



«Russia — BRICS»
Project Office of International
Youth Cooperation



ЦЕИ-ИТР
ИННОВАЦИЙ
И КОММУНИКАЦИИ



CREATIVE
TECHNOLOGIES
FOUNDATION
"Ulyanovsk - Capital of Culture"

The Gorchakov Fund
The Alexander Gorchakov Public Diplomacy Fund



CREATIVE COOPERATION PROGRAM “UNESCO CREATIVE CITIES: OF THE BRICS COUNTRIES: ART TOGETHER”



BRICS is an alliance of 5 developing countries: **Brazil, Russia, India, China and South Africa**, aimed at ensuring solidarity in the social, economic and political spheres, promoting security and stability in the world. In September 2020, **Russia-BRICS Project Office for International Youth Cooperation** was founded by the Federal Agency for Youth Affairs (Rosmolodezh) to maintain systematic interaction between youth and youth organizations in Russia and the BRICS countries. The Project office team implements various projects that support and improve international relations between BRICS young people.

The UNESCO Creative Cities Network (UCCN) was launched in 2004 to promote cooperation between cities that identify culture and creativity as a strategic factor for sustainable development. Currently, the Network unites almost 300 cities from more than 80 countries of the world. UCCN covers seven creative fields: **Gastronomy, Crafts and Folk Arts, Design, Film, Literature, Media Arts and Music.**

The UNESCO Creative Cities Network includes **41 cities from the BRICS countries**: **12 Brazilian cities** – Salvador, João Pessoa, Santos, Belém, Curitiba, Belo Horizonte, Paraty, Fortaleza, Florianópolis, Brasília, Campina Grande, Recife; **4 Russian cities** – Ulyanovsk, Kazan, Kargopol, St. Petersburg; **6 Indian cities** – Hyderabad, Chennai, Jaipur, Mumbai, Varanasi, Srinagar; **16 Chinese cities** – Yangzhou, Suzhou, Shunde, Changsha, Qingdao, Shenzhen, Beijing, Weifang, Shanghai, Wuhan, Nanjing, Macao, Hangzhou, Jingdezhen, Chengdu, Huai'an; **3 South African cities** – Durban, Overstrand Hermanus, Cape Town.

Since 2015 **Ulyanovsk** has been the first Russian city to join the UNESCO Creative Cities Network and receive the UNESCO City of Literature status. Thereby, the Russia-BRICS Project office initiated the **Creative cooperation program "UNESCO Creative Cities of the BRICS countries: Art Together"** to develop cultural and humanitarian relations between the BRICS+ countries.

From July to December 2022 the **NGO "Center for Innovations and Communication"** with the support of the **Alexander Gorchakov Public Diplomacy Fund** and the **Creative Technologies Foundation "Ulyanovsk - Capital of Culture"** has organized **6 online meetings**. The aim of the Program was to promote the UNESCO Creative cities of Russia and other BRICS countries, to establish a partnership dialogue between the institutions of the UNESCO Creative Cities Network in the BRICS countries, to discuss topics that unite all the UCCN representatives.

The online meetings were attended by both cultural and humanitarian institutions of the BRICS countries and municipalities represented by the directorates of UNESCO Creative Cities. Within the framework of the Program, **42 speakers** shared the experience of successful activities of their creative cities with more than **300 participants** from **23 BRICS+ countries**.



Alexey Russkikh

Governor of the Ulyanovsk region

For six months representatives from about 30 cities of Brazil, Russia, India, China and South Africa have been sharing their creative achievements, which allowed them to join the UNESCO Creative Cities Network. They introduced the best practices to other participants, globally promoted professionals of their creative field. The consequence of such work is the development of creative businesses in cities, creation of new jobs, establishment of local brands, organization of events, and the increase in tourist flow.

Each city has been solving economic, social and creative issues. We could observe unity in the search for answers to such questions. Despite circumstances, it means that we still listen to each other and continue to speak the same language.



Diana Kovala

Head of the project, Deputy Director-
Head of International Cooperation Department
of the Creative Industries Foundation
“Ulyanovsk – Capital of Culture”,
Program Director of the Russia-BRICS
Project Office for International Youth
Cooperation, member of the Eurasian
Nations Assembly

The program is attended not only by representatives of the BRICS, but also by twenty other countries. This indicates the irresistible craving of creatively thinking people for global dialogue, for the implementation of joint projects in multinational teams. For six months, the program has gained recognition on almost all continents of the planet among representatives of various races, professions and religions. I would like to note that the project has received the highest award – first place – in the All-Russian event tourism award "Russian Event Awards-2022" as the best online event. A lot of ideas have been born among the participants of the project, the implementation of which we are expecting in the near future. I am sure that the dialogue of representatives of the creative community will be aimed at "restarting" international cooperation in the period of rethinking the global world order, and is aimed at working for the sake of common development and prosperity.



Victoria Karslieva

Deputy Executive Director of
the A.M. Gorchakov Public
Diplomacy Fund

Dear friends!

