UNESCO ICCSD

United Nations
Educational, Scientific and
Cultural Organization

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

联合国教科文组织 ： 国际创意与可持续发展中心

CREATIVITY
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NEWSLETTER

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

Earth House Mountain Hotel in Altay of Northwest China's Xinjiang Uygur Autonomous Region
Photo source: Chengdu Creative Design Week

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# ICCSD holds online Creativity 2030 Forum: Urban Governance after Pandemic

## Creativity 2030 Forum

The International Center for Creativity and Sustainable Development under the auspices of UNESCO (hereinafter referred to as ICCSD) is committed to promoting sustainable development in the fields of society, economy and environment through creative elements. Creativity 2030 forum is a flagship project under the brand C2030 of the ICCSD. It takes the topics of creativity and sustainability as its annual theme, providing interaction, sharing best practices and planning future joint actions for participating cities, business leaders and innovators.

## Creativity 2030 in 2020

In early 2020, the COVID-19 came in a sudden. COVID-19 is a common concern not only for China, but also for billions of people in more than 100 countries around the world. From January to May, awareness of COVID-19 is growing, and prevention-and-control measures are tailored to different local conditions. On this occasion, International Center for Creativity and Sustainable Development under the auspices of UNESCO (ICCSD) held an online activity of "Creativity 2030 Forum" in May, inviting experts and scholars from home and abroad to focus on the theme of " Urban Governance after Pandemic" in order to realize healthy, safe, and sustainable urban development.

## Forum Speakers

**Xiao Lan**
Executive Director of International Center for Creativity and Sustainable Development under the auspices of UNESCO (ICCSD)

**Prof. Dr. Hans d'Orville**
Chairman of Advisory Committee of ICCSD, Former Assistant Director-General for Strategic Planning of UNESCO

**Prof. Mehri Madarshahi**
Member of Advisory Committee of ICCSD, President of Global Cultural Networks

**Prof. Dr. Gong Ke**
President of World Federation of Engineering Organizations, Chairman of the Academic Committee of Nankai University

**Dr. Li Xinyu**
Vice President of China International Council for the Promotion of Multinational Corporations (CICPMC)

**Michael Curtis Mitchell**
CEO of MCM Group, an internationally recognized American planner, designer, lecturer and environmentalist

**Chen Wei**
Director of Industry City Integration Research Center, Yangtzi Delta Region Institute of Tsinghua University, Zhejiang

**Dr. Zhang Xiaoming**
Researcher of Chinese Academy of Social Sciences (CASS), Vice Director of China National Center for Culture Studies

**Prof. Dr. Xiang Yong**
Doctoral Supervisor, Institute for Cultural Industries, Peking University

**Pan Fang**
Board Member and Vice President of The Tsinghua Tongheng Urban Planning and Design Institute

**Duan Yanling**
Davos2020 Chairperson for SDG Convergence Association

**May East**
CEO of Gaia Education, a fellow of UNITAR

**Dr. Daniel Christian Wahl**
Founder and director of Sustainability Consultancy Innovation Education

**Zhang Jieping**
Director of Center for Water Quality and Environmental Protection in the Middle Route of South to North Water Transfer

**Zhang Hongwu**
Long-term Professor, Director of Yellow River Research Center, Tsinghua University

**Prof. Dr. Wen Chunying**
Doctoral Supervisor of Communication University of China

**Prof. Dr. Sun Yu**
Doctoral Supervisor of School of Government Management, Beijing Normal University

**Dr. Liu Jiayan**
Associate Professor of School of Architecture, Tsinghua University

**Song Yu**
Assistant Research Fellow and Research Assistant of Institute of Sociology, Chinese Academy of Social Sciences (CASS)

**Dr. Lang Lang**
Researcher-in-Charge of ICCSD

## Forum Agenda

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|---|---|
| **Opening Speech** | Xiao Lan |
| **International Cooperation and Economic Outlook after Pandemic** | Prof. Dr. Hans d'Orville and Prof. Mehri Madarshahi |
| **Community Governance after Pandemic** | Song Yu and Prof. Dr. Sun Yu |
| **Cultural and Creative Industries Development after Pandemic** | Dr. Zhang Xiaoming and Prof. Dr. Xiang Yong |
| **Urban Experience Planning after Pandemic** | Michael Curtis Mitchell |
| **Cultural Regeneration after Pandemic** | Dr. Daniel Christian Wahl |
| **Communication between Cities after Pandemic** | Dr. Li Xinyu |
| **New Mode of Urban Homes after Pandemic** | Zhang Jieping and Prof. Zhang Hongwu |
| **Urban Brand Building after Pandemic** | Prof. Dr. Wen Chunying |
| **Urban Planning after Pandemic** | Pan Fang and Dr. Liu Jiayan |
| **The Role of Cultural and Creative Industries in the Integration of Industry and City after Pandemic** | Chen Wei |
| **Urban Governance and Sustainable Development after Pandemic** | Host: Duan Yanling<br>Speakers：Prof. Dr. Hans d'Orville<br>Prof. Mehri Madarshahi, Prof. Dr. Gong Ke<br>Dr. Li Xinyu, Michael Curtis Mitchell<br>Dr. Daniel Christian Wahl and May East |

## Forum Topics

*During the event, experts and scholars from home and abroad shared views on the topics as international cooperation and economic outlook after the pandemic, as well as urban planning, urban brand and communication, community governance, smart city and circular economy, cultural industry, environmental protection and integration of industry and city.*

## Post-Pandemic Era: Cooperation, Communication and Innovation

How do countries cope with challenges and continue to cooperate with each other in the context of the pandemic? Hans d'Orville, Chairman of Advisory Committee of ICCSD, former Assistant Director-General for Strategic Planning of UNESCO and Mehri Madarshahi, Member of the Advisory Committee of ICCSD, President of Global Cultural Networks agreed that the developments of economy, society and culture in many countries are influenced by COVID-19. New strategies should be made. New forms of sports and cultural activities should be back on track for stimulating the economy. They call on countries to reposition 17 sustainable development goals which are supposed to be life-saving campaigns applicable to the world, feasible and containing all life forms. Instead of protectionism, countries should enhance international cooperation in economic recovery.

In the meantime, they should explore new ways to accumulate wisdom for urban development after the pandemic.

As for international cooperation, communication and collaboration among sister cities are of crucial significance. Li Xinyu, Vice President of China International Council for the Promotion of Multinational Corporations (CICPMC), and expert for

the Beijing International Communication Center, said that sister cities play a vital role in cultural exchanges, bilateral friendship and economic development. New urban science and technology emerges during the pandemic, such as online classes and online medical treatment. She stated that new technology brought new models of urban governance, which inspired creative culture. Creative cities and sister cities could be better combined in concepts. Their exchanges would promote the development of the cultural industry and communication among cities.

What changes have taken place in the cultural and creative industries after the pandemic? Zhang Xiaoming, Vice Director of China

National Center for Culture Studies of Chinese Academy of Social Sciences, and Xiang Yong, Vice President of Institute for Cultural Industries in Peking University, thought that digital technology would be crucial for the cultural industry to get rid of the influence brought by the pandemic. It would also be a new direction of development of the cultural industry in the future. During the outbreak, the cultural industry has undergone a transformation, in which creativity is ubiquitous. 5G, big data, AI and block chain will fundamentally change the cultural and creative industries. How can countries utilize creativity during the building of urban brands? Wen Chunying, Vice Director of the Asia Media Research Center in Communication

University of China, suggested that creativity could raise a city's reputation and enhance its influence. The pandemic might affect people's cognition for urban governance. However, people's cognition for the industrial advantages of the city won't be changed. The experience of fighting against the pandemic might become special symbols of the city in the future.



