



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 第一届咨询委员会第三次会议

THE THIRD SESSION OF THE FIRST ADVISORY
COMMITTEE OF INTERNATIONAL CENTER
FOR CREATIVITY AND SUSTAINABLE
DEVELOPMENT UNDER THE AUSPICES
OF UNESCO (CATEGORY 2)



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(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14个国家30余位委员,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。

The Advisory Committee of International Center for Creativity and Sustainable Development under the auspices of UNESCO (hereinafter referred as ICCSD) was established in April 2019 and it provides professional consultancy to ICCSD. The Committee includes over 30 members from 14 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.

2022年4月28日,创意中心第一届咨询委员会第三次会议以线上“云”对话形式召开。

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任委员并就下一阶段的战略规划进行商讨;咨询委员们和与会嘉宾重点讨论了在新冠肺炎疫情逐步趋于常态化的背景下,如何以多样化的创意途径推动公平复苏和低碳发展。

On April 28, 2022, the ICCSD held the Third Meeting of the First Advisory Committee in the form of an online dialogue on the "cloud". The meeting introduced the basic information of ICCSD's annual work, announced the new members of the First Advisory Committee, and discussed the strategic planning at the next stage. Members and participants focused on diverse creative approaches to equitable recovery and low-carbon development as COVID-19 infections gradually started leveling off.

第一届咨询委员会第三次会议

嘉宾 Meeting Participants (按发言顺序)

汉斯·道维勒

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
华南理工大学荣誉教授

Hans d'Orville (Germany)

Chairman of Advisory Committee of ICCSD;
Former Assistant Director-General for Strategic
Planning of UNESCO; Honorary Professor of South
China University of Technology (Guangzhou)

肖 澜

联合国教科文组织国际创意与可持续
发展中心执行主任

Xiao Lan

Executive Director of ICCSD

李又文

北京外国语大学副教授
区域与全球治理高级研究院副院长
原中国常驻联合国教科文组织代表团秘书

Li Youwen

Former First Secretary of China's Permanent
Delegation to UNESCO; Associate Professor and
Vice Dean, Academy of Regional and Global
Governance, Beijing Foreign Studies University

关成华

北京师范大学教授
创新发展研究院院长
首都科技发展战略研究院院长
联合国工业发展组织绿色产业平台中国办公室主任

Guan Chenghua

Vice Dean to the Faculty Commission of Beijing
Normal University; Director of Capital Institute of
Science and Technology Development Strategy;
Director of UNIDO Green Platform Project
Management Office

德钦·次仁

联合国环境署亚太区域办公室主任兼代表

Dechen Tsering (Bhutan)

Regional Director and Representative,
Asia and the Pacific Office, United
Nations Environment Programme
(UNEP)

梅 松

北京文化产业发展研究院首席专家

Mei Song

Researcher-in-Chief, Beijing Cultural Industry
Development Research Institute

盖尔·奥德鲁德

奥斯陆城市大学、挪威城市和地区
研究学院 (NIBR) 高级研究员

Geir Orderud (Norway)

Senior Researcher, OsloMet, Oslo Metropolitan
University, Institute for Urban and Regional
Research

文春英

中国传媒大学外国语言文学学院院长
城市传播研究中心主任

Wen Chunying

Dean and professor for School of Foreign Studies,
Communication University of China; Director for
the Center of City Branding

梅里·马达沙希

全球文化网络总裁
华南理工大学客座教授
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); former Senior
Economist and Management Analyst, UN
Secretariat

查尔斯·兰德利

创意城市理论的提出者和倡导人
COMEDIA咨询机构创始人

Charles Landry (UK)

Founder of the Creative City concept; Founder of
the think tank Comedia; Author, Speaker and
International Adviser on the future of cities

杨宝珍

中华妇女基金会特聘国际项目专家
长春师范大学外国语学院特聘教授
中国前驻法国使馆领事

Yang Baozhen

Expert for International Projects of China
Women's Development Foundation; Honorary
Professor for School of Foreign Languages,
Changchun Normal University; Former Chinese
Consul to France

张晓明

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《中国文化产业报告》主编

Zhang Xiaoming

Researcher of Chinese Academy of Social Sciences
(CASS); Vice Director of China National Center
for Culture Studies; Chief Editor of Blue Book of
China's Culture

Meeting Overview

会议概况

4月28日,创意中心举办了第一届咨询委员会第三次会议。会议由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,创意中心执行主任肖澜致辞。联合国环境署亚太区域办公室主任兼代表德钦·次仁,北京文化产业发展研究院首席专家梅松,全球文化网络总裁、前联合国秘书处高级经济官员梅里·马达沙希,北京师范大学教授、创新发展研究院院长关成华,创意城市理论的提出者和倡导人查尔斯·兰德里,北京外国语大学副教授、区域与全球治理高级研究院副院长李又文,奥斯陆城市大学、挪威城市和地区研究学院(NIBR)高级研究员盖尔·奥德鲁德,中国传媒大学外国语言文化学院院长、城市传播研究中心主任文春英,中华妇女基金会特聘国际项目专家、中国前驻法国使馆领事杨宝珍,中国社会科学院国家文化研究中心副主任、研究员张晓明等来自不同国家的11位专家学者出席会议并作主旨发言。

On April 28, 2022, ICCSD held the Third Meeting of the First Advisory Committee. The meeting was hosted by Mr. Hans d'Orville, Chairman of Advisory Committee of ICCSD and Former Assistant Director-General for Strategic Planning of UNESCO. Mr. Xiao Lan, Executive Director of ICCSD, delivered an important speech. Eleven experts and scholars from different countries were present and gave keynote speeches, including Ms. Dechen Tsering, Regional Director and Representative, Asia and the Pacific Office, United Nations Environment Programme (UNEP), Mr. Mei Song, Researcher-in-Chief, Beijing Cultural Industry Development Research Institute, Ms. Mehri Madarshahi, President of Global Cultural Networks, and Former Senior Economist and Management Analyst, UN Secretariat, Mr. Guan Chenghua, Professor of Beijing Normal University (BNU) and Dean of China Institute of Innovation and Development, BNU, Mr. Charles Landry, Founder of the Creative City concept, Ms. Li Youwen, Associate Professor of Beijing Foreign Studies University (BFSU) and Vice Dean of Academy of Regional and Global Governance, BFSU, Mr. Geir Orderud, Senior Researcher, OsloMet, Oslo Metropolitan University, Institute for Urban and Regional Research, Ms. Wen Chunying, Dean and Professor for School of Foreign Studies, Communication University of China, and Director for the Center of City Branding, Ms. Yang Baozhen, Expert for International Projects of China Women's Development Foundation and Former Chinese Consul to France, and Mr. Zhang Xiaoming, Researcher of Chinese Academy of Social Sciences (CASS) and Vice Director of China National Center for Culture Studies.

HOSTS THE MEETING

咨询委员会主席汉斯·道维勒主持会议

Hans d'Orville, Chairman of Advisory Committee of ICCSD hosts the meeting

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·道维勒表示,文化创意产业是全球经济中增长最快的产业之一,为社会创造了大量就业岗位,同时也是异常脆弱的行业,在疫情中受创严重,目前亟需构建一个稳定的创意生态破解困境。文化能够帮助适应数字化转型,延伸产业链,实现可持续发展,同时也能够弥合矛盾、提高包容性,解决冲突带来和平。汉斯·道维勒呼吁重视文化多样性,加强社会各层级的联合和团结,促进文化间的对话和合作。创意中心将继续以文化创新为突破口,推动联合国可持续发展目标的实现。

Hans d'Orville, Chairman of Advisory Committee of ICCSD and Former Assistant Director-General for Strategic Planning of UNESCO, noted that the cultural and creative industry is not only one of the fastest-

growing industries in the global economy, which creates a lot of jobs for society, but also an extremely vulnerable industry which has been hit hard by the COVID-19 pandemic. Solving the current difficulties requires the establishment of a stable creative ecosystem. Culture can help adapt to digital transformation, extend industrial chains and achieve sustainable development, while also bridging the gap, improving inclusiveness, resolving conflicts and bringing peace. Hans d'Orville called for more attention to the importance of cultural diversity, the strengthening of unity and solidarity at all levels of society, and the promotion of intercultural dialogue and cooperation. ICCSD will continuously focus on cultural innovation and promote the realization of the United Nations Sustainable Development Goals (SDGs).



SPEECH AT THE MEETING

创意中心执行主任肖澜作会议致辞

Xiao Lan, Executive Director of ICCSD, delivers a speech at the meeting

创意中心执行主任肖澜表示,在经济、生产和社会活动逐渐恢复的当下,必须要重新审视发展与环境的关系,发展与公平的关系。疫情对不同社会群体、不同地理区域和不同经济门类的影响不尽相同。旅游业、零售业和制造业的员工在疫情下受到巨大的冲击,女性和年轻人的收入降幅尤为明显,而非正规经济中的员工在申请补助和救济方面遇到更大的障碍。肖澜认为,应该更多讨论如何实现包容性、可持续性和有韧性的以人为本的复苏。值此特殊时期,创意中心希望继续扮演好跨文化交流桥梁的角色,更好地宣传和推广创意可持续发展的理念,为实现公平复苏和低碳发展出谋划策。

Xiao Lan, Executive Director of ICCSD, noted that with the gradual recovery of economic, production and social activities, we must once again examine the

relationship between development and the environment, and the relationship between development and equity. The pandemic has varying impacts on different social groups, geographical regions and economic sectors. Workers in tourism, retail and manufacturing have been hit hard by the pandemic, with women and young people seeing a particularly sharp drop in income, while workers in the informal economy face greater barriers in applying for grants and benefits. Xiao Lan believed that we should talk more about an inclusive, sustainable and resilient people-centered recovery. In this special period, ICCSD hopes to fully play its role as a bridge of cross-cultural communication, better publicize and promote the concept of creative sustainable development, contribute its ideas to achieving equitable recovery and low-carbon development.

APPOINTMENT OF NEW ADVISORY COMMITTEE MEMBERS

宣布咨询委员会新任委员

Appointment of New Advisory Committee Members

会上,创意中心咨询委员会主席汉斯·道维勒宣布中华妇女基金会特聘国际项目专家、中国前驻法国使馆领事杨宝珍,中国传媒大学外国语言文学学院院长、城市传播研究中心主任文春英以及北京外国语大学副教授、区域与全球治理高级研究院副院长李文文三位专家成为咨询委员会新任委员。

At the meeting, Hans d'Orville, Chairman of Advisory Committee of ICCSD and Former Assistant Director-General for Strategic Planning of UNESCO, announced the appointment of three experts as the new members of the Advisory Committee, namely Yang Baozhen, Expert for International Projects of China Women's Development Foundation and Former Chinese Consul to France, Wen Chunying, Dean and professor for School of Foreign Studies, Communication University of China (CUC), and Director for the Center of City Branding of CUC, and Li Youwen, Associate Professor of Beijing Foreign Studies University (BFSU) and Vice Dean of Academy of Regional and Global Governance of BFSU.

