UNESCO Creative Cities Network

HOST CITY SELECTION CRITERIA

April 2017

1. INTRODUCTION

This guide explains the process and criteria for the selection of the Host Cities of the UNESCO Creative Cities Network Annual Meetings (UCCN Annual Meetings) to be held from 2019 onwards[1]. It is aimed at guiding candidate cities in the preparation of their bid as well as the Steering Group and UNESCO for the evaluation process.

We recall that the main objectives of the UCCN Annual Meeting are to:

- exchange updated information of each member city's activities intended to implement the objectives of the UCCN both at the local and international levels and to formulate new inter-city partnership initiatives;

- determine the UCCN's strategy and operations, and agree upon important matters related to future developments, including the priorities of the Steering Group for the coming year; and

- offer a key platform of dialogue and mutual information between the Creative Cities and UNESCO, regarding the Organization's priorities on culture and development and other issues of mutual interests.

The Annual Meeting is held once a year (except in case of force majeure) preferably between March and June. The Meeting is restricted to representatives from the member cities of the Network.

The designated Host City is in charge of organizing the execution of the meeting in close cooperation with the UNESCO Secretariat, as well as the support from the Steering Group, and shall cover the costs related to the organization of the Annual Meeting, which are specified in this document.

However, each delegate from the member cities shall cover its own travel and accommodation expenses.

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[1] The upcoming XI UCCN Annual Meeting will be hosted by the city of Enghien-les-Bains, France, from 29 June to 2 July 2017, while Krakow and Katowice, Poland, have been selected as the Host Cities of the 2018 UCCN Annual Meeting following the vote organized by the UNESCO Secretariat last year.

2. SELECTION PROCESS

As accustomed, the Host City of a UCCN Annual Meeting is selected two years prior to the event concerned. From here onwards, the Annual Meeting at which the Host City is designated will be referred to as AM1, while the Annual Meeting to be hosted by the city concerned two years later will be referred as AM2.

(i)   UNESCO will launch a Call for Bids to host the AM2 approximately six months prior to AM1. Interested cities are required to prepare a bid and send it to UNESCO specifying the reasons they consider their city to be an ideal location for the UCCN Annual Meeting as well as the main characteristics and basic specifications of the planned Annual Meeting. The deadline for the submission of the bids is two months after the launch of the call for bids.

(ii)   The bid documents shall be no longer than fifteen pages. Other relevant and salient but not excessive information, including background documents, illustrations, statistical data, case studies, research or other materials, which directly support the bid, could also be provided as annexes to the bid. The complete bid document shall be submitted both in English and French, which are the two working languages of UNESCO, to facilitate the assessment of the bids by the Steering Group and other member cities of the Network.

(iii)   A preselection of no more than three bids will be made by the Steering Group in collaboration with UNESCO according to the present Selection Criteria. In the event that a member of the Steering Group submits a bid, the city will automatically be excluded from the evaluation process. The creative field concerned shall then designate a specific coordinator, such as the Deputy Coordinator, to take over this role.

(iv)   One month prior to the AM1, the preselected bid(s) will be sent to the rest of the member cities for their consideration.

(v)   If only one bid meets the Selection Criteria and passes the preselection, the Host City of the AM2 will be designated by consensus at the AM1. If more than one bid are preselected, the Host City of the AM2 will be selected by the member cities through vote at the AM1 over which:

-     The shortlisted candidates will be given the opportunity to make a brief presentation and respond to questions.

-     A vote by simple majority vote and secret ballot will be organized, in which all preselected candidate cities will not participate.

Any exercise of influence or lobbying is by no means allowed. Consequently, it is prohibited to offer any goods, funds or other material or immaterial benefits in return for any form of unauthorized support in the selection process.

3. SELECTION CRITERIA

The bids shall clearly demonstrate the capacity and the commitment of the Host City to meet the Selection Criteria described in the present. Most of these criteria are compulsory, and therefore the candidate city shall strictly fulfil them to be preselected. Other criteria are flexible and will be taken into account by UNESCO, the Steering Group and other member

cities to further assess the quality of each bid and determine a maximum of three bids to be preselected (3.3.1).

