。其宗旨是在联合国教科文组织的支持下，以创意与可持续发展为主题，开展国内外研究、培训、交流、传播、示范基地建设等工作，汇聚全球科技人才及其创新团队，建成具有全球影响力的创意与创新“思想实验室”，成为文明交流互鉴合作的推动者，以及中国企业、科技、文化走向世界的传播者。

The International Center for Creativity and Sustainable Development (ICCSA) under the auspices of UNESCO (category 2) was approved at the 38<sup>th</sup> session of UNESCO General Conference in Beijing in November, 2015. In 2017, the Beijing Municipal Government signed the agreement with UNESCO. ICCSD becomes the world's first UNESCO (category 2) center with the theme of "creativity and sustainable development". With the support and guidance of UNESCO, ICCSD intends to build the world's high-level international platform that aims at creativity and sustainable development, and includes the functions of research, training, cooperation, communication, demonstration etc. ICCSD shall become a first-class think tank gathering talents throughout the world, building a global renowned "laboratory of thoughts" with a focus on creativity and innovation. It shall promote cultural exchanges and cooperation, disseminate and support Chinese enterprises, technology and culture.



# 2 大事件

2015年11月

November 2015

联合国教科文组织第38届大会通过在中国北京设立由该组织支持的“国际创意与可持续发展中心”的决定。

The 38<sup>th</sup> session of UNESCO General Conference passed the resolution to set up the International Center for Creativity and Sustainable Development under the auspices of UNESCO (category 2) in Beijing.



2017年4月—5月

April-May 2017

时任北京市市长蔡奇和时任联合国教科文组织总干事伊琳娜·博科娃分别签署《中华人民共和国与联合国教育、科学及文化组织关于成立由教科文组织支持的国际创意与可持续发展中心的协定》。Mr. Cai Qi, the former Mayor of the Beijing Municipal People's Government and Madame Irina Bokova, the former Director-General of UNESCO signed an agreement to set up ICCSD.



2017年9月

September 2017

中心在北京组织召开“创意 2030 高峰论坛”。

ICCSD convened the Creativity 2030 Summit Forum in Beijing.



2018年1月

January 2018

中心第一届理事会成立并召开第一次会议，通过中心《章程》、《战略规划》。

The Governing Board of ICCSD was established and its first meeting was held, during which the Charter and the Strategic Planning (2018-2023) were approved.



2018年7月

July 2018

北京市市长陈吉宁与联合国教科文组织总干事奥德蕾·阿祖莱共同为中心揭牌。

Mr. Chen Jining, Mayor of the Beijing Municipal People's Government and Madame Audrey Azoulay, Director-General of the UNESCO witnessed the launch.



2019年4月

April 2019

中心成立第一届咨询委员会并召开第一次会议，通过中心咨询委员会《章程》，并任命联合国教科文组织前战略规划助理总干事汉斯·道维勒为中心咨询委员会主席。

ICCSD assembled the first Advisory Committee and held its first meeting, approving the Charter of Advisory Committee, and appointing Mr. Hans d'Orville, the former Assistant Director-General for Strategic Planning of UNESCO as the chairman of the Advisory Committee of ICCSD.



# 3 组织架构

在联合国教科文组织指导下，创意中心设置理事会，实行理事会领导下的中心主任负责制。

创意中心理事会由教科文组织、政府和机构代表组成，负责领导和监督。

由国际行业领袖组成的咨询委员会为创意中心的学术和战略咨询机构，为理事会于中心主任的决策提供理论支持。咨询委员会委员来源于科技、经济、国际关系、社会科学、教育等领域的知名专家学者、国际知名文化创意机构负责人，以及国内外创新企业领袖。

Under the guidance of UNESCO, ICCSD sets up the Governing Board and implements its responsibility with director's leadership.

The Governing Board includes representatives from UNESCO, relevant government departments and institutions in China and member states of UNESCO.

