

UNESCO CREATIVE CITIES NETWORK HOST CITY SELECTION CRITERIA

March 2019

1. INTRODUCTION

This guide explains the process and the criteria for the selection of the Host City of the UNESCO Creative Cities Network (UCCN) Annual Conference to be held in 2021. Its aim is to guide candidate cities through the preparation of their bids as well as UNESCO and the member cities in the selection process.

The main objectives of the UCCN Annual Conference are to:

- provide a platform for dialogue and information-sharing amongst UNESCO Creative Cities aimed at implementing the UCCN's objectives at the local and international levels and across all regions;
- foster collective engagement for joint priorities and collaborative initiatives and partnerships that strengthen the contribution of culture and creativity to sustainable development in the framework of the United Nations 2030 Agenda for Sustainable Development;
- reflect on the UCCN's strategy and activities for the coming year; and
- highlight the contribution of culture and creativity to sustainable development in the framework of the United Nations 2030 Agenda for Sustainable Development.

The Conference is restricted to a limited number of representatives from the member cities of the Network.

Under the overall supervision of and in close cooperation with UNESCO, as well as with the support from other member cities, the designated Host City will take responsibility for the organization of the conference. It shall cover all the costs related to the organization of the Annual Conference, which will be specified hereinafter. However, all delegates from the member cities shall cover their own travel and accommodation expenses.

2. SELECTION PROCESS

The Host City of a UCCN Annual Conference is selected two years prior to the event. From here onwards, the Annual Conference at which the Host City is designated will be referred to as AC1, while the Annual Conference to be hosted by the city concerned two years later will be referred to as AC2.

- (i) UNESCO launches a Call for Bids to host the AC2 approximately three months prior to the AC1. Cities interested in putting themselves forward for consideration are required to prepare a bidding proposal and submit their proposal to UNESCO specifying their motivation to host the Annual Conference as well as the main characteristics and basic specifications of the planned Annual Conference. The deadline for the submission of the bids is two months after the launch of the call for bids according to the dates of the Annual Conference.
- (ii) The bidding proposal should not exceed fifteen (15) pages. Other pertinent information, including illustrations, statistical data, case studies, research or other materials, which directly support the bidding proposal, could also be annexed. Please note that the complete submission should not exceed thirty (30) pages and should be submitted in both English and French to facilitate the assessment of the bids by the member cities.
- (iii) A technical pre-screening will be carried out by the UNESCO Secretariat to verify whether the proposal meets all technical requirements stipulated in the Selection Criteria; whether it reflects the city's commitment towards the UCCN membership; and whether it includes **a formal letter of intention from its mayor and an endorsement letter from the National Commission for UNESCO** of the country where the city is located (Articles 3.1.1 & 3.1.2).
- (iv) In the event that more than three bids are submitted to UNESCO, a preselection of three bids will be carried out by UNESCO based on the recommendations of the Coordination Group (7 cluster coordinators), conforming to the present Selection Criteria. In the event that a candidate city is also a cluster coordinator, the city will automatically be excluded from the process. The creative field concerned shall then designate an *ad hoc* coordinator to take over this role.
- (v) Prior to the AC1, the bids, or the three preselected bids if more than three bids are submitted to UNESCO, will be sent to all member cities for their consideration.
- (vi) If only one bid is submitted to UNESCO and if it meets the Selection Criteria, the Host City of the AC2 will be designated by consensus at the AC1. Otherwise, the Host City of the AC2 will be selected by the member cities through a selection process by which:
 - Each of the shortlisted candidates will be given the opportunity to make a brief presentation and respond to questions at the AC1;
 - An online vote by simple majority and secret ballot will be organized by UNESCO within the following months of the AC1;
 - The selected Host City will make an official presentation of the AC2 at the Annual Conference of the following year.

Upon the designation of the Host City of the AC2, UNESCO and the Host City will decide collectively on the provisional dates of the Annual Conference. However, UNESCO reserves the right to propose a date change through a formal request **6 months** prior to the provisional dates of the AC2 at the latest. This would occur only in the event of unforeseen but justifiable

circumstances, such as date conflicts with major UNESCO events, so as to maximize the success of the UCCN Annual Conference by ensuring the participation of high-level UNESCO representatives and partners.

An official document for the hosting of the Annual Conference between UNESCO and the Host City will be signed according to UNESCO's rules and procedures.