## Science and Technology Leading Urban Planning and Governance after Pandemic

From the perspective of urban planning, emergency equipment should be improved in city branding, community governance and property management after the pandemic. Many experts point out that science and technology are critical for urban construction. Hans said that technology is a key factor for building smart cities. It is of great importance for us to strengthen urban defense and establish smart cities through technology. Gong Ke, President of World Federation of Engineering Organizations and Chairman of the Academic Committee of Nankai University, explained his opinion by three key words: "people, intelligence and response". He said, both towns and metropolises should prepare well and

respond in a timely manner. Towns and metropolises should develop urban science and engineering which is people-oriented and based on AI. They should establish early-warning system and crisis management mechanism, and respond to disasters immediately. Michael Curtis Mitchell, CEO of MCM Group International, and Mehri Madarshahi, Member of Advisory Committee of ICCSD, stressed that we could use technology and big data to deal with the issues of energy and resources when referring to circular economy. Mehri said that we could create a clean economic mode and space through scientific and technological innovation, and make full use of elements in cities to achieve our sustainable goals.

Technology is ubiquitous in urban planning and community governance. Song Yu, Research Assistant of Institute of Sociology of Chinese Academy of Social Sciences, and Sun Yu, Doctoral Supervisor of School of Government Management in Beijing Normal University, suggested that digital community governance had made great progress during the prevention and control of the pandemic. The application of IT had made enormous contributions to community-level governance.
The development of science and technology will boost the urban construction after the pandemic. Pan Fang, Vice President of the Tsinghua Tongheng Urban Planning and Design Institute, and Liu Jiayan,

Associate Professor of School of Architecture in Tsinghua University, thought that it is important for us to build an urban emergency system and a safe and resilient city when we use smart technology. For example, we should prioritize the construction of children-friendly communities and senior-

citizen-friendly communities, and highlight configuration of different levels in medical treatment. They also mentioned that we should combine urban examination with the community planner system, which could jointly improve urban planning.



## Urban Planning from Humanism: Sustainable Urban Development

It is necessary to establish sustainable cities and communities which are safe and resilient after the pandemic. From humanism, the pandemic has also affected a city's cultural soft power, industrial structure and cultural regeneration. Duan Yanling, former anchor of CCTV News and current guest commentator, and Davos 2020 Chairperson of SDG Convergence Association, said that awareness and team spirit determined people's behavior. The construction of cultural soft power would be crucial long-term work. The sustainable development of a city means urban "regeneration". Daniel Christian Wahl, founder and director of Sustainability Consultancy Innovation Education, has always kept an eye on "renewable future" and practiced cultural regeneration. For him, people's behavior should be regionalized and localized in culture and eco-system. Human beings should exchange their information and enhance their cooperation in local culture and climate to revive the city. Zhang Hongwu, Director of Yellow River Research Center in Tsinghua University, and Zhang Jieping, Director of Center for Water Quality and Environmental

Protection in the Middle Route of South to North Water Transfer, also thought that the concept of urban planning should be innovated by putting people first. As for concept innovation, May East, a fellow of United Nations Institute for Training and Research, advocated a mode in which people should listen to each other, the nature and the outside world. She thought the lesson taught by COVID-19 was that mankind should keep pace with the development of the world, which enabled creativity to flow through every corner of the planet.
In addition, how does the pandemic influence city-industry integration in humanities? Chen Wei, Assistant Secretary-general of Committee of Academic Experts of Institute of Economic System and Management National Development and Reform Commission, said that localization and regionalization of industrial clusters became more and more prominent from the perspective of industrialization. Science and technology and cultural creativity became more and more important in boosting industrial development. He suggested that companies should seize the opportunities to adjust industrial structure, and

fulfill people's need for a better life by designing and producing more products through various platforms, such as the Internet.

# The Belt and Road International Forum on Creativity and Sustainable Development in Post-Pandemic Era held online

The Belt and Road International Forum on Creativity and Sustainable Development in Post-Pandemic Era was jointly held by the Institute for Cultural Industries of Peking University and the International Center for Creativity and Sustainable Development under the auspices of UNESCO on July 31st on the ZOOM Online Meeting platform. A total of eight experts and scholars from China and the countries and regions along the "Belt and Road" attended the forum and delivered keynote speeches, discussing how countries and regions along the "Belt and Road" can take pragmatic and effective actions to promote the creation and sharing of cultural resources and the innovative research and development of cultural technology under the new challenges and situation of normalization of COVID-19 pandemic, and to discuss how cultural creativity will promote global sustainable development and how can the world economy achieve a creative recovery.



Xiao Lan

Executive Director of International Center for Creativity and Sustainable Development under the auspices of UNESCO, said in his speech that human sustainable development has reached a new threshold for rethinking and designing. The impact of the COVID-19 pandemic has not only brought severe challenges to the protection of and support to the cultural development strategy, and has also made it more difficult to achieve the UN sustainable development goals. Meanwhile, the pandemic has changed the production mode and people's lifestyle and accelerated the innovation and application of emerging science and technology. As one of the important frameworks for cross-cultural international cooperation, the BRI has promoted broader exchanges and deeper cooperation between countries along and near the route since its inception. It's hoped that experts and scholars from various countries and regions can make suggestions for building a better community with a shared future for mankind through active international cooperation based on this framework.



Hua Jian

Director and Researcher of the Cultural Industries Research Center of Shanghai Academy of Social Sciences gave a speech under the theme of "the New Pattern of 'Belt and Road' Cultural Cooperation — Taking the City as the Node". He explained the importance of cultural cooperation in the implementation of the BRI. Hua Jian took the cities along the route as the research object and pointed out that some related cities have already become the main nodes in the BRI cultural cooperation. He sorted out the relevant profiles of domestic and foreign central cities and cooperative city circles in detail. Using the "Silk Road City" evaluation index and "five links" analysis model, he evaluated and classified the cities along the "Belt and Road" route. Taking Thailand's creative industry development measures as an example, he suggested to build a broader "friend circle" of "Belt and Road" cities and put forward four key points of cultural cooperation.



Mehri Madarshahi

Focusing on the theme of "Cultural Creativity of BRI Members Before and After the COVID-19 Pandemic", Mehri Madarshahi, a former senior economic officer at the United Nations Secretariat/NY, member of the Advisory Committee of ICCSD and a visiting professor at South China University of Technology reviewed the aftermath and response measures taken by various industries including economic, cultural and arts in Europe, Latin America, Africa and other regions. She pointed out that BRI has reinforced development plans of the participating countries and the Digital Silk Road has proven to be an important tool for their economic developments, education and cultural industries during pandemic. In the post-pandemic, cultural industries and creativity in these and other regions, could become a national soft power, means of strategic export and lever for innovation, production, dissemination, income generation and poverty reduction.



