

## MEMBERSHIP MONITORING GUIDELINES

### 1. EXECUTIVE SUMMARY:

Seville has a very long history. The passage of the various civilizations has left the city a distinct personality, and a large and well-preserved historical centre with its most significant building declared as UNESCO World Heritage Sites. In 2006 Seville was appointed by the UNESCO as the first Creative City of Music. Its most famous music festival is *Bienal de Flamenco*, genre that was recognised by UNESCO as Intangible Cultural Heritage in 2010. Seville is also famous because it is a place of inspiration for many opera myths (Figaro, Carmen, Don Giovanni, ...), so that music is at the core of the citizens' life.

Seville has an eclectic music scene with all kind of genres: jazz, pop, rock, world music, hip-hop, electronic. There are a wide range of Festivals during the year: Bienal de Flamenco, FeMÀS (Early Music Festival, the oldest in Spain), Territorios

Following the goals set by the UNESCO Creative Cities Network, our aim is to link MUSIC with:

- CREATIVITY, as a key tool for sustainable development.
- CITIZENSHIP, providing the access to the musical offer and stimulating the creation of new audiences and giving cultural values.
- HERITAGE, promoting our city as a cultural tourism destination.
- COOPERATION, working together through partnerships with the public and private sectors and civil society.

Since the appointment as first UNESCO Creative City of Music in 2006, ICAS – Seville City Council is committed to put music a key element in the citizens' daily live, offering quality programming in cultural spaces and filling the streets with musical activities for the enjoyment of cultural goods and also considering music as a driving force for welfare and employment supporting the local music industry and contributing to consolidate Sevilla as a preferred destination for cultural tourism.

Our action plan for the next years is to reach all the districts and neighborhoods of the city with music activities, opening new facilities and supporting the local music sector for the creation, production and dissemination of new products. At the same time, we do not forget the importance of collaboration with other cities, facilitating creativity, interculturality, mobility of artists and networking for the development of the music industry.

### 2. GENERAL INFORMATION:

2.1. Name of the city:

**SEVILLE**

2.2. Country:

**SPAIN**

2.3. Creative field of designation:

**MUSIC**

2.4. Date of designation:

**30<sup>th</sup> March 2006**

- 2.5. Date of submission of the current report:  
**11<sup>th</sup> March 2016**
- 2.6. Entity responsible for the report:  
**ICAS – SEVILLE CITY COUNCIL**
- 2.7. Previous reports submitted and dates:
- |   |                                    |
|---|------------------------------------|
| <b>Seville Meeting: Music Sub-Network</b> | <b>31<sup>st</sup> March 2011</b>  |
| <b>Amant</b>                              | <b>25th June 2015</b>              |
| <b>7 pianos</b>                           | <b>1<sup>st</sup> October 2015</b> |
- 2.8. Focal points of contact:  
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[www.icas.sevilla.org](http://www.icas.sevilla.org)

### **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):  
**Montreal (2012) – Kanazawa (2015)**
- 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:  
**Seville, 19<sup>th</sup> March 2011: Music Sub-Network Meeting (Bologna, Ghent, Glasgow)**  
**Seville, 5<sup>th</sup> June 2014: Music Sub-Network Meeting (Bologna, Ghent)**
- 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):
- 3.6 Membership of the Steering Group and period:
- 3.7 Participation in the evaluation of applications (number of applications evaluated per year):  
**Yes (2 in 2015)**

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

##### 4.1. ILLUMINATE SEVILLE: Paths of Light and Culture (December 2015)



The first edition of this activity during Christmas in Seville has been built with light and culture collectively, through the involvement of more than 800 people between artists, cultural sector entities, associations and groups of residents of the city. More than 130 local artists and a total of 40 groups have participated thanks to the private sponsorships and the collaboration of public and private agents.

Christmas is a special time for many cultures. Regardless of the meaning adopted in each country, it always implies co-existence and living together. Where are those places in the city? Only around the shopping areas? Rethinking our environment as a dynamic and alive context of social collaboration, we propose to illuminate, in a creative way, urban places which are the whole year under the care of neighbours groups and associations, creating paths of music across the illuminated streets. This year, the walk through the city and its markets was something special; it was done to the rhythm of jazz, blues, rock, pop and electronic performed by musicians of the city.

