culture: key to sustainable development

DEFINITIVE PROGRAMME
14 May 2013

08:30 am – 07:00 pm  Registration  
(South Lobby, Dragon Hotel) 
07:00 pm – 09:00 pm  Welcome Reception and Art Performance  
(Crystal Ballroom, Dragon Hotel) 

Day 1: 15 May 2013

**PLENARY SESSION**  Official Opening Session  
(Zhejiang People’s Great Hall) 

09:30 am – 10:30 am  Welcoming Speeches by the representatives of the People’s Republic of China  
- Opening of the Congress by the Opening Ceremony Chair, Zhao Shaohua, Vice-Minister of Culture  
- Remarks by Huang Kunming, Secretary of the Communist Party of China Hangzhou Committee  
- Remarks by Li Qiang, Governor of the People’s Government of Zhejiang  

**Introductory Speeches**  
- Irina Bokova, the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)  
- Liu Yandong, Vice Premier, State Council of the People’s Republic of China  

**Closing of the Opening Ceremony**  
Zhao Shaohua, Vice-Minister of Culture of the People’s Republic of China  

10:30 am – 10:50 am  Coffee break  

10:50 am – 11:30 am  **PLENARY SESSION**  Keynote address  
Setting the context of the Congress: Can sustainable development be achieved regardless of culture?  
(Zhejiang People’s Great Hall)  
- Zhao Shaohua, Vice-Minister of Culture of the People’s Republic of China  
- Video message from Michael D. Higgins, President of Ireland  
- His Highness the Aga Khan, Chairman of the Aga Khan Development Network and  
49th hereditary imam of the Shia Imami Ismaili Muslims  

11:30 am – 01:15 pm  **PLENARY SESSION**  High-level discussion segment 1  
Culture in the Post-2015 Sustainable Development Agenda  
(Zhejiang People’s Great Hall)  
- Irina Bokova (Panel Chair), the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)  

**Panelists**  
- Sir Fazle Hasan Abed, Founder and Chairman of the BRAC Foundation  
- His Highness the Aga Khan, Chairman of the Aga Khan Development Network and  
49th hereditary imam of the Shia Imami Ismaili Muslims  
- H.R.H. Prince Sultan bin Salman bin Abdulaziz Al-Saud, President of the Saudi Commission for Tourism and Antiquities (SCTA)  
- Petko Draganov, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD)  
- Rt. Hon. Michaëlle Jean, Co-Founder and Co-President of the Michaëlle Jean Foundation (FMJF) and former Governor of Canada  
- Zhang Lin, Executive President of the Dalian Wanda Culture Industry Group  
- Wiendu Nuryanti, Vice-Minister of Education and Culture for Cultural Affairs of the Republic of Indonesia  

01:15 pm – 02:30 pm  Lunch
02:30 pm – 04:15 pm  
**PLENARY SESSION**  
**High-level discussion segment 2**  
Peace and reconciliation: how culture makes the difference  
(Crystal Ballroom, Dragon Hotel)

- **Stephen Cole** *(Moderator)*, Journalist, Senior Anchor, Al Jazeera International  
- **Francesco Bandarin**, Assistant Director-General for Culture of the United Nations Educational, Scientific and Cultural Organization (UNESCO)  
- **Emmanuel Habuka Bombande**, Executive Director of the West Africa Network for Peacebuilding (WANEP)  
- **Jean-Michel Jarre**, Musician and Composer, UNESCO Goodwill Ambassador  
- **Olusegun Obasanjo**, Former President of the Federal Republic of Nigeria  
- **Jan Pronk**, Professor and President of the Society for International Development

04:15 pm – 04:30 pm  
Coffee break

**2 sessions will take place in the afternoon: 1A and 1B**

**Session 1A**  
**Culture, Poverty and Wellbeing**  
(Crystal Ballroom, Dragon Hotel)

04:30 pm – 05:00 pm  
**Keynote address 1A**  
Cultural approaches to addressing poverty  
- **Clement Mbom**, Professor at City University of New York

05:00 pm – 06:45 pm  
**Panel discussion 1A**  
Defining Poverty and Measuring Progress: where does culture stand?  
- **Helena Norberg-Hodge** *(Moderator)*, Director, International Society for Ecology and Culture  

Panellists
- **Michele Lamont**, Professor at Harvard University  
- **Cristina Ortega Nuere**, President of the European Network Leader in Cultural Management and Policies Education (ENCATC)  
- **Katherine Scott**, Vice-President for Research and Policy at the Canadian Council on Social Development

