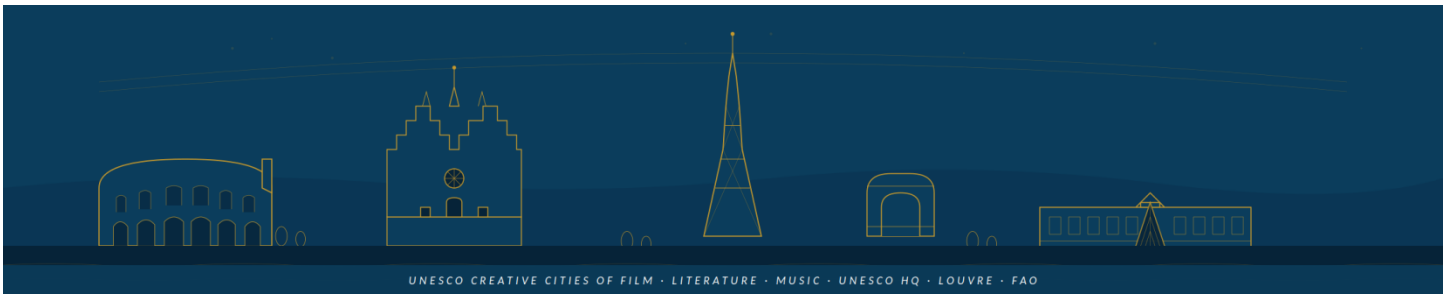

Creative Cities & Cultural Heritage • Rome • Milan • Paris

Where UNESCO's Creative Cities and World Heritage meet the sustainable development agenda — a nine-day undergraduate immersion in the European creative economy.

Cultural and creative industries generate approximately three percent of global GDP and employ tens of millions of people worldwide, and they are increasingly recognised — through instruments like the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions — as engines of sustainable development in their own right.

Cities are where this transformation becomes visible. The UNESCO Creative Cities Network, launched in 2004 and now spanning more than 350 cities across over 100 countries, treats creativity as a strategic factor in urban policy, economic renewal, and cultural continuity. Rome, Milan and Paris sit at the heart of this network — three of the most influential creative economies in Europe, each anchored to distinct UNESCO instruments.

The Creative Cities & Cultural Heritage · Rome · Milan · Paris programme places undergraduate delegates inside this creative apparatus for nine days. Diplomatic classroom sessions with UNESCO, FAO, UNEP and international cultural bodies frame the field research; visits to heritage sites, museums and immersive-media studios ground it. This is the only programme in the GYLDC series anchored on the UNESCO 2005 Convention and the Creative Cities Network as its institutional spine.

AT A GLANCE	
PILLAR	Sustainable Development & Cultural Heritage
PRIMARY TIER	Undergraduate
AVAILABLE FOR	All tiers (separate cohorts)
DURATION	9 days on-site + online module
LOCATIONS	Creative Cities & Cultural Heritage · Rome · Milan · Paris
LANGUAGE	English
COHORT SIZE	[XX participants]
COHORT	[Nth cohort]
CERTIFICATION	GYLDC + GSLDC

◎WHAT PARTICIPANTS EXPERIENCE

Over nine on-site days, participants move through three UNESCO-anchored cities — Rome (City of Film and heart of the Mediterranean Diet intangible heritage), Milan (City of Literature and global fashion capital), and Paris (host city to the UNESCO Secretariat and a dense concentration of World Heritage). At each stop, the programme combines diplomatic classroom sessions with UNESCO and international-organisation experts, guided field research at heritage sites, museums and creative studios, and hands-on audiovisual documentation.

Participants engage directly with the UN Food and Agriculture Organization, UNESCO Secretariat and World Heritage Centre, UN Environment Programme, International Council for Film, Television and Audiovisual Communication, and the International Dance Council, and produce a multimedia capstone documenting their research and synthesis.

◎WHY THIS PROGRAMME

This is the only programme in the GYLDC series anchored on the UNESCO 2005 Convention and the Creative Cities Network as its institutional spine, and the only one that treats film, gastronomy, literature, fashion, visual arts and media arts as parallel entry points into the sustainable-development conversation. It complements the Bangkok Sustainable Development programme by examining the European cultural-industries pathway alongside the Global South's community-development one.

