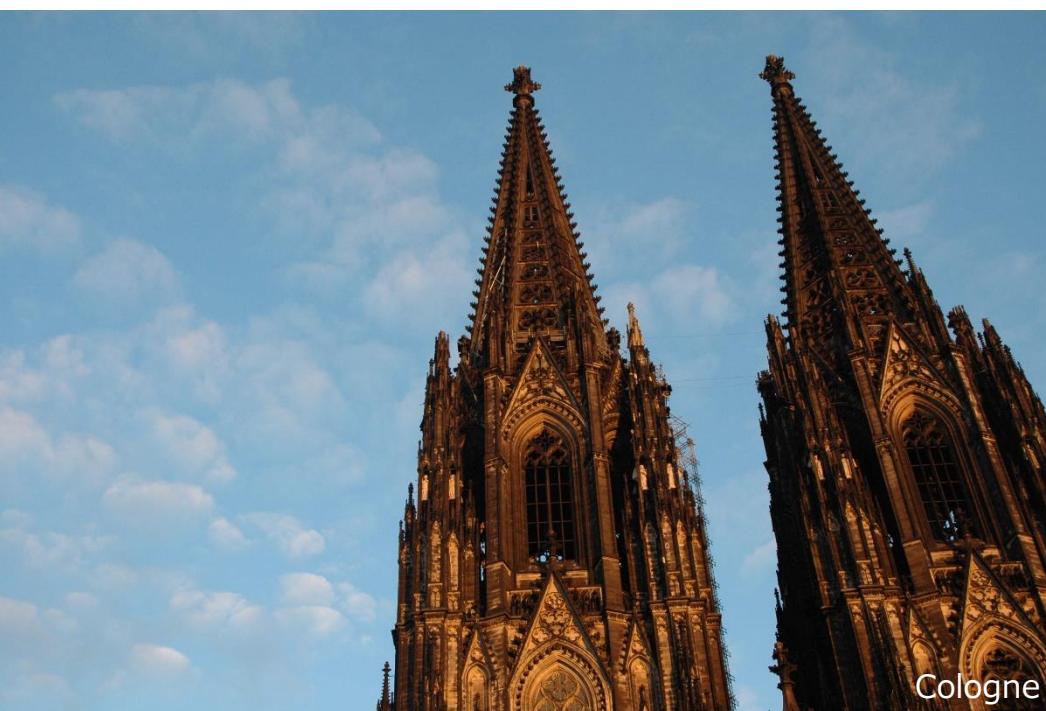


Kazan

WORLD HISTORICAL CITIES



Cologne

121 Member Cities

AFRICA

Alexandria / Algiers / Fez / Giza / Luxor / Tunis

ASIA

Andong / Buyeo / Chengdu / Chiang Mai / Dujiangyan / Gonju / Gyeongju / Hanoi / Himeji / Hue / Kaesong / Kamakura / Kanazawa / Kathmandu / Kurunegala / Kyoto / Lahore / Naha / Nanjing / Nara / Suwon / Taichung / Tainan / Ulaanbaatar / Varanasi / Vigan / Wuxi / Xian / Yangon / Yangzhou / Yogyakarta / Zhengzhou

EUROPE

Alba Iulia / Amsterdam / Athens / Bad Ischl / Barcelona / Bordeaux / Bratislava / Brussels / Budapest / Chernivtsi / Cologne / Constanta / Cordoba / Cracow / Dublin / Edinburgh / Florence / Geneva / The Hague / Helsingborg / Iasi / Izhevsk / Kazan / Kiev / Klaipeda / Kutaisi / Lisbon / Ljubljana / Lutsk / Lviv / Minsk / Montpellier / Mtskheta / Nicosia / Nis / Norwich / Odessa / Paris / Prague / Riga / Rome / Santiago de Compostela / Sarajevo / Sheki / South East Region of Malta / Strasbourg / Syzran / Tashkent / Termez / Veliko Tarnovo / Venice / Vienna / Zagreb

LATIN AMERICA

Cartagena / Cuenca / Cusco / Guadalajara / Mexico City

MIDDLE EAST

Ankara / Ardabil / Baghdad / Bursa / Hebron / Isfahan / Istanbul / Jerusalem / Kashan / Kong / Konya / Nayshabur / Osmangazi / Sanliurfa / Semnan / Shiraz / Tabriz / Yazd

