

UNESCO Creative Cities Network

Guidelines for the Membership Monitoring Report

April 2021

The current document presents the process and guidelines for the preparation and submission of the Membership Monitoring Report (MMR) by member cities of the UNESCO Creative Cities Network (UCCN).

As part of member cities' commitment towards the UCCN, 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 UCCN 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 and 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, national, and international levels;
- 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; and
- to contribute to international monitoring and reporting efforts for the implementation of the 2030 Agenda, complementing and providing support to main global mechanisms and tools such as the Voluntary National Reviews and the Voluntary Local Reviews.

As of March 2021, 128 Membership Monitoring Reports have been submitted to UNESCO, which are available on the Network's [website](#).

For 2021 cycle, Creative Cities designated between 2010 and 2013 shall submit their second reports, meanwhile those designated in 2017 shall submit their first reports.

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 also acknowledges its commitment to participate in the areas of action set forth in the [UCCN Mission Statement](#).¹

In adhering to the Network's mission and objectives, member cities also agree to periodically submit a detailed report that contains information on the city's effective implementation of the objectives of the Network, and the impact of the activities related to its designation as a UNESCO Creative City. The process also recognizes the importance of actively communicating city's actions to UNESCO and its Member States, the fellow members cities of the Network, and other stakeholders and partners.

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 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) measuring the impact of the UNESCO designation.

The systematic collection, analysis, and dissemination of information will contribute to more effectively charting progress, showcasing 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, as well as supports 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

¹ UCCN Mission Statement can be referred at the following link: https://en.unesco.org/creative-cities/sites/default/files/uccn_mission_statement_rev_nov_2017.pdf

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.

3. PROCESS

Member cities are requested to submit their Membership Monitoring Reports to UNESCO every four years, starting from the year of designation. For the current cycle, member cities concerned should submit their reports by the deadline of **30 November 2021**. Reports should be submitted via creativecities@unesco.org in a format (.doc and/or .pdf) suitable for e-publication. Please refer to the annex for the complete list of the aforementioned cities.

Once the reports are received by the Secretariat, they are published on the UNESCO Creative Cities Network website. The Secretariat will also transfer the reports to the member cities by creative field at the beginning of the following year for its evaluation. 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 optimize the process.

The assessment process for each report will then be undertaken within each cluster and a short-consolidated evaluation for each report using the Evaluation Form provided by the UCCN Secretariat should be submitted back to the Secretariat following this process. The results will be then transmitted to the concerned member cities.

4. MONITORING GUIDELINES

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

The MMRs 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 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 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. In this regard, the report should 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.
- 2.9 Communication officer within the Municipality, responsible for broadening the outreach of the city initiatives

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 (notably 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), and/or 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 in the city's creative field and other related areas to achieve the objectives of the UCCN, as well as the implementation of the 2030 Agenda, during the last four years, paying special attention to the impact of the designation in:

- making culture and creativity an essential component of urban policies and actions for sustainable development, 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 in the city's previous 4-year action plan.

Additional audio-visual support materials such as in the form of short videos, or images that showcase the diversity of the initiatives conducted, with a specific focus on innovation, development and education, are also welcome.

Member cities are also highly encouraged to provide in the Annex comparative data and statistics (progress over a four-year period) on a) the contribution of local cultural and creative industries (especially in the city's creative field) to the development of the city (contribution to GDP, employment, cultural participation, public expenditure on culture, etc.), and/or b) the impact of the designation at the local level, and/or c) 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 in line with the 2030 Agenda for Sustainable Development, 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 achieving, within the framework of its designation, 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 monitoring and reporting period.

From the same perspective, the proposed initiatives must correspond to UCCN's objectives and areas of action highlighted in its 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, the beneficiaries and the expected results and outcomes. Initiatives supported by the city and 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, 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 can 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 and 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 AND FOR THE RECOVERY FROM COVID-19 (OPTIONAL)

In light of the COVID-19 pandemic, cities may wish to elaborate upon the impact that the pandemic has had on the city's cultural and creative capital, especially in the designated creative field. Furthermore, cities are also encouraged to provide information on the impact of COVID-19 on the implementation of its 4-year action plan.

To mitigate the impact and support in the recovery from the pandemic is a shared objective for UNESCO and all its partners, notably the Creative Cities at the local level. In this regard, a maximum of five major initiatives/actions/policies implemented by cities, in particular, restoring the continuity of cultural and social life, as well as undertaking various measures to propel the recovery of the city from the pandemic, can be provided.

Information related to inter-city initiatives can also be reported upon, which further highlights the value of international collaboration in these trying times. The proposed initiatives should notably include the objectives, the stakeholders, the beneficiaries and the expected results, outcomes, and learning.

