



**UNESCO Creative Cities Network  
XIV Annual Conference**

**Santos, Brazil  
From 18 to 22 July 2022**

**AGENDA**

<b>Dates</b>	18 – 22 July 2022
<b>Venue</b>	Santos, Brazil
<b>Participants</b>	Mayors, focal points, and other high-level representatives of UNESCO Creative Cities
<b>Theme</b>	Creativity, Path to Equality

**The XIV Annual Conference of the UNESCO Creative Cities Network (UCCN)** will be held in Santos, a Creative City of Film, from 18 to 22 July 2022.

Under the theme “**Creativity, Path to Equality**”, the role of creativity as a driving force for building inclusive and equal societies will be highlighted over the course of diverse sessions and workshops of the event.

Member cities will be invited to highlight their respective experiences and good practices and illustrate the various ways in which cultural and creative industries are leveraged at the local level and through intercity collaboration to revitalize urban areas, from historical centers to urban surroundings. Participants of the Annual Conference will have the opportunity to exchange their views, experiences and initiatives on creating enabling conditions towards more inclusive and equal cities, in line with UNESCO’s global priorities.

During the pandemic, cities worldwide have been on the frontline to respond to the crisis, highlighting their pivotal role in tackling contemporary challenges, but also in fulfilling the various opportunities that arise from their positioning as strategic platforms for innovation and creativity. This unprecedented context has opened a renewed dialogue regarding the substantial contribution of cultural and creative industries to recovery and development at both the local and global scale. In people-centered urban development, citizens represent a key and valuable resource for creativity and innovation. Therefore, it is of primary importance to nurture inclusive urban environments, so as to tackle different contemporary and emerging challenges with creative and sustainable solutions.

Accessibility and inclusiveness are two essential components to the concept of equality, notably when applied to how culture and creativity are incorporated in urban planning and regeneration. Improving accessibility to cultural activities, especially for marginalized groups and communities, helps strengthen cities’ economic and social fabrics. Leveraging creativity to reduce inequalities locally and involving city dwellers in cultural life equally, results in more sustainable cities, and thus creates a fertile ground for more creative initiatives to be implemented.

Creativity, Path to Equality will serve as a guiding thread throughout various components of the Conference, in which member cities will collectively reflect on shared opportunities for implementing development strategies and plans aimed at further aligning with UNESCO’s priority areas. In particular, over the course of the six Thematic Transversal Panels, discussions and exchanges will be structured around the priorities of the Organization: Priority Africa and SIDS, Gender Equality, Youth and Marginalized Groups, Climate Resilience, International Cooperation, Innovation and Technology, and Post-Pandemic Recovery. Throughout these panels, Creative Cities will share experience-based ideas on the initiatives they have implemented to build sustainable and resilient cities, imagined as spaces where access to art and culture is both facilitated and a tool to fuel social dialogue.

After a two-year pause due to the pandemic, the XIV Annual Conference will provide a renewed opportunity for representatives of all Creative Cities to reunite and take stock of what has been achieved, and what can be developed further through international cooperation, nurturing the power of culture and creativity for more inclusive and sustainable cities.

## Monday, 18 July

- 11:00 am – 12:30 pm**     **Integration Session for new member cities**  
*Attendance of member cities designated in 2021 (member cities designated in 2019 may also request to participate)*
- Venue: Blue Med Convention Center  
Moderator: Ms Denise Bax, Head of Communication, Cities and Events Unit, UNESCO
- Presentation of the Network by the UCCN Secretariat
  - Introduction to the sub-networks by the cluster coordinators
  - Icebreaker activities and Q&A
- 1:00 pm – 2:30 pm**     **Lunch**  
Venue: Blue Med Convention Center
- 3:00 pm – 5:00 pm**     **Coordination Group 1<sup>st</sup> working session**  
*Attendance of the members of the Coordination Group*
- Venue: Blue Med Convention Center  
Moderator: Ms Denise Bax, Head of Communication, Cities and Events Unit, UNESCO
- Agenda of the Annual Conference and role of the Coordination Group during the Annual Conference
  - Discussion on main activities, including Host City selection, MMR exercise, logo use, etc.
  - Preparation of the Annual Conference Conclusions
- From 7:00 pm**     **Dinner**  
Venue: Santos Downtown area

