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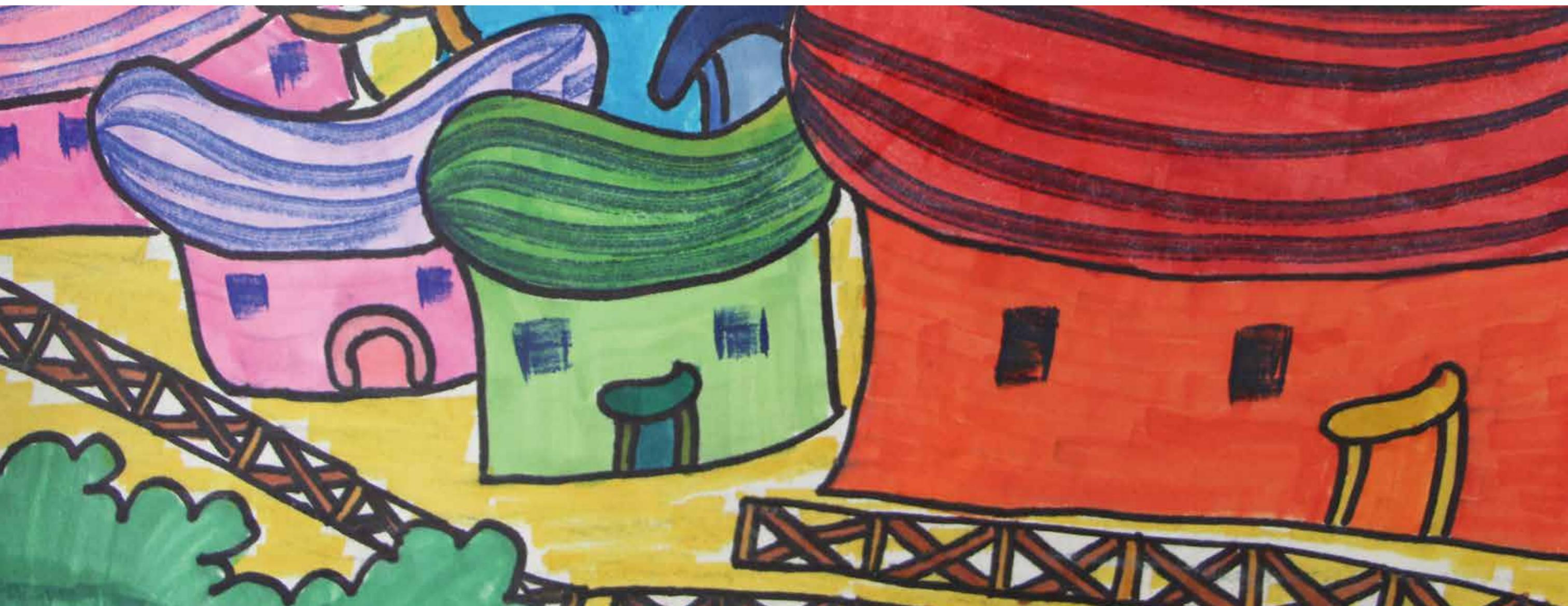


International Center for Creativity  
and Sustainable Development  
under the auspices of UNESCO

国际创意与可持续发展中心

**CREATIVITY**  
**2 0 3 0**  
**NEWSLETTER**

**International Center for Creativity  
and Sustainable Development  
under the auspices of UNESCO**



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### Statement:

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## Charitable art exhibition held in ICCSD

At the UN Sustainable Development Summit in September 2015, the 17 Sustainable Development Goals, which call for action by all countries to protect the planet and improve the lives and prospects of everyone, were adopted as part of the 2030 Agenda for Sustainable Development. Goal 4 - Quality Education, is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

To inspire children's love and curiosity for life and encourage them to discover, appreciate and create beauty, ICCSD and Green & Shine Foundation (G&S Foundation) jointly held the 2020 Charitable Art Exhibition, in a hope that it could give a boost to Goal 4. We expect that it can draw attention from

society to the art education for rural children by exhibiting their paintings which show their perception of beauty.

The collected paintings were from the pupils from Grade Three to Grade Five in Zhangcheng Primary School in Longde County of Ningxia Hui Autonomous Region and Da'an Primary School in Longshan County of Hunan Province. The exhibition was divided into two sections. The first part showed these children's imitations of the world-class works of Van Gogh, David Hockney, Giorgio Morandi and other masters. By imitation, they could learn how to appreciate arts, the composition of paintings and the combination of infectious colors. The second part exhibited the children's original paintings which would show their

creative imagination for their hometowns and nature. Its aim was to spark their imaginations and creativity by showing their ideas with their colorful painting brushes.



Exhibition site

### Paintings on display

My hometown is located in deep mountains. On the top of the mountains, surrounded by lush green, there are brick houses with red-tile roofs. The terraces are crisscrossed and when the autumn approaches, they are strewn with fruits, which is an amazing scene.



Fields in My Hometown by Ma Juan



My Hometown by Xian Xuelian



Imitation of David Hockney by Ma Yangmei

What is beauty? In children's eyes, it can be the bright red blossoms and green willows in the spring, the fields filled with fully ripened grains in the autumn, the tranquillity after snow in the winter. It can also be very simple - a leaf or a grass, a person or a scene.



Towel Gourd by Yang Mingliang



After Snow by Chen Huimin



Imitation of Amedeo Modigliani by Ma Ximin

(Follow ICCSD's official account to enjoy more paintings)

Green & Shine Foundation started a charitable program for aesthetic education in rural primary schools in central and western China in 2017. Aimed at aesthetic enlightenment, the program has designed a series of activities to impart basic knowledge and skills to children in order to inspire their desire for beauty. In 2019, in addition to painting, dramas and music were added to the list and activities were expanded to summer camps, training courses and public shows besides one-week voluntary education. Up to now, more than 2000 rural teachers have participated and got benefit from the program.

## Xu Qiang, Director of ICCSD, leads the Party Group of Beijing Science and Technology Commission to ICCSD

On December 22, 2020, Xu Qiang, the Director of Beijing Science and Technology Commission and Director of ICCSD, and Wang Jianxin, the Counsel came to ICCSD for hearing reports. Xiao Lan, the Executive Director of ICCSD gave the report by reviewing the achievements made in research, communication and

cooperation fields and elaborated 2021 work plan.