Strengthening cooperation within the framework of BRICS is an important area of work for all member countries of the alliance. The increased interest in participating in the BRICS activities from different countries of the world highlights the necessity for this vector of work.

The Creative Cooperation Program "UNESCO Creative Cities of the BRICS Countries: Art Together" is a vivid example of how joint projects and cultural and humanitarian projects contribute to the formation of a solid platform for international cooperation.

I am sure that all participants of the online project were able to exchange promising ideas for the development of cooperation and outlined plans for new projects.

For its part, the Alexander Gorchakov Public Diplomacy Fund is always ready to help transform your initiatives into real projects.

We wish you success, fruitful work, a constructive dialogue and effective interaction!

MEETING 1

WHY MY CITY HAS BECOME A UNESCO CREATIVE CITY?

July 15, 2022



Tatyana Ivshina

Executive Director of the Creative Industries Foundation
“Ulyanovsk – Capital of Culture”, Head of the Russia-BRICS
Project Office for International Youth Cooperation

Ulyanovsk, Russia

UNESCO Creative City of Literature



Ulyanovsk was the first Russian city to join the UNESCO Creative Cities Network. The shortest answer to the question “Why Ulyanovsk has become a UNESCO creative city?” is because a lot of creative people live in it, because of our rich literary and historical heritage and the writers which we are proud of. For example, the historian Ivan Karamzin, the writer Ivan Goncharov, the Alexander Pushkin's contemporary poet Nikolai Yazykov, and Denis Davydov who was a hero of the Patriotic War of 1812.

Every third citizen takes part in various literary activities held in our city – literary festivals, book fairs, exhibitions like, for example, the Goncharov International Literary Prize, the First Dew Poetry Prize, writers' residencies, the Slovo Literary Festival, the Literary Tram, Pushkin in the City of U and many others.



Nathália Bernardinetti

Manager of the Gastronomic Observatory, member
of the management group of the UNESCO program
“Creative City of Gastronomy Florianopolis”

Florianopolis, Brazil

UNESCO Creative City of Gastronomy



Among the food production presented in Florianopolis there is an emphasis on mariculture, artisanal fishing, native bee honey and the use of cassava flour.

Florianopolis has become a UNESCO Creative City because of its Cultural Diversity, use of Local Products, Professional Qualification and Research and the emphasis on Mariculture. We are the largest oyster producer in the country. About 95% of the oysters consumed in Brazil are produced here in Florianopolis.



Thembelihle Mpungose

Research and Policy Development Coordinator of SABYA

Durban, South Africa

UNESCO Creative City of Literature



Durban is a place of birth for Chief Albert Luthuli who was the first African Nobel laureate, and the city is built on the pillar of literature.

The KwaZulu-Natal university organizes the Time of the Writer Literary Festival that features Nobel laureates for literature and writers from every African nation seeks to encourage the development of new writing talents, especially among the youth, and foster dialogue through discussions including human rights and inequalities reduction. Durban organises the Africa International Literary Festival in tandem with the Durban International Book Fair to enhance best practices and involve advocacy stakeholders for literary industry; the Festival of Children's Literature through well-resourced schools, promoting mother-tongue literatures and fighting low literacy levels amongst the youth; strengthens cross-cutting approaches by linking the Durban Script-Writing Festival with the Durban International Film Festival; promotes the Magazine Online



Adarsh Kuniyillam

Parliamentary Assistant of Shri M.K. Raghavan, Member
of Kozhikode Parliament

Kozhikode, India

UNESCO Creative City of Literature



Writers such as S.K.Pottakkad, M.T.Vasudevan Nair, Vaikkom Muhammed Basheer, M.P. Veerendra Kumar and many other stalwarts in Indian literature were born in Kozhikode (also known as Calicut). Calicut university houses over 12000 collection of literature written in old palm leaves, some of them dates back to 12th century.

Kozhikode is also a permanent venue of Kerala Literature Festival which is the second-largest cultural gathering and the fastest-growing literature festival on the continent.





Yulia Zaykova

Head of the Regional and International Projects Department
of the St. Petersburg Tourism Development Committee
Saint Petersburg, Russia
UNESCO Creative City of Gastronomy



The symbiosis of several national traditions (Russian, French, Italian, Swedish, German, English, Dutch and other) was fully reflected in the unique character of St. Petersburg gastronomy.

In the XX century, St. Petersburg cuisine was influenced by Soviet culinary traditions, which led to the emergence of an independent gastronomic brand of "Leningrad products", which were considered to have exceptional taste properties.

The city took the first place in the list of the most popular destinations of gastronomic tourism in Russia in 2019. The city's brightest gastronomy events are: the "Smelt is Coming!" festival, dedicated to the unique St. Petersburg fish specialty; St. Petersburg Restaurant Festival, which rightfully occupies a central place in its gastronomic life; a unique Taste Project which idea is to combine culinary presentations with thematic excursions, lectures and film screenings and many others.



