

CM53144

REPORT To: The Executive Mayor and Members of the Mayoral Committee and

The Corporate Services Portfolio Committee

LC21407

#### ITEM NUMBER

#### 2. SUBJECT

FEEDBACK ON THE INTERNATIONAL TRIP UNDERTAKEN FROM 15 to 17 OCTOBER 2018 TO PARTICIPATE IN THE UNESCO CREATIVE CITIES NETWORK, CITIES OF DESIGN SUBNETWORK MEETING IN DUNDEE, SCOTLAND.

#### **ONDERWERP**

TERUGVOERING OOR DIE INTERNASIONALE REIS ONDERNEEM VANAF 15 TOT 17 OKTOBER 2018 OM DEEL TE NEEM AAN DIE UNESCO-NETWERK VAN KREATIEWE STEDE, SUBNETWERKVERGADERING VAN STEDE VAN ONTWERP, IN DUNDEE, SKOTLAND.

#### ISIHLOKO

INGXELO ENGOHAMBO OLUYA PHESHEYA OLUTHATYATHWE UKUSUSELA NGOWE-15 UKUYA KOWE-17 KWEYEDWARHA 2018 LOKUTHATHA INXAXHEBA KWINTLANGANISO YE- "UNESCO CREATIVE CITIES NETWORK, CITIES OF DESIGN SUBNETWORK" E-DUNDEE, ESCOTLAND.

#### 3. EVENT SUMMARY

EVENT DETAILS		
CONFERENCE/SEMINAR	UNESCO CREATIVE CITIES NETWORK, CITIES OF DESIGN SUBNETWORK MEETING	
DATE	15 to 17 OCTOBER 2018	
VENUE	VARIOUS	
CITY	DUNDEE	
COUNTRY	SCOTLAND	

ATTENDEE DETAILS			
NAME AND SURNAME	DESIGNATION		
MR R JUTZEN	PRINCIPAL CATALYTIC SECTORS OFFICER, ENTERPRISE AND INVESTMENT		
PROVIDE SUMMARY OF HOST ORGANISATION / CITY			
LAUNCHED IN 2004, THE UNESCO CREATIVE CITIES NETWORK (UCCN) AIMS TO STRENGTHEN COOPERATION WITH AND AMONG CITIES THAT HAVE RECOGNIZED CREATIVITY AS A STRATEGIC FACTOR OF SUSTAINABLE DEVELOPMENT WITHIN ECONOMIC, SOCIAL, CULTURAL AND ENVIRONMENTAL AREAS.			
CITIES IN THE NETWORK ACKNOWLEDGE THEIR COMMITMENT TO SHARING BEST PRACTICES, DEVELOPING PARTNERSHIPS THAT PROMOTE CREATIVITY AND THE CULTURAL INDUSTRIES, STRENGTHENING PARTICIPATION IN CULTURAL LIFE AND INTEGRATING CULTURE IN URBAN DEVELOPMENT PLANS.			
THE 180 CITIES IN THE UNESCO CREATIVE CITIES NETWORK COVERS SEVEN CREATIVE FIELDS: CRAFTS AND FOLK ARTS, DESIGN, FILM, GASTRONOMY, LITERATURE, MEDIA ARTS, AND MUSIC.			

#### 4. OBJECTIVES

The key objectives set for the UCCN Cities of Design Subnetwork meeting were:

- To promote Cape Town as a globally competitive business city, with a key focus on design and the creative industries;
- To build relationships with the other UCCN Design Cities, share programmes, look for joint venture / partnership opportunities and to play and active role in the network to extract as much value from it as possible;
- To develop new trade and investment business leads;
- To add Cape Town's voice to the international design and creative industries UCCN Design Cities platform; and
- To enhance the position of Cape Town as an ideas and innovation capital for Africa.