The Advisory Committee, which is composed of famous experts and industry leaders from culture, S&T, economy, education, sociology, international relations and etc., and provides professional consultancy to ICCSD.



# 4 咨询委员会

创意中心第一届咨询委员会于2019年4月成立，囊括了来自13个国家的近30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、人工智能、网络科技、可持续发展、传播等多个领域。联合国教科文组织前战略规划助理总干事汉斯·道维勒先生受聘成为创意中心第一届咨询委员会主席。

The Advisory Committee of ICCSD was established in April 2019. The Committee includes about 30 members from 13 countries who come from international organizations, research institutes, social organizations and private companies. And their majors are creativity economy, urban development, industrial planning, artificial intelligence, network technology, sustainable development or communion, etc. Mr. Hans d' Orville, the Former Assistant Director-General for Strategic Planning of UNESCO was appointed as the chairman of ICCSD Advisory Committee.

## 咨询委员会主席

Chairman of the Advisory Committee



### 汉斯·道维勒

德国

联合国教科文组织前战略规划助理总干事

### Hans d' Orville

Germany

Former Assistant Director-General for Strategic Planning of UNESCO

## 咨询委员会成员

Members of the Advisory Committee

按姓氏首字母排序  
In Alphabetical Order by Surname



### 马晓利

意大利

中国欧盟商会建筑工作组副主席  
波捷特（北京）建筑设计顾问有限公司总经理

### Massimo Bagnasco

Italy

Vice President of Construction Working Group under the European Union Chamber of Commerce in China  
General Manager of Progetto(Beijing) Architectural Design Consultant Co.Ltd



### 里卡多·巴尔博

意大利

欧洲设计学院教务长、艺术总监

### Riccardo Balbo

Italy

Academic Director of IED Global  
Managing Director of IED Torino



### 斯坦法诺·博埃里

意大利

米兰三年展主席  
前米兰市文化、设计和时尚副市长

### Stefano Boeri

Italy

Architect, President of Milan Triennale  
Former Deputy Mayor of Milan in charge of culture, design and fashion



### 亚当·卡萨尔斯

西班牙

卡萨尔斯咨询公司创始人  
国际关系、咨询与传播领域专家

### Adam Casals

Spain

Former Envoy CEO of Casals Company  
Expert in international relations, consulting and communication



### 陈平

德国

国际民间艺术组织（IOV）全球副主席

### Ping Chen

Germany

Global Vice Chairman of the International Organization of Folk Art(IOV)



### 雅恩·蒙特比

法国

资深时尚/室内设计师  
灵雅企业形象咨询（上海）有限公司创始人  
前登喜路全球形象公关总监

### Yann Debelle de Montby

France

Senior fashion/interior designer  
Chairman&CEO at Debelle de Montby Associates Ltd.  
Former Director of Global Image Public Relations, Dunhill



### 原研哉

日本

日本中生代平面设计大师  
无印良品（MUJI）艺术总监

### Kenya Hara

Japan

Japanese designer, curator, author, educator and renowned design thinker  
Art Director of Japanese lifestyle brand MUJI



### 查尔斯·兰德利

英国

创意城市理论的提出者和倡导者  
Comedia咨询机构创始人

### Charles Landry

UK

Inventor of Creative City concept  
Founder of Comedia, an international think tank



### 李淳寅

韩国

亚洲设计联盟主席

### Soon-In Lee

South Korea

Chairman of Asia Design Network

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Members of the Advisory Committee

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**穆甘迪·姆托瑞达**

肯尼亚  
世界设计组织荣誉主席  
马查斯科大学教授

**Mugendi M'Rithaa**

Kenya  
President Emeritus of the World Design Organization(WDO)  
Professor of Machakos University



**梅里·马达沙希**

加拿大  
联合国前高级经济官员  
华南理工大学公关政策研究院客座教授  
全球文化网络总裁

**Mehri Madarshahi**

Canada  
Former Senior Economist of the UN  
Visiting Professor of South China University of Technology  
President of Global Cultural Networks