Rajath Kumar Goud

Founder&CEO of GlobalOPZ
Hyderabad, India
UNESCO Creative City of Gastronomy



Hyderabad is a rapidly growing tech hub with the roots of historic traditional foods and culinary culture mixed with Iranian and Indian cuisines.

Within the city festivals such as Ramzan and Bathukamma, the food culture is at the centre of the celebration. The Food Oscars, one of the most sought-after events in the city's cosmopolitan culture, commemorates Hyderabad's most prominent gastronomical hotspots.

The Hyderabad delicacies are a perfect mix and fusion of Indian and middle east flavours – from the world famous Hyderabad biryani to sweet khir and many others.



Meng Ye

Focal point of Changsha, Specialist for International program
of Media Arts Center of Changsha
Changsha, China
UNESCO Creative City of Media Arts



Changsha integrates high-tech digital technology with traditional industries, hatching emerging creative industries such as animation games, creative fireworks, digital video and creative design. The innovative development of media art industry has injected inexhaustible power into the sustainable development of the city.

Changsha has organized a series of new media art exhibitions, such as "Space Vagrancy Plan", "Scene of Poem", "MOTSE in MICA: Flowing Eternal".

Media art are deeply integrated in all aspects of life, including architectural design, urban and rural planning, urban public space, and cultural product supply. For example, on both sides of the Xiangjiang-river scenery belt, Changsha proudly presents the "Hand pick the stars, Sing a song of Liuyang River for you" media art lighting show for the citizens in the Chinese New Year; "Digital Fireworks Light Show" which combining creative fireworks, music performances, creative design and digital technology, benefits nearly 7 million audiences each year; planning "Fall in love in Star City" drone creative light show, heart-shaped traffic light, pink zebra crossings in Changsha downtown area, etc.



Laís Vitória Cunha de Aguiar

Coordinator of Global Youth Parliament in Brazil
Brasília, Brazil
UNESCO Creative City of Design



Brasilia has the Brazilian Design Festival, the Brazilian Cinema Festival, the Brazilian Fashion week, the Festival of Literature between many other national and international events.

We have one of the oldest cinemas of Brazil and it's really a beautiful one and holds many events, for example, we had a Russian Cinema Festival before the pandemics. Our National Museum also holds international events, for example it hosts the Brazilian Fashion Week. But what's more important is that we have a strong local development of cultural politics.



MEETING 2

HOW THE UNESCO STATUS HELPS TO PROMOTE THE IMAGE OF THE TERRITORY?

August 15, 2022



Marina Ribeiro Barboza Gaudêncio

Head of the international affairs office in the Municipal Government of João Pessoa – Paraíba and the Focal point of the Creative city João Pessoa

João Pessoa, Brazil

UNESCO Creative City of Craft and Folk Art



João Pessoa is the main regional trade center for crafts production, including pottery, embroidery and crochet.

The city became the main commercialization window for handicraft in Paraíba, through the creation of Celeiro Espaço Criativo, also the construction of the Social Craft Factory has helped to fulfill all the projects planned.

Next action is launch of the João Pessoa Creative District.



Dawulan Maierhali

Chinese language teacher

Nanjing, China

UNESCO Creative City of Literature



Nanjing is the first Chinese city that became a “UNESCO City of Literature”. The Qinhuai Lantern Festival attracts millions of visitors for poetry recitals and riddles. Nanjing Book Fair is held every March and programmes like the Half-city Book Club, one of China's most popular women's reading groups, ensure gender equal access to literature. The city also hosts the country's top publishing group and best translation publisher.

Literary tradition of Nanjing can be traced back to 1800 years ago when China's first literature education institution – “Literature academy” – was established in the city. China's first poetry school was built here; China's first monograph on poetic theory “A study on classes of poetry”, China's first criticism work on literary theory “The literary mind and the carving of dragons”, China's first book for children enlightenment “Thousand character classic” were created in Nanjing. The city is the birth place of the Yongle Encyclopedia – the largest paper-based encyclopedia in the world, etc.

Nowadays there are more than 450 book clubs in Nanjing and countless bookstores in Nanjing. The influential “Nanjing Writer Group” exists here.



Kira Ivanova

Coordinator of the Russia-BRICS Project Office for the International Youth Cooperation

Ulyanovsk, Russia

UNESCO Creative City of Literature



As a City of Literature Ulyanovsk hosts lots of bright literary events such as the International Literary Residencies in Ulyanovsk, the International online exhibition “The City as a Workplace of Writers” held during the pandemic; the International Literary Skating Rink where poets from Ulyanovsk and 13 UNESCO Literary Cities performed their poems in their native languages online right at the ice skating rink on the main square of the city; UNESCO Creative Cities Festival “Crossroads” which presented the creative potential of all four Russian cities-members of the UCCN.





