

UNESCO Creative Cities Programme

Guidelines for the Membership Monitoring Report

Updated October 2019

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 Programme (UCCP). 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 UCCP Mission Statement at both local and international level;
- to 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 UCCP Mission Statement as well as contribute to the implementation of the 2030 Agenda for Sustainable Development;
- to document and foster the collection, analysis and exchange of information, knowledge and expertise with UNESCO, fellow member cities and the international community on the activities towards sustainable development developed in the framework of the Programme, so as to showcase the impact of the UNESCO Creative Cities to the implementation of international development agenda;
- to illustrate and assess the importance and the impact of being a UNESCO Creative City at the local and international levels; and
- to 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 and prospects on new challenges and opportunities.

1. BACKGROUND

In applying to become a member of the UNESCO Creative Cities Network, each city acknowledges its commitment to sharing best practices, developing partnerships, promoting creativity and the creative economy, strengthening engagement and 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 UCCP Mission Statement, notably by:

- sharing experiences, knowledge and best practices that inform public policy and local action;
- driving and 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;
- developing 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 UCCP, 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 Programme.

2. OBJECTIVES

The objective of the Membership Monitoring Exercise is to collect, analyze and share information, monitor and evaluate the impact of being a Creative City at the local and international levels, verify the steadfast commitment of the city members of the Programme and assess trends in strengthening 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 present Monitoring Guidelines will serve as a guide to the Creative Cities, the Coordination Committee and UNESCO. The objectives of the UCCP 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 Programme has been granted.
- ii. For UNESCO, the monitoring guidelines streamline the process whereby the Secretariat acts as a clearing-house to collect the knowledge base produced by the member cities' reports with a view to monitoring trends, emerging challenges and opportunities, highlighting achievements and progress to better inform policy making of UNESCO Member States and measure the impact of the UNESCO designation.

The systematic collection, analysis and dissemination 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 future action plans while alerting to emerging issues regarding the impact of culture and creativity on 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 Programme's Mission Statement for diffusion on the Programme's website, as well as the presentations of the activities undertaken and future plans for the creative fields covered by the Programme foreseen in the annual conferences of the Network.

As of September 2019, 68 Membership Monitoring Reports have been submitted to UNESCO, which are available on the Programme's website.

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. Reports should be submitted via creativecities@unesco.org in a format suitable for e-publication.

More precisely, the Creative Cities designated in 2015 should submit their report by 31 December 2019 (extended deadline on an exceptional basis for this year), then every four years. Those designated between 2004 and 2009 should submit their (second) report in 2020 by 30 November, then every four years. Please refer to the annex for the complete list of the aforementioned cities.

The reports are published on the UNESCO Creative Cities Network website following each reporting cycle.

The Secretariat will transfer, through the cluster coordinators, the reports to the member cities by creative field in January. The coordinators shall facilitate the assessment within their cluster and produce a short evaluation of each report. Each evaluation shall not exceed 1,200 words and include a substantiated global appreciation (a. very satisfactory; b. satisfactory; c. unsatisfactory), as well as, if necessary, specific recommendations for improving the impact of the activities to be implemented in the future by the member city to achieve the objectives of the Programme. The evaluation report shall also include a brief assessment of the impact vis-à-vis the Sustainable Development Goals enshrined in the 2030 Agenda for Sustainable Development.

The clusters will have until the end of February to proceed with their assessment and submit the consolidated assessments to UNESCO. A brief report on the Membership Monitoring Exercise is made by UNESCO at the following Annual Conference of the Programme.

4. MONITORING GUIDELINES

The following monitoring guidelines reflect the spirit and objectives of the UCCP Mission Statement and the Designation Procedure.

The Membership Monitoring Reports should be written in English and/or French and be as clear, concise and informative as possible including data as appropriate. It is highly recommended not to exceed a maximum of 15 pages in length. The reports can include illustrations, graphics and tables, as well as annexes with pertinent statistical data, case studies, research or communication materials. However, these materials should be relevant and concise, and their sources should be duly referred to.

The reports, which are intended to illustrate and assess the impact of 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 Programme, shall include the following information:

1. EXECUTIVE SUMMARY

2. GENERAL INFORMATION

- 2.1. Name of the city
- 2.2. Country
- 2.3. Creative field
- 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.

3. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

- 3.1. Number of UCCP Annual Conferences attended in the last four years (please note that a regular participation in the Conference is compulsory)
- 3.2. Hosting of a previous or future UCCP Annual Conference
- 3.3. Hosting of working or coordination meeting(s) addressed to one or more UCCP creative field representatives (including sub-network meetings)
- 3.4. Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Programme
- 3.5. Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCP in different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc.)
- 3.6. Serving as cluster coordinator or deputy coordinator and period
- 3.7. Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise)

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCP

Please summarize the main initiatives, partnerships, measures and policies implemented to achieve the objectives of the UCCP including with regard to contributing to the implementation of the 2030 Agenda for Sustainable Development and its 17 goals, during the last four years, paying special attention to the impact of the designation in:

- making culture and creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society;
- strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services;
- improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality;
- 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, policies and plans; and
- bolstering awareness-raising on the UCCP, as well as enhancing the impact of culture and creativity in sustainable urban development and supporting research, analysis and dissemination in this particular field.