REVIEW OF WORK PERFORMANCE

回顾创意中心工作成果

Review of work performance

汉斯道维勒细致回顾了过去一年创意中心的主要工作,他表示,创意中心在这一年里开展了多样性的工作、取得了丰硕成果,在宣传交流、调查研究、国际合作等方面持续深耕,如夯实拓展了包括创意中心网站、微信公众平台在内的多媒体矩阵,在创意领域的传播力、影响力、权威性不断提升;发布 50 余篇创意产业相关的评论文章和案例研究,同时主持编译中文版创意城市网络申请指南和专业期刊,为推动可持续发展提供灵活解决方案;举办了 8 次主题沙龙和 6 次展览,展示创意经济和可持续发展的优秀实践成果和做法;广泛参与行业研讨会和创新活动,密切与相关企业的合作及联系,助力创意经济赋能产业发展。

Hans d'Orville reviewed in detail ICCSD's main work over the past year, noting that ICCSD has conducted diverse work and achieved fruitful results, continuing to promote publicity and exchange, investigation and research, international cooperation. For example, it has consolidated and expanded the multi-media matrix including ICCSD website and WeChat public platform, continuously enhanced its communication capacity, influence and authority in the creative field, published more than 50 articles of cutting-edge ideas on the creative industry, organized the compilation of the Chinese version of the 2021 Application Guidelines for the UNESCO Creative Cities Network (UCCN) and professional journals, provided flexible solutions for promoting sustainable development, held eight thematic salons and six exhibitions to demonstrate the best practices in creative economy and sustainable development. Moreover, ICCSD has extensively participated in industry seminars and innovative activities, deepened cooperation and contact with relevant enterprises, in order to boost industrial development empowered by the creative economy.

EXPERT SUGGESTIONS

专家讨论与建议

Expert Suggestions

与会专家对创意中心的工作表示高度认可和支持，并从专业角度对中心未来的规划提出建设性意见，如打造创意城市 link、提供契合地方政府、企业动态需求的智库服务等。联合国环境署亚太区域办公室主任兼代表德钦·仁次和北京文化产业发展研究院首席专家梅松分别进行主旨发言，从建立跨政府磋商机制以解决环境问题和从发展文化产业的角度阐释可持续发展的实现路径。在咨询研讨环节，专家们围绕“以实现可持续发展，特别是实现碳中和为目标的公平复苏”、“文化产业在跨文化沟通和加强文化多样性方面的问题”、“商讨创意中心 2013-2027 年战略规划”三个议题，对如何在当前疫情背景和国际形势下实现公平复苏的方式、文化产业的创新举措、创意城市的发展路径等进行深入讨论。他们认为，当前形势引发了广泛而深刻的对公平、秩序、全球化发展等概念的理解和反思。各国应抓住机遇调整产业结构，转变发展方式，加速能源技术领域的创新突破，在民众尤其是年轻人心中深植绿色理念，同时将设计引入城市发展，用政策为创意文化产业保驾护航，打造有包容性、更人性化的、真正带动经济增长的可持续发展模式。

对于中心规划，专家们建议从利益驱动和理念下沉等角度，洞悉“碳中和”的含义和底层逻辑，在理论和实证层面，提供更精准、更细分化的研究，拆解“碳中和”的使命和任务，团结更多的利益相关者，引导整个社会一起行动，实现“碳中和”的目标。此外，创意中心应在创意产业领域持续发力，成为创意城市网络的观察者，引入更多世界前沿的城市发展案例，打造联通中国和世界的文化之桥。

Participating experts highly recognized and supported the work of ICCSD and offered constructive suggestions on the future planning of the Center from professional perspectives, such as creating a link of creative cities and providing think tank services that meet the dynamic needs of local governments and enterprises. Dechen Tsering, Regional Director and Representative, Asia and the Pacific Office, United Nations Environment Programme (UNEP) and Mei Song, Chief Expert of the Beijing Academy of Cultural Industry Development, delivered keynote speeches respectively, explaining the realization path of sustainable development from the perspective of establishing an inter-governmental consultation mechanism to solve environmental problems and develop cultural industries. During the consultation and discussion, experts focused on three topics, namely "Equitable Recovery Through the Attainment of the SDGs, Especially by Aiming at Carbon Neutrality", "The Role of Cultural Industries in Cross-cultural Communications and in Strengthening the Diversity of Cultural Expressions" and "Components for ICCSD's New Strategic Plan (2023-2027)". They also discussed in depth how to achieve an equitable recovery in the context of the pandemic and the international situation, innovative measures in the cultural industry, and the development path of creative cities. They believed that

the current situation has triggered extensive and profound understanding and reflection on the concepts of fairness, order and the development of globalization. Countries should seize the opportunity, adjust their industrial structure, transform their development patterns, accelerate the innovative breakthroughs in the field of energy technology, and implant green concepts in the minds of people, especially the youths. Meanwhile, design should be applied to urban development, policies should be made to support the development of the cultural and creative industry, in order to establish a more inclusive and humanized sustainable development pattern that will truly spur economic growth.

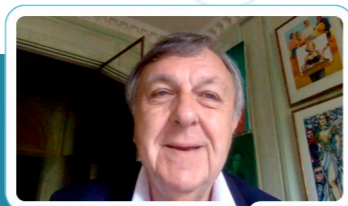
In terms of the future planning for ICCSD, experts suggested delving into the connotations and underlying logic of "carbon neutrality" based on the interest-driven concept and idea accessibility. At the theoretical and empirical level, more accurate and differentiated research should be conducted to detail the missions and tasks of "achieving carbon neutrality", more stakeholders should join hands and unite the whole society to realize the goal of "carbon neutrality". In addition, ICCSD should continuously contribute to the development of the creative industry, serve as an observer of UCCN, introduce more world-leading urban development cases, and build a cultural bridge connecting China and the rest of the world.

Expert Opinions

专家观点

本次会议就“如何实现以碳中和为目标的公平复苏及跨文化沟通”进行了深入交流，凝练了多国专家的观点，从不同层面为推动联合国可持续发展目标的实现和打造创意城市提供智力支持。

The conference was an in-depth exchange on "how to achieve a carbon neutral recovery with equity and cross-cultural communication", bringing together the views of experts from many countries and providing intellectual support from different levels to promote the achievement of the UN Sustainable Development Goals and the construction of creative cities.



汉斯·道维勒

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联合国教科文组织前战略规划助理总干事
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Chairman of Advisory Committee of ICCSD; Former Assistant Director-General for Strategic Planning of UNESCO; Honorary Professor of South China University of Technology (Guangzhou)

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·道维勒认为，文化创意产业是全球经济中增长最快的产业之一，为社会创造了大量就业岗位，同时也是异常脆弱的行业，在疫情中受创严重，目前亟需构建一个稳定的创意生态破解困境。文化能够帮助适应数字化转型，延伸产业链，实现可持续发展，同时也能够弥合矛盾、提高包容性，解决冲突带来和平。我们需要重视文化多样性，加强社会各层级的联合和团结，促进文化间的对话和合作。同时以文化创新为突破口，通过创建高质量教育、推广终生学习以促进知识技能分享和创新理念普及；以数字化发展潮流为契机，加强科技协作，实现文化领域繁荣和文化多样性表达，最终构建低碳绿色可持续生产、消费模式，推动联合国可持续发展目标的实现。

According to Hans d'Orville, Chairman of Advisory Committee of ICCSD; Former Assistant Director-General for Strategic Planning of UNESCO, cultural and creative industries are among the fastest growing industries in the global economy, creating a large number of jobs for society, but they are also exceptionally fragile industries that have been severely traumatized by the pandemic and now urgently need to build a stable creative ecology to crack the dilemma. Culture can help adapt to digital transformation, extend the industrial chain, and achieve sustainable development, while also bridging conflicts, increasing inclusiveness, and resolving conflicts to bring peace. We need to value cultural diversity, strengthen the union and solidarity at all levels of society, and promote intercultural dialogue and cooperation. At the same time, we should take cultural innovation as a breakthrough, promote knowledge and skills sharing and the popularization of innovative ideas through the creation of high-quality education and the promotion of lifelong learning; take the trend of digital development as an opportunity to strengthen technological collaboration, achieve prosperity in the field of culture and the expression of cultural diversity, and ultimately build a low-carbon, green and sustainable production and consumption model to promote the achievement of the United Nations Sustainable Development Goals.

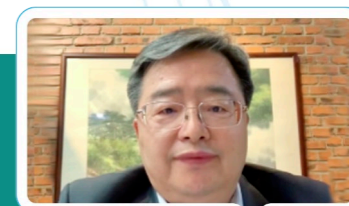


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Regional Director and Representative, Asia and the Pacific
Office, United Nations Environment Programme (UNEP)

联合国环境规划署亚太区域办公室主任德钦·次仁强调对抗塑料污染的国际倡议数量增加，但仅凭自愿行动无法推动系统性变革、实现预期全球目标，因此我们迫切需要一个更具约束力和综合性的国际框架。第五届联合国环境大会通过决议，将在2024年底前出台一份具有法律约束力的全球协议，未来两年，各成员国将在该协议内合作解决塑料全生命周期污染问题。这要求我们在塑料生产、使用、收集、回收等各环节协同发力，发挥政府和企业的核心作用，以综合性集体方式终结塑料污染。我们呼吁重新设计产品以减少不必要的包装，创新研发环保材料替代塑料，同时创造新工作岗位，推动向综合循环经济转变；建立专业经济模型以确定污染成本，将塑料污染问题和经济生产活动紧密结合，在充分考虑外部因素基础上遵循自然资本计算原则，促使企业积极主动采取行动承担社会责任。

Regional Director and Representative, Asia and the Pacific Office, United Nations Environment Programme (UNEP), Dechen Tsering, emphasized that the number of international initiatives to combat plastic pollution has increased, but voluntary action alone cannot drive systemic change and achieve desired global goals, so we urgently need a more binding and comprehensive international framework. The Fifth United Nations Environment Assembly adopted a resolution that will result in a legally binding global agreement by the end of 2024, within which member states will collaborate over the next two years to address plastic pollution throughout its life cycle. This requires a concerted effort across the plastic production, use, collection and recycling chain, and a key role for governments and businesses to end plastic pollution in a comprehensive and collective way. We call for product redesign to reduce unnecessary packaging, innovative research and development of environmentally friendly materials to replace plastics, and the creation of new jobs to promote a shift to an integrated circular economy; the establishment of professional economic models to determine the cost of pollution, the close integration of plastic pollution issues and economic production activities, and the application of natural capital calculation principles based on full consideration of external factors to promote proactive action by companies to assume social responsibility.