Regina Kozenko

Chief Specialist of the International Cooperation Department of the International and Inter-Municipal Relations Office of the Kazan City Duma, mentor of Kazan activities within the UCCN membership in the direction of Music

Kazan, Russia

UNESCO Creative City of Music



Kazan is one of the most multinational territories in Russia. There is a constant dialogue of cultures and religions in our city. This is the secret of the amazing musical wealth of Kazan: on the one hand, careful attitude to the heritage of ancestors, and on the other, mutual enrichment of cultures of different peoples. Kazan has a developed musical infrastructure, and the event calendar is scheduled for years ahead. Every year Kazan holds a large number of international music festivals. One of our flagship projects is the annual International Festival-competition of folk song and dance art "Kazan Solgese" ("Kazan towel"). The aim of the contest is to preserve and develop folk song and dance art of all countries of the world.



Lebone Kganyago

Founder & Chairperson of Expat SA

Cape Town, South Africa

UNESCO Creative City of Design



Cape Town has a large creative and design community, which is supported by a number of annual creative and design-related events such as: Cape Town Carnival, Open Design Africa, Open Streets Cape Town and many more.

As part of the design community and one of the well recognised design events of Cape Town, Design Ndaba believes that, "Not only does the city celebrate the best in design, but also the potential for us to re-imagine aspects of the design world, such as spatial planning. Cape Town has many challenges but with that comes opportunities to bridge the divide while using creativity as a tool to create a better world. "

The South African Innovation Summit is also a well-known design event which is committed to showcasing the talent of many people in Cape Town and for this purpose it hosts annual creative and innovative events.



Kumar Mukesh

Mentor at Bhagwati Institute of Professional Studies

Varanasi, India

UNESCO Creative City of Music



Varanasi is an important center of literature, art, culture and famous for Indian classical music and dance.

Many India's talented musicians are from Varanasi. Pandit Ravi Shankar, the famous sitar player and musicologist and Ustad Bismillah Khan, an iconic Shehnai maestro – both are honored with the Bharat Ratna (the highest civilian award of the India) – came from Varanasi. The city has over 250 music institutions, 10 auditoriums, 55 venues of art promotion and at the present time nearly 12000 students are learning music in the city. Varanasi has also been declared the first Cultural and Tourism Capital of the Shanghai Cooperation Organization (SCO) for 2022-2023.



MEETING 3

HOW DO YOU GET INSPIRATION FOR CREATIVITY?

September 15, 2022



Jaydeep Ashra

Actor

Mumbai, India

UNESCO Creative City of Cinematography



Mumbai is the world's most prolific film capital. The city is also a house to various theatres and multiplexes, some of which have history way back to the 1900s, like the Liberty Cinema, Metro Cinema that has screened iconic films like Boot Polish, Andaz and many others. It has also given platforms to artists to showcase their work globally, whilst staying connected to their roots. Some examples are the Nehru Centre Art gallery, National Gallery of Modern Art.

Referred as the "City of Dreams", Mumbai is seen as a land of opportunity for artists and talents from across the country and hosts a plethora of festivals and exhibitions, including the Mumbai Film Festival (MAMI), which showcases a variety of cinema genres such as independent and art house films, alongside movies from Bollywood and Hollywood.



Alexander Dashko

Poet, Chairman of the Young Writers Council of the Ulyanovsk region

Ulyanovsk, Russia

UNESCO Creative City of Literature



The main inspiration for me has always been the hometown of Ulyanovsk. Our city is very literary-centric in itself. It is the birthplace of great writers, outstanding cultural figures, Alexander Pushkin twice came here. Many places in the city are associated with their names.

But our city itself has a powerful creative energy. In general, I have many sources of inspiration like our beautiful rivers Volga and Sviyaga, wind, parks, airplanes, my own memories... But the main thing is to observe this world, to notice the subtlest facets and nuances. And also to be open with your soul and heart in order to maintain your unity with nature.



Carolyn Martin

Co-owner of Creation Wines restaurant

Hermanus Overstrand, South Africa

UNESCO Creative City of Gastronomy



Our beautiful vineyards, wine produced here, and locally-brewed beer, are literally a taste of our sun and soil with the magic of our winemakers and brewers to add to the unique experience. The quality of the fresh local produce and the way it is harvested, is a boon for our talented chefs. For example, Hermanus's edible flowers and herbs, free-range eggs, honey, and fish from the ocean only a few kilometres away.

Hermanus holds annual food festivals such as our Pinot Noir Day. Hospitality is everything in our area and you can even dine with a local. It's why we introduced what we call the "STOEP" experience. This invites people to wander from different historic venues to enjoy traditional light dishes. A local historian then entertains guests with stories of old.





Martin Sablayrolles

Music and cultural producer, Estúdio Tripps

Recife, Brazil

UNESCO Creative City of Music



Catholic churches, Protestant churches, Afro-Brazilian religions and even Islamism are big music schools and they are the point from where a great number of cultural movements have originated. Of course, the way of life of people from the Sertão who struggle with water and food shortage, and the life of people from the major urban centers who struggle with violence and poverty, bleed naturally into our music.

In fact, our music is so diverse because our population is diverse – people came to South America from Africa through slavery, original populations from the continent were here and we still have a vast immigration coming from Europe, Middle East, China and Japan.

