



Creative Cities
Network

United Nations
Educational, Scientific and
Cultural Organization

UNESCO CREATIVE CITIES NETWORK 2017 CALL FOR APPLICATIONS



DESIGNATION PROCEDURE

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UNESCO Creative Cities Network 2017 Call for Applications

1. Through the Creative Cities Network programme, UNESCO acknowledges the commitment manifested by cities to place creativity at the core of their urban development strategies. The designation of a city as a UNESCO Creative City is a precondition for its admission as a full member of the UNESCO Creative Cities Network.
2. The Director-General of UNESCO is responsible for the designation of the cities in conformity with the procedure set out below, and follows both internal and external consultations with:
 - (i) UNESCO-designated independent experts, and/or non-governmental organizations and independent institutions, specialized in the seven creative fields covered by the Network and/or in the role of culture and creativity in urban development;
 - (ii) The member cities that are organized into seven creative fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music.
3. The UNESCO designation indicates recognition of the quality, relevance and feasibility of the proposals outlined in the application to implement the objectives of the Network, as set out in its Mission Statement.
4. Cities that are members recognize the importance of sustainable urban development, and therefore commit to enhance the role of culture and creativity for the implementation of the 2030 Agenda for Sustainable Development and the New Urban Agenda.
5. Applications should be submitted by email using the UNESCO 2017 Application Form and sent to the following address: ccnapplications@unesco.org. Only the supporting documents indicated in the Application Form will be accepted and considered for the assessment.
6. Applications shall focus primarily on one of the creative fields covered by the Network (Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts or Music). Applicants are nevertheless also encouraged to address other creative fields covered by the Network, highlighting existing and/or potential synergies between them.
7. UNESCO reserves the right to restrict the Calls for Applications, taking into account specific geographical or thematic priorities, and may limit the maximum number of designations. In the framework of the 2017 Call, a maximum of three applications from the same country, covering at least two different creative fields, may receive a designation following the evaluation process. Moreover, applications from under-represented regions¹ within the Network, particularly those from developing countries, will be encouraged in order to further the geographical balance of the Network. As the Africa region is particularly under-represented, a specific cooperation framework for African candidate cities is proposed under the present call (see annexes 1 and 2). This initiative could be extended to other under-represented regions, such as the Arab States and Latin America and the Caribbean, for the future Calls.

¹ Regions defined by UNESCO are: Africa, Arab States, Asia and the Pacific, Europe and North America, and Latin America and the Caribbean. For more information, please see: <http://www.unesco.org/new/en/unesco/worldwide/regions-and-countries>

8. Cities that have submitted an application to the UNESCO Creative Cities Network as part of two consecutive standardised calls for applications and that did not receive designation, shall respect a moratorium of one call before presenting a new application².

9. Candidate cities must respond to the criteria laid out in the Network's Mission Statement as well as the criteria set out below, which will be used to guide the evaluation process in the creative field concerned:

- (1) Concerning the motive for the candidature and the principal development opportunities and challenges to be met (Sections 6 and 7 of the Application Form):
 - Demonstrated commitment of the candidate city to help achieve the objectives of the Network, at both the local and the international level;
 - Coherence of the objectives and priorities of the candidate city with the objectives and fields of action of the UNESCO Creative Cities Network;
 - Expected mid- and long-term impacts of the designation on the sustainable development of the city.
- (2) Concerning the process of preparing the application (Section 8 of the Application Form):
 - Demonstrated involvement of the Municipality in the design and preparation of the application and the implementation of the presented action plan, should the city be designated;
 - Association of public, private and civil society operators on a common project supported by the city;
 - Participation of the local creative sector concerned (creators, professional organizations and cultural enterprises) in the design and preparation of the application.
- (3) Concerning the comparative assets that the candidate city would bring to the Network (Section 9 of the Application Form):
 - Existence, at the time of application, of a development strategy or actions and initiatives aimed at strengthening the role of creativity in the socio-economic development of the city and in urban renewal;
 - Historical importance and role of the creative field concerned for the candidate city as well as within its contemporary economic and social context;
 - Potential contribution of the cultural and creative assets of the candidate city, particularly in the creative field concerned, towards achieving the Network's objectives;
 - Expertise of the city in organizing local, national and/or international fairs, conferences, exhibitions and other activities aimed at professionals as well as the general public;

² Following the Conclusions of the IX UCCN Annual Meeting, held in Kanazawa, Japan, the member cities decided to launch the calls for applications of the UCCN every two years in order to ensure an effective integration of the new members within the Network as well as the formulation and implementation of effective partnerships.