After hearing the report, Xu Qiang proposed to clarify thoughts, focus more on work and constantly expand the international exchanges, with the aim of serving the construction of the Four Centers in Beijing and helping Beijing become

a livable city.

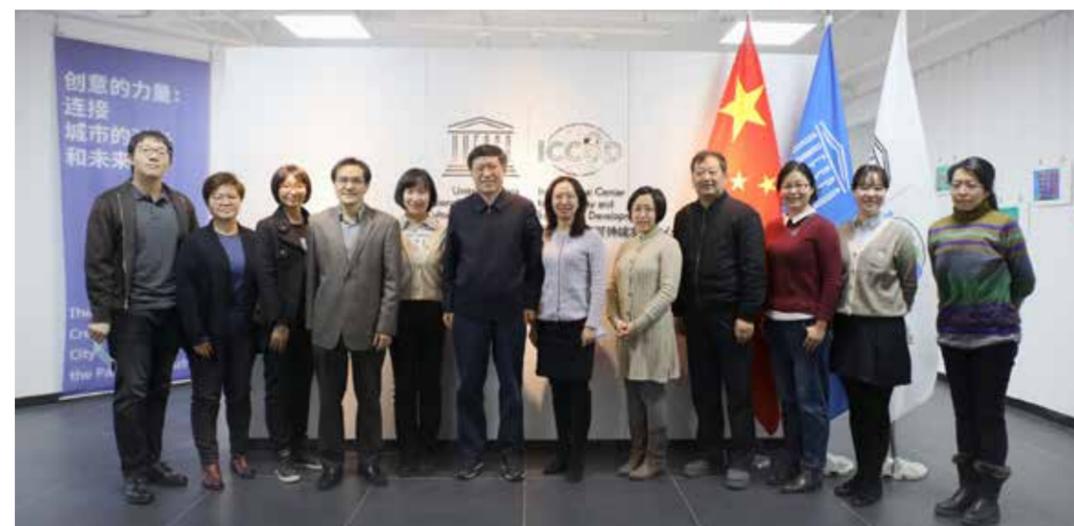
Staff from Party Work Office, Administration Office, HR Department, Assess Management Department and Science and Technology Department of Beijing Science and Technology Commission accompanied the investigation.



Xu Qiang, Director of Beijing Science and Technology Commission and Director of ICCSD is delivering a speech



Meeting site



Group photo of Xu Qiang, Director of ICCSD, Wang Jianxin, the Counsel and ICCSD staff

## China, in cooperation with the UN, makes substantial contribution to the global development

2020 witnesses the 75<sup>th</sup> anniversary of the UN. And it has been 35 years since the establishment of the UNESCO office in China. This offers an opportunity for us to look backwards and forwards. What is UNESCO's comment on China's contribution to the world in the past several years? In which field will UNESCO and China cooperate? Dr. Marielza Oliveira shares her opinions with us.



**Dr. Marielza Oliveira**

Director of UNESCO Beijing Office  
Representative of UNESCO in China, North Korea, Japan, Mongolia and South Korea

### Interview

**What progress has China made? What role did UNESCO play?**

**Dr. Marielza Oliveira:** China has made huge progress in the areas of education, culture and science which UNESCO is engaged. In terms of education, more and more Chinese are having access to education equally. Now China is working on the quality of education. In addition, 8 million graduates each year in China is an extraordinary achievement.

In the area of culture, China's sites began to be inscribed into the World Heritage List after the establishment of UNESCO's Office in China. Nowadays, China is home to the most world heritage in the world.

As for natural science, China has set up a multitude of natural preserve areas authorized by UNESCO. And in accordance with the protection methods of UNESCO, some natural

buffer areas have been established to better protect the eco-environment.

UNESCO is very delighted with these achievements and the fact that China is advancing towards a more inclusive, more sustainable and more balanced direction.

**In cooperation with the UNESCO, what contribution has China made to the world?**

**Dr. Marielza Oliveira:** China is not only an active participant in international affairs, but also an initiator and a champion.

As a participant, China takes an active part in world affairs and is committed to the common consensus. As an initiator and a champion, on one hand, China has provided platforms for discussions of many issues by convening other countries. Take AI. China and UNESCO jointly held

the International Conference on AI and Education. On the other hand, in cooperation with the UNESCO, China has made great efforts to share valuable experiences in development with other members.

**Which field will the UN and China cooperate in?**

**Dr. Marielza Oliveira:** It is critical for the UN to work together with each country closely, especially the country with remarkable resilience like China. Therefore, in the future, the UN will intensify the cooperation with China in public health, social economy and other core fields. We are also working on providing more public goods to the world.

(Interview and photo source: CRI)



## Agents of change

### Proactive universities and their roles in achieving the Sustainable Development Goals



**Mehri Madarshahi**

Member of the Advisory Committee of ICCSD  
Former senior United Nations economic officer

On November 30<sup>th</sup>, the 19<sup>th</sup> Asian University Presidents Forum (AUPF) was successfully held both online and offline, themed on Cooperation and Development of Asian Higher Education in the New Circumstances. As one of the guest speakers, Mehri Madarshahi delivered her keynote speech focusing on Strategies for a Better World at Universities.

The fact that the world today has the highest number of "educated" people in its history and yet is nearest to an ecological breakdown is a stark reminder that more of the same kind of education can only compound our problems. For the first time in 30 years, today poverty is rising. Human development Indicators (HDI) are declining and we are careening off track in achieving the Sustainable Development Goals (SDGs).

The COVID-19 pandemic has laid bare the world's fragilities. It is not far from the truth to say that this pandemic shook the foundations of our world and our principles to the core. COVID-19 was not only a wake-up call but it seems as a dress rehearsal for the world of challenges to come.

Thus, one of the main questions is how to transform our institutions of higher learning from research and traditional educations to more proactive entities ready to face new and unexpected

challenges in this century. This may be a complex task since the nature of the world and its expectations from universities have shifted from predictable to unpredictable.

One such task is to entrust the leading role in the research, planning and implementation of the SDGs to universities. While universities are considered the primary institutions for the dissemination of knowledge and could be a key player in the attainment of these goals, after five years of approval of the SDGs by the UN General Assembly, they still continue to detail the steps to be taken for their implementation. The pace of progress has not been adequate and as attested by the latest United Nations report "the rate of progress in many areas of the SDGs is far slower than needed to meet the targets by 2030".