**埃亚·萨尔米**

芬兰  
国际世界艺术、设计与媒体院校联盟  
秘书长

**Eija Salmi**

Finland  
Secretary-General of International Association of Universities and Colleges of Art



**康斯坦丁·谢平**

俄罗斯  
中央广播电视台国广俄语部记者  
和主播

**Konstantin Shepin**

Russia  
Journalist and anchor of the Russian Department of the China Media Group(former CRI)



**王敏**

美国  
中央美术学院学术委员会副主  
“长江学者”特聘教授

**Wang Min**

USA  
Vice President of the Academic Committee to Central Academy of Fine Arts(CAFA)  
Yangtze River Scholar Professor



**冯长春**

中国  
北京大学首都发展研究院副院长

**Feng Changchun**

China  
Vice Director of Beijing Development Institute, Peking University



**何人可**

中国  
湖南大学艺术学院院长、教授

**He Renke**

China  
Professor, Dean of the School of Design, Hunan University



**贾荣林**

中国  
北京服装学院校长

**Jia Ronglin**

China  
President of Beijing Institute of Fashion Technology



**刘德**

中国  
小米科技联合创始人  
小米集团高级副总裁、集团组织部长

**Liu De**

China  
Co-founder&Vice President of Xiaomi  
Leader of Xiaomi's Industrial Design and Ecosystem Development teams

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Members of the Advisory Committee

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In Alphabetical Order by Surname



**吴志强**

中国  
国务院政府特殊津贴专家  
中国工程院院士 同济大学副院长

**Wu Zhiqiang**

China  
Expert with the special government allowance of State Council  
Academician of Chinese Academy of Engineering  
Vice President of Tongji University



**肖勇**

中国  
中央美术学院设计学院教授  
国际艺术、设计、媒体院校联盟执委

**Xiao Yong**

China  
Professor of the Academic Committee to Central Academy of Fine Arts(CAFA)  
Executive Committee Member of International Association of Universities and Colleges of Art, Design and Media



**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  
联合国贸易和发展会议创意经济小组专家

**Xiang Yong**

China  
Deputy Dean of the Institute of Cultural Industry, Peking University  
Expert of the Creative Economy Group of the UNCTED

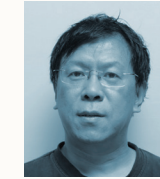


**许平**

中国  
中央美术学院设计文化与政策研究所所长

**Xu Ping**

China  
Director of Design Culture and Policy Research Centre, Central Academy of Fine Arts(CAFA)



**徐迎庆**

中国  
清华大学美术学院信息艺术设计系主任，清华大学未来实验室主任，“长江学者”特聘教授

**Xu Yingqing**

China  
Dean of School of Information Art&Design, Academy of Arts&Design, Tsinghua University  
Tangtze River Scholar Professor



**杨越明**

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联合国教科文组织中国全国委员会专家

**Yang Yueming**

China  
Deputy Dean and Professor, Capital Institute of Cultural Innovation and Cultural Communication Engineering, Beijing Normal University  
Expert of the Chinese National Committee of UNESCO



**张晓明**

中国  
中国社会科学院国家文化研究中心副主任、研究员

**Zhang Xiaoming**

China  
Researcher of Chinese Academy of Social Sciences  
Vice Director of China National Centre for Culture Studies



**郑长铃**

中国  
中国艺术研究院文化发展战略研究中心  
副主任

**Zheng Changling**

China  
Vice Director of Cultural Development Strategic Research Centre



**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 Public Policy&Management, Tsinghua University  
Director of Institute for Sustainable Development Goals, Tsinghua University

# 5 五大职能

开展有关创意经济、文化多样性、创意与可持续发展等方面的导向性与前瞻性研究  
 开发统计指标体系  
 发布研究报告  
 与教科文组织联合出版研究报告及官方文件  
 To carry out foresight and prospective study on creative economy, cultural diversity and creativity and sustainable development  
 • To develop statistical index system  
 • To issue research reports  
 • To co-publish research reports and official documents with UNESCO

