



ISSUE
9
April
2024

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



创意2030

目录

ICCSD News

- 01 ICCSD holds Advisory Committee Meeting
- 06 Information Meeting on 2023 UNESCO Creative Cities Network Application held in Beijing
- 07 ICCSD convenes brainstorming conference
- 08 Bilingual Special by ICCSD & Beijing Municipal Office for Conservation and Management of Beijing Central Axis
- 08 ICCSD launches Chinese version of UNESCO "Reshaping Creative Policy" global report (2022 edition)

Experts Views

- 09 How intelligent technologies in the new era empower and promote sustainable development by Zhang Xiaoming
- 13 Enhancing management of world heritage sites through digitalization by Shahbaz Khan
- 14 Digitalization of cultural heritage: original aspiration and focus by Yang Yueming
- 17 The digital transformation in the cultural sector by Duong Bich Hanh
- 19 The future path of the "UN Creative Cities Network" by Denise Bax

Cooperation & Exchanges

- 21 The Chairman of ICCSD Advisory Committee visits Beijing Science and Technology Innovation Promotion Centre
- 21 ICCSD invited to Symposium on Water Heritage for City's Sustainable Development
- 22 Then-Chairperson of the UNESCO Executive Board leads delegation to ICCSD
- 23 ICCSD visits Migu Culture and Shoukai Wentou Group
- 23 ICCSD assists Inaugural Cultural and Technological Integration Development Conference
- 24 ICCSD and Promotion Centre meet with State Grid Digital Tech and UIBE
- 24 The Permanent Representative of China to UNESCO visits ICCSD
- 25 ICCSD and UNESCO convene online meeting
- 25 ICCSD visits International Training Centre for Intangible Cultural Heritage in the Asia-Pacific Region
- 26 ICCSD co-hosts "Sustainable Living" Contest with CRI Online

Exhibition

- 28 Design Marathon 2023 awards exhibition

Information on Creativity

- 33 "UAE Consensus" achieved at COP28
- 33 The 60th session of the Intergovernmental Panel on Climate Change (IPCC) held in Istanbul

Chief editor: Xiao Lan
Executive Editor: Zhao Min
Proofreaders: Sun Jingyi, Chen Jie, Li Nanzhou, Liu Yanting, Li Fang, Yang Xiao
Graphic Designer: Liu Juan

Statement:

This is an in-house literature. Without the written permission of ICCSD, any individual or organization may not use all forms of graphic materials published in this journal in any form, and this journal will reserve all rights of legal investigation.

ICCSD holds Advisory Committee Meeting

On May 23, 2023, the Advisory Committee of the International Centre for Creativity and Sustainable Development (ICCSD) under the auspices of UNESCO convened for its forth meeting in a hybrid format blending online and offline participation. Committee members and attendees delved into discussions on the role of artificial intelligence in advancing sustainable development in the modern era, as well as charting the future course for ICCSD.



The meeting scene ■

In attendance were 14 experts from 7 countries, including Xiao Lan, Executive Director of ICCSD; Hans d'Orville, Chairman of ICCSD's Advisory Committee and former Assistant Director-General for Strategic Planning, UNESCO; Shahbaz Khan, Director of the UNESCO Multi-sectoral Regional Office for East Asia; Richard Leaver, AI Scientist and Fellow of the Royal Society; Jian Haifang, Researcher and Director of the Science and Technology Management and Achievement Division, the Institute of Semiconductors,

Chinese Academy of Sciences; Ding Zhaochen, Director of New Media and Animation, Beijing Institute of Fashion Technology; Gao Xiang, Distinguished Professor at the School of Public Health, Fudan University; Li Youwen, Vice Dean of the Institute of Regional and Global Governance at Beijing Foreign Studies University; Mehri Madarshahi, former Senior Economist, United Nations; Advisory Committee member of ICCSD; Yann Debelle de Montby, Chairman & CEO, Debelle de Montby Associates Ltd.;

Wu Zhiqiang, Professor and Doctoral Supervisor, the School of Architecture and Urban Planning, Tongji University; Zhang Xiaoming, former Vice Director of Cultural Development Strategic Research Centre, Chinese National Academy of Arts; Zhao Haiying, Professor, the School of Artificial Intelligence, Beijing University of Posts and Telecommunications; Zhu Xufeng, Professor and Dean of the School of Public Management, Tsinghua University, among others.

During the meeting, Hans d'Orville announced the appointment of Ding Zhaochen, Director of New Media and Animation, Beijing Institute of Fashion Technology, as a new member of the Advisory Committee of ICCSD.



Group photo of off-line guests ■



Xiao Lan
Executive Director of ICCSD

"Facing increasingly severe environmental problems and challenges, humanity urgently needs to find innovative solutions to achieve sustainable development," stated Xiao Lan in his address. He emphasized the role of artificial intelligence as a unique tool and its immense potential, making it one of the important options for addressing these issues. However, while leveraging AI for sustainable development, it's crucial to balance technological benefits and risks and adopt appropriate regulatory measures. Xiao Lan stressed the role of ICCSD as a bridge for communication between technology, culture, and sustainable development and its mission to promote multidisciplinary discussions and research on AI development. He hoped to contribute to empowering AI and promoting sustainable development through ICCSD's work.



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

Chairing the meeting, Hans d'Orville noted that significant changes have taken place since the previous Advisory Committee meeting in April 2022. He highlighted the growing interest in generative AI since the release of ChatGPT by OpenAI, supported by Microsoft, in November 2022. In addressing how AI can better achieve sustainable development, Hans d'Orville pointed out its applications in various fields, including biodiversity, water, energy, and transportation, with ongoing developments. However, he also highlighted key research gaps, such as offering ecosystem services that involve predicting, monitoring and protecting environments. He reiterated the ICCSD's mission to promote technological progress and apply it to solve global challenges.



Shahbaz Khan
Director of the UNESCO Multi-sectoral
Regional Office for East Asia

Shahbaz Khan mentioned significant progress made by ICCSD in enhancing cultural heritage protection through digitalization and AI.



Zhu Xufeng

Professor and President of the School of Public Management, Tsinghua University

Zhu Xufeng reported that his team has conducted research on over 400 cases worldwide, focusing on how AI can contribute to achieving sustainable development goals. He expressed confidence in AI's potential to drive sustainable development. However, Zhu Xufeng highlighted two concerns. Firstly, he emphasized the significant energy consumption of AI industries such as data centers and storage centers, urging for attention to industrial energy conservation efforts. Secondly, he pointed out the potential for artificial intelligence to widen the digital divide and exacerbate social inequality.



Jian Haifang

Researcher and Director of the Science and Technology Management and Achievement Division at the Institute of Semiconductors, Chinese Academy of Sciences

Jian Haifang described how his team has utilized multi-modal perception and recognition technology, analyzing images and audio to intelligently identify and analyze wild animals, particularly birds, across various cities and nature reserves in China. This technological advancement has provided valuable tools for bird researchers, conservationists, and the general public, significantly improving biodiversity monitoring and protection efforts.



Mehri Madarshahi

Former Senior Economist, United Nations; Advisory Committee member of ICCSD

Mehri Madarshahi highlighted the slow progress in achieving the United Nations Sustainable Development Goals by the set deadline of 2030. She emphasized the urgent need for emerging technologies to accelerate progress towards these goals. Mehri Madarshahi cited recommendations from the United Nations Digital Cooperation High-level Group aimed at guiding governments, companies, and individuals in making informed decisions leveraging digital technology. She noted the over 320 international conferences, seminars, and forums held over the past few years to discuss how Internet technology can be harnessed to achieve sustainable development goals.





