



**CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD**

**REPORT TO: CITY MANAGER TO BE REFERRED BY THE OFFICIAL TO MAYCO VIA THE RELEVANT ECONOMIC GROWTH SECTION 79 COMMITTEE [AFTER CONSIDERATION BY CITY MANAGER]**

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**1. ITEM NUMBER**

**2. SUBJECT**

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE RSA TRIP UNDERTAKEN FROM 29 OCTOBER 2023 TO 8 NOVEMBER 2023 TO ATTEND THE UNESCO CITIES OF DESIGN CONFERENCE IN WUHAN, CHINA.**

**ONDERWERP**

**TERUGVOERING OOR DIE INTERNASIONALE REIS (BUITE DIE GRENSE VAN DIE RSA) ONDERNEEM VAN 29 OKTOBER 2023 TOT 8 NOVEMBER 2023 VIR DIE BYWONING VAN DIE UNESCO-KONFERENSIE: "CITIES OF DESIGN" IN WUHAN, CHINA**

**ISIHLOKO**

**INGXELO ENGOHAMBO OLUYA PHESHEYA/NGAPHAYA KWEEBHODA ZOMZANTSI AFRIKA OLUTHATYATHWE UKUSUSELA NGOWAMA29 KWEYEDWARHA 2023 UKUYA KOWE8 KWEYENKANGA 2023 LOKUZIMASA INKOMFA YE-UNESCO ENGE "CITIES OF DESIGN", ECHINA.**

**[LSU: Q2150]**

### 3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	Unesco Cities Of Design Conference, Wuhan, China
OTHER	N/a
DATE	1 – 3 November 2023
VENUE	Simeitang Cultural Park, Wuchang District, Wuhan
TOTAL COST TO THE CITY	R17,370.67
CITY	Wuhan
COUNTRY	China
ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
Soraya Mohideen	<b>PRINCIPAL PROFESSIONAL OFFICER</b>
PROVIDE SUMMARY OF HOST ORGANISATION / CITY	
<p>The Host Organisation was the Wuhan Municipal People's Government. The Municipality organised the fifth UNESCO Cities of Design Roundtable Conference as part of the city's 7th Wuhan Design Biennale. The City of Wuhan is a "City of Design" in the UNESCO Creative Cities Network (UCCN), as is City of Cape Town.</p>	

### 4. OBJECTIVE

The City of Cape Town's Growth Coalition branch's (Economic Growth directorate) objective is to build industry ecosystems, with the creative economy representing a prioritised economic growth industry.

The objective thus was to present the City of Cape Town's good practice pertaining to design and economic growth at the conference; to develop partnerships which promote creative and cultural industries; to learn how other global cities strengthen participation in cultural life; and to integrate creativity and culture in urban development plans.

Furthermore, accepting the invitation and attending the event keeps the City of Cape Town in good-standing as an active, participating member of the “Cities of Design” cluster in the UNESCO Creative Cities Network.

Ms. Soraya Mohideen was a keynote speaker on Day 1 and also participated in a panel discussion titled “The Role of Design in City Evolution” on Day 2.

## 5. OUTCOMES

- Built cooperation and partnerships among UNESO Cities of Design that have identified creativity as a strategic priority for sustainable development in regard to economic, social, cultural, and environmental aspects.
- Partnering with City of Queretaro, Mexico, and City of Dundee, Scotland, on project to survey UCCN members to understand different funding models for creative projects.
- Initiated exploratory conversation with City of Queretaro, Mexico, and City of Whanganui, New Zealand, around a Street Design International Project in 2024.

## 6. ACTIONS REQUIRED

- Ms. Soraya Mohideen, in collaboration with counterparts from Cities of Queretaro and Dundee, will design a survey inviting insights into funding models for municipal design and creative projects within the UCCN. The outcomes will be synthesised and shared with the network.
- Ms. Soraya Mohideen will engage stakeholders in the local ecosystem as well as strategic business partners about the Street Design International Project 2024, in the new-year, as part of the exploratory discussions.

## 7. IMPLICATIONS

7.1	<b>Constitutional and Policy Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.2	<b>Environmental implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.3	<b>Financial Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.4	<b>Legal Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.5	<b>Staff Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.6	<b>Risk Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.7	<b><u>POPIA Compliance</u></b>		

☒ It is confirmed that this report has been checked and considered for POPIA Compliance.