NORTH AMERICA

Boston / Montreal / Quebec City

PACIFIC

Ballarat / Melbourne / Norwood Payneham and St. Peters / Whanganui

Contents

- *Details of the 17th World Conference of Historical Cities*
- *International Exchange Events under the COVID-19 Pandemic:*
 - Shiraz Metropolis Webinar
 - Cologne Marathon 2020
 - Twin-side Exhibitions in Tainan and Japanese Cities



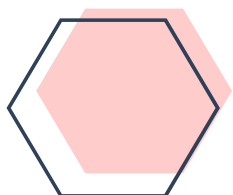
June 24-26, 2021

Kazan (Russia)

Onsite & Online

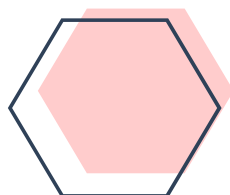
The 17th World Conference of Historical Cities

Theme: Historical and Cultural Heritage as the Basis of National/Regional Identity



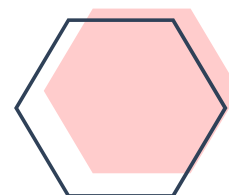
Session Themes

1. Ethnic harmony within a large city
2. Historical and cultural heritage in the COVID-19 pandemic
3. Preservation and development of native languages in a multiethnic environment
4. Connection of the past, present, and future: ancient traditions in modern conditions



Presentation

- Those interested in making a presentation based on the themes should submit the name of the presenter and the title of the presentation by **March 31**.
- An abstract of the presentation (under 1000 words, in English) should be submitted by **April 18**.
- Each presentation should be no longer than 10 minutes.



Registration Fee

Onsite: \$500

Online: Free

Discounted onsite fee: \$150

(excluding accommodation fees and transportation expenses)

Registrations are now available on the conference website:

<http://lhc2021.kzn.ru/>

KAZAN CITY COUNCIL

Kremlevskaya Street, 3, Kazan, Republic of Tatarstan, Russian Federation 420014
+7 843 299 1851 | kazan.international@tatar.ru | <http://lhc2021.kzn.ru/>



Information on the Future Conference Venues

The city to host the 18th World Conference of Historical Cities in 2022 will be announced at the General Assembly on Day 2. Andong and Dujiangyan will make a presentation at the online Board of Directors' Meeting on June 16 and the host city will be decided by vote. We will also inform you this year of the candidacy procedures for a host city of the 19th World Conference, which will take place in 2024. Contact the Secretariat for further questions on the candidacy at lhcs@city.kyoto.lg.jp.

Paintings Wanted!

The International Children's Painting Contest

Theme I See the World: Traditions of the Nations of the World

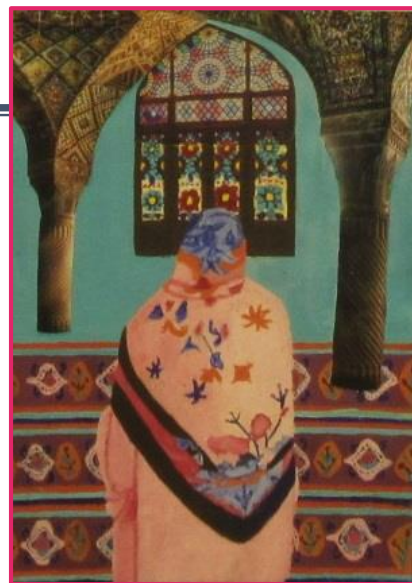
Picture Size A3 (30cm×42cm)

Technique colored pencils, pastels, watercolors, gouache, oil, ink, charcoal, etc.

Target Age 9-13 years old living in LHC member cities

Deadline May 1, 2021

- Each member city can submit up to 10 works.
- Paintings should be sent by e-mail as a scanned copy or a photo in JPG.
- Please visit <http://lhc2021.kzn.ru/contest/> for regulations and application form.



