

ที่ บร ๐๐๑๗.๓/ว ๑๗๐๔

ศาลากลางจังหวัดบุรีรัมย์
๑๑๕๙ เขากระโดง
จังหวัดบุรีรัมย์ ๓๑๐๐๐

๗ เมษายน ๒๕๖๐

เรื่อง ขอเชิญสมัครเป็นสมาชิกเครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโก ประจำปี พ.ศ.๒๕๖๐

เรียน นายอำเภอทุกอำเภอ และนายกเทศมนตรีเมืองทุกแห่ง

สิ่งที่ส่งมาด้วย สำเนาหนังสือสำนักความสัมพันธ์ต่างประเทศ สำนักงานปลัดกระทรวงศึกษาธิการ ที่ ศธ ๐๒๐๕/๒๗๑๘ ลงวันที่ ๒๔ กุมภาพันธ์ ๒๕๖๐ จำนวน ๑ ชุด

ด้วยจังหวัดบุรีรัมย์ ได้รับแจ้งจาก สำนักเลขาธิการคณะกรรมการแห่งชาติว่าด้วยการศึกษา ศิลปะ และวัฒนธรรมแห่งสหประชาชาติ (ยูเนสโก) กระทรวงศึกษาธิการ ว่า องค์การยูเนสโก ได้มีหนังสือแจ้งเปิดรับสมัครสมาชิกเครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโก (UNESCO Creative Cities Network - UCCN) ประจำปี พ.ศ.๒๕๖๐ (ค.ศ.๒๐๑๗) โดยมีวัตถุประสงค์เพื่อส่งเสริมให้เกิดความร่วมมือระหว่างประเทศหรือภูมิภาค หรือระหว่างชุมชนท้องถิ่น เป็นการแลกเปลี่ยนประสบการณ์ ความรู้ ทรัพยากรธรรมชาติที่มีในแต่ละท้องถิ่น/ชุมชน ระหว่างประเทศสมาชิก โดยได้เปิดโอกาสให้มีการเสนอความหลากหลายที่เป็นลักษณะเฉพาะของชุมชนท้องถิ่นใน ๗ สาขา ได้แก่ ๑) หัตถกรรมพื้นบ้าน ๒) การออกแบบ ๓) ภาพยนตร์ ๔) อาหาร ๕) วรรณกรรม ๖) สื่อศิลปะ และ ๗) ดนตรี โดยมีเป้าหมายในการส่งเสริมอุตสาหกรรมที่เกี่ยวข้องกับด้านวัฒนธรรมและความคิดสร้างสรรค์ ตามเป้าหมายวาระของการพัฒนาอย่างยั่งยืน ปี ๒๐๓๐ ซึ่งปัจจุบันนี้ได้มีเมืองที่เข้าร่วมเป็นเครือข่ายแล้วจำนวน ๑๑๖ เมืองจากประเทศสมาชิก ๕๔ ประเทศ สำหรับประเทศไทยมีเมืองที่เข้าร่วมเป็นเครือข่ายด้านอาหาร (Gastronomy) แล้ว ๑ เมือง คือ เทศบาลเมืองภูเก็ต

ในการนี้ จังหวัดบุรีรัมย์ จึงขอส่งข้อมูลมายังท่าน เพื่อพิจารณาเสนอชื่อเมืองที่มีศักยภาพและความพร้อมตามสาขาที่กำหนดเข้าร่วมเป็นเครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโก โดยสามารถดาวน์โหลดแบบฟอร์มและรายละเอียดได้จากเว็บไซต์ http://en.unesco.org/creative-cities/content/call-applications ทั้งนี้ ขอให้กรอกแบบฟอร์มใบสมัครเป็นภาษาไทย และภาษาอังกฤษ พร้อมแนบเอกสารต่างๆ ที่เกี่ยวข้อง โดยให้จัดส่งไปที่ สำนักเลขาธิการคณะกรรมการแห่งชาติฯ พิจารณาให้ถูกต้องเป็นไปตามหลักเกณฑ์ได้ **ภายในวันที่ ๑๘ เมษายน ๒๕๖๐** รายละเอียดตามสิ่งที่ส่งมาด้วย ทั้งนี้ สำหรับอำเภอ ให้ประชาสัมพันธ์ข้อมูลดังกล่าวให้เทศบาลตำบลในพื้นที่ทราบด้วย (สามารถดาวน์โหลดรายละเอียดได้ที่เว็บไซต์จังหวัดบุรีรัมย์)

จึงเรียนมาเพื่อทราบและพิจารณาดำเนินการต่อไป

ขอแสดงความนับถือ

(นายดำรงชัย เนรมิตตกพงศ์)
รองผู้ว่าราชการจังหวัด ปฏิบัติราชการแทน
ผู้ว่าราชการจังหวัดบุรีรัมย์

สำนักงานจังหวัด
กลุ่มงานอำนวยการ
โทร./โทรสาร ๐ ๔๔๖๖ ๖๕๖๓

United Nations
Educational, Scientific and
Cultural Organization

THAI National Commission for UNESCO
สำนักเลขาธิการคณะกรรมการแห่งชาติว่าด้วยการศึกษา
วิทยาศาสตร์ และวัฒนธรรม แห่งสหประชาชาติ (ยูเนสโก)

สำนักความสัมพันธ์ต่างประเทศ สำนักงานปลัดกระทรวงศึกษาธิการ
กระทรวงศึกษาธิการ ถนนราชดำเนินนอก ดุสิต กรุงเทพฯ ๑๐๓๐๐
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ที่ ศธ ๐๒๐๕/ ๖๗๙

๒๙ กุมภาพันธ์ ๒๕๖๐

สาธารณสุขจังหวัดบุรีรัมย์
รับที่ ๑๐๖๖
วันที่ 21 มี.ค. 2560
เวลา

๐ มี.ค. 2560

เรื่อง ขอเชิญสมัครเป็นสมาชิกเครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโก ประจำปี พ.ศ.๒๕๖๐

เรียน ผู้ว่าราชการจังหวัด

สิ่งที่ส่งมาด้วย หนังสือจากองค์การยูเนสโก ที่ CLT/CRE/DCE/17/1301 ลงวันที่ ๑๕ กุมภาพันธ์ ๒๕๖๐