#### 5. OUTCOMES

-	Partnership Agreement:
-	Membership Agreement
-	Grants Agreement
-	Memorandum of Understanding
-	Statement of Intent
-	Other
	-



The following key outcomes were achieved at the UCCN Cities of Design Subnetwork meeting:

- Completed the UCCN Cities of Design, Subnetwork meeting requirements, see Annexure A for a detailed agenda.
- Strengthened relations and positioned Cape Town as globally competitive business city, with a key focus on design and the creative industries with:
  - The UCCN focal points for the cities of Dundee, Brasilia, Detroit, Graz, Geelong, Helsinki, Istanbul, Kolding, Kortrijk, Puebla, Seoul, Shenzhen, Singapore, Torino, Wuhan, Kobe, and Dubai.
  - A number of Dundee city officials, creative industry enterprises and academic institutions.
- Progressed the development of and joined as an active participant in the following UCCN Cities of Design projects:
  - o Business and Entrepreneurship
  - Communication
  - o Education
  - o Policy
  - World Wide Things Collection
  - Part of the review panel for Cities of Design 2018/19 reports
- New trade and investment business leads include:
  - Design Singapore is interested in opening up conversations on collaboration in the areas of Design Festivals and Design Education. Their intention is to detail the scope of these topics of interest before and during the Singapore Design Week in 2019. To this end Cape Town has been invited to send two representatives to attend a UNESCO Cities of Design programme during the Singapore Design Week, 6 to 10 March 2019. All costs of this trip (except for the airfare) will be covered by Design Singapore.
  - The Istanbul representatives would like to visit Cape Town to meet with key stakeholders within the Creative Industries sector for trade and investment purposes. They tabled the idea that a visit during the 2019 Design Indaba Festival would be desirable. The costs of this trip would be paid for by the delegation from Istanbul.
  - Torino is interested in developing relationships with certain parts of the Cape Town Design sector and would like to forward this discussion via email and Skype.
  - The representatives of Dundee, Kortrijk and Helsinki have expressed interest in linking gaming companies in their cities with gaming companies in Cape Town for trade and investment purposes.



#### 6. ACTIONS REQUIRED

All actions required are subject to the necessary authority being obtained, where applicable.

- **6.1** CCT to participate and actively engage in the following UCCN Cities of Design projects: Business and Entrepreneurship, Communication, Education, Policy, World Wide Things Collection, review 2018/19 UCCN Cities of Design reports.
- **6.2** CCT to engage with Singapore on Design Festivals and Design Education opportunities.
- **6.3** CCT to reply to the invite for participation in the UNESCO Cities of Design programme to take place during the Singapore Design Festival in 2019.
- **6.4** CCT to engage Torino via email on possible Cape Town design industry partnerships.
- **6.5** CCT to engage Istanbul on trade and investment visit to Cape Town.
- **6.6** CCT to engage with Dundee, Kortrijk and Helsinki in linking gaming companies in their cities with gaming companies in Cape Town for trade and investment purposes.

#### 7. IMPLICATIONS

7.1	Constitutional and Policy Implications	No 🖂	Yes
7.2	Environmental implications	No 🖂	Yes 🗌
7.3	Financial Implications	No 🖂	Yes 🗌
7.4	Legal Implications	No 🖂	Yes 🗌
7.5	Staff Implications	No 🖂	Yes 🗌
7.6	Risk Implications	No 🖂	Yes

#### 8. RECOMMENDATIONS

Recommended that:

a) the feedback report on the trip: TO PARTICIPATE IN THE UNESCO CREATIVE CITIES NETWORK, CITIES OF DESIGN SUBNETWORK MEETING IN DUNDEE, SCOTLAND FROM 15 to 17 OCTOBER 2018, be noted.

#### **AANBEVELINGS**

Aanbeveel dat:

a) Dat daar kennis geneem word van die terugvoering oor die reis na Dundee, Skotland, van 15 tot 17 Oktober 2018 om deel te neem aan die UNESCO-netwerk van kreatiewe stede, subnetwerkvergadering van stede van ontwerp.

#### IZINDULULO

Kundululwe ukuba:

a) Makuqwalaswelwe ingxelo engohambo lokuthatha inxaxheba kwintlanganiso ye- "UNESCO Creative Cities Network, Cities of Design Subnetwork" e-Dundee, eScotland ukususela ngowe-15 ukuya kowe-17 kweyeDwarha 2018.