In three historical places of the city centre, it was performed sound and light shows, with opera as a leitmotif reliving some mythical titles originated in Seville: Figaro, Carmen, Don Giovanni, etc.

But there was also music in the suburbs: in collaboration with a recycling initiative, "Rock around the City", a band played from a sailing boat on the Guadalquivir river, and then they were travelling by truck through the outlying districts. In the parks, citizens danced to the rhythm of swing and flamenco workshops, DJ's spiced up the skate parks and the streets were filled with dancers carrying their own music.

The outputs to be outlined are:

- Wide range of cultural activities throughout the city, with an attendance of 700.000.
- Seville as main Cultural Tourism Destination during Christmas, with an increase in visitors of 6%, in hotels of 4% and in sales of 7%.
- High demand of local creators and producers.

Impact:

- 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.

## 4.2. SEVILLE FILLED WITH PIANOS (October 2015)

It took place last 1st October 2015, organised by the *Association Concurs Maria Canals* in collaboration with the *Royal Symphony Orchestra of Seville* and sponsored by *Cultural Foundation Jesús Serra*.

Between 11'00 and 21'00 h., seven grand pianos were set up in seven iconic spaces throughout the city centre at disposal of every citizen, no matter neither the skill level nor the age.



Professionals and amateurs musicians have been participating during all the day, having also joined ensembles and singers in a very spontaneous way, captivating the general public and many surprised pedestrians and drivers.

Students from the Conservatory have been leading the activity in each stage in order to help and encourage the pedestrians to play the pianos.

The outputs to be outlined are:

- Promoting knowledge and practice of classical music among the audience
- Organization of other activities following this scheme, i.e. the 200th anniversary of the first performance of *The Barber of Seville*.
- Collaboration agreement between Conservatories and other cultural institutions to develop music activities.

Impact:

- Improving access and participation in cultural life as well as the enjoyment of cultural goods to the citizens.
- Stimulating and enhance initiatives to make creativity an essential component of urban development, through partnerships involving the public and private sectors and civil society.

### 4.3. FÊTE DE LA MUSIQUE (Every 21st June)



Music Day takes place every year on the 21<sup>st</sup> June. We organize music activities and encourage public and private organizations to take part in this open event, connecting people who may work together, providing artistic and technical advices, and gathering and disseminating all the activities taking place in the city, accordingly to the principles of the Fête de la Musique.

Music Day is a live music celebration which highlights the diversity of musical practices, in all musical styles. Free concerts, spontaneous performances with the participation of amateur and professional musicians, take over every place, especially open-air spaces, but also bars, markets, restaurants, museums or libraries.



Impact:

- Improving access and participation in cultural life as well as the enjoyment of cultural goods to the citizens.
- Stimulating and enhance initiatives to make creativity an essential component of urban development, through partnerships involving the public and private sectors and civil society.

#### 4.4. MUSIC FESTIVALS

##### BIENAL DE FLAMENCO

La Bienal is the biggest flamenco event worldwide, genre that was recognised by UNESCO as Intangible Cultural Heritage in 2010. Every two years, Sevilla becomes the place to be for all flamenco fans -both professionals and aficionados. The main venues of the city welcome the Festival to host, for almost a month, the most expected premieres, the art of the most significant creators but also what the young artists have to say.

Since its birth in 1979, La Bienal celebrated 18 editions during more than three decades. During all this time, the Festival programmed all kinds of flamenco expressions, aesthetics, colors and perspectives on this timeless art form. A melting pot where the most traditional flamenco roots coexists in pure harmony with the experimental avant-garde expressions.



La Bienal de Flamenco de Sevilla closed 2014 with a 96,7% of occupation for 67 different shows scheduled over 24 days of programme. There were 21 absolute premieres and 2 Spanish premieres, hosted by 8 different venues all over the city and featuring more than 500 artists on the biggest flamenco event worldwide. 60 shows were sold out, almost a 90%, and the ticket incomes over 864.000'00 €. More than 37 different artistic companies participated on an edition that generated more than 400 direct jobs.