ด้วยองค์การยูเนสโก ได้มีหนังสือแจ้งเปิดรับสมัครสมาชิกเครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโก (UNESCO Creative Cities Network-UCCN) ประจำปี พ.ศ.๒๕๖๐ (ค.ศ.๒๐๑๗) โดยมีวัตถุประสงค์เพื่อส่งเสริมให้เกิดความร่วมมือระหว่างประเทศหรือภูมิภาค หรือระหว่างชุมชนท้องถิ่น เป็นการแลกเปลี่ยนประสบการณ์ ความรู้ ทรัพยากรธรรมชาติที่มีในแต่ละท้องถิ่น/ ชุมชน ระหว่างประเทศสมาชิก โดยได้เปิดโอกาสให้มีการเสนอความหลากหลายที่เป็นลักษณะเฉพาะของชุมชนท้องถิ่นใน ๗ สาขา ได้แก่ ๑) หัตถกรรมพื้นบ้าน ๒) การออกแบบ ๓) ภาพยนตร์ ๔) อาหาร ๕) วรรณกรรม ๖) สื่อศิลปะ และ ๗) ดนตรี โดยมีเป้าหมายในการส่งเสริมอุตสาหกรรมที่เกี่ยวข้องกับด้านวัฒนธรรมและความคิดสร้างสรรค์ ตามเป้าหมายวาระของการพัฒนาอย่างยั่งยืน ปี ๒๐๓๐ ซึ่งปัจจุบันนี้ได้มีเมืองที่เข้าร่วมเป็นเครือข่ายแล้วจำนวน ๑๑๖ เมืองจากประเทศสมาชิก ๕๔ ประเทศ สำหรับประเทศไทยมีเมืองที่เข้าร่วมเป็นเครือข่ายด้านอาหาร (Gastronomy) แล้ว ๑ เมือง คือ เทศบาลเมืองภูเก็ต

ในการนี้สำนักเลขาธิการคณะกรรมการแห่งชาติว่าด้วยการศึกษา วิทยาศาสตร์และวัฒนธรรมแห่งสหประชาชาติ (ยูเนสโก) กระทรวงศึกษาธิการ จึงใคร่ขอให้จังหวัดพิจารณาหากสนใจสามารถเสนอชื่อเมืองที่มีศักยภาพและความพร้อมตามสาขาที่กำหนดเข้าร่วมเป็นเครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโก โดยสามารถดาวน์โหลดแบบฟอร์มและรายละเอียดได้จากเว็บไซต์ http://en.unesco.org/creative-cities/content/call-applications ทั้งนี้ขอให้กรอกแบบฟอร์มใบสมัครเป็นภาษาไทย และภาษาอังกฤษ พร้อมแนบเอกสารต่างๆ ที่เกี่ยวข้อง (ตามรายละเอียดดังแนบ) จัดส่งมายังสำนักเลขาธิการคณะกรรมการแห่งชาติฯ พิจารณาให้ถูกต้องเป็นไปตามหลักเกณฑ์ได้ภายในวันที่ **๑๘ เมษายน ๒๕๖๐**

จึงเรียนมาเพื่อโปรดพิจารณาเสนอชื่อเมืองสมัครเข้าร่วมเป็นสมาชิกเครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโกต่อไปด้วย จะขอบคุณยิ่ง

ขอแสดงความนับถือ

(นายชัยยศ อิ่มสุวรรณ์)
รองปลัดกระทรวงศึกษาธิการ
ในฐานะเลขาธิการคณะกรรมการแห่งชาติ
ว่าด้วยการศึกษาฯ สหประชาชาติ

หลักเกณฑ์และขั้นตอนการนำเสนอ
เครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโก
(UNESCO Creative Cities Network-UCCN)
ประจำปี พ.ศ. 2560 (ค.ศ.2017)

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1. วัตถุประสงค์

เครือข่ายเมืองสร้างสรรค์ขององค์การยูเนสโก (UNESCO Creative Cities Network – UCCN) ได้ริเริ่มขึ้นในปี พ.ศ.2547 (ค.ศ. 2004) โดยมีเป้าหมายเพื่อสร้างความเข้มแข็งและส่งเสริมความร่วมมือระหว่างเมืองต่างๆ ในทุกภูมิภาคของโลก ในด้านความสร้างสรรค์ที่น่ารู้จักและจดจำตามยุทธศาสตร์ของการพัฒนาอย่างยั่งยืนทั้งในด้านเศรษฐกิจ สังคม วัฒนธรรม และสิ่งแวดล้อม โดยเมืองเครือข่ายจะต้องเข้าร่วมแลกเปลี่ยนองค์ความรู้และแนวปฏิบัติที่ดี ในแต่ละท้องถิ่น/ ชุมชน ระหว่างประเทศสมาชิก/ หรือระหว่างเมืองเครือข่าย Creative Cities ด้วยกัน โดยเฉพาะความหลากหลายในด้านต่าง ๆ ตามยูเนสโกกำหนด มุ่งเน้นการพัฒนาความร่วมมือและส่งเสริมอุตสาหกรรม ที่เกี่ยวข้องกับความคิดสร้างสรรค์ ความเป็นวิถีชีวิตของชุมชนเมือง การมีส่วนร่วมอย่างเข้มแข็ง และการผสมผสานวัฒนธรรมเข้าไปอยู่ในแผนของการพัฒนาเมือง โดยจะแบ่งออกเป็น 7 สาขา ได้แก่

แสดงให้เห็นถึงความคิดริเริ่มสร้างสรรค์

1) วรรณกรรม (Literature)
2) ด้านการออกแบบ (Design)
3) ภาพยนตร์ (Film)
4) ดนตรี (Music)
5) ด้านหัตถกรรมพื้นบ้าน (Crafts and Folk)
6) มีเดีย อาร์ต (Media arts)
7) อาหาร (Gastronomy)

2. ขั้นตอนการนำเสนอ

2.1 นำเสนอผ่าน Thai National Commission for UNESCO
2.2 นำเสนอตามแบบฟอร์ม Creative Cities Application ของยูเนสโก
2.3 การนำเสนอจะต้อง focus อยู่ในสาขาใดสาขาหนึ่งใน 7 สาขา ตามที่ยูเนสโกกำหนด
2.4 เอกสารที่เกี่ยวข้องทั้งหมดที่ระบุไว้ในแบบฟอร์มใบสมัคร
2.5 หนังสือรับรองจากเทศบาลเมืองที่เกี่ยวข้องกับสาขาที่สมัคร
2.6 หนังสือสนับสนุนจากสมาคมที่เกี่ยวข้องกับสาขาที่สมัคร จำนวน 2 ฉบับ
2.7 รูปถ่าย 3 ใบของเมือง ที่เกี่ยวเชื่อมโยงกับสาขาที่สมัครมากที่สุด
2.8 กรอกแบบฟอร์มแสดงความยินยอมให้สามารถใช้รูปถ่ายได้โดยไม่ถือเป็นการละเมิดลิขสิทธิ์