Questions and Answers session with the public

**Session 1B**  
**Culture and Local Governance**  
(Pearlroom, Dragon Hotel)

05:00 pm – 05:15 pm  
**Keynote address 1B**  
Culture and Local Governance  
- **Feng Tianyu**, Senior and Distinguished Professor, Research Institute of Chinese Traditional Culture, Wuhan University

05:15 pm – 06:30 pm  
**Panel discussion 1B**  
Culture and Local Governance  
- **Jordi Pascual** *(Moderator)*, Coordinator, Agenda 21 for Culture, United Cities and Local Governments (UCLG)  

Panellists
- **Ibone Bengoetxea**, Deputy Mayor and City Councillor for Culture and Education in Bilbao City Council  
- **Fan Zhou**, Dean, Institute of Culture Development, Communication University of China

**Additional intervention**  
- **Carlos Javier Vilasenor Anaya**, President of Cultural Interactivity and Development
06:30 pm – 06:45 pm Questions and Answers session with the public

1 parallel event will take place in the afternoon

02:45 pm – 04:20 pm **High-level Business Forum**
(Diamond Ballroom, Dragon Hotel)

**Welcoming words**
- Hans d’Orville, Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

**Introduction**
- Hans d’Orville, Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

**Keynote Speech**
- Sha Zukang, Former United Nations Under-Secretary-General, Secretary-General of the United Nations Conference on Sustainable Development (Rio+20)

**Panel discussion**
- Hans d’Orville, (moderator) Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

**Panellists**
- Nasser D. Khalili, Founder of The Khalili Collections, Chairman of the Maimonides Foundation, Chairman of the Nour Foundation and UNESCO Goodwill Ambassador*
- Zhang Lin, Executive President of the Dalian Wanda Culture Industry Group
- Simon Campostini, Senior Member Relation Manager, EU Chamber of Commerce, Shanghai
- Wayne Wan, President of the Shenzhen Ruby Group
- Xie Yong, Vice President of the Zhongkun Group
- Han Wangxi, spokenman of Shenzhen
- Xu Ning, Chief of City Communication Department, Nanjing Municipality
- Chen Dongling, Beijing Municipal Science and Technology Commission
- She Leming, Deputy Secretary General of Municipal government of Jingdezhen
- Juliane Kremer, Head of Corporate communication, Great China, LANXESS Chemical
- Master Gu Wenda, Chinese American painter
- Jiang Qionger, Founder and CEO of Shanghxia
- Chen Yuqian, Dean of Jingdezhen Ceramic Institute
- Xiong Chengyu, National Research Center of Cultural Industries in Tsinghua University
- Doctor Zhu Dingchen, practitioner of Yi Zhichan, Chinese medicine and intangible heritage
- Isabel Wolte, Austrian culture forum Beijing head
- Chen Dongliang, Director of Beijing Industrial Design center

Questions and Answers session with the public

04:20 pm – 04:30 pm **Business Forum high-level Closing Speech**
- Irina Bokova, the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)
Day 2: 16 May 2013

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

Session 2A
The Cultural Sector’s Contribution to Poverty Alleviation and Economic Growth
(Crystal Ballroom 2, Dragon Hotel)

09:00 am – 09:30 am  
**Keynote address 2A**  
Poverty alleviation: where does culture make a difference?  
- David Throsby, Professor of Economics, Macquarie University

09:30 am – 09:45 am 
**Case study 1** Community Empowerment  
- Tran Tuyet Lan, General Manager of CRAFT LINK

09:45am – 10:00am  
**Case study 2** Participation  
- Carol Lawes, Cultural Advisor

10.00am – 10:15am  
**Case study 3** UNESCO Culture for Development Indicators Suite  
- Anne Lemaistre, Head of Office and Representative in Cambodia, National Office to Cambodia of UNESCO

10:15 am – 10:30 am  
Coffee break

10:30 am – 12:00 pm  
**Panel discussion 2A**  
How does culture contribute to sustainable economic growth and jobs creation?  
- Gwang-Jo Kim (Moderator), Director of UNESCO Bangkok, UNESCO Asia and Pacific Regional Bureau for Education

