



# What does it mean to be a UNESCO Creative City?

By joining the UNESCO Creative Cities Network (UCCN), cities worldwide commit to place culture and creativity at the core of their sustainable development strategies, policies, and initiatives. Here is some key information to introduce the UCCN's Mission to your city and to other stakeholders and partners (municipality, professional organizations, media, fellow citizens or others). It also aims to provide some good guidance for you to make the most of your city's membership to the Network.

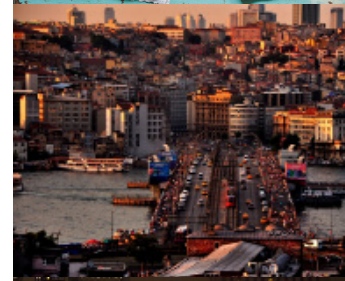
## #1 HOW CAN THE NETWORK PUSH MY CITY FORWARD?

Becoming a UNESCO Creative City provides your city with **strategic opportunities** to stimulate and innovate your local policies towards creativity and strengthen your international outreach. Being part of the UCCN represents a **genuine added value**, allowing your city to:

- ▶ **Strengthen its international profile and leadership**, by providing visibility for your innovative policies, strategies and activities towards creativity and sustainable cities;
- ▶ **Increase its regional and international attractiveness** to economic investors and stakeholders, skilled creative professionals or visitors, and facilitate the mobilization of financial resources from the public and private sectors;
- ▶ **Network with fellow Creative Cities** through joint events and common projects, to stimulate cross-fertilization, share knowledge and know-how, and build creative partnerships;
- ▶ **Build momentum on creativity** by putting the spotlight on your creative sector as a driving force, mobilizing all stakeholders and nurturing dialogue between local authorities, public and private professional organizations, academia and the creative community;
- ▶ **Propel its local creative field and communities** to nurture an encouraging policy and economic environment, and further connect creative professionals and local creative businesses to international networks and markets.

## #2 HOW CAN MY CITY LEVERAGE THE UCCN?

As a UNESCO Creative City, you are now an active representative of the Network's core missions to raise awareness of the **power of creativity and innovation in building sustainable cities**. This commitment lies within the framework of the **United Nations 2030 Agenda for Sustainable Development\*** and the **New Urban Agenda\***. Being part of the UCCN provides your city with **a stronger voice** at the international level, to take part in global discussions on creativity and sustainable cities, as well as to promote the recognition of your innova-



- ▶ **Develop, pool and share good practices**, highlighting the contribution of creativity in building more sustainable and inclusive cities; and increase their outreach through the UCCN website – [download the form](#) to be sent to the UNESCO Secretariat;
- ▶ **Reflect key objectives of the 2030 Agenda\* and the New Urban Agenda\*** in local development strategies and policies, as well as encourage Research & Development (R&D) in the fields of culture, creativity and innovation to feed international reflection;
- ▶ **Engage in ‘Co-creative Cooperation’ with cities from the Global South**, a mechanism set up by UNESCO to foster exchange, solidarity, experience and knowledge sharing with under-represented regions within the Network, particularly Africa and the Arab States.
- ▶ **Take an active part in your UCCN sub-network** to monitor major trends in your creative field (*Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts or Music*), identify opportunities and build a strategic approach, while working transversally with other creative fields’ sub-networks to foster cooperation and synergies;
- ▶ **Promote your creative community** by enhancing its capacities and possibilities, including involvement in international programs, and mobility through artistic residencies sited in other Creative Cities;



### WHAT IS THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT?

The 2030 Agenda is a **plan of action for people, planet and prosperity** adopted in 2015 by the international community. It outlines a vision for a more sustainable future, as one that is equitable, inclusive, peaceful, and environmentally friendly. Its **17 Sustainable Development Goals (SDGs)** and 169 targets provide guidance for policy design and implementation at the local, national and international level.

This is the first time that culture and creativity have been recognized as powerful enablers for sustainable development. The role of culture is particularly reflected in **SDG 11 to “make cities and human settlements inclusive, safe, resilient and sustainable”** but also, transversally, in other SDGs on social inclusion, job creation, urban resilience or environmental protection.