3. การนำเสนอจะต้องให้ตรงตามหลักเกณฑ์ Criteria ของยูเนสโก 13 ข้อหลัก ดังนี้

3.1 จะต้องอยู่ในสาขาใดสาขาหนึ่งตามที่ระบุไว้

3.2 จะต้องเป็นการริเริ่มสร้างสรรค์ความร่วมมือระหว่างประเทศ/ ระหว่างสังคม/ ชุมชน ในเชิงคุณภาพ ปริมาณ และความหลากหลาย

3.3 จะต้องเป็นศูนย์กลางของเรื่อง (หรือสาขา) ที่จะนำเสนอ มีกิจกรรมส่งเสริมในสาขาที่นำเสนอเชิงสร้างสรรค์

3.4 มีประสบการณ์ในการจัดงานที่เกี่ยวข้องกับสาขาที่สมัคร

3.5 เป็นการนำเสนอเชิงสร้างสรรค์ถึงการพัฒนาอนาคต การลงทุนเพื่อสร้างความรู้ในเรื่องที่เกี่ยวข้อง และการพัฒนาสาขาที่สมัครผ่านระบบการศึกษาของเยาวชน

3.6 เป็นการนำเสนออุตสาหกรรม หรือเศรษฐกิจ ผ่านระบบออนไลน์ ในสาขาที่สมัคร

3.7 ต้องแสดงถึงความคิดริเริ่มสร้างสรรค์ในสาขาที่นำเสนอ

3.8 ระบุการลงทุนที่ชี้ให้เห็นถึงความมั่นคงในการศึกษาและวิจัยในสาขาที่สมัคร

3.9 มีสื่อที่ใช้ส่งเสริมกิจกรรมในสาขาที่นำเสนอ

3.10 มีทรัพยากรที่เป็นเอกลักษณ์ของเมืองในสาขาที่นำเสนอ และสามารถเปรียบเทียบต่อเมือง เครือข่ายในระดับนานาชาติได้

3.11 มีการสนับสนุน/ หรือมีส่วนร่วมขององค์กรเฉพาะทาง ในสาขาที่เกี่ยวข้อง

3.12 สาขาที่สมัครต้องมีความสำคัญต่อการส่งเสริมเศรษฐกิจ อาชีพ งานของท้องถิ่น/ชุมชน

3.13 เป็นการแสดงให้เห็นถึงความคิดริเริ่มสร้างสรรค์ ความเป็นวิถีชีวิตของชุมชนเมืองระดับท้องถิ่น / หรือชุมชนนั้น ๆ

4. ช่วงเวลาการสมัคร

4.1 เริ่มส่งแบบฟอร์มการสมัครมายังสำนักเลขาธิการคณะกรรมการแห่งชาติว่าด้วยการศึกษา วิทยาศาสตร์ และวัฒนธรรม (ยูเนสโก) ได้**ภายในวันที่ 18 เมษายน 2560**

4.2 ถ้ามีการปรับแก้จะต้องจัดส่ง**ภายในวันที่ 15 พฤษภาคม 2560**

4.3 ใบสมัครและเอกสารทั้งหมดจะต้องส่งผ่าน e-mail ถึงฝ่ายเลขาขององค์การยูเนสโก **ภายในวันที่ 16 มิถุนายน 2560** (ไม่เกินเที่ยงคืน) หากส่งช้ากว่ากำหนดจะไม่ได้รับการพิจารณา

5. แบบฟอร์มการสมัคร

มีทั้งหมด 14 หัวข้อ (ตามแบบฟอร์ม) และแต่ละหัวข้อจะต้องให้ตรงกับ Criteria ตามที่ยูเนสโกกำหนด

United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

สำนักความสัมพันธ์ต่างประเทศ
เลขที่ 602
วันที่ 21 ก.พ. 2560
เวลา 10.45
สำนักงานปลัดกระทรวงศึกษาธิการ

The Assistant Director-General for Culture a.i.

To all Permanent Delegates
and Observers to UNESCO

15 February 2017

Ref.: CLT/CRE/DCE/17/1301

Sir/Madam,

We are pleased to announce the launch of the 2017 Call for Applications for the UNESCO Creative Cities Network (UCCN).

Created in 2004 to foster international cooperation with and between cities that have identified creativity as a strategic enabler for sustainable urban regeneration and development, the Network currently includes 116 cities from 54 countries that work together towards a common mission: placing creativity and cultural industries at the core of their development plans at the local level, and cooperating actively at the international level.

The UCCN is a UNESCO flagship programme for the implementation of the Sustainable Development Goals (SDGs) of the 2030 Agenda, as well as of the New Urban Agenda, at the local level. Allow me to reiterate my call to all Member States to support this Network, including its funding, over the long term.

By joining the Network, cities commit to sharing good practices, developing inter-city partnerships, reinforcing participation in cultural life, and integrating culture in sustainable development plans. The Network covers seven creative fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music.

Candidate cities must submit their applications to UNESCO by using the official form, which is available on our website, no later than at midnight (CET) on 16 June 2017. Applications received after this deadline, incomplete and/or received in a different format will not be evaluated. More information on the 2017 Call for Applications, including the Designation Procedure and the Application Form, is available on our website: http://en.unesco.org/creative-cities/content/call-applications.

In order to strengthen the geographical balance of the Network, 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 the Designation Procedure.

.../.

7, place de Fontenoy
75352 Paris 07 SP, France
Tél. : +33 (0)1 45 68 47 09
www.unesco.org

The announcement of the Creative Cities designated in 2017 will be published on the UNESCO website on 31 October 2017.

Please do not hesitate to disseminate this information in your country.

Accept, Sir/Madam, the assurances of my high consideration.

Francesco Bandarin

Cc: National Commissions for UNESCO

United Nations Educational, Scientific and Cultural Organization

Creative Cities Network

CESSION OF RIGHTS AND REGISTER OF PHOTOS

UNESCO Creative Cities Network
2017 Call for Applications

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United Nations
Educational, Scientific and
Cultural Organization

Creative Cities
Network

MISSION STATEMENT

Mission

Launched in 2004, the UNESCO Creative Cities Network (UCCN) aims to **strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects**.

By joining the Network, cities acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans.

The UNESCO Creative Cities Network covers **seven creative fields:** *Crafts and Folk Arts, Design, Film, Gastronomy, Literature, Media Arts, and Music.*

Objectives

The UNESCO Creative Cities Network aims to:

- strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;
- stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.
- strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
- improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;
- fully integrate culture and creativity into local development strategies and plans.