## Tuesday, 19 July

- 9:30 am -10:30 am**     **Opening event:** Beach clean-up initiative  
Venue: Gonzaga beach
- Transfer to hotel for preparation*
- 12:00 pm -12:30 pm**     **Opening Ceremony**  
Venue: Blue Med Convention Center  
Master of Ceremony: Ms Camila Sansivieri
- Opening remarks by:**
- **Mr Rogério Santos**, Mayor of Santos
  - **Mr Ernesto Ottone R.**, Assistant Director-General for Culture of UNESCO

- **Ambassador Paula Alves de Souza**, Director of the Guimaraes Rosa Institute of the Brazilian Ministry of Foreign affairs

**Followed by:**

- **Mr Samuel de Carvalho Sestaro**, Member of the Advisory Board of the Brazilian Federation of Down Syndrome Associations
- **Music Performance** by Coletivo Quero

**12:30 pm – 1:15 pm**

**Plenary Session**

**UCCN in motion: Activity Report and Future Opportunities**

Venue: Blue Med Convention Center  
Moderator: Ms Camila Sansivieri

**Presentation by:**

- **Ms Denise Bax**, Head of Communication, Cities & Events Unit, UNESCO

**1:30 pm – 2:30 pm**

**Lunch**

Venue: Blue Med Convention Center

**4:00 pm – 6:30 pm**

**Mayors' Forum, *Private session***

*Attendance of Mayors of Creative Cities*

Venue: Monte Serrat

Moderator: Mr Rogério Santos, Mayor of Santos

- **Welcome speech** by Mr Rogério Santos, Mayor of Santos
- **Keynote speech** by Mr Ernesto Ottone R., Assistant Director-General for Culture of UNESCO
- **Harnessing the full potential of UNESCO Creative City designation**
- **Open discussion:** How can Mayors further contribute to UNESCO's mandate?

**Followed by:**

- **Group photo session**
- **Welcome Cocktail**

**7: 30 pm**

**Mayors Dinner**

Venue: Monte Serrat

*In parallel*

**3:00 pm – 6:00 pm**

**1<sup>st</sup> sub-network meeting**

*7 clusters in parallel*

Venue: Blue Med Convention Center

Discussions on:

- Conclusions of the Annual Conference
- Main activities of common interest: Host City selection, MMR exercise, logo use, etc.
- Major joint projects and future activities at the cluster level

From 6:30 pm

**Evening Event and Dinner**

Venue: Tolentino Filgueiras Street

**Wednesday, 20 July**

09:30 am – 12:45 pm

**Mayors' Forum, *Public Session***

Venue: Blue Med Convention Center

Moderator: Mr Paulo Alexandre Barbosa, Public Administrator

- **Keynote speeches** on the Annual Conference theme “Creativity, Path to Equality” by Mr Rogério Santos, Mayor of Santos and Mr Ernesto Ottone R., Assistant Director-General for Culture of UNESCO
- **Culture and Creativity for inclusive and sustainable cities**, presentations by Mayors of UNESCO Creative Cities

**Followed by:**

- **Group photo session**

1:00 pm – 2:30 pm

**Lunch**

Venue: Blue Med Convention Center

2:45 pm – 6:00 pm  
(with short breaks)

**Transversal Thematic Session: *Working towards UNESCO's priorities***  
*Good practices and initiatives from UNESCO Creative Cities*

Venue: Blue Med Convention Center

***Culture and Creativity for...***

**Panel A: Priority Africa and Small Island Developing States**

Moderator: Ms Isabel de Paula, Project Officer, UNESCO Office in Brazil

Presentations by Creative Cities of:

- Santo Domingo
- Bristol
- Nakuru
- Cannes and Dakar

## **Panel B: Youth, Gender Equality and Marginalized Groups**

Moderator: Mr Alexandre F. Barbosa, Manager at CETIC

Presentations by Creative Cities:

