Feasibility Study

August 2015

Concerning the establishment of an
International Center for Creativity and Sustainable Development
As a Category 2 Centre under the auspices of UNESCO
in Beijing, People’s Republic of China

prepared by

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for

UNESCO
Towards the establishment of an International Center for Creativity and Sustainable Development (ICCSD) Category 2 Centre under the auspices of UNESCO, in Beijing, People’s Republic of China

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I. Background

I.1 In April 2015, the Government of the People’s Republic of China, on behalf of the Municipality of Beijing, submitted to the Director-General of UNESCO a detailed proposal for the establishment of the International Center for Creativity and Sustainable Development (ICCSD) in Beijing as a UNESCO Category 2 Centre under the auspices of UNESCO. This proposal grew out of the activities undertaken and the experience gained by the Beijing Industrial Design Center (BIDC), operating under the Beijing Municipality Science and Technology Commission since 1995, and the activities and initiatives of the UNESCO Creative Cities Network of which Beijing is an active member and City of Design since 2012.

I.2 The establishment of the ICCSD as a Category 2 Centre will not only benefit local development by promoting inclusive economic growth, social cohesion and environmental sustainability, but also support UNESCO’s endeavors to promote culture, creativity and sustainable development at the international level. ICCSD will make its due contribution to achieve these objectives pursuant to UNESCO’s 37 C/4 Medium-term Strategy, 2014-2021, Strategic objective 8: Fostering creativity and the diversity of cultural expressions, and 37 C/5 Programme and Budget, 2014-2017, Strategic objective 8, Main line of action 2: supporting and promoting the diversity of cultural expressions, the safeguarding of the intangible cultural heritage, and the development of cultural and creative industries:

I.3 This feasibility study includes an annex of the list of meetings/people interviewed (Annex I). Its results are based on the conclusions and recommendations of the assessment mission and the interviews conducted with key stakeholders, which allowed clarifying a number of specific questions.
II. Mission and Mandate

II.1 The United Nations Post-2015 Sustainable Development Goals (SDGs) have considered culture and creativity as a “key for sustainable development”. Culture is now firmly recognized by the international community as a main component of strategic urban planning and a key innovation for the definition of a New Urban Agenda, and the main entry point for culture within the negotiations on the Post-2015 Development Agenda is the SDG on sustainable cities. UNESCO is working to incorporate culture into the development agenda over the next 15 years. The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereafter “2005 Convention”) provides a solid framework for contributing to sustainable development, particularly through cultural policy development, international cooperation, and promotion of cultural and creative industries. The UNESCO-UNDP 2013 Creative Economy Report Special Edition demonstrates the promise of cultural and creative industries to enable and drive sustainable development. The Beijing Agenda adopted by the UNESCO Creative Cities Beijing Summit 2013, and further noted that cities have been a center of creativity and innovation in all fields. The development of cultural and creative industries facilitates the close integration of economy with technologies and culture, and plays a significant role in promoting social cohesion, economic growth, trade, and employment, especially for women and youth.

II.2 In line of the above, the mandate of the ICCSD will pursue the following functions and objectives corresponding to UNESCO’s strategic and programmatic objectives:

a) To promote multiple cultural and creative development pathways and raise awareness among stakeholders at various levels about the relationship between culture, creativity and sustainable development as well as human well-being and social cohesion, and to share best practices.

b) To carry out research about the creative economy and the nexus between culture, creativity and sustainable development, to develop related teaching materials, model studies and indicators, to collect data and statistics and undertake analysis thereof.

c) To support UNESCO’s efforts to promote cooperation and development among and within Creative Cities pertaining to creativity and its impact for sustainable development, to contribute to capacity building programmes strengthening human and institutional capacities in the cultural and creative industries, to foster cultural diversity, to issue periodically related thematic publications and to help unlock the creative and productive potential of cities and communities.
d) To promote creativity and cultural and creative expressions and to develop corresponding platforms such as publications and websites to enable the sharing of examples and information, especially for vulnerable groups, women and youth.

e) To facilitate the emergence of a network of relevant public and private centers, institutions and partners, induce relevant academic and scientific studies, and organize international symposiums and capacity building activities in Asia-Pacific and other regions.

III. Modalities of action

ICCSD’s programs and activities can be divided into the following generic areas:

III.1 Research and policy development
Research and policy development are fundamental to the completion of tasks related to culture, creativity and sustainable development. To this end, research, analysis and reporting is encouraged regarding creative economy, cultural and creative industries and Creative Cities as they relate to sustainable development. The results of such work can contribute to policy development by national and local decision makers, both in the People’s Republic of China and internationally. In particular, ICCSD will develop professional analysis tools for policy study.