Richard Leaver

AI Scientist and Fellow of the Royal Society


Richard Leaver discussed the new developments brought by ChatGPT from a technical standpoint.



Wu Zhiqiang

Director of Yangtze River Delta Collaborative Innovation Center for Smart Urbanization, Academician of Chinese Academy of Engineer


Wu Zhiqiang shared insights into using AI technology to address challenges in Chinese urban planning and development, aiming to enhance the resilience of urban planning and development processes in China.



Li Youwen

Vice Dean of the Academy of Regional and Global Governance, Beijing Foreign Studies University


Li Youwen discussed leveraging AI tools like ChatGPT to better assist students in achieving educational objectives.



Gao Xiang

Distinguished Professor, the School of Public Health, Fudan University

Gao Xiang highlighted from a professional standpoint that AI offers increased opportunities for achieving sustainable health, aiding in better understanding of nutrition and food.





Zhao Haiying

Professor, the School of Artificial Intelligence, Beijing University of Posts and Telecommunications

Zhao Haiying presented on the exploration of cultural computation and cultural genetics under the influence of artificial intelligence. This involved the integration of big data, AI, machine technology, and human history to uncover cultural nuances, advancing research in digital humanities.



Ding Zhaochen

Director of New Media and Animation, Beijing Institute of Fashion Technology

Ding Zhaochen illustrated how AI can empower sustainable development in industries, using the fashion design industry as an example to reduce wastage.



Yann Debelle de Montby

Chairman & CEO, Debelle de Montby Associates Ltd.

Yann Debelle de Montby emphasized the irreplaceable nature of human creativity, suggesting that machines cannot replicate human senses and emotions.



Zhang Xiaoming

Professor, former Vice Director of Cultural Development Strategic Research Center, Chinese National Academy of Arts

Zhang Xiaoming pointed out that the rise of intelligent development will lead more individuals away from traditional job roles, offering an inspiring outlook by granting them more free time to exercise creativity.



Information Meeting on 2023 UNESCO Creative Cities Network Application held in Beijing

On the afternoon of May 10, 2023, the Information Meeting on the 2023 UNESCO Creative Cities Network Application (hereinafter referred to as the Meeting) was held in Beijing.

The Meeting was hosted by the Secretariat of the National Commission of the People's Republic of China for UNESCO and organized by the ICCSD. Nearly 40 domestic representatives from UNESCO

Creative Cities Network members and cities that plan to apply attended the Meeting.

During the Meeting, officials from the Secretariat of the UNESCO Creative Cities Network introduced the application process for 2023. Representatives of Beijing, Wuhan, Weifang, Nanjing, Huai'an and other members of creative cities in China shared their experiences in applying the

titles of creative cities and carrying out related activities. Representatives of the cities that plan to apply this year had in-depth exchanges on issues related to the application process with representatives of the Secretariat of the National Commission of the People's Republic of China for UNESCO and creative cities.



ICCSD convenes brainstorming conference

On October 25, 2023, ICCSD, in collaboration with the Youth Humanities Exchange Centre of the University of International Business and Economics and Beijing Institute of Fashion Technology, convened a brainstorming conference to discuss key initiatives for 2023. The agenda included the "Global Sustainable Development Youth Innovation Leadership Training Program" and the "Design Marathon" project.

Present at conference were Hans d'Orville, Chairman of Advisory Committee of ICCSD and former Assistant Director-

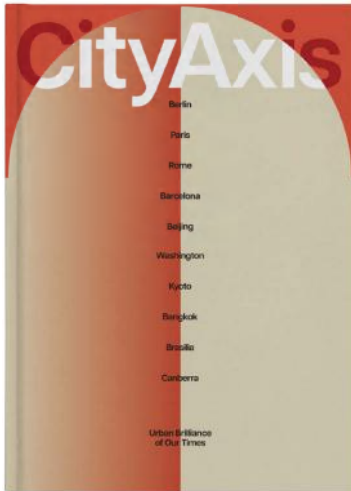
General for Strategic Planning at UNESCO; Mehri Madarshahi, former Senior Economist, United Nations; Advisory Committee member of ICCSD; Zhang Xiaoming, Member of Advisory Committee of ICCSD and former Vice Director of Cultural Development Strategic Research Centre, Chinese National Academy of Arts; Wang Yuhang from the Youth Humanities Exchange Centre of the University of International Business and Economics; and Ding Zhaochen Member of Advisory Committee of ICCSD, Director of New Media and Animation, Beijing Institute of Fashion Technology.

The discussion primarily focused on expanding domestic and international cooperation networks, and particularly in light of the establishment of a UNESCO Category I institution in Shanghai, strengthening ties with UNESCO, deepening cooperation with research institutes and NGOs, and reaching consensus on future endeavors. All parties pledged to collaborate on implementing the "Global Sustainable Development Youth Innovation Leadership Training Program" and the "Design Marathon" project.



Group photo of conference guests ■

Bilingual Special by ICCSD & Beijing Municipal Office for Conservation and Management of Beijing Central Axis



To mark the 50th anniversary of the UNESCO World Heritage Convention, ICCSD and the Beijing Municipal Office for Conservation and Management of Beijing Central Axis collaborated at the end of 2022 to produce a bilingual feature titled "City Axis" highlighting examples exemplified by the Beijing Central Axis. This feature showcases diverse urban planning from 10 major cities across five continents, presented through a captivating blend of graphics, descriptive text, old photographs, modern street

views, historical theories, and contemporary ideas. It stands as an exceptional collection of urban design cases. Among the cities featured are Beijing, Washington, Paris, Brasilia, Berlin, Canberra, and Barcelona, each boasting its own distinct urban axis. These axes serve as the vital arteries of the cities, with roads extending in all directions, displaying their unique charm and character.

ICCSD launches Chinese version of UNESCO "Reshaping Creative Policy" global report (2022 edition)



UNESCO "Reshaping Cultural Policy" global report (2022 edition), published every four years since 2015, serves as a global authoritative source in the field of cultural policy. It aims to monitor the implementation of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) and promote global multi-channel information sharing on ways to promote cultural diversity.

The Chinese version of the 2022 report by ICCSD, titled "Reshaping Cultural Policy: Treating Culture

as a Global Public Good," sheds light on new global trends through insightful new data and proposes policy recommendations to promote creative ecosystems and contribute to sustainable development beyond 2030.

Source: UNESCO Official Account

How intelligent technologies in the new era empower and promote sustainable development



Zhang Xiaoming

Member of the Advisory Committee of ICCSD
Professor, former Vice Director of Cultural Development
Strategic Research Centre, Chinese National Academy of
Arts

In light of the recent surge in attention on "ChatGPT", my preliminary observation is that intelligent technologies have significantly altered the landscape of sustainable development. Given that everything is in a state of "rapid transformation", there have yet to emerge articles founded on scientific evidence; thus, we can only make broad predictions about future trends at this point. My remarks are centered around three main points: how to understand the current advancement in intelligent technologies, what the most impactful changes these technologies bring to sustainable development are, and how to explore ways to foster sustainable development under new circumstances.

How to understand the emergence of 'ChatGPT'? A 'Dimensional Upgrade' of civilizations?

I have been particularly focused on Bill Gates' recent commentary

on "The Age of AI Has Begun", in which Gates reflects on witnessing two revolutionary technological shifts. The first was the advent of the "graphical user interface" in the 1980s, and the second is marked by the initiation of the "OpenAI" project in 2016, culminating in the recent sensational ChatGPT. Gates believes artificial intelligence represents the most significant technological breakthrough since the graphical user interface, asserting, "It will change the way people work, learn, travel, get health care, and communicate with each other. Entire industries will reorient around it. Businesses will distinguish themselves by how well they use it."