#### 9. GENERAL DISCUSSION

#### 9.1 Context

Cape Town is the first city in Africa to be named a UNESCO City of Design, in UNESCO's global Creative Cities Network. The honour recognises Cape Town's design city status and commitment to promote and develop cultural and creative industries.

Of the 180 cities in the network, 31 have the designation of Cities of Design, these cities form the UNESCO Cities of Design subnetwork.

A resolution from the XII UNESCO Creative Cities Network (UCCN) Annual Meeting, held from 12 to 15 June 2018 in Krakow and Katowice, Poland, indicated that, "The member cities recognize the complementarity of the subnetwork meetings to the UCCN Annual Meeting as well as its importance in the coordination and collaboration between cluster members. These meetings should be reinforced to also further facilitate the integration of new members. The Secretariat encourages each cluster to organize at least one or two formal sub-network meetings between every two Annual Meetings and inform the



Secretariat of key information related to the conceptualization, organization and outcomes of these events."

Based on this resolution, the Cities of Design Subnetwork meeting was planned for 15 to 17 OCTOBER 2018, hosted in Dundee, Scotland.

The Subnetwork Meeting aimed to:

- o share experiences, knowledge and best practices; and
- stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development.

As the City of Cape Town's UNESCO Creative Cities focal point, Mr Robin Jutzen was invited and represented Cape Town at the 2018 Cities of Design Subnetwork meeting.

The accommodation and meal costs for attending the Cities of Design Subnetwork meeting were paid by the City of Dundee.

#### 9.2 Programme

Here follows the key outtakes from the Subnetwork Meeting programme:

The Design and Business / Entrepreneurship module of the Agenda focused on defining the business objectives of each city and identifying key customers / audiences. Best practices were reviewed, and a structure was identified for the exchange of best practices and collaboration. It was put forward that an online platform be developed where the 31 Design Cities can exchange trade, investment and promotion opportunities. The cities of Graz and Istanbul will be leading this initiative with input from Detroit, Cape Town, Brasilia and Kortrijk.

The Design and Communications module focused on strategies to collectively raise awareness about the UNESCO Cities of Design and promote design talent. The conversation covered social media strategies, the design cities website, and individual and collective storytelling strategies. It was agreed that the City of Puebla drive the process of creating a strategic communications template which the Design Cities would use to promote design in their cities via a global cross-marketing initiative. The cities of Detroit, Geelong, Istanbul, and Cape Town will provide input and support when required.

The Design and Policy module focused on developing an understanding across the network on design policy. In the session an attempt was made to develop a common lexicon for discussing Design Policy, the creation of a survey to gain a better understanding of how design and the UNESCO City of Design designations are governed and delivered in our cities was initiated. Dundee will be the lead city on this project.



The Design and Education module centered on sharing best practice in the design education space across the learning continuum, i.e. from design education for young children to design professionals and everyone in between. It was acknowledged that design education is not only about graphic design, animation, or service design but rather a much broader skill that helps people and communities innovate and solve problems. One of the outcomes of the session is to set up a global bank of design education best practices and educational material. Helsinki and Singapore will drive this module and to this end, plan to host a Design and Education symposium during the Singapore Design week in March 2019.