The outputs to be outlined are:

- Co-production of new spectacles
- Cultural tourist promotion of the city through the landmark of Bienal de Flamenco
- Parallel Activities for children (La Bienal goes to School)



La Bienal de Flamenco extends its programme outside the theaters to reach the classrooms with the programme **LA BIENAL GOES TO SCHOOL**. More than 5.000 scholars participate in 30 workshops and feel this biggest flamenco event worldwide as something of their own.

Under the leitmotif of *Dream your Bienal* scholars from ages 6 to 12 are invited to design a poster that will represent the children programme of each edition.

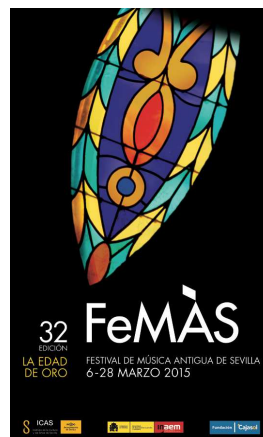
Impact:

- Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy
- Enjoyment of cultural goods for vulnerable groups.

## FÈMAS – EARLY MUSIC FESTIVAL

The Festival of Early Music, **FèMÀS**, is the meeting point in the spring of Sevilla for music lovers and the historicist architectural heritage of the city, performing big local names, national and international early music ensembles in singular spaces of Seville. With 33 editions it is the oldest Ancient Music Festival in Spain.

During the Festival, there are also exhibitions, lectures, conferences and workshops, bringing researchers, luthiers, musicians all together around the historically informed approach.



### Impact:

- 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
- Promote the city as a cultural tourism destination

## 4.5. CALL FOR CULTURAL PROJECTS

This is an annual initiative to support projects and activities designed to strengthen the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy; to improve access to and participation in cultural life; and to develop hubs of creativity and innovation for creators and professionals in the cultural sector.

ICAS collaborate with local cultural initiatives as Baroque Orchestra of Sevilla, International Guitar Festival & Competition, Jeneusse Musicale Spain, Festival Territorios Sevilla, Nocturama, etc.



#### 4.6. caS - CENTRO DE LAS ARTES DE SEVILLA – SEVILLE ARTS CENTRE

Centre for experimental and technology arts, dedicated to the production, dissemination and research on contemporary art practices, as well as new proposals related to ICT. caS is built around values like art, technology, laboratory, experiences, reflection, action / movement, participation.



The outputs to be outlined are:

##### **Curatorial Projects**

These projects aim to offer Seville programming contemporary art and thought as well as the possibility. The roles are the promotion and dissemination of contemporary creation and new technologies, providing the creators and researchers an opportunity to participate with a proposal in this center from a multidisciplinary point of view.

##### **Reset**

We have launched a series of discussion forums, open to the public in-person or in streaming and through social networks, dedicated to an specific topic. These meetings aim to promote dialogue between professionals and people interested in participating more actively in the cultural area of our city. The audience has the opportunity to take part at any time and those who follow the retransmission of debate from Internet also are invited to participate online with comments and questions.

##### **Té con Tec - Openlab**

In Spanish, “Tea with Technology” but also “I told you”, it takes place every Thursday as an space for mediation, reflection and learning, thus helping to achieve more digital inclusion. A meeting point to energise and connect networks of people interested in TIC’s and the most current artistic practices related to digital culture and its creative and social use.

##### **SHOWCASE**

A series of music and performative proposals offering a free and experimental contents. It is the place to enjoy intimate and special moments, unique events for a very small audience.

Impact:

- 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.