Our generation has directly experienced the two monumental technological revolutions Gates described. Initially, my interaction with computers was through a command-line interface, which I found challenging to adapt to for a long time, thus sticking to traditional pen and paper. The introduction of the

graphical interface (Win95), which transformed commands into icons, greatly facilitated operation and eventually led me to gradually abandon pen and paper. Over the past decade, I have intensely followed the fusion of culture and technology, engaging in projects related to the "digitalization of cultural heritage," discovering that the computational power underlying the graphical interface has swiftly advanced, increasingly supplanting human thought. By the "artificial intelligence" phase, the vast majority of human cognitive activities had become automatically processed by computers. With ChatGPT, the graphical interface was transcended, allowing individuals to directly pose questions in natural language, with the machine capable of addressing nearly all queries at an exceptionally high level of expertise that only a few people can achieve.

The European Union's large-scale project, known as the

"Europeana", released a research report a few years ago, outlining the intrinsic logic of cultural heritage digitalization in four stages. I believe this framework can also elucidate the technological progression since the graphical user interface era, as described by Gates. These stages are Data, Information, Knowledge, and Wisdom, clearly delineating the evolutionary process from "data", appearing as raw material, to "information", as the fundamental unit of meaning, then to "knowledge", constituted by systematic information as academic disciplines and subjects, and finally to "wisdom", endowed with self-awareness and judgment capabilities. In my perspective, ChatGPT has approached the threshold of "wisdom". When computers begin to possess self-awareness and judgment capabilities, the human world has a reason to be terrified.

ChatGPT serves as an automated learning tool that generates knowledge from data and even aids humans in decision-making. This technology has ascended to the level of a civilization's "booster" and "transformer", profoundly transforming human production, lifestyle habits, and even societal structures. Some argue that technological advancements have exceeded the "singularity", with humanity evolving from carbon-based to silicon-based life forms, signifying a "dimensional upgrade" of civilization.

What changes will ChatGPT bring? The elimination of work (labor)!

The advent of ChatGPT has generated a plethora of discussions about its potential impacts, with the most consequential and universally relevant shockwave being the



displacement of jobs. Several significant research studies have been published internationally, offering varied forecasts (for instance, the latest report by the University of Pennsylvania on May 9). Yet, these predictive analyses have not conclusively answered the pivotal question of whether this technological evolution will result in the creation of more jobs than it eliminates. Reflecting on the impacts of technological advancements on employment throughout modern history (such as the steam engine), articles have traditionally espoused an optimistic view, suggesting that technological progress has consistently created far more jobs than it has destroyed. However, faced with this latest leap in technological advancement, there's a noticeable hesitancy and a departure from such optimism. Even Sam Altman, CEO of OpenAI, has only cautiously mentioned that this represents an opportunity to find better employment options. A direct answer to this

critical question is always avoided.

Throughout the 20th century, economists and futurists have offered key insights worth revisiting here. Keynes asserted 90 years ago that the trend for technological progress to eliminate more old jobs than it creates would be a long-term phenomenon. He further speculated, "... the economic problem may be solved, or at least within sight of a solution, within a hundred years. This means that the economic problem is not—if we look into the future—the permanent problem of the human race... If the economic problem is solved, mankind will be deprived of its traditional purpose... Thus for the first time since his creation man will be faced with his real, his permanent problem—how to use his freedom from pressing economic cares, how to occupy the leisure, which science and compound interest will have won for him, to live wisely and agreeably and well."

What does he mean by "economic problem may be solved" and "use his freedom from pressing economic cares"? Simply put, it implies that the majority of humanity will no longer need to work, as continuous technological advancements will inevitably reduce the available job opportunities. KK, over a decade ago, suggested that human society would enter an era where the work of 20% of the population could sustain the rest, implying that up to 80% might never work in their lifetimes. Yuval Noah Harari, in his book "Homo Deus: A Brief History of Tomorrow" published in 2016, posited that as algorithms replace the majority of human jobs, a "useless class" would emerge.

Keynes believed that solving the economic problem would deprive mankind of its "traditional purpose", for the first time confronting "his real, his permanent problem" of how to "use his freedom". This perspective merits

significant attention. Focusing on the influence of intelligent technologies, such as ChatGPT, on sustainable development through employment, we note a pronounced acceleration in the reduction of job opportunities. This development signifies a historical pivot in human society, wherein time devoted to labor is overtaken by leisure time. This change is poised to not only redefine the entire landscape of sustainable development but also radically alter the trajectory of cultural evolution. I posit that the shockwave from intelligent technology will free more and more individuals from the constraints of traditional employment, granting them increasingly more free time—an exhilarating prospect. Cultural and creative activities will thus find greater space for expansion, forming a robust new force for sustainable development. Moreover, since only cultural creativity can resolve the "his real, his permanent problem" of how

to "use his freedom", cultural and artistic activities, long relegated to the economic periphery, will gradually shift to the "central zone". Cultural economics will likely supplant "central zone economics"—the mission to "overcome scarcity" represented by classical economic theories (see John Kenneth Galbraith's "The Affluent Society"). We should explore how to achieve sustainable development from this new perspective on cultural economics.

How do intelligent technologies empower sustainable development?

As discussed, the advancement of intelligent technologies is bound to increase the amount of free time humans have. Therefore, how to better utilize this free time to provide new momentum for sustainable development becomes a new focus of how intelligent technologies can empower



sustainable development. This necessitates significant conceptual changes, innovative institutional arrangements, and enhanced technological empowerment for creative individuals. In a nutshell, in the scenario of rapid development of intelligent technologies, empowering freedom equates to empowering sustainable development.

First and foremost, it is necessary to redefine freedom.

A transformation in ethical concepts is required. Looking back from today, human society has so far only learned about "labor" and "work" (which Keynes referred to as the "traditional purpose"). Our entire ethical and moral system educates people on how to work better (think of the Protestant ethic in the United States), while adopting a passive or even negative moral judgment towards many things unrelated to "work" (for example, the notion of "idleness breeds trouble"). We regard rest as a means to recover physically and mentally to re-engage in work better, meaning leisure is for work, not vice versa. But now, faced with leisure time surpassing work time and a life that doesn't require much time spent on labor and work, should we perhaps see work as a means to better leisure instead? Should the entire ethical principle system that supports our lives be reassessed? Should the ethical value of leisure surpass or at least be equal to that of work? If we continue to regard the traditional work ethic as the supreme value, a widespread sense of imbalance will emerge. "Redefining freedom" will be a revolution in ethical concepts.

Secondly, freedom needs safeguarding.

Innovative institutional arrangements are necessary to ensure those who never enter the workforce can have a basic standard of living comparable to others. The concept of a "Universal Basic Income" (UBI) has been proposed internationally as a solution, but its effectiveness in practice remains undetermined. Studies have shown that the establishment of UBI as a new social security system would have a significant impact on finances. The cost of covering adults with UBI would range from 9.6 percent of the GDP in low-income countries to 3.5 percent in upper-middle-income countries. To provide the necessary funds, other expenditures must be cut or taxes raised. Here, two issues arise: first, the question of "where the money comes from" remains unresolved; second, besides social security, could a developmental function be added, such as a "Universal Creative Fund"?

Thirdly, the ability of every individual to exercise freedom must be enhanced.

