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International Centre for Creativity
and Sustainable Development
under the auspices of UNESCO
联合国教科文组织
国际创意与可持续发展中心



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01

ICCSD News

- ICCSD assists to hold International Decade of Sciences for Sustainable Development Forum
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ICCSA assists to hold International Decade of Sciences for Sustainable Development Forum

On April 25, 2024, the International Decade of Sciences for Sustainable Development Forum, co-hosted by UNESCO, China's Ministry of Science and Technology, and the Beijing Municipal Government, took place during the 2024 Zhongguancun Forum Annual Meeting. The forum was organized by the Beijing Municipal Science and Technology Commission and the Administrative Commission of Zhongguancun Science Park, with Beijing Science and Technology Innovation Promotion Center and the International Centre for Creativity and Sustainable Development (hereinafter referred to as "ICCSA") under the auspices of UNESCO serving as the executing units. The forum featured addresses by Shahbaz Khan, Director of the UNESCO Multi-sectoral Regional Office for East Asia; Chen Jiachang, Vice Minister of the Ministry of Science and Technology of China; and Ma Jun, Vice Mayor of Beijing. Over 150 representatives from more than 20 countries attended the event, including Hu Shaofeng, Director of the Division of Science Policy and Basic Sciences, Natural Sciences Sector; UNESCO, and Quarraisha

Abdool Karim, President of The World Academy of Sciences (TWAS) and Associate Scientific Director of the Centre for the AIDS Programme of Research in South Africa (CAPRISA).

As a parallel event to the 2024 Zhongguancun Forum Annual Meeting, the International Decade of Sciences for Sustainable Development Forum was the first in-person meeting globally under the theme of the "Science Decade." Domestic and international officials, scientists, think tanks, and research institutions gathered to discuss the "Science Decade," offering insights and recommendations to advance related initiatives and highlight China's contributions to global scientific progress.

During the keynote speeches, Hu Shaofeng highlighted the challenges facing science related to sustainable development, such as limited recognition of the importance of basic sciences and insufficient investment. He called for support for science and technology innovation policies, promotion of scientific progress, and the enhancement of knowledge



Opening of the forum

sharing through open science. These efforts aim to strengthen capacities in basic science, technology, research, innovation, and engineering, ultimately benefiting humanity.

Quarraisha Abdool Karim reflected on the significant progress made through sustained effort and collaboration in preventing and treating infectious diseases like AIDS and COVID-19. She emphasized the importance of continuing to provide scientific advice to policymakers, improve laws related to testing, quarantine, and vaccination, and strengthen public communication and outreach to promote a sustainable future through international scientific cooperation. During thematic discussions, Guo Huadong, an academician at the Chinese Academy of Sciences and Director General and Professor of International Research Center of Big Data for Sustainable Development Goals (CBAS), discussed the role of big data infrastructure in promoting open science for sustainable development. Ana Maria Cetto Kramis, a professor at Universidad Nacional Autonoma de Mexico (UNAM) and Chair of UNESCO Global Committee on Open Science, emphasized the necessity of global open science to achieve the United Nations Sustainable

Development Goals (SDGs). Gong Ke, Executive Director of the Chinese Institute for the New Generation Artificial Intelligence Development Strategies and Director of Haihe Laboratory of Information Technology Application Innovation, focused on enhancing public scientific literacy for sustainable development. Carlos Alvarez Pereira, Secretary General of the Club of Rome think tank, addressed the ethical development and application of actionable knowledge to achieve the UN SDGs. The panel discussion was hosted by Amal Kasry, Chief of Basic Sciences, Research and Engineering, Division of Science Policy and Basic Science, Natural Sciences Sector; UNESCO. The session featured a discussion on "Building a New Culture of Science: Uniting for Sustainable Development Goals," with panelists including Hans d'Orville, Chairman of ICCSD Advisory Committee; Quarraisha Abdool Karim; Peter Ngure, Ambassador and Permanent Delegate of Kenya to UNESCO; Huang Yuhong, General Manager of China Mobile Research Institute; Arnout Jacobs, President of Springer Nature Greater China; and Han Qunli, Executive Director of the Integrated Research Programme on Disaster Risk.



Forum participants ■



ICCSD hosts the 2024 “Belt and Road” Creativity and Sustainable Development Seminar

On April 26, ICCSD hosts the 2024 “Belt and Road” Creativity and Sustainable Development Seminar took place at the Lumingcang New Audiovisual Industry Park in Beijing. The event was co-hosted by ICCSD and the School of Public Diplomacy at Jilin University.

As a featured guest speaker, Yang Baozhen, former Chinese Consul General in France and ICCSD Advisory Committee member, delivered a lecture titled "How China Implements the United Nations 2030 Sustainable Development Agenda." In her session, she highlighted China’s concrete actions and significant achievements in areas such as poverty reduction, education, healthcare, women's rights, and international

cooperation.

The workshop was attended by 12 participants from countries including Afghanistan, Ethiopia, Burundi, Ghana, Rwanda, Malawi, Mozambique, Sierra Leone, and Tanzania. In the afternoon, the participants toured Beijing’s Longfu Temple and Wangfujing area, immersing themselves in the development of smart cultural tourism and the richness of China’s traditional folk culture. Many participants expressed admiration for China’s remarkable progress in poverty alleviation and noted that China’s experience offers an inspiring model for other developing countries seeking to promote economic growth and improve living standards.



Yang Baozhen, former Chinese Consul General in France and ICCSD Advisory Committee member is giving a lecture



Participants showcase their handmade “Rabbit Lord” dough sculptures



Group photo of workshop participants

Participant Feedback



Yetimgeta Asrat Maru ■

Yetimgeta Asrat Maru from Ethiopia was deeply inspired by China’s extraordinary achievements in poverty alleviation and development. He emphasized that poverty remains a major issue in Africa, and that China’s history, development, and civilization have provided valuable lessons for the continent. He gained a wealth of knowledge and experience from the workshop’s morning sessions.