- Gaziantep
- Kansas City and Nottingham
- Norrköping
- Québec

## **Panel C: Climate Resilience**

Moderator: Mr Alexandre F. Barbosa, Manager at CETIC

Presentations by Creative Cities:

- Pesaro
- Lodz
- Alba

**From 6:30 pm**

## **Game Day: Experiencing Brazilian Football Culture**

Venue: Urbano Caldeira Stadium

- Visit of Urbano Caldeira Stadium
- Football match: Santos vs Botafogo

**Thursday, 21 July**

**09:30 am- 12:45 pm**  
(with short breaks)

## **Transversal Thematic Session: *Working towards UNESCO's priorities*** *(Continuation)*

Venue: Blue Med Convention Center

### ***Culture and Creativity for...***

## **Panel D: Innovation and Technology**

Moderator: Ms Ana Carla Fonseca, Chief Creative Officer at Garimpo de Solucoes Creative Consulting

Presentations by Creative Cities:

- Enghien-les-Bains and Karlsruhe
- Kortrijk
- Milan
- Querétaro

## **Panel E: International cooperation**

Moderator: Ms Isabel de Paula, Project Officer, UNESCO Office in Brazil

Presentations by Creative Cities:

- Austin
- Braga
- Kansas City
- Viborg

**Panel F: Recovery from COVID-19**

Moderator: Ms Ana Carla Fonseca, Chief Creative Officer at Garimpo de Solucoes Creative Consulting

Presentations by Creative Cities:

- Al-Ahsa
- Buenos Aires
- Guadalajara
- Seoul

**1:00 pm – 2:30 pm**

**Lunch**

Venue: Blue Med Convention Center

**2:45 pm- 6:00 pm**

**2<sup>nd</sup> sub-network meeting**

*7 clusters in parallel*

Venue: Blue Med Convention Center

Discussion on:

- Conclusions of the Annual Conference
- Main activities of common interest: Host City selection, MMR exercise, logo use, etc.
- Major joint projects and future activities at the cluster level

**From 6:30 pm**

**Visit of Creative Pavilions**

Venue: Creative Pavilions Santos downtown

**Dinner**

Venue: Tasca do Porto Restaurant (Historic City Center)

**Friday, 22 July**

**09:30 am - 11:00 am**

**Coordination Group 2<sup>nd</sup> working session**

*Attendance of the members of the Coordination Group*

Venue: Blue Med Convention Center

Moderator: Ms Denise Bax, Head of Communication, Cities and Events Unit, UNESCO

- Finalization of the Conclusions of the Annual Conference
- Summary of the cluster meetings

- Major joint projects and future activities at the cluster level

*In parallel*

**Visit of Creative Pavilions**

Venue: Creative Pavilions in Santos downtown

**1:00 pm – 2:00 pm**

**Lunch**

Venue: Blue Med Convention Center

**2:30 pm – 4:00 pm**

**Presentation of clusters reports**

Venue: Blue Med Convention Center

Moderator: Ms Camila Sansivieri

**4:00 pm - 5:00 pm**

**Host City Session**

Venue: Blue Med Convention Center

Moderator: Ms Denise Bax, Head of Communication, Cities and Events Unit, UNESCO

- Presentation by the Host City candidates for the 2024 Annual Conference
- Presentation by Istanbul, Host City of the 2023 Annual Conference

**5:00 pm – 5:30 pm**

**Closing Ceremony**

Venue: Blue Med Convention Center

Master of Ceremony: Ms Camila Sansivieri

**Closing remarks by:**

- **Mr Rogério Santos**, Mayor of Santos
- **His Ex. Mr Santiago Irazabal Mourão**, Ambassador, Permanent Delegate of Brazil to UNESCO, President of the 41st General Conference of UNESCO
- **Mr Ernesto Ottone R.**, Assistant Director-General for Culture of UNESCO

**6:00 pm – 7:00 pm**

**Cultural Performance**

**7:30 pm**

**Closing Dinner Event**

Venue: Blue Med Convention Center

**And more...**

**Cultural side events** will be organized by the Host City of Santos from 21 to 24 July.

**Guided city tours** will also be proposed to delegates by the Host City of Santos.