- Quality, diversity and impact of mechanisms set up to promote creativity, arts education, professional training, capacity building and research in the creative field concerned;
- Existence and/or development of cultural facilities and infrastructures aimed at professionals and the general public dedicated to the practice, production, promotion and dissemination of cultural activities, goods and services in the creative field concerned;
- Quality, relevance and impact of programmes to foster greater participation in cultural life, especially aimed at disadvantaged or vulnerable sectors of society;
- Capacity to involve the main professional organizations and non-governmental organizations representing civil society in realising the proposed plan of action;
- Scope, quality and diversity of the international cooperation initiatives developed by the city in the creative field concerned;
- Quality, impact and innovative nature of the policies and measures implemented to support the creation and growth of dynamic local cultural industries in the creative field concerned;
- Experience in local and international development of cross-cutting projects establishing synergies between the creative field concerned and other creative fields covered by the Network.

(4) Concerning contributions to achieving the objectives of the Network (Section 10 of the Application Form):

- Making use of and fostering the principal cultural and creative assets of the city in the proposed plan of action;
- Relevance, coherence, feasibility and adequacy of the proposed action plan in terms of achieving the objectives of the Network at local and international level;
- Scope, quality, diversity and innovative approach of the initiatives proposed in the action plan for achieving the objectives of the Network at both local and international levels;
- Inclusion of cooperation initiatives involving cities in developing countries;
- Capacity to create synergies between the creative field concerned and other creative fields;
- Adequacy of the funding strategy and proposed budget;
- Establishment of a structure to manage and execute the action plan involving stakeholders from the public and private sectors and civil society;
- Quality and relevance of the communication and awareness plan regarding the Network and the impact of the proposed action plan, aimed at attracting the interest of a wide public.

10. Indicative timetable for the designation process and 2017 call for applications:

Phase 1:	Call for applications
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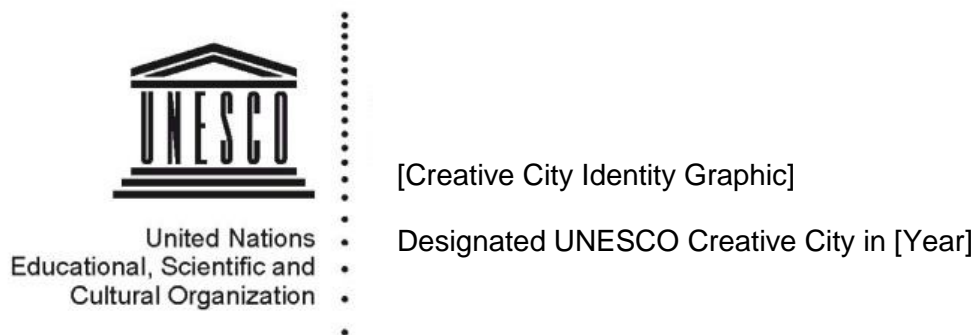
15 February	Launch of the 2017 call for applications
16 June	Deadline for receipt of the applications by UNESCO
Phase 2:	Evaluation
22 September	Deadline for external and internal consultative evaluation process
Phase 3:	Notification of results
31 October	Publication of the list of the newly designated cities on the UNESCO website

11. Cities designated by the Director-General of UNESCO as UNESCO Creative Cities are authorised to use the specific logo produced by UNESCO for each city, according to the conditions described below.

12. The UNESCO Creative City logo (for use by entities other than UNESCO itself) comprises the following elements:

- (1) The UNESCO logo
- (2) A specific visual element relating to the city, including the name of the city and the designation creative field
- (3) The words “Designated UNESCO Creative City in (year of designation)”

Graphic representation of the logo:



13. A digital file of the logo described above shall be sent to the designated cities, which will be entirely responsible for any consequences arising from its use.

14. The use of the UNESCO logo is governed by the “Directives Concerning the use of the Name, Acronym, Logo and Internet Domain Names of UNESCO”, available online on the UNESCO website.

15. The use of the UNESCO Creative City logo is granted, upon request, to the Municipalities and the official departments and/or bodies designated by them to promote activities and partnerships having a direct link with the implementation of the objectives of the Mission Statement of the Network. Events and project organizers authorised by UNESCO to use the UNESCO Creative City logos, as indicated above, cannot authorise third parties to use the logo in any form whatsoever.

16. Communication materials bearing the UNESCO Creative City logos that are produced by events and project organizers must include the following disclaimer: “[name of organizer] is responsible for the choice and the presentation of the facts and opinions in this [document title], which are not necessarily those of UNESCO and do not commit the Organization”.

17. UNESCO Creative City logos must not be used for commercial purposes. The sale of goods and services bearing the UNESCO Creative City logo is considered to be commercial and is therefore not allowed.

18. The designated cities will be subject to a periodic assessment every four years as of their designation in order to ensure their commitment and active contribution to the achievement of the objectives of the UNESCO Creative Cities Network and to promote the exchange of information and best practice between members.