The main question is, therefore, how universities, particularly those in low- and middle-income countries (LMICs),

can assume a proactive and leading role in achieving these objectives? One factor is fostering partnerships with governments and communities that recently is gaining prominence as the mission of universities is gradually moving towards a "third mission" meaning to attain societal impact.

The SDGs can provide a unique opportunity for universities and the scientific community in general to re-interpret institutional strategies and determine the structures and mechanisms needed to strengthen engagement with governments and communities. A collaborative governance structure would enhance opportunities for exchange and integration across both portfolios.

Worldwide, some universities have started to come on board with the SDGs, prompted by United Nations-supported initiatives such as the Higher Education Sustainability Initiative, the Principles of Responsible

Management Education initiative, and the Sustainable Development Solutions Network.

Through these policy directives, the role of universities and their capacities to generate, translate and disseminate knowledge relevant to achieving the SDGs have been underlined. The policy-makers and other stakeholders are encouraged to identify policy priorities/problems, assess policy options, implement solutions and evaluate policies using the reservoirs of knowledge at universities. Particularly important is the fact that universities can help translate the SDGs into measurable and country-specific targets by actively matching academic capital with public policy priorities and making knowledge and resources readily available to the government and community.

Universities can also initiate and facilitate dialogue across multiple actors, including governments, the private sector, the academic and scientific community, civil society and the public. Dialogue can help ensure commitment to and strengthen implementation of the SDGs, as well as promote the political accountability needed to attain them. They can organize, synergize and coordinate lobbying and advocacy activities to influence and shape public policy. At the same time, governments and other key players must ensure that universities are central in the relevant discussions and could become responsible for training and shaping the future leaders of sustainable development. By integrating the SDGs into curricula, they can provide students with the knowledge and skills needed to address them.

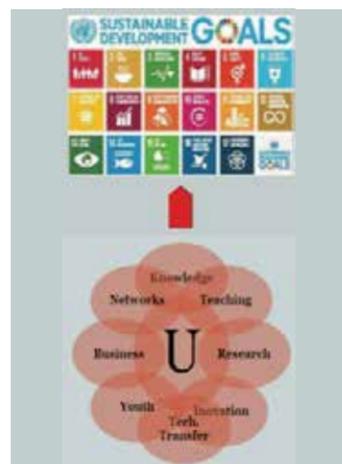
The role of higher education is highlighted in the fourth SDG, which calls for inclusive and equitable quality education. However, education and research are explicitly recognized in a number of the SDGs and the universities are considered to have a direct role in addressing all issues. To play such a leading role in the actualization of the 2030 Agenda,



the educational institutions must undergo major changes, in particular in training, teaching and research activities. The unique functions and expertise of universities are critical for overcoming the wide range of interconnected social, economic, and environmental issues and they can provide the knowledge, innovations and policy options to underpin the implementation of these goals.

Political commitments by governments alone, however, will not suffice without mechanisms to steer their implementation. Policy decisions to meet the SDGs will need to be informed by policy-relevant evidence, co-designed and co-produced with pertinent stakeholders including the institutions of higher learning, the public and other sectors.

### Support of universities to achieve SDGs



ULB/ICCCAD, Feb 2018 (Policy Brief)

Along these lines, the universities should incorporate the vision of the SDGs and the development of appropriate competencies in their various professional disciplines. Through teaching and searching for information aimed at social improvement, academia can address and respond to the problems outlined in the 2030 Agenda. Using these objectives as benchmarks for educational administration not only makes timely implementation possible but also gives an advantage to those universities that want to build alliances with other involved stakeholders.

In addition, to shift in focus, a number of other immediate challenges are impacting proactive roles of universities in the implementations of SDGs. Chief among them are the affects of COVID 19 and its ensuing economic recessions.

The COVID pandemic is considered as the biggest crisis the world has confronted since the Second World War. The global disruption caused by COVID-19 is unprecedented in our lifetime and is a serious global setback for sustainable development. It has put our lives in reverse gear and erased what was achieved in the past four decades: be it multilateralism, respect for cultural diversity, increasing world trade, fight against poverty or, all other geo-political orders. It changed overnight patterns of personal consumption; work habits, leisure, recreation, travel and increased use of technologies.

The ensuing lockdowns and counter measures have resulted in an unprecedented drop in GDP, stymied trade, increased public deficits and debt, lack of foreign investments, health emergency, biodiversity decline and employment - particularly impacting women and lower-income households - in many countries.

According to a forecast by the World Bank (June 2020), economic activity among advanced economies is anticipated to shrink by 7% in 2020 as domestic demand and supply, trade, and finance are being severely disrupted.

Emerging markets and developing economies are expected to shrink by 2.5% this year, leading to a GDP decline of 3.6%, and accelerating extreme poverty, interruptions in schooling and primary healthcare access.

While the magnitude of disruption will vary from region to region, it is expected that ninety per cent of all countries will experience negative growth in real GDP this year.

It will be a daunting task for any institution of higher learning to provide a direction for containing the fallout. We need an effective coordination of efforts to restore growth, protect jobs and reinforce the global financial, economic and social systems.

The pandemic may not itself transform the world, but it can well accelerate changes already under way.

In his message to the opening of the 75<sup>th</sup> anniversary session of the UN, the Secretary-General warned that while “the world has a surplus of multilateral challenges, {it suffers} from a deficit of multilateral solutions - while no one wants a world government, we must work together to improve global governance.”

Former British Prime Minister Gordon Brown argued: “Out of this crisis must come reforms to the international architecture and a whole new level of global co-operation. If this is to happen, some states must lead. Any global order rests on co-operation among powerful states.”

The good news is that necessity breed’s innovation. New technologies are rapidly transforming all aspects of our society, sectors and markets. An estimated 70% of new value created in the economy over the next decade will be based on digitally enabled platforms – and leading innovators are re-imagining how we innovate, create, distribute and capture value in the new systems that are emerging.

Rapid technological advancements in artificial intelligence (AI) – as well as other evolving technologies such

as robotics, big data analytics, and the Internet of Things – are changing the way we learn, work and live together. This transformation affects all aspects of our lives and sustainable development.

We may be in the early days of the digital age, but we stand at a critical juncture to make decisions and put in place a policy and governance architecture with profound and lasting impacts on our educational systems. Collaboration and coordination internationally and across multi-stakeholder groups will be critical.

The positive scenario of a technology-enabled sustainable future for all won’t emerge unguided. There will be trade-offs and challenges, including the importance of education and training for new skill, and labor market reform.