Panellists
- Luigi Cabrini, Director-Advisor of the Secretary-General on Sustainability, the United Nations World Tourism Organization (UNWTO)
- Trevor C. Clarke, Assistant Director-General on Culture and Creative Industries Sector of the World Intellectual Property Organization (WIPO)
- Daniel Etounga-Manguelle, Associate Professor of Economics at the Ecole Superieure Internationale de Guerre de Yaoundé
- Xavier Greffe, Professor at University Paris I – Sorbonne and President of the French Commission on Artistic Employment
- Elizabeth Ofosu-Agyare, Minister for Tourism and Culture for the Republic of Ghana
- Walter Santagata, Professor at the University of Turin

12:00 pm – 12:30 pm  
Questions and Answers session with the public

12:30 pm – 02:00 pm  
Lunch
Session 2B
Culture: a driver and an enabler of social cohesion
(Cristal Ballroom 3, Dragon Hotel)

09:00 am – 09:30 am
Keynote address 2B
Achieving social inclusion and equity: how does culture make effective change?
- Cao Jin, Professor at Fudan University
- Aníbal Gaviria Correa, Mayor of Medellin

09:30 am – 09:45 am
Case study 1 Culture-sensitive and context-based policies in sustainable development
- Jon Hawkes, Resident Cultural Analyst, Cultural Development Network (Victoria)

09:45 am – 10:00 am
Case study 2 Empowerment of women and youth
- Elba Agusti, Cultural Development Program Coordinator, Inter-American Development Bank Cultural Center (IDB)

10.00 am – 10.15 am
Case study 3 Addressing urban violence through investment in culture
- Martha C. Fajardo, CEO of Grupo Verde Ltd., Former President of the International Federation of Landscape Architecture (IFLA)

10.15 am – 10.30 am
Case study 4 Arts education for development
- Stephen Chifunyise, Chairman of the CHIPAWO Arts Education for Employment and Development

10:30 am – 10:50 am
Coffee break

10:50 am – 12:00 pm
Panel Discussion 2B
How does culture drive and enable social cohesion and inclusion?
- Charles Vallerand (Moderator), General Secretary of the International Federation of Coalitions for Cultural Diversity

Panellists
- Ibone Bengoetxea, Deputy Mayor and City Councillor for Culture and Education in Bilbao City Council
- Luis Fernando Carrera Castro, Minister of Foreign Affairs for the Republic of Guatemala
- Frederic Jacquemin, General Director of Africalia
- Jin Xiaoyi, Professor of the Institute for Population and Development
- Studies of Xi’an Jiaotong University
- Nasser D. Khalili, Founder of, The Khalili Collections, Chairman of the Maimonides Foundation, Chairman of the Nour Foundation and UNESCO Goodwill Ambassador
- Tu Weiming, Director of the Institute for Advanced Humanistic Studies at Peking University
- Carlos Javier Vilasenor Anaya, President of Cultural Interactivity and Development

12:00 pm – 12:30 pm
Questions and Answers session with the public

12:30 pm – 02:00 pm
Lunch
**Session 2C**

**Culture: An enabler for environmental sustainability**
(Pearl Room, Dragon Hotel)

09:00 am – 09:30 am  **Keynote address 2C**

*Culture and Nature: two sides of the same coin*
- Jian Liu, Director, International Ecosystem Management Partnership, United Nations Environment Programme (UNEP-IEMP)

09:30 am – 09:50 am  **Case study 1**

*Culture and Bio-diversity*
- Carlotta Baitone, East Asia Director of Slow Food

09:50 am – 10:10 am  **Case study 2**

*Traditional knowledge in Disaster Risk Management*
- Rohit Jigyasu, UNESCO Chair Professor at the Research Center for Disaster Mitigation Urban Cultural Heritage, Ritsumeikan University

10:10 am – 10:30 am  **Case study 3**

*Conservation and other ecological practices in architecture and urban planning*
- Helena Norberg-Hodge, Director of the International Society for Ecology and Culture

10:30 am – 10:45 am  **Coffee break**

10:45 am – 12:00 pm  **Panel Discussion 2C**

*How does culture enable environmental sustainability?*
- Rohit Jigyasu (Moderator), UNESCO Chair Professor at the Research Center for Disaster Mitigation Urban Cultural Heritage, Ritsumeikan University

**Panellists**
- Sidney Bartley, Permanent Secretary in the Ministry of Youth and Culture for Jamaica
- Amareswar Galla, Professor of World Heritage and Sustainable Development at Split University and Executive Director of the International Institute for the Inclusive Museum
- Aroha Te Pareake Mead, Chair of the IUCN Commission on Environmental, Economic and Social Policy (CEESP)
- Lisa Prosper, Director of the Willowbank Centre for Cultural Landscape
- Tan Dun, Musician and Composer, UNESCO Goodwill Ambassador
- Henriette Walter, Professor of Linguistics, President of the International Society for Functional Linguistics and member of the International Council of French Language
- Yang Guorong, Professor, Director of Modern Chinese Thought and Culture Institute of East China Normal University