Hans d'Orville

Former UNESCO Assistant Director-General for Strategic Planning and Chairman of ICCSD Advisory Committee, spoke on "Promoting Green Development and Creativity in Countries along the Belt and Road in the Post-pandemic World". He emphasized that the Belt and Road Initiative (BRI) was a model of international cooperation for sustainable development, of which culture and creativity were important driving forces.  BRI represented a new and focused kind of multilateralism to deliver an effective collective response to global crises like COVID-19, while promoting the implementation of the 2030 Agenda. The economic vibrancy of the cultural and creative sectors brought about economic and social benefits. Today, humanity needs to take effective actions to foster a new era of community of shared wisdom and creativity. To this end, the formation of networks and alliances are needed to integrate economic, social, environmental and cultural considerations into BRI. He noted that already more than 100 international and Chinese partner institutions were already part of the Belt and Road Initiative International Green Development Coalition (BRIGC). This Coalition serves as a platform for policy dialogue, communication, data and other information exchange on ecological conservation, environmental protection and the prevention and mitigation of pollution. This engagement, carried out through nine thematic partnerships, needs to be further expanded. Countries and regions must systematically incorporate environmental, cultural and fairness factors into green growth, green stimulus and economic recovery. Future multilateralism must comprise the search for global solutions to shared challenges in the areas of health, environment.

Deputy Secretary of the Party Committee of Southern University of Science and Technology and Dean of Institute of Cultural Industries of Shenzhen University, delivered a keynote speech entitled "Digital Creativity Promotes BRI's New Level of Cultural Cooperation". During the COVID-19 pandemic, the consumption in the global physical cultural market dropped sharply, and the not-contact virtual cultural consumption continued to rise. From the perspective of this new trend, he pointed out that the attributes of the digital creative industry could perfectly integrate with the vision of cultural inclusion and industrial integration proposed by BRI, and bridge the cultural gaps among the countries along the Belt and Road, thus better promoting the high-degree mutual trust of countries (and regions) along the "Belt and Road" to achieve comprehensive and sustainable development within the framework of BRI. The digital creative industry will push transnational cultural cooperation to a new level, and is also a feasible way to realize the visions of the community of common regional development interest and the community with a shared future for human happiness.

Li Fengliang

Vice Dean of the School of Economics of Peking University delivered a speech under the theme of "One Belt and One Road: Research on Double Circulation of Global Value". He introduced the background and timing of the implementation of BRI, and explained the concept, model, manifestation and economic cooperation model of the double circulation of global value. At the same time, he pointed out that China is at a key node in the global trading system connecting the dual circulation systems. He put forward suggestions for the promotion of "sharing economic development experience" and "construction of the development platform", and pointed out that the above-mentioned measures could solve the problems of sluggish sustainable development and income polarization, and bring unprecedented development opportunities for the world.

Zhang Hui

Executive Dean of the Silk Road Research Institute of Beijing Foreign Studies University, delivered a speech entitled "Inspirations from Ji Xianlin's Harmony Theory and Adonis' poetry and paintings". He combined Ji Xianlin's harmony theory, namely, harmony between man and nature: unity of heaven and man; harmony between people: everyone is one; inner harmony of individual: harmony of heart, the oriental philosophy of harmony with the poetry and paintings of Syrian poet Adonis and reflected on the philosophy of cooperation of countries influenced by BRI initiatives. He believed that the COVID-19 epidemic has made people realize the importance of respecting nature, and at the same time, with mutual trust diminishing in the post-pandemic era, more attention should be paid to the humanistic foundation of "harmony between people" and the power of inner harmony behind creativity and sustainable development.

Wu Hao

The online forum was chaired by Professor Xiang Yong, Vice Dean of Institute for Cultural Industries, Peking University, and he pointed out that through in-depth online discussions, experts have reached agreements on at least the following aspects: first, reshaping concepts and perceptions. In the post-pandemic era, we need to prepare for the new normal of long-term coexistence between mankind and the COVID-19 pandemic; second, focusing on technological innovation, improving the new digital infrastructure and the sustainable development of the ecosystem online and offline; third, attaching importance to cultural values, and striving to build a community of digital, creative and shared future; fourth, promoting dialogue between civilizations and exploring the effects of oriental philosophical thinking on promoting a new model of cooperation and exchanges between China and the West; fifth, promoting global sharing, so that countries and regions along the "Belt and Road" can share the best cultural, artistic and creative achievements, and better enhance the creative recovery of the global economy.

Xiang Yong

On the forum, experts presented diverse research perspectives and cultural positions, and put forward practical and feasible suggestions and opinions for cultural cooperation and sustainable development of countries and regions along the Belt and Road route in the post-pandemic era.

# Xu Qiang, Director of ICCSD, attends the 3$^{rd}$ UNESCO Creative Cities Beijing Summit and delivers a keynote report

From September 17 to 18, 2020, the third UNESCO Creative Cities Beijing Summit was held in Shougang Industrial Park. More than 30 representatives of international organizations, city leaders, innovation subjects and research institutions were invited to give speeches at the conference. Xu Qiang, director of the Beijing Science and Technology Commission and director of ICCSD, presided over the opening ceremony and made a keynote report.

This Summit represents the first international activity co-hosted by UNESCO and local government under the theme of "Creative Cities" since the outbreak of COVID-19 and it takes the development of cities under the post-epidemic era as a starting point to discuss how to use new technologies to empower culture and creativity, and design more resilient and optimized urban management measures, models and ideas against a big picture of balancing the pandemic-resistance and work resumption.

Audrey Azoulay, Director-General of UNESCO, said in the opening speech, "As a UNESCO Creative City of Design, Beijing provides an exemplary combination of profound history and state-of-the-art technology. Cities are unique spaces for solidarity, cooperation, and innovation. They are where the future of our societies will be defined. The support for Wuhan, a City of Design, from member cities of Creative Cities Network inspired the momentum of solidarity against the COVID-19."

Under the theme of "creativity empowers cities, technology creates the future", the Summit is held in an "online plus offline" manner, including opening ceremony, main forum, sub-forums, closing ceremony and supporting exhibitions

Xu Qiang, Director of the Beijing Science and Technology Commission and Director of ICCSD said that Beijing is taking the "three Cities and one Area" (Zhongguancun Science City, Huairou Science City and Future Science City, the Beijing Economic-Technological Development Area) as the main platform to accelerate the construction of a science and technology innovation center with global influence and phased progress has been made. Meanwhile, the concept of "Design Makes the City Better" is deeply rooted in the people's minds. The "City of Design" is gradually becoming an important engine for the sustainable development of Beijing. During the prevention and control of the COVID-19, Beijing takes advantage of cutting-edge technologies such as big data, cloud computing and AI, making great progress in terms of medical care, community prevention and control, work resumption and improving the cultural life of the public.

Audrey Azoulay, Director-General of UNESCO, delivers a speech via video

No.3 BF in Shougang Industrial Park is a "BF of Merit" which has an important contribution to the development of steel industry of Beijing and even China. After renovated, it looks more fashionable with a sense of technology.

(The article is from the WeChat official account of the National Innovation Center for Science and Technology.)

# ICCSD convenes the Second Session of the First Advisory Committee

ICCSD convened the Second Session of the First Advisory Committee in Beijing on September 25th. It applied "Cloud Communication" to exchange ideas online and offline because of the pandemic.

The session included a brief summary on ICCSD's work in the previous year, the inauguration and certificate granting of the new members of the Advisory Committee. In addition, members focused on figuring out innovative and creative ways to continuously promote the global sustainable development in times of changes under the context of COVID-19. 15 experts from 10 countries attended the meeting and made speeches, including Xiao Lan, Executive Director of ICCSD, Hans d'Orville, Chairman of the ICCSD Advisory Committee, and former Assistant Director-General for Strategic Planning of UNESCO, Charles Landry, the proposer and supporter of the Creative City concept, Carolina Quintana, a coordinator of UNCTAD Creative Economy Network, Riccardo Balbo, Academic Director of Istituto Europeo di Design, Mehri Madarshahi, President of Global Culture Network, and former senior

economic officer at the United Nations Secretariat/NY, Mugendi K.M'Rithaa, President Emeritus of the World Design Organization, and Zhu Xufeng, Executive Director of Institute for Sustainable Development Goals, Tsinghua University.