In the early 90's Manguebeat movement came about in Brazil which led by the visionary artist Chico Science and his band Nação Zumbi. Chico would mix the traditional rhythms from Maracatu with Rock and Rap music, he started the movement and others followed, not only with Maracatu, but Forró, Frevo, Coco, Cantoria and Ciranda.



Zhang He

President of the Association of Youth Exchanges of China and Russia under the Union of Chinese Students in Russia, member of the Russia-BRICS Project Office for International Youth Cooperation

Chengdu, China

UNESCO Creative City of Gastronomy



Chengdu has experienced six great migrations of famous ethnic groups and large-scale immigration in history. The fusion of various cultures has brought a variety of ingredients and production methods, making Chengdu food culture rich and prosperous in exchange and innovations.

Being located in the middle and upper reaches of the Yangtze River, large number of freshwater fish, shrimp, shellfish and aquatic plants are produced every year in Chengdu. As a fertile basin terrain, the Chengdu Plain accounts for more than 50%, and the rest are low and gentle hills rich in minerals and fertile soil. This makes it possible to produce a lot of grain, oil, fruit, vegetables, fungi, bamboo shoots, tea and so on.



MEETING 4

YOUTH ACTIVITY IN THE WORK OF THE UNESCO CREATIVE CITY TEAM

October 14, 2022



Valeria Chernogorodova

Head of the Department of International Activities
of the Department of Youth Projects and Programs
of the Federal Agency for Youth Affairs (Rosmolodezh)

For the whole country, Russia



Basically, the activities of the Federal Agency for Youth Affairs (Rosmolodezh) are divided into eight major tracks: Dobro (Kindness) – all activities related to volunteering and civic activity; RosPatriot – everything related to civic education, patriotic education, fostering the love for our country among the young people; Rosmolodezh.Technologies; Rosmolodezh+World – a huge direction that deals with international activities, projects and programs; Rosmolodezh.Business – activities related to youth entrepreneurship; Rosmolodezh.Creative – related to culture, creative economy, etc.; Rosmolodezh.Career – we work actively to help young people, young specialists to build their career and grow; Rosmolodezh.Impact – everything connected with ecology and sustainable development.

All our events are available on special platform which is called Rosmolodezh.Events. It includes our competitions including "We are together" – an international one, we also hold competitions for students and for schoolchildren which are called "Big Break" and "Your Move". And, of course, one of the biggest events that fall into this category is called the International Youth Forum "Eurasia Global". It gathers 500 young people from more than 60 countries annually.

Big part of our work is dedicated to providing financial support to young people who implement non-commercial social projects. Our grants are given both to individuals, citizens, universities and NGOs.



Harshita Sharma

Assistant Professor at IIS University

Jaipur, India

UNESCO Creative City of Crafts and Folk Art



Today, Jaipur has 30 different craft forms, and at least 7 mainstream performing arts. The city is legendary for its gemstone and gold jewelry work, fabrics, and "jutis or mozaries" (traditional footwear). Blue Pottery, Kathputlis, Bagru prints, Sanganeri handblock prints, Miniature Paintings, Meenakari paintings, Gomar, Kalbeliya are the most famous traditional forms of crafts in Jaipur.

An NGO Prayaas Corps that works for educating slum kids of Jaipur, works towards vocational training of these poor kids in traditional art and craft.

Today many organizations like the Jaipur Virasat Foundation, Gunijankhana, INTACH Jaipur Chapter, Folklore and Crafts, Jaipur Rugs, IHCN, Dronah, IICD are few organizations actively involved in hosting a range of exhibitions, workshops, training programs, heritage walks, performances, and events to promote local arts and crafts in the city throughout the year.



Zhou Zhenhua

Teacher at Cangzhou Normal University, PhD student
at Ural Federal University

Beijing, China

UNESCO Creative City of Design



Beijing is the center point of creativity for the creation of the world capital of culture, the encourage policies for youth creativity and innovation, the beneficial cultural and creative ecological environment, the extensive creative industry space and the different national backgrounds of youth power. In Beijing there are different programs and activities to stimulate and encourage a young person who lives in this city and wants to get a chance to show and give contribution to the creativity of design such as Beijing International Design Week (BJDW) and Exhibition of Contemporary International Ink.





Tumisang Victoria Maheso
Founder and Chairperson of the South African International
Students Association (SAISA)
Cape Town, South Africa
UNESCO Creative City of Design



It is estimated that the creative industries contributed US\$1 billion gross value added and provided approximately 27,760 jobs in Cape Town, amounting to 2.2% of the total formal employment in the city in 2014. So Cape Town became one of the biggest Creative Cities in Africa and in the world.

We are enhancing the position of Cape Town as an ideas and innovation capital for Africa; establishing the Cape Town Global Academy, resulting from a public-private partnership with the City of Atlanta, and focusing on urban future and creative cities; building a more inclusive, integrated and vibrant city through the Transit Design Programme focusing on transport and mobility initiatives; implementing the Integrated Community Programme aimed at using culture, creativity, design and design thinking principles to improve the lives of the people in Cape Town.

