### Day 1: 14 May 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>08:30 am – 07:00 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>07:00 pm – 09:00 pm</td>
<td>Welcome Reception and Art Performance</td>
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</tbody>
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### Day 2: 15 May 2013

**PLENARY SESSION**  | **Official Opening Session**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 am – 10:00 am</td>
<td>Welcoming Speeches by the Chinese Authorities</td>
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<tr>
<td>09:00 am – 10:00 am</td>
<td>Introductory Speech by the UNESCO Director-General</td>
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<tr>
<td>10:00 am – 10:20 am</td>
<td>Coffee break</td>
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<tr>
<td>10:20 am – 10:50 am</td>
<td><strong>PLENARY SESSION</strong>  <strong>Keynote address</strong></td>
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<tr>
<td>10:20 am – 10:50 am</td>
<td>Setting the context of the Congress: Can sustainable development be achieved regardless of culture?</td>
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<tr>
<td>10:50 am – 12:45 am</td>
<td><strong>PLENARY SESSION</strong>  <strong>High-level discussion segment 1</strong></td>
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<tr>
<td>10:50 am – 12:45 am</td>
<td>Culture in the Post-2015 Sustainable Development Agenda</td>
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<tr>
<td>12:45 am – 02:15pm</td>
<td>Lunch</td>
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<tr>
<td>02:15pm – 04:00 pm</td>
<td><strong>PLENARY SESSION</strong>  <strong>High-level discussion segment 2</strong></td>
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<tr>
<td>02:15pm – 04:00 pm</td>
<td>Peace and reconciliation: how culture makes the difference</td>
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<tr>
<td>04:00 pm – 04:20 pm</td>
<td>Coffee break</td>
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</table>

**Session 1**  
**Culture, Wellbeing and Human Development**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>04:20 pm – 04:50 pm</td>
<td><strong>Keynote address 1</strong></td>
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<tr>
<td>04:20 pm – 04:50 pm</td>
<td>Measurement of progress: Culture in the current global tendencies</td>
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<tr>
<td>04:50 pm – 06:00 pm</td>
<td><strong>Panel discussion 1</strong></td>
</tr>
<tr>
<td>04:50 pm – 06:00 pm</td>
<td>Rethinking GDP, achieving wellbeing and human development: where does culture stand?</td>
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<tr>
<td>06:00 pm – 06:30 pm</td>
<td>Questions and Answers session with the public</td>
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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: Community Empowerment
Speaker 2 (15 minutes): Case study: Participation
Speaker 3 (15 minutes): Case study: Facts and figures about the cultural sector

10:15 am – 10:30 am
Coffee break

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
Lunch

**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: Culture-sensitive and context-based policies in sustainable development
Speaker 2 (20 minutes): Case study: Empowerment of women and youth
Speaker 3 (20 minutes): Case study: Addressing urban violence through investment in culture

10:30 am – 10:50 am
Coffee break

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
Lunch
**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: **Culture and Bio-diversity**  

**Speaker 2 (20 minutes):** Case study: **Traditional knowledge in Disaster Risk Management**  

**Speaker 3 (20 minutes):** Case study: **Conservation and other ecological practices in architecture and urban planning**

10:30 am – 10:45 am  
**Coffee break**

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  
**Lunch**

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**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: **Built Heritage and Sustainable Development**  

**Speaker 2 (15 minutes):** Case study: **Intangible Heritage and Sustainable Development**  

**Speaker 3 (15 minutes):** Case study: **Ecological practices in architecture and urban planning**

03:15 pm – 03:30 pm  
**Coffee break**

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**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: Various types of successful Public Private Partnerships in the area of culture  
**Speaker 2** (20 minutes): Case study: Opportunities for Technology transfer, capacity building, jobs, Social and economic impact;  
**Speaker 3** (20 minutes): Case study: Cultural philanthropy  
**Speaker 4** (20 minutes): Case study: Corporate Social Responsibility

03:50 pm – 04:15 pm  
Coffee break

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

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**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  
Coffee break

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