



INTERNATIONAL COUNCIL FOR CARING COMMUNITIES, INC.

Better Living ... Adding Life to Years

“Creative Economies”

Virtual Session

In support of International Creativity and Innovation Day

21 April 2022

Concept Note

“This is the age of Ageing. But it’s only the dawn of the age”

H.E. Julia Alvarez, Former Ambassador for the Dominican Republic to the United Nations

By “Imagining the Possible!” this session will harness successful practical solutions addressing complex issues viewed thru **creative and innovative** new “lens!” benefiting populations in developed and developing countries. Ambassador Alvarez’s creativity and imagination launched in 1999 the International Year for Older Persons. Known as “Ambassador of Aging” at the United Nations and globally. At the *World Assembly on Ageing II* she proposed harnessing the energy and talents of the world’s elderly for the cause of peace launching a bold new chapter of her vision.

Session will consider perspectives from a multi-strategic group of renown international Change-Agents from the United Nations, China, Germany, Japan, Scotland, United Kingdom, and the United States addressing the impact of creative economies using collaborative and transformative processes within the private/ public sectors, academia, medicine and NGOs noting their catalytic role in fostering the positive role of the Creative Economies.

Presentations consider impact on diverse populations and aim to stimulate new endeavors and mindsets these include: endless cities - new growth model; innovative finance for creative economies; unique community communication method -"project fold" and the innovation sheath. It is important to note that featured Change-Agents are striving to impact-fully influence change beyond their respective area of competence, examples include: film and documentary makers who track successful entrepreneurial initiatives for use by the creative industries; business entrepreneurs enabling cross generational initiatives from blockchain to kimonos re-purposed and a medical professional developing individualized neoplasm decision platform on the basis of circulating tumor cell characteristics.

This session is part of the ICCC “Age of Connectivity: Cities, Magnet of Hope, Imagining the Possible” Dialogue Series, which has addressed the challenges facing a rapidly urbanizing and ageing world since 1994. Against a backdrop of seismic demographic and environmental shifts, this session will explore meaningful partnerships and action-oriented initiatives toward accelerating the achievements of the indivisible and inter-linked *2030 Sustainable Development Goal agenda* particularly as they relate to cities in the digital economy and society.



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Within 30 years, two-thirds of the world's population will live in urban areas and 90 per cent of urban growth will occur in less-developed regions. Using cutting edge creativity and innovation technologies in new ways it can enhance building sustainable cities and communities towards how to best narrow the rural and urban divide and connect their future for the decades ahead.

Actions will be identified to delineate, develop, scale-up and implement programs related to local cultures. The Session includes exploring how a holistic approach, enhanced by technology and innovation, can help to facilitate the improvement with all levels of government.

Recommendations will be reviewed by the relevant organizations including government decision-makers, and United Nations bodies and presented to related venues by enhancing related international hubs and highlighting contributions from industry leaders and entrepreneurs who are stimulating new mindsets and intergenerational empowerment.

Rather than a conventional Concept Note, The following attempts to capture the rich and random musings of the Change-Agents assembled today who have generously contributed their thoughts prior to this session for the purposes of stimulating the debate.

“Play Hard, Work Hard”

The main feature of creative economy is people's use of creative imagination for increasing the value of an idea. John Howkins came up with the concept of creative economy in 2001 to describe economic systems in which value depends on originality and creativity and not on traditional resources like land, labour and capital. In contrast to creative industries that are limited by specific sectors, the term “creative economy” describes the creativity of the economy as a whole. An economy is an area of the production, distribution and trade, as well as consumption of goods and services by different agents. Combining these two very standard definitions we can see that from a certain perspective the creatives economy represents the area of development for the future: play hard and work hard!

“Decentralized Creative Economies”

There are no original ideas in the creative space. Everyone is building blocks on top of someone else's oeuvre. We are gradually witnessing the shift from the creator as auteur to the recognition of collective authorship as a viable, valid strategy for creativity. This has been enabled from the gradual rise of peer to peer digital networks, where we have already witnessed the sharing of code and creative artefacts but also the construction of networks for privacy against central authorities and companies. Decentralised economies, built on collective authorship are now possible by using blockchain infrastructure. These economies can shift attention and are probably the solution towards critical current issues such as developing a circular economy or a non-extractive architecture.



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“Endless Cities – a New Growth Model”

The connectivity of healthy living and urban planning are closely linked to urban economics and vice-versa. From the walkable streetscape, car-based distribution, people flow and changing nature of economic agencies such as investments and Crypto's are to name a few that triggers its past and future.

However, the innovation in Masterplan design strategy for population of 2.5 million was 5 decades ago and whilst most cities today exceeding this limit far and beyond. Is there a new urban growth model that can cater to populations over 10 or 20 million and yet provide the necessary comfort and adequate economic growth?

Endless cities new growth model with its computer aided and controlled growth explores some of these questions to cater this global challenge to accommodate people over 10 million people, learning from biological bottom up systems. It also tests how these new designs are to be realised into new or existing urban masterplans in the near future.

