

Corporate Policy and Strategy Committee

10.00am, Tuesday, 1 October 2013

Representation at the UNESCO Creative Cities Summit in Beijing

Item number	7.9
Report number	
Wards	All

Links

Coalition pledges [P24, P31](#)

Council outcomes [CO20](#)

Single Outcome Agreement [SO1](#)

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Executive summary

Representation at the UNESCO Creative Cities Summit in Beijing

Summary

This report seeks approval for the Council to be represented at the Global Creative Cities Summit in Beijing from 21 to 23 October following an invitation from UNESCO. The Summit is organised by UNESCO and the Municipality of Beijing. This international meeting will agree the future strategies of the Creative Cities Network, which is expected to experience a rapid growth in the coming years.

Edinburgh is the world's first UNESCO City of Literature and the founder city of the UNESCO Creative Cities Network (CCN).

Edinburgh takes an active role in CCN via the City of Literature team, by leading the working group and chairing the working group meetings.

Recommendations

- 1 To recommend that the Committee approves acceptance of the invitation by an elected member to attend the UNESCO Creative Cities Summit in Beijing.

Measures of success

- Maintain Edinburgh's leading role in the UNESCO Creative Cities Network
- Maintain Edinburgh's profile as a world leading creative city
- Contribute and influence the direction of future strategies of the Creative Cities Network
- Forge links with Beijing / China

Financial impact

The costs of a return economy flight ticket and 4 nights' accommodation for the Council's representative will be covered by the organisers. In addition, the cost of 4 nights' accommodation will be covered for an accompanying officer. Remaining costs

for an elected member will be met by the City of Edinburgh Council's Members' Services budget, with officer costs being met from the relevant Departmental budget.

Equalities impact

There are no equalities impacts arising from attendance at this event.

Sustainability impact

Travel arrangements will be made in accordance with The Council's Sustainable Travel Plan.

Consultation and engagement

As Edinburgh is a founder member of the UNESCO Creative Cities Network because it received the first ever such title (UNESCO City of Literature), consultation has taken place with the City of Literature team. The team will not attend the summit as they have committed to the CCN annual meeting in September, but support the opportunity for Edinburgh to be represented and profiled at the Summit.

Background reading / external references

Visit to UNESCO Creative Cities Summit in Beijing

1. Background

- 1.1 An invitation has been received from the UNESCO Museums and Creativity Section (Culture Sector) to attend the Global Creative Cities Summit in Beijing from 21 to 23 October. The Summit is organised by UNESCO and the Municipality of Beijing. This international meeting will orient the future strategies of the Creative Cities Network, which is expected to experience a rapid growth in the coming years.
- 1.2 Edinburgh is the world's first UNESCO City of Literature and the founder city of the UNESCO Creative Cities Network (CCN). The City of Literature team takes an active role in CCN by leading the working group and chairing the working group meetings.

2. Main report

- 2.1 The dates of the visit would be 19-23 October 2013. A draft programme has been provided. However, a detailed programme will be provided by the organisers closer to the date.
- 2.2 As part of the transportation and accommodation cost will be covered by the organisers, the estimated cost for an elected member and a member of staff attending the summit will be £1500 to cover international travel and accommodation in Beijing.

3. Recommendations

- 3.1 To recommend that the Committee approves acceptance of the invitation by an elected member to attend the UNESCO Creative Cities Summit in Beijing

Greg Ward

Head of Economic Development

Links

Coalition pledges P24 - Maintain and embrace support for our world-famous festivals and events

Council outcomes	P31 – Maintain our City’s reputation as the cultural capital of the world by continuing to support and invest in our cultural infrastructure
Single Outcome Agreement	CO20 – Culture, sport and major events – Edinburgh continues to be a leading cultural city where culture and sport play a central part in the lives and futures of citizens
Appendices	SO1 – Edinburgh’s Economy delivers increased investment, jobs and opportunities for all Appendix 1: Letter of Invitation held with the External Relations Unit

Appendix 1:



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للترية والعلم والثقافة

联合国教育、
科学及文化组织

Culture Sector The Assistant Director-General

Councillor Donald Wilson
Lord Provost of the City of Edinburgh
City Chambers
253 High Street
Edinburgh - EH1 1YJ Scotland
United Kingdom of Great Britain and
Northern Ireland

Ref. : CLT/DDD/MAC/13/4825

19 July 2013

Dear Councillor,

On behalf of the Director-General of UNESCO, Mrs. Irina Bokova and the Mayor of the People's Government of Beijing Municipality, Mr. Wang Anshun, it is my great pleasure to invite you to attend the "UNESCO Creative Cities Beijing Summit" from 20 to 23 October 2013. UNESCO's Creative Cities Network is one of the potentially most dynamic and impactful initiatives of UNESCO in this age of creativity and ascendancy of the creative economy. Your city is a member of this network, and we trust that you also consider it a very valuable tool for international cooperation and engagement.

The Beijing Summit will include the opening ceremony, Mayors' roundtable meeting, forum and exhibition. On the second day, 21 October, participants are invited to attend the opening of a separate Forum on Learning Cities, which will be opened by a State Leader. The provisional agenda of the Summit is enclosed (attachment 1) and an up-to-date schedule will be provided in due time. Thanks to the generosity of Beijing your economy class roundtrip travel to Beijing, hotel up to four nights – from 19 to 22 or from 20 to 23 October 2013 and some meal costs – will be paid for by the organizers. Of course, you may stay additional days in Beijing if you so wish, but this would be at your own expense. In addition, if you yourself will attend the Summit you may be accompanied by one resource person from your city, whose hotel up to four nights – from 19 to 22 or from 20 to 23 October 2013 and some meal costs will also be borne by the organizers. Should you yourself however not be able to attend and will need to be represented by an official of your city, the organizers will cover the costs of travel and accommodation for one person only. Nevertheless, you may include in your delegation if you so wish other persons, however at your own cost.

By gathering the representatives of the Creative Cities Network and culture policy experts, the Summit will offer a platform for exchange, sharing of experience and multi-cultural dialogue among various stakeholders, who will be able to discuss and explore actual and possible responses to the challenges of sustainable development and to determine specific initiatives and endeavors to be implemented jointly by the members of the Network's seven categories.

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Cities are both hubs of creativity, which foster socio-economic growth through creative industry development, and socio-cultural clusters, connecting diverse communities into an intercultural inclusive urban environment. In a few decades cities will host 70% of the world population. This rapid growth can be regarded as a motor of sustainable development, conceived at the same time as an inclusive process, respectful of the diversity of all cultures and citizens.

We sincerely hope that you will be able to accept this invitation, together with the Creative City resource person for your city. Meanwhile we sincerely invite your city to join the exhibition of creative cities complementing the Summit, and Beijing will be in charge of organizing the exhibition (data is in attachment 3). We would also be grateful if you could carry one or two objects by yourself– emblematic of the spirit of creativity and the achievements of your city in this field – that can be displayed in the exhibition.

As you will see in the provisional programme, if you were to plan your departure late on 23 or early on 24 October, you would also be able to attend a concert by famous composer and conductor Tan Dun, UNESCO Goodwill Ambassador, at the National Center for the Performing Arts. As this ticket would need to be obtained for this event, I would be very grateful if you can let us know if you wish to attend this concert. A dedicated website is under construction for the Beijing Summit which soon will provide you with regular information about the preparations for the Summit.

To formalize your participation, please fill in the registration form (attachment 2) with your planned arrival and departure dates. Kindly return this form to the Committee of the Beijing Summit (designbj@bidcchina.com; tel: +86 10 82004254) and the UNESCO Secretariat (Mr. Mauro Rosi, m.rosi@unesco.org; tel.: +33 1 45 68 46 33 and Ms. Cristina Stanca-Mustea c.stanca-mustea@unesco.org, tel.: +33 1 45 68 12 69) before 1 August 2013.

Should you have any questions or require further information, please do not hesitate to contact us at the above coordinates.

Looking forward to meeting you in Beijing, I remain,

Yours sincerely,



Francesco Bandarin

Enc.: 3 documents