



UNESCO Creative Cities: Build back better from COVID-19

Online meeting

PROVISIONAL PROGRAMME

DAY 1 (6 JULY) 13:00-15:30 (CET)

13:00-14:00 OPENING SESSION

Welcome speech

- Mr Ernesto Ottone R., Assistant Director-General for Culture of UNESCO
- Mr Rogério Santos, Mayor of Santos (Brazil)

Introduction by the Secretariat of the UNESCO Creative Cities Network

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

Spotlight on Mayors (messages from mayors of Creative Cities)

- Ms Ada Colau, Mayor of Barcelona (Spain)
- Mr Dieudonné Bantsimba, Mayor of Brazzaville (Republic of Congo)
- Mr Zheng Jianxin, Mayor of Changsha (People's Republic of China)
- Ms Fatma Şahin, Mayor of Gazantep (Turkey)
- Ms Valérie Plante, Mayor of Montréal (Canada)
- Ms Virginia Raggi, Mayor of Rome (Italy)

14:00-15:20 MAIN SESSION

Creative Cities' responses to COVID-19: leveraging the power of culture and creativity

- Ms Federica Forti, Councillor of Culture and Tourism of the Municipality of Carrara (Italy)
- Ms Noura Al Noman, Chairperson of the Executive Office of her Highness Sheikh Jawaher bint Mohammed Al Qasimi, Sharjah (United Arab Emirates)

- Ms Asher Craig, Deputy Mayor, Bristol City Council; Ms Natalie Moore, Senior Film Office and Bristol City Focal Point (United Kingdom of Great Britain and Northern Ireland)
- Mr Mark Roach, Director for Auckland UNESCO City of Music (New Zealand)
- Ms Colleen Swain, Director of the World Heritage Office, San Antonio (United States of America)
- Mr John Kenyon, Executive Director, Iowa City UNESCO City of Literature (United States of America)
- Mr Henrik Holmskov, Focal Point, Viborg UNESCO Creative City (Denmark)
- Ms Ana Eugenia Vazquez, Focal Point, Queretaro UNESCO Creative City (Mexico)
- Mr Mark Wee, Executive director of DesignSingapore Council (Singapore)
- Creative Cities of Media Arts

15:20-15:30 CONCLUSION

DAY 2 (7 JULY) 13:00-15:30 (CET)

13:00-13:20 INTRODUCTION

Spotlight on Mayors (messages from mayors of Creative Cities)

- Mr Dawood Al Hajiri, Director General of Dubai Municipality (United Arab Emirates)
- Ms Joanne Anderson, Mayor of Liverpool (United Kingdom of Great Britain and Northern Ireland)
- Mr Grégory Doucet, Mayor of Lyon (France)
- Ms Sally Capp, Lord Mayor of Melbourne (Australia)
- Mr Ron Nirenberg, Mayor of San Antonio (United States of America)
- Mr Sakai Takaaki, Mayor of TambaSasayama (Japan)

13:20-13:30 CASE STUDY FROM SANTOS

13:30-15:00 MAIN SESSION

Building cities back better through culture and creativity

Experiences and knowledge exchange: cases from Creative Cities

- Ms Sigrid Sommer, Head of Marketing at City of Potsdam and member of the Management Board of UNESCO Creative City of Film Potsdam (Germany)
- Mr Aloysius C. Mapalo, Supervising Tourism Operations Officer, Baguio City (Philippines)
- Ms Alicia Despins, Municipal councillor for Québec City and responsible for culture, techno-culture and major cultural events (Canada)
- Mr Ryota Hattori, Manager of Local Team, Crypton Future Media, Sapporo (Japan)
- Mr Yuri Suzuki, Sound Artist and Experience Designer, Pentagram, Hamamatsu (Japan)
- Mr Sebastien Hylebos, Project manager of Designregio Kortrijk (Belgium)
- Ms Cristiane Serpa, Belo Horizonte Economic Development Deputy Secretary (Brazil)
- Mr Nicolas Montero, Secretary of Culture, Recreation and Sports, Bogotá (Colombia)
- Ms Ceren Ozgunduz, Project coordinator, Istanbul Metropolitan Municipality (Turkey)

PART I

13:30-14:30

Recovery of urban tourism: challenges and opportunities

- Mr Peter Debrine, Destination Advisor and Sustainable Tourism Expert
- Mr Nuno Rodrigues, Tourism Crafts and Folk Art Coordinator, Barcelos (Portugal)
- Ms Maria Helena de Senna Fernandes, Director of Macao SAR Government Tourism Office (People's Republic of China)
- Mr Duznel Zerquera, Focal Point, Trinidad Creative City (Cuba)
- Ms Magda Antonioli, Vice-President of the European Travel Commission

PART II

14:30-15:00

15:00-15:15 CONCLUSION

- Mr Ernesto Ottone R., Assistant Director-General for Culture of UNESCO
- Mr Rogério Santos, Mayor of Santos (Brazil)