ANNEXES

Annex 1 – Expanding the Network in the Africa region: a cooperation framework for African candidate cities

Annex 2 – List of eligible countries for the cooperation framework in 2017

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UNESCO Creative Cities Network 2017 Call for Applications

Expanding the Network in the Africa region³: A cooperation framework for African candidate cities

Extending the geographical scope of the Network: a global commitment

The UNESCO Creative Cities Network (UCCN) was founded in 2004. As stated in its Mission Statement, the purpose of the Network is to “strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects”. Building partnerships and sharing practices therefore lies among the key principles of the Network, that member cities are committed to promote.

Beyond significant effort to improve the geographical balance of the Network, cities from the Global South are still under-represented among the 116 members. A majority of the 54 countries represented in the Network are from the Global North. This unbalance was acknowledged during previous UCCN Annual Meetings as a key challenge to be addressed. The gap is particularly acute in the Africa region, where only 5 cities have joined the Network so far: Kinshasa and Lubumbashi (Democratic Republic of the Congo), Dakar (Senegal), Brazzaville (Congo) and Aswan (Egypt). As a Global Priority of UNESCO in all its programmes, Africa has therefore been selected as the first regional beneficiary for the cooperation framework starting as of the present Call for Applications.

Ensuring equitable representation from different regions is essential to ensure the sustainability of the Network through inclusiveness and its capacity to demonstrate the power of creativity for sustainable development in diverse social and economic contexts. Opening up the Network to cities from the Global South also offers the opportunity to explore new dimensions of creativity, often more intimately linked to local development, which can be a source of mutual learning for member cities.

³ The Africa region follows the specific UNESCO definition which does not forcibly reflect geography but refers to the regional activities of the Organization. The full list is provided in annex 2.

Addressing the specific constraints of candidate or member cities from the Global South

Candidate cities from the Global South face specific challenges when applying for membership. Municipal authorities often lack technical and financial capacities to meet the requirements of the Application Form; their mandate and the scope of their duties in the field of culture also varies greatly, depending on national institutional systems. The level of organization of civil society entities and the commitment of the private sector are often insufficient to ensure a wide mobilization and participation required for the preparation of the application.

Beyond the application phase, member cities from the Global South also face difficulties implementing their action plan after their enrolment in the Network. The lack or absence of cultural infrastructure, or their insufficient human or organizational resources, seriously hampers their capacity to sustain and develop the creative sector. The framework pertaining to the production, distribution, exchange and consumption of cultural industries is often insufficiently developed to move the creative sector forward.

Strengthening the cooperation framework to address the geographical imbalance

Recent surveys conducted within the Network underlined that cities from the Global South had specific expectations from the Network, including practical support and possibilities of mentoring. Similarly, some member cities have expressed their willingness to commit into broader, more systematic cooperation with their counterparts from the global South to support their active participation in the Network.

On the occasion of the 2017 Call for Applications, UNESCO therefore invites candidate cities from the Africa region to express their interest for cooperation with current member cities in the preparation of their application, but also in the implementation of their action plan in case of their designation. UNESCO also encourages member cities to consider committing into this cooperation framework and to express their interest for a city-to-city partnership. **Expressions of interest from African candidate cities shall be sent to UNESCO no later than 3 March 2017.** This cooperation framework is meant to address the geographical imbalance within the Network. However, it does not prejudice the final designation, which is based on the evaluations undertaken by both independent external experts and the member cities, and remains the responsibility of the Director-General of UNESCO.

Selected candidate cities will receive technical support from their counterpart city in the preparation of their application. This support can be provided in the form of technical assistance, field missions and/or partnering. Partner cities are strongly encouraged to pursue their cooperation if the candidate city is designated, so as to facilitate smooth implementation of the action plan concerned.

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UNESCO Creative Cities Network 2017 Call for Applications

Expanding the Network in the Africa region⁴: A cooperation framework for African candidate cities

List of eligible countries

- Algeria
- Angola
- Benin
- Botswana
- Burkina Faso
- Burundi
- Cameroon
- Cabo Verde
- Central African Republic
- Chad
- Comoros
- Congo
- Côte d'Ivoire
- Democratic Republic of the Congo
- Djibouti
- Egypt
- Equatorial Guinea
- Eritrea
- Ethiopia
- Gabon
- Gambia
- Ghana
- Guinea
- Guinea-Bissau
- Kenya
- Lesotho
- Liberia
- Libya
- Madagascar
- Malawi
- Mali
- Mauritania
- Mauritius
- Morocco
- Mozambique
- Namibia
- Niger
- Nigeria
- Rwanda
- Sao Tome and Principe
- Senegal
- Seychelles
- Sierra Leone
- Somalia
- South Africa
- South Sudan
- Sudan
- Swaziland
- Togo
- Tunisia
- Uganda
- United Republic of Tanzania
- Zambia
- Zimbabwe

⁴ The Africa region follows the specific UNESCO definition which does not forcibly reflect geography but refers to the regional activities of the Organization.