Areas of action

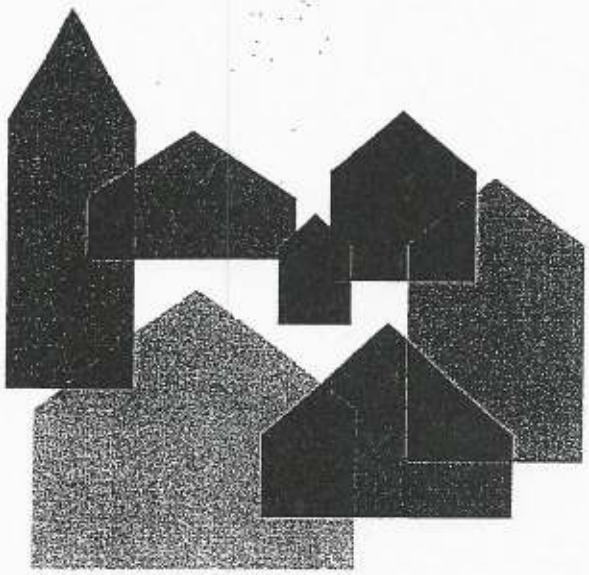
The objectives of the UNESCO Creative Cities Network are implemented both at the level of the member cities and at the international level, notably through the following areas of action:

- sharing experiences, knowledge and best practices;
- pilot projects, partnerships and initiatives associating the public and private sectors, and civil society;
- professional and artistic exchange programmes and networks;
- studies, research and evaluations on the experience of the Creative Cities;
- policies and measures for sustainable urban development;
- communication and awareness raising activities.

United Nations
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Creative Cities
Network

UNESCO CREATIVE CITIES NETWORK
2017 CALL FOR APPLICATIONS



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];

(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] For example, if applying to the creative field of Literature, a letter of endorsement from the national writers' association would fulfil this requirement.

1. **NAME OF CITY:**

2. **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 <u>focal point</u> 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].

Crafts and Folk Art

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)

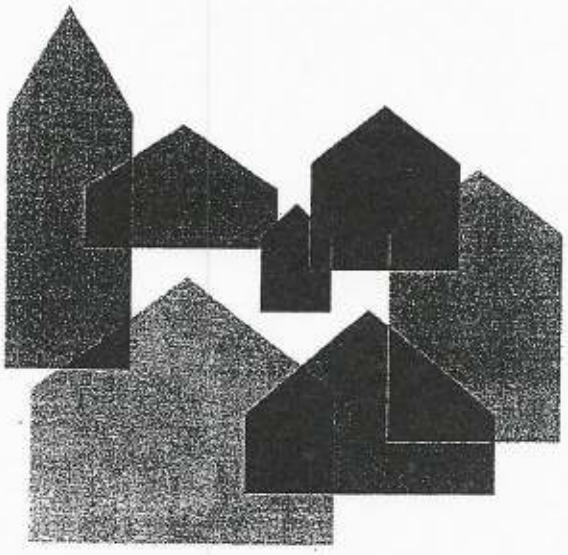
14.3 A maximum of four URL links to websites related to the creative field concerned and the contents of the application

Date **Signature**

United Nations
ducational, Scientific and
Cultural Organization

Creative Cities
Network

UNESCO CREATIVE CITIES NETWORK 2017 CALL FOR APPLICATIONS



APPLICANT'S HANDBOOK

APPLICANT'S HANDBOOK

UNESCO Creative Cities Network
2017 Call for Applications

The UNESCO Creative Cities Network (UCCN) was created in 2004 to foster international cooperation with and between cities that have recognized culture and creativity as a strategic factor for sustainable urban development.

The member cities that form the Network come from diverse regions; have different income levels and populations. All members work together towards a common mission: placing creativity and cultural industries at the core of their urban development plans to make their cities safe, resilient, inclusive and sustainable, and actively cooperate at the international level through inter-city partnerships.

The Creative Cities Network is first and foremost composed of cities ready to pool their resources, their experiences and knowledge for the common objectives laid out in the Network's Mission Statement. A city is designated UNESCO Creative City based on its action plan and potential contribution to the Network's objectives set out in its application.

To become a member of the UCCN, candidate cities must submit an application that clearly demonstrates their willingness, commitment and capacity to contribute to the objectives of the Network.

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.

This handbook is designed to provide guidance during the application process. The UCCN Mission Statement, the Designation Procedure and the Application Form give further guidance and should be considered as key reference documents.

KEY FACTORS TO CONSIDER DURING THE PREPARATION OF AN APPLICATION

In the formulation and preparation of an application to the UNESCO Creative Cities Network it is advised to carefully consider the following factors:

- **Participative process:** The preparation and formulation of the application must be led by the municipality and should result from a participative process involving relevant stakeholders and partners of the public and private sectors as well as civil society.

- **Forward-looking approach:** The cultural heritage and current creative assets of the candidate city should be the pillars to build a consistent action plan, which contributes to the sustainable urban development of the city in line with the UN 2030 Agenda for Sustainable Development and the New Urban Agenda. The UCCN revolves primarily around progress and upcoming projects.

- **Inclusive sustainable development:** UNESCO's Creative Cities foster sustainable urban development through creativity on an economic, cultural, social and environmental level. It is important to consider this inclusive approach to development and take all of these factors into consideration when formulating initiatives to be part of the application.

- **Longstanding commitment:** Cities considering submitting an application must be aware that a designation as UNESCO Creative City implies a continuous and active commitment towards the implementation of the UCCN's objectives. In particular, candidate cities must be committed to preparing and consistently implementing an action plan, regularly reporting on their achievements and participating in the UCCN Annual Meetings.

- **Concrete action plan:** The application should include a set of specific projects, initiatives or policies to be executed in the four years following the designation at the local and international level. The outcome and impact of these projects and initiatives are to be evaluated through a self-monitoring process.

- **Exchanges and cooperation:** Exchanges between member cities are vital to the Network and are one of its main purposes. It is therefore important for candidate cities to demonstrate their ability to develop activities and collaborative initiatives at the international level with the members of the Network.

- **Look at the big picture:** The action plan needs to fit the priorities of the city concerned as well as the UCCN's objectives, and should be adapted to the management, financial and human resources available in the city.

PREPARING THE APPLICATION

Who should be involved in the application process?

The city should first create a management team within the municipality or a specific department, centre or entity in charge of the development of cultural industries and/or cultural development and designate a focal point. The management team will be ultimately responsible for drafting the application and, if the city is designated, will be responsible for the day-to-day management of activities related to the Network, along with a representative of the municipality. A focal point must be designated within the team for all communications with UNESCO.