The new generation of intelligent technologies, such as ChatGPT, essentially serves as a new tool that empowers individuals. The primary task of empowering sustainable development with intelligent technologies is to empower individuals, meaning, within the scope of this article's analysis, enabling most people to use their free leisure time wisely and comfortably. According to a report released by the Development Research Center of the State Council in 2018, in today's world with highly developed internet, production and consumption activities have merged into "creators", with the mode of creative production shifting from PGC (Professionally Generated Content) to a combination of

UGC (User Generated Content) and PGC. The organization of creativity increasingly relies on the internet, gradually forming a network of creators centered on the interaction and exchange between users and creators, with professionals and content merchants as nodes. With the advent of a new generation of intelligent technology, the capabilities of "creators" will be significantly enhanced, not only in terms of merging production and consumption but also in integrating work and leisure. Especially, individuals who have gained time freedom, with the support of this new type of intelligent technology, will unleash unprecedented creative potential with their newfound freedom, pushing sustainable development into a new phase. Stepping out of the economic constraints of the era of scarcity and gaining freedom will herald the era when culture truly becomes the protagonist of sustainable development, with creativity and innovation capabilities becoming core competencies.

Conclusion:

Later, I came across a solution proposed by Sam Altman, CEO of OpenAI. He suggested allowing 1 billion people worldwide to live without working. You could download an app called "Worldcoin", receive a wallet after iris recognition, and then, over the next 10 years, all profits from AI companies globally would be evenly distributed to those with this wallet. I find this solution highly creative, but it would be even more meaningful if, on top of basic living security, a creative incentive function were added.

Enhancing management of world heritage sites through digitalization



Shahbaz Khan

Director of the UNESCO Multi-sectoral Regional Office for East Asia

Introduction

This year marks the 50th anniversary of the "World Heritage Convention", which has achieved tremendous success over the past half a century. However, global heritage protection currently faces rapidly increasing challenges. Digitalization can provide practitioners and the public in heritage protection with more comprehensive, extensive, and equitable opportunities, while also enhancing the management level of world heritage sites.

The "Convention Concerning the Protection of the World Cultural and Natural Heritage", also known as the "World Heritage Convention", was formally adopted at the UNESCO General Conference on November 16, 1972. This was the first time that the protection of natural and cultural properties was linked together: we recognized the ways in which humans interact with nature and the fundamental need for a balance between natural and cultural properties. Now, fifty years on from 1972, the "World Heritage Convention" comprises a cultural heritage protection alliance of 195 signatory countries,

with 1,154 cultural heritage sites from 167 countries listed on the "World Heritage List", all of which are legacies of this important international convention.

As the "World Heritage Convention" celebrates its 50th anniversary this year, it has achieved significant success over half a century. Under the framework of the 2030 Agenda for Sustainable Development, the United Nations has, for the first time, specifically called on member states to redouble efforts to protect and safeguard the world's cultural and natural heritage, as part of SDG 11.4.

However, over the past five years, the challenges facing global heritage protection have rapidly increased. Climate change, natural disasters, overtourism, urbanization, and management and resource shortages have become major threats to world heritage protection. The COVID-19 pandemic has completely changed the way tourists visit and heritage sector professionals work. This new

normal has further accelerated digital transformation, especially in fields that rely on on-site audiences and visitors. New digital practices are being applied across the entire heritage sector. Using satellite and aerial photography to document heritage, employing Geographic Information Systems (GIS) to map heritage sites, and utilizing laser scanning, 3D modeling, and other virtual reality technologies to assist staff in remote participation and enable remote visits for tourists, have all made significant contributions to sustainable heritage protection and planning.

Currently, digital platforms and databases for the systematic recording of archaeological heritage are at the forefront of research, experimentation, and the development of new models and practices. It is believed that digitalization can provide practitioners and the public in heritage protection with more comprehensive, extensive, and equitable opportunities, while also enhancing the management level of world heritage sites.

Digitalization of cultural heritage: original aspiration and focus



Yang Yueming

Member of Advisory Committee of ICCSD
Professor, Vice Dean of the Institute of Cultural
Innovation and Communication, Beijing Normal
University

Introduction

The digitalization of cultural heritage centers around two key principles: intergenerational inheritance and digital innovation. As we strategize the digitalization of cultural heritage, the essence of this digital wave is defined by the dimensions of history, space, time, and intergenerational differences. The core theme of cultural heritage is connection. These connections, which expand across four progressively deeper levels, aim to transition more individuals from mere awareness to active involvement. This shift is crucial for the sustainable development of cultural heritage, ensuring our future is enriched with advocates for the protection and inheritance of cultural heritage.

In contemplating the title, "Digitalization of Cultural Heritage: Original Aspiration and Focus", I intend to present two prevalent scenarios observed both domestically and internationally. The first scenario focuses on contemporary technological trends, such as the metaverse and the building of digital databases. The

second scenario addresses the dilemmas faced by the cultural and technological sectors, such as questions about whether every aspect of digitalization genuinely benefits the preservation and inheritance of cultural heritage, and if it indeed represents the optimal approach for heritage inheritance. Harriet Beecher Stowe once said, "The past, the present, and the future are really one: They are today." Bridging the past, present, and future hinges on a singular element—the present moment—highlighting the importance of our current actions.

I've distilled the notion of cultural heritage digitalization into two vital concepts: intergenerational inheritance and digital innovation. Intergenerational inheritance is about interpreting and applying traditional resources in contemporary settings. Historically, cultural heritage may have been perceived as past, ancient and disconnected from our modern reality. However, intergenerational inheritance aspires to contemporize

the understanding of traditional values, endowing cultural heritage with fresh potential to face the opportunities and challenges of the future. This constitutes the first dimension.

The second dimension is digital innovation. Today, the digital economy forms the backbone of global industry, primarily driven by young individuals who inherently are digital natives. Their lifestyle, work modality, and comprehension of the world are digitally oriented. If digital challenges remain unaddressed, broadening the recognition and representation of cultural heritage becomes unattainable. In this scenario, digitalization acts as a form, whereas innovation serves as its essence. Regrettably, many digital products mistakenly reverse these two.

Understanding Digital Concepts Correctly

The first concept: What exactly is digitalization within our field, and how does it relate to data



conversion? Our focus today is twofold. Firstly, it's about converting existing cultural resources from their physical form to a digital format. The conversion itself is not the question here; the challenge lies in determining the type of digital format that best serves our needs. With an abundance of cultural data, how do we establish data tags and cater to user preferences for applications? This is precisely what we must emphasize today in creating cultural heritage databases—its applicability.

Indeed, it's the foundation of digitalization that enables data conversion. As the saying goes, "racing against time", since digitalization is an ongoing journey, whereas data conversion is urgent. Cultural heritage is vulnerable to various influences, including natural factors like climate and human factors like war, making its protection and inheritance urgent. From a temporal perspective, data conversion is the most pressing need, while digitalization is an ongoing process.

The second concept: What is the ultimate goal of digitizing cultural heritage dissemination? Is it to broaden public interest or to enhance the industry audience's ability to express more possibilities of cultural heritage? Digital products designed for communication in the wave of digitalization mainly serve to increase audience awareness, addressing basic cognition. However, people's interest in and understanding of cultural heritage vary across different levels, necessitating a deeper expansion. Beyond addressing basic cognition, providing tiered cultural heritage knowledge to audiences with varying levels of knowledge might be more crucial.

The third concept: Industry development and value enhancement. When discussing the digitization of cultural heritage, we often talk about the potential for

digital products, projects, or industry operations. However, there's a balance to strike. For instance, when initiating various products and projects, should we prioritize industry or market benefits, or should we focus on enhancing the original value of the heritage? We've exerted considerable effort to elevate the digitalization of cultural heritage to a higher level, launching many highly valuable and profitable market products. Yet, these efforts haven't necessarily enhanced public awareness or improved the perception of cultural heritage, leading to a situation where we might lose sight of what's essential. We must remain vigilant against such phenomena.

Original aspiration of digitizing cultural heritage

When laying out the digitalization of cultural heritage, we encounter four significant challenges.

