

## Wednesday 18 September

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

### 3.00 pm - 5.15 pm

(for CCN members only)

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

### 5.30 pm - 6.00 pm

INSTALLATION AND PERFORMANCE

BY BART MARIS FROM GHENT

in the *City Hall courtyard (Piazza Maggiore, 6)*

### 7.00 pm

WELCOME COCKTAIL

at *Palazzo Pepoli (Via Castiglione, 8)*

seat of the "Museum of the History of Bologna" with the participation of

**Virginio Merola**, Mayor of Bologna and **Fabio Roversi Monaco**, President of *Genus Bononiae*

Participants will be free to visit the museum

## Friday 20 September

### 9.30 am - 12.30 am

SUBNETWORKS STUDY VISITS

to relevant places in town (see specific programs)

### 12.30 am - 2.00 pm

NETWORKING LUNCH

(each subnetwork separately, at the venue of the study visit and with local actors)

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

### 2.30 pm - 5.30 pm

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

- 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

### 6.30 pm - 8.00 pm

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 Awardee: **Luca Ciotti**, Director of the Collegio Superiore

### 8.00 pm

CREATIVE DINNER PARTY

at *Cloister of San Giovanni in Monte (Piazza San Giovanni in Monte, 2)*

hosted by the Magna Charta Observatory

## Thursday 19 September

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

FIRST PLENARY SESSION

(for CCN members only)

### 9.00 am - 10.00 am

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, Emilia-Romagna Regional Government

### 10.00 am - 11.00 am

NETWORK INTERNAL BUSINESS

Introduction by **Mauro Rosi**, Program specialist, 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 am - 11.20 am

COFFEE BREAK

### 11.20 am - 1.00 pm

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

#### \* Music

Museum and Library of Music (Strada Maggiore, 34)

#### Literature

Urban Center – Ex cucine (Piazza del Nettuno, 3)

#### Design

Urban Center – Atelier (Piazza del Nettuno, 3)

#### Film

City Hall – Sala Ovale (Piazza Maggiore, 6)

#### Craft & Folk Art

Museum of the Industrial Heritage (Via della Beverara, 123)

#### Gastronomy

Chamber of Commerce (Piazza della Mercanzia, 4)

### 1.00 pm - 2.00 pm

LUNCH BREAK

at *Archiginnasio Library (Piazza Galvani, 1)*

### 2.00 pm

Transfer to the different subnetworks venues \*

### 2.30 pm - 5.30 pm

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

### 7.00 pm

Meeting point: *Piazza del Nettuno*

Bus transfer to *Unipol Auditorium (Via Stalingrado, 37)*

### 7.30 pm

CONCERT

Cristina Zavalloni & Radar Band

### 8.30 pm

DINNER

Restaurant Leoni

### 10.30 pm

First bus transfer back to city center

### 11.00 pm

Second bus transfer back to city center



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



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## 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 am - 11.00 am

(for registered companies only)

B2B meetings in the informal atmosphere of the party hall

### 11.00 am

NETWORKING COFFEE BREAK

### 11.30 am - 1.00 pm

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

### 5.00 pm - 11.30 pm

MUSIC FESTIVAL

"La Strada del Jazz"

(see detailed program)

### 9.00 pm

CONCERT

"Accademia degli Astrusi"  
(baroque music)  
at *Oratorio San Filippo Neri (Via Manzoni, 5)*

# 2013 UNESCO Creative Cities



Bologna  
UNESCO  
City of Music

## Annual Meeting Bologna 18-21 September

# PROGRAM