

Corporate Policy and Strategy Committee

10am, Tuesday, 3 December 2013

Lord Provost's attendance at UNESCO Creative Cities Summit, Beijing

Item number	7.8
Report number	
Wards	All

Links

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Single Outcome Agreement [SO1](#)

Greg Ward

Director of Economic Development

Contact: Annalee Sutherland, Lord Provost's Office

E-mail: annalee.sutherland@edinburgh.gov.uk | Tel: 0131 469 3826

Executive summary

Lord Provost's attendance at UNESCO Creative Cities Summit, Beijing

Summary

This report summarises the Lord Provost's attendance at the Global Creative Cities Summit in Beijing from 21 to 23 October, following an invitation from UNESCO and the Municipality of Beijing.

Recommendations

There are no immediate recommendations from this report.

Measures of success

- Maintain Edinburgh's leading role in the UNESCO Creative Cities Network
- Promote Edinburgh's profile as a world leading creative city
- Contribute and influence the direction of future strategies of the Creative Cities Network
- Forge civic, cultural and economic links with Beijing/China
- Build upon the highly successful visit to Shenzhen (June 2013)
- Generate significant publicity for the City of Edinburgh, throughout China and worldwide

Financial impact

The costs of a return economy flight ticket and 4 nights' accommodation for the Lord Provost was covered by the organisers. In addition, the cost of 4 nights' accommodation was covered for an accompanying City Officer. The remaining travel and accommodation costs for accompanying officers were approximately £2,000 which was met by the relevant Departmental budget as agreed by the Corporate Policy and Strategy Committee on 1 October 2013.

Equalities impact

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

Sustainability impact

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

Consultation and engagement

Consultation took place with the City of Literature Trust and colleagues in Culture and Sport and Economic Development.

Background reading / external references

Lord Provost's attendance at UNESCO Creative Cities Summit, Beijing

1. Background

- 1.1 The Lord Provost attended the Global Creative Cities Summit in Beijing from 20 to 22 October. The Summit was organised by UNESCO and the Municipality of Beijing.
- 1.2 Edinburgh is the world's first UNESCO City of Literature and the founder city of the UNESCO Creative Cities Network. The Lord Provost is a Trustee of the City of Literature Trust.

2. Main report

- 2.1 The main theme of the conference was the importance of cities, to lead the way in the promotion of creativity to provide jobs, growth, harmony, wellbeing and sustainability. The UNESCO creative cities network provides a platform to share experience, innovative ideas, and provide local solutions to global problems.
- 2.2 Participants at the UNESCO Creative Cities Summit included members of the UNESCO Creative Cities Network which comprises 38 cities. (See appendix 1 for a full list of cities). Of these, 28 were represented at the summit. Four other applicant cities from Africa were also in attendance. The format presented an excellent opportunity to network, promote Edinburgh and share experience with other creative cities from around the world.
- 2.3 The Opening Ceremony of the Summit took place in the Beijing Capital Museum and was attended by over 500 people from Beijing's Creative Sector. The occasion was a high profile VIP event and attracted significant media attention. The Lord Provost gave an in-depth interview on Edinburgh's strong cultural heritage and vibrant creative industry sector, to China National Radio station, which is broadcast to 650 million listeners. The Lord Provost, wearing the civic chain of office and kilt, attracted great interest from the many photographers present. The following day a picture of the Lord Provost was on the front page of Beijing Daily newspaper, (which attracts a readership of 200,000), generating significant publicity for Edinburgh and Scotland. (See appendix two for a copy of the newspaper's front page).
- 2.4 The Beijing Capital Museum was also host to the Creative Cities Exhibition which was situated in a prominent position in the entrance foyer. The exhibition included an 'Edinburgh Stand', which showcased iconic images of Edinburgh and the *Think Creative, Think Edinburgh* video. A link can be found here

www.youtube.com/watch?v=id65gks_9fM It also provided free marketing materials for visitors to the stand, including City Of Literature books and leaflets. The exhibition was in place for the duration of the conference. The Museum attracts up to 2,000 visitors per day, with the potential to attract significant publicity for Edinburgh.