Historical scale: Over millennia, many heritages have naturally vanished, and some left only sites behind, which are called ruins. The challenge here is how digitalization can preserve these heritages, compensating for the natural loss over historical scales.

Spatial scale: Whether as researchers or tourists, no matter how long we stay at the heritage site, an hour, a day, or even a month, the experience of getting close to the heritage is always single-dimensional in space—our views and positions are partial. A notable challenge, for instance with the Central Axis, lies in its spatial layout, which no single viewpoint can fully capture. Digitalization strives to enable individual parts of the heritage to break through the limitations by offering a holistic understanding of heritage sites through various dimensions.

Temporal scale: Cultural heritage often entails ritualized moments, significant only at specific times, places, and with certain people.

These moments stir our collective memory, yet it's impossible for individuals to physically partake in these rituals at all times. Digitalization transcends this temporal boundary, allowing everyone to experience these ritualized moments, even outside their specific timeframe.

Intergenerational differences: Each generation engages with cultural heritage differently. Youth may prefer gaming, while young adults might turn to social media for exploration. Recognizing these intergenerational differences in media consumption allows us to tailor digital representations to diverse audiences.

Focus of digitizing cultural heritage

The keyword for the focus of cultural heritage digitalization is "connection". Heritage connects the past, present, and future; it bridges China and other countries, as well as the Chinese with other people. At the heart of connection is the reduction of distance.

Social and psychological studies suggest four levels of social distance between cultural objects and consumers: awareness (knowing of its existence without knowing what exactly it is), interest (willing to learn more), intention to participate (knowing what it is and willing to figure out what to do for it, representing an active phase), and action (becoming a volunteer at cultural heritage sites and a contributor willing to give time and effort to heritage preservation).

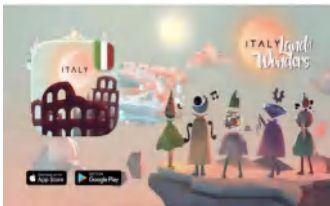
The goal of all digital communication products and projects is to transform more individuals from mere observers to active participants. This transformation is vital for the sustainable development of cultural heritage, ensuring our future has more people committed to its preservation and transmission.

Specific cases



Case No.1

The Dunhuang H5 project offers an interactive experience through entertaining dissemination. Distributed via social groups, this initiative sparks interest in Dunhuang among the youth.



Case No.2

The Italian Foreign Ministry introduced a cultural heritage game project titled "ITALY. Land of Wonders". The core design concept is to educate people about the relationship between heritage resources and resources from other cities, including design, culinary, natural, and artistic elements. These can all relate to heritage, so the overarching philosophy of the project is about how to generate a PLUS+ effect from heritage resources.



Case No.3

The Changdeokgung Palace 5G+AR cultural tourism experience project in Seoul transcends the traditional architecture itself, allowing visitors to access knowledge related to traditional buildings on their smartphones for an immersive experience through 5G+AR technology.

A survey on the digitalization of cultural and museum resources clearly demonstrates the preferences of young people towards four types of digital cultural and museum products and services. The highest interest is in high-tech performances, integrating cultural resources with the format of cultural and artistic performances; followed by AR/VR experiences for a sense of novelty; the third is intelligent guides in data museums; and the fourth is gaming products. This research suggests that the digitalization of cultural heritage is very beneficial for expanding audiences and has significant potential for transformation.

Lastly, the digitalization of cultural heritage is a triad: Firstly, focus on the heritage itself, ensuring all digitalization

Preferences of young people towards digital cultural and museum products and services

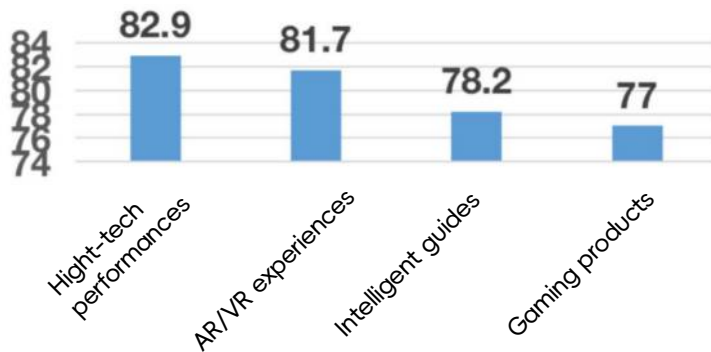


Image source: Provided by the expert

efforts are aimed at adding value to cultural heritage rather than detracting from public value or causing social and ethical issues; Secondly, use digital technology as the medium; and thirdly, center around creativity. The extent of creativity can greatly influence young people's willingness to participate and the potential for enhanced interactive experiences. Only by integrating these three elements can we achieve diversified expressions of cultural heritage, which in turn facilitates the sustainable development of cultural heritage.

The digital transformation in the cultural sector



Duong Bich Hanh

Program specialist for culture, UNESCO Multi-sectoral Regional Office for East Asia

Introduction

Cultural development is closely related to changes in the era, and the preservation of cultural heritage requires synchronization with the development of the times. Against the backdrop of the new digital age, the protection and inheritance of cultural heritage have entered a new phase, where digital technology and efforts for cultural preservation have become inseparable.

The role of digitalization in the cultural industry

Digitalization, in the transformation of the cultural sector, involves not only the culture itself and the cultural industry but also has significant connections with sustainable development and the economic growth of nations and the world. Taking the tourism industry as an example, cultural tourism accounts for 40 percent of the total revenue of the global tourism industry, with World Cultural Heritage sites significantly boosting the economic development of their

locations. Therefore, protecting cultural heritage is not only about leaving assets for future generations but also contributing to the development of the global economy.

Throughout its development, the culture and creative industry also face numerous challenges. Digital innovation technology can provide substantial assistance in overcoming these challenges. Technology always introduces many innovative methods and subjects. Fully utilizing resources to digitize data and content of cultural artifacts helps in the restoration and reconstruction of cultural heritage. By employing digital technology, not only can cultural practitioners diversify and stabilize their income, but it also provides the public with more opportunities to engage with these cultures and arts. For instance, offering online learning activities, online educational training, and online social collaboration platforms can benefit the public. With the support of online activities,

technology can adopt more effective and inclusive methods to protect cultural heritage.

Digital transformation creates opportunities for the cultural and creative industries

The transformation and solutions brought about by digitalization can further promote the transformation and upgrading of more industries. Digital technology is not only applicable to the small field of cultural heritage but can also be widely used in various industries and fields, including performing arts, visual arts, living heritage, as well as museums, movies, music, design, and more.

Digital technologies, such as 3D scanning and satellite scanning, allow for the preservation and restoration of cultural heritage in data form and the design of new protection and inheritance schemes, providing materials and resources for the subsequent maintenance of cultural heritage. Moreover, the development

of the internet and new media technologies aids in achieving the sustainable development goals for World Cultural Heritage sites: On one hand, it helps protect world-famous cultural heritage, and on the other hand, it enhances the visibility of less-visited cultural heritage sites. Additionally, the development of digital technology enables broader communication and sharing of cultural heritage, leading to more targeted management. This significantly raises public awareness of cultural heritage protection and promotes the building of cultural heritage protection capabilities.

Integrating creativity with digital technology provides the cultural and creative industries with new opportunities, promoting further transformation, including creating new business forms and models, and offering more educational content for the public.

Key points in digital development

The key points of digital development include equality, capability and cooperation, and ethics. The specific points are as follows. First, the growth of the Internet shows variability across nations, and its usage spans diverse age groups. Digital applications must account for the general accessibility and age demographics of their audience.