梅松

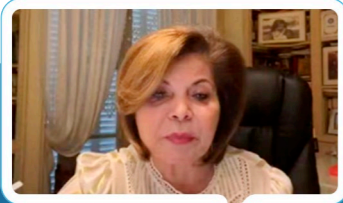
北京文化产业发展研究院首席专家
Researcher-in-Chief, Beijing Cultural Industry Development
Research Institute

北京文化产业发展研究院首席专家梅松强调北京对标国际科技创新中心和全球文化创新中心，在创意产业领域谋篇布局、绘制发展新蓝图，保障文化产业繁荣以推动可持续发展目标如期实现。

通过积极探索成功经验、实施绿色低碳措施，北京成功举办本届冬残奥会，圆满向世界兑现“绿色奥运”“科技奥运”承诺；凭借文化科技融合契机，北京加强数字技术与创意产业衔接，进一步激活文化新业态、优化公共文化服务、提升市民文化体验；同时，以老旧厂房等工业遗址保护、改造再利用为突破口，通过广泛推动节能减排为可持续发展作出有益探索，百年首钢成为城市更新的地标与典范。

Mei Song, Researcher-in-Chief, Beijing Cultural Industry Development Research Institute, emphasized that Beijing is benchmarking itself as an international science and technology innovation center and a global cultural innovation center, making plans and drawing a new blueprint for development in the field of creative industries, and ensuring the prosperity of cultural industries to promote sustainable development goals as scheduled.

By actively exploring successful experiences and implementing green and low-carbon measures, Beijing successfully held the Winter Paralympic Games and successfully fulfilled its promise of "Green Olympics" and "Scientific Olympics" to the world; with the opportunity of integrating culture and technology, Beijing has strengthened the interface between digital technology and creative industries to further activate new cultural industries and optimize the development of cultural industries. At the same time, it has taken the protection and reuse of old factories and other industrial sites as a breakthrough, and made useful explorations for sustainable development by widely promoting energy conservation and emission reduction, with the century-old ShouGang becoming a landmark and model for urban renewal.

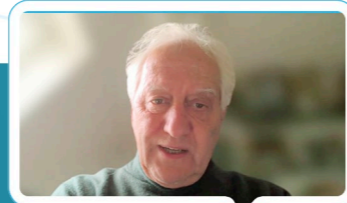


梅里·马达沙希

全球文化网络总裁
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联合国秘书处前高级经济官员
President of Global Cultural Networks; Visiting Professor of South China University for Technology (Guangzhou); Vice Chairman, Asia-Pacific Exchange and Cooperation Foundation; former Senior Economist and Management Analyst, UN Secretariat

前联合国秘书处高级经济官员梅里·马达沙希谈到受疫情和国际局势影响，全球经济受阻，能源危机日益加剧，生态系统遭遇前所未有的压力。我们正站在气候变化悬崖的临界点上，各国要秉持公平、灵活和差异性责任的原则，在发展的背景下加强合作以应对气候变化危机，根据联合国可持续发展目标和《巴黎协定》来落实行动计划。发达经济体应率先履行碳减排责任，兑现资金和技术支持的承诺，同时援助发展中国家应对气候变化，为实现可持续发展目标创造必要条件。各国应制定目标实现具体框架，优先减少和消除本国境内温室气体排放，而非通过国际转让来实现净零排放。我们必须在十年内将排放量减半，以削弱气候变化造成的严重影响。

Mehri Madarshahi, former Senior Economist and Management Analyst, UN Secretariat, spoke about the global economic disruptions, the growing energy crisis and the unprecedented pressure on ecosystems due to the epidemic and the international situation. We stand at the tipping point of the climate change precipice, where countries need to strengthen cooperation to address the climate change crisis in the context of development, based on the principles of equity, flexibility and differentiated responsibilities, and implement action plans in line with the UN Sustainable Development Goals and the Paris Agreement. Developed economies should take the lead in fulfilling their carbon emission reduction responsibilities and meeting their commitments for financial and technical support, while assisting developing countries in addressing climate change and creating the necessary conditions for achieving the sustainable development goals. Countries should develop specific frameworks for goal achievement, prioritizing the reduction and elimination of greenhouse gas emissions within their own borders over international transfers to achieve net zero emissions. We must cut emissions in half within a decade to weaken the severe impacts of climate change.



查尔斯·兰德利

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; Author, Speaker and International Adviser on the future of cities

创意城市理论的提出者和倡导人查尔斯·兰德利认为推动城市更新和绿色转型，需要加强决策机构、学术研究机构和商业实体的衔接，以构建跨行业智库型决策体系，全流程为政策的制定和实施保驾护航。在工业化城市发展中，工业遗址保护与改造逐渐演变为创意文化产业发展热点领域，工厂、老建筑等日益被视为构建城市品牌、彰显历史底蕴的文化核心资产。我们要以创意文化活动为切入点，在全球范围内推广成功案例，推动碳中和理念下沉至社会各阶层，让更多利益相关方参与进来，实现以碳中和为目标的公平复苏。

Charles Landry, founder of the Creative City concept, believes that to promote urban renewal and green transformation, it is necessary to strengthen the interface between policy-making institutions, academic research institutions and commercial entities in order to build a cross-industry think-tank type policy-making system to escort the formulation and implementation of policies in the whole process. In the development of industrialized cities, the protection and transformation of industrial sites has gradually evolved into a hot area for the development of creative cultural industries, and factories and old buildings are increasingly regarded as cultural core assets for building city brands and highlighting their historical heritage. We need to take creative cultural activities as an entry point to promote successful cases globally, promote the concept of carbon neutrality down to all levels of society, and involve more stakeholders to achieve a carbon neutral recovery with equity.



李又文

北京外国语大学副教授
区域与全球治理高级研究院副院长
原中国常驻联合国教科文组织代表团秘书
Former First Secretary of China's Permanent Delegation to UNESCO; Associate Professor and Vice Dean, Academy of Regional and Global Governance, Beijing Foreign Studies University

北京外国语大学副教授、区域与全球治理高级研究院副院长李友文认为，对于防治塑料污染海洋、保护海洋生物和物种多样性，亟需行之有效措施以破解困局。为此我倡议专业机构联合媒体平台就提升民众海洋保护意识扩大宣传，普及过度使用塑料后果和环境危害，呼吁更多民众做海洋生态文明建设者和推动者。

为追逐行业利润，石油化工产业产出各类塑料产品间接导致污染加剧，因此在加强海洋生态保护，治理海洋污染等履行社会责任方面相关企业不应缺席、置身事外。此外，文化多样性离不开技术层面的考量，信息通信技术和人工智能不断构建和描绘工作和交流新图景，未来文化又将何以面貌出现，对此我们翘首以待。

Li Youwen, associate professor and vice dean, Academy of Regional and Global Governance, Beijing Foreign Studies University, believes that effective measures are urgently needed to combat plastic pollution of the oceans and to protect marine life and species diversity in order to solve the dilemma. To this end, I advocate that professional organizations join media platforms to expand publicity on raising public awareness of marine conservation, popularize the consequences of excessive plastic use and environmental hazards, and call on more people to be builders and promoters of marine ecological civilization.

In pursuit of industry profits, the petrochemical industry produces all kinds of plastic products that indirectly lead to increased pollution, so the relevant enterprises should not be absent from the social responsibility in strengthening marine ecological protection and combating marine pollution. In addition, cultural diversity cannot be separated from the technical aspects, information and communication technology and artificial intelligence continue to build and portray a new picture of work and communication, and we are waiting to see what the future of culture will look like.



关成华

北京师范大学教授
创新发展研究院院长
首都科技发展策略研究院院长
联合国工业发展组织绿色产业平台中国办公室主任
Vice Dean to the Faculty Commission of Beijing Normal University; Director of Capital Institute of Science and Technology Development Strategy; Director of UNIDO Green Platform Project Management Office

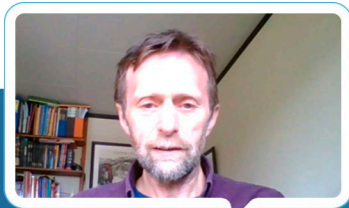
北京师范大学教授、创新发展研究院院长关成华谈到，就发展模式而言，绿色经济突破以往人类经济社会增长模式，转而投向惠及子孙后代福祉的全新路径，重点关注能否达到长期有效增长或者所追求繁荣目标能否在代际之间得以传递。

与经济学研究主流所倡导方向背道而驰，注定其实现路径迫切需求政府强有力政策干预。真正实现生产力飞跃和可持续发展，要求世界各国采取一致行动，加速能源技术领域取得革命性突破和进展，如积极开发和普及化石能源替代技术等，同时探索将创意和设计新思想、新观念引入城市更新，为绿色转型和城市更新提质赋能，索骥城市新未来。

Guan Chenghua, professor at Beijing Normal University and director of the Institute of Innovation and Development, said that, in terms of development model, the green economy breaks away from the previous model of human economic and social growth and turns to a new path that benefits the well-being of future generations, focusing on whether long-term effective growth can be achieved or whether the goals of prosperity pursued can be transmitted between generations.

This runs counter to the direction advocated by the mainstream of economic research and is destined to require strong government policy intervention. To truly achieve productivity leap and sustainable development, countries around the world need to take concerted actions to accelerate revolutionary breakthroughs and progress in energy technology, such as actively developing and popularizing fossil energy alternative technologies, while exploring the introduction of new ideas and concepts of creativity and design into urban regeneration, so as to enhance the quality of green transformation and urban regeneration, and to seek for a new urban future.





盖尔·奥德鲁德

奥斯陆城市大学、挪威城市 and 地区研究学院高级研究员

Senior Researcher, OsloMet, Oslo Metropolitan University, Institute for Urban and Regional Research

奥斯陆城市大学、挪威城市 and 地区研究学院高级研究员盖尔·奥德鲁德提到从不同维度考量碳中和范畴内的公平问题是当前要务，首先是程序正义和效果分布，要在确保实施过程合理的前提下，对结果进行充分预设以实现既定目标。其次，持续推广碳中和公平普世标准的同时，应加强从文化语境推动政策落地。除关注气候变化对当代人的影响外，子孙后代福祉等代际因素也应被纳入决策，要加速从以人为中心的舆论环境转向以生物为中心、关注全球物种多样性的思维模式和文化体系。最后，在经济领域和环保运动中，我建议要灵活遵循污染者付费原则，从实践出发平衡支付意愿和能力，将支付能力的差异性放在经济规划和政策制定的中心，确保全球能从疫情中真正公平地复苏。

Geir Orderud, Senior Researcher, OsloMet, Oslo Metropolitan University, Institute for Urban and Regional Research, mentioned that equity in the context of carbon neutrality should be considered from different dimensions, firstly, procedural justice and distribution of effects, and that it is important to ensure that the implementation process is reasonable and that the results are sufficiently predetermined to achieve the stated goals. Secondly, while continuing to promote universal standards of carbon neutrality and equity, the promotion of policy implementation from cultural contexts should be strengthened. In addition to focusing on the impact of climate change on the present generation, intergenerational factors such as the well-being of future generations should also be incorporated into decision-making, and a shift from a human-centered public opinion environment to a biocentric mindset and cultural system that focuses on global species diversity should be accelerated. Finally, in the economic sphere and in the environmental movement, I suggest following the polluter-pays principle flexibly, balancing willingness and ability to pay in practical terms, and putting differences in ability to pay at the center of economic planning and policy making to ensure that the world can recover from the epidemic in a truly equitable way.



