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UNESCO CREATIVE CITIES NETWORK

2017 CALL FOR APPLICATIONS

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|  | ApPLICATION FORM  |

**APPLICATION FORM**

UNESCO Creative Cities Network

2017 Call for Applications

This Application Form, duly completed, signed and dated, must be sent as an attachment by email to ccnapplications@unesco.org, with the “subject”: Application of [name of the candidate city].

The following documents must be also attached:

(i) A complete list of all the documents requested in the application file;

(ii) A formal letter from the Applicant City’s Mayor presenting the candidature and the support of the Municipality;

(iii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;

(iv) Two formal letters of support from active national professional associations in the creative field concerned[[1]](#footnote-1);

(v) Three photos of your city closely related to the creative field concerned (JPEG, max. 3MB each);

(vi) The “Cession of rights and register of photos” form dully filled.

No other document or attachment will be accepted and considered in the evaluation. A maximum of four URL links to related websites may be included in the application form, providing additional information about the city and/or the creative field concerned.

Application Forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 16 June at midnight (Central European Time) using the following address: ccnapplications@unesco.org. Applications that are not received in the required format, as well as those that are incomplete and/or received beyond the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

NB: In order to strengthen the geographical balance of the Network, please note that a specific cooperation framework is proposed under the 2017 UCCN Call for candidate cities of the Africa region, under-represented within the Network. To know more, please refer to annexes 1 and 2 of the 2017 Designation Procedure.

1. **NAME OF CITY:**

1. **COUNTRY:**

**3. Contacts:**

**3.1 Mayor of the City**

Title (Mr/Ms/Mrs):

Family name:

First name:

Address:

Telephone number:

Email address:

**3.2 Representative of the Mayor**

*The representative of the Mayor will represent the Municipality at major activities and events in the framework of the UNESCO Creative Cities Network. He or she will facilitate the communication between the Municipality and the UCCN Secretariat and provide political support to the designated main executive contact of the city (see point 3.3).*

Title (Mr/Ms/Mrs):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

**3.3 Main executive contact**

*The main executive contact will be the focal point for all communications concerning the UNESCO Creative Cities Network. He or she should belong to the unit or structure executing and managing the designation (see point 10.4).*

Title (Mr/Ms/Mrs):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

**3.4 Alternative contact**

Title (Mr/Ms/Mrs):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

### 4. CREATIVE FIELD:

*Choose between: Crafts and Folk Art, Media Arts, Design, Film, Gastronomy, Literature, Music [Click on the drop-down menu].*

### 5. GENERAL PRESENTATION OF THE CITY:

*Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc. (1500 characters maximum).*

### 6. MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY, USING CREATIVITY AS A DRIVER FOR ACTION:

*Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying opportunities and challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development; and mitigate and resolve the challenges they face. (1200 characters maximum).*

### 7. EXPECTED IMPACT OF DESIGNATION AND MEMBERSHIP IN THE NETWORK ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:

*Presentation of the main motives behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation (1200 characters maximum).*

### 8. PREPARATION PROCESS FOR the application:

*The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network. (1000 characters maximum).*

### 9. COMPARATIVE ASSETS OF THE CANDIDATE CITY MADE AVAILABLE TO THE NETWORK:

*In the following fields, candidate cities are invited to present their main cultural assets – particularly in the creative field concerned by the application – that may be highlighted locally and internationally to further the Network’s objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are strongly advised to avoid presenting lists and to provide brief and relevant information so that the city’s cultural and creative assets can be assessed properly (1000 characters maximum for each field).*

**9.1** Role and foundations of the creative field concerned in the city’s history

**9.2** Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned: data, statistics and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

**9.3** Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

**9.4** Fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals in the creative field concerned (creators, producers, marketers, promoters, etc.)

**9.5** Festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international audience

**9.6** Mechanisms, courses and programmes to promote culture and creativity, as well as arts education for youth in the creative field concerned, both within the formal and informal education systems

**9.7** Lifelong learning, tertiary education, vocational schools, music and drama schools, residencies and other higher education establishments specialising in the creative field concerned

**9.8** Research centres, institutes and programmes in the creative field concerned

**9.9** Recognised spaces and centres for the creation, production and dissemination of activities, goods and services in the creative field concerned, at the professional level (for example, centres for professionals, cultural enterprise incubators, chambers of commerce with specific programmes for exporting cultural goods and services, etc.)