## 开展研究 Research

## 促进合作 Cooperation

- 成立专家咨询委员会、专业委员会，聚集高端智力资源
- 组织高规格国际和区域论坛及会议
- 搭建合作平台
- To set up Advisory Committee, expert-committees to accumulate high-level talent resources
- To organize high-level international and regional forums and meetings
- To set up cooperation platforms to promote international exchanges

中心将围绕“科技+创意+可持续发展”主题，在研究、信息、培训、示范、合作方面汇聚顶尖人才、产生有价值的思想，打造战略伙伴关系。  
 ICCSD will focus on technology, creativity and sustainable development, gather high-level talents in the fields of research, information, capacity building, demonstration and cooperation, achieve valuable ideas and build up strategic partnership.

## 信息传播 Information

## 示范建设 Demonstration

- 发起示范项目
- 开发创新性、多元化合作模式
- 推动“一带一路”沿线及相关国家和地区的合作
- To undertake demonstration projects
- To develop creative and multi-lateral cooperation models
- To promote cooperation among the Belt and Road Initiative countries and regions

## 组织培训 Capacity Building

- 开展能力建设活动，为培训和教育对象提供高质量教育资源，分享实用模型
- 针对发展中国家的青年、妇女和企业开展教育、基础设施发展、创意技能培训
- To carry out capacity building activities and provide trainings in different forms and on different levels which cover the development of high-quality educational resources and online training courses and to share practical models
- To provide trainings for youth, women and businesses in developing countries in terms of education, infrastructure development and creative skills

- 提升人们对可持续发展理念的认知，促进经验交流和知识分享
- 聚焦中心动态
- 呈现中心智库资源及研究成果，形成品牌案例示范栏目
- 打造媒体矩阵

- 中英法多语种网站
- 创意中心社交媒体
- 中英双语期刊《创意2030》
- 中英双语通讯《创意动态通讯》
- To enhance people's awareness of sustainable development ideology and promote experiences exchanges and knowledge sharing
- To focus on ICCSD's latest information
- To present think-tank resources and research results, and set up example column on brand cases
- To build media matrix
  - Multi-language website on Chinese, English and French
  - Social media
  - Chinese and English bilingual periodicals *Creativity 2030*
  - Chinese and English bilingual newsletters



# 6 伙伴关系战略

## 伙伴关系战略

Partnership Strategy

ICCSD发展伙伴关系战略，开发与不同利益相关者创新的合作和融资模式，催生相关公共和私营中心、机构和伙伴网络来追逐使命、实施项目。

ICCSD的使命为合作伙伴提供了不同的切入点，包括但不限于私营部门、研究机构、国家政府、地方政府、非政府组织、区域组织、国际组织、媒体、艺术家、名人、友善使者。ICCSD从领导力、对话能力、沟通往来、专业技能，以及所有合作伙伴的相对优势等方面出发，以个别的、特定的或多方等合作形式来发展伙伴关系战略。

ICCSD pursues innovative cooperation models benefiting the creative economy and industries and seeks collaborations with relevant institutions, decision-makers and leaders from around the world. ICCSD's mandate offers a wide range of entry points for partners, including but not limited to the private sectors, media, academia and educational institutions, central and local governments, non-governmental organizations, regional and international organizations, artists, celebrities and goodwill ambassadors. ICCSD can develop partnership strategy in terms of individual, special or multi-lateral cooperation, with the start of leadership, dialogue capacities, contacts, recognized expertise and comparative advantages of all partners.