CONFERENCE PROGRAM (MSK)

DAY 1 (Thu. June 24)

- 10:00-11:30 Opening Ceremony
 - Opening Remarks, Keynote Speech, Announcement of the Contest Winners
- 11:30-12:40 Excursion to Kazan Kremlin / Online Excursion
- 13:00-14:00 Lunch / Live Stream of *Sabantuy* National Festival
- 14:30-16:00 Session 1. Ethnic Harmony within a Large City
- 16:30-18:00 Session 2. Historical and Cultural Heritage in COVID-19 Pandemic
- 19:00- Gala Dinner with the Mayor of Kazan

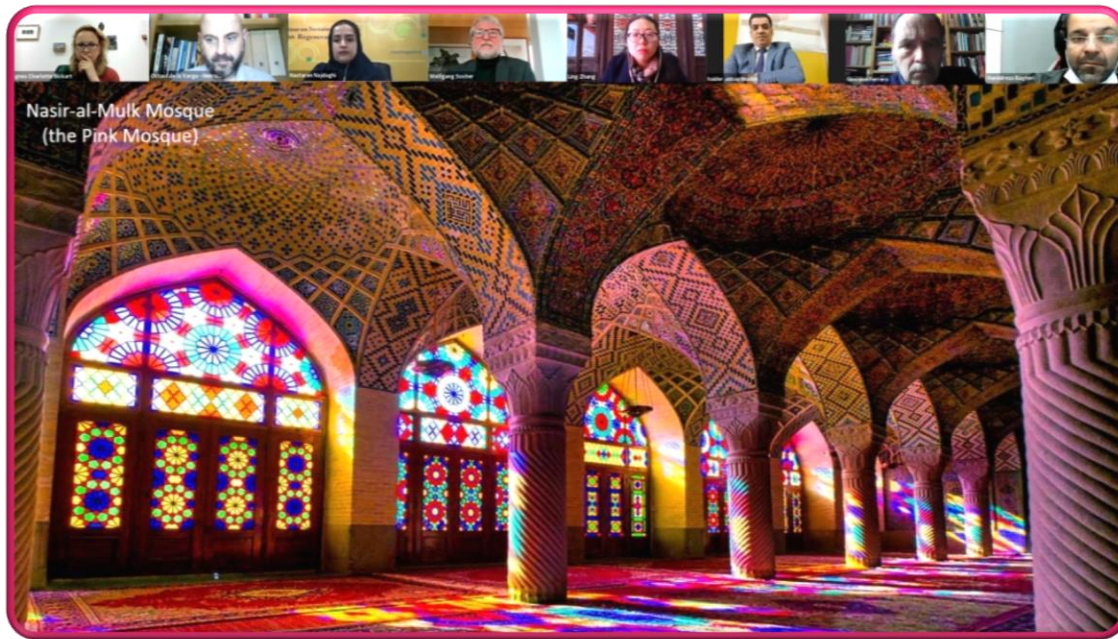
Day 2 (Fri. June 25)

- 9:00-10:30 Session 3. Preservation and Development of Native Languages in a Multiethnic Environment
- 10:30-11:50 Session 4. Connection of the Past, Present and Future: Ancient Traditions in Modern Conditions
- 12:00-13:30 Lunch / Friday Prayer / Online Concert
- 13:30-15:00 2021 LHC General Assembly
- 15:00-16:30 Closing Ceremony
 - Adoption of the Kazan Declaration, Closing Remarks
- 17:00-19:00 Parade of National Costumes / Live Stream of Parade

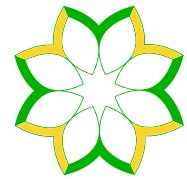
DAY 3 (Sat. June 26)

- 8:30-14:00 *Sabantuy* National Festival at *Sabantuy* venue (Onsite only)





SHIRAZ



IRAN

Shiraz Municipality has always attached great importance to exchanging knowledge and experience with other world cities. Given the current challenges and restrictions imposed by the corona-virus pandemic, it was decided that virtual interactions and meetings should replace the regular ones. Therefore, the international meeting on “urban sustainable regeneration” previously scheduled to take place as an in-person event, was held online on 14 December 2020. The webinar was co-organized by Shiraz and the World Association of the Major Metropolises (of which Shiraz is a board member as of January 2021).