We also have "Young Designers Competition" and "AllFashions Sourcing. Cape Town", "COCREATE DESIGN FESTIVAL", "Family Makers Day", "Young Designers Competition".



Sabrina Cabral Souza
Founder of Ruma and Fellow Bolsa Jovem -
Fortaleza Municipal Government
Fortaleza, Brazil
UNESCO Creative City of Design



In the social context, all the economic development is in the South and Southeast regions of the country. And the highest poverty rates are in the North and Northeast (where the city of Fortaleza, in the state of Ceará, is located) regions. Our region uses creative areas to leverage tourism and there are many Brazilian artistic and cultural expressions in Ceará. This explains why design is so important to us.

70% of the Fortaleza economy, directly and indirectly, involves designers. In the city there are 914 companies in the creative industry area. The metropolis is home to 23% of the design establishments in the Northeast, and the sector moves US\$ 135 million to the region, which represents 0.9% of the city's economy.



Daria Dubaeva
Head of the Youth Affairs Department of the Ulyanovsk
City Administration
Ulyanovsk, Russia
UNESCO Creative City of Literature



The Street Art Festival "Ctrl+C / Ctrl+V" is a program open to residents of Ulyanovsk and guests of the city, fulfilling an educational and cultural and entertainment mission and dedicated to the reflection of folklore in visual modern culture. The festival is aimed at the development of street art, which is one of the most relevant and dynamically developing types of art all over the world, but its semantic content is based on the artists' understanding of the literary creativity traditional for the peoples of the Volga region – myths and fairy tales. As part of the creative program of the Festival, artists from Ulyanovsk, Rostov-On-Don, Kemerovo, Samara and Novopolotsk (Belarus) we created 6 murals on 3 house facades.



MEETING 5

PROJECT ACTIVITY AS A DRIVER OF UNESCO CITY DEVELOPMENT

November 15, 2022



Zinaida Porozhnikova

Deputy Head of Kargopol district for Social Issues
(Arkhangelsk region)

Kargopol, Russia

UNESCO Creative City of Crafts and Folk Art



In addition to the monumental objects of cultural heritage, we inherited a unique wealth from our ancestors: gold embroidery and cubic stuffing, weaving of birch bark, ritual baking and a traditional amulet doll.

One of the most important treasures that our ancestors left us is the amazing Kargopol clay toy, which has no analogues in the whole world. For several centuries, this ancient craft flourished in the villages of Kargopol District and was revived again in the 1960s.

A huge role in the development of the territory and the preservation of heritage through culture belongs to the Kargopol Historical, Architectural and Art Museum.



Julyana Querubim

Chef of Buffet em Belem

Belem, Brazil

UNESCO Creative City of Gastronomy



Dishes such as duck in tucupi, maniçoba and tacacá gave fame to local gastronomy, as well as juices, sweets and ice cream made with Amazonian fruits. Belem mixes Portuguese, indigenous and African influences.

Culinária Paraense carries in its roots the authenticity of our country.

The cuisine of Pará is certainly the most creative in Brazil. Pará cuisine, with its strong native Brazilian character and a little influence from European settlers, is based on ingredients from the Amazonian fauna and flora. Recipes are made from fish, roots, leaves, fruits, chickens and seeds found in abundance in forests, rivers, fields and river lowlands. In recent years, açaí, tacará, tucupi, maniçoba, pirarucu, the sounds and tastes of Pará have attracted the interest of gastronomy specialists and admirers from all over the world.



Piyush Dessai

Urban planner, Architect, Member of BRICS CCI,
Associate Member of Indian Council of Architects

Srinagar, India

UNESCO Creative City of Crafts and Folk Art



Srinagar, the summer capital of Jammu and Kashmir State, is also known worldwide for its unique handicrafts and handloom products. Tourists from all over the world come here to buy the best quality Pashmina shawls, carpets, hand woven rugs, woolen items, embroidered stoles and jackets, pherans, wood carving etc. Traditionally the designers are heavily influenced by Persian, central Asia, Mughal and even Tibetan Art forms. Namdas and sarees, dress materials with Naqqashi work are also very popular. Silk sarees, carved silver utensils, silver jewelry, brass lamp shades are also the specialties of this region.

Seven Srinagar's traditional handicrafts are: Papier Mache items – from jewellery boxes to teapots, willow baskets, and exquisite elephants with gold-leaf and willow work; Kani Sozni – woven shawl embroidered using sozni embroidery technique; Carpets and rugs; Copper work; Willow wicker craft; Walnut wood carving; Namdas – a kind of mattress made of wool passed on as family heirlooms through generations by artisan families in Srinagar;

The famous and important festivals of Srinagar are Navroz, Urs, Ramzan, Baisakhi, Lohri, Ganga Ashtami, Naureh Mavas, Gurez, Kheer Bhawani, and Amarnathji Yatra, etc.