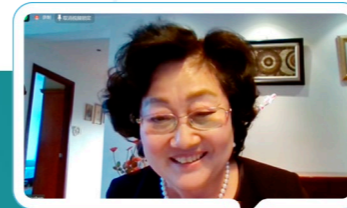
文春英

中国传媒大学外国语言文化学院院长
城市传播研究中心主任

Dean and professor for School of Foreign Studies, Communication University of China; Director for the Center of City Branding

中国传媒大学外国语言文化学院院长、城市传播研究中心主任文春英提到，在万物互联、万物皆媒时代环境下，我认为首先可尝试通过融媒体新途径提升民众可持续发展意识，如合拍多语种UGC(用户原创内容)公益视频，在预算有限情况下推动理念下沉。其次，通过文化促进文明间对话和交流，将文化当作有投入和产出的资产，推动国与国之间密切交往和加速创意流动。再次，通过提升意识和文化融合来促成产业层面落地实施，以利益驱动催生产业落地为发力点，从不同层面推动社会各阶级真正意识到可持续发展迫在眉睫，促进和团结更多利益相关者，让年轻人、青少年、劳动者乃至整个社会一起行动起来。

Wen Chunying, dean and professor for School of Foreign Studies, Communication University of China, Director for the Center of City Branding, mentioned that in the era of Internet and media, I think we can first try to raise people's awareness of sustainable development through new ways of integrated media, such as co-producing multilingual UGC (user original content) public service videos to promote the idea to the public under limited budget. Second, promote dialogue and exchange among civilizations through culture, treat culture as an asset with both inputs and outputs, and promote close interaction between countries and accelerate the flow of creativity. Thirdly, through awareness-raising and cultural integration to facilitate the implementation of the industrial level, we will use the profit-driven drive to promote the implementation of the industry as a starting point to promote the real awareness of all social classes of the urgent need for sustainable development from different levels, and unite more stakeholders, so that young people, teenagers, workers and society as a whole can take action together.



杨宝珍

中华妇女基金会特聘国际项目专家
长春师范大学外国语学院特聘教授
中国前驻法国使馆领事

Expert for International Projects of China Women's Development Foundation; Honorary Professor for School of Foreign Languages, Changchun Normal University; Former Chinese Consul to France

中华妇女基金会特聘国际项目专家、中国前驻法国使馆领事杨宝珍谈到，中国明确提出力争2030年前实现碳达峰、2060年前实现碳中和，“双碳”目标的提出，对现有碳驱动经济发展模式构成严峻挑战，同时也为工业化、城市化带来前所未有机遇。

技术创新在实现碳中和目标方面至关重要，推动太阳能等替代性能源成为支柱能源被视作平衡环境与发展的核心任务。随着国际间清洁能源合作项目持续深入，碳市场上线、发布绿色消费券等低碳经济政策使得绿色金融化倾向日趋明显，加之城市居民中低碳共享生活方式悄然兴起，多重因素助力以碳中和为目标的公平复苏早日实现。

Yang Baozhen, Expert for International Projects of China Women's Development Foundation and Former Chinese Consul to France, said that China has clearly proposed to achieve carbon peak by 2030 and carbon neutral by 2060, and the "double carbon" target poses a serious challenge to the existing carbon-driven economic development model, but also brings unprecedented opportunities for industrialization and urbanization.

Technological innovation is critical to achieving carbon neutrality, and the promotion of alternative energy sources such as solar power as a pillar of energy is seen as central to balancing the environment with development. As international clean energy cooperation projects continue to intensify, low-carbon economic policies such as the launch of carbon markets and the issuance of green consumption vouchers have led to an increasing tendency toward green financialization, and the rise of low-carbon shared lifestyles among urban dwellers, multiple factors are contributing to the early realization of a carbon-neutral recovery with equity.



张晓明

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 (CASS); Vice Director of China National Center for Culture Studies; Chief Editor of Blue Book of China's Culture

中国社会科学院国家文化研究中心副主任研究员张晓明认为，随着文化产业逐渐朝低碳化方向发展，中国文旅产业基础设施建设基本完成，全行业步入内容建设新阶段，国务院发展研究中心数据显示，新闻信息服务、创意设计服务、文化消费终端生产、内容创作生产四大低碳文化行业凭借高位发展速度，缔造文化产业发展“绿色引擎”。凯恩斯经济学社会公平理论呼吁我们制定文化产业政策，更多考虑就业问题和岗位可获得性，而非单纯用GDP经济指标来衡量文化产业规模。

在疫情导致大量社交需求转向线上、文化产业数字化加速转型背景下，互联网放大效应使人们能够获取更多跨文化交流沟通机会；同时社交媒体越来越影响信息获取，大数据算法构建起信息茧房，通过不断推送个性化信息支配人们对世界认识和理解。互联网和数字文化产业对跨文化沟通起积极还是消极作用，需要我们多元化、多角度辩证看待。

According to Zhang Xiaoming, researcher of Chinese Academy of Social Sciences (CASS) and vice Director of China National Center for Culture Studies, said that the cultural industry gradually develops in a low-carbon direction, the infrastructure construction of China's cultural industry has basically been completed, and the whole industry has entered a new stage of content construction. Data from the Development Research Center of the State Council shows that the four low-carbon cultural industries of news and information services, creative design services, cultural consumption terminal production, and content creation and production, by virtue of their rapid development, have created a new "green" engine for the development of cultural industries. Keynesian social justice theory calls for the development of cultural industry policies that take into account employment issues and job availability, rather than using GDP economic indicators to measure the size of the cultural industry.

In the context of the pandemic causing a large amount of social demand to shift online and the accelerated digital transformation of the cultural industry, the Internet amplification effect enables people to access more opportunities for cross-cultural exchange and communication; at the same time, social media increasingly influence information access, and big data algorithms build an information cocoon that dominates people's knowledge and understanding of the world by constantly pushing personalized information. Whether the Internet and the digital culture industry play a positive or negative role in intercultural communication requires a diversified and multifaceted dialectical view.

文化赋能碳中和目标下的公平复苏 Culture Empowers Equitable Recovery Aimed at Carbon Neutrality

【汉斯·道维勒】
【Hans d'Orville】

文化与经济高度融合，日益成为驱动经济增长、提升创新能力的重要引擎。文化产业能够为社会创造大量工作岗位，是全球增长最快的产业之一，同时也是异常脆弱的经济产业。文化创意产业在疫情中受创最为严重，在经济全球化背景下，来势汹汹的疫情让任何国家都无法独善其身。我们迫切需要构建一个稳定、有韧性的创意文化生态来破除当前困境，推动文化行业转型复苏，重焕生机和活力。

新冠疫情和国际格局带来多重考验

鉴于当前大量公共文化场所关闭、线下活动被迫取消等文化产业现状，联合国大会此前围绕“文化与可持续发展”通过一项里程碑式决议，旨在帮助文化产业应对疫情冲击，保障文化内容生产活动有序开展。我们应看到，文化产业低碳环保、高附加值、受众广泛等属性有助于发展绿色经济、推动社会各阶层联合，最终推动联合国 2030 可持续发展目标的实现。

文化在打造经济新增长极，创造行业价值和提高从业者收入方面至关重要。可持续发展是和平环境下的红利，没有和平安全的环境，可持续发展无从谈起。文化能够弥合矛盾、提高包容性，解决冲突带来和平，同时帮助我们适应数字化转型、延伸行业产业链。联合国将继续加强和完善文化领域公共政策的制定，推动知识创新和文化间对话。

面对日益凸显的全球性挑战，我们要尊重文化多样性，促进跨文化交流沟通，加深理解、扩大共识，让更多人了解文明多样性对促进可持续发展的积极作用。我们要以数字化转型为契机，加强科技协同，拓宽文化自由

领域合作，进一步激发企业创新活力、推动性别平等、为女性经济赋权，实现文化多样性表达。

文化在教育中的作用不可忽视，我们要以构建高质量教育推广终身教育为出发点，加强知识技能传播分享，厚植创新精神，进而推动可持续消费理念的树立，在全社会打造绿色低碳消费模式。此外文化和气候问题密不可分，在加强文化遗产保护基础上，我们必须积极应对海平面上升、沙漠化加剧等气候变化问题，推动文旅行业及其他衍生行业健康发展。

当前，实现可持续发展目标困难重重。疫情影响尚未消散，不少行业仍在艰难复苏。国际形势动荡让局势雪上加霜，不稳定因素增加，全球尤其发展中国家粮食安全日益严峻。通胀的威胁不仅影响普通民众的日常生活，同时也抑制各国的财政资金和经济活力。全世界迫切需要团结一致应对各种挑战。

跨文化沟通推动碳中和目标下公平复苏

我们已经达成共识，当前是实现可持续发展目标最为重要的一个时期。为构建文化包容性、以不同方式推动全球公平复苏，我们需要打造循环经济以推动塑料污染等环境问题的系统性解决。我们必须寻求替代性环保材料，在技术源头淘汰不可分解的塑料制品，在消费端呼吁减少塑料使用量，全流程发力以保护珊瑚礁等众多海洋生物。同时，衡量经济增长不能仅采用单一维度，应重点关注增长的可持续性以及在代际间传递。以碳中和为目标的可持续发展要求我们应将公平问题置于经济规划和政策制定的中心。

城市更新中的绿色转型和工业发展课题渐入视野，需以工业遗址保护、改造和再利用为突破口，充分考虑

本土文化因素，探索引入创意设计新理念，为老城区可持续发展提质赋能，加速凸显文化和城市更新之间双向互动和彼此促进作用。文化创意产业需顺应科技创新以及数字经济发展浪潮，在促进绿色低碳发展方面释放巨大潜力。

不同文化的内在属性不尽相同，关注的技能各有侧重，表达方式和思维体系千差万别，受到冲击时展现出不同程度的韧性，创意中心此前就音乐艺术等具体艺术形式在城市转型中发挥的作用开展相应研究，未来将在此基础上继续加强对各类文化的保护和传承。

正如与会专家所言，我们当前正处于气候变化的悬崖，必须加快碳减排的步伐以遏制全球变暖等环境恶化趋势。我们要加速能源领域取得革命性突破和进展，同时扩大宣传、推动各阶层意识到可持续发展迫在眉睫，促进和团结更多利益相关者，让整个社会一起行动起来。

创意中心将继续从文化角度推动可持续发展，积极参与到对抗塑料污染的全球协定和磋商中。其次，中心将对全球领先的去碳化案例进行深入研究，对不同城市在城市更新领域的可持续发展成就和路径进行横向对比，加速创意流动、推广成功经验，发挥教育在推动理念下沉和绿色创新方面举足轻重的作用。此外，在扩大影响力方面，创意中心将尝试融媒体等宣传手段，让研究成果惠及更多年轻群体。未来将在服务城市更新和低碳绿色发展方面作出更多积极尝试和努力。

Culture and economy are highly integrated and increasingly becoming important engines driving economic growth and enhancing innovation capacity. The cultural industry is one of the fastest-growing

industries in the world, creating a large number of jobs for society. But it is also an extremely vulnerable economic sector. The cultural and creative industries have been hit hardest by the pandemic. In the context of economic globalization, no country can be immune from the rampant pandemic. We urgently need to build a stable and resilient creative and cultural ecosystem to overcome the current difficulties, promote the transformation and recovery of the cultural industry, and restore its vigor and vitality.