### Conclusion

Society in the 21st century is facing various environmental, social and economic issues that have become collective problems. The concept of ‘sustainable development’ has become a central issue and has led to a global concern. The seventeen SDGs, as a part of the UN’s 2030 Agenda for Sustainable Development, are a plan of action that involve all societal actors and specify goals and targets, with the aim to stimulate action for achieving these objectives by 2030. Universities play an important role in the implementation of sustainable development (SD). As a result, an increasing number of higher learning institutions have recognized their responsibility and are incorporating sustainability into their structures, operations, and practices. Some studies have highlighted the lack of progress of these institutions toward implementing sustainability practices. Obstacles, such as the lack of support

and awareness and insufficient financial resources, among others, have been identified and debated in the literature.

It goes without saying that changes require dramatic shifts in aspirations, behavioral patterns, prosperities, cultural affinity, harmonious dialogues and require a call for a new world order and diplomacy. The strategists for a better world at universities must engage in dreaming or imagining “what could be”, proceed to design of “what should be”, create “what will be” and appreciate the best of “what is”.

Future education must promote a Green COVID Recovery Plan – and we must deliver new jobs and businesses through a clean, green and non-carbon transition. Such a path exists. Faith is key for education in ensuring that sustainable development are instilled in our life and aspirations.

In the face of the multiple existential threats we have brought upon ourselves, business as usual is no longer an option. It is time to step up to the challenge and fundamentally reconfigure the role of education and schooling in order to radically reimagine and relearn our place and agency in the world.

We require a complete paradigm shift, from learning about the world in order to act upon it, to learning to become part of the world around us. Our future survival depends on our capacity to make this shift.

We must live with technologies and adopt them as partners to guide us through a maze of difficulties. We have to create more modern, practical and smaller campuses, which are environmental friendly. We must prepare our generation and those of the future to be better prepared to deal with upcoming pandemics and conflicts and economic crashes. Covid has destroyed what we built for centuries but has also given us a blank page to restart again.

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## Creativity empowers sustainable development amid COVID-19



Charles Landry

Founder of the Creative City concept  
Founder of the Think Tank Comedia

### Abstract

Amid COVID-19, how can creative economy, supplemental attitudes and digital technology empower sustainable development? Mr. Charles Landry shares his opinions with us.

#### Main Content

The pandemic is on two things at the same time. It has created absolute clarity and confusion simultaneously.

Clarity about what really matters and obviously the Sustainable Development Goals (SDGs) is one of the things in that. It has given us a glimpse of the future when people in varied places saw much of the world and various climate issues reducing but singing all of that hearing voices from the nature and so on.

But it's also the first global experience that all eight billion people they've had together and simultaneously, which also humbled our hubris.

The fact that we've speeded it along too quickly done many things that are completely inappropriate, but I would feel you can't look at the silver lining and in the way the lockdown in many places, which created the slowdown, and thus created the possibility for us to reflect and to see what really matters.

#### Creative economy amid COVID-19

It is known that the creative economy has been dramatically hit, evidence from Germany show has gone down by 50%. It's the same as other countries probably as well.

But what is really being important as was mentioned before is that a lot of creative economy is extremely interesting in the activity. But what is most important is that it needs a purpose and all the work we are doing is linking creativity, creative economy to that purpose. This is the main thing we obviously need to hold.

And one of the issues that is so powerful about the creative economy is its storytelling capacity, which means stowing story narratives and showing what could be, and this is one of the areas that is already happening, and could be encouraged to even more.

The creativity is a resource which

tries to find solutions to difficult and intractable problems and that's why we need all supplemental attitudes. Because that supplemental attitudes include curiosity, openness, the creativity and one's awe, which help solve the intractable wicked problems that we all know are surrounding us.



Chongqing Industrial Museum with aims to innovate the way to protect industrial cultural heritage

#### Changes amid COVID-19

The pandemic also did something quite amazing. Something that seemed impossible were immediately possible. What that showed us is the intrinsic issues of creativity—individuals

and all sectors are there, the solutions are there, but the crisis has to be the opportunity to do that.

**Transforming the bureaucracy**

One of the things beginning to do and needed to do it more is trying to shift the way our organizational systems work.

They are mostly based on All Thinking, 19-century thinking, various hierarchies and so on. But they are inappropriate when we are in a world where we need the collective intelligent of all sectors of public ministration, business worlds, the civic worlds, the community worlds, all of that together. And that's all about less silo thinking, but thinking in an integrated, more holistic way.

**Shortening the "social distance"**

Another thing the pandemic has shown us is that we are social beings, and we shouldn't be saying Socially Distancing but saying Physically Distancing.

Because the power of proximity became absolutely apparent or wonderful. Collective zoom-type conference, opera performances, whatever music performances etc. showed us that creative economy activities created the atmosphere of plays, and created opportunities to be more open, innovative or whatever.

But it also created vibrancy. When we say vibrancy, people often mean there are lots in a crowded room all together but nobody is really speaking to anyone, because there is too much going on. Vibrancy might not mean a hundred people in a room, but ten people in a room, actually feeling much closer to each other, and therefore having a better quality of experience.

So when we rethink some of these things, we'll see that there is a benefit in looking at things afresh.



Due to the COVID-19, this year's UN Day concert was prerecorded and screened in the General Assembly Hall (Photo: UN official website)

**Rethinking what people really want**

There are always being pandemic in fact. It's the core thing that people would want to encourage distinctiveness from their places where they live, and that's still true. They want a place ease of itself with heritage memories and all of these things. They want those places to connect and communicate far and wide with neighbors and all of these things.

But one thing they also want which is now more and more important than never before is nurture and nourishment. They want their places that we need to create and design and co-design, and co-create, and co-shape and co-make. They want to feel that they are nurturing us.

That's about facilities and also other things. But nurturing is also about a generosity of design, a generosity of spirit, that it is expressed in the way the environment work. And lastly, they obviously want expressions, and so did the imagination.

**Paying attention to mental health**

The pandemic has also shown us that mental health is key. Particularly in urban areas, the biggest problem as we know from WHO is that cities can create many mental health problems and that's been exacerbated by the pandemic, isolation, and so on. And that proves the importance of social contact.

In addition, there is an inevitable dilemma between the young and the old - it's the old more threatened, that the young might feel the old are giving them problem. They desire to connect, to meet any safety issues.

