

**Culture: Key to Sustainable Development
The Hangzhou International Congress**

**Hangzhou, China, 14-17 May 2013
Draft Programme**

Day 1: 14 May 2013

08:30 am – 07:00 pm

Registration

07:00 pm – 09:00 pm

Welcome Reception and Art Performance

Day 2: 15 May 2013

PLENARY SESSION Official Opening Session

09:00 am – 10:00 am

Welcoming Speeches by the Chinese Authorities
Introductory Speech by the UNESCO Director-General

10:00 am – 10:20 am

Coffee break

10:20 am – 10:50 am

PLENARY SESSION Keynote address

Setting the context of the Congress: Can sustainable development be achieved regardless of culture?

10:50 am – 12:45 am

PLENARY SESSION High-level discussion segment 1

Culture in the Post-2015 Sustainable Development Agenda

12:45 am – 02:15pm

Lunch

02:15pm – 04:00 pm

PLENARY SESSION High-level discussion segment 2

Peace and reconciliation: how culture makes the difference

04:00 pm – 04:20 pm

Coffee break

Session 1

Culture, Wellbeing and Human Development

04:20 pm – 04:50 pm

Keynote address 1

Measurement of progress: Culture in the current global tendencies

04:50 pm – 06:00 pm

Panel discussion 1

Rethinking GDP, achieving wellbeing and human development: where does culture stand?

06:00 pm – 06:30 pm

Questions and Answers session with the public

Day 3: 16 May 2013

3 Parallel sessions will take place in the morning: 2A, 2B, 2C

Session 2A

Cultural approaches to addressing poverty

09:00 am – 9:30 am	Keynote address 2A Poverty alleviation: where does culture make a difference? Cultural Rights, Access, Participation, Empowerment, Cultural Diversity, Building Capabilities (Cultural diversity/ Cultural Heritage)
9:30 am – 10:15 am	Speaker 1 (15 minutes): Case study: <u>Community Empowerment</u> Speaker 2 (15 minutes): Case study: <u>Participation</u> Speaker 3 (15 minutes): Case study: <u>Facts and figures about the cultural sector</u>
10:15 am – 10:30 am	<i>Coffee break</i>
10:30 am – 12:00 am	Panel discussion 2A How does culture contribute to sustainable economic growth and community empowerment?
12:00 am – 12:30 am	Questions and Answers session with the public
12:30 am – 02:00 pm	<i>Lunch</i>

Session 2B

Culture: a driver and an enabler of social cohesion

09:00 am – 9:30 am	Keynote address 2B Achieving social inclusion and equity: how does culture make effective change?
09:30 am – 10:30 am	Speaker 1 (20 minutes): Case study: <u>Culture-sensitive and context-based policies in sustainable development</u> Speaker 2 (20 minutes): Case study: <u>Empowerment of women and youth</u> Speaker 3 (20 minutes): Case study: <u>Addressing urban violence through investment in culture</u>
10:30 am – 10:50 am	<i>Coffee break</i>
10:50 am – 12:00 am	Panel Discussion 2B How does culture drive and enable social cohesion and inclusion?
12:00 am – 12:30 am	Questions and Answers session with the public
12:30 am – 02:00 pm	<i>Lunch</i>

Session 2C

Culture: An enabler for environmental sustainability

09:00 am – 09:30 am	Keynote address 2C Culture and Nature: two sides of the same coin
09:30 am – 10:30 am	Speaker 1 (20 minutes) : Case study: <u>Culture and Bio-diversity</u> Speaker 2 (20 minutes) : Case study: <u>Traditional knowledge in Disaster Risk Management</u> Speaker 3 (20 minutes) : Case study: <u>Conservation and other ecological practices in architecture and urban planning</u>
10:30 am – 10:45 am	<i>Coffee break</i>
10:45 am – 12:00 am	Panel Discussion 2C How does culture enable environmental sustainability?
12:00 am – 12:30 am	Questions and Answers session with the public
12:30 am – 02:00 pm	<i>Lunch</i>

2 Parallel sessions will take place in the afternoon: 3A, 3B

Session 3A

Sustainable Cities, Heritage and Creativity

02:00 pm – 02:30 pm	Keynote address 3A The challenges of sustainable cities: where does culture make a difference?
02:30 pm – 03:15 pm	Speaker 1 (15 minutes) : Case study: <u>Built Heritage and Sustainable Development</u> Speaker 2 (15 minutes) : Case study: <u>Intangible Heritage and Sustainable Development</u> Speaker 3 (15 minutes) : Case study: <u>Ecological practices in architecture and urban planning</u>
03:15 pm – 03:30 pm	<i>Coffee break</i>

3 Parallel panel discussions will take place in the afternoon at the end of Session 3A

03:30 pm – 06:00 pm	3A-a Introducing Cultural Heritage in the Sustainable Development Debate Panel Discussion Questions and Answers session with the public
03:30 pm – 06:00 pm	3A-b The Contribution of Creativity to Sustainable Development Presentation of the 2013 UNDP/UNESCO Creative Economy Report Panel Discussion Questions and Answers session with the public
03:30 pm – 06:00 pm	3A-c Culture's contribution to achieve sustainable cities Panel Discussion Questions and Answers session with the public

Session 3B**Public Private Partnerships in the culture sector**

02:00 pm – 02:30 pm	Keynote address 3B Partnering with the private sector in achieving sustainable development
02:30 pm – 03:50 pm	Speaker 1 (20 minutes): Case study: <u>Various types of successful Public Private Partnerships in the area of culture</u> Speaker 2 (20 minutes): Case study: <u>Opportunities for Technology transfer, capacity building, jobs, Social and economic impact;</u> Speaker 3 (20 minutes): Case study: <u>Cultural philanthropy</u> Speaker 4 (20 minutes): Case study: <u>Corporate Social Responsibility</u>
03:50 pm – 04:15pm	<i>Coffee break</i>
04:15 pm – 05:30 pm	Panel Discussion 3B Creating win-win situations: How can the Private Sector boost the Culture Sector and vice-versa?
05:30 pm – 06:00 pm	Questions and Answers session with the public

Day 4: 17 May 2013 (Morning only + optional ½ Day)**Session 4****The Way Forward / A vision for the future**

09:00 am – 10:30 am	PLENARY SESSION Panel Discussion 4 Challenges and identified gaps/ Opportunities and future perspectives
10: 30 am – 11:00 am	<i>Coffee break</i>
11:00 am – 11:30 am	PLENARY SESSION Presentation and adoption of the “Hangzhou Proclamation on Culture and Sustainable Development”
11:30 am – 12:00 am	PLENARY SESSION Keynote address 4 Closing Speech
02:00 pm – 06:00 pm	Cultural visits of Hangzhou