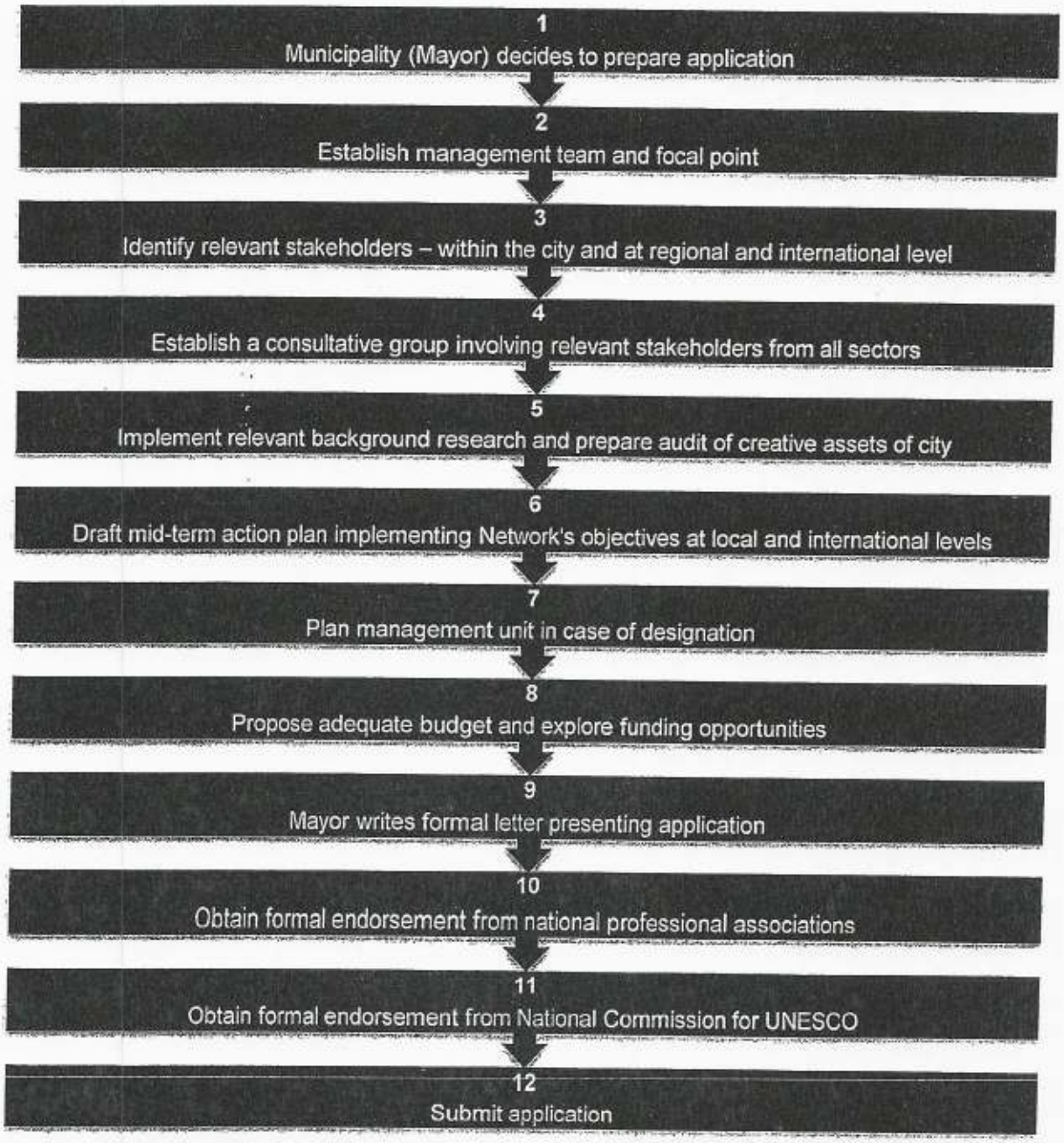
Although the application must be led by local public authorities, it should also reflect wide stakeholder consultation and support across the city and genuinely speak on behalf of public, private sectors and civil society of the city. It is therefore vital to elaborate the application in close collaboration with all relevant stakeholders such as creators, professionals from the cultural and creative industries, universities and academia, youth clubs, non-governmental organizations and associations, as well as different relevant public authorities or departments in the areas of culture, social affairs, economic development, communication, planning, etc.

Moreover, as a designation to the UNESCO Creative Cities Network involves a longstanding commitment, it is important to gather support across the different political parties.

Once relevant stakeholders have been identified, it is strongly advised to establish a consultative group that will support the management team/focal point in the preparation of the application. Such a consultative group can be made up of a diverse range of stakeholders, including high-level representatives from the municipal government, representatives from civil society, cultural practitioners and producers, industry leaders, representatives from the education sector, and other related professional associations and organizations.

Sequence for preparing an application

Although there is no one-size-fits-all formula for the preparation of an application, the following chart presents the main steps of this process:



When adapting this proposed sequence for preparing an application to a candidate city's context, please consider the following issues:

- Drafting and submitting an application can take longer than anticipated. Adequate time needs to be dedicated to the preparation phase, the constitution of a management team and the consultative group.

- The management team and the focal point should start by reading carefully the Mission Statement, the Application Form and the Designation Procedure. Additional information on the Network and its activities is available on the website: http://en.unesco.org/creative-cities/.

- A series of meetings are generally required to ensure an active participation of all the relevant local stakeholders. These serve to gather the necessary information on the cultural assets, experiences and expertise of the city, and sketch out the main lines of the city's action plan.

- The application must be submitted via email to: ccnapplications@unesco.org, with the "subject": Application of [name of the candidate city]. This email must include the following attachments:

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

  (ii) The official 2017 Application Form available on the UCCN's website completed;

  (iii) A formal letter from the Applicant City's Mayor presenting the candidature;

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

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

  (vi) Three photos of the city related to the creative field concerned (JPEG, max. 3MB);

  (vii) The "Cession of rights and register of photos" form dully filled.

  There is no form or precise format requirements for the above-mentioned letters. However, it is recommended that these should be brief (no longer than two pages) and that they clearly indicate the main reasons of the signatory's full support to the application.

  A maximum of four links to websites containing additional information may be included in the candidature. Please be aware, that no other documents will be taken into account during the evaluation process.

- It is required to submit the applications before the deadline to prevent any technical difficulties and ensure that the application is received correctly. UNESCO will not be responsible for the late delivery of submissions due to the lack of anticipation or possible technical difficulties. It will be the responsibility of the applicants to ensure that

[1] For example, if applying to the creative field of Literature, a letter of endorsement from the national writers' association would fulfil this requirement

submissions are received by the Secretariat on time. Please note that a strict deadline applies and candidatures received after the closing date will not be considered.