Yvan Hakamineza Vita ■

Yvan Hakamineza Vita from Rwanda called the workshop an outstanding experience. He highlighted China’s leadership in using technology to develop its tourism sector, particularly digital virtual tourism, which has transcended the limitations of space and geography, offering visitors an exceptionally immersive experience.



Tilipo Ngambi ■

Tilipo Ngambi from Malawi remarked that China is strengthening its protection of traditional culture in a variety of ways, particularly through digital technology to promote cultural diversity. She noted that this digital transformation of culture is helping to present Chinese culture more vividly to the world and offering new opportunities for cross-cultural exchange and mutual learning.





ICCSD hosts Advisory Committee meeting

On May 22, the ICCSD Advisory Committee meeting took place in Beijing in a hybrid format, combining both online and in-person participation. Committee members and attendees engaged in discussions and shared insights on topics such as how digital technology and cultural creativity can enhance water resource management and promote sustainable urban development.

The event featured 15 experts from seven countries, including Xiao Lan, Executive Director of ICCSD, Hans d'Orville, Chairman of ICCSD Advisory Committee and Honorary Professor at South China University of Technology, Prof. Shahbaz Khan, Director of UNESCO Multi-sectoral Regional Office for East Asia, Ngin Kaniel Kankagul, Coordinator of the World Water Assessment Programme and Co-editor of the UNESCO World Water Development Report, Mehri Madarshahi, ICCSD Advisory Committee member and Visiting Professor at South China University of Technology and Shandong University of Art and Design, Satoshi Ohashi, Director of Zaha Hadid Architects;

Cui Limin, Director of the Institute for Humanistic and Creative Urban Studies at Tsinghua Tongheng Planning and Design Institute; Liu Bing, Secretary-General of the National Cultural Technology Innovation Service Alliance and Special Researcher at the Institute for Cultural and Creative Development, Tsinghua University; Shi Hongling, Deputy Director of the International Research and Training Centre on Erosion and Sedimentation (IRTCES); Wang Huo, Deputy Secretary-General of the China Biodiversity Conservation and Green Development Foundation; Yang Baozhen, ICCSD Advisory Committee member and International Project Expert at the China Women's Foundation; Yu Xi, Senior Engineer at the China Institute of Water Resources and Hydropower Research; Zhang Hai, Secretary-General of the Tianhe Public Welfare Foundation and Partnership Coordinator of the Global Coastal Forum; Vesna Vucinic Neskovic, Professor at the Institute of Ethnology and Anthropology, University of Belgrade, Serbia; and Marta Neskovic, Assistant Researcher at the same institute.



On-site meeting scene



Xiao Lan
Executive Director of ICCSD

Xiao Lan, Executive Director of ICCSD, emphasized the urgent global water crisis, noting that climate change, population growth, and urbanization are exacerbating issues related to water scarcity, pollution, and disasters. He pointed out that digital technologies and cultural creativity hold great potential to address these challenges. Emerging technologies such as big data, the Internet of Things (IoT), and artificial intelligence (AI) are proving to be powerful tools in optimizing water resource allo-

cation and improving water management efficiency. Meanwhile, cultural creativity can engage and inspire the public, raising awareness about water conservation and encouraging active participation in water protection efforts. Xiao Lan suggested that water resource management should respect natural processes and creatively use both cultural and technological tools to build a harmonious relationship between humans and water, thus promoting sustainable water and urban development.

II



Prof. Shahbaz Khan
Director of UNESCO Multi-sectoral Regional Office for East Asia is giving online remarks

Prof. Shahbaz Khan, Director of UNESCO Multi-sectoral Regional Office for East Asia stressed that urban areas are at the forefront of the water crisis and emphasized the need to explore the intersection of water resource management and urban governance. He highlighted that without reliable access to clean water, sustainable water management in cities is unattainable. With the growth of big data and AI, the global demand for water in data centers

is also increasing. He expressed confidence that ICCSD, with its global influence and expertise, can provide valuable practical experience in addressing these challenges. He also called for continued collaboration between cities worldwide and hoped that at this year's World Water Forum, China and other countries would present creative approaches to water resource management, accelerating the achievement of the sustainable development goals.

III



Ngin Kaniel Kankagul
Coordinator of the World Water Assessment Programme and Co-editor of the UNESCO World Water

Ngin Kaniel Kankagul, Coordinator of the World Water Assessment Programme and Co-editor of the UNESCO World Water Development Report emphasized the interconnectedness of water resources with other critical areas such as peace, education, employment, food security, and climate. He pointed out that water plays a crucial role in socio-economic development, with estimates showing that 80% of jobs in low-income

countries depend on water. He recommended that governments adopt innovative approaches, such as creating green roofs and urban gardens, to both promote sustainable urban development and improve residents' quality of life. Additionally, he underscored the importance of cultivating more professionals with technological expertise and establishing comprehensive training mechanisms for technology talent.

IV



Many experts at the meeting stressed that empowering water resource management and urban sustainable development with digital technology and cultural creativity is an important issue of global significance. They ac-

knowledged ICCSD's contributions and expressed anticipation for further initiatives that will help accelerate the realization of the UN's Sustainable Development Goals, benefiting more people around the world. In the

keynote session, participants delved deeper into the topics, offering insights based on their respective professional backgrounds.



Group photo of the experts in attendance



Hans d'Orville
Chairman of ICCSD Advisory Committee and
Honorary Professor at South China University of
Technology

Hans d'Orville, Chairman of the ICCSD Advisory Committee and Honorary Professor at South China University of Technology noted that while the global water crisis presents significant challenges, it also offers an opportunity for innovation. He emphasized that issues such as water pollution, infrastructure development, wastewater treatment, and public awareness are all vital

to effective water governance. He called for collective action on these issues, leveraging new technologies to ensure a more scientific and sustainable use of water resources. Hans d'Orville expressed hope that, building on China's successful experiences, the global community would unite to address the water crisis together.



