

## 2<sup>nd</sup> UNESCO CREATIVE CITIES BEIJING SUMMIT AGENDA

6 – 8 JUNE 2016

We, the participants of the Second UNESCO Creative Cities Beijing Summit, held in Beijing, China on 6-8 June 2016, affirm that culture and creativity are indispensable drivers and enablers of sustainable development, especially in urban environments.

We are convinced that meetings at the highest level of urban governance are particularly valuable, in light of the unanimous international commitment to implement the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs), to fight climate change as outlined in the COP 21 Paris Agreement under the United Nations Framework Convention on Climate Change and to adopt a New Urban Agenda at the Third United Nations Conference on Housing and Sustainable Urban Development (Habitat III) to be held in October 2016 in Quito, Ecuador.

Endorsing the Outcomes of the UNESCO International Conference on Culture for Sustainable Cities, held in Hangzhou, People's Republic of China from 10 to 12 December 2015, we reaffirm that "exploring the linkages between creativity and sustainable development from an urban perspective should be a major focus for promoting cooperation among cities", as formulated in the 1<sup>st</sup> UNESCO Creative Cities Beijing Summit Agenda in 2013.

Culture is an essential component of human development; it represents a source of identity, innovation and creativity for individuals and communities, as well as a tool for reconciliation, social cohesion and peace. Creativity is also a major driver of the creative economy, where cultural industries have become powerful engines of economic growth, income generation and employment, with knowledge as a prime catalyst.

In the wake of recent mass urbanization trends, cities, more than ever, drive local, national, regional and global economies, induce green growth, engender diverse and inclusive societies and shape our world through their cultural influence, diversity, creativity, innovation and standard-setting status.

Well-managed urbanization, taking full advantage of the potential of culture and creativity, can be a powerful engine for addressing our common goals for sustainable development, as expressed in SDG 11 - Make cities and human settlements inclusive, safe, resilient and sustainable.

To this end, we are committed to establishing a mutually supportive relationship of learning, sharing and exchange among the members of the UNESCO Creative Cities Network, so as to draw common lessons from diverse experiences.

The Beijing Summit has focused on experiences and proposals underpinned by innovative and inclusive approaches to culture and development, through culture-led revitalization of urban areas and public spaces, especially for women, youth, older people and persons with disabilities. By showcasing successful environmental and cultural sustainability through everyday creative production and planning, with strong input from youth entrepreneurs, the Summit is helping to identify avenues for growth and participation in the fragile context of present-day crises and global risks.

In this spirit, we reaffirm that a basic purpose of the UNESCO Creative Cities Network is to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.

Creative Cities are particularly committed to actively cooperating with UNESCO, not only as a platform for reflection on the role of creativity as a lever for sustainable development, but also as a breeding ground of action and innovation, notably towards realizing the 2030 Sustainable Development Agenda.

In this regard, we welcome the growing diversity and geographical representation of the UCCN's membership, which has increased substantially since the first Beijing Summit in October 2013. Yet, we recognize that every city is unique in its infrastructure and cultural endowment; every solution must be tailored to specific needs, circumstances and contexts.

We participants commit to the above mentioned policy documents and put forth the following core priorities for the Network to contribute to the effective implementation of the Sustainable Development Goals:

- Harness the power of new technologies – including digitisation, wireless networks and seamless connectivity and other elements captured under the Internet Plus initiative – as motors of creativity for city development, job creation, access to cultural expressions and heritage, cultural tourism and prosperity;
- Foster the international mobility of artists and cultural professionals and strengthen the creation, production, distribution and dissemination of cultural activities, goods and services from Member Cities, particularly in the framework of North-South and South-South cooperation;
- Support the continued production and implementation of benchmark and impact indicators to monitor and evaluate the contribution of culture and creativity to sustainable urban development;
- Undertake new international cooperation models and partnerships, drawing, for instance, on historic experiences, such as the Belt and Road Initiative, to respond to new economic and infrastructural needs, to unleash the new dynamics of cultural tourism and to benefit from creativity and interaction across inter-cultural linkages;
- Further develop multifunctional public spaces for the enjoyment of all citizens, as these spaces are acquiring increasing relevance as venues for shaping sustainable communities and social inclusion, fostering urban regeneration, and promoting both contemporary creativity and heritage;
- Facilitate the generation of knowledge and foster the development of common research on the links between creativity and sustainable urban development and seek synergies with relevant institutions, decision-makers and leaders from the world of technology, industry, science, arts, media and economics.
- Assist UNESCO, through programmatic, political and financial support, in its efforts to strengthen the Network and foster greater cooperation among its Members.

We welcome the establishment in November 2015 by the General Conference of UNESCO, of an International Centre for Creativity and Sustainable Development (ICCS), under the auspices of UNESCO (category 2) in Beijing.

We express our profound appreciation to the Government of the People's Republic of China and the People's Government of Beijing Municipality for their generous hospitality and the excellent arrangements made to ensure the success of the Summit.