**Digital technologies empower sustainable development**

Every pandemic historically has changed the way cities work, like the Corona-1, the Spanish Flu and so on, and this pandemic is doing us too. And what is also doing because we are in a different position and different world, it's that it changes the nature of place, space and time.

It is easy to say these words, these change place, space and time. But just think the digital turn which has accelerated what has already happened. So in a funny way, we have fast forwarded 5-7 years because of this pandemic. We are doing things that we want doing the same way while back, but what will happen but is happening is home working and things like that.

**Promoting the rise of locality**

It's that special geography bought cities and the surrounding environment to go up to 150 kilometers is going to change. This is creating and shifting to another key point of the pandemic, which is this issue of the rise of locality. Locality could be neighborhoods in cities, but locality spreads in other smaller cities that has become ever more important.

Those who made their buzz and attractiveness of the big hub city, will try to partly reinvent that in that smaller places, because they can communicate digitally and can casually be in the town and so on.

**Changing the way we work and move**

The digital and other technologies will also help us in advancing like self-cleaning materials which has been already happening, and all of that will change the way we work.

Now that also means we need to think about our planning clearly. And that planning in a sense, would change the relationship between interior space, semi-interior space and external space.

**ICCSD pays a visit to the International Research Center of Big Data for SDGs**

On the 28<sup>th</sup> of October, 2020, ICCSD paid a visit to the International Research Center of Big Data for Sustainable Development Goals and had exchanges with its director. The Research Center is still under preparation, and it is sponsored by the Aerospace Information Research Institute, Chinese Academy of Sciences, which has

accumulated abundant experices in the research of physical geography and information research. By drawing on strengths in humanities and social science, ICCSD intends to advance cooperation with the Research Center to contribute to the research and practice in sustainable development.



International Research Center of Big Data for SDGs and ICCSD hold an informal discussion

**ICCSD invited as the Advisory Unit for the 7<sup>th</sup> Chengdu Creativity & Design Week**

At the invitation of the organizer of Chengdu Creativity & Design Week, Wu Wenbin and Langlang on behalf of ICCSD attended the 7<sup>th</sup> Chengdu Creativity & Design Week held in Chengdu from November 5<sup>th</sup> to 7<sup>th</sup>, 2020. They were invited to be the presenters of the Golden Panda Tianfu Creative Design Awards 2020 and interviewed by local media. Yann Debelle de Montby, a member of the Advisory Committee of ICCSD, was commissioned to serve as the

head of the judge panel for Fashion Creative Design Award. The city of Chengdu impressed Mr. Yann. He was considering to establish a branch office there. By cooperation, ICCSD makes a contribution to the introduction of international resources to the inner cities.

In an interview, Langlang, the Manager of Research Division of ICCSD stated, "It is the open and free society that attracts the creativity. Such a favorable social climate is

originated from two respects. The first one is the gathering of the talents full of creativity. The other one is the better life. On top of that, the profound culture is another seedbed for the development of the creative design industry in Chengdu. Historically, the city with a well-developed creative design industry, like Roma and Paris, usually has a long-standing culture. Because a steady stream of creativity is exploited from the cultural sediments accumulated over the years."



Mr. Yann Debelle de Montby presents Fashion Creative Design Award



Manager of Public Relations Division of ICCSD presents Digital Creative Design Award

*Chengdu Creativity & Design Week is sponsored by Chengdu Municipal People's Government. Since its inception in 2014, it has been hosted successively for six years, attracting nearly 3000 creative design organizations and professionals from over 30 countries and regions. More than 14,000 works have been collected for the Creative Design Award and the exhibition areas have added up to 0.26 million square meters. In addition, the Creativity & Design Week also includes a creative design industry exhibition, an international creative design forum and other theme activities.*

## A group led by the Deputy Secretary of the Yongchun County in Quanzhou city of Fujian Province visits ICCSD

On November 24<sup>th</sup>, a group led by Guo Ning, Deputy Secretary of the Yongchun County in Quanzhou, Fujian Province, paid a visit to ICCSD. Currently, Yongchun County has 18 subordinate towns and 4 villages with a population of 465,000. In 2019, its GDP was RMB48.410 billion, increasing by 8.2% compared with that in 2018. It was listed in the fourth batch of Centers for Practice and Innovation to realize the ecological concept of "Lucid waters and lush mountains are invaluable assets" by the Ministry of Ecology and Environment on October 9<sup>th</sup>, 2020. The county held many activities,

including landscape photography exhibitions and shows of designs for the packaging of agricultural products, to further implement the environmental protection policy and popularize the concept of sustainable development. These activities boost the creation and design industry and cultural tourism. What's more, they also gave added value to production and life in rural areas without undermining the ecological environment. Guo Ning and his group expressed their willingness to cooperate with ICCSD. They hoped the international platform of ICCSD can bring more ideas of development, talent resources and



Guo Ning, Deputy Secretary of the Yongchun County in Quanzhou city of Fujian Province, pays a visit to ICCSD

international attention to Yongchun County. This would not only contribute to its development, but also the application of Quanzhou for a World Heritage Site as a pivotal city along the Maritime Silk Road.

## ICCSD serves as the Academic Guidance Unit for 2020 Zhuhai International Design Week

The 3<sup>rd</sup> Zhuhai International Design Week was held in Zhuhai from December 4<sup>th</sup> to 6<sup>th</sup>, 2020. As the academic guidance unit of the design week, ICCSD provided academic guidance for the event planning of the design week, and was invited to participate in the award ceremony, opening ceremony and keynote dialogue of Zhuhai Design Award – Great Bay Area Design Power.

The theme of the Design Week is "Great City and Great Health", which includes several sections such as Academic Exhibition, Design Dialogue, Design Award, Design

Corridor. The design week presented the Design Power Award of Great Bay Area, released the Design Power Yearbook of 2020 Guangdong-Hong Kong-Macao Great Bay Area, and shared achievements and development trends on the themes of "Great City, Healthy Life", "Sustainable Design" and "Innovation and Entrepreneurship".

Founded in 2018, the Design Week has become one of the most influential design events in Guangdong-Hong Kong-Macao Great Bay Area. With the mission of driving industrial upgrading

via design innovation, it aims to establish an international platform integrating communication, promotion, exhibition and education to enhance the international clout of cities and regions.