*Mehri Madarshahi
ICCSD Advisory Committee member and
Visiting Professor at South China University
of Technology and Shandong University of
Art and Design*

Mehri Madarshahi, ICCSD Advisory Committee member and Visiting Professor at South China University of Technology and Shandong University of Art and Design highlighted that billions of people around the world still lack access to safe drinking water and sanitation facilities, while investment in water-related infrastructure remains insufficient. She emphasized that water resource management should consider regional differences

and balance the achievement of sustainable development goals with the needs of the most vulnerable groups. She also recommended raising awareness about water conservation at the household and community levels and using technology to eliminate unsustainable water practices, such as applying AI to detect leaks and introducing efficient irrigation systems.

II



*Shi Hongling
Deputy Director of the International
Research and Training Centre on Erosion
and Sedimentation*

Shi Hongling, Deputy Director of the International Research and Training Centre on Erosion and Sedimentation, delivered a speech on the topic "Comparative Analysis of the Trends in Runoff and Sediment Flow of Typical Rivers in the World." She analyzed the trends in runoff and sediment flow of well-known rivers such as the Dujiangyan, the Rhine, the Nile, the

Yellow River, the Colorado River, and the Mississippi River. Shi highlighted the impact of human activities on river systems, calling for increased awareness of environmental issues related to soil erosion and river sediments, and advocated for the rational use of water and soil resources.

III



*Satoshi Ohashi
Director of Zaha Hadid Architects*

Satoshi Ohashi, Director of Zaha Hadid Architects shared a series of exemplary urban architectural cases, including Beijing Daxing International Airport, the Jinghe New Town Cultural and Arts Center in Xi'an, and the Sci-Fi Museum in Chengdu. These architectural works combine innovative design with sustainable development concepts, making full use of local hydrological features

to create iconic city landmarks that resemble fairy tale structures. The designs reflect a harmonious integration of architecture with natural landscapes, as well as positive interactions between humans and the environment. He also presented the latest practices in optimizing architectural design using digital technologies such as AI.

IV



*Liu Bing
Secretary-General of the National Cultural
Technology Innovation Service Alliance
and Special Researcher at the Institute
for Cultural and Creative Development,
Tsinghua University*

Liu Bing, Secretary-General of the National Cultural Technology Innovation Service Alliance and Special Researcher at the Institute for Cultural and Creative Development, Tsinghua University, presented on China's practices in the protection and development of the Grand Canal. Building on ecological protection and restoration efforts, China has also employed

various means to revitalize and inherit the culture of the Grand Canal. This includes using technologies such as AR, VR, and AI to create immersive cultural experiences, fostering a Canal cultural tourism brand, and stimulating the cultural tourism industries of cities along the canal.



Cui Limin
Director of the Institute of Human and Creative City Research, Tsinghua Tongheng Planning and Design Institute



Wang Huo
Deputy Secretary-General of the China Biodiversity Conservation and Green Development Foundation



Yu Qian
Senior Engineer at the China Institute of Water Resources and Hydropower Research



Zhang Hai
Secretary-General of the Tianhe Public Welfare Foundation and Coordinator of the Global Coastal Forum Partnership



Yang Baozhen
International Projects Expert at the China Women's Foundation and ICCSD Advisory Committee member



Vesna Vucinic Neskovic
Professor at the Institute of Ethnology and Anthropology, University of Belgrade

Wang Huo shared a series of cases related to biodiversity, revealing invisible challenges often overlooked in environmental and species protection fields. He encouraged the audience to reconsider current practices and explore improvement strategies. Cui Limin spoke on "Water and Urban-Rural Sustainable Development in the Dashi River Basin," introducing the flood prevention experiences of rural areas in the northern part of the Dashi River Basin in Fangshan, Beijing. He suggested that the wisdom of traditional settle-

ment location selection should be applied, alongside modern technologies to empower rural governance systems, thus promoting sustainable rural development. Zhang Hai focused on coastal ecosystems, presenting cutting-edge measures taken by coastal cities around the world to protect water resources and the environment. Yu Qian introduced China's solutions for overcoming droughts, addressing water shortages, and enhancing urban flood resilience. She elaborated on how top-level design and advanced technologies are being

utilized to optimize water resource management and improve the recovery capabilities of cities after floods. Yang Baozhen emphasized the need to raise public awareness of water conservation and strengthen international cooperation so that more countries and people can benefit from the dividends of technology and sustainable development. Vesna Vucinic Neskovic discussed the importance of water in daily life, stressing the need to study the influence of water resources on shaping social structures from a sociological perspective.

ICCSD and National Commission of the PRC for UNESCO host Online Q&A for 2025 UNESCO Creative Cities Network Applications



On-site meeting scene

On November 29, ICCSD, in collaboration with the National Commission of the PRC for UNESCO, hosted an online Q&A session regarding the 2025 UNESCO Creativity Cities Network application. Representatives from cities such as Beijing, Chongqing, Hangzhou, Chaozhou, and Fuzhou joined the meeting, which provided detailed guidance on the application process.

The Commission and the Secretariat introduced the new application categories, including Architecture, and shared important deadlines, with the submission deadline set for January 31, 2025. The Beijing Design City Promotion Office shared insights from



Beijing's experience in promoting its creative city activities. ICCSD also presented updates on the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions and provided an

overview of the Creative Cities Network. ICCSD also helped translate and produce the 2025 Application Guide, supporting Chinese cities in the process.