Filling the Application Form

Applications must be submitted using the official 2017 Application Form available on the UCCN website.

All the sections of the form must be completed for the application to be considered complete and valid. Incomplete applications will not be submitted to the evaluators.

It is recommended to avoid listing activities, initiatives or infrastructures, therefore we encourage providing brief answers to each section, including the most relevant information for assessing the cultural and creative assets of the city as well as the feasibility and potential of the proposed action plan by the evaluators.

Please note that word limits in the Form are enforced and that it will not be possible to enter more text once the limit is reached. Using the 'Word Count' function will facilitate this process.

The application must be consistent and written in clear and fluent English or French, which are the working languages of the UNESCO Secretariat. Applications submitted in other languages will not be taken into consideration. When none of the working languages are familiar to the person drafting the application, we recommend writing the application in a native language and then translating the final version through a certified translator. Poorly translated applications can lead to confusion in the evaluation phase.

FREQUENTLY ASKED QUESTIONS

How do cities apply?

Cities are invited to apply during the Call for Applications dates announced on the website: http://en.unesco.org/creative-cities/. Applicationsmust be submitted by email using the official Application Form. Applications not submitted in this required format will be neither considered nor evaluated.

When is the application deadline?

The deadline for applications is announced on the UCCN website under the Call for Application section (http://en.unesco.org/creative-cities/content/call-applications). For the 2017 Call for Applications, the deadline will be 16 June 2017, midnight CET. Applications received after this date will not be evaluated.

What languages are accepted?

Applications can only be submitted in English or French, the working languages of the UNESCO Secretariat.

What other documents will we need to provide with our application?

The Application Form must only be accompanied by the presentation and endorsement letters in addition to three photos and the cession of rights form as detailed in the 2017 Application Form. Please note that no other documents will be taken into account during the evaluation process.

How do we send our application?

The application must be submitted via email to: ccnapplications@unesco.org, with the "subject": Application of [name of the candidate city]. This email must include the following attachments:

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

(ii) The official 2017 Application Form available on the UCCN's website completed;

(iii) A formal letter from the Applicant City's Mayor presenting the candidature;

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

(v) Two formal letters of support from active national professional associations in the creative field concerned[2];

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

(vii) The "Cession of rights and register of photos" form dully filled.

Please contact us at creativecities@unesco.org in case of technical difficulties.

When will we know if our city's application is successful?

The date of the announcement of the designated cities can be found on the Call for Application page of the UCCN website. If your city is not included in the list of designated cities, you may assume that your application was not successful.

To allow for a considered and impartial evaluation of the applications, we kindly ask candidate cities to refrain from requesting information on their applications during this process.

Who evaluates the application?

The final decision on designation lies with the Director-General of UNESCO, following consultation with external advice provided by NGOs, academics and other independent experts as well as by the member cities organised in the seven creative fields. To protect the independence of the evaluators, no information on the identity of the authors of the evaluation is provided. Moreover, no information on the individual status of the evaluations is provided until the announcement of the results. Candidate cities are required to not exert any influence during the evaluation process. The identity of the evaluators will be kept anonymous and will not be revealed in any case, to ensure their impartiality during this process.

Who can we contact if we are having trouble with our application?

It is advisable that you prepare your application as early as possible. The UNESCO Secretariat will only be able to provide assistance with your application should there be sufficient time available.

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[2] For example, if applying to the creative field of Literature, a letter of endorsement from the national writers' association would fulfil this requirement

Moreover, the UNESCO Secretariat is unable to follow up on the application process of the candidate cities, neither to give specific orientations nor guidance for each case.

Please contact us at creativecities@unesco.org for any technical difficulties or general inquiries about the application process.

Do we need to specify a creative field in our application?

Yes, a creative field must be specified and the application must focus on activities associated to this particular creative field. At present, the creative fields covered by the Network are: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music.

Can a city apply for more than one creative field?

No, each application must refer to only one creative field. This field should be considered as the focus of the application but not as a closed box with no intersections or connections with other creative fields. Innovative approaches in this respect are encouraged.

Can we involve the surrounding areas of the city in the candidature?

It is possible to implicate the adjacent region in the application process and include an action plan comprising activities in which the city and its surrounding area are jointly involved. However, the candidate city must bear primary responsibility and accountability, as it is the city, and not the whole region, that will be designated as a UNESCO Creative City.

Does the size of a city matter?

Currently, there is no limitation of the number of inhabitants to join the Network according to the Designation Procedure of the 2017 Call for Applications.

We have additional media items we would like to attach to our application, how could we provide these?

Submissions can only be made using the Application Form. Items in hard copy will not be accepted.

However, a maximum of four external links to websites can be inserted within the Application Form.

Can we attach images, charts or diagrams to our application?

No, it will not be possible to include these items in the Application Form. It will however be possible to include four external links to websites in the Form.

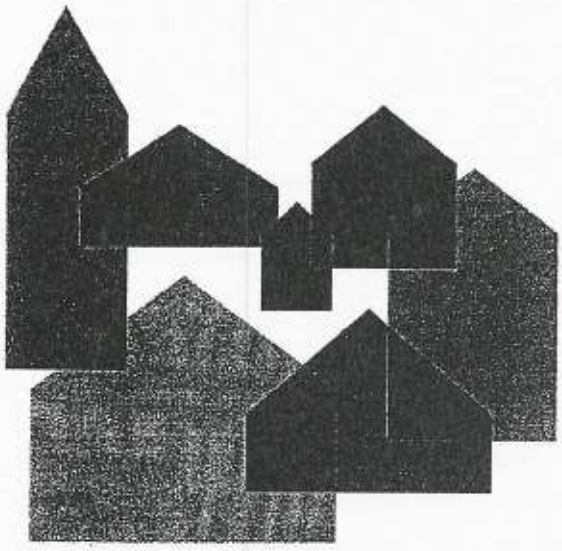
What budget is required?

There is no minimal or maximum amount foreseen for the provisional budget included in the application. The evaluators will assess the quality of the action plan and the consistency of the proposed budget with the planned activities. The budget proposed should fit your city's size and potentials.

United Nations
tional, Scientific and
Cultural Organization

Creative Cities
Network

UNESCO CREATIVE CITIES NETWORK 2017 CALL FOR APPLICATIONS



DESIGNATION PROCEDURE

DESIGNATION PROCEDURE

UNESCO Creative Cities Network
2017 Call for Applications

1. Through the Creative Cities Network programme, UNESCO acknowledges the commitment manifested by cities to place creativity at the core of their urban development strategies. The designation of a city as a UNESCO Creative City is a precondition for its admission as a full member of the UNESCO Creative Cities Network.