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

### 5.1. UNESCO MUSIC DAYS 2012

The first common project initiated by the three first Cities of Music: Seville, Bologna and Ghent. The idea was based on the vast and rich musical heritage that all cities have achieved. Every city selected an ensemble specialised in ancient Music, and they performed separately, which allowed them to browse throughout the renaissance and the baroque heritage from the proper region but also they play together on the stage one oeuvre which reflects the international European styles which were popular in the 17th and 18th centuries: the Concerto Grosso opus 6, nr. 1 in G, from Georg Friedrich Handel. Europe is stylistically represented in this oeuvre. And Handel himself is the ultimate example of this European style: born in Germany, and working in Italy and London.

The first Unesco Music Day took place in Seville on Friday 9<sup>th</sup> March 2012, with the performance of The Baroque Orchestra of Seville and the B'Rock Orchestra from Ghent, during the Opening of FEMAS Festival. Two days later, on Sunday 11<sup>th</sup> March 2012, Unesco Music Days was held in Ghent when these two ensembles together with Accademia degli Astrusi from Bologna performed at the Bijloke Centre.



The outputs to be outlined are:

- Promoting knowledge and practice of ancient music among the audience
- Collaboration agreement with other cultural institutions to develop music activities.
- Artist Residency between the Orchestras with joined rehearsals.
- Organization of a new edition in 2013 but focused on Contemporary Music which took place in Glasgow with the participation of artists from Seville, Ghent, Bologna and Bogotá.
- Artists mobility between the Cities of Music throughout the participation in local activities (Bologna, Ghent, Glasgow, Mannheim, Hannover).
- Following this concept of artists' exchanges, it was developed the artistic residencies for young musicians called AMANT.

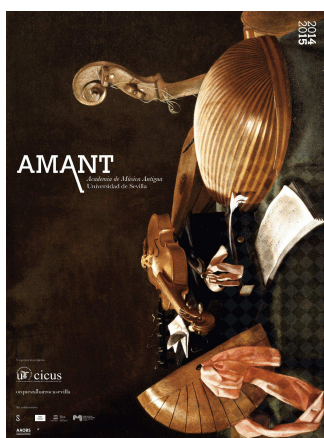
Impact:

- Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy.
- Stimulating and enhance initiatives to make creativity an essential component of urban development, through partnerships involving the public and private sectors and civil society.

## 5.2. AMANT

Following the objectives stated in the *Declaration of Ghent*, Bologna and Seville agreed to support young musicians organizing an exchange project in collaboration with The Baroque Orchestra of Seville (OBS) and the Conservatory Giovanni Battista Martini of Bologna.

With the support of ICAS and CICUS (Centre for Cultural Initiatives of the University of Seville), the OBS organizes every year an specific programme to talented students enrolled in the last two years of the Music Conservatory "Manuel Castillo" and offers a rich schedule of classes, workshops, conferences and master-classes focused on Baroque music. The aim of AMANT is to become a center for study, training, research and dissemination of Early Music.



The first edition took place during the academic year 2014/2015, and was focused on music of the 18<sup>th</sup> century. The program consisted of:

- 14 lectures for university students and the general public.
- 4 master classes for university students.
- Set up of a "resident group" of students from the Conservatory with lessons throughout the course.
- Two artistic residencies with a common interpretation seminar together with the group of students from the Conservatory Giovanni Battista Martini of Bologna.
- 2 concerts of the two resident groups of cities together, one in Bologna in April and the second in Seville on 21<sup>st</sup> June Fête de la Musique.



### Impact:

- Stimulating and enhance initiatives to make creativity an essential component of urban development, through partnerships involving the public and private sectors and civil society.
- Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector

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

ICAS is developing an Action Plan for Cultural Initiatives for the period 2015-2019 and among its objectives are included the following:

- Ensuring access to culture as a common good and promote the participation of citizens in cultural issues.
- Supporting the local cultural network by detecting its needs and implementing favourable cultural policies.
- Developing brand awareness between Culture and City, which includes all cultural proposals involving mutual recognition between Institutions and Citizens.
- Leading cultural strategies promoting cooperation between the public and private sectors and civil society.
- Encouraging partnerships with the member cities to facilitate the artists' mobility and exchange know-how.