◎WHO THIS IS FOR

This programme is designed for undergraduate students in cultural studies, arts and humanities, communications and media, design, fashion, cultural management, tourism, international relations and sustainable development studies. Students in adjacent fields — business, public policy, journalism, urban studies — are welcome where there is genuine interest in cultural and creative industries as a professional or research trajectory.

◎LEARNING OBJECTIVES

On successful completion, participants will be able to:

1. Analyse how the UNESCO 2005 Convention and the Creative Cities Network operationalise culture as a driver of sustainable development.
2. Evaluate the economic, social and environmental impact of creative industries across film, gastronomy, literature, fashion, visual arts and media arts.
3. Investigate the role of cultural heritage protection in shaping contemporary creative economies at the city scale.
4. Apply audiovisual and digital storytelling techniques to communicate original cultural research.

◎COMPETENCY FRAMEWORK

The programme develops six core competencies:

- ✓ **Creativity**
- ✓ **Cultural Analysis**
- ✓ **Communication**
- ✓ **Digital Storytelling**
- ✓ **Collaboration**
- ✓ **Execution**

◎CURRICULUM ARCHITECTURE

A structured pre-programme module, a nine-day on-site immersion in three phases, and a documented capstone deliverable.

1 · Pre-Programme (Online)	2 · On-Site Immersion (9 Days)	3 · Capstone Deliverable
≈ 4 hrs / week · 4 weeks (~15 hrs)	**9 days on-site · Rome · Milan · Paris**	**Post-immersion deliverables**
Delivered online in the four weeks before departure. ~15 hours. **Foundations** • UNESCO 2005 Convention: origins, provisions, current implementation • UNESCO Creative Cities Network: designations and obligations • Cultural industries in the 2030 SDG agenda **City primers** • Rome as City of Film; Mediterranean Diet as intangible heritage • Milan as City of Literature and fashion economy • Paris as UNESCO host city and its World Heritage **Skills modules** • Audiovisual documentation for field research • Cross-cultural interviewing and observation • Digital storytelling essentials	**Phase 1 · Rome (3 days)** *Themes: Film & Gastronomy.* • FAO institutional visit and welcome • Diplomatic classroom: film & gastronomy as creative industries • Italian Film Museum; Rome cinema heritage locations • Garum / Pasta Museum; Mediterranean Diet dining **Phase 2 · Milan (2 days)** *Themes: Literature & Fashion.* • City of Literature heritage libraries and landmarks • Research synthesis; applied culinary workshop **Phase 3 · Paris (4 days)** *Themes: Visual Arts, Media Arts & Multilateral.* • Louvre field research; Paris heritage circuit • Institutional day: UNESCO, UNEP, CICT-ICFT, CID • Diplomatic classroom: heritage & digital arts • Audiovisual workshop; immersive-media study visit	**Audiovisual research report** • 5–8 minute documentary short • Synthesises findings from an assigned city and creative theme • Structured around the 2005 Convention and Creative Cities framework **Written analytical report** • 3,000-word research paper • Links on-site observations to programme learning objectives **Final presentation** • Delivered to GYLDC faculty and invited experts • Peer review and structured feedback **Optional showcase** • Eligible works submitted to UNESCO World Audiovisual Heritage Day • Best-in-cohort work featured in GYLDC alumni communications

◎SIGNATURE INSTITUTIONAL PARTNERS

UN Food & Agriculture Organization (FAO), Rome	The anchor visit for Phase 1. Participants engage with FAO on food security, sustainable food systems and the Mediterranean Diet as UNESCO Intangible Cultural Heritage, connecting gastronomy to the wider sustainable-development agenda.
UNESCO Secretariat & World Heritage Centre, Paris	The institutional centrepiece of Phase 3. Engagement with UNESCO's Culture Sector on 2005 Convention implementation, the Creative Cities Network, and World Heritage governance.
UN Environment Programme (UNEP)	The culture-environment interface: ecological footprint of creative industries, heritage in climate contexts, and sustainable creative economies.

◎WHAT PARTICIPANTS RECEIVE

- GYLDC Certificate of Completion — Creative Cities & Cultural Heritage · Rome · Milan · Paris Creative Cities & Cultural Heritage
- Written and audiovisual research portfolio for academic and professional applications
- Letter of recommendation from GYLDC faculty, on merit
- Entry into the GYLDC alumni network and Culture & Heritage community of practice
- Eligibility to submit capstone work to the UNESCO World Audiovisual Heritage Day programme