WORLD
DESIGN
CAPITAL

LILLE
METROPOLE
2020

NETWORK OF CITIES MEETING

JOINT DECLARATION BY THE WORLD DESIGN CAPITALS

Preamble

Local governments, in cities especially, are facing unprecedented challenges related to climate change, inequality, transportation, education, housing and infrastructure. The COVID-19 pandemic and its public health, economic, environmental and social ramifications has revealed shortcomings in our development models. In light of these challenges and this unparalleled crisis, there is an increased risk of lasting negative impacts on citizens' well-being, social cohesion, economic prosperity and our environment.

As part of *Lille Métropole 2020, World Design Capital*, the former, current and future *World Design Capitals* – referred to below collectively as **World Design Capitals** –, assembled for the WDC Network of Cities Meeting and hereby reassert the crucial role of local governments in implementing sustainable and transformative design-led solutions to improve citizens' well-being and promote sustainable ways of living.

– II –
Maintaining the legacy
of the World Design Capital

The **World Design Capital®** experience is both an opportunity for the designated cities to bring about transformation and inspire renewed innovation. It is also a way to foster and build connections between local and regional decision-makers, citizens, designers, businesses, educational institutions and other stakeholders that share the inspiration from initiatives and talent around the world.

The **World Design Capital** can lead to an ecological redesign of a city, prioritizing human-centred thinking, leading to the development of jobs in the creative sectors that attract skilled workers. World Design Capitals hereby agree to:

⊙ Put design and the design process at the heart of the public policy creation process

⊙ Use design as a tool to make progress and offer a new approach on pressing city development issues.

- ⊙ Strengthen the process of public policy development by integrating third parties, such as citizens, designers, businesses, students and researchers.
- ⊙ Stimulate design networks within the **World Design Capitals,** locally and internationally, beyond the designated year, to share knowledge and best practices.

– II –

Design as a solution for creating appropriate responses to a crisis

The COVID-19 pandemic and its public health, economic, environmental and social implications has highlighted the crucial role of local governments in times of crisis as well as the shortcomings of our models of consumption, production and, more broadly, development. Public policies and services are vital for social cohesion, sustainable development and regional economic regeneration.

Through creative processes, such as design thinking, co-design and the formulation of new technical solutions, design can be used to develop emergency responses to critical situations. For this reason, cognisant of the need to draw lessons from the crisis in which we are living the **World Design Capitals** reassert the need to:

- ⊙ Use design to collectively re-examine the role and priorities of local governments in order to more effectively plan and adapt public policy to crisis situations and ensure a positive impact on local and regional communities.
- ⊙ Extend dialogue and cooperation locally and internationally to make cities, regions and communities more resilient through design.
- ⊙ Stimulate innovation and create jobs through design-led public, private, community initiatives and innovative partnerships.

– III –

Design as a medium for achieving the Sustainable Development Goals

In 2015, the United Nations General Assembly adopted the Sustainable Development Goals (UN SDGs) as a universal call for action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The United Nations, cities and local governments adopted political declarations during the SDG Summit in 2019 to reassert the pivotal role of these administrations and communities in transforming development models while promoting respect for the environment and humankind and the pursuit of fulfilling the targets of the 17 SDGs.

Recognizing that design is a powerful tool in public policy for transforming our social, economic and environmental system, the **World Design Capitals** agree on the need to:

- ⊙ Use and promote design as a tool for achieving the UN SDGs.
- ⊙ Improve the processes for monitoring and assessing the UN SDGs, with an emphasis on design-led initiatives.

Through their design experience and legacy and in spite of these difficult times, the World Design Capitals confirm that the time for transformation has come and must be pursued and that efforts need to be increased to meet the new Urban Agenda (Habitat III) and 2030 Agenda for Sustainable Development. Furthermore, it is important to build on the conversations, commitments and coalitions with national authorities and international organizations initiated by local governments

As **World Design Capital 2020, Lille Metropole** will continue to be engaged and open to multilateral cooperation. 2021, it will continue the collective actions pursued in the areas of *design* and regional transformation.

The Declaration of the World Design Capitals adopted on 13 October 2020.

In Lille, France.

Lille Metropole 2020, World Design Capital

NETWORK OF CITIES MEETING

Joint declaration by the World Design Capitals

For the City of Torino,
World Design Capital 2008

For the City of Helsinki,
World Design Capital 2012

Chiara Appendino
Mayor

Jan Vapaavuori
Mayor

For the City of Cape Town,
World Design Capital 2014

For the City of Taipei,
World Design Capital 2016

Dan Plato
Mayor

Wen-je Ko
Mayor

For Lille Metropole,
World Design Capital 2020

For the City of Valencia,
World Design Capital 2022

Damien Castelain
President

Joan Ribo
Mayor