MEMBERSHIP MONITORING GUIDELINES

This document explains the process and guidelines for the preparation and submission of the Membership Monitoring Reports by the member cities of the UNESCO Creative Cities Network (UCCN). These reports, which must be submitted every four years following the year of designation, are intended to:

- demonstrate the steadfast commitment of the members towards the implementation of the UCCN Mission Statement both at local and international level;

- renew the engagement of the members through the presentation of an action plan for the following four years intended to enhance the implementation of the UCCN Mission Statement;

- foster the exchange of information with UNESCO, fellow member cities and the international community on the activities developed in the framework of the Network;

- obtain insights into the importance and the impact of the designations at the local level; and

- encourage the development of research and case studies on the concepts and experiences of the creative cities and the potential of creativity for sustainable urban development, as well as the gathering of new data.

1. BACKGROUND

In applying to become a member of the UCCN, each city acknowledges its commitment to sharing best practices, developing partnerships promoting creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans. Moreover, in applying for membership, each city acknowledges its commitment to participating in the areas of action set forth in the UCCN Mission Statement, notably by:

- sharing experiences, knowledge and best practices;

- participating in pilot projects, partnerships and initiatives bringing together the public and private sectors and civil society;

- contributing to professional and artistic exchange programmes and networks;

- taking part in studies, research and evaluations on the experience of the Creative Cities;

- promoting policies and measures for sustainable urban development; and

- engaging in communication and awareness-raising activities.

In adhering to the UCCN, member cities also agree to periodically provide detailed information on the effective implementation and impact of activities related to its designation as a UNESCO Creative City and recognize the importance of actively communicating their actions to UNESCO and the fellow members of the Network.

2. OBJECTIVES

The objective of the Membership Monitoring Exercise is to share information, monitor and evaluate the impact of the designations at the local and international levels, verify the steadfast commitment of the members of the Network and assess trends in fostering the role of culture and creativity as enablers and drivers of the economic, social and environmental dimensions of sustainable urban development.

In order to streamline the process by which member cities report on their different activities, the following Monitoring Guidelines will serve as a guide to the Creative Cities, the Steering Group and UNESCO. The objectives of the UCCN Membership Monitoring Guidelines are thus two-fold:

i.   For the member cities, they provide clear guidance on what is expected in terms of reporting once membership to the Network has been granted, thus orienting the drafting of the Membership Monitoring Reports.

ii. For UNESCO and the Steering Group, the monitoring guidelines will streamline the process whereby the Secretariat is kept informed of the activities of the member cities and verifies their steadfast commitment towards the implementation of the UCCN Mission Statement. Additionally, by being regularly informed in a systematic way, UNESCO and the Steering Group will be better able to analyse the impact of membership to the UCCN.

The collection and distribution of information will contribute to more effectively charting progress, showcasing the concrete achievements of the UNESCO Creative Cities, highlighting effective policies, measures, strategies and partnerships and supporting evidence-based formulation and implementation of new action plans while alerting to emerging issues regarding the role of culture and creativity in sustainable urban development.

The Membership Monitoring Exercise complements the information provided on a regular basis by the member cities whenever they develop local policies and initiatives or inter-city partnerships and events having a direct link with the implementation of the Network's Mission Statement for diffusion on the UCCN website, as well as the presentations of the activities undertaken and future plans for the creative fields covered by the Network foreseen in the annual meetings of the Network.

