



CREATIVE CITIES: EXAMPLES

OVERALL AIM:

Gaining knowledge of possible example of what creative cities are



Erasmus+

UNESCO - Creative cities Network

- The challenge of creative cities is now launched and has found a formidable partner in Unesco, through the establishment of the Creative Cities Network
- The Network connects cities that intend to exchange experiences and invest in the creative industry, which weighs - according to UNESCO - for 7% of the world's gross domestic product, producing an exchange between countries of over \$ 59 billion in 2002

UNESCO - Creative cities Network

- UNESCO's program was formed in 2005 to support social and economic development by building the capacity for the production of cultural products.
- Local creative economies are nurtured through learning from the cultural strategies of other cities connected by a global network.
- The Network accepts applications from cities with "established creative pedigrees" in 7 main fields

UNESCO - Creative cities Network

- The fields are:
 - Literature
 - Cinema
 - Music
 - Folk Art
 - Design
 - Media Arts
 - Gastronomy

UNESCO - Creative cities Network

- Cities are appointed to the Network based on their demonstrated strength in formulating policy, organizing events, or supporting the assets in their particular cultural focus.
- As members of the Network, cities are obligated to take part in a global learning experience through the exchange of knowledge and information regarding theirs, and the work of other cities in the creative economy

UNESCO - Creative cities Network

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United Nations
Educational, Scientific and
Cultural Organization

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 Creative Cities Network

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The Creative Cities Network is currently formed by 180 Members from 72 countries covering 7 creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.



- All
- Crafts & Folk Art
- Design
- Film
- Gastronomy
- Literature
- Media Arts
- Music

Source: <https://en.unesco.org/>

Liverpool creative city

- North-West of England,
- 470,000 inhabitants
- Liverpool recognizes creativity as a means of sustaining its post-industrial renewal. Culture and creativity have been core components of the city's urban regeneration strategies since the 1980s.
- Music is at the heart of Liverpool's' cultural identity and is an important driver of its local economy, generating more than £70 million in annual turnover.
- the city provides support to the Royal Liverpool Philharmonic Orchestra, which attracts over 260,000 visitors annually.
- cross-cutting initiatives with universities and rehabilitation centres by supporting talent and creative development for young artists from vulnerable groups

Liverpool creative city

- the role of music is a lever to enhance civic participation and social cohesion.
- Liverpool's most famous music festivals:
 - Liverpool International Music Festival,
 - Liverpool Sound City, Africa Oye
 - Liverpool International Festival of Psychedelia
- The public spaces and parks of the city are also licensed as outdoor venues and have been the settings for many large scale concerts, such as the Olympic Torch Relay Concerts and the Music on the Waterfront, bringing an average of 20,000 festivalgoers.

Liverpool creative city

- In recent years, the city has renewed its commitment through the Liverpool Culture Action Plan 2014 – 2018.
- In two years of implementation, the city has invested more than £1.3 million into 15 different music organisations and delivered music events to support the emergence of local artists.
- This continued financial support, targeting early stage creative businesses in particular, highlights Liverpool's pledge for **sustainable urban renewal and development through creativity.**



Parma creative city

- North of Italy
- 189,000 inhabitants,
- Parma is the gastronomic centre of the “Italian Food Valley”.
- 30.5% of the labour force is working in the agri-food and gastronomic industry. The sector has forged the city’s history and remains the driving forces of the local economy.
- The city is classified by the Qualivita Foundation as the first Italian city for Agri-food Qualitative Supremacy, and was appointed a seat on the European Food Safety Authority.
- Parma’s vision of food and gastronomy is intrinsically linked to environmental sustainability being based on local production and urban-rural reciprocity.

Parma creative city



GASTRONOMY

- Parma hosts important food-related events involving multistakeholders in the fields of entrepreneurship, industry and research, such as the International Food Fair Cibus, a reference for operators in Italian and international agri-food sector.
- Cibus has also developed many cross-cutting approaches through joint-events such as Cibus Tec/Food Pack, which showcases technologies for food industries and focuses on sustainability and efficiency in production processes and food safety.
- It also manages CibusLand, which seeks **synergies between urban and rural areas for healthy and sustainable consumption.**
- The city testifies to its culture-led development plan by recording nearly 3,000 creative businesses.