#### 10. ANNEXURES

Annexure A: Meeting Agenda

#### FOR FURTHER DETAILS, CONTACT:

DATE 30 October 2018

NAME Robin Jutzen CONTACT NUMBER 021 417 0665

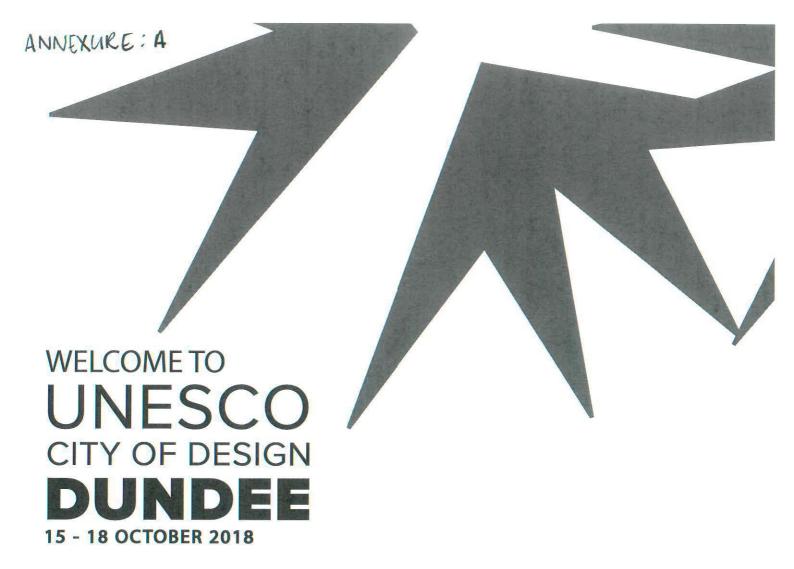
E-MAIL ADDRESS Robin.jutzen@capetown.gov.za

DIRECTORATE Corporate Services FILE REF NO

SIGNATURE:

	COMMENT:
EXECUTIVE DIRECTOR: CORPORATE SERVICES	Luport to for M.
NAME CRAIG KESSON	
DATE 67/VOV 2018.	
D	COMMENT:
MANAGER: INTERNATIONAL RELATIONS DR. DENVER VAN SCHALKWYK	ACTIONS MUTED
DATE (3/41 2018	
Main	REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS AND ALL LEGISLATION RELATING TO THE MATTER UNDER CONSIDERATION.
LEGAL COMPLIANCE	☐ NON-COMPLIANT
N	COMMENT:
NAME Patricio Dovis	For information. Po.
TEL (021) 400-1549	+
DATE 14 · 11 · 2 0 1 8	

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CITY MANAGER	
LUNGELO MBANDAZAYO	
Lungelo M6andazayo 15 NOV 2018 City Manager	Supported for onward submission to mayco Prelevant Section 79 or 80 Committee Not supported Referred Back Comment:



#### **CONTACT INFORMATION**

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#### **SUNDAY 14th OCTOBER**

We look forward to welcoming you to our city.

On Sunday there will be a chance for those who have already arrived to join a tour of the city and surrounding area.

Dinner on Sunday will be at Hotel Indigo, and Stewart, Annie and the rest of the Dundee Team would like to invite you to join them from 7.30pm in the hotel bar for dinner at 8pm.

#### HOTEL INFORMATION

Hotel Indigo 50 Constable Street Dundee DD4 6AD +44 (0) 330331 1750

#### MEDICAL INFORMATION

If you feel unwell during your visit, seek medical advice. Please call 111 for our NHS 24 advice line.





**09.00 WELCOME** Please gather in the reception of Hotel Indigo to meet your hosts

**09.20 DEPART** Hotel Indigo for Subgroup Sessions at the University of Dundee.

Members can select which subgroup they participate in, but please note that it is important you attend the full session of your choose subgroup.

#### 10.00 - 16.00 DESIGN & EDUCATION

Venue TBC

Lunch is included in the programme

Further information to follow

### 10.00 - 16.00 DESIGN & BUISNESS / ENTREPRENEURSHIP

Centre for Entrepreneurship

Lunch is included in the programme

This session will focus on defining the objective of the business and identifying who are the main clients. Best practices from design cities will be reviewed, and a structure will be identified for how to exchange best practices and collaborate with one another.

#### 10.00 - 12.30 DESIGN & POLICY

Leverhume Research Centre

This session will focus on developing an understanding across the network on design policy.

In the workshop we will work together to develop a common lexicon for discussing Design Policy. We will also explore the creation of a survey to gain a better understanding of how design and the UNESCO City of Design designations are governed and delivered in our cities.

12.30 - 14.00 LUNCH

#### 14.00 - 16.00 DESIGN & COMMUNICATIONS

Leverhume Research Centre

The communications group will focus on strategies to collectively raise awareness about the UNESCO Cities of Design and promote design talent. The conversation will cover social media strategies, the design cities website, and individual and collective storytelling strategies.