Xiao Lan said that COVID-19 has not only endangered the world, but also provided various industries with more opportunities for development. Services driven by digital technology have positive effects on the work and life during the pandemic, including telemedicine, online education, shared platform, Office Automation and cross-boarder e-commerce. In his opinion, it is certain that the digital economy would be a crucial growth area in the next stage. In the future, we will face a new era which is rapidly changing when we develop the economy. Thus, innovative thinking modes and creative solutions are urgently needed to seize the opportunities and handle the challenges of the era. ICCSD, as an international platform which advocates advancing sustainable development in a creative way, will play a bigger role in the nearer future when the previous system is shocked and a new turning point emerges. The

center would be committed to collecting and studying creative plans across the world, reforming systems, innovating science and technology, and developing culture in a sustainable way.

During the session, Hans d'Orville, Chairman of the ICCSD Advisory Committee, and the former Assistant Director-Genenral for Strategic Planning of UNESCO, announced that Professor Xiang Yong, Vice Director of Institute for Cultural Industries, Peking University, became a new member of the Advisory Committee of ICCSD.


Xiao Lan, Executive Director of ICCSD, addresses in the session


Committee members from 10 countries attend the session online


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


Xiao Lan, Executive Director of ICCSD, issues Advisory Committee Member Certificate to Pro. Xiang Yong, Vice Dean of Institute for Cultural Industries, Peking University（From left to right are Chen Ping, Xiao Lan and Xiang Yong)

Xiao Lan, Executive Director of ICCSD, awarded Professor Xiang Yong a certificate of the committee member.

Hans d'Orville introduced the history of ICCSD, main programs in 2019 and work plans in 2020. He presented that ICCSD had conducted practical and abundant work in investigation and research, advertising and communication, and international cooperation in the previous year. ICCSD has expanded creative projects and cases after a successful pilot program, encouraged professionals across the world to discuss the construction of creative cities, and provided a platform for countries to exchange cultures, share experience and achieve win-win cooperation. It has cooperated with more than 20 news agencies and gathered plenty of experience in the field. It has participated in over 10 international events and reached cooperation intentions with more than 30 institutions. Hans d'Orville said that ICCSD hopes to deepen the cooperation with the UNESCO, establish more platforms for communication and collaboration, widen the channels for committee members to exchange ideas and share experience, focus on social media

operations and reports, and provide more examples of creative cases and achievements for committee members. It will also nurture talents and blend the concept of sustainable development into works of young designers in the world. He said, "We hope experts would continue to pay close attention to ICCSD and learn about the highlights of our work in the future."

In the meeting, participants highly recognized and supported ICCSD's achievements. They indicated that they would coordinate more resources and projects from various fields and discuss further cooperation with ICCSD. Concentrating on three topics, experts conducted further discussion on the pandemic's impacts on globalization, the creative economy and urban development, as well as the corresponding innovative measures during the consulting and discussion. The three topics were "New Thinking under New Normal: the Impacts of COVID-19 on Globalization and the Creative Economy", "Innovative and Creative Measures are Adopted in Cities to Curb the Pandemic" and "Research, Advertisement and Digital Tools Advancing Sustainable Development". Professionals believed that the outbreak put

forward new requirements for creativity, design and sustainable development. They realized the significance of creating, building, sharing and discussing jointly. Facing the pandemic, countries should cooperate with each other, promote multilateralism and globalization, express themselves, and respond to issues confronting them in more dignified, creative and fairer ways, as well as contribute to the world's recovery and development. In addition, experts mentioned that countries are supposed to try their best to overcome difficulties and achieve the sustainable goals before 2030 although the pandemic's influence is tremendous.

*The first Advisory Committee of ICCSD was established in April 2019. The committee includes nearly 30 members from 13 countries who come from international organizations, research institutes, social organizations and private companies and they engage in creativity economy, urban development, industrial planning, artificial intelligence, network technology, sustainable development or communication, etc. The session gathered opinions of experts from various countries, offering intellectual support in order to achieve the sustainable goals on time.*

# Eco-civilization and the COVID-19 Pandemic

**Hans d'Orville**

Chairman of the Advisory Committee of ICCSD
Former Assistant Director-General for Strategic Planning
of UNESCO

**Mehri Madarshahi**

Member of the Advisory Committee of ICCSD
Former Senior Economist, United Nations
President of Global Cultural Network
Vice-Chair of Asia Pacific Exchange and Cooperation Foundation

The COVID-19 crisis has brought to the fore how societies, economies and human wellbeing are affected by the destruction of nature and how fragile these linkages are. Has our broken relationship with nature led to a pandemic like COVID-19? We have encroached on our planet by eliminating our forests to enlarge our food productions, by ignoring the ecosystem of the earth and drilling for more petroleum, coals and other harmful substances, by polluting our waters and our air and by destroying habitats leading to the extinction of species. All this has led us to increasing physical closeness and contact between humans, livestock and wildlife. As a result, humans became exposed to animal pathogens which led to several emerging zoonotic diseases.

The COVID-19 pandemic was superimposed on already unresolved societal tensions. The world was already facing a looming environmental and a climate crisis, it was battling with food and water shortages, energy volatility, natural disasters, economic downturns, massive unemployment and financial uncertainties and was surely unprepared to battle the emergence of such a major global health crisis.

The Chinese concept of ecological civilization (or: eco-civilization) could provide one direction for a way forward. This concept is quite similar to the notion of ecologically sustainable development that is a key element in UN resolutions and programmes since many decades. Both formulations refer to the fact that human use of the Earth's natural resources must be within the physical carrying capacity of the environment and its long-term sustainability. Eco-civilization refers to a society that enshrines as its core aspiration the pursuit of a form of sustainable development emphasizing the harmonious co-existence of humans with their surrounding ecosystems. China has included this concept into its Constitution. Yet, its implementation must be enhanced not only in China but in all other countries and societies as a whole.

The new pandemic has underlined how critically important the practice of eco-civilization is for the future of humanity, by striving for harmony between human beings and nature. At its core, eco-civilization attaches intrinsic value to all living things and the ecosystems that support them. All people and nations must strive to live in harmony with each other AND with nature and the life-supporting eco-systems.

Eco-civilization presupposes that economic and social development can be advanced in a manner that protects the natural environment rather than destroying it. Eco-civilization means total transition – moving towards a circular economy and a sharing society. Eco-civilization seeks to induce a change in consumption and production patterns and to take advantage of science and technology innovation affecting ecology and the environment. Revolutions in digital technology, communications, and energy have been fueling a new industrial revolution. It seeks to integrate economic, ecological, environmental and social needs in a holistic manner. We are on the threshold of a new revolution, the eco-civilization (r)evolution.

The pandemic presents an opportunity for change, if we design a recovery that heals our relationship with nature. It is virtually unthinkable to go back to people's behaviour or activities of the pre-pandemic "normal". Mere adjustments will not suffice. The problem is systemic so as to reinforce a global resilience.