Secondly, the endeavor to safeguard cultural heritage with digital technology intersects the vastly distinct domains of culture and IT technology. Crafting solutions that satisfy cultural demands while harnessing digital technology requires effective exchanges, communication, and collaboration between professionals in these fields. This challenge demands urgent attention.



Thirdly, the ownership, access, and usage of digital assets present challenges. As artificial intelligence advances, the potential replacement of human jobs raises significant ethical concerns in this digital age.



Photo source: https://m.sohu.com/a/473216918_100145053/?pvid=000115_3w_a&strategyid=00014

The future path of the "UN Creative Cities Network"



Denise Bax

Chief of Communication for the Cities and Events Unit at UNESCO
Secretary of the UNESCO "Creative Cities Network"

On September 26, 2023, under the auspices of UNESCO and the Chinese National Commission for UNESCO, hosted by the Shanghai Municipal Commission of Economy and Informatization and organized by the UNESCO Creative City (Shanghai) Promotion Office, the UNESCO Creative Cities Design Summit took place during the 2023 World Design Capital Conference. Themed "Designing Our Future

Cities", the summit successfully convened.

Spanning nearly two decades, the UNESCO Creative Cities Network (UCCN) encompasses nearly 300 cities across approximately 90 countries and regions, with 43 cities from 29 countries recognized as Cities of Design. As the network evolves, the question arises: how should the

UCCN progress and lead global creative cities towards continuous advancement?

Denise Bax, Chief of Communication for the Cities and Events Unit at UNESCO Secretary of the UCCN, addressed these questions in her speech, "The Future Path of the 'Creative Cities Network'".



Since its inception in 2004, the UCCN has steadfastly committed to sustainable urban development. Presently, the network brings together nearly 300 cities from about 90 countries, which have transformed culture and creativity into strategic drivers of sustainable urban development.

Design signifies not only a creative field but also a way of thinking. As a link across various domains, design has further mitigated contemporary global challenges. Due to its interdisciplinary nature, design encompasses the three main dimensions of sustainable development: society, economy, and environment. Thus, design becomes a spirit, a vision, and a forward-thinking method for the future, symbolizing continuous progress, innovation, and adherence to a people-centered approach.

By 2050, approximately 70 percent of the global population will reside in urban centers. This trend signifies that local policies and initiatives will increasingly impact global development in the years ahead, with cities and their inhabitants playing a pivotal role in the agenda guided by the 2030 Goals.

To achieve the 17 Sustainable Development Goals, particularly Goal 11 concerning cities, eight urban-centric or related programs and networks are consolidated under the UNESCO Cities Platform. This integrated and interdisciplinary approach ensures that all facets of urban development, including cultural creativity, lifelong learning of world heritage, digital literacy, and risk prevention, are incorporated into the design and development of our future cities.

As we are halfway through the implementation of the

2030 Agenda for Sustainable Development, accelerating our efforts and taking practical action is urgent. UN Secretary-General Antonio Guterres once said that the road ahead is difficult, but we can and must move forward together. The UCCN, as an international collaboration platform for global cities, has emerged as a leading force in sustainable and inclusive urban design.

A year ago, the "Declaration of the 2022 World Conference on Cultural Policies" was unanimously endorsed by 150 countries,

providing a guiding reference for the "Creative Cities Network" to further harness the impact of culture and design in promoting sustainable development.

Today's UNESCO Creative Cities Design Summit sets the foundation for the cooperation to shape the future. The future of the Creative Cities Network is undoubtedly bright.



Source: Shanghai Creative City Think Tank ■

The Chairman of ICCSD Advisory Committee visits Beijing Science and Technology Innovation Promotion Centre

On May 23, 2023, Hans d'Orville, Chairman of the Advisory Committee, Chairman of the Consultative Committee of ICCSD and former Assistant Director-General for Strategic Planning at UNESCO, paid a visit to the Beijing Science and Technology Innovation Promotion Centre (referred to as the "Promotion Centre") and met with its Director, Chu Xiaowei. They had in-depth discussions on various topics, including ICCSD's early initiatives and future growth trajectories. Also present at the meeting were Xiao Lan, Executive Director of ICCSD, and Li Nanzhou, Manager of Research Department of ICCSD.

They exchanged views on artificial intelligence and sustainable development, technology's role in youth education, climate change mitigation, and promoting a green economy. Both sides look forward to collaborating to further advance ICCSD's work.



ICCSD invited to Symposium on Water Heritage for City's Sustainable Development

On June 9, upon the invitation of the UNESCO Multi-Sectoral Regional Office for East Asia, (hereinafter referred to as "UNESCO Beijing Office"), ICCSD attended a seminar on promoting urban sustainable development through water heritage, jointly hosted by the UNESCO Beijing Office and the Hangzhou Municipal Government. Experts attending the seminar included Shahbaz Khan from UNESCO Beijing Office, Dr. Sherif Eiman, Coordinator of Cultural Heritage Management Projects at the Macau Institute for Tourism Studies, and Professor Li Na from the China Institute of Water Resources and Hydropower Research. This participation facilitated the building of a network of experts in sustainable development.



Then-Chairperson of the UNESCO Executive Board leads delegation to ICCSD

On the morning of July 3, Ms. Tamara Rastovac Siamashvili, then Chairperson of the UNESCO Executive Board, visited ICCSD.

During the discussion, Liu Hui, Deputy Director of the Beijing Municipal Science and Technology Commission and the Zhongguancun Science Park Management Committee, Cui Ying, Deputy Secretary-General of the China National Commission for UNESCO, Chu Xiaowei, Director of the Promotion Centre, and Xiao Lan, Executive Director of ICCSD, engaged in talks with Ms. Siamashvili.

During the meeting, Liu Hui extended a warm welcome to Ms. Siamashvili and provided an overview of Beijing's advancements in science and technology innovation, along with its commitment to fostering ICCSD development. Chu Xiaowei expressed the desire for ongoing support from UNESCO for the Centre's future endeavors,



proposing enhanced collaboration in fields such as science and creativity. Cui Ying acknowledged Beijing's longstanding partnership with UNESCO in initiatives like the Design Capital program, affirming continued backing for ICCSD's initiatives.



Ms. Siamashvili toured ICCSD, interacted with staff, and listened to a report on the Centre's development and recent efforts. She praised the achievements and spirit of the Centre, expressing satisfaction with her visit to Beijing and highlighting UNESCO's focus on new technologies such as artificial intelligence and their alignment with the Centre's mission, hoping for greater collaboration in these areas in the future.

ICCSD visits Migu Culture and Shoukai Wentou Group

On July 11th, ICCSD, together with the Cultural Department of the Promotion Centre, conducted research visits to Migu Culture and Shoukai Wentou Group. They explored implementation plans for blending virtual and real projects in the historical and cultural Liuli Factory district, as well as immersive experiential scene street projects in Qianmen Shuxiang Shiye. These visits enriched ICCSD's portfolio of case studies for the integrated development of technology and culture.



ICCSD assists Inaugural Cultural and Technological Integration Development Conference

On September 7, ICCSD served as a supporting unit for the inaugural Cultural and Technological Integration Development Conference, one of the events in the 2023 Zhongguancun Forum series. The conference, themed "Promoting Cultural and Technological Integration Development," was jointly organized by the Beijing Haidian District People's Government, the Silk Road Planning Research Centre, the China International

Chamber of Commerce, the University of Science and Technology of China, the University of Chinese Academy of Social Sciences, and the China Arts and Science Research Institute.

Zhang Xiaoming, Advisory Committee member of ICCSD, attended the "Technology Innovation Supporting New Formats of Digital Cultural Industry Development" sub-forum and delivered a speech titled "New

Formats of Culture under the Logic of High-quality Development of the Digital Cultural Industry," analyzing and summarizing factors such as new technologies, formats, models, industries, and ecosystems underpinning the high-quality development logic of cultural and technological integration, and sharing examples of new formats empowered by interactive technologies such as AR museums and immersive exhibitions.