Multiple Tests Brought by COVID-19 and the International Situation

In the cultural sector, a great many public cultural venues are closed, and a series of offline activities have to be canceled. In this context, the UN General Assembly has adopted a landmark resolution on "Culture and Sustainable Development" to help the cultural industry cope with the impact of the pandemic and ensure the orderly production of cultural content. We should be aware that the cultural industry is low-carbon, eco-friendly, and widely accessible with high added value, which will help develop a green economy, promote the unity of stakeholders at all levels of society, and ultimately facilitate the realization of the UN Sustainable Development Goals (SDGs) to be achieved by 2030.

Culture is of great significance for developing new growth poles in the economy, creating industry value and raising the incomes of workers. Sustainable

development is a dividend in a peaceful environment. Without a peaceful and secure environment, sustainable development is out of the question. Culture can bridge the gap, promote inclusiveness, resolve conflicts and bring peace, while helping us adapt to digital transformation and extend industrial chains. The UN will continue to strengthen and improve the formulation of public policies in the field of culture, while promoting knowledge innovation and intercultural dialogue.

In the face of increasingly prominent global challenges, we need to respect cultural diversity, promote cross-cultural exchanges and communication, deepen understanding and expand consensus, and let more people understand the positive role of diverse civilizations in boosting sustainable development. We need to grasp the opportunity offered by digital transformation, to strengthen scientific and technological synergy, broaden cooperation in cultural freedom, further energize enterprise innovation, support gender equality, empower women in the economy, and realize the diversity of cultural expression.

The role of culture in education cannot be ignored. We should start with providing high-quality education and highlighting lifelong education, strengthen the dissemination and sharing of knowledge and skills, promote the spirit of innovation and the establishment of a sustainable consumption concept, and ultimately create a green and low-carbon consumption model in the whole society. In addition, cultural and climate issues are inseparable. On the basis of strengthening the protection of cultural heritage, we must vigorously address climate

change issues such as rising sea levels and worsening desertification, and promote the healthy development of cultural tourism and other derivative industries.

At present, achieving the SDGs is fraught with difficulties. The impact of the pandemic has not dissipated, and many industries are still struggling to recover. The turmoil in the international arena has made the situation even worse, increasing factors of instability and worsening food security issues around the globe, especially in developing countries. The threat of inflation affects not only the daily lives of ordinary people, but also the finances and economic dynamism of countries. It is necessary for the globe to join hands to overcome various challenges.

Cross-Cultural Communication Promotes Equitable Recovery Aimed at Carbon Neutrality

We have agreed that this is the most important time to achieve the SDGs. For cultural inclusiveness and equitable global recovery realized in different ways, we need to build a circular economy to promote systemic solutions to environmental problems such as plastic pollution. We must seek alternative and eco-friendly materials, eliminate non-degradable plastic products at the technological source, call for less plastic use at the consumer end, and work throughout the process to protect coral reefs and many other marine lives. Meanwhile, the measurement of economic growth should not only adopt a single dimension, but focus on the sustainability of growth and whether it can be sustained among generations. Sustainable development with the goal of

carbon neutrality requires that we put equity at the center of economic planning and policy making.

Green transformation and industrial development are gradually drawing more attention in urban renewal projects. Starting with the protection, renovation and reuse of old industrial sites, we should give full consideration to native cultural factors, explore new ideas of creative design, empower high-quality and sustainable development of old city areas, highlight interaction between culture and urban renewal. The cultural and creative industries need to follow the trend of scientific and technological innovation and growing digital economy to tap its enormous potential in promoting green and low-carbon development.

Cultures with varying intrinsic attributes focus on skills, ways of expression and thinking systems that differ remarkably from each other, showing resilience of different levels in times of shock and difficulties. ICCSD has carried out corresponding research into the role of concrete art forms such as music in promoting urban transformation, and will build on its work and continue to strengthen the protection and inheritance of various cultures.

As the experts at the meeting have said, we are currently on the precipice of climate change and must accelerate the pace of carbon emission reduction to curb the trend of environmental degradation represented by global warming. We need to accelerate revolutionary breakthroughs and progress in the energy sector, and at the same time, beef up publicity and raise the awareness of the urgency of sustainable development at all levels of

society, unite more stakeholders, and let the whole society act together.

ICCSD will continuously spur sustainable development from a cultural perspective and vigorously participate in global agreements and negotiations to combat plastic pollution. Second, the Center will conduct in-depth studies on the world's leading decarbonization cases, horizontally compare the achievements and paths of sustainable development across different cities in the field of urban renewal, accelerate the flow of creative ideas, promote successful experience, and give play to the pivotal role of education in boosting the accessibility of ideas and green innovation. Moreover, to expand its influence, ICCSD will try to use media convergence and other publicity methods to let more young people benefit from its research results. In the future, more positive attempts and efforts will be made to serve urban renewal and low-carbon green development.



加快构建终结塑料污染的全球决议 Establish A Global Treaty to End Plastic Pollution

【德钦·次仁】
【Dechen Tsering】

塑料污染问题已经成为亚太地区最为严重的环境问题之一，亟需在全球层面开展合作推动问题解决以拥抱更好的明天。近年来，关于对抗塑料污染的国际倡议数量增加，但仅凭自愿行动无法推动系统性变革、实现预期全球目标，因此我们迫切需要一个更具约束力和综合性的国际框架。

构建全球决议迫在眉睫

今年3月，我们在第五届联合国环境大会续会（UNEA 5.2）通过一项历史性决议，即《终结塑料污染：制定具有国际法律约束力的文书》，探讨建立跨政府的协商和磋商机制以解决全球塑料污染问题。该决议内容包括设立政府间谈判委员会（INC），以便在2024年底前通过一份具有法律约束力的全球协议。6月，我们将召开工作组会议，围绕能力建设、技术转让以及资金援助等事项进行具体讨论以确定相关议事规则和工作计划。

未来两年内，各国将紧密协作，达成全面协议，在正式的法律协议内解决塑料的全生命周期污染问题。该协议将涵盖塑料产品的整个生命周期，要求我们在塑料生产、使用、收集、回收等各环节协同发力，发挥政府和企业 在打造塑料循环经济中的关键作用，以综合性集体方式终结塑料污染。同时，我们鼓励各个领域的相关方参与，倡导文化创意行业在此过程中发挥积极作用。

在过去五年里，对抗塑料污染的国际倡议数量增加超过一倍。几乎所有快消品巨头公司都在发起减少使用塑料包装的倡议。这些举措包括从推出可回收产品到加大对塑料回收基础设施投资的方方面面。200 逾家企业根据《新塑料经济全球承诺》签署了2025年目标公约。这些自愿行动十分重要，先驱企业和组织会激发“头雁”带动效应，有利于快速应对挑战。

但仅凭自愿行动无法推动所需的系统变革，当前的各种努力不足以在目标日期前扭转全球处境，遏制塑料污染对全球的危害。自愿行动必须辅以监管行动，除了交流信息和推行最佳做法之外，各国应把握机会、加强政策协调与合作。所有这些需要在一个更具约束力的综合性国际框架内来推动我们要加速建立全球协议，为所有企业创造有利的营商环境和公平的竞争氛围，促使整个行业朝着协议所擘画的共同愿景发展。

全球决议将赋能循环经济

1972年，联合国人类环境会议在斯德哥尔摩举行，该会议首次将环境问题置于人类福祉和社会发展的中心。斯德哥尔摩会议激发了广泛的全球环境行动，如设立世界环境日、成立包括联合国环境署（UNEP）在内的世界各地环境部门和机构以及发起一系列新全球环境协议。数据表明，当今环境问题与50年前相比并未好转。到2030年，只有十分之一的联合国可持续发展目标有

可能被实现，我们必须改变目前的发展轨迹，破除经济增长不平衡和财富分配不均，推动建立可持续性生产和消费模式。

我们要看到塑料污染问题异常严峻，除了加剧温室效应，还对生物多样性构成威胁，同时也让土壤肥力不断下降。塑料的原材料为化石燃料，其整个生命周期都会排放温室气体。2015年全球塑料生产和焚烧活动向大气中排放了超17亿吨的温室气体，大致相当于全球第四大温室气体排放国的排放量。

陆地微塑料污染导致生活在地表附近的物种减少；超过800种海洋和沿海物种因摄入或被塑料碎片缠住而受伤或死亡；700多种海洋动物的消化道中发现了塑料成分；流入海洋中的塑料将使珊瑚礁的患病风险增加89%。全球每年产生约2.2亿吨塑料垃圾，如果我们现在不采取行动，到2040年这一数字将翻番。事实表明，我们必须采取系统的、覆盖塑料产品全生命周期的方法来尽快解决塑料污染。

建立循环塑料经济是重中之重，我们要在塑料生产、使用的上下游环节采取系统性干预措施，推动全流程产业变革。这不仅意味着对废弃塑料进行回收，还呼吁生产者重新设计产品以减少不必要的包装，创新研发生物塑料和替代材料，延伸经济产业链创造新工作岗位和投资机会；政策制定者利用法律手段加强引导和监管，确保塑料垃圾回收和再循环利用能够得到妥善落实；专业机构建立经济模型以确定污染成本，将塑料污染问题和经济生产活动紧密结合，在充分考虑外部因素基础上遵循自然资本计算原则，促使企业积极主动采取行动承担社会责任；各相关方积极发起宣传，将塑料污染的社会成本和环境成本广而告之，提升民众的减塑意识和行动水平，倡导在全社会构建可持续性消费模式。我们需要将各个层级的行动联合起来，推动整个体系产生实效。

联合国环境署执行主任英格·安德森将联合国环境大会此项关于塑料的决议定义为“继《巴黎协定》签订以来，全球环境治理领域最重要的协议”。当前严峻形势下，我们迫切需要联合起来、加强协作以共同应对全球塑料污染带来的挑战。我们希望各领域专家学者

能够积极参与终结塑料污染全球协定的起草和制定，早日构建起全球层面具有法律约束力的强大工具，推动人与自然的和谐，维护生态环境，守护人类健康。

Plastic pollution has become one of the most serious environmental problems in the Asia-Pacific region, and there is an urgent need for cooperation at the global level to drive solutions for a better future. In recent years, the number of international initiatives to combat plastic pollution has been increasing. However, voluntary action alone cannot drive systemic changes and achieve desired global goals. Therefore, a more binding and comprehensive international framework is urgently needed.

It is urgent to establish a global treaty

During fifth UN Environment Assembly (UNEA 5.2) that concluded successfully this March, Member States agreed to a historic resolution "End Plastic Pollution: Towards a legally binding instrument". The resolution aims at creating a pathway to establish an intergovernmental negotiating committee to prepare a legally binding global agreement by the end of 2024. By June 2022, an open-ended working group meeting will be convened, which will define the rules of procedures, the approaches as well as discussion on the workplan for the Intergovernmental Negotiating Committee (INC). Some of the issues and concerns raised by countries are around arrangements for capacity building and technical assistance, technology transfer or mutually agreed terms as well as financial assistance.

In two years, countries must work intensively to reach agreement on a comprehensive approach to address the full lifecycle of plastic within a formal legal agreement. The agreement will cover the full life cycle of plastics, which requires us to make concerted efforts in all aspects of plastic production, use, collection, and

recycling, and to play a key role in building a plastic circular economy by governments and businesses to end plastic pollution in a comprehensive and collective manner. At the same time, stakeholders from all fields are encouraged to participate and the cultural and creative industries are advocated to play an active role in the process.