The following criteria will guide the evaluation process conducted by UNESCO and the Steering Group for the preselection of no more than three bids to be proposed to the member cities at the Annual Meeting:

3.1 COMMITMENT

3.1.1 POLITICAL COMMITMENT

- Evidence of the political commitment and full support from the municipal authorities both to the UCCN and to the hosting of the UCCN meeting

- A formal support letter from the Mayor of the city shall be attached to the bid document

3.1.2 MEMBERSHIP COMMITMENT

- Membership to the Network for at least three years prior to the presentation of the bid

- Attendance of at least one UCCN Annual Meeting in the past two years prior to the presentation of the bid

3.2 LOGISTICAL REQUIREMENTS

3.2.1 GENERAL REQUIREMENTS

- Geographical balance:

    - To the extent possible, special consideration will be given to ensure that the host of the Annual Meeting rotates among member cities, covering different geographical regions[2]

    - Bids from regions where no Annual Meeting has been held in the last three years, as well as bids from countries where no Annual Meeting has ever been held, will be encouraged

- Representation of the seven creative fields covered by the Network:

    - Bids from creative fields that have no Host City designated in the last three years will be encouraged

- City's commitment to environmental sustainability

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[2] Regions considered within the framework of 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

- City's accessibility on an international level:

  - Ease of access to the Host City will be evaluated

3.2.2 EQUIPMENT AND STAFF

The bid shall clearly demonstrate the capacity and commitment of the Host City to provide:

- Venues and facilities

  - Main conference room for the plenary sessions of the Annual Meeting with a sufficient capacity for two to three representatives per member city and representatives from UNESCO and relevant partners, in addition to technical and supporting staff such as interpreters (candidate cities are strongly recommended to take into account the continual growth of the Network)

  - Seven small or medium-size conference rooms for the seven sub-network meetings to be organized over the Annual Meeting

  - Suitable meeting room for the Steering Group working sessions

  - Office areas for the UNESCO Secretariat and the working team of the Host City; including computers with English or French keyboard, printers connected to all computers, Internet connection, as well as other necessary office stationary such as pens, bins, paper clips, etc.

  - Press and media areas for journalists including a press room with Internet connection, as well as a suitable location for interview easily identified and accessible in the main venue of the Annual Meeting

  - All main venues of the Annual Meeting should be equipped with WIFI connection

- Equipment

  - Interpretation in English and French and eventually the Host City's language with headsets for all participants

  - A sufficient number of microphones for participants

  - General conference services such as registration desk, name tags, signs and indications

  - Stationary: Notebooks and pens for participants

- Staff

  Local staff (based in the Host City):

  - A dedicated team with at least one English and/or French-speaking contact person for the organization of the meeting must be established as soon as possible after the designation of the Host City and one year prior to the Annual Meeting concerned at the latest so as to carry out the different tasks related to the preparation of the meeting. These include, among others, drafting the agenda

together with UNESCO, contributing to the preparation of the technical and working documents, ensuring the liaison with UNESCO, the Steering Group and the member cities to regularly keep them informed, taking care of the logistics of the meeting, organizing communication and promotion for the meeting through press conferences, majors articles and media exposure in local and international media outlets, etc.

- A team of minimum four English and one French-speaking receptionists to register participants, prepare name badges, maintain the list of participants and provide information and assistance during the period of the meeting

- A team of minimum two English and one French-speaking experienced professional to assist the UNESCO Secretariat during the meeting

- Temporary technical staff assisting in the setting up and dismantling of equipment, as well as resolving technical problems over the meeting as needed

International staff (based at UNESCO):

- Support to the UNESCO Secretariat by providing necessary financial resources for the recruitment of at least one temporary UNESCO international staff to be integrated in and under the direct supervision of the UNESCO Secretariat, who, serving as the liaison person between the UNESCO Secretariat and the Host City, will be based at UNESCO's Headquarters in Paris, France, over the whole preparation period of the Annual Meeting starting 9 months prior to the event at the latest as well as the follow-up period after the event, with a total duration of 12 months maximum.

- The terms of reference for the post concerned as well as the recruitment procedure will be determined and conducted by UNESCO in accordance with the Organization's rules and regulations, and conducted in consultation with the Host City.