**Creative Cities are key partners to operationalize the 2030 Agenda at the urban level.**

To learn more: [2030 Agenda for Sustainable Development](#)

## WHAT ABOUT THE NEW URBAN AGENDA?

The vision of achieving sustainable cities through culture and creativity was further promoted and operationalized in the **New Urban Agenda**, approved in 2016 at the Habitat III Conference on Housing and Sustainable Development. On this occasion, UNESCO launched its Global Report **Culture: Urban Future**, which promotes culture-engaged and people-centered urban strategies. The report includes a selection of case studies from UCCN member cities.

To know more:

[New Urban Agenda](#)

[UNESCO Global Report Culture: Urban Future](#)

## #3 WHAT IS MY RESPONSIBILITY AS A UNESCO CREATIVE CITY?

The designation as a UNESCO Creative City represents the starting point of a **long-term journey** to move your city along a more **sustainable development path** through culture and creativity. As any member-based organisation comes with responsibilities, your city is expected to:

### USEFUL LINKS

[UCCN Mission Statement](#)

[UCCN Strategic Framework](#)

► **Implement activities directly in line with the Network's Mission Statement and Strategic Framework**, outlining the UCCN collective vision and common objectives;

► **Report every four years on the implementation of its action plan** presented in the application, to take stock of the main achievements and to recommend future strategic mid-term initiatives – **your first Membership Monitoring Report (MMR) should be submitted in 2021**. To get familiar with this exercise, [click here](#).

- **Participate in each UCCN Annual Meeting**, the major strategic gathering of the Network, bringing member city mayors and focal points together, which enables you to share your experience and brainstorm future collaborations – **next meeting to be held from 12 to 15 June 2018 in Krakow & Katowice, Poland, with a special integration session for new members**;
- **Consider providing a financial support to the Network** through the UCCN Financial Contribution Mechanism to which member cities are invited to participate according to their financial situation and capacities;
- **Participate actively in your subnetwork's activities**, including in the sub-network annual gathering, and consider applying for the Steering Group in charge of coordinating member cities from a creative field and liaising with the UNESCO Secretariat;
- **Communicate actively and regularly** with the UNESCO Secretariat to spread information and initiatives undertaken locally and internationally.



## HOW DOES THE UCCN WORK?

The **UNESCO Secretariat** ensures the overall management of the Network at the global level. It proposes and leads strategic and programmatic initiatives as well as flagship projects. The Secretariat provides support to member cities through guidance and capacity building material, mobilizes fundraising and promotes the Network's visibility through communication and advocacy, particularly at the international level. The Secretariat also coordinates the designation process and convenes the Network's Annual Meeting and other meetings as appropriate.

The **7 sub-networks**, corresponding to the 7 creative fields, provide a platform for cities within a creative area to exchange knowledge and experience. The sub-networks monitor progress and identify key trends and opportunities.

The **Steering Group** acts as a liaison between UNESCO and the 7 sub-networks. It is composed of representatives of each sub-network, designated by their fellow member cities. The Steering Group collaborates with the Secretariat on questions related to programme implementation, membership, communication, evaluation or funding.

### Additional resources to support my activities as a UNESCO Creative City

**UNESCO's network of regional and national Field Offices** may help you in networking with relevant partners and information sharing.

As the **UNESCO Goodwill Ambassador for Creative Cities**, Maria Francesca Merloni, Italian poet and writer, may support strategic advocacy for the UCCN's mission among a diversity of audiences.

**Your country's Permanent Delegation and National Commission** may provide enhanced communication for your city's programmes, and support activities involving several Creative Cities at the national level (training, knowledge sharing, networking...).

## Contact

### UNESCO Creative Cities Network (UCCN)

UNESCO  
Culture Sector, Division for Creativity  
7, place de Fontenoy  
75007 Paris  
France

[creativecities@unesco.org](mailto:creativecities@unesco.org)

+33 (0)1 45 68 19 56  
[en.unesco.org/creative-cities](http://en.unesco.org/creative-cities)