The Design Night Group photo of guests from Academic Guidance Units

## ICCSD attends Partner Colloquium of China National Commission for UNESCO

On December 29, 2020, the on-line and off-line Partner Colloquium of China National Commission for UNESCO (hereinafter referred to as "the National Commission") was held in Beijing. The meeting was chaired by Cui Ying, the Vice Secretary of the National Commission. Qin Changwei, the Secretary-General of the National Commission made a keynote speech and Xiao Lan, the Executive Director of ICCSD attended the meeting.

Qin Changwei, the Secretary-

General of the National Commission first reviewed the work of the National Commission and partners in 2020, thanked all partners for their support in various tasks, and proposed work requirements for next year. Then, the representatives of the UNESCO Category 2 Centers, representatives of each creative city member, representatives of each UNESCO chair, representatives of each learning city member, and some enterprise representatives made statements and reports on major work in 2020. Xiao Lan,

Executive Director of ICCSD made a summary speech for the work of ICCSD.



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

## Italian World Heritage appears in the 3<sup>rd</sup> China International Import Expo (CIIE)

On the occasion of the 50<sup>th</sup> anniversary of the establishment of diplomatic relations between China and Italy, the year of 2020 witnessed the birth of the Chinese-English bilingual version of Italian World Heritage, which was jointly launched by the ICCSD, Cesanamedia and Touring Club Italiano for the first time at the Third China International Import Expo and published by Liaoning Science and Technology Press in China.

The Italian world heritage exhibition is the first overseas cultural exchange exhibition by the Italian Trade Agency. Under the landmark dome of Roman Architecture, 55 world heritage sites recognized by UNESCO are displayed in the form of multimedia photography exhibition. All the pictures in the

exhibition are from the book Italian World Heritage. The exhibition attracted a large number of visitors who enjoyed a good viewing experience through lifelike visual presentation and multimedia interaction.

The book Italian World Heritage presents 55 Italian scenic spots listed in the UNESCO World Heritage List in an illustrated form. The Italian Ministry of Culture and Tourism and the Italian Embassy to China specially wrote a speech for this book, hoping that this book can share Italy's rich world heritage resources with Chinese readers, and promote more exchanges and cooperation between the two countries in cultural tourism, heritage protection and renewal in the future. In the future, Italian Embassies and Consulates, the Italian Trade Agency and other

Italian organizations in China will present the book to Chinese partners as an official gift for public meetings.



## "Creativity 2030" Salons

"Creative 2030" Salon is one of the activities under the brand "Creative 2030" (C2030) of ICCSD. The themes of the Salon cover creativity, sustainable development, science and technology, cultural diversity, design innovation and others. Each time, 1 or 2 experts, scholars and senior practitioners will be invited to share views in the forms of speeches, dialogues and interactive activities.

### The 7<sup>th</sup> Salon

## Difficulties and opportunities encountered by rural women

Recently, the ICCSD and Youcheng Entrepreneur Poverty-Alleviation Foundation (hereinafter referred to as "Youcheng Foundation") jointly organized the "Creative 2030" Salon under the theme of "Difficulties and Opportunities Encountered by Rural Women". Li Jiachen, Deputy Secretary General of Youcheng Foundation, as well as the host of the Salon, together with Huang Yin, a community development expert, and three women representatives from Longtang village, jointly discussed the path for sustainable development of women by focusing on women's development issues in rural areas and listening to women's stories in Longtang village, etc.



### Project background

Over the past two years, the Party committee and government of Leishan county in Guizhou Province, together with Youcheng foundation and Sunac China, have carried out an array of projects to facilitate targeted poverty alleviation and rural revitalization in Longtang village, including the boutique homestay "Longtang Mountain House" and "Longtang Specialty", its own agricultural products brand, and the "intangible cultural heritage workshop" inheriting embroidery and blue dyeing art which not only promotes the revitalization of Longtang village, but also pays special attention to the development of women in the village, providing them with a large number of training opportunities and empowering women via rural rejuvenation.



Inauguration of the boutique homestay "Longtang Mountain House"



Panorama of Longtang village



"Intangible Cultural Heritage Workshop" in the village

### Innovative development of countryside tourism based on traditional lifestyle

In the face of the developing tourism, the three women representatives reached a consensus: traditional lifestyle of the Miao people must be preserved. The self-sufficient life of farming has been deeply imbedded into their blood. With the help of the government's policies such as "fishing in paddy fields" and "strengthening the cement ridge", the farming work has become more labor-saving. As the host Li Jiachen said, one of goals of the Longtang village project is to create more job opportunities so that villagers can make a balance between family and earning money without having to leave their home. The very reason why tourists visit Longtang village is that they want to experience the authentic local life and to be part of it. Of course, in order to provide a better catering and accommodation, the villagers will also make appropriate adjustments in their lives. When the peak season of tourism coincides with the busy farming season, such matters as threshing millet and transplanting rice seedlings will be postponed accordingly, and the reception work will come to the center of life.

### Women's power rises to accelerate rural revitalization

The project enables women to take care of both home and work. They live an increasingly fulfilling life and have more and more disposable income. "For we Miao girls all admire beauty, they will buy new clothes to celebrate festivals; money earned will be used to support children's schooling and treat them with KFC!" Speaking of new life, women always show radiant smiles.

After the local school was removed, the children had to attend school in the county and the women had to follow the young children to the county, which makes it difficult to carry out the work. Next, women want to open an "intangible cultural heritage workshop" in the county to make full use of their time in the county. Since the implementation of the project in Longtang village, women have made more friends thanks to their work providing more contact with the outside world, and can also make more money for their families. They themselves have much say in how to live their lives which is getting increasingly rewarding and fruitful. Longtang village also attracts tourists from all over the country because of their hardworking and hospitality.

### Senses of time collide and diverse cultures blend

Villagers are used to the idyllic life style of working at sunrise and resting at sunset. With the absence of the concept of "deadline", they seem to lack the "sense of time". However, as Huang Yin, a community development expert, said, the so-called "sense of time" may not be that time is different, it is just that people's reference points vary. Urban people refer to "Beijing Standard Time", while villagers refer to "rhythm of life". The collision of time senses between urban and rural areas is an important manifestation of urban-rural cultural integration in which both sides should understand and adapt to each other. For example, Huang Yin mentioned that when doing projects related to countryside, they must firstly figure out the villagers' time allocation and master their daily schedule. During the daytime when projects could not be done, they even did farming work

together with villagers. At the same time, she also said, "they should live in a more flexible manner." Appropriate changes to their carefree lifestyle in which they are living are necessary.