ICCSD releases Cases of Enhancing Sustainable Development through the Protection and Promotion of Cultural Diversity in the Digital Environment

In 2005, UNESCO adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (commonly referred to as the "2005 Convention"). China became one of the first signatories of the Convention in 2006. In recent years, the "protection of cultural diversity in the digital environment" has become a key priority for the Secretariat of the 2005 Convention. As Beijing advances its development of a national technological innovation center and a national cultural hub, numerous outstanding achievements have emerged, integrating digital technologies such as artificial intelligence into the cultural sector.

As a Category 2 centre supporting the 2005 Convention, the ICCSD, with support from partners including the Beijing Centre for Science and Tech-

nology Innovation Promotion, Zhongguancun Zhongheng Cultural and Technological Innovation Service Alliance, China Central Radio and Television International Online, and Beijing Radio and Television Station, has used its expertise in international narratives to compile and release a bilingual Cases of Enhancing Sustainable Development through the Protection and Promotion of Cultural Diversity in the Digital Environment 2024 (referred to as the "Case Collection"). This compilation showcases 20 innovative examples of new technologies applied within the cultural sector, covering areas such as the technological transformation of the creative industries, the use of new technologies in the creative process, and how these technologies are utilized in disseminating digital cultural content across various media.



The Case Collection has been highly praised by UNESCO, which noted, "Through this special edition, we gain valuable insight into how Chinese enterprises and institutions are using new technologies to make cultural services more accessible, offer novel cultural experiences, and help creative activities adapt to the demands of the digital age."

ICCSD undergoes renewal evaluation by UNESCO

From August 12 to 16, UNESCO appointed Ian C. Davies Conseil Inc. to carry out a renewal evaluation on ICCSD. Expert Zeng Qingjie visited ICCSD for an on-site assessment and interviews. During the visit, ICCSD's Executive Director, Xiao Lan, along with other staff members, accompanied the expert and participated in a discussion.



On-site discussion

02

Classic Cases of Culture-Technology Integration

- Beijing Workers Stadium Metaverse
- "Return to the Great City of Shang": Renovation and Digital Immersive Experience at the Yin Xu Ruins
- Intelligent Media Interactive Transmission System for Classical Texts



Beijing Workers Stadium Metaverse

Beijing Workers Stadium, originally built in 1958, is one of China's first top ten architectural landmarks. It has hosted thousands of sports and cultural events and is renowned internationally as a major entertainment and sports hub in Beijing. It stands as an important testament to the development of China's sports and cultural industries. In 2023, the stadium underwent a protective renovation and has become a new center of vitality for the city, meeting the new demands of Beijing's cultural and sports industry development. It has injected new momentum into

the integration of sports, culture, commerce, and consumption in Beijing's core area.

During the renovation, the introduction of digital technologies became a key highlight of the project. By integrating online and offline services, the stadium has evolved into a global leader in the "smart" "cultural-sports-tourism-commerce" complex. Utilizing big data, smart cultural tourism, smart sports, and smart business as carriers, the project created an innovative operating model, marking a bold attempt to fuse

culture and technology.

The Workers Stadium Metaverse project aims to create the world's first massive sports, commercial, and cultural complex, as well as a top-tier sports IP-driven digital-physical fusion MaaS (Metaverse as a Service) platform. The goal is to become a leading global platform for metaverse-based smart scene services.

As the world's first B2C mixed-reality social platform on the Internet 3.0, based on large-scale sports, cultural, and com-



mercial projects, the Workers Stadium Metaverse project uses a globally pioneering integrated cloud-network-computing architecture. It has deployed the world's first metaverse application based on a super 5G network at Beijing Workers Stadium, forming several new metaverse scenarios, such as "Workers Stadium Metaverse Live," "Workers Stadium

Metaverse Super Cultural Tourism," "Workers Stadium Metaverse Digital Football," and "Workers Stadium Metaverse King of Football Competition." The project seamlessly integrates multiple screens, including TV, mobile phones, and XR headsets, offering immersive viewing, experiences, and interactive gameplay. The initiative has also achieved breakthroughs in key

technologies, such as machine learning frameworks, models, self-developed algorithms, private engines, and smart hardware devices, helping the new Workers Stadium continue to lead in culture, sports, and technology, setting a template for the digital upgrade of global sports and cultural venues.



Source: Gitworth (Beijing) Digital Technology Co., Ltd. ■



"Return to the Great City of Shang": Renovation and Digital Immersive Experience at the Yin Xu Ruins

The Yin Xu Ruins, a vital symbol of Chinese civilization, hold unparalleled historical and cultural value. To promote Henan Province's integration of culture and tourism, and to support Anyang City's strategy of becoming an international tourism destination, the ruins have undergone digital revitalization, offering a more dynamic and immersive cultural experience to attract modern, young tourists and foster interest in Shang culture.

The "Return to the Great City of Shang" project features cutting-edge digital tools, including XR and immersive technologies, to create a vivid and interactive experience of Shang culture. It bridges the past with the present, connecting tradition with the future and offering a cultural bridge between different eras.

Through in-depth studies and data analysis in archaeology and Shang culture, a unique AI model was created to continuously update cultural content, ensuring it stays freshly interesting and academically relevant. The project visualizes cultural data, offering a multi-dimensional presentation of Shang culture's research findings.

The project also features "Digital Fu Hao," the world's first





Source: Shandong Jindong Digital Creative Co., Ltd., Anyang Cultural Tourism Development Group

AI-powered digital persona of an ancient Chinese queen, Fu Hao. This interactive digital figure helps introduce the public to the image and story of this remarkable female leader.

The activation of Fu Hao's tomb represents the latest in XR display technology and serves as a model for the preservation, utilization, and communication of large archaeological sites. This immersive digital experience enhances the visitor's engagement with the site while facilitating the widespread dissemination of archaeological research through the digital upgrade of the Ruins. The activation of Fu Hao's tomb uses the site's architecture as the basic framework, along with unearthed artifacts and oracle bone inscriptions as the design elements, to make for immersive experiences that breathe new life into ancient history.