The webinar was meant to identify issues related to different approaches to sustainable urban regeneration and present case studies and context-specific experiences so as to provide the participants an opportunity to learn from the challenges faced and how they were tackled and offer insights into how similar problems could be addressed.

Opened by the recorded message of Mr. Javad Bahadori, Deputy mayor of Shiraz for urban planning and architecture and introduced by Mr. Octavi de la Varga, the Metropolis Secretary General, the webinar featured three presentations from Shiraz, Iran; Dresden, Germany and Nanjing, China, followed by a Q & A session.

The decision to go online proved advantageous from several perspectives. Most importantly, it facilitated greater international outreach; there were participants from diverse geographical locations, from Japan, to the Philippines, to the UK, to South Africa and Brazil. With travel costs, registration desks, visa issues, accommodation and reception expenses and etc. avoided, the event was cost-effective, time-efficient (both for organizers and participants), easily accessible and ‘sustainable.’ Finally, as a virtual event our meeting was entirely scalable; having the right edition of the right platform, you might just need several clicks to adapt to a situation in which the number of attendees exceed your original estimates, making it possible to be heard by a larger number of people.

However, virtual events pose their own challenges. It is no easy task to define and schedule a virtual event, making an informed decision to choose from among the available formats and platforms. Many technical problems can be avoided via a run-through of the program and a test run but still there is no guarantee that there will be none during the actual event. Besides relying on the technical staff and the labor division between organizational and technical employees to deal with potential problems, it is advisable to have people skilled and experienced in organizational issues who can also make technologically-informed decisions from the very beginning step. Furthermore, it cannot be taken for granted that the speakers or participants are already familiar with basic functions of the platform. Even a task as easy as screensharing should be double-checked beforehand.

Furthermore, there are some challenges beyond technological issues. A virtual event is by nature less personal. Also, despite possibility of defining breakout rooms or functions such as chat which enhance networking opportunities, there is still a lack of organic human interaction. Another potential con is the difficulty of holding participants’ attention. So, it is imperative that the organizers/speakers do their best to keep the audience engaged and involved and tailor their content for this purpose. Finally, the most serious disadvantage is that participants will miss the opportunity to gain an understanding of another culture. Overall, at the current state of affairs, it is important to shift into the virtual space to stay connected with each other.

Due to the Covid-19 pandemic 2020 was a hard year for all event-related businesses. Also the organizer of the Generali Cologne Marathon in Germany could not really plan for a real race for most of the time. And later, in the course of the year, the staff felt impelled to simultaneously prepare for and finally implement a new format for Germany's #4 marathon and #2 half marathon mass events: an online race. – And this Generali Cologne Marathon 2020 virtual edition turned out to be a success.

Although with less participants as the conventional runner's fields of previous years the digital runners nonetheless created a big social blast on race day and thus made Cologne outstanding in social media in the highly competitive autumn. 3,291 participants from all over Germany and also the globe participated on October 4, 2020 and spread the Cologne spirit into the (digital) world even in these difficult times.

The race was themed "Real. Close. Secure. Virtually Cologne-style": I. e. the runners had the option to run the half marathon, 10k or marathon distance in real on race day with a special tracking app whenever and wherever they wanted to. In their hearts and by social engagement they were mentally close to each other and socially connected. By caring of hygiene and distance rules everyone was secure. And by features of the tracking app and social media actions Cologne's USPs were brought to the runners.

Also sports enthusiasts from Cologne's sister cities were part of the digital runners' event: They came from Liège (Belgium), Katowice (Poland), Cork (Ireland), but also from Volgograd (Russia), Bethlehem (Israel) and even Kyoto (Japan).

This newly and specially designed app as well as social media were used as motivating, combining and in particular community-modelling elements by the organizer and the runners:

- Live GPS data and (split) times of the runs were captured by the app and gathered in an online finisher list.
- The runners on the course were pushed by motivating, partially personalized audio messages and a music playlist of a local radio station.
- The app provided for special, socially shareable items such as the finisher badge, finisher certificate, selfies and photos. Further, 3D AR filters with the event cap and finisher medal were published on Instagram for free use.
- Interested off-scene spectators could track the runners on the virtual Cologne Marathon course in the app.
- A social wall exposed all user generated posts with the event's hashtag and cumulated in even half the number of messages as in the previous year(!) – but with only 12% of the runners and by far less spectators.
- The organizer accompanied two elite runners by bike who ran the half marathon in Cologne and posted about their race in social media.
- After the race the organizer streamed a live broadcast on Facebook, Instagram and YouTube moderated by the two hosts of the real race. Amongst others, they presented and commented user generated content and gave an overview of the happenings of race day.

