UNESCO Creative Cities Network

Guidelines for the Membership Monitoring Report

The present document explains the process and guidelines for the preparation and submission of the second Membership Monitoring Reports by member cities of the UNESCO Creative Cities Network (UCCN) designated between 2004 and 2009.

The reports are required to be submitted every four years following the year of designation, and 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 UCCN Mission Statement as well as contribute to the implementation of the 2030 Agenda for Sustainable Development, in particular Goal 11 '*Make cities and human settlements inclusive, safe, resilient and sustainable*';

- 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 established in the framework of the Network, so as to showcase the impact of the UNESCO Creative Cities in the implementation of the 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 culture and creativity for sustainable urban development, as well as, gathering new data and prospects on new challenges and opportunities in the urban context.

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 and creativity 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 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 Network's mission and objectives, 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 cities of the Network.

2. OBJECTIVES

The objective of the Membership Monitoring and Reporting 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 member cities of the Network, and assess trends in strengthening the role of culture and creativity as 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 UNESCO and its Creative Cities. The objectives of the Guidelines are thus two-fold:

i. **For Member Cities**: The guidelines provide clear instructions on what is expected in terms of reporting once membership to the Network has been granted; and

ii. **For UNESCO**: The 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: a) monitoring trends, and emerging challenges and opportunities; b) highlighting achievements and progress to better inform policy making of UNESCO Member States, and c) 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 as well as alerting emerging issues regarding the impact of culture and creativity on sustainable urban development. Furthermore, the exercise provides information on effective policies, measures, strategies and partnerships and supporting evidence-based formulation and implementation of future action plans at the city level.

The Membership Monitoring and Reporting exercise further complements the information provided by member cities on a regular basis for communication and diffusion purpose via the UCCN website. The diverse set of information are related to the development of local policies, inter-city partnerships or organization of events, amongst others that have a direct link with the implementation of the Network's Mission Statement. The information also includes presentations of the activities undertaken and future plans for the creative fields covered by the Network foreseen in the Annual Conferences of the Network.

As of September 2020, 113 Membership Monitoring Reports have been submitted to UNESCO, which are available on the Network'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. However, for this cycle of the reporting exercise, due to COVID-19 pandemic, on an exceptional basis, the deadline for submission has been extended to **31 December 2020**. Reports should be submitted via creativecities@unesco.org in a format (.doc and/or .pdf) suitable for e-publication.

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

Once received by the Secretariat, the reports are published on the UNESCO Creative Cities Network website for each reporting cycle.

The Secretariat will transfer, through the cluster coordinators, the reports to the member cities by creative field in February. The coordinators coordinate and facilitate the evaluation process within their respective cluster. Each cluster should collectively determine its preferred working method to enhance participation and optimization of the process.

Each cluster will have a period of two months to proceed with their assessment and submit a short-consolidated evaluation for each report using the evaluation form provided by the Secretariat to UNESCO by April end. The results will then be provided to the member cities concerned.

4. MONITORING GUIDELINES

The following monitoring guidelines reflect the spirit and objectives of the UCCN 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 with supporting data when appropriate. It is highly recommended not to exceed a maximum of 18 pages maximum 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, all supporting materials should be relevant and concise, and their sources should be duly mentioned.

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 Network, shall include the following information:

I. EXECUTIVE SUMMARY

II. 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.

III. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

3.1 Number of UCCN 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 UCCN Annual Conference

3.3 Hosting of working or coordination meeting(s) addressed to one or more UCCN 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 Network

3.5 Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCN 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)

IV. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY 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, 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 UCCN, 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 UCCN'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 Network.

V. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL 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 Network's objectives as well as are in line with the 2030 Agenda for Sustainable Development, as detailed in the Mission Statement, during the last four years.

Kindly present only the major initiatives undertaken during the reporting period aimed at implementing the UCCN'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.

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

Kindly 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 undertake, within the framework of its designation, to achieve the Network'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 UCCN'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 Network at the local level, while highlighting expected outcomes and impacts.

Kindly note, of the three main initiatives, two must correspond to the designated creative field and one initiative should be of a crosscutting nature and linked 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 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 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 and outcomes. Initiatives supporting the promotion of the Network in regions and countries that are under-represented in the Network, as well as actions involving cities in developing countries, are highly encouraged. A crosscutting 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

Kindly 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. Provide detailed information on all of the resources that the city expects to contribute and mobilize, including both financial resources and other in-kind 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 Network to a wider audience, as well as the impact of the proposed action plan.

VII.   INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19 (OPTIONAL)

In lieu of the outbreak of the COVID-19, cities may wish to elaborate upon the impact that the pandemic has had on the cultural and creative capital of the city especially in the designated creative field. Cities are requested to provide detailed information on the impact of COVID-19 on the implementation of its action plan. But more essentially, concrete measures and plans implemented by the city towards mitigating the challenges, in particular restoring the continuity of cultural and social life, can be provided.

No more than three major initiatives/actions/policies that were undertaken or implemented by the city towards supporting its cultural and creative capital amidst the pandemic may be provided. Information related to inter-city initiatives can also be reported upon. The proposed initiatives should notably include the objectives, the stakeholders involved in their execution, the beneficiaries and the expected results, outcomes and learning.

Any information related to change in polices or adapting new policies in support of the cultural and creative sector may be provided.

Annex

Calendar for the submission of the Membership Monitoring Reports in 2020

The following cities designated between 2004 and 2009 should submit their report by **31 December 2020** (extended deadline on an exceptional basis for this year):

- 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