The new-generation digital and intelligent immersive cultural and artistic experience product, "Return to the Great City of Shang", is a cross-temporal dialogue between the Chinese people and their cultural heritage. Centered on the oracle bone inscriptions, which record over 3,000 years of Chinese history, the project constructs a bridge connecting ancient civilizations with the modern world. Through digital revitalization, it brings to life China's earliest ambush battle, trans-

forming historical events into vivid, tangible, and thought-provoking stories. The digital revitalization of the Yin Xu ruins is not just a technological upgrade; it represents a comprehensive enhancement across multiple dimensions, including cultural heritage preservation, education, international exchange, and economic development. By using digital means, the project vividly presents the social life, cultural arts, and divination rituals of the Shang Dynasty, making history education more engaging and interactive. It stimulates scholars and students to explore ancient cultures with renewed enthusiasm. The "Digital Fu Hao," as the digital ambassador of the Yin Xu culture, showcases this heritage to the world, boosting national cultural confidence and promoting the global dissemination of Chinese traditional culture.

Thanks to the digital revitalization, the Yin Xu ruins have attracted a large following. During the 2024 Spring Festival, the site received over 150,000 visitors, a 650% increase compared to 2019. Tourism revenue reached 2.54 million yuan, marking an 182% growth from 2019. The development of this digital project has not only contributed to the local and national cultural tourism industry but has also generated significant economic benefits for the related sectors.



Intelligent Media Interactive Transmission System for Classical Texts

Currently, cultural heritage institutions and offline cultural spaces are demanding higher levels of technological innovation in their application of cultural resources. There is a growing emphasis on using technologies such as imaging, AR (Augmented Reality), VR (Virtual Reality), and holographic projections to present the historical and artistic value of Chinese cultural heritage in more dynamic, three-dimensional ways. This expansion of digital technology's application in key fields like cultural tourism and public cultural services helps broaden the boundaries of cultural products, providing the public with new immersive experiences while facilitating the innovative transmission of traditional culture. While classical texts contain the profound historical and philosophical culture of the Chinese nation, most of these texts are suitable only for niche or segmented audiences, with few examples of successful mass communication. As such, they have become one of the challenges in bringing cultural heritage "to life."

The Intelligent Media Interactive Transmission System for Classical Texts aims to establish an interactive portal for classical texts, leveraging the



Library and other libraries. By using digital imaging, interactive games, experiential interactions, AI-driven digital avatars, and other innovative means, this system provides a standardized, visualized interface that allows audiences the digital access to the "metaverse" of classical text. This technological innovation enables the public to access classical texts up close, experience their profound meanings and timeless charm, and promote the creative transformation and innovative development of Chinese traditional culture, bringing the essence of these ancient texts into the public's awareness and daily lives.

The project team has developed an intelligent interactive communication system designed

literary resources. This system employs advanced technologies such as multi-interactive scene container construction, loosely coupled I/O management, intelligent sensing, holographic display, and ultra-high-definition digital human simulation. By leveraging the National Library's rich collection of classical texts, the system creates an integrated platform based on authoritative literary IP resources. It forms a standardized, replicable, and scalable interactive learning portal for these texts. Moreover, the system aims to empower cultural spaces in the book industry, operating on a product-driven model. It showcases the critical role of these classic resources in preserving and transmitting traditional Chinese culture, enhances public awareness and education-



Source: Beijing National Library Innovation Cultural Service Co., Ltd., Beijing Cangfeng Visual Technology Co., Ltd. ■

al outreach of classic texts, and promotes a deeper understanding of Chinese classical learning. In doing so, it seeks to meet the growing cultural and intellectual needs of the public while fostering the creative transformation and innovative development of traditional Chinese culture.

The project uses the Yongle Dadian (The Yongle Encyclopedia), the largest classified book in ancient China, as its entry point. It offers the public an opportunity to experience the charm of classical texts and learn about the arduous journey of the continuity of Chinese cultural heritage. By developing and refining scene scripts, the project uses touch-based interaction

and intelligent Q&A methods to enable learning across various scenarios. This approach aims to spark users' interest in preserving ancient Chinese books and engaging with outstanding traditional culture. The project will create an integrated system of software and hardware to effectively promote and disseminate classic culture.

This project serves as an effective complement to the current online development models of digital libraries and smart libraries in the library sector. It addresses the shortcomings of online digital libraries, such as data standardization, an overemphasis on data, and weak interactivity, by deploying in various

offline spaces. Leveraging the vast collections of the National Library, the project deeply explores the essence and connotations of classical texts, integrating them with technological innovation and other industries. Through technology-driven experiences and cultural products, it brings these treasures closer to the public, fully showcasing the digital development and innovative revitalization of precious classical texts. This expansion enhances the social service functions of libraries, providing valuable resources and support to various cultural and heritage institutions and spaces across the country.

03

Cooperation & Exchange

- ICCSD and Ana Maria Cetto Kramis, professor at Universidad Nacional Autonoma de Mexico, visit Beijing Quantum Information Science Research Institute
- ICCSD attends the 3rd World Design Capital Conference in Shanghai
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- ICCSD hosts a visit from Hangzhou Cultural & Creative Industry Development Center



- ICCSD and Ana Maria Cetto Kramis, professor at Universidad Nacional Autonoma de Mexico, visit Beijing Quantum Information Science Research Institute

- **ICCSD assists to hold International Decade of Sciences for Sustainable Development Forum**



- Carlos Alvarez Pereira and his delegation visit ICCSD for research discussions

- ICCSD hosts the 2024 “Belt and Road” Creativity and Sustainable Development

4

- ICCSD undergoes renewal evaluation by UNESCO

- **Beijing Municipal Science & Technology Commission, Administrative Commission of ZGC Science Park hosts renewal evaluation meeting**