In September 2010, it was signed the Declaration of Ghent by the four first Creative Cities of Music (Bologna, Ghent, Glasgow and Sevilla). The Declaration of Ghent includes four fields of collaboration to be developed through joint collaboration between these cities in the frame of the UNESCO Creative Cities Network:

- Education and musical training.
- Festivals and common musical productions.
- Music participation encouraging works and artists mobility.
- Music activities linked to Cultural Tourism and Heritage.

The proposed initiatives for these next years 2015-2019 are the following:

- Exchange of artists and bands between the cities, encouraging the artists mobility at international level and fostering musical education, especially among the younger musicians.
- Collaboration with local public and private institutions for the promotion and support of the local music industry, bringing them into contact with cultural networks from the partners.
- Promotion of music festivals and activities of international scope in the member cities, in a reciprocal way, with the aim of giving them more visibility and getting more participation and audience.
- Implementation of music activities in the new spaces as a driving force in the social and economic daily life of citizens.
- Implementation of common indicators to measure and assess the economic and social impact of music and its industry in the city.
- Updating the *Declaration of Ghent* to be signed by all the Cities of Music in order to coordinate the relationship between the partners.

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

### 6.1.1. Creating new audience and supporting professionals and the local music industry

#### BIG BANG FESTIVAL



BIG BANG is an European music festival for young and adventurous audiences. With the support of the European Union, the structural cooperation between various cultural centres in different regions of Europe became a reality. Together they defend a joint mission, to present the richness of music in an imaginative and adventurous way that is accessible to children.

The BIG BANG project aims to:

- Facilitate dialogue and cooperation between cultural workers and artists in the field of music for children encouraging the circulation of musicians and their work.
- Enrich and broaden the quality of music currently on offer to children in Europe.
- Develop audience programmes that maximise the chance of children becoming involved in non-commercial forms of music.
- Open the window to cultural diversity in the music landscape for children.
- Stimulate artists to create new music for a young audience in a multidisciplinary context involving digital technology.
- Stimulate the exchange of information and knowledge about music projects for children in Europe.
- Achieve a sustainable improvement in the quality of Europe's musical landscape for children by providing cultural and creative players with skills and know-how.

This is achieved by:

- Organising a European NETWORK to stimulate the exchange of information and knowledge about music projects for children via a yearly SEMINAR.
- Organising a BIG BANG FESTIVAL for children in 9 European cities.
- Setting up BIG BANG CO-PRODUCTIONS with various European partners.
- Creating a format NOMAD to facilitate the exchange of artists and musical cultural heritage, and to provide an opportunity for children to perform on stage.

Seville will host two editions of BIG BANG in different venues of the cities: From 7<sup>th</sup> until 9<sup>th</sup> October 2016 and from 28<sup>th</sup> until 30<sup>th</sup> April 2017.

#### MONKEY WEEK



It is an Independent Music Festival with conferences and business seminars helping bands and musicians to increase their industry knowledge broaden their networking reach and spread the word about their music, shows and tours.

The event is a launching pad for new creative content. Music showcases and Agents & Label Trade Fair provide a buzz-generating exposure for music creators but also give a cultural offer to the general audience. It is an annual event where people from all corners of the music industry come together to learn about the newest trends in music but linked to digital media and social networking.

Next edition will be held from 11<sup>th</sup> until 15<sup>th</sup> October 2016. Around 100 gigs in more than 20 different venues of the most cultural buzzing district of the city, Alameda de Hércules. More than 400 professionals will be attending the Professional Trade Fair.

### 6.1.2. Opening of new spaces for cultural activities, mainly music

#### ESPACIO TURINA Regular Season



Located at the heart of the City, this venue will be reopened in September, offering a wide range of music activities (Early Music, Classical, Jazz) and it will also host music festivals as FeMAS, Joaquín Turina Festival and the Seville International Guitar Festival & Competition.