Through the preparation of reports and other work, ICCSD will work with international professionals, experts and professors from different fields, gradually foster an open, interdisciplinary, international and influential data center, conduct extensive research in the field of culture, creativity and sustainable development and disseminate the research findings to UNESCO Member States and UNESCO Creative Cities Network (“UCCN”) members.

III.2 Capacity-building (education and training)
Capacity building for culture, creativity and sustainable development is a basic feature to meet the needs of the international community to develop cultural policies and strategies and achieve the broader programme objectives of UNESCO. It encompasses education and training in different forms, especially in developing countries, which covers the development of high-quality educational resources and online training courses, sharing practical models to follow, development of infrastructure, provision of skills training for entrepreneurship and development of small and micro cultural and creative enterprises, and assistance in improving skills particularly for women and youth in developing countries.

III.3 Publications and dissemination of information
The third function of ICCSD lies in the technical support for information
exchanges on culture, creativity and sustainable among UNESCO Member States and members of the UCCN. This involves the development of websites and databases, and preparation and dissemination of publications targeted to different audiences.

The establishment of an ICCSD website in English will help reflect and circulate updates about relevant developments and trends, as well as research findings. It could also be used for information exchange, becoming a window for online training and a database service, also facilitating UNESCO by feeding the new UCCN website with targeted new content.

In order to better develop the website’s service functions, ICCSD will introduce new tools and technologies. Through the formation of strategic relationships with Baidu, Xiaomi, Lenovo and other enterprises and professional institutes, an open data integration platform exists already. Data obtained will further the understanding and promotion of creative economy and cultural and creative industries locally, regionally and globally, as well as the UCCN. The platform is dedicated to promoting effective knowledge acquisition, processing, application, dissemination and sharing, with the purpose of meeting UNESCO’s needs of processing and application of the increasing information on creative economy development.

III.4 Building a creative network

The fourth function of ICCSD is to provide support to UNESCO’s efforts in international cooperation in culture and sustainable development, cultural and creative industries, creative economy and creative cities. To realize this, ICCSD would pursue innovative cooperation models and undertake related activities.

In the organization of high-profile international and regional forums and meetings, including the Creative Cities Beijing Conference in 2016, ICCSD would facilitate North-South and South-South cooperation, particularly in the realms of creative economy and creative cities. ICCSD would also attach great importance to developing innovative modes for fundraising and of cooperation with stakeholders (particularly the private sector), and encourage enterprises to join the ICCSD network.

III.5 Pilot operational projects in the field

On the basis of the above activities, ICCSD will be prepared to undertake pilot operational projects (capacity building, policy development or training seminars) in the field upon request of a Member State or a Creative City in order to put the research findings into practice.

IV. Strategic Assessment Factors
IV.1 UNESCO 37 C/4 and 37 C/5
The program and activities of the proposed ICCSD correspond clearly with the strategic objective 8 “Fostering creativity and the diversity of cultural expressions” of the 37 C/4 and 37 C/5, and Expected Result 7 of Major Programme IV on Culture, which concerns strengthening national capacities and using them for development of policies and measures to promote the diversity of cultural expressions (2005 Convention) and enhancing creativity and creative economies in cities. In addition, ICCSD will also seek to accelerate the inclusion of culture and cultural and creative industries into activities of the post-2015 Development Agenda, and will assist creative cities and invigorate the UCCN.

The ICCSD is ready to contribute towards UNESCO’s expected results, following UNESCO’s result-based management approach (RBM). It is expected to provide regular and consistent reporting to UNESCO’s governing bodies.

IV.2 Develop synergies
ICCSD will also cooperate and develop synergies with other UNESCO centers in the People’s Republic of China and Asia-Pacific. In order to enhance its mission and vision, ICCSD envisages holding horizontal and complementary cooperation with other relevant and thematically related institutions and with the UNESCO family.

ICCSD stands to benefit also from extensive research, international cooperation and training in creativity and sustainable development by its sister organization the Beijing Industrial Design Center (BIDC). This experience, accumulated along its 20 years of operation, lays a solid basis for the future work of ICCSD, contacts and partnerships with public and private institutions in over 30 countries.