3.2.3 ACCOMMODATION AND TRAVEL

The bid shall clearly demonstrate the capacity and commitment of the Host City to provide:

- Catering

  - Lunches, coffee breaks and dinners for all approved participants during the Annual Meeting

- Local transport for all approved participants during the Annual Meeting

- Accommodation

  - The Host City shall provide accommodation for the representatives of UNESCO (approximately 6 staff members)

  - Delegates from member cities shall cover their own expenses. Negotiated rates and pre-booking service should be provided to all approved participants by the Host City in suitable hotels in close proximity of the meeting venues.

3.2.4 DOCUMENTATION

The bid shall clearly demonstrate the capacity and commitment of the Host City to provide:

- A dedicated regularly updated website for the Annual Meeting in both English and French, including online registration, technical documents including the agenda, and media coverage

- Preparation and reproduction of documents

  - The relevant technical and working documents for the meeting, prepared together by UNESCO and the Host City through the coordination of the aforementioned temporary international staff shall be electronically available for participants prior to the meeting as well as in hard copies during the meeting

  - Further reproduction of hard copies during the meeting as required

- Proceedings and transcriptions

  - Proceedings of the meeting in English or French, prepared by the aforementioned temporary international staff with support from other experienced professionals provided by the Host City, shall be submitted to UNESCO within one month after the meeting. Translation of the Proceedings in the other working language shall be ensured

  - Creation of a press review of the Meeting to be submitted to UNESCO

  - A general report on the preparation, implementation and follow-up of the event by the abovementioned temporary international staff, which includes the challenges faced and lessons learned during the organisation and implementation of the meeting

- Visas

  - The host city along with the country where the city is located should facilitate the application and issuing of visas for all approved participants

3.2.5 SECURITY

The bid shall clearly demonstrate the capacity and commitment of the Host City to provide:

- Necessary provision of security in all premises, venues and direct surroundings of the Annual Meeting over the whole period of the event in accordance with relevant security rules and regulations of UNESCO, as well as the guidelines on the provision of security at special events and conferences co-organized by the United Nations Organizations

- Designation of a liaison person representing the city for all issues related to security and in regular contact with the Security Focal Point and the Secretariat of UNESCO

- A specific security agreement may be signed between the Host City and UNESCO, if required by the later

3.2.6 UNESCO SECRETARIAT'S PREPARATORY ONSITE MISSION

The bid shall clearly demonstrate the commitment of the Host City to provide:

- Necessary logistical services including catering, local and international transport, accommodation, and related expenses, for no more than 3 representatives of UNESCO during their onsite mission in the framework of the preparation of the Annual Meeting

- At least one dedicated person from the Host City's working group, ideally the team leader or the focal point of the city, who will accompany the representative(s) of UNESCO to facilitate the onsite mission, including inspection of the venues, meetings with the working group, as well as other relevant local stakeholders and partners, etc.

3.3 CONTENT REQUIREMENTS

3.3.1 COMMITMENT TO THE UCCN

The following criteria will also be taken into consideration in assessment:

- Implementation of at least one large-scale international partnership project involving other Creative Cities, and three major local projects with participation of different local stakeholders in line with the UCCN Mission Statement within the last two years

- Attendance at least two UCCN Annual Meetings in the past three years prior to the presentation of the bid

3.3.2 PROPOSED PROGRAMME OF THE ANNUAL MEETING

The bid shall propose a programme of the event and clearly demonstrate the capacity and commitment of the Host City to its implementation:

- One or two proposed meeting theme(s) salient both to the UCCN's agenda for sustainable urban development and to the Host City's development priorities and strategy

- Innovating propositions such as in terms of format and working methods to enhance the attractiveness of the event to UCCN members and general audience, and increase the impact of the Annual Meetings

- Association of the proposed Annual Meeting to a technical meeting, such as an expert workshop or a conference, with the participation of experts and academicians on issues related to the Network's orientation and priorities

- Association of the proposed Annual Meeting to a major local event (festival, trade fair, conference, exhibition, etc.) consistent with the vision and the scope of action of the Network

- Association of the proposed Annual Meeting to a complementary event targeting cultural professionals, academia and experts, artists, creators and/or entrepreneurs of the creative field covered by the Host City and intended to foster exchanges and collaboration within the Network

- Preparation of a cultural programme or study visits showcasing how the city is placing creativity at the heart of its development strategies including encounters and exchange with local creative professionals and actors

- Innovative proposals for presenting best practices from the Network in the framework of the Annual Meeting