Seating Capacity: 450 seats  
Stage: 12'00 m. wide x 6'00 m. deep

#### Objectives:

- Provide a quality musical season focused on early music, classical, jazz and singer-songwriters.
- Host music festivals of the city as FeMAS, Joaquín Turina Festival and the Seville International Guitar Festival & Competition, collaborating with local institutions.
- Working with local musicians organizing artistic residencies, workshops and seminars on music creation and production, as well as on everything related to the music cultural industry.
- Collaborate with educational institutions to encourage the creation of new audiences.
- Organize partnerships with the other UCCMusic cities, encouraging the artists' mobility and the exchange of knowledge in the music sector.

#### Stakeholders:

- ICAS – Seville City Council
- Public Institutions (Conservatory of Music, University of Seville)
- Festivals and Cultural Agents (Joaquín Turina Festival, Seville International Guitar Festival & Competition)
- Musicians Associations (Assejazz, No Festival)
- Private Sponsorships

#### Beneficiaries:

- Music lovers in general, notably young audience
- Young musicians from the conservatories and local music associations
- Rising stars musicians

#### Expected Results

- To become a benchmark in the music scene of the city and region.
- To turn the venue into a centre of creation and artistic production in collaboration with the public and private sectors and civil society.
- To support notably artists and cultural operators in the strengthening of their capacities and visibility in the cultural scene of the city
- To become the flagship space for the UCCMusic common activities in the city.

## FACTORÍA CULTURAL



In the frame of Plan URBAN for the comprehensive rehabilitation of the disadvantaged neighborhood Polígono Sur, it has been built a new cultural centre, named Factoría Cultural, co-financed 80% by ERDF Funds.

It has a surface of 3.300 sq meters on three floors, with multi-purpose rooms, rehearsal and dressing rooms, and a large auditorium with 340 seats.

### Objectives:

- Revitalize the cultural life of the neighborhood and contribute to their integration into the city, encouraging strong partnerships between local citizens, civil society, industry and various levels of government.
- Provide varied and balanced programming for all sections of the population, notably related to Flamenco genre.
- Become a meeting point for Flamenco young artists of the neighborhood with other professionals of the city.
- Organization of a wide range of activities (training, research, production and shows)

### Stakeholders:

- ICAS and other Departments from Seville City Council (Urban Planning, Social Welfare, Tourism Board)
- EU, National and Regional Government
- Neighborhood Associations and civil Society.
- Flamenco Artistic Companies and Promoters.



### Beneficiaries:

- Neighbors' District, notably young audience.
- Flamenco music lovers from everywhere.
- Cultural promoters and Flamenco creators and musicians.

### Expected Results

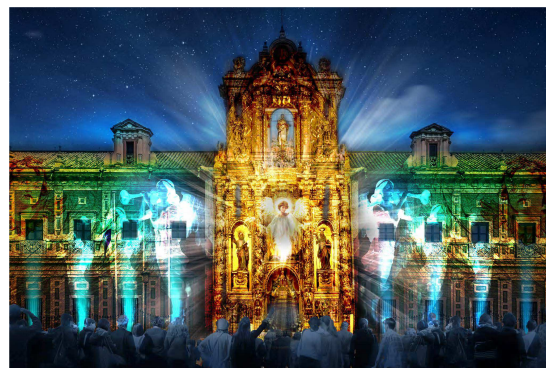
- Music creativity, especially in the field of Flamenco, becomes a useful tool for social inclusion.
- To develop public-private partnerships and greater investment for the socio-economic revitalization of this disadvantaged area.
- To combine measures concerning physical urban renewal and environmental protection with those promoting cultural, education, economic development and social inclusion.

### 6.1.3. Cross-cutting Project with other UNESCO NETWORK fields

#### NAVIDAD ALUMBRA

Following the success of the first edition we will implement, with a vision of continuity, a new edition of the programme ALUMBRA during Christmas offering a wide range of cultural and festive activities.

Large-scale multimedia Shows will take place in iconic spaces of the city centre, combining music, dance, acrobatics and media arts.



Other cultural activities of medium and small format will be spread over historical places of the city and all over the districts and neighborhoods of the city.

These activities in the districts will be organized in collaboration with local cultural associations as well as neighborhood associations, getting more visibility social issues through actions linked to other disciplines like Crafts and Folk Art and Gastronomy but combined with music and other performing arts.