The number of international initiatives to fight plastic pollution has more than doubled in the last five years. Almost all of Fast-Moving Consumer Goods

(FMCG) companies are undertaking plastic packaging initiatives. These initiatives include everything from the launch of fully recyclable products to investments in recycling infrastructure. Over 200 businesses have signed on to 2025 targets under the New Plastics Economy Global Commitment. Voluntary initiatives are important, with frontrunners raising the levels of ambition and pioneering rapid responses to the challenge.

But voluntary initiatives alone cannot drive the system change required. Current efforts do not aggregate to deliver the desired global change of preventing all plastic leakage into the environment by a certain target date. They must be complemented by regulatory action. There is an opportunity to strengthen policy coordination and collaboration beyond exchanges of information and best practices, but this requires a more binding and comprehensive international framework. We must accelerate the establishment of a global treaty to develop an enabling environment and level the playing field for all businesses, which is aligned with a joint vision and global goal underpinning the global agreement.

A global treaty will empower the circular plastics economy

In 1972, world leaders met in Stockholm for the United Nations Conference on the Human Environment which, for the first time, brought environment to the central stage for human well-being and development. The Stockholm Conference inspired a series of global environmental actions such as the formation of environment ministries and agencies around the world, a host of new global environmental agreements, World Environment Day and the establishment of the United Nations Environment Programme (UNEP). 50 years after the Stockholm Conference, where do we stand

now? As science tell us, the environment is worse off than it was 50 years ago. Only 10 percent of the Sustainable Development Goals targets are likely to be met by 2030, unless we change our current development trajectory that is characterized by unbalanced economic growth, unequal wealth distribution and unsustainable consumption and production.

Plastic pollution has a direct and deadly effect on wildlife and on biodiversity. Terrestrial microplastic pollution has led to the decrease of species that live below the surface, such as mites, larvae and other tiny creatures that maintain the fertility of the land. Plastic begins as a fossil fuel, and greenhouse gases are emitted across its entire plastic life cycle: The annual global production and incineration of plastic is estimated to have contributed more than 1.7 gigatonnes of greenhouse gases into the atmosphere in 2015, roughly equivalent to the emissions the world's 4th largest emitter.

Terrestrial microplastic pollution has led to a decline in species living near the surface. More than 800 marine and coastal species are affected by this pollution through ingestion, entanglement, and other dangers. More than 700 species of marine animals have been found with traces of plastics in their digestive tracts. Coral reefs have been deemed 89% more likely to develop disease in the presence of plastic. It is estimated that each year, a total of 220 million tons of plastic waste are generated, and this is set to double by 2040 if we do not act on it now. The science is clear that we must address plastic pollution urgently, with a systemic, life-cycle approach.

Establishing a circular plastics economy is a top priority, and it is necessary to take systematic interventions in the upstream and downstream of plastics production and use to promote whole-process industrial change. This not only involves actions on

recycling materials at the end of life, but also calling on producers to reduce unnecessary packaging through products redesigning, innovate and develop bioplastics and alternative materials, and extend the economic chain to create new jobs and investment opportunities; policy makers to strengthen guidance and regulation through legal instruments to ensure the proper implementation of plastic waste recovery and recycling; professional institutions to estimate the cost of pollution by establishing economic models, closely integrate plastic pollution with economic production activities, and follow the principles of natural capital calculation based on the full consideration of external factors, so as to encourage enterprises to proactively assume social responsibility; all relevant parties to undertake publicity to ensure that the social and environmental costs of plastic pollution are widely known, raise the public's awareness in plastics reduction, and advocate the construction of sustainable consumption patterns in the whole society. Actions at all levels should be united to promote the effectiveness of the whole system.

Inger Andersen, UNEP Executive Director, has defined the UNEA resolution on plastic as "The most important moment for the environmental community since the adoption of the Paris Agreement". Under the current critical situation, it is urgently needed to unite and strengthen collaboration to jointly address the challenges posed by global plastic pollution. Experts and scholars in various fields are expected to actively participate in the drafting and formulation of a global agreement to end plastic pollution, so as to build a powerful legally binding tool at the global level as soon as possible, and alter our relationship with plastics, therefore benefitting the natural world and human health.

碳中和目标下 采取有力行动应对气候变化迫在眉睫 Attainment of SDGs and Carbon Neutrality

【梅里·马达沙希】
【Mehri Madarshahi】



对于碳中和和可持续发展目标的实现，我的观点和几个月前完全相反。此前我们对在格拉斯哥举行的《联合国气候变化框架公约》第26次缔约方大会（COP26）寄予厚望。但当前急剧变化的局势削减了积极因素，让实现可持续发展目标愈加艰难。我们亟需采取有力行动应对和适应气候变化。

7年前，由美国、中国等国参与的《巴黎协定》确定“将全球平均气温较前工业化时期上升幅度控制在2摄氏度以内，并努力将温度上升幅度限制在1.5摄氏度以内”的目标。而当前全球的平均气温较工业化之前已上升约1.1摄氏度。联合国政府间气候变化专门委员会（IPCC）发布的研究报告《气候变化2022：影响、适应与脆弱性》指出，全球数十亿人面临气候失调的直接影响。这份长达348页的报告显示，随着不可避免的风险日益增加，未来18年，疾病、饥饿、贫穷、犯罪等问题将加剧，全世界将变得更加危险。报告开篇即言明：“一些损失已经不可逆转，生态系统正达到其适应气候变化的能力极限。”

由于气候变暖，每年死于热浪、疾病、极端天气、空气污染和饥饿的人不断增多。死亡人数高低取决于化石燃料燃烧产生的温室气体排放量以及全球应对气候变暖的能力。联合国秘书长古特雷斯称这份报告是“人类苦难的地图集，是对气候变化领导不力的谴责。”

IPCC每6至7年发布一次关于气候变化的综合报告，目前是第六次发布评估报告，其中包括3个工作组报告。此次发布的是第二工作组报告，该组报告由200多名科学家参与编写，重点关注气候变化对人类和地球的影响。去年8月，关注气候变化自然科学基础的第一工作组报告已发布，这份报告被认为是向全人类发出“红色警报”。

自去年8月后，各类风险加速向我们袭来。贫困地区在应对气候变化方面每况愈下，发达国家在应对气候挑战方面境况稍好，因为环境问题加剧主要由发达国家碳足迹增加所致，后者处理起来相对而言更可控。因此，联合国督促发达国家向欠发达国家提升资金援助份额以更好应对气候挑战的要求并不过分。如果各方能在环境问题上竭尽全力，采取迅速、及时、强有力的行动，整个局面或可被扭转，这正是我们的希望所在。

为落实《巴黎协定》同时在2050年之前实现碳中和，聚焦绿色发展是我们持续关注的话题，推广绿色能源、加速环保领域技术发展被视作破局的关键。推动绿色发展以实现碳中和，一系列具体问题尚待明确：金融家们如何计算所资助公司对气候变暖的影响份额？是敦促企业采取更强有力的气候行动，还是完全停止为其提供资金？在全球层面实现碳中和意味着平衡化石燃料燃烧等人类活动所引起的碳排放，同时加速碳移除，通过植树造林、应用直接空气碳捕获和存储技术等手段抵消大气中剩余

温室气体排放量。

决策者在设定净零排放目标时拥有不同选择，为了使净零排放目标符合气候科学原则的去碳化行动作出最大贡献，各国应切实考虑实现路径。

我们需要彻底改变社会运转方式，实现净零排放目标后会有赢家、输家和妥协者。实现净零排放目标对各国来讲均是巨大的挑战，需要全面进行经济转型以促进可持续经济增长。相关政策的制定不仅需要政治层面高层领导的支持，也需要将部委、议会、银行家、专家以及公众的建议和意见纳入进来，同时辅以法律手段确保政策落地。净零排放目标不仅是我们的愿景，也是推动《巴黎协定》实施的变革性工具。

不同国家应根据实际制定实现净零排放目标的具体框架，排放量最大、责任最大、能力最强的国家应该采取最具有雄心的目标实现框架。各国应该为推动去碳化、扩大碳清除范围以及实现净零排放或负排放提供明确的计划安排同时应优先减少和消除本国境内的温室气体排放，而不是依赖温室气体排放的国际转让来实现净零排放。

各国应公开透明地交流各自净零排放目标，确保短期和中期行动能够有序落实；通过制定国家发展计划，对政策投资和长期低碳排放发展战略进行部署调整，以推动经济发展模式系统性转型。毋庸置疑，实现净零排

放目标是多数政府所面临的严峻挑战，这也是COP26会议上出现政治摇摆的主要原因，表明我们的愿景目标和行动结果之间持续存在差距。此次政治协商再次确认将全球升温幅度维持在1.5度的目标，但这与很多人希冀的目标相距较远。

国际能源署在审查COP26会议气候承诺时指出，地球将会变暖1.8摄氏度左右。气候行动追踪组织的独立分析认为这些论断过于乐观，当前政策预计将导致全球升温2.7摄氏度。联合国同意这些专家的观点，并得出结论称，本世纪末世界可能会陷入升温2.5摄氏度的危险路径（联合国环境规划署发布的《2021排放差距报告：热火朝天》）。目前这些提议表明，将升温幅度控制在2.5摄氏度以内对应的2030年目标与各国的净零目标之间存在着巨大的“可信度差距”。为解决这一问题，联合国建议这些国家必须加强其2030年减排目标，至少与净零排放的承诺保持一致。

此外，国际形势动荡兼新冠疫情反复暴发让世界经济雪上加霜。各国受波及范围和程度超出我们的想象，在最不发达和欠发达的国家，失业加剧，人们收入水平不断下降，债务水平持续上升。根据世界银行数据，2020年疫情催生的“新穷人”（定义为每天生活费不足1.90美元）总数估计为1.19亿-1.24亿，近两年这个数字仍在攀升，

预计将增至 1.43 亿 -1.63 亿。

尽管联合国持续作出特别努力，促使世界关注迫在眉睫的气候变化问题及疫情所带来的严重冲击，然而近期复杂动荡的国际局势打破了几代人所享有的和平红利。

随着世界各地对能源短缺的担忧日益加剧，以及对新冠病毒再次大流行可能阻碍经济增长的担忧，一些国家开始加大对化石燃料的投资。能源不安全也推高了煤炭进口，各国都在加紧提升化石燃料供应。

各国目标和长期计划的逆转可能会引发许多不可避免的危机，包括民族主义、保护主义、民粹主义、单边主义日渐盛行以及多边合作价值观的弱化。为确保全球经济安全和良性竞争，我们需要更明智、更安全的能源采购计划，同时也需要打造通往碳中和的清晰道路以及加紧对最具战略意义的清洁技术进行投资，进而促进就业和经济增长。

我们正站在气候变化悬崖的临界点上。欧洲在重新考虑其财政规则时，却忽视前方的危险轨迹，取消经过多年谈判达成的协议，从绿色能源和可持续发展转向一切照旧，这些决定并不理智。

科学家表示，与 90 年代碳排放相比，我们需要在 2029 年底实现 45% 的碳减排。但是最新数据显示，虽然可再生能源快速增长，但是碳排放量仍在上升。人们似乎认为地缘政治的影响比环境问题更为迫切。然而如果我们不能把气候变化当作全球紧急事件来处理，不立即采取适应和缓解措施，结果将异常严重。气候变化将继续干扰生态系统、降低空气质量、加剧水和食物短缺、引发健康问题最终威胁全人类的安全。

各国要秉持公平、灵活和差异性责任的原则，在发展的背景下加强合作以应对气候变化危机，根据联合国可持续发展目标和《巴黎协定》来落实行动计划。发达经济体应率先履行碳减排责任，兑现资金和技术支持的承诺，同时援助发展中国家应对气候变化，为实现可持续发展目标创造必要条件。我们必须在十年内将排放量减半，以削弱气候变化造成的严重影响。我们要通过创建公平公正的世界来推动可持续发展，加强生态环境保护、守护全人类福祉。

The points I will raise in my presentation, are completely reverse versions of what I would have said a few months ago when the delayed decade of the implementation for UNSDGs started with a hopeful light, when we all expected a miracle out of COP 26 meeting in Glasgow and when the world look more optimistic about reversing the negative impact of climate change. The past couple of months has changed everything by deeming our hope for a more prosperous world.

