



PRESS RELEASE: WARSAW, 2 OCTOBER 2020

## THE IF – SOCIAL DESIGN FOR SUSTAINABLE CITIES CONFERENCE: HOW TO MAKE EUROPEAN CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

(United Nations Sustainable Development Goal 11)

**The virtual conference on 23 October 2020 highlights and strengthens the involvement of culture and social design in the societal debate on sustainable and smart cities; Mayor of Warsaw, Rafał Trzaskowski; Head of European Commission Representation in Poland, Marek Prawda; Rector of University of Applied Arts Vienna, Gerald Bast; senior representatives from local government as well as leaders in academia from all over Europe are set to speak.**

A rapidly growing majority of the world's population lives in urban areas, with 75% of global CO<sub>2</sub> emissions attributable to cities. As such, local and regional leaders must assume their crucial roles in meeting global goals, while offering a home to their citizens and future generations. But the responsibility for collective health and well-being lies not just with local leaders. It lies with decision makers at all levels of government. It lies with the European institutions, business, academia, the research community and last but not least with civil society. **Social design can help transforming systems, value chains, habits, processes and ourselves.**

On 23 October 2020, the **IF – Social Design for Sustainable Cities** conference will gather European institutions, local government, civil society, practitioners, academics, designers, and other stakeholders to explore how to create a secure and sustainable future for urban areas.

Participants and media can look forward to a comprehensive and diverse programme, with expert speakers from all over Europe discussing key issues across all segments of sustainable and smart cities.

Presented by the **European Union National Institutes for Culture (EUNIC) Cluster Warsaw, in close cooperation with the Polish-Japanese Academy of Information Technology (PJAiT)**, the event will highlight and strengthen the involvement of culture and social design in the societal debate on sustainable and smart cities. **EUNIC** is the European Union's network of national cultural institutes and embassies engaging in cultural relations and aims to promote cultural diversity and understanding between European societies and to strengthen international dialogue and cultural cooperation, applying a cross-cutting approach to culture that includes inter alia, arts, science, education and research.

The conference will be accompanied by workshops and complemented by a **poster exhibition** by international design students from 27 countries organised by the Polish-Japanese Academy of Information Technology. The exhibition will be opened and **broadcast online** on 21 October at 6 PM at **PROM Kultury Saska Kępa**, Brukselska 23 Warsaw, and can be visited until the end of October. An electronic publication on the conference and the exhibition as well as an online documentation is planned.



## On the agenda

The debate will start at 9 AM with three keynotes - Rafał Trzaskowski, Marek Prawda and Gerald Bast. The keynotes will be followed by a moderated chat. The speakers, such as Rama Gheerawo, Ruedi Baur, architects such as Pedro Aibéo, Roger Paez, and activists such as Joanna Murzyn, will be focussing among others on the following topics: **architecture's social purpose, values for sustainable cities, inclusive design or digital ecology.**

View the full conference **programme**.

The event will be free and held online. In line with the international context, the conference will be held in the English language. **Read more** and register **here**.

Follow the conference on **Facebook, Instagram, Twitter** and hashtag **#IF2020**.

## Media Contact

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## Organisers



IF – Social Design for Sustainable Cities is a project by EUNIC Warsaw and PJAIT, the Polish-Japanese Academy of Information Technologies. EUNIC – European Union National Institutes for Culture – is Europe's network of national cultural institutes and organisations, with 36 members from all EU Member States.

## Partners