All member cities including those that joined the Network in 2017 will be expected to participate in the selection process.

N.B.:

Candidate cities will not be included in the selection process. No exercise of influence or lobbying is allowed. Consequently, it is prohibited to offer any goods, services, funds, material or immaterial benefits in return for any form of favour or unauthorized support in the selection process. Any misconduct by a candidate city, if verified, will lead to its immediate disqualification.

Candidate cities are highly recommended to take into account the anticipated enlargement of the Network following the 2019 Call for Applications. The designation of new members will be made in November 2019.

3. SELECTION CRITERIA

The bids should clearly demonstrate the capacity and the commitment of the Host City to meet the Selection Criteria specified in the present document. Most of these criteria are compulsory, and therefore the candidate city should strictly fulfil them. Other criteria are desirable and will be taken into account to further assess the quality of each bid.

The following criteria will guide the evaluation process conducted by UNESCO and the member cities for the selection of the Host City:

3.1 COMMITMENT

3.1.1 NATIONAL AND MUNICIPAL COMMITMENT (COMPULSORY)

- Evidence of the commitment is required at the highest municipality level
- A formal letter of intention from the Mayor of the city shall be attached to the bid document
- An endorsement letter from the National Commission for UNESCO of the country where the city is located shall also be included in the bid file

3.1.2 MEMBERSHIP COMMITMENT

- *COMPULSORY*
 - Membership to the Network for at least one year prior to the submission of the bid
 - Attendance of at least one UCCN Annual Conference in the two years prior to the submission of the bid
- *DESIRABLE*

The following criteria may also be taken into consideration in the assessment:

- Implementation of at least one large-scale international partnership project involving other Creative Cities, and three major local projects with the participation of different local stakeholders in line with the UCCN Mission Statement within the last two years
- Attendance of at least two UCCN Annual Conferences in the past three years prior to the submission of the bid
- Submission of the city's quadrennial Membership Monitoring Report in conformity with the UCCN membership requirements and guidelines

3.2 LOGISTICAL REQUIREMENTS

3.2.1 GENERAL REQUIREMENTS (*DESIRABLE*)

- Geographical balance:
 - To the extent possible, special consideration will be given to ensure that the host of the Annual Conference rotates among member cities, covering different geographical regions¹
 - Bids from regions where no Annual Conference has been held in the previous three years, as well as bids from countries where no Annual Conference has ever been held, will be encouraged
- Representation of the seven creative fields covered by the Network:
 - Bids from cities whose creative fields have not hosted an Annual Conference in the previous three years will be encouraged
- City's commitment to environmental sustainability
- City's accessibility will be evaluated

¹ Regions according to UNESCO's definition are Africa, Arab States, Asia and the Pacific, Europe and North America, and Latin America and the Caribbean. For more information, please see: <http://www.unesco.org/new/en/unesco/worldwide/regions-and-countries>

3.2.2 EQUIPMENT AND STAFF (*COMPULSORY*)

The bid should clearly demonstrate the commitment and capacity of the Host City to provide:

- Venues and facilities
 - Fully-equipped main conference room(s) for the plenary sessions of the Annual Conference with a sufficient capacity for two representatives per member city at least (in addition to the participation of mayors from the member cities), as well as representatives from UNESCO and approved stakeholders and partners, in addition to technical and supporting staff such as technicians and interpreters (candidate cities are strongly recommended to take into account the growth of the Network)
 - No less than seven small or medium-sized conference rooms for the seven parallel sub-network meetings and other sessions to be organized over the Annual Conference
 - A suitable meeting room for the Coordination Group working sessions
 - Dedicated office area(s) for the UNESCO Secretariat and the working team of the Host City; including computers with English or French keyboard, printers connected to all computers, Internet connection, as well as necessary office stationary (ideally all equipment is located in the same space)
 - Press and media areas for journalists including a dedicated press room with Internet connection, as well as a suitable location for interviews easily identified and accessible in the main venue of the Annual Conference
 - All main venues of the Annual Conference shall be equipped with WIFI connection
- Technical support services
 - Simultaneous interpretation in English and French (and eventually the Host City's language) available at least for all plenary sessions as well as all the sessions of the Mayors' Forum, with headsets available for all participants
 - A suitable number of screens located throughout the main conference venues to disseminate practical information such as the programme and display live transmission of the event and other visual communication material
 - A dedicated "publication corner" for the distribution of approved publications by UNESCO and member cities
 - A sufficient number of fixed and mobile microphones for both the stage and the audience
 - General conference services such as registration and help desk, (personalised) badges, signs and indications, etc.
 - Stationary: notebooks, pens and other necessary stationary for all approved participants