Well, it was Seven years ago in Paris, that countries including the US and China agreed to limit global warming to 2 degrees Celsius and to avoid potentially catastrophic consequences for the planet. With temperatures now more than 1.1 degrees C above the pre-industrial average, as the latest UN Intergovernmental Panel on Climate Change report (Climate Change 2022- impact, adaptation and vulnerability) found billions around the world are vulnerable to disasters of climate disruption.

In its 348-page report published last Tuesday the IPCC provided scientific proofs that climate change is about to get much worse. It is likely going to make the world sicker, hungrier, poorer, gloomier and way more dangerous in the next 18 years with an “unavoidable” increase in risks. The report begins by this gloomy introduction: “Some losses are already irreversible, and ecosystems has reached to the limits of its ability to adapt to the changing climate. This means at least 3.3 billion people’s daily lives “are highly affected by climate change” particularly among the worlds poorest. The report continues asserting that.”

More people are going to die each year from heat waves, diseases, extreme weather, air pollution and starvation because of global warming. Just how many people die depends on how much heat-trapping gas from the burning of coal, oil and natural gas gets spewed into the

air and how the world adapts to an ever-hotter temperature. United Nations Secretary-General Antonio Guterres in a statement said that “ IPCC report is an atlas of human suffering and a damning indictment of failed climate leadership.”

As a background I must add that the panel of more than 200 scientists puts out a series of these massive reports every five to seven years. The last week report was the second of the series and it was totally devoted to how climate change affects people and the planet. Last August the science panel published a report on the latest climate science and projections for future warming, that was branded “code red” by the United Nations.

Since last August, all such risks are coming at us faster than we ever thought before, While the rich countries are slightly better off in meeting some of the challenges but mostly as result of their increased footprints, the poor segments of our planet suffer increasingly. Therefore, it is not too much of expectations to ask the rich to do a better job in giving financial help to poorer nations in need of adjustment to climate change. As of today, some of these risks can still be prevented or lessened with timely and prompt action. if we do everything we can, that will make a difference. Our actions could make the difference. That’s what is left to hope for.

Let us be frank, to meet the Paris Agreement, the world need to reach net-zero in the second half of this century. What does it entail and how this could be achieved? These and many other questions remain to be answered. For example, how should financiers count their share for the warming impact at the companies they support? Is it better to urge businesses to take stronger climate action or to stop funding them entirely? At the global level, achieving net-zero emissions means balancing human-induced emissions like those from fossil-fueled emissions – as close to zero as possible while ramping up

carbon removal to balance out any remaining emissions. These solutions could include restoring forests or direct air capture and storage technology.

Decision-makers face several choices when designing net-zero targets. To maximize the contribution of net-zero targets to drive decarbonization in line with climate science, countries should consider the following proposed routes.

Fundamental shifts in how society operates. zero-carbon future, will have winners, losers, and trade-offs. Achieving net-zero targets is a massive challenge—as countries need to transform comprehensively their economies, their development and sustainable economic growth.

- In setting such policies decision makers require not only high-level political support by engaging relevant ministries, parliaments, bankers, experts, and the public but also, there is a need for firm legal commitment to ensure that net-zero targets are not just aspirational visions but rather, these targets will become transformative instruments that drive action towards realizing the goals of the Paris Agreement.
- Governments should establish specific time frames for achieving targets.
- Countries with the highest emissions and greatest responsibility and capability should adopt the most ambitious target time frames.
- Distinct targets should provide for a clear road map for both decarbonization, scaling carbon removals, and achieving net-zero or net-negative emissions.
- Governments should prioritize reducing and removing GHG emissions within the country's territory rather than relying on international transfers of GHG mitigation to achieve net-zero targets.
- Countries should transparently communicate their net-zero targets and ensure that these targets includes near- and midterm climate actions, adjusted by

national development plans, policies, investments, and long-term low-emissions development strategies to support such transitions.

We must admit this is a highly challenging trajectory for most governments and this was one of the main reasons for political wavering at COP26 giving rise to the persistent gap between its objectives and its outcomes. These political maneuverings only confirmed that the objective of maintaining global warming at 1.5°C is further away than many had hoped for.

The International Energy Agency in reviewing the climate commitments of COP26 pointed to an increase warming of the planet which would be in the order of 1.8 degrees. The independent analysis by the “Climate Action Tracker” raised doubt about these optimistic results, estimating instead that current policies will lead to a warming of 2.7°C.

The United Nations agreeing with these expert opinions and concluded that these plans, could put the world on a dangerous track for 2.5 degrees C (UNEP Emissions Gap Report 2021: The Heat Is On) of warming by the end of the century. As they stand, these proposals reveal a major “credibility gap” between the 2.5 degrees C-aligned 2030 targets and nations’ net-zero targets. To fix this problem, the UN recommended that these countries’ must strengthen their 2030 emissions reduction targets to at least align with their net-zero commitments.

Moreover, the contributing factor to the political hesitancy of some countries was the economic disasters caused by the recurring Covid-19 pandemics. An experience that exceeded the limits of every imagination. job losses and dipping of income levels, increasing debt levels, and rising poverty among the least and less developed countries.

According to the World Bank, the total number of ‘new poor’ globally (using a poverty line of uS\$1.90 per day) ranged from 119 million to 124 million people in 2020. In

2021-22, these numbers are estimated to rise to 143 and 163 million people.

While the UN was making special efforts to focus the world attention to the imminent problems of climate change and COVID 19 with its devastating consequences, the unexpected conflict between Russia and Ukraine tipped the balance of peace and peace dividend that enjoyed by generations. As a result, this important intergovernmental panel report was overshadowed by such unexpected event.

Prompted by the chaos of covid 19 and war in Ukraine, European countries decided to commit major increases in military expenditures. The suspension of the North Stream 2 pipeline which was to supply gas from Russia equivalent to half of Germany’s and other European countries’ consumption was so alarming that some moved away from measures to improve living standards, green energy and climate mitigation programs. With the growing fears of energy shortages around the world and concerns that a new outbreak of the coronavirus pandemic could hinder economic growth, some countries began to double down on fossil fuels. Energy insecurity was also driving up coal imports as nations raced to shore up fossil fuel supplies. In Europe, for instance, fears over disruptions of Russian gas supplies led to a rush on coal imports.

These reversals of objectives and long-term plans by various countries could give rise to many unavoidable crises including reinforcement of nationalism, protectionism, populism, unilateralism, and displacement of the values of multilateral cooperation

Economic competitiveness and security require a smarter, safer energy sourcing plan, but also a clear pathway to carbon neutrality and investment in the most strategic clean technologies- which will also drive 21st century jobs and growth. Issuing a new permit to Big Oil companies is a huge U-turn specially for the US who built its new campaign around green transitions,

We stand at the tipping point on the climate change cliff. It is, therefore, inconceivable that while Europe

rethinks its fiscal rules, policymakers lose sight of the dangerous trajectory ahead and undo what was agreed upon after years of negotiations to switch away from green energy and sustainable development to business as usual.

Scientists say global emissions need to drop 45% by the end of this decade compared to 1990 levels. But recent data show that despite rapid growth in renewable energy, total emissions are going up not down. All parties have come around to the idea that the war in Ukraine and the global fallout are more important than environmental lines in the sand. However, if climate change is not treated as a global emergency, and adaptation and mitigation measures are not adopted immediately, we must back the assertion that its impacts will continue to disrupt weather, ecosystems, air quality, water, and food supply, threatening human health as well as human security worldwide.

Today, we need to uphold the principle of common but differentiated responsibilities, promote international cooperation on climate change in the context of development, and implement the UNSDGs and the Paris agreements according to its set plans. Developed economies should take the lead in honoring their emissions reduction responsibilities, they must deliver on their commitment of financial and technological support, and create the necessary conditions for assisting developing world to address climate change and achieve sustainable development goals.

We must halve emissions this decade to reduce the worst impacts of climate change. It is still possible. As a result, we can create an equitable, just, and sustainable world that benefits all people and nature as a Guardian of equality.



“科技 + 文化”助力实现碳中和目标下 公平复苏以及跨文化沟通

"Technology + Culture" Helps Achieve Equitable Recovery and Cross-Cultural Communication under Carbon Neutrality Goal

【杨宝珍】
【Yang Baozhen】

实现碳中和目标下的公平复苏迫在眉睫

新冠肺炎疫情引发了一个多世纪以来最严重的全球经济危机。公平复苏意味着所有成年人，尤其低收入者、女性和小微企业等弱势群体，都能从就业、收入、人力成本和资产等方面的损失中恢复过来。例如，老人不用再经历没有手机甚至无法购物的窘境。这场危机大大加剧了全球贫困以及各国、各地区间的不平等。中国有 14 亿人口和成千上万的中小企业，受到的影响更为严重。实现疫后公平复苏迫在眉睫。

实现公平复苏要以碳中和目标为前提。气候变化是人类社会面临的共同挑战，应对气候变化需要世界各国共同努力，关键是要采取适当的政策和行动。中国政府明确提出，力争 2030 年前实现碳达峰，2060 年前实现碳中和。这对现有的经济发展模式有很大的影响。一方面，这是一个巨大的挑战。另一方面，也是实现绿色工业化、城镇化和农业农村现代化的最大机遇。

技术创新助力碳中和目标实现

对于如何在本世纪实现碳中和的目标，我认为主要方向是“技术创新”，这是平衡环境与发展的根本途径。

对于中国来说，各相关部门需要协调行动，投入更多精力，帮助企业利用技术创新实现节能减排，而不是一味限制排放。为实现中国碳达峰目标下的复苏，应推行强有力政策。政府应明确提出能源消费总量和增长速度目标，倡导风能、太阳能和生物质能成为主要能源，鼓励相关机构通过设备改造减少燃煤量。