3. PROCESS

Member cities should submit their Membership Monitoring Reports to UNESCO by 30 November at the latest every four years, starting from the year of designation (NB: the only exception concerns the first group of cities which must submit their reports by 28 February 2016 (see below)). Reports should be sent by e-mail in a format suitable for an e-publication to: creativecities@unesco.org

As a transitional measure, for the cities designated before the elaboration of the current monitoring guidelines, the following calendar will be implemented:

Cities designated between 2004 and 2006 should submit their report by 28 February 2016, then every four years:

- Edinburgh (United Kingdom of Great Britain and Northern Ireland) - City of Literature

- Aswan (Egypt) - City of Crafts and Folk Art

- Popayan (Colombia) - City of Gastronomy

- Santa Fe (United States of America) - City of Crafts and Folk Art

- Bologna (Italy) - City of Music

- Montreal (Canada) - City of Design

- Seville (Spain) - City of Music

- Berlin (Germany) - City of Design

- Buenos Aires (Argentina) - City of Design

Cities designated between 2007 and 2009 should submit their report by 30 November 2016, then every four years:

- Glasgow (United Kingdom of Great Britain and Northern Ireland UK) - City of Music

- Iowa City (United States of America) - City of Literature

- Kobe (Japan) - City of Design

- Lyon (France) - City of Media Arts

- Melbourne (Australia) - City of Literature

- Nagoya (Japan) - City of Design

- Shenzhen (China) - City of Design

- Bradford (United Kingdom of Great Britain and Northern Ireland) - City of Film

- Ghent (Belgium) - City of Music

- Kanazawa (Japan) - City of Crafts and Folk Art

Cities designated between 2010 and 2013 should submit their report by 30 November 2017, then every four years:

- Icheon (Republic of Korea) - City of Crafts and Folk Art

- Shanghai (China) - City of Design

- Seoul (Republic of Korea) - City of Design

- Saint-Étienne (France) - City of Design

- Chengdu (China) - City of Gastronomy

- Östersund (Sweden) - City of Gastronomy

- Dublin (Ireland) - City of Literature

- Sydney (Australia) - City of Film

- Graz (Austria) - City of Design

- Reykjavik (Iceland) - City of Literature

- Hangzhou (China) - City of Crafts and Folk Art

- Beijing (China) - City of Design

- Jeonju (Republic of Korea) - City of Gastronomy

- Norwich (United Kingdom of Great Britain and Northern Ireland) - City of Literature

- Bogota (Colombia) - City of Music

- Brazzaville (Congo) - City of Music

- Fabriano (Italy) - City of Crafts and Folk Art

- Paducah (United States of America) - City of Crafts and Folk Art

- Enghien-les-Bains (France) - City of Media Arts

- Sapporo (Japan) - City of Media Arts

- Zhale (Lebanon) - City of Gastronomy

- Krakow (Poland) - City of Literature

Cities designated in 2014 should submit their report by 30 November 2018, then every four years:

- Bilbao (Spain) - City of Design

- Busan (Republic of Korea) - City of Film

- Curitiba (Brazil) - City of Design

- Dakar (Senegal) - City of Media Arts

- Dundee (United Kingdom of Great Britain and Northern Ireland) - City of Design

- Dunedin (New Zealand) - City of Literature

- Florianopolis (Brazil) - City of Gastronomy

- Galway (Ireland) - City of Film

- Granada (Spain) - City of Literature

- Gwangju (Republic of Korea) - City of Media Arts

- Hamamatsu (Japan) - City of Music

- Hanover (Germany) - City of Music

- Heidelberg (Germany) - City of Literature

- Helsinki (Finland) - City of Design

- Jacmel (Haiti) - City of Crafts & Folk Arts

- Jingdezhen (China) - City of Crafts and Folk Art

- Linz (Austria) - City of Media Arts

- Mannheim (Germany) - City of Music

- Nassau (Bahamas) - City of Crafts and Folk Art

- Pekalongan (Indonesia) - City of Crafts and Folk Art

- Prague (Czech Republic) - City of Literature

- Shunde (China) - City of Gastronomy

- Sofia (Bulgaria) - City of Film

- Suzhou (China) - City of Crafts and Folk Art

- Tel Aviv-Yafo (Israel) - City of Media Arts

- Tsuruoka (Japan) - City of Gastronomy

- Turin (Italy) - City of Design

- York (United Kingdom of Great Britain and Northern Ireland) - City of Media Arts