Parma creative city



GASTRONOMY

- Parma City Council has reinforced its strategies and policies for supporting the emergence of new creative industries.
- increasing food-related educational programmes and collaborative research, mainly through the Food Science and Labs;
- strengthening urban-rural reciprocity and protecting local food culture with the Food Culture and Land Development project, focusing on establishing a balanced relationship between urban horticulture and peri-urban agriculture;
- fostering multidisciplinary approaches and inclusive cultural participation through the Art, Music and Fine Foods programme;
- strengthening cooperation with Creative Cities of Gastronomy through the Become a City of Gastronomy project, which aims to encourage participation in the line-up of food-related international events hosted by Parma;

Parma creative city



GASTRONOMY

- rising awareness on sustainable food and healthy lifestyles among young people with the Food and Nutrition for Children and Youth project; and
- nurturing exchange of knowledge and experiences through the Food for Future programme focusing on food and gastronomy as key levers of sustainable urban development by enhancing North-South cooperation.

Cairo creative city

- Capital city of Egypt
- 19 million inhabitants,
- For centuries, the city has been a major centre of cultural life
- Historically known as a hub of renowned craftsmanship, Cairo celebrates this heritage within its historic centre by calling the neighbourhoods after different craft practices.
- The local creative economy mainly relies on the vitality of the crafts and folk art sector which represent 80% of the city's cultural activities.
- Communities living in the historic centre are key in the continued support of crafts and folk art within the city.
- Throughout the years, they initiated craftsmen guilds specializing in pottery, glassblowing, coppersmith, ceramic and jewellery.

Cairo creative city

- Main fair is the Diarna Fair or the Youm Misr (A day in Egypt), dedicated to promoting the craft heritage of Cairo.
- The City also hosts the Heritage Forum, aimed at increasing awareness around the creative sector.
- The International Festival of Drums and Traditional Arts is also a flagship event linking traditional folk art and music practices.
- organising a series of specialised training sessions designed to strengthen artisans capacities and quality of crafts products;
- developing a design for a multipurpose urban square, offering periodical markets for exhibitions and selling of craft products;
- restoring and repurposing public buildings for Community Craft Centres;

Creative London

- Creative London is a program of the London Development Agency aimed at promoting, assisting, and offering practical support for creative industries.
- The initiative formed a commission in 2002 to research London's creative industries and provide information on the obstacles (eg. limited funding) keeping these industries from realizing their full potential.

Creative London

- The industries included in London's creative economy are:
 - Fashion
 - Advertising
 - Radio and TV
 - Music and the performing arts
 - Publishing and printing
 - Design
 - Architecture
 - Interactive leisure software
 - Crafts
 - Film and video

Creative London

- Creative London acts as a mediator, connecting creative industries with other public and private organizations providing business assistance, helping to find workspace, and offering legal and intellectual property advice.
- Research on London's creative industries is conducted in an iterative process, with annual statistical updates on the makeup of the creative economy and workforce.

European creative hubs project

<https://www.creativehubs.eu/>

EUROPEAN
CREATIVE HUBS
NETWORK

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Creative hubs are platforms or workplaces for artists, musicians, designers, filmmakers, app developers or start-up entrepreneurs. They are uniquely diverse in structure, sector and services, and range from collective and co-operative, to labs and incubators; and can be static, mobile or online. More importantly, they are drivers in a field with the potential to revive the economy.

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European creative hubs Project

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European creative hubs Project

- European Creative Hubs Network is a 2-year project.
- British Council is leading the work, in partnership with six European creative hubs:
 - Bios in Greece,
 - Roco in the UK,
 - betahaus in Germany,
 - Kulturni Kod/Nova Iskra in Serbia,
 - Creative Edinburgh in UK
 - Factoria Cultural in Spain
 - the European Business and Innovation Network.

European creative hubs Project

- The project is co-funded by the European Commission, through the Cross-sectoral strand of the Creative Europe programme, and is part of the European Commission strategy on Culture in External Relation
- The aim of the project is to help creative hubs connect and collaborate across Europe.
- Creative hubs is a network community of creative hubs
- The ambition is to demonstrate that creative hubs contribute to the growth and the resilience of the creative sector, and to the economy as a whole.

European creative hubs Project

- The involved sectors are:
 - Architecture
 - Cross-sectoral
 - Design
 - Digital
 - Fashion
 - Film
 - Music
 - Sculpture
 - Tech
 - test
 - Video game
 - Visual arts



**Project "SURE - Sustainable Urban Rehabilitation in Europe"
implemented in frames of Erasmus+ Programme
Key Action 2: Strategic Partnership Projects
Agreement n° 2016-1-PL01-KA203-026232**



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