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5



- **ICCSD hosts Advisory Committee meeting**

- ICCSD attends the 3rd World Design Capital Conference in Shanghai

- ICCSD hosts video conference with Karst Centre

- ICCSD attends 40th anniversary of Sedimentation Centre and International Seminar on Sediment and Soil Erosion

- ICCSD visits Teacher Education Centre in Shanghai

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10

- ICCSD attends 2024 "World Cities Day" main event in Weihai
- **ICCSD holds symposium with UIBE**



12

- ICCSD holds symposium on index research
- ICCSD attends 30th anniversary celebration of UNESCO INRULED
- ICCSD visits Zhongguancun Zhongheng Cultural & Technological Innovation Service Alliance

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- ICCSD and National Commission of the PRC for UNESCO host Online Q&A for 2025 UNESCO Creative Cities Network Applications
- ICCSD participates in Wuhan Design Day
- ICCSD supports the 8th International Youth Humanities Dialogue Conference
- ICCSD visits Innovation Centre in Shenzhen
- ICCSD visits the International Centre on Space Technologies for Natural and Cultural Heritage

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- **ICCSD hosts visit from Hangzhou Cultural & Creative Industry Development Center**





ICCSD and Ana Maria Cetto Kramis, professor at Universidad Nacional Autonoma de Mexico, visit Beijing Quantum Information Science Research Institute

On April 24, organized by ICCSD and the Beijing Science and Technology Innovation Promotion Centre (referred to as "Promotion Center"), Professor Anna Maria Seto Cramis from the National Autonomous University of Mexico conducted a research symposium at the Beijing Quantum Information Science Research Institute.

During her visit, Professor Seto explored several laboratories at the institute and engaged in extensive discussions with experts on the latest trends in quantum science, both domestically and internationally. They delved into topics such as the potential applications of quantum technology and the current landscape of international forums and collaborations in quantum science.



Conference Venue

The discussions also touched upon UNESCO's initiative for the "International Year of Quantum Technologies" and explored potential collaboration opportunities for internships targeting young students from universities. This exchange in the field of quantum science, aligned with the "International Decade of Sciences for Sustainable

Development Forum", reflects the commitment to facilitating knowledge exchange and collaboration in innovation. Future efforts will continue to foster partnerships between emerging research and development institutions and international high-end think tanks.

ICCSD attends the 3rd World Design Capital Conference in Shanghai

ICCSD took part in the 2024 World Design Capital Conference, co-hosted by the Shanghai Municipal Government and UNESCO, with support from the China Central Television Shanghai Bureau and other organizations. The conference, themed "Design without Boundaries,

New Quality Growth," explored how design as an innovative force can drive systemic transformation for sustainable economic, industrial, social, and environmental development. Nearly 1,000 representatives from international design organizations, design institutions, lead-

ing companies, and renowned scholars and designers gathered to share ideas, cutting-edge technologies, and market trends through forums, round-tables, exhibitions, and a design carnival. The event aimed to promote global design innovation and collaboration.

Carlos Alvarez Pereira, Secretary-General of the Club of Rome, and his delegation visit ICCSD



Group Photo at the Creative Center

On April 26th, Carlos Alvarez Pereira, Secretary-General of the Club of Rome, along with his team, visited ICCSD for discussions and to explore potential collaborations.

Pereira expressed his deep honor to participate in the Zhongguancun Forum and extended gratitude to ICCSD for its involvement in organizing the "Science for the Next Decade" international forum. He highly praised the well-organized structure of the forum. Speaking about his impressions of Beijing, he described it as a vibrant city with a rich blend of ancient and modern elements, holding significant importance across various dimensions globally. He acknowledged Beijing's achievements in scientific and technological development, which have contributed significantly to the goals of the "International Decade of Sciences for Sustainable Development" initiative, and expressed anticipation for Beijing's future ecological civilization construction.

During the meeting, both sides exchanged views on their main business content and research directions, delving into topics such as how to effectively implement UNESCO's "International Decade of Sciences for Sustainable Development" plan and prospects for the 2030 agenda. They also invited ICCSD staff to conduct research with the Club of Rome's China Committee.

Attendees included Hans d'Orville, Chairman of ICCSD Advisory Committee; Mehri Madarshahi, ICCSD Advisory Committee member; Vesna Vu-jicic-Nesic, Chair of the Global Cultural Policy Working Group of the World Council of Anthropological Associations and Fellow of the World Academy of Art and Science; and Marta Nesic-Nesic, Researcher in Ethnology and Anthropology at the Belgrade Institute for Political Studies in Serbia.

I

II

Cooperation & Exchange

IV



Beijing Municipal Science & Technology Commission, Administrative Commission of ZGC Science Park hosts renewal evaluation meeting



Conference Venue

On August 9, Li Yan, Chief of the Cultural and Technological Division of the Beijing Municipal Science & Technology Commission, Administrative Commission of Zhongguancun Science Park and Long Huadong, Deputy Chief, along with their team, visited ICCSD for a survey.

They reviewed the preparation work for the renewal evaluation and provided guidance on the reception arrangements, interview plans, and outlines. Relevant leaders from the Culture and Technology Department of the Beijing Centre for Science and Technology Innovation Promotion also attended the meeting.

ICCSD attends 40th anniversary of Sedimentation Centre and International Seminar on Sediment and Soil Erosion

On September 23, leaders from ICCSD staff and the Promotion Center attended the 40th anniversary

celebration of the Sedimentation Centre and the International Seminar on Sediment and Soil Ero-

sion. The seminar, themed “Exchange and Mutual Learning for a Clean and Beautiful World,” attracted over 150 participants from more than 20 countries and regions. Attendees included representatives from China’s Ministry of Water Resources,

the UNESCO National Commission of China, the China Institute of Water Resources and Hydro-power, and the UNESCO Multi-sectoral Regional Office for East Asia.