Please present only the major initiatives undertaken over the last four years aimed at implementing the UCCP's 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 also provide audiovisual support materials in the form of short videos that showcase the diversity of the initiatives conducted, with a specific focus on innovation, development and education.

Please provide in the Annex updated data and statistics on the contribution of local cultural and creative industries to the 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 Programme.

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCP

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 Programme's objectives as well as in line with the 2030 Agenda for Sustainable Development, as detailed in its Mission Statement, during the last four years.

Please present only the major initiatives undertaken during that period aimed at implementing the UCCP's objectives presented above following a result-based approach. Indeed, the reports should focus as much as possible on the outputs and impacts of the inter-city and international cooperation initiatives 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, which correspond to the following reporting cycle, describing the main initiatives that the city commits to undertaking, within the framework of its designation, to achieve the Programme's objectives as well as toward the implementation of the 2030 Agenda for Sustainable Development, meanwhile monitoring and documenting progress vis-à-vis the previous periodic report.

The proposed initiatives must correspond to the objectives and areas of action contained in the UCCP's Mission Statement and to the Sustainable Development Goals. The action plan and proposed initiatives should be realistic and consistent.

- 6.1 Presentation of a maximum of three main initiatives, programmes or projects aimed at achieving the objectives of the Programme locally, highlighting expected outcomes and impacts.

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

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

The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results and outcomes. Initiatives supporting the promotion of the Programme in regions and countries that are under-represented in the Programme, as well as actions involving cities in developing countries, are highly encouraged. A crosscutting initiative linking several of the creative fields covered by the Programme 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 4-year 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 and mobilize should be mentioned, including both financial resources and other resources (personnel, facilities, equipment, etc.). Please indicate any funding applications envisaged to national and/or 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 Programme to a wide audience, as well as the impact of the proposed action plan.

Annex

Calendar for the submission of the Membership Monitoring Reports in 2019 and 2020

The following cities designated in 2015 should submit their report by 31 December 2019 (extended deadline on an exceptional basis for this year), then every four years:

- Adelaide (Australia) – Music
- Al-Ahsa (Saudi Arabia) – Crafts and Folk Art
- Austin (United States of America) – Media Arts
- Baghdad (Iraq) – Literature
- Bamiyan (Afghanistan) – Crafts and Folk Art
- Bandung (Indonesia) – Design
- Barcelona (Spain) – Literature
- Belém (Brazil) – Gastronomy
- Bergen (Norway) – Gastronomy
- Bitola (The former Yugoslav Republic of Macedonia) – Film
- Budapest (Hungary) – Design
- Burgos (Spain) – Gastronomy
- Dénia (Spain) – Gastronomy
- Detroit (United States of America) – Design
- Durán (Ecuador) – Crafts and Folk Art
- Ensenada (Mexico) – Gastronomy
- Gaziantep (Turkey) – Gastronomy
- Idanha-a-Nova (Portugal) – Music
- Isfahan (Iran [Islamic Republic of]) – Crafts and Folk Art
- Jaipur (India) – Crafts and Folk Art
- Katowice (Poland) – Music

- Kaunas (Lithuania) – Design
- Kingston (Jamaica) – Music
- Kinshasa (Democratic Republic of the Congo) – Music
- Liverpool (United Kingdom of Great Britain and Northern Ireland) – Music
- Ljubljana (Slovenia) – Literature
- Lubumbashi (Democratic Republic of the Congo) – Crafts and Folk Art
- Lviv (Ukraine) – Literature
- Medellín (Colombia) – Music
- Montevideo (Uruguay) – Literature
- Nottingham (United Kingdom of Great Britain and Northern Ireland) – Literature
- Óbidos (Portugal) – Literature
- Parma (Italy) – Gastronomy
- Phuket (Thailand) – Gastronomy
- Puebla (Mexico) – Design
- Rasht (Iran [Islamic Republic of]) – Gastronomy
- Rome (Italy) – Film
- Salvador (Brazil) – Music
- San Cristóbal de las Casas (Mexico) – Crafts and Folk Art
- Santos (Brazil) – Film
- Sasayama (Japan) – Crafts and Folk Art
- Singapore (Singapore) – Design
- Tartu (Estonia) – Literature
- Tongyeong (Republic of Korea) – Music
- Tucson (United States of America) – Gastronomy
- Ulyanovsk (Russian Federation) – Literature
- Varanasi (India) – Music

The following cities designated between 2004 and 2009 should submit their (second) report by 30 November 2020, then every four years:

- Aswan (Egypt) – Crafts and Folk Art
- Berlin (Germany) – Design
- Bologna (Italy) – Music
- Bradford (United Kingdom of Great Britain and Northern Ireland) – Film
- Buenos Aires (Argentina) – Design
- Edinburgh (United Kingdom of Great Britain and Northern Ireland) – Literature
- Ghent (Belgium) – Music
- Glasgow (United Kingdom of Great Britain and Northern Ireland) – Music
- Iowa City (United States of America) – Literature
- Kanazawa (Japan) – Crafts and Folk Art
- Kobe (Japan) – Design
- Lyon (France) – Media Arts
- Melbourne (Australia) – Literature
- Montréal (Canada) – Design
- Nagoya (Japan) – Design
- Popayán (Colombia) – Gastronomy
- Santa Fe (United States of America) – Crafts and Folk Art
- Seville (Spain) – Music
- Shenzhen (China) – Design