Cities designated in 2015 should submit their report by 30 November 2019, then every four years:

- Adelaide (Australia) - City of Music

- Al-Ahsa (Saudi Arabia) - City of Crafts and Folk Art

- Austin (United States of America) - City of Media Arts

- Baghdad (Iraq) - City of Literature

- Bamiyan (Afghanistan) - City of Crafts and Folk Art

- Bandung (Indonesia) - City of Design

- Barcelona (Spain) - City of Literature

- Belém (Brazil) - City of Gastronomy

- Bergen (Norway) - City of Gastronomy

- Bitola (The former Yugoslav Republic of Macedonia) - City of Film

- Budapest (Hungary) - City of Design

- Burgos (Spain) - City of Gastronomy

- Dénia (Spain) - City of Gastronomy

- Detroit (United States of America) - City of Design

- Durán (Ecuador) - City of Crafts and Folk Art

- Ensenada (Mexico) - City of Gastronomy

- Gaziantep (Turkey) - City of Gastronomy

- Idanha-a-Nova (Portugal) - City of Music

- Isfahan (Iran) - City of Crafts and Folk Art

- Jaipur (India) - City of Crafts and Folk Art

- Katowice (Poland) - City of Music

- Kaunas (Lithuania) - City of Design

- Kingston (Jamaica) - City of Music

- Kinshasa (Democratic Republic of the Congo) - City of Music

- Liverpool (United Kingdom of Great Britain and Northern Ireland) - City of Music

- Ljubljana (Slovenia) - City of Literature

- Lubumbashi (Democratic Republic of the Congo) - City of Crafts and Folk Art

- Lviv (Ukraine) - City of Literature

- Medellín (Colombia) - City of Music

- Montevideo (Uruguay) - City of Literature

- Nottingham (United Kingdom of Great Britain and Northern Ireland) - City of Literature

- Óbidos (Portugal) - City of Literature

- Parma (Italy) - City of Gastronomy

- Phuket (Thailand) - City of Gastronomy

- Puebla (Mexico) - City of Design

- Rasht (Iran) - City of Gastronomy

- Rome (Italy) - City of Film

- Salvador (Brazil) - City of Music

- San Cristóbal de las Casas (Mexico) - City of Crafts and Folk Art

- Santos (Brazil) - City of Film

- Sasayama (Japan) - City of Crafts and Folk Art

- Singapore (Singapore) - City of Design

- Tartu (Estonia) - City of Design

- Tongyeong (Republic of Korea) - City of Music

- Tucson (United States of America) - City of Gastronomy

- Ulyanovsk (Russian Federation) - City of Literature

- Varanasi (India) - City of Music

The reports will be published on the UNESCO Creative Cities Network website during the month following their reception by the Secretariat.

The Secretariat will transfer the received reports to the Steering Group in early December. The Steering Group shall assess the reports according to the monitoring guidelines and produce a short evaluation (one page maximum) of each report including a global appreciation (a. very satisfactory; b. satisfactory; c. unsatisfactory) and, if necessary, specific recommendations for improving the impact of the activities implemented in the future by the member city to achieve the objectives of the Network.

The Steering Group will have until the end of February to proceed with the assessment and submit its conclusions to UNESCO's Secretariat for the final evaluation of the reports. A brief report of the conclusions of the Membership Monitoring Exercise will be made by the Steering Group at the following annual meeting, to be held between March and June each year.

If necessary, the member cities will adopt collective statements addressed to UNESCO at the annual meeting regarding the cases of non-compliance with the monitoring guidelines:

i.   If, after two written reminders, addressed by the Secretariat six months and one year following the initial due date, a member city has not submitted its Monitoring Report, its designation will be reconsidered. Having been unable to prove its value to the UCCN, the city could be removed from the list of member cities as well as all communication materials and the official UCCN website.

ii. If a member city receives an "unsatisfactory" evaluation in two consecutive reporting periods and it thus appears that the city no longer fulfills its commitments, its designation will be reconsidered. Having been unable to prove its value to the UCCN, the city could be removed from the list of member cities as well as all communication materials and the official UCCN website.