ICCSD holds symposium with UIBE



Conference Venue

On October 28, leaders from ICCSD staff and the Promotion Center held a symposium with the University of International Business and Economics (UIBE). The discussion focused on international training, scholar exchanges, and the role of cultural and technological innovation. The meeting was attended by UIBE’s Vice President, Deputy Secretary

of the Party Committee, Dean of the International College, Deputy Director of the Academic Affairs Office, Deputy Dean of the School of Continuing Education and Distance Learning, Director of the Youth Humanities Exchange Research Center, and relevant leaders from the Promotion Center and ICCSD staff.

I

II

Cooperation & Exchange

IV



Research and Investigation Section

From September to November, ICCSD conducted a series of seminars and on-site research visits to various UNESCO Category 2 centres in China. The goal was to learn from the management practices and operational models of these centres in China and explore potential collabo-

ration opportunities both within specialized fields and across disciplines. The centres visited include the International Research Centre on Karst (referred to as the "Karst Centre"), the Teacher Education Centre, the International Centre for Higher Education Innovation (referred

to as the "Innovation Centre"), and the International Centre on Space Technologies for Natural and Cultural Heritage (referred to as "HIST"). These exchanges were carried out through video conferences and on-site visits.

ICCSD hosts video conference with Karst Centre

Founded in 2008, the Karst Centre is UNESCO's first Category 2 centre focused on geosciences. It continues to play a key role in international cooperation and exchanges in the field of karst studies. The Centre's objectives include advancing the development of karst dynamics through scientific research, publications, and global collaboration; promoting international cooperation and exchanges; offering consulting services, technical information, and training; and supporting the establishment of monitoring systems for karst dynamic processes.



Video conference site ■

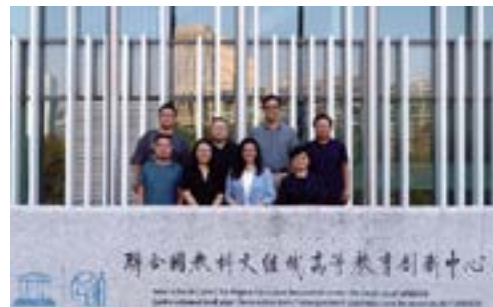
ICCSD visits Teacher Education Centre in Shanghai

Established in 2021 and approved by UNESCO, the Teacher Education Centre is supported by the Shanghai municipal government, managed by the Shanghai Education Commission, and operated by Shanghai Normal University. With UNESCO's backing, the Centre aims to become a global leader in teacher education, providing services, setting standards, and serving as a hub for research and resource management.



ICCSD visits Innovation Centre in Shenzhen

Founded in 2016, the Innovation Centre is UNESCO's tenth Category 2 educational centre worldwide. Based at Southern University of Science and Technology in Shenzhen, the Centre aligns closely with the United Nations Sustainable Development Goal 4 (Education 2030). Leveraging Shenzhen's strengths in information and communication technology (ICT), the Centre focuses on four main functions: knowledge production, capacity building, technical support, and information sharing.



ICCSD visits the International Centre on Space Technologies for Natural and Cultural Heritage

Founded in 2011, HIST is UNESCO's first research institution dedicated to using space technology for world heritage studies. It is supported by the Aerospace Information Research Institute of the Chinese Academy of Sciences. HIST aims to collaborate with research institutions, universities, and world heritage sites worldwide, including those in China, in alignment with UNESCO's development goals. The Centre focuses on research and training in natural and cultural heritage, biosphere reserves, and geoparks.





ICCSD participates in Wuhan Design Day

ICCSD attended Wuhan Design Day, an annual event organized by the Wuhan Design Capital. The event, guided by the China National Commission for UNESCO, was hosted by the Wuhan Municipal People's Government and co-organized by the Wuhan Bureau of Natural Resources and Urban-Rural Construction

and the Jiangnan District People's Government. The theme for 2024 was "New Quality Design, Integrated Innovation." During the event, the Wuhan Design Creative Alliance was launched, and the "Wuhan Initiative" on promoting new quality design was announced. Representatives from the UNESCO

Creative Cities of Design Network, UN-Habitat, the French Academy of Architecture, and cities like Shanghai, Chongqing, Nanjing, Suzhou, Weifang, and Jingdezhen attended the event, sharing insights on design and innovation.



Representatives from Beijing, Shanghai, and Chongqing as "Design Capitals," Jingdezhen and Weifang as "Cities of Craftsmanship and Folk Art," and Nanjing as the "City of Literature" pose for a group photo at the event

ICCSD attends 2024 "World Cities Day" main event in Weihai

World Cities Day, the only international day established by China through the United Nations, carries the theme "Cities, Better Life for All." The 2024 main events were held in Weihai and Shanghai, with the theme "Building People's Cities, Shar-

ing Better Lives." On October 26, Hans d'Orville, Chairman of the ICCSD Advisory Committee, and Ms. Mehri Madarshahi, Advisory Committee member, participated in the main event in Weihai. Hans d'Orville commented, "In Weihai, we were im-

pressed by the stunning coastline and witnessed essential elements for future cities, such as the use of wind energy and clean, green power. The scenic beaches here also attract many tourists to enjoy the natural beauty."

ICCSD supports the 8th International Youth Humanities Dialogue Conference

The 8th International Youth Humanities Dialogue Conference, held at the University of International Business and Economics (UIBE), was supported by ICCSD. The event aimed to empower young people in the digital age, fostering their understanding of sustainable development and enhancing their digital innovation skills. Over 150 youth and scholars from more than 10 countries gathered in Beijing to engage in discussions on the theme "Shaping the Future: Global Sustainable Development and Youth Digital

Creativity."