- 2.5 The conference consisted of keynote presentations from major stakeholders in the network. The Lord Provost represented one of only six other cities asked to speak. The Lord Provost highlighted Edinburgh's strong literary heritage and the social, educational and economic benefits of its status as the world's first UNESCO City of Literature. The Lord Provost also emphasised the importance of the city's strong culture and arts sector, in particular as the world's leading festival city, providing an inimitable platform for the arts, and inspiration for creative cities and regions around the world.
- 2.6 The event was filmed on China's National news station CCTV and featured video footage of the Lord Provost delivering his presentation, wearing his civic chain of office and kilt. The CCTV news channel is broadcast to 1.2 billion people in China and around the world. An English language clip of the coverage can be seen via this weblink. www.youtube.com/watch?v=aha2Rpmzdz8
- 2.7 The Lord Provost participated in a Mayor's Roundtable meeting and signing of the Creative Cities Summit Agenda. This reaffirmed a commitment to establish a productive relationship of learning, sharing and exchange between creative cities in all regions, in order to boost social, economic and cultural development.
- 2.8 The Mayor of Shenzhen was also a participant at the Mayor's Roundtable Meeting. In June this year, the Lord Provost travelled to China to sign a Memorandum of Understanding (MOU) with the Vice Mayor of the Shenzhen Municipal Government. The MOU focused on the establishment of joint international creative industry incubation centres in Edinburgh and Shenzhen, promoting economic and cultural development. During the UNESCO Creative Cities Beijing Summit, the Lord Provost and the Mayor of Shenzhen took the opportunity to have a high level meeting, where they reaffirmed their commitment to collaboration in the creative industries sector for the mutual benefit of both cities. (A copy of the MOU can be found in Appendix 3).

3. Recommendations

- 3.1 There are no immediate recommendations from this report.

Greg Ward

Director of Economic Development

Links

Coalition pledges	P24 - Maintain and embrace support for our world-famous festivals and events P31 – Maintain our City’s reputation as the cultural capital of the world by continuing to support and invest in our cultural infrastructure
Council outcomes	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
Single Outcome Agreement	SO1 – Edinburgh’s Economy delivers increased investment, jobs and opportunities for all
Appendices	Appendix 1: Creative Cities Network Members Appendix 2: Copy of Beijing Daily newspaper front page Appendix 3: MOU with Shenzhen

Creative Cities Network Members (38)

<p><u>Cities of Literature</u></p> <p>Edinburgh, Scotland</p> <p>Melbourne, Australia</p> <p>Iowa City, USA</p> <p>Dublin, Ireland</p> <p>Reykjavik, Iceland</p> <p>Norwich, UK</p> <p>Krakow, Poland</p> <p><u>Cities of Film</u></p> <p>Bradford, UK</p> <p>Sydney, Australia</p> <p><u>Cities of Design</u></p> <p>Buenos Aires, Argentina</p> <p>Berlin, Germany</p> <p>Montréal, Canada</p> <p>Nagoya, Japan</p> <p>Kobe, Japan</p> <p>Shenzhen, China</p> <p>Shanghai, China</p> <p>Seoul, South Korea</p> <p>Saint-Étienne, France</p> <p>Graz, Austria</p> <p>Beijing, China</p>	<p><u>Cities of Crafts and Folk Art</u></p> <p>Santa Fe, USA</p> <p>Aswan, Egypt</p> <p>Kanazawa, Japan</p> <p>Icheon, South Korea</p> <p>Hangzhou, China</p> <p>Fabriano, Italy</p> <p><u>Cities of Media Arts:</u></p> <p>Lyon, France</p> <p><u>Cities of Gastronomy</u></p> <p>Popayán, Colombia</p> <p>Chengdu, China</p> <p>Östersund, Sweden</p> <p>Jeonju, South Korea</p> <p>Zahlé, Lebanon</p> <p><u>Cities of Music</u></p> <p>Seville, Spain</p> <p>Bologna, Italy</p> <p>Glasgow, Scotland</p> <p>Ghent, Belgium</p> <p>Bogota, Colombia</p> <p>Brazzaville, Congo</p>
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北京日报

BEIJING DAILY

2013年10月21日 星期一 农历癸巳年九月十六 今日二十第

天气 阴 多风 4-11℃ 空气质量 良好 能见度 1000米

订费 零售每份 0.5元 本埠每月 15元 外埠每月 18元 广告刊例 另议

2万多设计机构 25万从业人员 产业年收入逾千亿元

北京跻身全球最具活力设计之都

【本报北京专电】随着文化创意产业的兴起，北京设计产业迅速崛起，成为继金融、信息、物流之后，北京第四大支柱产业。据最新统计，北京设计产业从业人员已达25万人，设计机构超过2万家，设计产业年收入突破千亿元。