12:00 pm – 12:30 pm  **Questions and Answers session with the public**

12:30 pm – 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**
(Crystal Ballroom 2, Dragon Hotel)

02:00 pm – 02:45 pm  **Keynote address 3A**

*The challenges of sustainable cities: where does culture make a difference?*
- Zhang Jianting, Deputy Mayor of Hangzhou Municipal Government
- Charles Landry, Urbanist and Founder of Comedia

02:45 pm – 03:00 pm  **Case study 1**

*Built Heritage and Sustainable Development*
- Jyoti Hosagrahah, Professor at Columbia University, Srishti School of Art, Design and Technology
03:00 pm – 03:15 pm

**Case study 2**
Intangible Heritage and Sustainable Development
- Sayantani Raychaudhuri, Assistant Secretary of Contact Base, India

03:15 pm – 03:45 pm

- Danielle Cliche, Chief, Section of the Diversity of Cultural Expressions, Secretary of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO)
- Francisco Simplicio, Assistant Director in Programme and Funds Management of the UN Office for South-South Cooperation (UNOSSC)
- Bonaplas Onguglo, Chief of Cabinet of the Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)

03:45 pm – 04:00 pm

Coffee break

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

04:00 pm – 05:45 pm

**3A-a Introducing Cultural Heritage in the Sustainable Development Debate**
(Crystal Ballroom 2, Dragon Hotel)
Panel Discussion
- Kishore Rao (Moderator), Director of the UNESCO World Heritage Centre

Panellists
- Dinu Bumbaru, Policy Director of the Fondation Héritage Montréal
- Aïlissandra Cummins, Chairperson of the Executive Board of the United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Michael Houlihan, Chief Executive of the Museum of New Zealand
- Eduardo Rojas, Independent Consultant on urban development
- Ritu Sethi, Director of Craft Revival Trust, Indian crafts industry specialist.
- Wang-Riese Xiaobing, Professor of the Institute of Chinese Intangible Cultural Heritage Research Center of Sun Yat-Sen University
- Zhang Xingsheng, President of IUCN and President of the World Heritage Institute of Training and Research for the Asia and the Pacific Region

05:45 pm – 06:30 pm
Questions and Answers session with the public

04:00 pm – 05:45 pm

**3A-b The Contribution of Creativity to Sustainable Development**
(Crystal Ballroom 3, Dragon Hotel)
Keynote Address (15 minutes)
- Xiang Yong, Associate Professor, Vice-Director of the School of Arts of Peking University, Vice-Director of the Institute for Cultural Industries of Peking University

Panel Discussion
- Michael Paul van Graan (Moderator), Executive Director, African Arts Institute

Panellists
- Mercedes Giovinazzo, Director of the Interarts Foundation and Chair of the Executive Committee of Culture Action Europe
- Yudhishtir Raj Isar, Professor of The American University of Paris
- Avril Louise Joffe, Founding Director of the Specialist Research Consultancy at Culture Arts and Jobs (CAJ)
- Justin O’Connor, Professor of Communications and Cultural Economy at Monash University
- Michel Ouédraogo, General-Delegate of the Pan African film festival, FESPACO
- Frans de Ruiter, Professor of the International Music Council (IMC)
- Zhou Xiao, Associate Professor at Fudan University

05:45 pm – 06:30 pm
Questions and Answers session with the public
04:00 pm – 05:45 pm  
**3A-c Culture’s contribution to achieve sustainable cities**  
(Diamond Ballroom 1/2, Dragon Hotel)  
Panel Discussion  
- **Wang Shu** (Moderator), Architect and Professor at the China Academy of Art  

Panellists  
- **Milica Bajic-Brkovic**, President International Society of City and Regional Planners (ISOCARP)  
- **Eui-Sung Yi**, Director of the Now Institute  
- **Jyoti Hosagrahar**, Professor at Columbia University, Srishti School of Art, Design and Technology  
- **Gora Mboup**, Chief, Global Urban Observatory, United Nations Human Settlements Programme (UN-HABITAT)  
- **Cynthia E. Smith**, Curator of Socially Responsible Design at the Cooper-Hewitt National Design Museum, Smithsonian Institution  
- **Yang Jianlong**, Chief Professor of Modern Literature, Shanghai Normal University  
- **Minja Yang**, President and Professor of the Raymond Lemaire International Centre for Conservation, Leuven  

