Session ‘Dialogue beyond Words Unlocking the Potential of Trade in Creative Goods and Services to Promote a Culture of Peace’, 27 May 2010, 16.30 – 18.00

Partner organization

Special Unit for South-South Cooperation

Background

This panel discussion will focus on the facilitation of trade in creative goods and services as an actionable plan for expressions of appreciation of cultural diversity and the promotion of a culture of peace. In line with the historic approach of the Silk Road, the message of the panel will be: let’s trade and advance the dialogue among civilizations in practical and far reaching terms.

Panelists and moderator

**Moderator: Mr. Francisco Simplicio** is a Chief at Special Unit for South-South Cooperation hosted by the United Nations Development Programme. Among his several responsibilities, he is the co-editor of the Creative Economy Report 2008 and the co-organizer of the Culture of Peace initiatives at the Shanghai World Expo 2010.

**Ms. Marilia Pastuk** is Superintendent at Acao Comunitaria do Brasil. For over 20 years, Marilia has been working in favelas with high levels of urban violence. The focus of her work is developing livelihoods in the creative economy, particularly for youth, through traineeships, skill-building and micro-enterprise and opening of sales channels support. These activities are a tool to build social and cultural cohesion in areas of conflict and thereby foster a culture of peace.

**Ms. Harriet Mouchly-Weiss** is Vice Chairman and Senior Partner of Kreab Gavin Anderson Worldwide. Ms. Mouchly-Weiss carrier has focused on both communication strategies for global trade in creative goods and services and on forging a culture of peace. She is a member of the Committee of 200 and currently serves on the boards of the UJA-Federation of New York, Foundations of Peace, the Acumen Fund and the New Israel Fund.

**Ms. Lala Deheinzelin** is Head of Enthusiasmo Cultural and Creator of Creative Futures. She is an international advisor and speaker whose work focuses on the crossing of Creative Economy, Sustainable Development and Future Studies. She designed a working model for conflict prevention and cultural dialogue, based on existing successful experiences, and dealing with the four dimensions of sustainability: economical, cultural, environmental and social.

**Ms. Silvia Guimaraes Yafai** is Head of International Programmes at the Building and Social Housing Foundation. Her work focuses on advancing good practices and social housing programs across the globe, including the replication of innovative experiences. She advances this agenda through an international award competition linked to the UN-Habitat Awards. She also promotes global exchanges of good practices and commerce in housing materials and services.

**UNESCO Representative (tbc)**