Relevant information related to change in policies or adapting new policies in support of the cultural and creative sector as well as inhabitants' daily life and wellbeing through culture and creativity may be provided.

Annex

Calendar for the submission of the Membership Monitoring Reports in 2021

Submission deadline: 30 November 2021

The following cities designated between 2010 to 2013 should submit their second report:

- Beijing (People's Republic of China) - Design
- Bogota (Colombia) - Music
- Brazzaville (Congo) - Music
- Chengdu (People's Republic of China) - Gastronomy
- Dublin (Ireland) - Literature
- Enghien-les-Bains (France) - Media Arts
- Fabriano (Italy) - Crafts and Folk Art
- Graz (Austria) - Design
- Hangzhou (People's Republic of China) - Crafts and Folk Art
- Icheon (Republic of Korea) - Crafts and Folk Art
- Jeonju (Republic of Korea) - Gastronomy
- Krakow (Poland) - Literature
- Norwich (United Kingdom of Great Britain and Northern Ireland) - Literature
- Östersund (Sweden) - Gastronomy
- Paducah (United States of America) - Crafts and Folk Art
- Reykjavik (Iceland) - Literature
- Saint-Etienne (France) - Design
- Sapporo (Japan) - Media Arts
- Seoul (Republic of Korea) - Design
- Shanghai (People's Republic of China) - Design
- Sydney (Australia) - Film
- Zahlé (Lebanon) - Gastronomy

The following cities designated in 2017 should submit their first report:

- Alba (Italy) - Gastronomy
- Almaty (Kazakhstan) - Music
- Amarante (Portugal) - Music
- Auckland (New Zealand) - Music
- Baguio city (Philippines) - Crafts and Folk Art
- Barcelos (Portugal) - Crafts and Folk Art
- Braga (Portugal) - Media Arts
- Brasilia (Brazil) - Design
- Bristol (United Kingdom of Great Britain and Northern Ireland) - Film
- Brno (Czechia) - Music
- Bucheon (Republic of Korea) - Literature
- Buenaventura (Colombia) - Gastronomy
- Cairo (Egypt) - Crafts and Folk Art
- Cape Town (South Africa) - Design
- Carrara (Italy) - Crafts and Folk Art
- Changsha (People's Republic of China) - Media Arts
- Chennai (India) - Music
- Chiang Mai City (Thailand) - Crafts and Folk Art
- Chordeleg (Ecuador) - Crafts and Folk Art
- Cochabamba (Bolivia (Plurinational State of)) - Gastronomy
- Daegu (Republic of Korea) - Music
- Dubai (United Arab Emirates) - Design
- Durban (South Africa) - Literature
- Frutillar (Chile) - Music
- Gabrovo (Bulgaria) - Crafts and Folk Art
- Geelong (Australia) - Design
- Guadalajara (Mexico) - Media Arts
- Hatay (Turkey) - Gastronomy
- Istanbul (Turkey) - Design
- João Pessoa (Brazil) - Crafts and Folk Art
- Kansas City (United States of America) - Music
- Kolding (Denmark) - Design

- Kortrijk (Belgium) - Design
- Kosice (Slovakia) - Media Arts
- Kütahya (Turkey) - Crafts and Folk Art
- Lillehammer (Norway) - Literature
- Limoges (France) - Crafts and Folk Art
- Łódź (Poland) - Film
- Macao SAR (People's Republic of China) - Gastronomy
- Madaba (Jordan) - Crafts and Folk Art
- Manchester (United Kingdom of Great Britain and Northern Ireland) - Literature
- Mexico-City (Mexico) - Design
- Milano (Italy) - Literature
- Morelia (Mexico) - Music
- Norrköping (Sweden) - Music
- Ouagadougou (Burkina Faso) - Crafts and Folk Art
- Panama City (Panama) - Gastronomy
- Paraty (Brazil) - Gastronomy
- Pesaro (Italy) - Music
- Porto-Novo (Benin) - Crafts and Folk Art
- Praia (Cabo Verde) - Music
- Qingdao (People's Republic of China) - Film
- Québec (Canada) - Literature
- San Antonio (United States of America) - Gastronomy
- Seattle (United States of America) - Literature
- Sheki (Azerbaijan) - Crafts and Folk Art
- Sokodé (Togo) - Crafts and Folk Art
- Terrassa (Spain) - Film
- Tétouan (Morocco) - Crafts and Folk Art
- Toronto (Canada) - Media Arts
- Tunis (Tunisia) - Crafts and Folk Art
- Utrecht (Netherlands) - Literature
- Wuhan (People's Republic of China) - Design
- Yamagata (Japan) - Film