V. Resources and Conditions

V.1 Government Support
The Beijing Municipal Science and Technology Commission (hereinafter referred to as "BMSTC") is one of the departments of the Beijing Municipal Government, which is responsible for the work of science and technology in the capital city. BMSTC will provide support to ICCSD to ensure its sustainability. It owns 23 centers in different professional fields, such as Beijing Science and Technology Collaboration Center, Beijing Sustainable Development Promotion Center, Beijing Industrial Design Center (BIDC), Beijing New Material Development Center and so on. Through the “City of Design” special funds, focusing on the demands of creativity, design, communication and consumption, BMSTC supports programs for creativity, design and R&D of new technology and its applications; carries out international cooperation and exchanges; promotes the integration and application of science and technology and culture, creativity, new media, and
new materials; works on promoting creativity and design to change the urban environment and improve the quality of people's lives; and promotes scientific and technological innovation, cultural creativity and sustainable development.

BMSTC has established cooperation relations with 582 organizations in 43 countries, and set up a "Grand Coalition in Capital Innovation", which gathers more than 80 professional leagues. An international cooperation network for science and technology and creativity has also been established and BMSTC organizes numerous events relating to creativity, design and technology. BMSTC is the primary agency in charge of liaison with the UNESCO Creative Cities Network. In March 2013, Yan Aoshuang, Director of BMSTC, and UNESCO signed the Cooperation Agreement on the project agreement of Enhancing UNESCO Creative Cities Network, preparing a biannual UNESCO Creative Cities Beijing Summit and organizing a Beijing exhibit at UNESCO Headquarters.

V.2 Priority areas: Youth, Women, Africa
BMSTC supports designer camps and internship opportunities for students from developing countries and prepares them for future employment. Sub-studio hubs for women in Beijing help women to promote their skill level, employment and the ability to exploit the market.

In March 2012, Beijing and Nairobi established the Beijing-Nairobi Innovation & Design Research Center. The center advances African young designers to by staging exhibitions and Young Fashion Designers Competition and running workshops. In June 2014, 4 delegates of the University of Nairobi were sponsored to carry out exchanges on China-Africa Creative Design Workshop in Beijing.

V.3 Expert support
At the international level, ICCSD has entered into partnerships with:
- the International Council for Philosophy and Humanistic Studies;
- the World Intellectual Property Organization, China Office;
- the International Council of Societies of Industrial Design (ICSID); and
- the Art Center College of Design.

At the national level, ICCSD has fostered strategic partnerships with 8 institutions, including:
- the Chinese Academy of Social Sciences;
- the Copyright Protection Center of China;
- the China Central Academy of Fine Arts;
- Peking University; and
- Tsinghua University.
An expert roster comprising well-known domestic and international experts in the field of the creative economy has also been built.
ICCSD has pre-established strategic cooperation with the Beijing New Media Joint Laboratory in the National New Media Industry Base (hereinafter referred to as “Joint Lab”), and formed an expert support network of culture, art and creativity. The Joint Lab includes 24 colleges and arts departments. ICCSD has also pre-established working relationships with the Beijing Creative Industry Gathering Area, the Beijing International Film Festival, and the China Photographers Association, among others.

V.4 Technical support
ICCSD has set up strategic partnerships with 33 enterprises and institutes, and the technical support system is built upon exerting their advantages of hardware and software conditions and technical R&D capacities. In particular, Lenovo provides hardware support for the database; Baidu provides the mass creative documentation resources for the digital museum of creative cities based on big data; Xiaomi conducts joint research and promotion on data applications and innovative business models; BCC consolidates the capability in information analysis and processing. The technical support system will be open to global institutions and businesses to serve the objectives of the proposed Category 2 Center, and will facilitate development of the ICCSD website.

V.5 Incubators and Industry Alliances
The Design Resources Corporation (DRC) is the People’s Republic of China’s first industrial design creative industry base and provides 3-5 years’ incubation services to small and micro enterprises and individual business.

In 2012, the Design City Mansion was established, becoming Beijing’s “City of Design” central area. It is a creative industry zone including design trade exchange, exhibition, business offices, business events and leisure consumption integrated in one.

In Chaoyang District, a culture & creativity and science & technology incubation cluster has been formed by 798 Art District, 751D•park, Big Wangjing District, with the Node as the representative.

In 2010, BMSTC supported the Beijing Industrial Design Center (BIDC) to establish the China Industrial Design Technology Service Alliance. In 2013, with the support of BMSTC, the Beijing Design Industry Union was established.