Source: Haidian Culture and Tourism



ICCSD and Beijing Science and Technology Innovation Promotion Centre meet with State Grid Digital Tech and UIBE

On October 11, Chu Xiaowei, Director of the Promotion Centre led discussions with delegates from State Grid Digital Technology Holdings Co., Ltd., and the University of International Business and Economics. The meeting included Zhao Bingzhen, Vice General Manager of State Grid Digital Technology Holdings Co., Ltd., Wang Dong, Director of the Digital Innovation Department of State Grid Digital Technology Holdings Co., Ltd., and Tao Haofei, Dean of the School of Marxism at the University of International

Business and Economics. Attendees from ICCSD were also present.

They delved into the progress of the "Chang'an Chain" project and stressed the importance of aligning current efforts with the key industries of Beijing's International Science and Technology Innovation Centre. Emphasis was also placed on meeting the digital benchmark requirements set by Beijing. The Promotion Centre pledged to enhance the visibility of scientific research achievements and

collaborate across government, academia, and industry sectors to drive high-quality development in Beijing.



The Permanent Representative of China to UNESCO visits ICCSD

On December 8, the Permanent Representative of China to UNESCO Yang Xinyu, accompanied by Zhang Qianru from the Secretariat of the National Commission of China for UNESCO, conducted an on-site inspection at ICCSD to research its recent initiatives and efforts.

The visit included Director Chu Xiaowei and Deputy Director Pan Yue from the Promotion Centre, as well as Executive Director Xiao Lan from ICCSD. During discussions, Xiao Lan provided a comprehensive overview of ICCSD's developments.

Yang Xinyu commended ICCSD for its achievements and encouraged it to engage in more influential international exchanges. She expressed hope for the Centre to



take on greater responsibilities in the realm of creative culture, continuing to contribute to cultural exchange and mutual learning.

ICCSD and UNESCO convene online meeting

On January 10, 2024, ICCSD and UNESCO's Culture Department convened an online meeting to discuss the renewal assessment of the Centre and potential business cooperation. Representatives from both sides, including Ms. Laurence and Mr. Zhao Zhehao from UNESCO, as well as Deputy Director Pan Yue from the Promotion Centre and Executive Director Xiao Lan from ICCSD, participated.



Ms. Lawrence offered detailed guidance on the renewal assessment process, timeline, and expert recruitment, while Mr. Zhao Zhehao suggested collaboration ideas on themes like "Preserving Cultural Diversity in the Digital Environment." Both parties anticipated future collaboration opportunities.

ICCSD visits International Training Centre for Intangible Cultural Heritage in the Asia-Pacific Region

On March 8, 2024, Mr. Pan Yue, Deputy Director of the Promotion Centre led a delegation to visit International Training Centre for Intangible Cultural Heritage in the Asia-Pacific Region (CRIHAP). They were hosted by Vice Director Zhang Jing and Office Director Chen Yajuan.



During the discussion, Deputy Director Pan Yue presented the roles, operational procedures, and upcoming initiatives regarding ICCSD. Zhang Jing, Deputy Director of CRIHAP outlined its management structure and Chen Yajuan from the Office provided a comprehensive

update on the CRIHAP's renewal efforts and shared experiences with hosting expert review sessions. Both parties exchanged ideas on the renewal process and reached initial cooperation agreements to jointly host conferences and international training sessions in mutually relevant fields.

ICCSD co-hosts “Sustainable Living” Contest with CRI Online



This initiative, jointly organized by ICCSD and CRI Online, aimed to actively promote green and environmentally friendly lifestyles by soliciting fresh ideas and practices from the public on sustainable living. The goal was to raise awareness and encourage the adoption of sustainable development principles, thereby advancing the United Nations' Sustainable Development Goals.

Since its inception, the collection has received submissions from various institutions and individuals, including Qingdao University of Science and Technology, China Nuclear Power Institute, and Mianyang Zitong County Youth Volunteer Association. Covering a diverse range of topics, submissions addressed wetland conservation, urban transformation, the incorporation of green energy in corporate settings, environmental protection initiatives in office spaces, sustainable transportation, and waste management practices. These contributions underscore the public's interest in various aspects of sustainable development and their eagerness to embrace green, environmentally friendly, and low-carbon practices in their daily lives. Moving forward, we anticipate more individuals joining the movement towards sustainable living, furthering the collective efforts for green and low-carbon development.

List of winners for the "Sustainable Living" graphic and short video collection:

First Prize

"Sustainability Living - A Clean and Beautiful World"

Authors: Chen Lu, Xi Su,
Huo Ximeng, Chen Yu



Second Prize

"Cherish Water, Protect Water"

Author: Guo Guobin



"Zitong County, Sichuan: Introducing Waste Classification into Campus, Helping Students Build Environmental Awareness"

Authors: Li Xianshuo, Mei Yufei from the Mianyang Zitong County Youth Volunteer Association



Third Prize

"Clean Energy, Green Future - The Youth of China Nuclear Power Institute in Action"

Authors: Shi Yuxuan from the China Nuclear Power Institute, Li Yan from Qingdao University of Science and Technology



"The Low-carbon Dream of 'Integrated Photovoltaic Architecture'"

Authors: Liu Xinlu, Li Yan from Qingdao University of Science and Technology



"Turning Harmonious Ecology into the Well-being of Livelihood"

Authors: Chi Dexin, Li Yan from Qingdao University of Science and Technology



Design Marathon 2023 awards exhibition



Design Marathon

As one of the key academic events during the Beijing Design Week, the Design Marathon stands out as a major international design workshop jointly organized by the Beijing Institute of Fashion Technology and various domestic and international universities. It integrates innovative educational methods such as roundtable discussions, design walks, and exhibitions to create a global platform for design education and foster communication among schools, educators, students, and industry professionals.

Now in its eighth consecutive year, the 2023 Design Marathon focused on the theme of "Advanced Design Practices" and brought together 208 universities from 46 countries or regions. With over 700 registered participants and 56 mentors, the event produced 91 commercially viable design proposals. This year's workshops addressed global development challenges and the United Nations' Sustainable Development Goals, with particular emphasis on topics such as the 15-minute community, the Belt and Road Initiative, art village development, and silver generation design. The event was guided by ICCSD, with Zhang Xiaoming, former Deputy Director of the Cultural Research Center of the Chinese Academy of Social Sciences and consultant of ICCSD, delivering the opening speech.

The Design Marathon Exhibition showcased 11 award-winning works from various workshops.

Brief Introduction to Award-winning Works:

Beijing Central Axis Cultural Workshop



- **Topic: All About the Central Axis Glasses**

In support of the ShenZhen Competition for Glasses Design, the team of fashion Central Axis mentors from the Beijing Institute of Fashion Technology collaborates with Longgang glasses designers Li Zhao and Xu Jiangtao to promote the UNESCO World Heritage application for the Beijing Central Axis.

Glasses, once exclusive to the viewing needs of emperors, now cater to the vision of the people. When glasses transform into brooches, they become emblematic of identity, whether representing imperial authority, fashion, scholarly pursuit, or creative endeavors. They all extend along the central axis, traversing time to evoke the unique narratives surrounding this axis. The project features four distinct designs: "Craftsman's Medal" crafts a fresh pair of glasses using the tools of artisans, breathing new life into Qing Dynasty court eyewear; "Butterfly Mirror Vision" abstracts patterns from the Qing Dynasty upper echelons, symbolizing butterfly motifs, downplaying the utilitarian aspect of glasses while accentuating their decorative appeal; "Classmates" draws inspiration from the Forbidden City's Sundial and ancient window lattice patterns, enhancing the cultural significance and practicality of eyewear; "Yun Chi Mirror" amplifies the notion of clarity in mirrors, symbolizing humanity's pursuit of truth and enlightenment.