The current pandemic has shown that we can be more frugal in our consumption patterns, to be better aligned with environmental goals. Governments have now a unique chance to opt for a green and inclusive recovery – a recovery that not only provides income and new jobs, but also has broader goals for well-being at its core, integrates strong climate and biodiversity action, and builds resilience. Such an approach can deliver win-win-win policies for people, planet and prosperity.

Green development is a crucial part, so as to attain the foundation for harmony between humanity and nature. To this end, we must continue to uphold and strengthen international cooperation, especially in the ecological and environmental fields. We must align all our activities with the UN's 17 sustainable development goals, and demonstrate how no individual, no community, no city, no country and no continent can and should be left behind. The objective of green transformation and transition predicates harmony between the economy and society driven by the quest for sustainability across the entire development spectrum.

Green growth is promoting economic development and human wellbeing without degrading nature. Green growth recognizes that nature and the quality of environment are critical to economic wellbeing and social progress. Green economy requires decoupling growth from the depletion of nature. Rather than viewing environment and economic development as competing goals, green stimulus must consider them as complementary and supportive of one another.

We cannot defeat the pandemic with a divided world. We must seize the opportunity to forge a common future that belongs to all – irrespective of age, gender, nationality, race or ethnicity. Protecting the planet is the most important inter-generational responsibility we have today. To this end, we need to reset our life in a way that benefits the planet as a whole and promotes a planetary conscience and mindset.

We will not succeed, unless we tackle the root causes of the sickness upon us – a mere tinkering with symptoms or temporarily curing the sickness will not do. We must respect togetherness of human and nature as well as development and conservation. Above all, we must create an ecological society based on eco-civilizational precepts! For all this, the world and every single country needs effective leadership so as to help save our – only - planet.

# Cities of Hope and Happiness



**Michael Curtis Mitchell (US)**

CEO, Founder of MCM Group International





Yu the Great, the nine in one square plan ■    Confluence of the identity of home, family and animal domestication ■





Milan city canal ■    Cerda's manuscript for planning Barcelona eixample ■

From tentative beginnings nearly 9,000 years ago, human settlements have been journeys of hope overcoming anxiety.  Even in their most rudimentary proto forms they were undertaken with the purpose of creating a more secure life, reducing human fear and uncertainty.  Tied to the cycle of life, early communities reflected the human need for plentiful crops, fertile seasons, personal safety, harmonious social order and 'connectedness' to the greater.  Picturing our place in the world through this expectant lens formed the basis for many of our foundation myths, cultivating and ultimately ensuring our sense of belonging to a place.  Even predating the advent of writing and settlements humans were conceptualizing our place in the greater cosmic order through the use of planned geometric patterns to design structures.  In planning mankind's oldest known structures, built 13,000 years ago at Gobekli Tepe, Turkey, the architectural pattern applied to both internal and large external layouts was a perfect equilateral triangle.

In China, these thoughts of our sense of 'connectedness' to a place were further refined 5,200 years ago through the founding myth of the Xia Dynasty.  Yu the Great, who it is said received

the geometric basis of China's urban planning – the nine in one square plan.  Yu's plan represented a reflection of heavenly patterns mirrored on earth, signaling mankind's role in the celestial order, giving his earthly city a permanence that can overcome the transitory nature of life.  Other contemporaries of Yu were expressing similar visions of urban life.  King Menes represented another founding persona, responsible for uniting Egypt and creating Memphis as the capital.  Although an early river settlement during the predynastic period had already existed for 2,000 years, Menses overlaid a formal religious plan for the city, thus anointing its 'connectedness' to the greater; thereby creating what may be called a sense of belonging - of 'identity', perhaps even, a primordial sense of 'home.'

These efforts at overlaying an idealized connectedness and identity to a place has paralleled the evolution of human consciousness and social settlement – all based upon a hopeful quest to minimize our fears and uncertainty, strengthen our security, and understand our place in the cosmos, ultimately signaling the transition to distinctly defined cultural identities.  Planning of community spaces continually expanded its vision over the ensuing

millennia to encompass the ever-growing complexity of human interactions and settlements.  This complexity was compounded by the establishment of highly infectious diseases in human communities resulting from animal husbandry.  Settling in communities was accompanied by the need to fight the scourges of smallpox, tuberculosis and other diseases that jumped from their domesticated animals. This confluence of the identity of home, family and animal domestication as a root of urban development can be clearly recognized in the Chinese character for home and family, 'jia,' which is a pictograph of a pig inside a house.

Nearly 2,500 years ago the Greek Hippodamus, often referred to as the 'father' of urban planning in western cultures, addressed this underlying need for order by championing formal orthogonally planned cities.  Laying out his home city of Miletus in a grid plan comprised of houses on blocks created by streets and side streets crossing at right angles, with public buildings in the city center.

As urban complexity continually intensified over the millennium to accommodate mankind's increasing socio-economic interactions, and as
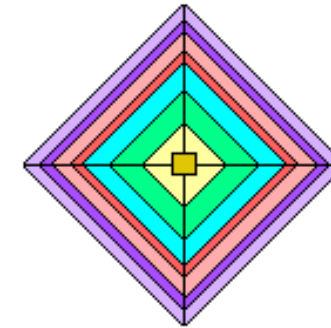
new and devastating fears emerged, ever higher orders of planning were envisioned.  When the bubonic plaque struck Milan in 1484, killing a full third of the city's population, Leonardo da Vinci was inspired to redesign the city to ward off future catastrophes.  Built with narrow, highly crowded Medieval residential neighborhoods, Milan was ripe for the pandemic explosion.  Emphasizing two basic aesthetics, cleanliness and efficiency, da Vinci imagined the city with a network of canals that would support commerce and sanitation along with a three-tiered vertical division of the built environment for movement - carts and horses on the lowest level, pedestrian traffic on the second and residential on the third.

By the nineteenth century, mankind's technological and scientific progress had increased the complexity of the city to the point that a more comprehensive approach to city planning than even that envisioned by da Vinci was required.  In 1867 the Spanish born IIdefonis Cerda, wrote the seminal work 'General Theory of Urbanization.'' Cerda moves the planning of cities from a profession designed to defend against the vagaries of life, toward an aspirational view that cities can and should be designed to provide the necessary nourishment of the human spirit to achieve personal and societal happiness.

During Cerda's life, only three cities

in the world had a population over 1 million – London, Paris and Beijing.  Today the world has 35 urban-mega centers with populations between 10 to 35 million inhabitants.  China alone has 102 urban areas with populations over 1 million.  Complexity in these urban centers has reached levels unfathomable to ancestral planners.  In a most fundamental way contemporary urban life is now faced with existential macro questions around sustainability coupled with micro question centered on how we want to live.

The early 20th century urban planners continued the quest to make the world's cities healthier and happier.  In 1933, the prominent French architect and planner Le Corbusier

is a prime example, following after Cerda with his own treatise for the ideal city. Echoing Cerda, he wrote in his "Radiant City" that the modern city should be designed to benefit its citizens "on both the spiritual and material planes".  Le Corbusier was deeply influenced, however, by the hallmarks of the industrial age – specialized functions, efficiency, simple Euclidean regularity – as he aptly said, "a house is a machine to live in." Hoping to end the slum like conditions of the working poor that had flocked to industrial urban centers, he proposed a strict segregation of residential, commercial and industrial zones.