**9.10** Principal facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, women, vulnerable groups, etc.)

**9.11** Present a maximum of three programmes or projects developed by the city in the past five years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

**9.12** Present a maximum of three programmes or projects developed in the past five years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

**9.13** Role and impact of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

**9.14** Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

**9.15** Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

**9.16** Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

**9.17** Programmes or projects implemented in the last five years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

**9.18** International cooperation initiatives and/or partnerships developed in the past five years involving at least two of the seven creative fields covered by the Network (crosscutting or intersectoral projects)

**9.19** Main facilities and infrastructures made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past five years aimed at promoting the creative fields covered by the Network, other than the main creative field concerned by the application

**9.20** Provide the city’s overall earning and expenditure account over the last five years, showing amounts devoted to the creative field concerned

### 10. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

*In this section the candidate cities are invited to present an appropriate medium-term (four years) action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network’s objectives: using creativity as a driver for sustainable urban development at the local and international levels.*

*The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible, highlighting the 2030 Agenda for Sustainable Development and the New Urban Agenda. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions. The city will be expected to implement this action plan in case of its designation.*

**10.1** Presentation of a maximum of three initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally by enhancing the role of culture and creativity in the sustainable development of the city, with at least one urban development initiative integrating the creative field concerned

*Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, the objectives, the outreach and the stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).*

**10.2** 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 scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).*

**10.3** Estimated annual budget for implementing the proposed action plan

*It is recommended to present the estimated overall annual budget for implementing the proposed action plan, as well as the respective percentages that will be earmarked to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.) Please indicate any funding applications envisaged to national and international funding bodies such as regional and national development banks and institutions, in order to complement the budget. Alternative and innovative fundraising mechanisms may be presented. (500 characters maximum).*

*The evaluation will not be made on the basis of the size of the proposed budget but in terms of the feasibility, coherence, achievability and long-term sustainability of the estimated budget in relation to the action plan.*

**10.4** Intended structure for the implementation and management of the action plan in the event of designation

*Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network’s objectives. The person in charge of the proposed entity will be the focal point for the city in case of designation. Presentation of the organizational structure and the planned working arrangements of the entity, as well as the potential partners to implement the action plan with names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions. (1000 characters maximum).*

**10.5** Plan for communication and awareness-raising in the city

*Presentation of a plan for the communication and awareness-raising for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of the proposed action plan. (1000 characters maximum).*

### 11. IMPLEMENTATION AND IMPACT REPORTS OF THE DESIGNATION

### [ ]  If designated, the city shall provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact.

### 12. PARTICIPATION IN ANNUAL MEETINGS OF THE NETWORK

[ ]  If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, in the annual meetings of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred. If more than one representative attend, at least the aforementioned city focal point or one expert will be included.

**13.**  **PROVIDING INFORMATION TO THE SECRETARIAT**

[ ]  If designated, the city shall provide in time relevant and up-to-date information related to any change of the contact details (see sections 3.1, 3.2, 3.3, 3.4)

### 14. COMMUNICATION MATERIALS

*In order to prepare communication materials about your city in the event that it is designated, please complete the following fields. This information will be used on the UNESCO website and/or on other communication supports of the UNESCO Creative Cities Network.*

*Please note that the city is responsible for the quality and accuracy of the submitted communication materials. In order to facilitate the preparation of these materials, please refer to the UCCN website where a city page for each current member is presented.*

**14.1** Brief presentation of the cultural assets and creative industries of your city in the creative field concerned. Data, statistics and other indicators are highly recommended. (1400 characters maximum)

**14.2** Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 characters maximum, presented as bullet points)

**14.3** A maximum of four URL links to websites related to the creative field concerned and the contents of the application

**Date       Signature**

1. For example, if applying to the creative field of Literature, a letter of endorsement from the national writers’ association would fulfil this requirement. [↑](#footnote-ref-1)