2. The Director-General of UNESCO is responsible for the designation of the cities in conformity with the procedure set out below, and follows both internal and external consultations with:

   (i) UNESCO-designated independent experts, and/or non-governmental organizations and independent institutions, specialized in the seven creative fields covered by the Network and/or in the role of culture and creativity in urban development;

   (ii) The member cities that are organized into seven creative fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music.

3. The UNESCO designation indicates recognition of the quality, relevance and feasibility of the proposals outlined in the application to implement the objectives of the Network, as set out in its Mission Statement.

4. Cities that are members recognize the importance of sustainable urban development, and therefore commit to enhance the role of culture and creativity for the implementation of the 2030 Agenda for Sustainable Development and the New Urban Agenda.

5. Applications should be submitted by email using the UNESCO 2017 Application Form and sent to the following address: ccnapplications@unesco.org. Only the supporting documents indicated in the Application Form will be accepted and considered for the assessment.

6. Applications shall focus primarily on one of the creative fields covered by the Network (Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts or Music). Applicants are nevertheless also encouraged to address other creative fields covered by the Network, highlighting existing and/or potential synergies between them.

7. UNESCO reserves the right to restrict the Calls for Applications, taking into account specific geographical or thematic priorities, and may limit the maximum number of designations. In the framework of the 2017 Call, a maximum of three applications from the same country, covering at least two different creative fields, may receive a designation following the evaluation process. Moreover, applications from under-represented regions[1] within the Network, particularly those from developing countries, will be encouraged in order to further the geographical balance of the Network. As the Africa region is particularly under-represented, a specific cooperation framework for African candidate cities is proposed under the present call (see annexes 1 and 2). This initiative could be extended to other under-represented regions, such as the Arab States and Latin America and the Caribbean, for the future Calls.

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1 Regions defined by UNESCO 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

8. Cities that have submitted an application to the UNESCO Creative Cities Network as part of two consecutive standardised calls for applications and that did not receive designation, shall respect a moratorium of one call before presenting a new application[2].

9. Candidate cities must respond to the criteria laid out in the Network's Mission Statement as well as the criteria set out below, which will be used to guide the evaluation process in the creative field concerned:

(1) Concerning the motive for the candidature and the principal development opportunities and challenges to be met (Sections 6 and 7 of the Application Form):

- Demonstrated commitment of the candidate city to help achieve the objectives of the Network, at both the local and the international level;
- Coherence of the objectives and priorities of the candidate city with the objectives and fields of action of the UNESCO Creative Cities Network;
- Expected mid- and long-term impacts of the designation on the sustainable development of the city.

(2) Concerning the process of preparing the application (Section 8 of the Application Form):

- Demonstrated involvement of the Municipality in the design and preparation of the application and the implementation of the presented action plan, should the city be designated;
- Association of public, private and civil society operators on a common project supported by the city;
- Participation of the local creative sector concerned (creators, professional organizations and cultural enterprises) in the design and preparation of the application.

(3) Concerning the comparative assets that the candidate city would bring to the Network (Section 9 of the Application Form):

- Existence, at the time of application, of a development strategy or actions and initiatives aimed at strengthening the role of creativity in the socio-economic development of the city and in urban renewal;
- Historical importance and role of the creative field concerned for the candidate city as well as within its contemporary economic and social context;
- Potential contribution of the cultural and creative assets of the candidate city, particularly in the creative field concerned, towards achieving the Network's objectives;
- Expertise of the city in organizing local, national and/or international fairs, conferences, exhibitions and other activities aimed at professionals as well as the general public;

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[2] Following the Conclusions of the IX UCCN Annual Meeting, held in Kanazawa, Japan, the member cities decided to launch the calls for applications of the UCCN every two years in order to ensure an effective integration of the new members within the Network as well as the formulation and implementation of effective partnerships.

- Quality, diversity and impact of mechanisms set up to promote creativity, arts education, professional training, capacity building and research in the creative field concerned;

- Existence and/or development of cultural facilities and infrastructures aimed at professionals and the general public dedicated to the practice, production, promotion and dissemination of cultural activities, goods and services in the creative field concerned;

- Quality, relevance and impact of programmes to foster greater participation in cultural life, especially aimed at disadvantaged or vulnerable sectors of society;

- Capacity to involve the main professional organizations and non-governmental organizations representing civil society in realising the proposed plan of action;

- Scope, quality and diversity of the international cooperation initiatives developed by the city in the creative field concerned;

- Quality, impact and innovative nature of the policies and measures implemented to support the creation and growth of dynamic local cultural industries in the creative field concerned;

- Experience in local and international development of cross-cutting projects establishing synergies between the creative field concerned and other creative fields covered by the Network.

(4) Concerning contributions to achieving the objectives of the Network (Section 10 of the Application Form):

- Making use of and fostering the principal cultural and creative assets of the city in the proposed plan of action;

- Relevance, coherence, feasibility and adequacy of the proposed action plan in terms of achieving the objectives of the Network at local and international level;

- Scope, quality, diversity and innovative approach of the initiatives proposed in the action plan for achieving the objectives of the Network at both local and international levels;

- Inclusion of cooperation initiatives involving cities in developing countries;

- Capacity to create synergies between the creative field concerned and other creative fields;

- Adequacy of the funding strategy and proposed budget;

- Establishment of a structure to manage and execute the action plan involving stakeholders from the public and private sectors and civil society;

- Quality and relevance of the communication and awareness plan regarding the Network and the impact of the proposed action plan, aimed at attracting the interest of a wide public.

10. Indicative timetable for the designation process and 2017 call for applications:

Phase 1:	**Call for applications**

15 February	Launch of the 2017 call for applications
16 June	Deadline for receipt of the applications by UNESCO
Phase 2:	**Evaluation**
22 September	Deadline for external and internal consultative evaluation process
Phase 3:	**Notification of results**
31 October	Publication of the list of the newly designated cities on the UNESCO website

11. Cities designated by the Director-General of UNESCO as UNESCO Creative Cities are authorised to use the specific logo produced by UNESCO for each city, according to the conditions described below.

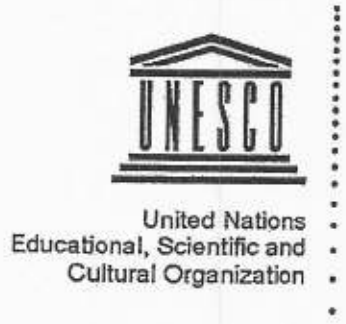
12. The UNESCO Creative City logo (for use by entities other than UNESCO itself) comprises the following elements:

(1) The UNESCO logo

(2) A specific visual element relating to the city, including the name of the city and the designation creative field

(3) The words "Designated UNESCO Creative City in (year of designation)"

Graphic representation of the logo:



13. A digital file of the logo described above shall be sent to the designated cities, which will be entirely responsible for any consequences arising from its use.