In 1952 in a well-intentioned bid to rid the city of their expansive slums, city planners of Glasgow, Scotland adopted Le Corbusier's plans.  Fifty years later the community he designed was demolished signifying an epic failure to a once heralded vision.  They had become infamous for violence, drugs and social anomie.  What went wrong?  In a somewhat simplified conclusion, the inhabitants identity was stripped away. Planners may shape districts and cities, but the urban environment in turn shapes each of us.  One of the residents summed up the move from the tenements, "these were communities which had a social fabric, if you like, which were then broken up by these processes."  The tenement dwellers lost their sense of place and identity and with it their dignity.

After World War II this process of urban renewal became fully internationalized.  One of America's most famous examples of this strategy was also inspired by Le Corbusier and designed by Minoru Yamasaki in St. louis in 1956.  Less than 20 years later, with the buildings nearly empty because of a breakdown in social order, the government destroyed the project.  The cause of its failure, similar to the residents of Le Corbusier's development - the project evoked no feelings of identity and control for the residents.  Since Le Corbusier, and the planners that were influenced by his perspective, we have learned much more about the

interplay between plans, buildings, the urban environment and their impact on people's lives.

Although the pursuit of happiness may seem utopian, happiness has always been present in sentiments about quality of life, healthy environments, and clean, affordable residential communities.  But understanding the dimensions of happiness have been nearly impossible in the past to assess.

What is it?  How do you measure it?  Beginning in 2011, the UN General Assembly brought the issue to the forefront by adopting resolution 65/309 'Happiness: Towards a Holistic Definition of Development.' The next year the first World Happiness Report was published - Wellbeing and Happiness: Defining a New Economic Paradigm.'

The World Happiness Report is now published annually surveying the degree to which citizens of 156 nations perceive themselves to be happy.  This year's report, 2020, marks the first-time cities around the world are ranked, with the analysis peering into how the urban environment affects our individual happiness.  Ranking number one for 2020 is Helsinki, Finland, followed in order by Aarhu, Denmark; Wellington, New Zealand; Coopenhagen, Denmark; Bergen, Norway; Oslo, Norway; Tel Aviv, Israel; Stockholm, Sweden and Brisbane, Australia.  The largest population among the group was number ten, Brisbane with 2.5 million, with the mean population of the entire group being 419,000.

This correlation between happiness and city size also holds true for innovation.  Many of the happiest populations are also the most creative.  We encounter many of the most creative cities in the world such as Helsinki, Stockholm, and Tel Aviv from the list above, while in the United States cities like San Francisco, Seattle, Minneapolis, Portland and Austin are listed among both the happiest as well as the most creative of American cities.  Their urban populations are all considerably



World Happiness Report
https://worldhappiness.report/

under one million, with many near half that population.

What do we need to do to develop resilient, sustainable, creative cities?   And to what purpose if their inhabitants aren't happy.  Designing sustainable cities, in the broadest sense of the term, begins with understanding and appreciating what comprises personal well-being.

In a most profound way, mankind's 9,000-year journey, from agrarian settlements to an urban-based information (digital) society, appears to be nearly complete.  The benefits and risks resulting from this process are now quite apparent.  Humanity is near a tipping point where the decisions we now make regarding the way we live in cities will determine their and perhaps our ultimate fates.  Our tools have risen to the occasion; from domestication, to plow, to AI, we have evolved our capabilities to enable us to shape our own destiny.  It is up to us.  The only question is whether we will follow Cerda's hope that cities can and should be designed to nourish the human spirit.

Photos in the article were provided by the author.

# Vice President of Beijing Tsinghua Tongheng Urban Planning & Design Institute visits ICCSD

Xiao Lan, Executive Director of ICCSD, welcomed Pan Fang, Vice President of Beijing Tsinghua Tongheng Urban Planning & Design Insititute (THUPDI), and his team this May. THUPDI is a nationally valued institute of urban studies. As a wholly-owned subsidiary of Tsinghua University rooted in a strong academic research atmosphere, it is committed to the integration of the practice, research, and education in the field of urban planning, a development philosophy that brings firms, universities, and research together. Besides, it also vigorously expands the research fields related to Urban Planning.



Pan Fang, Vice President of Beijing Tsinghua Tongheng Urban Planning & Design Institute visits ICCSD

On behalf of ICCSD, Xiao Lan welcomed the vice president Pan Fang and her team. He expected that ICCSD and THUPDI can cooperate on the impact of creative city and economy in the context of urban sustainable development.

# ICCSD is invited to serve as the academic advisory unit for the co-host cities of 2020 Beijing Design Week

ICCSD was invited to serve as the academic advisory unit for the co-host cities of 2020 Beijing Design Week. It has provided professional academic advice in terms of the plans and the set-up of meetings for Qingdao, Suzhou and Zhuhai. Beijing Design Week is one of the largest cultural events with great international influence in Beijing, which offers a normal platform of achievement-demonstrations, exchanges of ideas and deals to design bodies and talents at home and abroad.



Photo source: Official Account of Beijing Design Week

# ICCSD attends online Exchange Meeting for the Promotion of the Cooperation with UNESCO in Combating the Pandemic held by China National Commission for UNESCO

On April 30th, ICCSD attended the Online Exchange Meeting for the Promotion of the Cooperation with UNESCO in Combating the Pandemic held by China National Commission for UNESCO and shared the efforts to the pandemic.

As soon as the COVID-19 hit at home and abroad, ICCSD came up with the contents from multiple angles and approaches, and gave all-round reports via our own platform, specials, news reports, and social media. ICCSD has edited and published more than 30 articles on the epidemic on the platform in Chinese, English, and French. The topic of the issue 5th of Creativity 2030 special was focused on SDG4—quality education, the global hotspots like epidemic prevention and remote education to introduce the application of innovative elements in the fight against the COVID-19, and how to construct effective international cooperation. More than 10 articles by members of Advisory Committee of ICCSD, and experts from Universities and Colleges including Cambridge University, Chinese Academy of Social Sciences, Beijing University of Aeronautics and Astronautics, Jilin University were issued. The center also held Creativity 2030 Online Forum at which 18 experts and scholars at home and abroad have shared their views on "Urban Governance after





ICCSD attends the Online Exchange Meeting ■

Pandemic". The videos of the forum have been shared in the UNESCO platform and social media, and have received a good response.
Nearly 50 deputies from domestic city administrative departments, Category 2 Centers, Universities and Colleges, and well-known companies attended the meeting.



An investigation group led by Xu Gang, Chief Executive of Gusu District Government of Suzhou visited ICCSD. As the city of crafts and folk art in the UNESCO Creative Cities Network (UCCN), Suzhou is endowed with time-honored handicrafts and rich resources. It is expected that in the future the two parties can access resources from each other and strengthen cooperation.



Mei Song, Director of Beijing Cultural and Creative Industry Promotion Center and sub-inspector of Publicity Department of Beijing Municipal Committee of CPC visited ICCSD.



ICCSD delegation visited Dongdao Creative Branding Group.



ICCSD delegation visited Dongjiang Free Trade Port Zone Commission.