Beijing is the national leader in patent application and authorization volume, and in social research and business development. In 2014, Beijing International Design Week and Beijing International Copyright Trade Center jointly launched the People’s Republic of China’s first design copyright electronic authentication system—Design Shield, which provides online notary design copyright services in
VI. Structure, legal status and financing

VI.1 Legal status
ICCSD will be established by the Beijing Municipal Government pursuant to the laws of the People’s Republic of China, and registered as a Non-Profit Organization. ICCSD will have functional autonomy necessary for the execution of its activities and the legal capacity to contract, institute legal proceedings and acquire and dispose of movable and immovable property. It will be equipped with an independent budget, staff and administrative structure. Its legal status is equal to that of the Beijing Industrial Design Center (BIDC). Both centers will thus enjoy same consideration and can cooperate as sister centers.

VI.2 Location and premises
ICCSD will be located in a dedicated space (500 square meters) on the 4th floor, in the City of Design Mansion, No. 2 of No.29 A Yard, North Third Ring Road Middle, Xicheng District, Beijing, the People’s Republic of China. The City of Design is a well located, modern and spacious building inaugurated in 2014, of 14 floors and 28,800 square meters of open-plan office space that include 4,000 square meters of temporary exhibitions and interactive exhibition space, a multimedia lecture hall which can accommodate more than 200 people, several meeting rooms, a large underground parking lot, and a 44,700 square meters park. The building is easily accessible from the international airport in Beijing and a number of affordable hotels are in the immediate vicinity. The Beijing Municipal Government will provide ICCSD with all necessary facilities, equipment, water and electricity supply, communications, Secretariat staff and infrastructure maintenance. In its operation, the ICCSD will further benefit from access to and use of the common infrastructure, including Internet connectivity, library and conference rooms, training and workshop spaces, incubation services to small/middle enterprises of the cultural economy, etc.

VI.3 The ICCSD Governing Board
The Governing Board is in charge of reviewing strategic planning and formulating the annual plans of ICCSD, and providing guidance and supervision of ICCSD’s operation. The membership of the Board, which may be re-elected every three years, could include:

- One Deputy Mayor of Beijing Municipal Government to serve as the
Chairperson of the Board
- One representative of the Director-General of UNESCO (likely the Director of the UNESCO Beijing Office)
- Four representatives of relevant government ministries and agencies in China
- Up to three representatives of Member States of UNESCO, other than China

The Board will hold meetings at least once every calendar year. The Chairperson of the Board can take the initiative or be requested by the Director-General of UNESCO to convene special sessions. The Board may also designate several of its Members to serve on an Executive Committee that would meet on a more frequent basis and follow the work of the ICCSD.

The Director of the ICCSD is responsible for the implementation of strategic and annual plans approved by the Board, the compilation of annual work reports, and the operations of the proposed Category 2 Center. The appointment of the Director is decided by the Chairperson of the Board and the Director-General of UNESCO through consultation. The accountability arrangements for the Director will be developed and implemented under the supervision of the Governing Board, including consultation with the representative of the UNESCO Director-General.

VI.4 Human resources and staff
After the establishment of ICCSD as a Category 2 Center, there will be 20 staff members in the Secretariat, to be gradually increased in accordance with the work plan and staffing table approved by the Governing Board. The recruitment will be carried out in the People’s Republic of China and internationally. The duties and responsibilities of the ICCS Secretariat will be determined by the Director of ICCSD. Members of the Secretariat are qualified staff appointed by the Director after consultation with the ICCSD Governing Board and according to procedures required by the Governing Board, as well as UNESCO staff that may be dispatched temporarily, based on UNESCO regulations and decisions of the UNESCO governing bodies.

VI.5 Financial endowment
1. The Beijing Municipal Government shall bear the costs of the Governing Board meetings, including travel and accommodation for UNESCO staff involved. During the initial 6 years, the Beijing Municipal Science and Technology Commission (BMSTC) will support ICCDS with a project fund of RMB ¥ 6,000,000 (USD $ 1,000,000) every year, of which RMB ¥ 2,600,000 (USD $ 450,000) shall be used for staff salaries. The other RMB ¥ 3,400,000 (USD $550,000) will be used to cover the office operations. In addition, BMSTC will provide support in the amount of RMB ¥ 9,000,000 (about USD $ 1,500,000) spread over a period
of six years for international cooperation and communication as well as related projects of ICCSD, especially for the research and training programs in creativity and sustainable development in developing countries, including Africa. The ICCSD will also support youth and professionals to study in China.