Sicelo Shange

Projects & Program Coordinator at Siyaphila Manje Foundation; UNFPA South Africa Youth Advisory Panelist; Youth Policy Committee member for Youth@SAIIA

Durban, South Africa

UNESCO Creative City of Literature



There are multiple initiatives that were implemented at the local level, such as: Articulate Africa, Time of the Writer, One City One Book Campaign, Poetry Africa, Durban International Film Festival, Durban Book Fair, Literary Tourism, eThekweni Libraries, Gcinamasiko Arts and Heritage Trust, Book Behind Awards, Minara Aziz Hassim Award Literary Award, Read for Rewards.

Durban is the home to the oldest book store in South Africa and the first black owned book store.

Durban hosts the Minara Aziz Hassim Literary Award. The major organizations supporting culture and creativity in the city are the BAT Centre, Dennis Hurley Centre, Gandhi Development Trust.

The city facilitates a free Creative Writing Workshop in English and isiZulu annually to assist new writers to create and publish their work; holds workshops to assist with the economic empowerment of the populace; holds career exhibitions to assist the youth find the educational courses best suited to their future needs.



Harry Singh

Entrepreneur, Research Scholar (PhD in International Relations, Jawaharlal Nehru University, New Delhi)

Chennai, India

UNESCO Creative City of Music



Cultural gateway of Southern India, Chennai (pop. 6.5 million), formerly known as Madras, is commended for a 6,000 years old musical tradition. Music has been passed down through generations with the Gurukulam method, consisting of music teachers hosting students in their home to transfer music knowledge and practice as a way of life. Chennai's music scene is closely linked with the creation of social cohesion in urban life.

Known for Carnatic music – an Indian classical vocal music subgenre – Chennai organises a two-month Music Season, touted to be among the largest music festival in the world, with audiences and artists coming across India to participate in 1,500 performances spread all over the city's public spaces. The Chennai Sangamam event has been set to regenerate ancient villages and engage artists from rural zones, and the Urur-Olcott Kuppam Margazhi festival focuses on using music as a tool for unity bridging different communities and cultures.



Yadan Luo

Representative of Shenzhen Culture, Creativity & Design Association

Shenzhen, China

UNESCO Creative City of Design



Shenzhen Design Award for Young Talents not only provides the chance for young people from creative cities to show their creative design talents in the areas of industrial design, interactive media, spatial design, fashion design and so on, but also shows the caring for global environmental concerns. The creative sector can boost imaginative thinking to foster ownership of issues related to climate change, support behavioural change among the public, spark the adaptation of production and consumption patterns, encourage sustainable use of natural resources, etc. The purpose of the Shenzhen Design Award for Young Talents is to reward the efforts of young designers who, through their creativity, have made outstanding contributions to making cities more environmentally friendly and livable, society – more harmonious, development – more sustainable, and above all, human lives – better.



MEETING 6

CO-CREATION. THE BIRTH OF COLLABORATIONS OF UNESCO CITIES OF THE BRICS COUNTRIES

December 15, 2022



Elena Cherkas

Deputy Director of Ulyanovsk Centralized Library System,
Head of the Ulyanovsk – UNESCO City of Literature directorate
Russia, Ulyanovsk
UNESCO Creative City of Literature



The Directorate of the Ulyanovsk – UNESCO City of Literature program actively maintains contacts with colleagues – in 2022 we have participated in three international projects that were proposed by the UNESCO Literary Cities Network.

- "Poem by Chain" – where poets and translators for the World Poetry Day on March 21 jointly created a poem for a year.

- "The Big City reads" – on the International Youth Day on August 12, UNESCO literary cities shared with each other collections of books for young people on various topics.

- "The Only Question" – this project started in Ulyanovsk. Authors from UNESCO literary cities asked colleagues one question about creativity and exchanged answers over the Internet.

These are projects in which 14 countries participated, including the member countries of the BRICS alliance – Russia and South Africa.

This program of the BRICS Creative Cities gave us the opportunity to hold the first teleconference from Ulyanovsk with students and teachers of the Brazilian State University of Brasilia. We suggest conducting "friendship teleconferences" between universities of various Creative cities of the BRICS countries.



Tadeu Melchiades Filho

Focal Point, Department of World Heritage and
Creative City / Municipality of Paraty
BRAZIL, Paraty
UNESCO Creative City of Gastronomy



One of the Paraty initiatives that I would like to share is School of Eating in Portuguese colleges. It consists of 36 municipal schools in Paraty, and each of these schools are represented by a chef or a professional cook who creates a special booklet for this specific school. Each year we realize all this booklet and make a bigger book which we can share between families, students and teachers, and all the community.

Paraty has a really strong history of fishermen villages, of post slavery villages as well, we call them Quilombo. And all these historical communities have a really strong connection with the land, with the territory. By doing so we make sure that we safeguard the development of this traditions that we keep them alive and we've created a law: the municipality must buy at least 20% of all its school nutrition from these farmers, from these agricultural families but in fact we buy nearly 50%.

