



COMUNE DI BOLOGNA



United Nations
Educational, Scientific and
Cultural Organization



Bologna

City of Music
Member of the UNESCO
Creative Cities Network since 2006

UNESCO Creative Cities Annual Meeting Bologna, 18-21 September 2013 Program

WEDNESDAY 18 SEPTEMBER

Venue: Stefano Tassinari Room – City Hall (Piazza Maggiore, 6)

(for CCN members only)

15.00-17.15 Pre-meeting about the new UNESCO regulatory framework and future organization of the network, to be further discussed in the plenary sessions

Welcome by **Matteo Lepore**, Deputy Mayor for International Relations, City Marketing, Innovation, Smart City and Digital Agenda, City of Bologna

Introduction by **Mauro Rosi**, Program specialist, UNESCO

The following documents will be explained and discussed:

- UNESCO Creative Cities Program Nomination procedures
- UNESCO Creative Cities nomination Application Form
- Draft financial regulations of the Creative Cities Special Account

Report of the Working Group on missions entrusted during the Montreal meeting and initiation of discussion on regulatory matters, including possible forms of future organization of the CCN (secretariat, membership fees, structure, etc.), by **Ting Xu**, Chair of the CCN Working Group

17.30 – 18.00 INSTALLATION AND PERFORMANCE BY BART MARIS FROM GHENT
in the *City Hall courtyard (Piazza Maggiore, 6)*

19.00 WELCOME COCKTAIL
at *Palazzo Pepoli (via Castiglione, 8)*, seat of the "Museum of Bologna's history"
with the participation of the Mayor of Bologna, **Virginio Merola** and of the President of *Genus Bononiae*, **Fabio Roversi Monaco**
Participants will be free to visit the museum

THURSDAY 19 SEPTEMBER

Venue: Stabat Mater Hall – Archiginnasio Library (Piazza Galvani, 1)

FIRST PLENARY SESSION – *(for CCN members only)*

09.00-10.00 OPENING SPEECHES
Virginio Merola, Mayor of Bologna
Mauro Rosi, Program specialist, UNESCO

ADDRESS BY

Sangbum Kim, Vice Mayor, Seoul Metropolitan Government

CREATIVITY FOR DEVELOPMENT

Patrizio Bianchi, Deputy Governor for Education, Professional Training, Research and University, Employment

10.00 –11.00

NETWORK INTERNAL BUSINESS

Introduction by **Mauro Rosi**, UNESCO

Presentation on a possible cooperation CCN-UCLG by

Catherine Cullen, President of the Committee on culture of the world association of United Cities and Local Governments (UCLG) and **Jordi Pascual**, Coordinator of the Committee on Culture of UCLG

11.00-11.20

COFFEE BREAK

11.20-13.00

NETWORK INTERNAL BUSINESS

Final round of plenary discussion on the documents concerning governance, structure, new nomination procedures and (if the case) formal approval

Open discussion

13.00-14.00

Lunch break (at Archiginnasio)

14.00

Transfer to the different subnetworks venues

Music: Museum and Library of Music (Strada Maggiore, 34)

Literature: Urban Center – Ex cucine (piazza Nettuno, 3)

Design: Urban Center - Atelier (piazza Nettuno, 3)

Film & Media Arts: City Hall – Sala Ovale (piazza Maggiore, 6)

Crafts & Folk Art: Museo del Patrimonio Industriale (via della Beverara, 123)

Gastronomy: Chamber of Commerce (Piazza della Mercanzia, 4)

14.30-17.30

FIRST SESSION OF THEMATIC SUBNETWORKS

Short introduction about the meeting venue

Discussion within the subnetwork on the proposals for a future organization of CCN

Discussion on future cooperation/projects at subnetwork level

19.00

Meeting point: Piazza del Nettuno

Bus transfer to Unipol Auditorium (via Stalingrado, 37)

19.30

CONCERT: Cristina Zavalloni & Radar Band

20.30

DINNER: Restaurant Leoni

22.30 First bus transfer back to city center

23.00

Second bus transfer back to city center

FRIDAY 20 SEPTEMBER

- 9.30-12.30 SUBNETWORKS STUDY VISITS to relevant places in town
(see specific programs)
- 12.30-14.00 NETWORKING LUNCH
(each subnetwork separately, at the venue of the study visit and with local actors)

Venue: Stabat Mater Hall – Archiginnasio Library (P.zza Galvani, 1)

- 14.30-17.30 SECOND PLENARY SESSION
Feedback from the subnetworks and plenary discussion
Conclusion (or approval) on documents discussed and definition of future steps.
- Presentation of the new CCN communication platform by the Design Cities and voting.
- Short presentations on future meetings
- Chengdu, candidate city to host CCN meeting in 2014
 - Beijing, meeting on 20-23 October 2013
 - Kanazawa, candidate city to host CCN meeting in 2015
- Time for proposals or comments from CCN Cities
- End of official program

- 18.30-20.00 MAGNA CHARTA SIGNING CEREMONY
Venue: Aula Absidale Santa Lucia (via De' Chiari, 25)
- Welcome speech by **Ivano Dionigi**, Rector of the University of Bologna
 - Keynote speech by **Umberto Eco**: *Why Universities?*
 - Signature of the Magna Charta Universitatum
 - Presidency Handing Over
Üstün Ergüder, President of the Magna Charta Observatory Council
And newly elected President of the Magna Charta Observatory Council
 - Award of the prize to the winner student and show of his/her video
Prize Awarder: **Luca Ciotti**, Director of the Collegio Superiore
- 20.00 Creative Dinner Party at San Giovanni in Monte Cloister, with the students of the University of Bologna, hosted by the Magna Charta Observatory (Piazza San Giovanni in Monte n.2)

SATURDAY 21 SEPTEMBER

Venue: I Portici Hotel – Salone delle Feste - Party Hall (via Indipendenza, 69)

"CREATIVITY AT WORK"
B2B & WORKSHOP FOR CREATIVE INDUSTRIES

9.00 –11.00 B2B meetings in the informal atmosphere of the party hall (for registered companies only)

11.00 Networking Coffee break

11.30 – 13.00 WORKSHOP “MAKERS IN THE CREATIVE CITY” – open to the public
Chair: **Luca De Biase**, journalist, Il Sole 24 Ore

Opening speeches

Matteo Lepore, Deputy Mayor for International Relations, City Marketing, Innovation, Smart City and Digital Agenda, City of Bologna

Giancarlo Muzzarelli, Deputy Governor in charge of economic development, energy plan and sustainable development, green economy, Emilia-Romagna Regional Government

BREAKING THE SILOS: THE RELATION BETWEEN CREATIVE SECTORS AND TRADITIONAL ECONOMY

Valentina Montalto, KEA European Affairs

Keynote speakers

- **Massimo Bottura**, Chef at *Osteria Francescana*, ranking 3rd in The World's 50 Best Restaurants 2013
- **Benedetto Vigna**, Executive Vice President at STMicroelectronics

Afternoon & evening

“La Strada del Jazz” (The street of Jazz)
(see detailed program)

“Accademia degli Astrusi” (baroque music) h. 21.00 at Oratorio San Filippo Neri, Via Manzoni,5

For info:

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