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*NOTE: POPIA Section MUST be completed otherwise the report will be returned to the author for revision.*

*Contact your Directorate POPIA Stewards should you require assistance.*

**The City has a contract in place with XL Embassy Travel for the safe-keeping of Traveller's personal information as required by the POPI Act.**

## **8. RECOMMENDATIONS**

It is recommended that the feedback report on the trip UNESCO CITIES OF DESIGN CONFERENCE – WUHAN, CHINA undertaken by SORAYA MOHIDEEN on 29 OCTOBER TO 8 NOVEMBER 2023 **be considered and noted.**

### **AANBEVELINGS**

Daar word aanbeveel dat die terugvoeringsverslag oor SORAYA MOHIDEEN se reis vir die bywoning van die UNESCO-konferensie: "CITIES OF DESIGN" van 29 OKTOBER tot 8 NOVEMBER 2023 **oorweeg word** en dat daarvan **kennis geneem word.**

### **IZINDULULO**

Kundululwe ukuba makuthathelwe ingqalelo kwaye kuqwalaselwe ingxelo engohambo oluya kwiNkomfa yeUNESCO enge "Cities of Design" eWuhan eChina, oluthatyathwe nguSORAYA MOHIDEEN ngowama29 kweyeDwarha ukuya kowe8 kweyeNkanga 2023 **be considered and noted.**

## **9. GENERAL DISCUSSION**

Ms Soraya Mohideen travelled to China from the 29 October 2023 – 8 November 2023 to participate in the UNESCO Cities of Design roundtable conference in the city of Wuhan.

The 5<sup>th</sup> Wuhan Cities of Design roundtable conference comprised a sharing session where the City of Cape Town shared a presentation titled "Good Design for Better Futures: Inclusive Economic Growth" as a keynote address. Partner cities were excited to learn about City of Cape Town's vision of a City of Hope, with Economic Growth being a central top tier priority in our development model. After providing context and addressing systemic challenges in the City, Soraya shared our strategic interventions which use arts, culture and design as powerful instruments of change to build a better city and to improve people's lives. A case study of the Bonteheuvel Town Centre Upgrade was very well received, with the City's approach to rational design, citizen engagement and real life implications of design decisions appreciated by the audience.

Soraya finished off by sharing the City of Cape Town's approach to policy. On day 2 of the conference, Soraya participated in a panel discussion titled "The Role of Design in City Evolution". The remainder of the trip was comprised of learning visits to various sites including industrial design exhibitions, innovation centres, universities and creative start-up co-working spaces.

The following are the value-adds to the City of Cape Town:

- The participation in the event maintains UNESCO designation, where the City of Cape Town is the only African city to hold UNESCO "Cities of Design" designation which affords it access to the UNESCO Creatives Cities Network (UCCN).
  - The City of Cape Town were accorded an opportunity to:
    - present good practices,
    - to develop partnerships which promote creative and cultural industries,
    - to learn about strengthening participation in cultural life, and ○Integrate creativity and culture in urban development plans.
  - The conference promotes cooperation among cities that have identified creativity as a strategic priority for sustainable development as regards economic, social, cultural, and environmental aspects. The City of Cape Town official was able to cement partnerships with other design city attendees.
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## 10. ANNEXURES

### FOR FURTHER DETAILS, CONTACT:

DATE	14 February 2024		
NAME	Soraya Mohideen	CONTACT NUMBER	021 444 8160
E-MAIL ADDRESS	soraya.mohideen@capetown.gov.za		
DIRECTORATE	Economic Growth	FILE REF No	
SIGNATURE :			

#### EXECUTIVE DIRECTOR

COMMENT:

RUBY GELDERBLOEM

The ED's signature represents support for report  
content and confirms POPIA  
compliance.

SIGNATURE:

NAME

DATE

#### MANAGER: INTERNATIONAL RELATIONS

COMMENT:

DR. DENVER VAN SCHALKWYK

SIGNATURE:

DATE

☐ REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS AND ALL LEGISLATION RELATING TO THE MATTER UNDER CONSIDERATION.

☐ NON-COMPLIANT

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**LEGAL COMPLIANCE**

NAME

TEL

DATE

COMMENT:

Certified as legally compliant based on the contents of the report.

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**CITY MANAGER**

☒ NOTED

☒ REFER TO THE MAYORAL COMMITTEE VIA THE RELEVANT SECTION 79 COMMITTEE

DATE

COMMENT:

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