## "Creativity 2030" Salons

*The Creativity 2030 salon is one of a series of activities under the brand*

*"Creativity 2030" (C2030) of ICCSD. ICCSD will organize salons from*

*time to time, with themes including creativity, sustainability, science and*

*technology, culture and others. Each time,1-2 experts, scholars and senior*

*practitioners will be invited to communicate with the staff and social partners*

*in the forms of speeches, dialogues, internative Q&A, etc.*

**The 4th Salon**

# AI 2.0: City-Being and Sustainable Development

**Prof. Wu Zhiqiang**

A leading figure in Urban-Rural Planning, and Engineering Practice

Academician, Chinese Academy of Engineering

Vice President of Shanghai Tongji University

Chief Planner of the2010 Shanghai World EXPO Park

Chief Planner of Beijing Municipal Adinistrative Centre

First Co-Chair, International Steering Committee of World Planning School Congress

Advisory Committee Member of ICCSD

The fourth salon for Creativity 2030 was co-organized by ICCSD and WUPENicity. The guest speaker Wu Zhiqiang, academician of Chinese Academy of Engineering, vice president of Tongji University and chief planner of Beijing Municipal Adinistrative Centre, delivered a lecture on the subject of AI 2.0: City-Being and Sustainable Development.

In the course of development for both China and the globe, 2020 is a very special year. We are facing a myriad of difficulties due to the coronavirus pandemic. When such unprecedented challenges come, we hope to use AI technology to help overcome these difficulties. What kind of contribution can we make in the global AI research and development process after the pandemic? And what breakthroughs can it achieve?

### AI 2.0 Urban Intelligent Diagnosis and Technology Waves

The Chinese Academy of Engineering has dubbed the next generation of Artificial Intelligence "AI 2.0". However, as AI 2.0 is booming, we have encountered the Covid-19 pandemic, which brings the most severe challenge. Currently, it is difficult for global experts to discuss how to shape our cities and how to develop AI face to face. But this is also a valuable opportunity offered to us to consider the application of AI under such a circumstance. Through AI technology,our thoughts can flow as usual, our experience can still be exchanged and our creativity can still converge. This is a game between AI and the pandemic.

Traditionally, globalization mainly refers to the flow of people and goods. Instead of the view many people hold that the globalization is suspended in 2020, we are on the threshold of a total new globalization of ideas and innovation when looking back at the history of globalization in the future.

With the advent of such globalization, AI has a bright prospect because it makes the interaction between people and machines or between people and knowledge possible, which can avoids direct contact between people, and to a certain extent helps prevent the spread of the virus. Meanwhile, the model enables us to reduce the cost of innovation, communicate more quickly, and spread ideas more conveniently.

The Covid-19 pandemic comes like a bully. To deal with it, many websites have reported the latest news on the virus all over the world and continued to record the accurate data about the virus in cities and even in communities, which is proved pivotal in the battle. Since this January, WUPENicity has gathered the pandemic data in variou cities and communities around the world, updated and released on a daily basis. The application of AI, big data, and mobile Internet technology has achieved large-scale AI identification and making everyone updated with realtime pandemic situation. Such kind of precision is impossible in the past.

By monitoring the Yangtze River Delta, accurately tracing each community in Beijing, and assessing the correlation between the pandemic and rail transportation, industry, business and catering, we have drawn a number of valid conclusions. The Covid-19 pandemic has greatly helped the advance of the era of big data represented by AI.
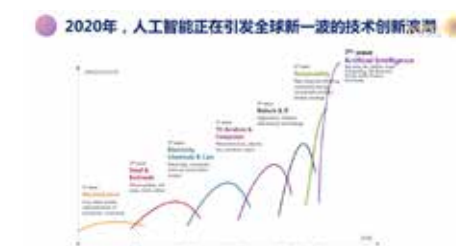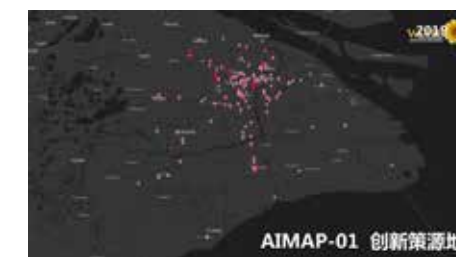

AI 2.0 城市智能诊断与技术浪潮


Online international conferences


全球 COVID-19 状况 （来源 : WUPENicity 网站）


2020 sees a new wave of global technological innovation led by AI. The first AIMAP was launched


AIMAP launched by WUPENicity is the first of its kind in the world. This picture demonstrates the distribution of the source of AI 2.0 innovation in Shanghai.

Modern cities have always been integrating with new technologies. Modern technologies have given human beings more capabilities, while bringing more challenges. In this process, the city has cultivated batch after batch of top scientists, and the overall quality of its citizens has been raised to an unprecedented level. The development of modern cities reveals when urban cities face greater challenges, they also offer more opportunities for technology.

From this map, the distribution of innovations in AI 2.0 can be seen in the entire space. The presentation of these ideas is very intriguing and direct—the height of the bar stands for the degree of innovation and the most innovative is the highest. Be it single or multicorridor, the industrial situation is clarified by the visible clusters. This is an epitome of AI development in China. Weak as the basic research is, a certain scale of application and production has been made available in some way. The AI industry cluster map in Shanghai can also straightly show the rapid growth of the AI industry.

Each citizen in modern cities is very aware of the convenience brought by technology. And we must overcome its shortcomings when we embrace technology.On the issue of AI quality, WUPENicity also laid out a basic numerical distribution map of citizens' attitudes towards AI, from which we cansee the overall situation of citizens' AI quality. People should clearly understand that the arrival of AI technology does not require fear or superstition, but should face it rationally and make it a tool and channel to make urban life better.

**Five AI 2.0 breakthroughs in sustainable cities**

In order to fulfill the expectation for future cities, we need to complete 5 AI 2.0 breakthroughs in sustainable cities:
*The Source of Innovation*
*Basic Research*
*Industrial Cluster*
*Application Demonstration*
*Talents' Cultivation*

Globalization is entering a new phase rather than coming to an end. The material exchange will be transformed into to an end. The material exchange will be transformed into the exchange of ideas and education sources. The pandemic has brought worldwide experts together via the Internet to discuss disease prevention in different cities, such as which kind of measures aremore effective, what are the keys of pandemic control and prevention, and so on. A large number of international conferences have been held online every day. The Covid-19 pandemic has accelerated the globalization by 5 to 10 years and has rapidly advanced the world. The impact of the virus on AI in terms of ideas, development and concept at home and abroad is significant.
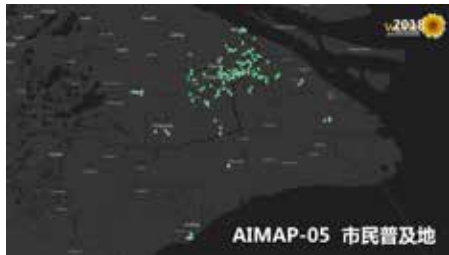


Citizens' AI Quality Map The map of popularization depicts AI publicity campaigns in various communities



The all-round intelligentization for entire life circle of cities

When the United States, Britain, Germany and France proposed AI planning, China has outlined a program in which AI will be used to promote the intelligentization of the entire life circle of urban planning, construction, management, and operation, and to accuratelylay out breakthroughs in ten aspects of AI in the future. At present, what Shanghai is going all out to achieve is autonomous intelligence (intrapersonal intelligence) which is also the forefront of research on the direction of AI city in China.

Today, the whole chain of anti-pandemic applications in smart cities has reached the front line for trials  Facig the seventh technological revolution—AI technology revolution, we hope to achieve a breakthrough in sources demonstration as soon as possible, and implement application demonsration. At the same time, it is necessary to establish an industrial cluster and rationally allocate all aspects of elements so that everyone can benefit in this field. Besides, we are committed to building talents' highlands to comprehensively improve citizens' AI quality. Ultimately, we expect to give a good demonstration of better cities in the future.