4. MONITORING GUIDELINES

The following monitoring guidelines reflect the spirit and objectives in the UCCN Mission Statement and Designation Procedure. They may be revised according to the lessons learned during the pilot implementation phase and the evolution of the Network.

The Membership Monitoring Reports should be written in English or French and be as clear, concise and informative as possible. It is highly recommended not to exceed a maximum of 15 pages in length. The reports can include illustrations, as well as annexes with relevant statistical data, case studies, research or communication materials.

The reports, which are intended to give a voice and add meaning to the multitude of festivals, events, exchange programmes, partnerships, exhibitions, studies, measures, policies and other initiatives, organized by the member cities at the local and international levels in the framework of the Network, should include the following information:

1. EXECUTIVE SUMMARY:

2. GENERAL INFORMATION:

2.1.   Name of the city:

2.2.   Country:

2.3.   Creative field of designation:

2.4.   Date of designation:

2.5.   Date of submission of the current report:

2.6.   Entity responsible for the report:

2.7.   Previous reports submitted and dates:

2.8   Focal points of contact, including:

- the designated focal point in charge of the daily management of the designation; and

- whenever the designated focal point does not work directly *within* the city government, include the contact details of the officer in charge *within* the city government who will serve as a liaison.[1]

3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT:

3.1.   Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory):

3.2   Hosting of a UCCN annual meeting and dates:

3.3   Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

3.4   Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

3.5   Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):

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[1] It should be noted that both focal points are expected to work together on all activities related to the UCCN.

3.6   Membership of the Steering Group and period:

3.7   Participation in the evaluation of applications (number of applications evaluated per year):

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Please summarize the main initiatives, partnerships, measures and policies implemented to achieve the objectives of the UCCN, as detailed in its Mission Statement, during the last four years paying special attention to the impact of the designation in:

- making creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;

- strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy ;

- improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals, including women and youth;

- developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector;

- integrating culture and creativity into local development strategies and plans; and

- improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.

Please present only the major initiatives undertaken over the last four years in order to implement part or all of the UCCN objectives. It is recommended to follow a result-based approach as the reports should focus as much as possible on the outputs and impacts of the initiatives presented.

Please provide in the Annex updated data and statistics on the contribution of local cultural industries to the sustainable development of the city (contribution to GDP, employment, cultural participation, public expenditure on culture, etc) and/or the impact of the designation at the local level and/or urban creativity indexes or indicators. Research in these areas is particularly encouraged for sharing and peer-learning within the Network.

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Please summarize the main initiatives, partnerships, projects, exchange programmes, measures and/or studies implemented in collaboration with one or more UNESCO Creative Cities to fulfil the objectives of the UCCN, as detailed in its Mission Statement, during the last four years.

Please present only the major initiatives undertaken during that period in order to implement part or all of the UCCN objectives presented above following a result-based approach. Indeed, the reports should focus as much as possible on the outputs and impacts of the international cooperation initiatives between local communities across creative cities.

6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS:

Please present a medium-term action plan for the forthcoming four years describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development.

The proposed initiatives must correspond to the objectives and areas of action contained in the Creative Cities Network Mission Statement. The action plan and proposed initiatives should be realistic, coherent and feasible.

6.1   Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their execution, the beneficiaries and the expected results. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged.

6.2   Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results. Initiatives supporting the extension of the Network in regions and countries that are still under-represented, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented.

6.3   Estimated annual budget for implementing the proposed action plan

Please present the estimated overall annual budget for implementing the proposed action plan, as well as the percentages that will be devoted to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any funding applications envisaged to national and international funding bodies, in order to complement the budget.

6.4   Plan for communication and awareness

Presentation of the communication and awareness plan for disseminating and promoting the objectives of the Network to a wide audience, as well as the impact of the proposed action plan.