16.00 - 17.00 RETURN to Hotel Indigo with Dark Dundee Walking Tours

18.00 DEPART Hotel Indigo for The Newport

18.30 EVENING RECEPTION & DINNER AT THE NEWPORT





09.00 DEPART Hotel Indigo for V&A Dundee

09.30 - 10.30 DUNDEE CITY & WATERFRONT PRESENTATION

10.30 - 12.00 WORKING SESSION

Subgroup Feedback and Next Step Discussion (15 min each)

Speed-dating (30 min)
International projects and cooperation opportunities

#### 12.00 - 14.30 V&A DUNDEE TOUR and LUNCH

#### 14.30 - 16.45 WORKING SESSION

Upcoming Events and Open Calls (1 hr)

Cities with upcoming calls, competitions, and invitations may share more information. NOTE: All cities wishing to share upcoming events MUST post new events on the website PRIOR to the meeting in order to s share it.

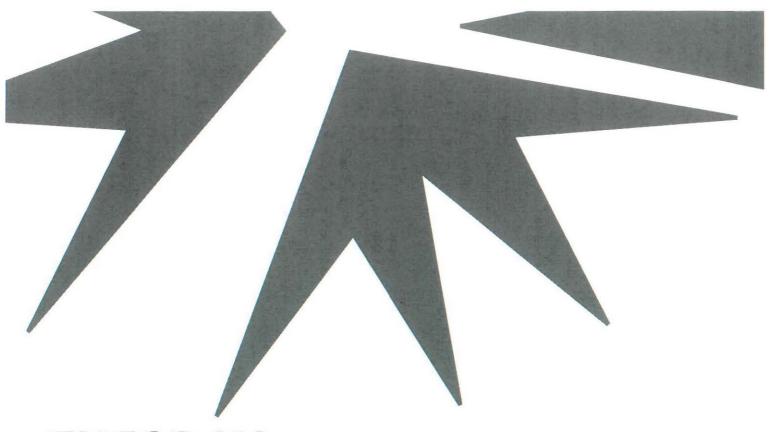
UNESCO News & Updates (45 min) Monitoring reports September UNESCO Partners Forum Annual General Meeting Fabriano

Website Update (15 min)

#### 17.00 OPTIONAL PROGRAMME

Return to Hotel Indigo or Street Art Tour with Open/Close





# TUESDAY 16th OCTOBER EVENING PROGRAMME

18.00 DEPART Hotel Indigo for PECHAKUCHA NIGHT

#### 18.30 - 20.00 UNESCO DESIGN CITIES PECHAKUCHA NIGHT

In partnership with Creative Dundee at The Steeple

A public platform to share your city with the network, invited guests and the people of Dundee. Dundee enjoys regular PechaKucha Nights, its a simple quick-fire format where presenters show 20 images, each for 20 seconds. The slides change automatically, so you have to keep up and can't run over on time! It is fast paced and fun. This is a brilliant way to share what makes your city special!

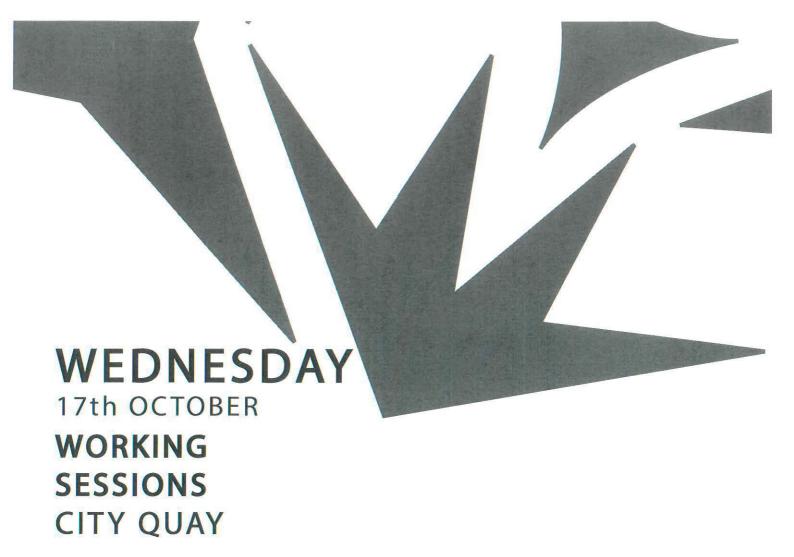
For more information on the PechaKucha Night format, please see: www.creativedundee.com/pecha-kucha-night-dundee