北京市文化创意产业促进中心日前发布《北京设计产业白皮书》，显示北京设计产业在2012年实现了高速增长。白皮书指出，北京设计产业在人才、技术、资金等方面具有明显优势，已成为北京文化创意产业的重要支撑。

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减负重增活力 强服务弱审批

投资项目审批时限平均压缩至109个工作日

【本报北京专电】北京市投资项目审批时限平均压缩至109个工作日，较审批前压缩了30%以上。北京市政府通过深化行政审批制度改革，进一步简化审批程序，提高审批效率，为企业和群众办事提供了便利。

北京市政府表示，此次审批时限压缩工作，是深化行政审批制度改革的重要举措。通过取消不必要的审批事项，优化审批流程，压缩审批时限，有效减轻了企业负担，激发了市场活力。

深入基层听意见 立行立改见实效



图为北京市政府工作人员深入基层，听取群众意见和建议。

联合国教科文组织 创意城市北京峰会开幕

刘延东表袁仁安出席

【本报北京专电】联合国教科文组织创意城市北京峰会于21日在北京开幕。中共中央政治局常委、国务院副总理刘延东，北京市市长袁仁安等出席了开幕式。

峰会旨在探讨创意城市的发展路径，分享北京在文化创意产业方面的经验。刘延东在开幕式上表示，北京作为联合国教科文组织创意城市网络的一员，将充分发挥创意城市的引领作用，推动北京文化创意产业的繁荣发展。

峰会期间，还将举行多场论坛、研讨会和展览活动，吸引全球创意城市代表和专家学者参与。

全市基本实现 村“两委”换届首次实现 零上访

【本报北京专电】截至9月底，全市村“两委”换届工作基本完成，首次实现零上访。换届过程中，各级党组织和党员干部深入群众，广泛听取意见，确保了换届工作的平稳有序进行。

此次换届工作坚持依法依规办事，注重选优配强村“两委”班子，提高了村级组织的凝聚力和战斗力。同时，通过加强政策宣传和群众思想工作，有效化解了矛盾纠纷，实现了零上访的目标。

Memorandum of Understanding
on
the Establishment of the Edinburgh - Shenzhen International
Creative Industry Incubation Centre

On June 26 2013, the Scottish Minister for External Affairs and International Development, Humza Yousaf and the Lord Provost of the City of Edinburgh Council visited Shenzhen and met with Vice Mayor Madam Wu Yihuan. Both parties exchanged proposals on the establishment of joint International Creative Industry Incubation Centres in Edinburgh and Shenzhen.

In order to enhance the relationship and to promote the collaboration between the cities of Edinburgh and Shenzhen, the City of Edinburgh Council and the City of Shenzhen agreed to sign a "Memorandum of Understanding on Establishing the Edinburgh - Shenzhen International Creative Industry Incubation Centres" and agreed on the following matters of cooperation:

- 1) Based on the principle of mutual benefit, the cities of Edinburgh and Shenzhen will endeavour to strengthen commercial and R & D cooperation in the creative and cultural industry to achieve shared prosperity and development.
- 2) The Heads of the relevant Departments in each city will maintain regular contact in order to promote Edinburgh and Shenzhen as two leading international creative centres.
- 3) Edinburgh and Shenzhen will encourage bilateral business ties and support the internationalisation of local creative businesses by establishing the cultural and creative industries incubator centres.
- 4) Edinburgh and Shenzhen parties will endeavour to increase the trade and investment in the cultural and creative industries and to promote their sustainable development.
- 5) Bilateral cultural and creative industries visits will be carried out between Edinburgh and Shenzhen on the basis of mutual agreement.
- 6) Edinburgh and Shenzhen shall endeavour to establish the "Edinburgh - Shenzhen International Creative Industry Incubator Centre," in both cities and

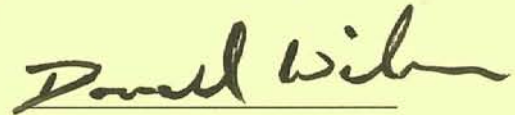
the first tranche of companies will be encouraged to set up in the incubation centres within 3 years.

7) The above actions will be coordinated by the relevant Department in each city.

This Memorandum of Understanding is written in Chinese and English, each in duplicate, and both texts being equally authentic. This Memorandum of Understanding is signed on 26 June 2013 in Shenzhen with effect from the date of signing.



Mr Xinliang Chen
Deputy Director General
Shenzhen Municipal Bureau of
Culture, Sports and Tourism
People's Republic of China



The Rt Hon Donald Wilson
Lord Provost of the City of
Edinburgh