## 多样合作

Various Cooperation

- 整合及分享业务专长，通过合作、设计与实施国家、地区及全球层面的活动和开展项目
- 协调与磋商项目细节，参与政策、标准和规范的制定
- 共享覆盖全球的外联能力和特定网络以支持UNESCO及ICCSD倡议的活动，与政策对话
- 监督并辅助合作项目预定目标和结果的达成
- 为实现共同发展目标，提供非现金支持，如人力资源协助、设备协助等，增强项目实施效果
- 提供并受益于技术帮助与咨询服务
- 赞助活动、高端会议和国际节日
- To integrate and share business expertise to collaborate, plan and implement activities and projects at national, regional and global levels
- To coordinate and negotiate project details and participate in the formulation of policies, standards and norms
- To share global contact capacity and tailored network to support activities advocated by UNESCO and ICCSD and conduct dialogues with decision-makers
- To monitor and assist the achievement of expected goals with cooperation projects
- To provide non-financial supports ranging from human resources to equipment, so as to enhance project implementation and achieve common growth targets
- To provide and benefit from technical assistance and consultancy
- To sponsor activities, high-level meetings and international festivals

## 多重收益

Multiple Benefits

- 共享全球创意与可持续发展相关领域优势资源，尤其在政府、教育、学术、科学和文化领域
- 共享联合国系统、联合国教科文组织和相关政府部门广泛丰富的高信誉度公共和专有网络
- 有机会参与制定国际和国内相关领域的纲领计划
- 优先参与国际高规格项目和方案，增加国际能见度，提升品牌形象
- 深入接触多领域的国际顶尖专家、机构和创意群体，了解行业发展趋势
- 有机会出席相关领域高级别国际活动，并拥有优秀成果展示机会
- As a UNESCO (category 2) center, ICCSD is recognized as an impartial interlocutor, particularly within governmental, business and academic circles
- ICCSD consists of numerous professional, educational and scientific networks and enjoys credibility with a broad range of governments, strategic partners and experts in various fields
- ICCSD can participate in drawing up some international and national guiding plans in related areas
- ICCSD possesses a solid convening power for high-profile international events and initiatives
- ICCSD can make deep contacts with top global experts, institutions and creative groups to grasp development trends within the industry
- ICCSD enjoys rare opportunities to attend high-end international events and display excellent results

# 7 资源网络



# 8 创意 2030

创意2030是一项新的全球倡议，旨在从城市生活各层面激发并推动可持续发展的创意解决方案及方法。

该倡议将依托教科文组织创意城市网络 and 北京友好城市：

Creativity 2030 is a new global initiative, aiming at motivating solutions, tools and approaches in all walks of urban life to advance sustainable development.

The ultimate intention of Creativity 2030 is to bring together like-minded cities with whom Beijing is already enjoying close and friendly relations, such as through the UNESCO Creative Cities Network or the Sister City Programme. It will:

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发布关于联合国《2030可持续发展议程》创意城市发展等若干国际研究报告；

issue research reports regarding UN 2030 Agenda for Sustainable Development and creative cities development;



整合国内外创意与经济、社会、环境发展相关数据与案例资源，建立全球创意可持续发展指标体系；  
collect and accumulate data and resources relevant to economic growth, social inclusion and environmental protection so as to set up creativity and sustainable development index (CSDI);



基于国际专家网络开展合作研究推出《创意2030》双语刊物；  
carry out cooperative research based on global expert network and launch Chinese and English Bilingual Periodicals Creativity 2030;



基于创意城市理念，建立分享和交流信息、知识、大数据、成功案例和专业知识的制度化机制，寻求有利于创意经济和产业发展的创新合作模式；

based on the concept of creative city, establish an institutionalized mechanism for sharing and exchanging information, knowledge, big data, success stories and professional knowledge, and seek innovative cooperation models that are conducive to creative economy and industrial development;

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举办国际高级别会议，为参会的城市、商业领袖和创新者提供互动、分享案例、规划未来联合行动，形成战略伙伴关系。

and hold high-end global meetings, providing interactions to participating cities, entrepreneurs and creators, sharing cases, planning future joint actions and building strategic partnership as well.