### Tackle development dilemma to revitalize rural economy

Huang Yin added that: Villagers revere and preserve the traditional way of life with the heartwarming lifestyle on the top, paying more attention to affections, interpersonal contacts, mutual help spirit, however, entertainment, and common memories and spiritual home are also much more needed.

However, wealth is also a necessity of life. Therefore, villagers should also improve their service by putting "quality" over "quantity", so as to satisfy tourists and attract more people. Meanwhile, we can also draw experience from some villages in Southeast Asian countries where villagers devote more time and efforts to handicrafts, and spend longer time polishing more traditional crafts for higher returns.

Li Jiachen concluded: for the locals of Longtang village, it is important to know more about the culture of their village in the future. They themselves should visit the village history museum, listen to the stories from the elderly, explore the historical origins and culture of Longtang, then introduce them to visitors, so as to attract more people to come here and enjoy the life style completely different from that of the city. Longtang village will become a living museum, and the villagers, always the masters of Longtang village, are ready to welcome curious visitors who are eager to feel the most sincere and unique Miao culture.

(Note: the pictures are provided by Youcheng Entrepreneur Poverty-Alleviation Foundation)

The 8<sup>th</sup> Salon

# Reinvigoration of intangible cultural heritage —the wonderful use of paper cutting



Chinese paper-cutting is a kind of folk art with the help of scissors or knives. It was listed in the UNESCO Intangible Cultural Heritage List in 2009. The development of Chinese paper-cutting art presents an epitome of intangible cultural heritage protection. This issue of "Creativity 2030" salon, with the theme of "reinvigoration of intangible cultural heritage - the wonderful use of paper cutting", invites Zhao Xu to tell her story with paper-cutting and share the beauty of paper-cutting art.



Zhao Xu, Manchu Nationality, inheritor of paper-cutting, an intangible cultural heritage

## Starting

### A childhood immersed in paper-cutting

Zhao Xu's first meeting with paper-cutting dates back to her childhood. Born in a Manchu Family, she has been doing Manchu handicrafts with her mother, grandma and grand-grandma since childhood. At that time, she took the scissors bigger than her hand and used it as the key to explore the new world. When she was four, she tore the paper

from her father's notebook and cut it into many small animals. Instead of dampening her curiosity and creativity, her mother even keeps these little paper cuts until today. As a child, she didn't know what the scissors or the colored papers really mean. At that time, there was only the time of flirting with handwork and the pure and great passion for paper-cutting. However, she felt that paper-cutting has subtly become an indispensable part of her life over time.

## Flourishing

### A comprehensive sense of innovation

Zhao Xu's learning about paper-cutting in real term was after she went to university. By chance, she met a professor who studied the art of paper-cutting. She learned more about paper-cutting as his apprentice. From then on, she devoted to studying paper-cutting painstakingly. Later on, she studied art and design. In addition to paper-cutting, she integrated the essence of

paper-cutting into clothing, painting, design and cultural creation as well as other kinds of arts in the hope of letting more people know and fall in love with paper-cutting, an art bearing profound Chinese culture, through various forms.

Now, people's pursuit of beauty has become increasingly demanding with their living standards greatly improved, therefore, original handicrafts has drawn much more attention than ever before. She hopes that more and more people will start to learn paper-cutting to make our life more beautiful.

## Passing on

### Enjoying the simplest

As one of the traditional Chinese culture, paper-cutting presents a popular folk hollow art which is deemed as a valuable intangible cultural heritage bearing a long history and profound cultural deposits. Since ancient times, paper-cutting has been around people. Paper-cutting can be seen on many occasions such as festivals, weddings and funerals. Especially in the Spring Festival, red paper-cutting is a good way to seek good luck.

Zhao Xu mentioned that paper-cutting is an inclusive art, turning the intangible into the tangible, the impossible into the possible. The creator can even start from scratch without any art foundation. However, only if the creators follow the heart, as far as possible to exert their imagination, can the work be unique.

The essence of China's paper-cutting is a fantastic artistic experience -a combination of subtracting the redundant and perfecting the essence. Paper-cutting is a self-cultivation process which can sober your mind. Learning the subtraction art of paper-cutting can make us understand the wisdom and happiness of life, and taste the simplest.



paper-cutting work: *The Daughter of the Sea*



Ingenious combination of paper-cutting and fashion design



## “2030 My Hometown” paintings collection and exhibition

To inspire children's creativity and imagination, the International Center for Creativity and Sustainable Development under ICCSD and Green & Shine Foundation (G&S Foundation) jointly held the “2030 My Hometown” Paintings Exhibition. The exhibition, like a wishing well, has offered a platform for the children, who impressed us with their rich imagination for their hometown in 2030 with their colorful painting brushes. The activity is expected to encourage them to pay attention to and stand up for sustainable development. We also hope that more and more people can engage in the cause of sustainable development to make a greener and more sustainable future for children by sharing their desires.

### Theme: 2030 My Hometown

Inspired by the 2030 Agenda for Sustainable Development, 2030 is pregnant with meanings. To keep abreast of 17 SDGs proposed by the agenda, ICCSD has designed a series of activities, including Creativity 2030 Forum, Creativity 2030 Issue, trains for programs of sustainable development and Creativity 2030 Salon. Together with the newly designed “2030 My Hometown” Paintings Collection and Exhibition, they will contribute to the achievement of 17 SDGs creatively.

### Paintings on display

Children all over the country participated actively. ICCSD has received more than 1000 paintings from 35 regions in 18 provinces. We selected parts of the paintings that could render the theme and exhibited them both offline and online.



The Tree in Front of My House by Sun Yuyin (11 years old)



My Ideal Yanling in 2030 by Liu Lekang

“By 2030, I hope that the development of tourism of the Mausoleum of Emperor Yandi in Zhuzhou can bring airports, subways and even rockets to my hometown.”

“My hometown has picturesque scenery—green hills and clear waters. The rolling hills surrounding the hometown are like the commanding guards. With the river flowing through the village, each bridge is printed with our footmark and connects the villagers. The big old trees deserve the credit for their shelter from the heat in summer and the bleak wind in winter. This is my beautiful hometown in my painting. Welcome to my hometown.”