A good thing that evolved from the virtual edition: It was the first time ever that also all members of the organizing staff could run on race day and thus became actively part of the running community as well!

For more information of this year's edition on October 3, 2021 please check:

  @koelnmarathon  #koelnmaathon



Exhibition of City's Printed Literature Allows Tainan to Maintain City-to-city Exchanges under the Pandemic

EXHIBITION IN TAINAN CITY

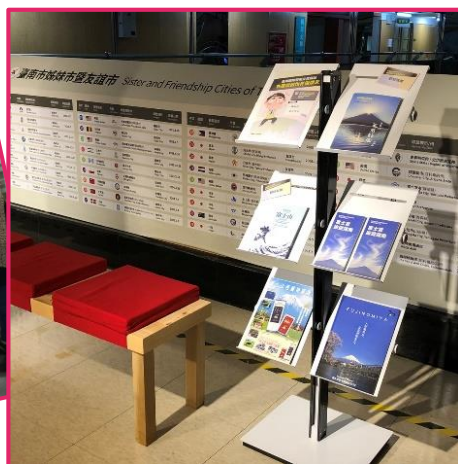
Despite the interruption of most international interactions due to the COVID-19 pandemic, Tainan City works with Japanese cities to launch a series of exhibitions of cities' printed literature, initiating a new form of city-to-city exchanges.

Tainan City and its partner Japanese cities respectively display books and literature received from each other. The exhibition is held in city's public spaces, such as library, so that local citizens would have access to a better understanding of various foreign cities.

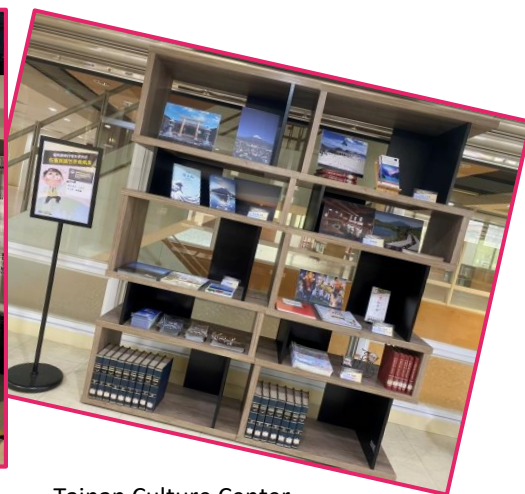
Tainan City has organized a lot of exhibitions in city hall and many libraries and received positive responses from visitors. Thus far, Tainan citizens have enjoyed exhibitions of more than twenty cities including Kamakura, Kanazawa, and Kyoto while more cities will also be introduced to Tainan hereafter. At the same time, Tainan City has also been seen by citizens from these partner cities.



Tainan's Library



Tainan City Hall



Tainan Culture Center

JAPANESE CITIES

Akita
Fujieda
Fujinomiya
Kaga
Kamakura
Kanazawa
Kasama
Kyoto
Minakami
Sado
Saijo
Sendai
Toyohashi
Wakayama
Yamagata

and more...

Instead of travelling overseas during the pandemic, such exhibition is a relatively cost-effective international marketing strategy for a city, because only cross-national transportation cost for printed literature and an adequate exhibition venue in the counterpart are required. For this reason, many cities concur in supporting this project. In order to enrich the plurality of exhibition, hosting side events such as forums is also encouraged.

Through this project, Tainan not only keeps connection with overseas old friends but also makes new acquaintances despite the pandemic. Even more importantly, history and culture of ancient cities can be introduced to people thousands of miles away by inviting them to enjoy a fruitful spiritual journey.



Online Event between Tainan and Kyoto



Sado City hosted an exhibition about Tainan