我想和大家分享一个中国加拿大建筑节能项目，当时我作为加拿大国际发展署 (CIDA) 高级项目官员参与其中。该项目通过建筑外墙和窗户的改造，提高室内保温效果，减少煤炭消耗，进而减少碳排放，为建设部门出台新建建筑节能规范提供了可靠数据；同时，该项目促使建筑节能标准提高，为逐步推广低碳建筑添砖加瓦。此外，中加清洁生产项目以及清洁煤项目也是降低碳排放方面卓有成效的尝试。

中国需要所有行业共同推动能源技术创新，并对绿色能源企业适当减免企业所得税，对其绿色贡献给予合理的补偿和激励。令人欣喜的是，中国的碳交易市场去年开始启动上线交易。不久前在北京举行的冬奥会成为绿色发展的典型，赛事全过程应用碳中和先进技术，将先进环保理念与碳中和实际行动紧密融合。

五一劳动节假期期间，北京市政府发放绿色购物券鼓励消费，公众购买绿色家电可享受补贴等优惠政策。我认为提高公民的环保意识，改变他们的行为极为重要。近年来，在北京、上海等大城市，市民已经养成垃圾分类、绿色出行（骑自行车上班）和绿色消费的良好习惯。公平复苏有赖于每个人的努力和贡献。

文化产业加强跨文化沟通和文化多样性

文化产业应当是更纯粹的创意产业，狭义上讲，包括文学艺术创作、音乐、摄影、舞蹈、工业设计与建筑设计，核心是创意。随着互联网技术和新媒体快速发展，经济全球化进程的加速，跨国、跨文化的交往活动日益频繁。文化产业成为高速增长的支柱产业、未来产业。

文化产业对跨文化沟通和文化多样性具有重要促进作用，同时也是弘扬中华优秀传统文化的核心力量。中国一些传统手工艺已被列入非物质文化遗产，当其适应消费者需求，做到艺术化、生活化、市场化，将在国际文化交流中起到桥梁作用。以我个人经历为例，2018 年我曾带领一个中国妇女代表团出访突尼斯，为突尼斯妇女提供苏绣培训。突尼斯丝绣很有名气，但设计多为几何图案，而中国的苏绣多为花鸟。通过培训，突尼斯妇女学习苏绣针法和设计，产品销售量大增，为当地妇女创收贡献了力量。

文化产业知名度与国家经济发展水平和文化推广力度密切相关。我在非洲工作时发现，非洲孩子们从小受法国教育影响，讲法语，学习法国文化。法国在非洲建立文化机构进行电影展映以及组织开展各种文化活动，当地人已经习以为常，而对于中国文化他们却知之甚少，部分民众只知道中国武术。事实表明，文化产业繁荣发展有利于文化输出。文化产业可以通过电影、电视剧等产品，润物细无声地向外传递中国文化。2014 年，在中国驻加蓬大使馆推动下，中国电视剧《媳妇的美好时代》被引进到加蓬，引起很大反响，为当地居民了解中国当代都市生活和社会形态打开一扇窗。

总体而言，文化产业在跨文化沟通和文化多样性的作用集中反映在促进人类文明进步，包括加速先进文化不断演化和传播、推进现代科技知识普及、促进落后文化进步、加强经济贸易发展以及推动建立信任和友谊。文化多样性是文化交流的前提。世界文化是由不同民族、不同国家的文化共同构成的，通过交流，学习和借鉴其他民族的优秀文化成果，才能促进本民族文化的发展与繁荣，最终让多姿多彩的各类文化在世界民族之园百花齐放。

It is urgently needed to achieve equitable recovery under carbon neutrality goal

The COVID-19 pandemic triggered the largest global

economic crisis in more than a century. A fair recovery means that all adults, including vulnerable groups such as the poor, women and small businesses, can recover from losses in employment, income, human capital and assets. For example, it is difficult for the elderly to do shopping because they do not use phones. The crisis had a dramatic impact on global poverty and inequality within and across countries. It is severe China with a population of 1.4 billion and thousands of SMEs.

The achievement of equitable recovery should be based on the carbon neutrality goal. Climate change is a common challenge facing human society, fighting climate change requires the efforts of countries around the world. The appropriate policy and action are the key items. The Chinese government clearly proposes carbon peaks in 2030, carbon neutrality in 2060. There is a huge impact on the existing economic development model. On the one hand, it is a big challenge. On the other hand, it is also the greatest opportunity to achieve green industrialization, urbanization, and agricultural rural modernization.

Technological innovation helps achieve the carbon neutrality goal

How to achieve the goal of carbon neutrality in this century? I believe that the main direction is "technical innovation". It is the fundamental way to balance the environment and development. For China, it is necessary to coordinate actions and spend more energy to help enterprises use technological innovation to achieve energy conservation and emission reduction rather than simple restrictions. To achieve recovery under China's carbon peak target, strong policies should be pursued. The government should clearly set targets for total energy consumption and growth rates, advocate for wind, solar and

biomass to become major energy sources, and encourage relevant institutions to reduce the amount of coal burning through equipment retrofits.

I would like to share with you a China-Canada Energy efficiency in building's project that I participated in, I was senior program officer of CIDA. Through the renovation of building exterior walls and windows, coal consumption is reduced, thereby reducing carbon emissions. This project provides reliable data for the Ministry of Construction to set up the energy efficiency code for new building. As results, the project improved building energy efficiency standards and gradually realize low-carbon buildings. In addition, the China-Canada Cleaner Production Project and the Clean Coal Project are also fruitful attempts to reduce carbon emissions.

China needs all industries to promote energy technology innovation. And to encourage income tax reduction on green energy companies to make a reasonable compensation and excitation of their green contribution. Encouragingly, China's carbon trading market began to run online last year. Another example: The Winter Olympics Games just held in Beijing are the Olympics used advanced technology practice of carbon neutrality in the whole process. This sports event is a fusion of advanced environmental protection concepts and practical actions of "carbon neutrality".

During the Labor Day holiday, the Beijing municipal government issued green shopping vouchers to encourage consumption, for instance to buy green household appliances with subsidies. Last one, I think it is very important to improve citizens' awareness of environmental protection, change their behaviors. In recent years, in the big city like Beijing, Shanghai etc. citizens have developed a good habit of sorting garbage and green travel (go to

work by bike) and green consumption. Anyway, equitable recovery requires everyone's efforts and contribution.

Cultural industry enhances intercultural communication and cultural diversity

The cultural industry should be a purer creative industry, which, in a narrow sense, includes literary and artistic creation, music creation, photography, dance, industrial design and architectural design. The core of the cultural industry is creativity, with the rapid development of Internet technology and new media and the acceleration of economic globalization, transnational and cross-cultural communication. Cultural industry is a pillar industry and future industry with rapid growth.

Cultural industries play an important role in promoting intercultural communication and cultural diversity and in inheriting and promoting the excellent traditional Chinese culture. Some traditional handicrafts in China are also intangible cultural heritage. When it adapts to the needs of consumers, achieves artistic, life-oriented and market-oriented, and it can play a bridge role in international cultural exchanges. In 2018, I led a Chinese women's delegation to Tunisia to provide training of trainers in Su embroidery for Tunisian women. Tunisian silk embroidery is very popular. Most of the designs are geometric patterns, while Chinese Su embroidery is mostly flowers and birds. Through training, Tunisian women learn Su embroidery stitches and designs, local product is selling well, as results, it increases women's income. As a cultural industry, Su embroidery has promoted cultural exchanges between China and Tunisia through training and enhanced the friendship between the women of the two countries.

The popularity of the cultural industry is also closely related to the country's economic level and the level of

cultural promotion. When I was working in Africa, I found that African children have been influenced by French education since childhood, they speak French and learn French culture. France has established the Culture Institute to show movies and organize cultural activities. But Some Africans only know Chinese martial arts. The cultural industry can transform Chinese culture into films, TV dramas, etc. In 2014, when I was working in Africa, I introduced the first Chinese TV series "Doudou and his mother-in-law" to Gabon. Through this TV series, the African audience learned about Chinese urban life and culture.

Generally, the role of cultural industry in cross-cultural communication and cultural diversity is reflected in the following aspects: first, promoting the progress of human civilization, including promoting the evolution and dissemination of advanced cultures through honest, open, positive and healthy communication; second, promoting the popularization of modern scientific and technological knowledge, and third, promoting the progress of backward cultures; fourth, promoting economic and trade development; fifth, facilitating the building of understanding, trust and friendship. Cultural diversity is a prerequisite for cultural exchange. The world culture is composed of the cultures of different nationalities and countries. Only by communicating, learning and learning from the excellent cultural achievements of other nationalities can the development and prosperity of the national culture be promoted.

Previous Meetings of Advisory Committee 咨询委员会往届会议概况

创意中心咨询委员会致力于成为创意中心的智库外脑，发挥学术、战略和专业咨询作用，为理事会与创意中心主任决策提供理论支持，从而更好服务国家发展战略和社会主义建设，配合北京市建设文化中心、国际交往中心和科技创新中心的规划目标，为联合国教科文组织提供中国智慧、中国方案。

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



创意中心第一届咨询委员会第一次会议

2019年4月25日，创意中心第一届咨询委员会在京成立，并召开第一次会议。北京市科学技术委员会主任、创意中心主任许强、北京市科学技术委员会副巡视员王建新、前联合国教科文组织战略规划助理总干事汉斯·道维勒，出席了委员会成立仪式并致辞。来自德国、法国、韩国、中国的十余位从事城市发展、产业规划、人工智能等领域的咨询委员会委员出席了成立仪式。

会议介绍了第一届咨询委员会筹备情况，公布了委员名单，并宣布第一届咨询委员会主席由前联合国教科文组织战略规划助理总干事汉斯·道维勒担任。来自13个国家的28位创意、科技、文化、教育、经济、战略、传播等跨领域或交叉学科的专家学者加入咨询委员会。研讨环节，咨询委员们就“‘创意’与‘可持续发展’的关系”、“创意与可持续发展中心的重点研究方向”等议题进行了讨论。来自世界设计组织、中国社会科学院、北京大学、清华大学、中央美术学院、中国艺术研究院、北京服装学院、小米集团以及品牌设计机构的专家们纷纷畅谈了自己的想法，并提出对创意中心的建议及期待。

The First Session of the First Advisory Committee of ICCSD

On April 25, 2019, the first Advisory Committee of 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 attended the inaugural ceremony and delivered a speech. Hans d'Orville, former UNESCO Assistant Director-General of the strategic planning was appointed as the Chairman of the Advisory Committee. 28 experts from 13 countries became members of the Advisory Committee and they are engaged in urban development, industrial planning, artificial intelligence and other professional fields.

创意中心第一届咨询委员会第二次会议

2020年9月25日，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、前联合国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、同济大学副校长、中国工程院院士吴志强、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。

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。

The Second Session of the First Advisory Committee of ICCSD

The Second Session of the First Advisory Committee convened in Beijing on 25, September, 2020. 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, president of the ICCSD Advisory Committee, and former UNESCO Assistant Director-General, 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 WDO, Wu Zhiqiang, vice president of Tongji University and academician of the Chinese Academy of Engineering, and Zhu Xufeng, executive director of TUSDG.

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.



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