05:45 pm – 06:30 pm  
Questions and Answers session with the public

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**Session 3B**  
Public Private Partnerships in the culture sector  
(Pearl Room, Dragon Hotel)

02:00 pm – 02:40 pm  
**Keynote address 3B**  
Partnering with the private sector in achieving sustainable development  
- **Chen Ling**, Professor; Executive Director, Academy of Global Zhejiang Entrepreneurs, ZJU; Director, Institute of Family Business, Zhejiang University  
- **Luis Monreal**, General Manager, Aga Khan Trust for Culture, Aga Khan Development Network

02:40 pm – 03:00 pm  
**Case study 1** Various types of successful Public Private Partnerships in the area of culture  
- **Jane Thompson**, Project Manager, Herculaneum Conservation Project

03:00 pm – 03:20 pm  
**Case study 2** Opportunities for Technology transfer, capacity building, jobs, Social and economic impact  
- **Richard Hsu**, China TEDx Ambassador 2013-2014 and Lecturer at Tongji University, Shanghai on Multi-Disciplinary Thinking, Brand Development and Urban-Rural Bridging

03:20 pm – 03:40 pm  
**Case study 3** Cultural philanthropy  
- **Luisa Jorge Grullon**, Executive Director of the Fil-Amor Fiona Foundation

03:40 pm – 04:00 pm  
**Case study 4** Corporate Social Responsibility  
- **Ronnie C. Chan**, Chairman of Hang Lung Properties

04:00 pm – 04:25pm  
Coffee break

04:25 pm – 06:10 pm  
**Panel Discussion 3B**  
Creating win-win situations: How can the Private Sector boost the Culture Sector and vice-versa?  
- **Helene George** (Moderator), Managing Director, Creative Economy  

Panellists  
- **Anna Somers Cocks Allemandi**, Founder Editor and CEO of The Art Newspaper  
- **Claudio Espector**, Director of “Orchestra and Choir Programme for the Bicentennial, Youth Orchestras, Argentina” (Programa de Orquestas y Coros para el Bicentenario)
Richard Hsu, China TEDx Ambassador 2013-2014 and Lecturer at Tongji University, Shanghai on Multi-Disciplinary Thinking, Brand Development and Urban-Rural Bridging

Randal F. Mason, Associate Professor at the University of Pennsylvania

06:10 pm – 06:40 pm Questions and Answers session with the public

Day 3: 17 May 2013 (Morning only + optional ½ Day)

Session 4
Integrating Culture in the Post-2015 Sustainable Development Agenda
(Crystal Ballroom, Dragon Hotel)

09:00 am – 10:30 am

PLENARY SESSION Panel Discussion 4
Challenges and identified gaps: Opportunities and future perspectives

• Moderators of all sessions

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”
(Crystal Ballroom, Dragon Hotel)

• President of the Congress: Hao Ping, Vice Minister for Education of the People’s Republic of China, Chairman of the National Commission of the People’s Republic of China for UNESCO

• Alissandra Cummins, Chairperson of the Executive Board of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

11:30 am – 12:00 pm

PLENARY SESSION Keynote address 4
Closing Speeches
(Crystal Ballroom, Dragon Hotel)

• Katalin Bogyay, President of the General Conference to, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Ambassador of Hungary to UNESCO

• Aman Wirakartakusumah, Professor Emeritus at Bogor Agricultural University

• Francesco Bandarin, Assistant Director-General for Culture of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

• Zhang Jianting, Deputy Mayor of Hangzhou Municipal Government

• President of the Congress: Hao Ping, Vice Minister for Education of the People’s Republic of China, Chairman of the National Commission of the People’s Republic of China for UNESCO

12:30 pm – 02:00 pm
Lunch

02:30 pm – 08:15 pm
Cultural Visit of Hangzhou and banquet

ORGANIZERS

• The United Nations Educational, Scientific and Cultural Organization (UNESCO)

• Ministry of Culture of the People’s Republic of China

• National Commission of the People’s Republic of China for UNESCO

• Hangzhou Municipal Government

CO-ORGANIZERS

• The State Council Information Office of the People’s Republic of China

• Ministry of Foreign Affairs of the People’s Republic of China

• Ministry of Education of the People’s Republic of China

• People’s Government of Zhejiang Province

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