If you would like to present, please let Poppy in the Dundee team know as soon as possible via email poppy.jarratt@leisureandculturedundee.com

**20.30 DEPART** The Steeple and return to Hotel Indigo

20.45 DINNER at Hotel Indigo





**O9.45 DEPART** Hotel Indigo for Dundee Chamber of Commerce, City Quay

#### 10.30 - 12.45 WORKING SESSION - DESIGN CITIES PROJECTS WORKSHOP

Bring a project that you're proud of OR need help with relating to one the following areas:

- 1. Communication
- 2. Policy
- 3. Entrepreneurship / Buisness Development
- 4. Education / Youth

Each citywill share 1 project from their city. PRESENTATIONS MUST BE VERBAL but please bring physical materials to share in person and digital materials to share via email. Members should share an ideal model that represents and offers opportunities for collaboration and / or adaption with other design cities. Participants will provide feedback, ask questions and explore ways to support and learn from one another.

#### **Objectives**

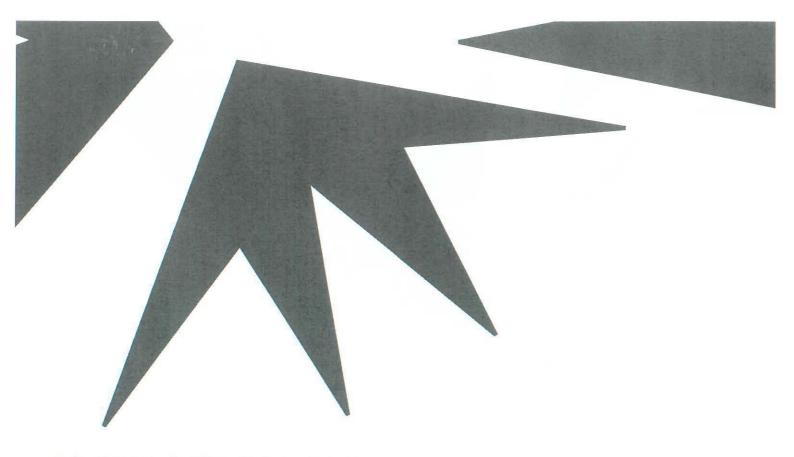
- Develop good practices and main activities implemented at the local and international levels to operationalise the UCCN Mission Statement.
- Building on the experience of Creative Cities for the implementation of the 2030 Agenda for Sustainable Development
- Challenges and prospects of future actions to implement the 2030 Agenda.

#### 13.00 - 15.30 LUNCH VISIT TO DCA (DUNDEE CONTEMPORARY ARTS)

with Panel Discussion on current exhibition, Homestead by Mike Kelly (Detroit)

15.30 - 18.00 OPTIONAL PROGRAMME TBC





# WEDNESDAY

17th OCTOBER

# EVENING PROGRAMME

18.00 DEPART Hotel Indigo for RADIAL

18.30 - 20.00 RADIAL

National Theatre of Scotland and Back to Back Theatre (Geelong, Australia) present RADIAL, an exciting music and fashion short film exploring diversity and opportunity.

Playfully re-imagining video art, dance, music and fashion, RADIAL is a collaborative film-making process co-curated and performed by young people from Dundee that results in a portrail of a community and landscape in motion.

**20.15 DEPART** RADIAL for DC Thompson Vista Room

20.30 DINNER at DCThompson Vista Room





## **THURSDAY**

18th OCTOBER

## DEPARTURES OPTIONAL PROGRAMME

The team in Dundee hope that you are excited to visit our city! Please confirm your flight arrival and departure details with Poppy in the Dundee team so that we can make arrangements for your transfer from and to the airport, and know when to expect you.

As there are many different departure schedules, the team in Dundee will provide a optional programme and suggestions for members who are staying on in Dundee or Scotland, or have later flights.

If you have a particular interest or request, please contact one of the team who will be able to help.