# Chengdu Empowered by New Creativity and New Scenario

Creativity 2030 Salon on the theme of Chengdu Empowered by New Creativity and New Scenario was hosted in iF Design Center in Chengdu on August 26th. The forum, jointly organized by ICCSD and Chengdu Creativity & Design Week, invited Yang Fang, Secretary-General of Sichuan Industrial Design Association as well as the chairman and founder of 436 Cultural and Creative Center in Chengdu, Liu Ling, the founder of Chengdu Qinyuhan Ltd, and Sheng Long, Vice General Manager of Sichuan Earthhouse Ltd. The three guests from companies all based in Chengdu, exchanged and shared their views on how Chengdu exploits its advantage in terms of resources like" Culture Plus" to full play, how its creativity is empowered by high-qualified IP of Culture and Creativity during the construction of park city demonstration zone to meet the demand for a better life.

**Yang Fang: Creativity and design raise the city grade**

436 Cultural and Creative Center in Chengdu has designed an exclusive scenario for the new Jinniu Park—the longest garden in the city center in Asia by"One Park, One Pavilion plus TOD". One Park, whose core is "industrial design plus creative industry", tends to build a comprehensive landmark that integrates headquarters, innovation center, research and development center, exhibitions and consumption in one park. One Pavilion refers to the first industrial design exhibition hall in Sichuan Province. It aims to display the accomplishments of
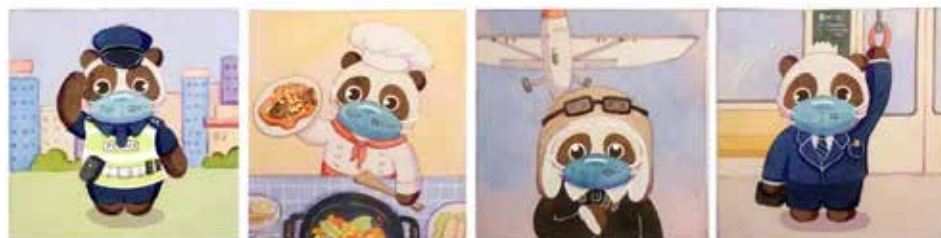


Sheng Long (left) Yang Fang (middle) Liu Ling (right)



The new Jinniu Industrial Park designed by 436 Cultural and Creative Center in Chengdu

Public service by Panda Mossi ◼

industrial designs. TOD applies technology to bookstores. The bookstore is not only a place to reading but also offers community service like popular science.

Yang Fang said, confronted with the development opportunities in the new era, Chengdu will broadly advance the integrative development of "Culture Plus" industry creatively and raise the city grade. "Culture Plus" will also energize Chengdu and empower the development of the city, its industry and business.

**Liu Ling: The new contents of culture and creativity empowers the new economy**

The high-quality IP can bring sizable benefits to both companies and cities. And in the field of culture and creativity, endowed with new contents, it can also promote the development of a city's culture, tourism and economy. In Liu Ling's view, as the hometown of pandas, the IP of Chengdu should not only present its features and uniqueness, but also demonstrate the city's spirits. Take Panda Mossi for example. Chengdu that it stands for impresses the public with innovation, vogue, passion and opining, friendliness and its inexhaustible energy.

**Sheng Long: "Culture Plus Tourism" promotes the sustainability of creativity**

How can new cultural tourism bring more consumption? How can technology

integrate with the layout of urban space in the field of cultural tourism and further innovate? Sheng Long said that as a new-born metropolis, Chengdu is home to many traditional cultures like the history of the Three Kingdoms, Hibiscus and pandas. Many native IPs of culture and creativity are entering the stage at home and abroad. Earthhouse based in Chengdu attempts to tweak the construction of Chengdu, the park city, by the integration of culture and tourism in a minimally invasive way to bring a green, healthy, comfortable and high-tech consumption experience. It will also create a green ecological inner cycle in a long term, and promote a shared sustainable development of creativity and design, new cultural tourism and better lives in Chengdu.

*Chengdu Creativity & Design Week*

*Since its inception in 2014, Chengdu Creativity & Design Week has been hosted successively for six years with a reception from home and abroad of over 2.45 million in total. The activity has been expanding its international view, aiming to absorb more international upmarket components in the field of creativity and design, carrying forward the culture of Chengdu, spreading its aesthetics of life, and introducing the international business climate to China.*



Earth House Mountain Hotel in Altay of Northwest China's Xinjiang Uygur Autonomous Region ◼

# Beauty Convention for the Third Pole-the Hat Post Station of Lu Lang, Tibet

On September 8, 2020, with the ICCSD as the guiding unit, the special fund for beauty convention of China Children's Cultural and Artistic Foundation and AEDC Ecological Innovation International Design Center jointly launched the interview salon " Beautiful Convention for the Third Pole - the Hat Post Station of Lu Lang, Tibet ". The relationship between creative design and ecological environment protection was discussed by China Biodiversity Conservation and Green Development Foundation, the Management Committee of Lulang International Tourism Town, Linzi,Tibet and enterprise representatives. It is hoped that the creative design will help the Beautiful Convention to carry out more sustainable public welfare actions and explore the innovative mode of ecologically sustainable development.



The scene of the Salon ◼

Volunteer activities in Lulang Demonstrative Base in Tibet include collecting garbage, sorting and recycling; interactive propaganda activities, distributing reusable bags and blue ribbons; organizing volunteer activities etc., It is expected to build an "internet-famous resort with zero carbon emission" by integrating rainwater collection and circulation system and other eco-friendly measures".
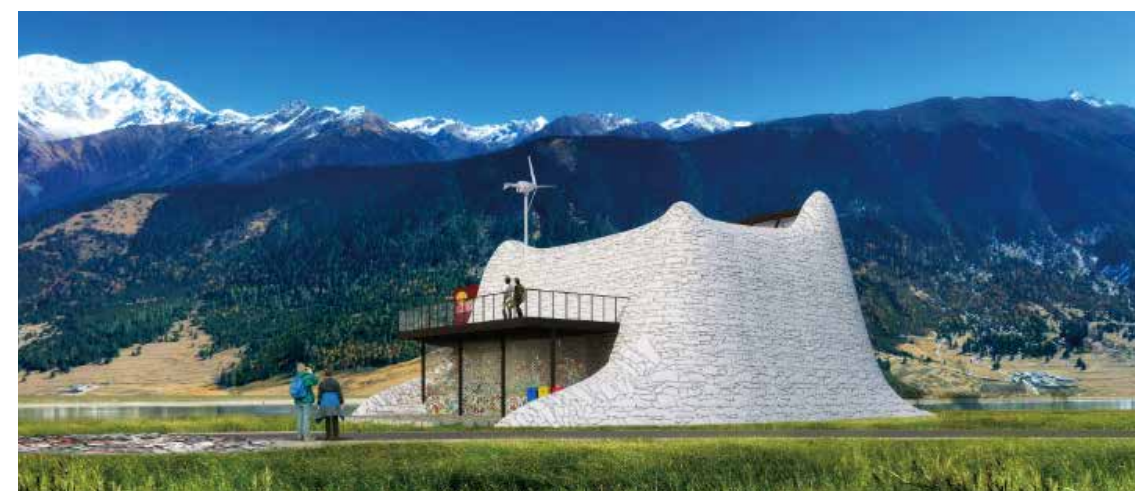


A picture of surroundings of the national highway, collection and display of garbage sorting ◼