Traditional activities related to the Christmas period as the Feria del Belén/Nativity Set Market, Christmas Carols, Christmas Food Markets, will be organised together with other activities with a strong creative accent as the interventions in outskirts of the Nomad Garden Collective carrying out awareness campaigns on sustainable urban development.



They will work together with more than 600 residents to set up some workshops offered by artists where, from recycled materials and alternative use, will be generating singular Christmas decorative lighting in the streets of their neighbourhoods, i.e. from these buildings it will be hanging decorative pillow covers and linen filled with LEDs.

## **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**

### **6.2.1. ARTISTIC RESIDENCIES / WORKSHOPS**

#### Objectives:

- Facilitate dialogue and cooperation between cultural workers and artists from the member cities in the field of music
- Open the window to cultural diversity in the music landscape
- Establish a permanent collaboration between stakeholders from the member cities for the promotion and support of the music industry.
- Stimulate the exchange of information and knowledge about music projects in the member cities.

#### Stakeholders:

- ICAS – Seville City Council
- Public Institutions (Conservatory of Music, University of Seville)
- Cultural agents

#### Beneficiaries:

- Young musicians from the conservatories and local music associations
- Rising stars musicians
- Cultural agents and promoters

#### Activities:

- **AMANT**
- **BIG BANG FESTIVAL**

#### Expected Results:

- Creation of networks through partnerships involving the public and private sectors and civil society of the member cities.
- Development of hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector

### **6.2.2. PARTICIPATION IN LOCAL EVENTS / ARTISTS MOBILITY AND EXCHANGE**

#### Objectives:

- Promotion of music festivals and activities of international scope in the member cities, with the aim of giving them more visibility and getting more participation and audience.
- Inclusion of musicians of the member cities in the local music activities.

#### Stakeholders:

- Festivals and Cultural Agents
- Musicians Associations

#### Activities:

- **FÊTE DE LA MUSIQUE**
- **FESTIVALS**
- **REGULAR SEASON**



#### Beneficiaries:

- Music lovers in general
- Musicians and local music sector

#### Expected Results:

- Creation of a touring agenda for musicians from the member cities.
- Promotion of the local cultural activities in the member cities
- Encouragement of artists and works mobility
- Dissemination of the UNESCO Creative Cities Network

### 6.3. Estimated annual budget for implementing the proposed action plan

As ICAS is a branch of Seville City Council, we do not have at disposal the figures of other financial resources as personnel, facilities, etc.

#### 2016 Budget for Music Activities Programme:

- General Activities: 500.000 €
- Flamenco Programme: 950.000 € (This year 2016 takes place Bienal of Flamenco)

#### 2016 Budget for Cross-cutting Programmes, including Music Activities

- Programme for Cultural Promotion: 150.000 € (30% devoted to music)
- Programme for Emerging Art Scene: 100.000 € (20% devoted to music)
- Programme in Districts: 176.000 € (35% devoted to music)

The 2016 budget for UNESCO activities involving our member cities partners is 50.000 euros, but it is expected to dispose of more funds from the General and Cross-cutting Programmes Budget for some actions.

### 6.4. Plan for communication and awareness

Seville was appointed the first Creative City of Music in 2016, so that we are celebrating our 10<sup>th</sup> Anniversary. For this purpose we have established the main objective of being recognized at all levels, positioning the title at the centre of our national and international marketing and local branding, through the following actions:

- To hold regularly meetings with stakeholders of the action plan as well as with music organizations across the local sector in order to involve them in all the activities.
- Creation of an integrated events calendar for the city, using the landmark UNESCO CREATIVE CITY NETWORK as an umbrella for all the music activities where Seville City Council is involved.
- Development of a Social Media Campaign through all channels available to ICAS and Seville City Council.
- Dissemination of our landmark as an attraction for cultural tourism

#### Impact:

- Making creativity an essential component of urban development, involving private sponsorships to support actions devoted to music.
- Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development for all the citizens.
- Increase sensitivity within the local stakeholders to recognize UNESCO CREATIVE CITY NETWORK as a world renowned brand.