Silver-Haired Design Workshop



- **Topic: Smart Melody - Facilitating Intergenerational Interaction with Elderly-Friendly Intelligent Musical Instruments**

This project focuses on a desktop smart piano product designed specifically for the elderly, aiming to fulfill their desire to learn musical instruments and engage with younger generations. The product integrates physical piano components with a remote app, offering three key features: piano skill training, intergenerational interaction, and emotional connection. Elderly users can learn music scores through the piano's light indicators and on-screen staff notation, while younger users can track the elderly's practice sessions through the app and provide emotional feedback. They can also select music to transmit to the elderly's instrument or play virtual piano together through the app. This initiative aims to establish a novel mode of communication between seniors and younger generations, leveraging musical instruments to forge unique family bonds.

Service Design Workshop of BRI



• Topic: Food and Experience - "Bread" Minds

This concept introduces a pop-up experience store themed around carbohydrate culture under the BRI, highlighting the diversity and narratives of carbohydrate-rich foods across different regions. The immersive experience includes:

1. Taste Diversity: Explore a variety of regional carbohydrate foods through blind box tastings, uncovering the stories behind each culinary delight.
2. Interactive Bread Making: Engage in hands-on assembly of a unique "bread" creation, with the opportunity to showcase and sell the finished product.
3. Cultural Exploration through Flash Shops: Discover local bread culture with interactive Citywalk maps available at the pop-up shops.

These experiences aim to promote carbohydrate culture, foster communities with shared interests, and offer fresh perspectives on cities under the BRI.

Image and Animation Workshop



• Topic: Shadow Play "Hongcun·Aju"

This project narrates the tale of Aju in Hongcun, Huangshan. Following her marriage, Aju falls victim to banditry but leads other women in resistance, ultimately triumphing over the assailants. Presented in the form of shadow play, the work exudes dramatic flair and embodies the distinctive Huizhou style. Through the digital preservation of intangible cultural heritage, it bridges the gap between tradition and modernity, enabling audiences to deeply appreciate the resilience of Huizhou women and the spirit of female independence.

Digital Fashion Workshop



- Topic: Herb Power - Innovative Knowledge Visualization Design Based on "Compendium of Materia Medica"

This project, inspired by "Alice in Wonderland," merges insights from the "Compendium of Materia Medica" with cutting-edge design to create an immersive journey into the world of herbal wonders. Users are invited to explore colossal plants, uncover ingredient benefits, and collect rare ingredient replicas (NFT digital collectibles). By fusing fashion with traditional culinary culture, the project enables users to experience the allure of herbal realms firsthand, share creative fashion ideas, and engage with the community. Furthermore, through digital and virtual mediums, it aims to propagate traditional Chinese dietary therapy culture, achieving knowledge visualization, interaction, dissemination, design, and innovation, thus preserving the essence of the "Compendium of Materia Medica" and fostering a deeper understanding of the profound link between dietary therapy and daily life.

Cultural IP Design Workshop



- Topic: Art Station of Savoring Love

The "LOVE" brand has been transformed into an artistic healing service design system called "Taste Art Station" for Wenchuan. This station is accessible to local marginalized communities, retired seniors, and tourists seeking art therapy. The aim is for participants to experience the transmission of love and bridge urban life through this station, activating local resources, engaging continuously, and deriving value, thus achieving a genuinely sustainable two-way healing model. "LOVE" is central to the brand, composed of geometric shapes and featuring monochrome, gradient, and blended colors inspired by the representative hues of Qiang embroidery. The logo outlines a Qiang ethnic totem - a sheep - using a warm, charming, and youthful visual style, with the sheep's body forming cloud patterns, symbolizing auspiciousness and peace. The logo is adorned with kadi's wine glasses, representing the core IP shape, "LOVE."

Music Design Workshop



- **Topic: Climate Tides - Coral Sonata**

The exhibition "Climate Tides - Coral Sonata" prompts viewers to reconsider their relationship with coral, encouraging reflection on coral restoration, maintaining distance from coral, and the human-nature connection. Its design goal is to raise awareness of climate change, ecological conservation, and the importance of coral reefs, inspiring action and stimulating contemplation on climate issues and maintaining appropriate distances.

Art Workshop of Rural Construction



- **Topic: Design Empowerment - Deep Blue Arts Festival**

The School of Digital Media Arts at Lu Xun Academy of Fine Arts collaborates deeply with the Design Marathon to revitalize villages through the "Art Village Chief" service design.

The focus is on Chengshanzicun, located in Jinzhou District, Dalian City. Chengshanzicun boasts a distinctive island shaped like a whale tail and features karst formations. It seamlessly merges the ocean and nature, with reefs as the primary visual elements, to establish the Deep Blue Arts Festival. This festival seamlessly intertwines art, environmental conservation, and rural rejuvenation, magnificently showcasing the intersection of nature and art while inspiring collective efforts to safeguard precious natural resources. By incorporating various art forms, collaborative planning, and engaging art village leaders (talented individuals), the festival fosters a platform for artistic empowerment, culminating in the creation of a vibrant coastal art community. It tackles the challenges of limited visibility and economic opportunities in the original village, fostering talent development, artistic engagement, and the exploration of local resources to stimulate talent and attention influx, ultimately leading to the development of distinctive industries.

The Deep Blue Arts Festival aims to demonstrate the transformative power of art while highlighting the pivotal role that individuals play in driving rural revitalization and sustainable development.

“UAE Consensus” achieved at COP28

From November 30 to December 13, 2023, the 28th Conference of the Parties (COP28) to the United Nations Framework Convention on Climate Change (hereinafter referred to as the Convention) was held in Dubai, United Arab Emirates. During the conference, the World Climate Action Summit and the "Group of 77 and China" Leaders Summit on Climate Change were convened, with leaders from over 140 countries in attendance. Nearly 200 parties to the Convention ultimately reached the "UAE Consensus" on various issues such as the first global inventory, mitigation, adaptation, finance, loss and damage, and just transition under the Paris Agreement. For the first time, countries reached consensus in text form on developing a roadmap to "transition away from fossil fuels." The "UAE Consensus" summarizes the achievements and gaps of countries in addressing climate change, urging them to comprehensively enhance their nationally determined contributions (NDCs). It also takes a series of new measures to ensure that global warming is kept within 1.5°C, which will open a new chapter in global climate action and will have profound implications for the energy transition and industrial development of various countries.



The 60th session of the Intergovernmental Panel on Climate Change (IPCC) held in Istanbul

From January 16 to 19, 2024, the 60th session of the Intergovernmental Panel on Climate Change (IPCC) was held in Istanbul. The main task of this meeting was to discuss and determine the assessment plan for the IPCC Seventh Assessment Report (AR7), including the reports of the AR7 working groups,

synthesis report, special reports, methodological reports, and related outputs. The Chinese delegation actively participated in the IPCC assessment process and mechanism construction, fully leveraging the leadership role of climate change scientific assessment in international cooperation and global

governance in the field of climate change. It aims to lead global climate governance with new development concepts and practices, and contribute Chinese solutions to the scientific and objective formation of a new round of assessment products.

Source: People's Daily



Add.

Room 306, Plaza of Design, Building 3, No.A29 Yard,
North Third Ring Road, Xicheng District, Beijing,
China

Tel.

010-59735230

Web.

<http://city.cri.cn/unesco-iccsd>

E-mail

office@unesco-iccsd.com



WeChat



MicroBlog