“Innovation, Transformation, Finance and Creative Economies”

21st Century Creative Economies: A Societal Solution

The Creative Economies as a sector constantly re-invents and re-energizes itself, It being currently worth 2.25 trillion dollars and accounting for 30 million jobs worldwide. It is now recognised that ‘human creativity is the ultimate economic resource’.

It is clear that if we are to solve the world's problems, the creative economies with their sense of community building, their ‘social enterprise’ spirit (pinned by a strong ethical, moral fibre) and their focus on acts of communication (both human and machine) have to become central. My talk will examine some case studies to indicate how the creative economies are having a transformative effect in the communities they serve; and how innovation drives the sector. Where innovation occurs, finance naturally follows for nobody wants to miss the boat!

“An individualized Neoplasm Decision Platform on the Basis of Circulating Tumor Cell Characteristics”

Modern clinical medicine works with evidence based statistical data derived from thousands of patient outcomes. Individualization is provided by correlation of personal pathological cell characteristics with surface cell markers in a therapy study cohort. However, some difficulties accompany this process: a. Cancer cells change during their multiple life cycles – therefore, initial pathological definitions might no longer be true for the filiae. b. The intersection between individual and statistical data is often small. c. The diversity of possible therapeutic approaches is not depicted by one or two possible substances. In order to face these problems, we have invented an all-in-one filter of circulating tumor cells, cultivation of cells in an incubator, bringing them together with 100 agents, measuring apoptosis in an illuminance chamber, calculating the most beneficial mixture of substances, IT-connection of all machines to provide overall data. All reduced to the size of a shoebox.



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“Project Fold”

Project Fold is a community-based initiative that delivers informational origami horse constructs through participating local restaurants to spread cultural education and awareness of local community issues.

Origami is a traditional Japanese art form that involves folding a single piece of paper to create various different creations. It was selected to be the way in which Project Fold spreads informational pamphlets, as it not only is a distinct way to capture the attention of recipients but because the art form symbolizes how we can “fold” the world into wonderful possibilities through our own actions and commitments.

Local economies are dependent on a variety of external factors, and it is no different for a variety of different immigrant communities in my hometown of Los Angeles. With gentrification on the rise, many are leaving what they have called their homes for generations and are similarly closing many of the local businesses that help keep together the local community. With a burgeoning rise in the interest of experiencing and seeing different cultures, the hope of Project Fold is to have the tourists of these communities not only learn more about the culture they want to experience, but also leave a lasting impact by supporting local initiatives with funds or volunteer hours. By partnering with restaurants, this initiative reaches not only those eating in person, but those who order take out and delivery as well.

This initiative would not have been possible without the support of I-Hub at Dice. I-Hub at Dice hosted the Calling for Allyship program, which was a competition held to seek out Gen Z input on how to use allyship towards creating a more equitable future for all. Project Fold was a concept submitted to the competition, and after being selected as the winner for the high school division, was given the funding to be realized.

“Kimono Re-purpose Project”

Daily life no longer requires women to wear Kimono, and massive amounts of quality Kimono sit dormant throughout Japan. There are abundance of beautiful cultural treasures sleeping waiting for 2nd life. Both Silk and Cotton Vintage Kimono are made to last for decades and the beauties of the fabrics can be enjoyed by women around the world. Interestingly, the technique and kimono designs go back to Middle East through Asia. Secondary objective of the project is bringing awareness of cultural connections.

This program focus on excess resources (Kimono) to mobilize women to create 2nd life cycle of Kimono through re-cycle, re-use or re-furbish in wide ranges of applications to bring joys to other women around the world where the resources can be utilized to beautify their environment (Fashion, Household. wherever textile can be applied) Kimono recycle can create economic activities which will bring market of Excess to market of Shortage.



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“The Innovation Sheath”

The team around Karl Wolf is currently dealing with several topics that will occupy the future of society. The future of the churches in Germany. The Catholic Church in the Diocese of Mainz (1 of 27 Diocese in Germany) has an annual deficit of over 50 million euros and the Protestant Church in Hesse 150 million euros. Unfortunately, the church has no ideas of its own and/or people who can take up the cause. It can be assumed that the church could have payment problems in the next 10 years if nothing changes. It is important that there is a restructuring and a sensible use of the existing resources. Currently, an attempt at restructuring in the real estate sector is being developed there by Karl Wolf.

Background of ICCC:

The International Council for Caring Communities (ICCC), established in 1993, responds to the challenges and opportunities of a rapidly aging global population. ICCC stimulates and identifies successful strategies and creative solutions by encouraging their adaptation and/or replication in both developing and developed countries.

Mainstreaming ageing issues, especially within the areas of the built environment and information and communication technologies (ICT), is the centerpiece of ICCC's global dialogue. ICCC is a non-profit organization and has United Nations Special Consultative status with the United Nations Economic and Social Council (ECOSOC). It serves not only as a leader and catalyst but also as a bridge joining universities, government agencies, the private sector, NGOs as well as United Nations agencies to promote new ways of viewing an integrated Society for all Generations.

Since its inception, one of ICCC's unique goals has been to highlight the contributions that private enterprises and individuals have made to the betterment of society. Through global dialogues, technical support and international student design competitions, ICCC promotes the mainstreaming of ageing issues through “out of the box” gatherings of non-traditional change agents and experts.