14. The use of the UNESCO logo is governed by the "Directives Concerning the use of the Name, Acronym, Logo and Internet Domain Names of UNESCO", available online on the UNESCO website.

15. The use of the UNESCO Creative City logo is granted, upon request, to the Municipalities and the official departments and/or bodies designated by them to promote activities and partnerships having a direct link with the implementation of the objectives of the Mission Statement of the Network. Events and project organizers authorised by UNESCO to use the UNESCO Creative City logos, as indicated above, cannot authorise third parties to use the logo in any form whatsoever.

16. Communication materials bearing the UNESCO Creative City logos that are produced by events and project organizers must include the following disclaimer: "[name of organizer] is responsible for the choice and the presentation of the facts and opinions in this [document title], which are not necessarily those of UNESCO and do not commit the Organization".

17. UNESCO Creative City logos must not be used for commercial purposes. The sale of goods and services bearing the UNESCO Creative City logo is considered to be commercial and is therefore not allowed.

18. The designated cities will be subject to a periodic assessment every four years as of their designation in order to ensure their commitment and active contribution to the achievement of the objectives of the UNESCO Creative Cities Network and to promote the exchange of information and best practice between members.

ANNEXES

Annex 1 – Expanding the Network in the Africa region: a cooperation framework for African candidate cities

Annex 2 – List of eligible countries for the cooperation framework in 2017

ANNEX 1

DESIGNATION PROCEDURE

UNESCO Creative Cities Network
2017 Call for Applications

Expanding the Network in the Africa region[3]: A cooperation framework for African candidate cities

Extending the geographical scope of the Network: a global commitment

The UNESCO Creative Cities Network (UCCN) was founded in 2004. As stated in its Mission Statement, the purpose of the Network is to "strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects". Building partnerships and sharing practices therefore lies among the key principles of the Network, that member cities are committed to promote.

Beyond significant effort to improve the geographical balance of the Network, cities from the Global South are still under-represented among the 116 members. A majority of the 54 countries represented in the Network are from the Global North. This unbalance was acknowledged during previous UCCN Annual Meetings as a key challenge to be addressed. The gap is particularly acute in the Africa region, where only 5 cities have joined the Network so far: Kinshasa and Lubumbashi (Democratic Republic of the Congo), Dakar (Senegal), Brazzaville (Congo) and Aswan (Egypt). As a Global Priority of UNESCO in all its programmes, Africa has therefore been selected as the first regional beneficiary for the cooperation framework starting as of the present Call for Applications.

Ensuring equitable representation from different regions is essential to ensure the sustainability of the Network through inclusiveness and its capacity to demonstrate the power of creativity for sustainable development in diverse social and economic contexts. Opening up the Network to cities from the Global South also offers the opportunity to explore new dimensions of creativity, often more intimately linked to local development, which can be a source of mutual learning for member cities.

[3] The Africa region follows the specific UNESCO definition which does not forcibly reflect geography but refers to the regional activities of the Organization. The full list is provided in annex 2.

Addressing the specific constraints of candidate or member cities from the Global South

Candidate cities from the Global South face specific challenges when applying for membership. Municipal authorities often lack technical and financial capacities to meet the requirements of the Application Form; their mandate and the scope of their duties in the field of culture also varies greatly, depending on national institutional systems. The level of organization of civil society entities and the commitment of the private sector are often insufficient to ensure a wide mobilization and participation required for the preparation of the application.

Beyond the application phase, member cities from the Global South also face difficulties implementing their action plan after their enrolment in the Network. The lack or absence of cultural infrastructure, or their insufficient human or organizational resources, seriously hampers their capacity to sustain and develop the creative sector. The framework pertaining to the production, distribution, exchange and consumption of cultural industries is often insufficiently developed to move the creative sector forward.

Strengthening the cooperation framework to address the geographical imbalance

Recent surveys conducted within the Network underlined that cities from the Global South had specific expectations from the Network, including practical support and possibilities of mentoring. Similarly, some member cities have expressed their willingness to commit into broader, more systematic cooperation with their counterparts from the global South to support their active participation in the Network.

On the occasion of the 2017 Call for Applications, UNESCO therefore invites candidate cities from the Africa region to express their interest for cooperation with current member cities in the preparation of their application, but also in the implementation of their action plan in case of their designation. UNESCO also encourages member cities to consider committing into this cooperation framework and to express their interest for a city-to-city partnership. **Expressions of interest from African candidate cities shall be sent to UNESCO no later than 3 March 2017**. This cooperation framework is meant to address the geographical imbalance within the Network. However, it does not prejudge the final designation, which is based on the evaluations undertaken by both independent external experts and the member cities, and remains the responsibility of the Director-General of UNESCO.

Selected candidate cities will receive technical support from their counterpart city in the preparation of their application. This support can be provided in the form of technical assistance, field missions and/or partnering. Partner cities are strongly encouraged to pursue their cooperation if the candidate city is designated, so as to facilitate smooth implementation of the action plan concerned.

ANNEX 2

DESIGNATION PROCEDURE

UNESCO Creative Cities Network
2017 Call for Applications

Expanding the Network in the Africa region[4]: A cooperation framework for African candidate cities

List of eligible countries

- Algeria
- Angola
- Benin
- Botswana
- Burkina Faso
- Burundi
- Cameroon
- Cabo Verde
- Central African Republic
- Chad
- Comoros
- Congo
- Côte d'Ivoire
- Democratic Republic of the Congo
- Djibouti
- Egypt
- Equatorial Guinea
- Eritrea
- Ethiopia
- Gabon
- Gambia
- Ghana
- Guinea
- Guinea-Bissau
- Kenya
- Lesotho
- Liberia
- Libya
- Madagascar
- Malawi
- Mali
- Mauritania
- Mauritius
- Morocco
- Mozambique
- Namibia
- Niger
- Nigeria
- Rwanda
- Sao Tome and Principe
- Senegal
- Seychelles
- Sierra Leone
- Somalia
- South Africa
- South Sudan
- Sudan
- Swaziland
- Togo
- Tunisia
- Uganda
- United Republic of Tanzania
- Zambia
- Zimbabwe

[4] The Africa region follows the specific UNESCO definition which does not forcibly reflect geography but refers to the regional activities of the Organization.