The Bridge in My Hometown by Huang Yujia (12 years old)

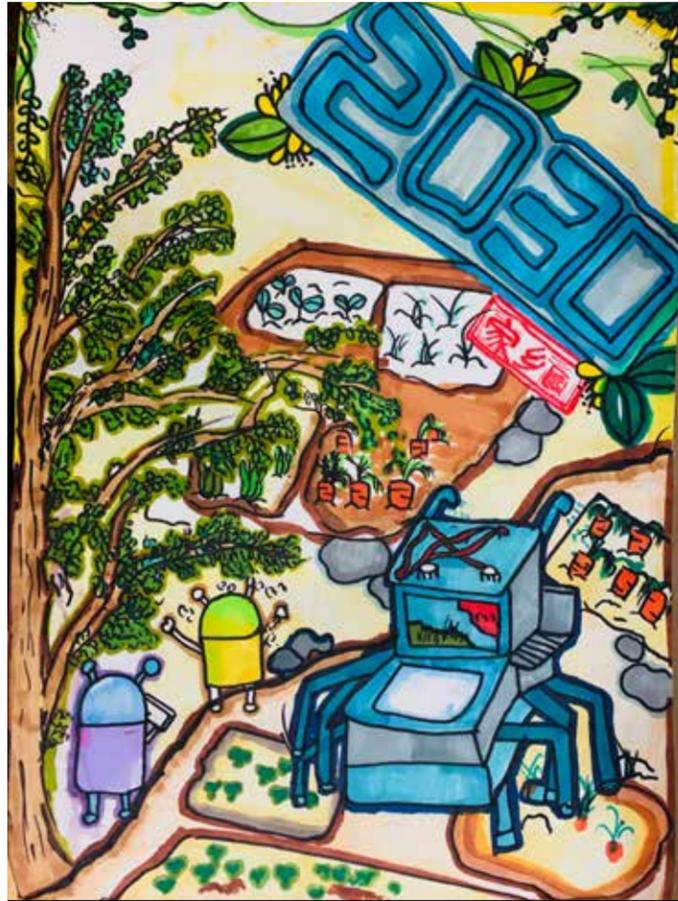
“In 2030, cities will witness a lot of architects in peculiar forms flowing in the air. Manned crafts run at super speed in the crisscrossed highways. Trees painted with a certain substance that can absorb and store the moonlight can lighten the streets like the traditional street lamps. As a result, they can save energy and facilitate people's life.”



Future City in 2030 by Xiang Changxu (9 years old)



By Wang Shengjie (10 years old) from Jinhua City of Zhejiang Province



Hometown in Ten Years by Luo Xinyue (12 years old) from Suxi Town of Yiwu City, Zhejiang Province ■

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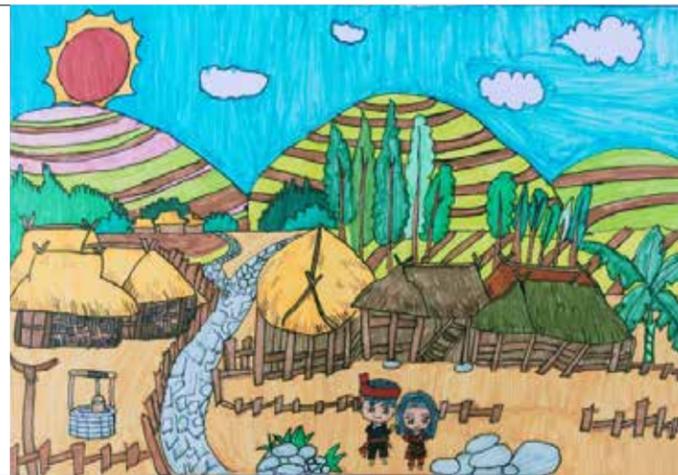
In the picture, there is a gray blue machine, which is an unmanned farming robot. People can monitor the farming situation of the machine at home. There are two sprinklers behind the farming robot, and the two robots next to it are used to measure the temperature. When the green robot feels the high temperature, it will emit a sound wave that can only be heard by a robot, and the farming robot will feel it. When it arrives, the sprinkler mode will be turned on automatically. In this way, farmers will no longer have to irrigate under hot sun.

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The painting depicts the last primitive tribe in China - Wengding village, Wa mountain, Lincang City, Yunnan Province. The beautiful Wa mountain, the hospitable Wa people welcome you.

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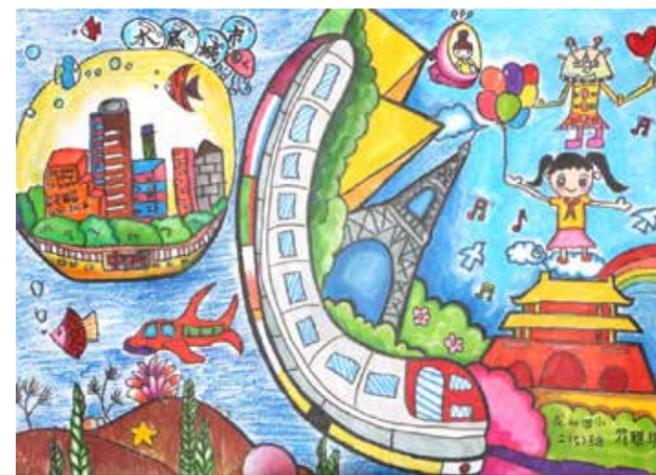
Welcome to Wa Mountain by Shi Yun (7 years old) from Wa Autonomous County, Yunnan Province ■



Automatic Attenuation Community by Lan Fengyi (9 years old) ■



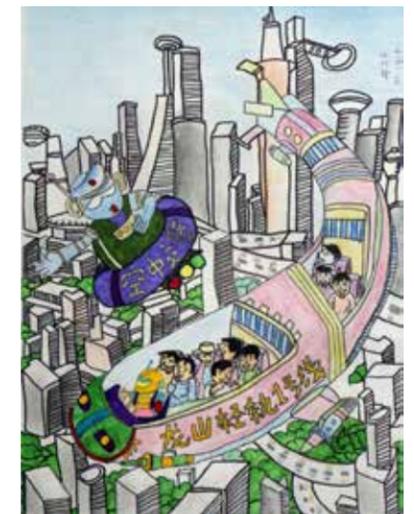
Stars and Lights Shining by Hua Tu (10 years old) ■



Future Home by Fu Yaqi (8 years old) ■



Home in the Future by He Jinyang (8 years old) ■



Hometown on Light Trail by Chen Kexin (11 years old) ■



By Li Shiyu from Luoyang City of Henan Province ■