- Staff

Local staff (based in the Host City):

- A dedicated team with at least one English and/or French-speaking contact person must be established as soon as possible after the designation of the Host City (nine months prior to the Annual Conference concerned at the latest) so as to carry out the different tasks related to the preparation and implementation of the conference. These include, among others, drafting the agenda together with UNESCO, contributing to the preparation of the technical and working documents, ensuring the liaison with UNESCO and the member cities to keep them informed, taking care of the logistics of the conference, organizing communication and promotion campaign(s) for the event through press conferences, feature articles and media exposure in local, national and international media outlets, etc.
- A dedicated team of a minimum of six English and two French-speaking receptionists to register participants, prepare name badges, maintain the list of participants and provide information and assistance over the period of the conference
- A dedicated team of minimum two English and one French-speaking experienced professionals to assist the UNESCO Secretariat during the conference
- Technical support staff to assist in the setting up, managing and dismantling of equipment, including during the annual conference

International staff (based at UNESCO's Headquarters):

- Support to the UNESCO Secretariat by providing necessary resources via an *ad hoc* financial contribution for the recruitment of at least one temporary UNESCO international staff at UNESCO premises under the direct supervision of the UNESCO Secretariat, who will serve as the liaison person between UNESCO and the Host City, over the whole preparation period of the Annual Conference for a total duration of twelve months. The terms of the agreement for the financial contribution shall be agreed formally by UNESCO and the Host City upon the designation of the latter. The terms of reference for the position concerned as well as the recruitment procedure will be determined and conducted by UNESCO in accordance with the Organization's rules, regulations and procedures.

3.2.3 ACCOMMODATION AND TRAVEL (*COMPULSORY*)

The bid should clearly demonstrate the commitment and capacity of the Host City to provide:

- Catering
 - Lunches, coffee breaks and dinners for all approved participants during the Annual Conference
- Local transport for all approved participants during the Annual Conference
- Accommodation

- The Host City shall provide accommodation for the representatives of UNESCO (approximately 6 staff members)
- Delegates from member cities shall cover their own travel costs to/from the host city as well as accommodation expenses. Negotiated rates and pre-booking service should be provided to all approved participants by the Host City in suitable hotels in close proximity to the meeting venues
- Visas
 - The Host City together with the country where the city is located should facilitate the application process and the issuing of visas for all approved participants, notably providing personalized assistance, to the extent possible, to participants with specific technical difficulties

3.2.4 DOCUMENTATION AND INFORMATION (*COMPULSORY*)

The bid should clearly demonstrate the commitment and capacity of the Host City to provide:

- A dedicated and regularly updated website for the Annual Conference in English and French including online registration and all necessary information and technical documents such as the agenda, and media coverage
- Preparation and reproduction of documents
 - The relevant technical and working documents for the conference, prepared together by UNESCO and the Host City shall be made available electronically to participants prior to the conference as well as in hard copies during the event
 - Preparation of additional hard copies during the conference as required
- Proceedings and transcriptions
 - Proceedings of the conference in English or French, prepared by experienced, specialized professionals from the Host City, shall be submitted to UNESCO within two months following the conference. Translation of the proceedings in the other UNESCO working language shall be ensured
 - Creation of a press review folder including major local, national and international media coverage of the Annual Conference to be submitted to UNESCO, along with the above-mentioned proceedings
 - A general report on the preparation, implementation and follow-up of the event, which analyses the objectives obtained, challenges faced and lessons learned, to be submitted to UNESCO two months after the Annual Conference at the latest
- Other information, documents and materials
 - The Host City shall provide UNESCO with the complete final list of participants as well as other documents and materials produced by the Host City for the Annual Conference

3.2.5 SECURITY (*COMPULSORY*)

The bid should clearly demonstrate the commitment and capacity of the Host City to provide:

- Necessary provision of security on all premises, venues and direct surroundings of the Annual Conference over the whole period of the event in accordance with relevant security rules and regulations of UNESCO, as well as the guidelines on the provision of security at special events and conferences co-organized by the United Nations Organizations
- Designation of a liaison person representing the Host City for all issues related to security who shall be in regular contact with the Security Focal Point and the Secretariat of UNESCO
- A specific official document on security can be signed between the Host City and UNESCO, if required by the latter

3.2.6 UNESCO SECRETARIAT'S PREPARATORY ONSITE MISSION (*COMPULSORY*)

The bid should clearly demonstrate the commitment of the Host City to provide:

- Necessary logistical services including catering, local and international transport, accommodation, and related expenses, for no more than three representatives of UNESCO during their onsite mission in the framework of the preparation of the Annual Conference
- At least one dedicated person from the Host City's working group, ideally the team leader or the focal point of the city, who will accompany the representatives of UNESCO to facilitate the onsite mission, including inspection of the venues, meetings with the working group, as well as other relevant local stakeholders and partners, etc.

3.3 CONTENT REQUIREMENTS

3.3.1 PROPOSED PROGRAMME OF THE ANNUAL CONFERENCE (*COMPULSORY*)

The bid should propose a programme of the event and state clearly the commitment and capacity of the Host City to its implementation:

- One or two proposed conference theme(s) salient and pertinent both to the UCCN's agenda for sustainable urban development and to the Host City's development priorities and strategy contributing to the implementation of the Sustainable Development Goals
- Innovative propositions such as in terms of format and working methods to enhance the attractiveness of the event to UCCN members and general audience, and increase the visibility and the impact of the Annual Conference

- Possibilities of associating the proposed Annual Conference to a technical or academic meeting, such as an expert workshop or a conference, on issues related to the Network's thematic priorities, notably the implementation of the Sustainable Development Goals within the Network. As a side event of the Annual Conference, this meeting must be conceived, developed and organized in collaboration with UNESCO, as well as provide a genuine added value to the Annual Conference
- Possibilities of associating the proposed Annual Conference to a major local or international event (festival, fair, conference, exhibition, etc.) consistent with the vision and the scope of action of the Network as well as the proposed theme of the Annual Conference
- Possibilities of associating the proposed Annual Conference to a complementary event targeting cultural professionals, academia and experts, artists, creators and/or entrepreneurs and intended to foster exchanges and collaboration within the Network
- Possibilities of associating a cultural programme and/or study visits, showcasing how the Host City positions creativity at the heart of its development strategies, such as encounters and exchanges with local creative professionals and actors
- Innovative proposals for presenting best practices and initiatives from the Network in the framework of the Annual Conference

In case of designation, the final programme of the Annual Conference concerned should be prepared with and approved by UNESCO, as the UCCN Annual Conference is a UNESCO event.

3.3.2 PROPOSED COMMUNICATION AND PROMOTION PLAN (*COMPULSORY*)

The bid should also include a communication and promotion plan of the event and state clearly the commitment and capacity of the Host City to its implementation:

- A comprehensive and structured communication and promotion plan that covers the whole period of the preparation, implementation and wrap-up of the Annual Conference, as well as targets a broad audience including the general public and stakeholders across different levels
- Key communication documents and tools relating to the Annual Conference including save-the-dates, invitation letters, press releases, website, which are to be produced with and approved by UNESCO
- Commitment to the respect of UNESCO's rules, guidelines and procedures in terms of communication including the use of UNESCO's and the UCCN's logos and names
- Commitment to the visibility and the outreach of the Annual Conference through a proactive mobilization of local, national and international communication tools and channels, as well as the production of key promotion materials in different languages, including English, French, the native language and, if possible, other official languages of the United Nations

- Possibilities of engaging specialized communication agencies for the conceptualization and implementation of an effective plan on communication and promotion, to be consulted and approved by UNESCO beforehand

4. TIMEFRAME OF THE SELECTION PROCESS

- I) 22 MARCH**
Launch of the Call for Bids
- II) 21 MAY**
Deadline for the submission of bids
- III) 22 MAY – 10 JUNE**
Technical prescreening and possible pre-selection (in case of more than 3 bids submitted)
- IV) 15 JUNE (TBC)**
Presentation of the (pre-selected) bids at the 2019 Annual Conference in Fabriano, Italy
- V) MID JULY – MID SEPTEMBER**
Online vote organized by UNESCO
- VI) END SEPTEMBER**
Designation of the 2021 Host City