I'd like to invite you to take part in our International Literature Festival of Poetry which is one of the most important literature festivals in the country and for sure it's the most important event of Paraty, even though it is a City of Gastronomy – we've been celebrating this festival for 20 years.



Kiara Ramklass

Founder and Director of Marimba Jam
South Africa, Cape Town
UNESCO Creative City of Design



The main focus of the work Marimba Jam does is providing music classes in the form of Marimba Band lessons to about 400 school learners between the ages of 8 - 18 years old. Learners are placed in a band of about 10 learners each and every band receives 1 lesson per week during the school term. We also host many annual events such as the Marimba Jam Festival and Eisteddfod. Marimba Jam also has a Professional Performing band made up of our teachers. About 1/3 of the total student body comes from the underprivileged schools and do not pay for their lessons. In 2018, we broke the Guinness World Record for the Largest Marimba Ensemble in the World. We did this on National Women's Day using 241 of our female students to support women empowerment and nation-building. Everything we do at Marimba Jam falls within our motto: Finding Harmony in Community. Music is not only a passion of ours, but an important tool we use in peace-building.

I suggest a cooperation project between a musical group from Ulyanovsk (Russia), which plays the traditional Russian instrument balalaika, and the Marimba Jam collective from Cape Town (South Africa), playing the South African marimbas.





Zhang Jinxi

Master of Chinese papercut, Student of Institute of Special Engineering, Aerospace Composites faculty

China, Hangzhou

UNESCO Creative City of Crafts and Folk Arts



Hangzhou is a city with a history of over 5,000 years. "There is Paradise in heaven as there are Suzhou and Hangzhou on earth". During the Yuan Dynasty, it was praised by the famous Italian traveller Marco Polo as "the most beautiful and luxurious city in the world". The city is famous for its paper-cutting, tie-dye, shadow play and fabric dolls, production of silk and tea as well as porcelain and bronze sculpture, metal and stone carving.

Hangzhou is the happiest city in China, the capital of animation in China, the capital of tea in China, the capital of casual cuisine in China with eight national intangible cultural heritage projects in China.

I suggest to hold educational online exhibitions of different handicrafts from the UNESCO Creative cities of the BRICS countries.



Guilherme Zuchetti

Curitiba's Focal Point at the UNESCO Creative Cities Network, International Affairs Officer at Curitiba City Hall

Brazil, Curitiba

UNESCO Creative City of Design



Curitiba has a history of pioneering urban design, dating back to the 1960s when the city implemented innovative solutions to address its rapid population growth and urbanization. One of the most notable examples of urban design in Curitiba is the city's bus rapid transit system, which was implemented in the 1970s. The success of this system has been widely recognized and has been replicated in other cities around the world. In addition, Curitiba has implemented a range of other urban design solutions, such as the "linear park" concept, which uses green spaces and recreational areas to connect neighborhoods and provide residents with access to nature.

As an initiative for joint cooperation, I would like to offer the Street Design Challenge, which was already carried out in partnership with the cities of Wuhan in China and Querétaro in Mexico. This project provides an opportunity for university students and designers to collaborate and develop solutions to urban design problems.



Agniwesh Singh

Country Director for India at Alliance Experts, Founder of Sunsymbiosis International, member of Future Team

India, Jaipur

UNESCO Creative City of Crafts and Folk Arts



The Jaipur International Heritage Festival is the best-known event showcasing traditional works of crafts and folk art, as well as contemporary works. Jaipur is home to the Indian Institute of Crafts and Design (IICD), the largest resource Centre in the country, which is currently undertaking cross-cutting research and offering residencies. Jaipur Craft Festival Heritage Week, Wall Art Festival, as well as the Night Market which is open till 1 am every Saturday and Sunday, are also held in the city. Jaipur enhances the working conditions and status of craftsmen through the Citizens Outreach Cell and the Heritage Walks in order to foster a sustainable urban and socio-economic development based on direct selling and workers' well-being; establishes the onsite and online museum Jaipur Haat, as well as the Crafts and Folk Art Gallery at the Jaipur International Airport, to facilitate international showcasing of local works of crafts and folk art.



Shashi Bala

Chief - Business Development, Brihanmumbai Municipal Corporation, Focal Point – Mumbai City of Film

India, Mumbai

UNESCO Creative City of Film



Mumbai, the financial, commercial and entertainment capital of India accounts for 60% of the Indian media and entertainment industry and generates half of the output and employment. It's the home to a diversified cultural and creative industry ranging from over 500 national and international film production houses, 300 cinemas & multiplexes, 150+ private studios including animation studios, a dozen museums, and over 70 performance spaces. Film city is the nodal agency for Single Window permissions for Filming in the state of Maharashtra since 2019. More than 35 projects are being produced on a daily basis. Mumbai is home to a diversified cultural and creative industry ranging from national and international film production houses to fashion weeks. Mumbai has more than 250 small to large film schools. Mumbai International Film Festival (MIFF), which is a biennial festival organised in Mumbai since 1990 by Films Division, Ministry of Information & Broadcasting, Government of India. It is the largest film festival for non-feature films in South Asia.



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