2. Additional funds for research projects, training programs and international activities may also be obtained from allocations by the Chinese Government and Beijing Municipality, donations from other Member States of UNESCO, inter-governmental and non-governmental organizations, and private enterprises. With the supervision of the Governing Board, ICCSD will also proactively conduct negotiations and cooperation with Chinese large-scale enterprises, so as to work with them in terms of providing investment, cooperation and/or development in creative and sustainable development projects of developing countries, and in UCCN international cooperation projects.

**Conclusion of Feasibility Study**

Based on the findings of the feasibility study, the proposal, as revised on 10 July 2015, fulfills and complies with the guidelines and criteria regarding the establishment of relations between UNESCO and the institutes and centers to be placed under its auspices, as stipulated by the General Conference in 35 C/Resolution 103. Indeed as described in this study, the proposed Category 2 Centre fits well with UNESCO’s strategic and programmatic objectives and the establishment of the ICCSD as a UNESCO Category 2 Center is recommended.
Annex I

List of meetings/people interviewed for
Feasibility Study for
The International Center for Creativity and Sustainable Development (ICCSD),
Beijing People's Republic of China
Attended by Mrs. Milagros del Corral, appointed expert by UNESCO for the Feasibility Study

Meetings

6 July 2015: Meeting chaired by Mrs. Yan Aoshuang, Deputy to National People’s Congress and Director General of Beijing Municipal Commission of Science and Technology (BMSTC). Members of the “Working Group” responsible for the preparation of the Proposal of a UNESCO Category 2 Centre, International Center for Creativity and Sustainable Development (ICCSD) participating in the meeting:

- Mr. Liu Hui, Deputy Director of Beijing Municipal Commission of Science and Technology (BMSTC)

- Mr. Li Guoguang, Deputy Director of Culture and Science Division of Beijing Municipal Commission of Science and Technology (BMSTC)

- Mr. Chen Dongliang, Director of Beijing Industrial Design Center

- Mr. Zhang Xiaoming, former Deputy Director of the Chinese Academy of Social Science and Culture Research, and Director of Cultural Development Committee of China Society of Urban Economy

- Mr. Liu Deliang, General Manager of Xinyuanwenzhi Group

- Mr. Zhang Hongru, Programm Officer, representing the National Commission of China for UNESCO, in the absence of its Secretary General, Mr. Du Yue

- Mrs. Zhang MiaoMiao, Chief of International Cooperation Department at the Beijing Industrial Design Center

- Mrs. Huang Hua, Cultural Assistant, UNESCO Office in Beijing, representing its Director Mrs. Himalchuli Gurung, absent on official mission
8 July 2015 meeting chaired by Mr. Du Yue, Secretary General of the National Commission of the People's Republic of China for UNESCO. The “Working Group” was convened a second time to discuss proposed programs and activities, and innovative modalities of action by ICCSD.

Mr. Sui Zhenjiang, Vice Governor of Beijing Meeting to exchange ideas on the proposed category 2 Center ICCSD.
Programmed visits

City of Design Mansion A detailed visit to the City of Design Mansion where the Beijing Industrial Design Center (BIDC) is located, took place under guidance of its Director, Chen Dongliang and Mrs. Chen Ning, Deputy District Mayor of Xicheng District People’s Government of Beijing Municipality. Researchers, designers and students were introduced, and among other technologies, the 3Dimension Printing was explained.

Meeting Business owners Owners and CEOs of leading Chinese technological enterprises, ready to be partners of the future Category 2 Centre, included Baidu (a powerful search engine, often considered as the Chinese “Google”), LeNovo (hardware manufacturer), Hanergy (specialized in solar energy)

Signing ceremony A Memorandum of Understanding whereby several companies signed, including Baidu, LeNovo, Hanergy, Xiaomi, TiTH, and the BIDC, and agreed to be active partners and cooperate with the future ICCSD.

Beijing Institute of Graphic Communication and its China Printing Museum The visit was conducted by Prof. Dr. Jia-Ling Pu, Vice President of the Beijing Institute of Graphic Communication and its China Printing Museum, attached to the Faculty of Publishing and Printing of the Beijing University. They are also a future partner of the proposed UNESCO Category 2 Centre.

798 Art Area and the 751D Park A visit to the 798 Art Area hub/incubator where artists, designers and creative minds have their showrooms, and the 751D Park where exhibitions of contemporary and innovative “art” take place.