The opening ceremony featured video messages from Prof. Shahbaz Khan, Director and Representative of UNESCO Multi-sectoral Regional Office for East Asia and Tiendrebeogo Toussaint, Secretary-General of UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Princess Mahkam of Brunei sent her congratulations. Key attendees included Pan Yue, Deputy Director of the Promotion Center, Wang Shipeng, President of China Business Press,

and Yang Jin, former Ambassador and Permanent Representative to UNESCO.

During the conference, with support from the Promotion Center and ICCSD, participants visited the 798 Shanhai Jing Art and Technology Exhibition in Beijing. The exhibition, blending art and cutting-edge technology like 3D printing, VR, and AI, provided a fresh interpretation of the ancient Chinese text Shan Hai Jing. It showcased the unique appeal of traditional Chinese culture through an innovative fusion of art and technology.



the 8th International Youth Humanities Dialogue Conference



ICCSD holds symposium on index research

On December 5, ICCSD organized a symposium focused on index research. Chen Jianrong, Deputy Director of the Science and Technology General Division at the Beijing Municipal Science & Technology Commission, Administrative Commission of Zhongguancun Science Park, attended the meeting. Leaders and experts from the Promotion Center's Cultural and Technological Division, Tsinghua Tongheng Planning & Design Institute, and the Tsinghua University Industry Development & Environmental Governance Research Centre participated in the session.

Li Shouyong, Head of the Promotion Center's Cultural and Technological Division, chaired the meeting and provided an overview of the "Creative City Index Research Report from a Cultural and Technological



Conference Venue

Integration Perspective" project. Chen Jianrong shared insights from the "International Science and Technology Innovation Center Index" research work. Sun Xiaopeng, Project Manager from Tsinghua University's Industry Development & Environmental Governance Research Center, elaborated on the "International Science and Technology Innovation Center Index," while

Cui Limin, Director of Tsinghua Tongheng's Humanities and Creative City Research Institute, and Cang Siyu, Project Manager, presented the "Creative City Index Research Report." ICCSD shared its initial research findings and held in-depth discussions with Tsinghua University on innovation center-related indicator development.

ICCSD visits Zhongguancun Zhongheng Cultural & Technological Innovation Service Alliance

On December 9, ICCSD and the Promotion Center visited the Zhongguancun Zhongheng

Cultural & Technological Innovation Service Alliance (Cultural Alliance). The visit focused on

understanding the Alliance's operations, business activities, and potential collaboration with

ICCSD. Both sides discussed enhancing cooperation in areas such as science fiction, science popularization, and the integration of culture and technology. They also explored joint initiatives leveraging resources from international organizations, local governments, universities, think tanks, and enterprises, including case studies, trend research, and international exchange forums.



Conference Venue

ICCSD attends 30th anniversary celebration of UNESCO INRULED

On December 8, ICCSD attended the 30th anniversary celebration of the UNESCO International Research and Training Centre for Rural Education. Key figures such as Huang Xiaowei, Secretary of the All-China Women's Federation, Liu Limin, President of the China Education Association for International Exchange, Yu Jihong, President

of Beijing Normal University, Prof. Shahbaz Khan, Director and Representative of the UNESCO Regional Office for East Asia, and Ge Siying, Deputy Secretary-General of the National Commission of the PRC for UNESCO, delivered speeches. The event highlighted the centre's achievements over the past three decades and outlined future

strategic plans. Several strategic advisors and academic experts were appointed. Through this event, ICCSD gained valuable insights into the five main goals of UNESCO's Category 2 centres: thought laboratories, standard setters, international cooperation catalysts, capacity builders, and information exchange hubs.



The UNESCO INRULED, established in 1994, is the only UNESCO Category 2 centre dedicated to rural education, aiming to promote the sustainable development of rural communities.



ICCSD host a visit from Hangzhou Cultural & Creative Industry Development Center



Group Photo of Center Staff

On January 3, 2025, Zhou Ye, Deputy Director of the Hangzhou Cultural & Creative Industry Development Center, and his team visited ICCSD and the Promotion Center. Both sides discussed their experiences in developing creative cities and the integration of culture and technology through the UNESCO Creative Cities Network. They also

explored strategies to enhance business and international influence by leveraging existing networks. The meeting, chaired by Zhang Miaomiao, Deputy Chief of the Cultural and Technological Division at the Promotion Center, included participants from the Hangzhou Cultural & Creative Industry Development Center and ICCSD staff.

04

Exhibition "Creativity Drives Sustainable Development"

- "City Axis" exhibition

CityAxis

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城市轴线之美

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Bangkok

Brasilia

Canberra

Urban Brilliance of Our Times



"City Axis" exhibition

On July 27, 2024, during the 46th session of the World Heritage Committee in New Delhi, the UNESCO officially inscribed the Beijing Central Axis on the World Heritage List, recognizing it as a masterpiece of China's ideal urban order.

In late 2022, ICCSD in collaboration with the Beijing Municipal Office for Conservation and Management of Beijing Central Axis, produced a bilingual special issue titled City Axis. This publication presents the urban planning of 10 major cities from

five continents, showcasing their diverse and unique city axes.

The issue combines graphic illustrations, written descriptions, historical photos, contemporary street views, and a fusion of traditional and modern perspectives.

The Beijing Central Axis, which runs 7.8 km through Beijing's historic core, was first established in the 13th century and fully developed by the 16th century. It has since evolved into the longest urban axis in the world.

The exhibition also features the

iconic urban axes of cities such as Washington, Paris, Brasília, Berlin, Canberra, and Barcelona, each with its own unique architectural and cultural significance.

ICCSD recently hosted the "City Axis" exhibition, highlighting the beauty of these 10 cities' urban axes. The exhibition delves into the preservation philosophies and practices of ancient capitals in both China and around the world, offering Chinese insights and sharing global examples for future urban planning.







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