



United Nations
Educational, Scientific and
Cultural Organization

Creative Cities
Network

DESIGNATION PROCEDURE

2015 Call for applications

1. Through the Creative Cities programme, UNESCO acknowledges the commitment manifested by cities to place creativity at the core of their 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, independent institutions, including universities, specialising in the seven creative fields covered by the Network and/or in the role of creativity in urban development;
 - (ii) Cities that are members of the Network, organized into seven creative fields: crafts and folk arts, 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. Applications should be submitted by email using the UNESCO application form and sent to the following address: ccnapplications@unesco.org. Only the supporting documents indicated in the Application Form will be considered for the assessment.
5. Applications shall focus primarily on one of the creative fields covered by the Network (crafts and folk arts, design, film, gastronomy, literature, media arts and music). Applicants are nevertheless also encouraged to address one or more of the other creative fields covered by the Network, highlighting existing and/or potential synergies between them.
6. 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 2015 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. Only applications from cities with 100 000 or more inhabitants will be considered and evaluated. Finally, applications from under-represented regions¹ and countries within the Network, particularly developing countries, will be encouraged in order to further the geographical balance of the Network.

¹ Regions considered within the framework of 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>

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

8. 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 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 local and international levels;
 - Coherence of the objectives and priorities of the candidate city with the objectives and fields of action of the UNESCO Creative Cities Network;
 - Mid- and long-term impact 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 its implementation, 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 will 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 place 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;

² The first standardised call for applications for the UNESCO Creative Cities Network was launched in November 2013 for the year 2014. This rule will not therefore apply to the present 2015 call for applications but to successive calls.

- 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 local and international level;
 - 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.

9. Indicative timetable for the designation process and 2015 call for nominations:

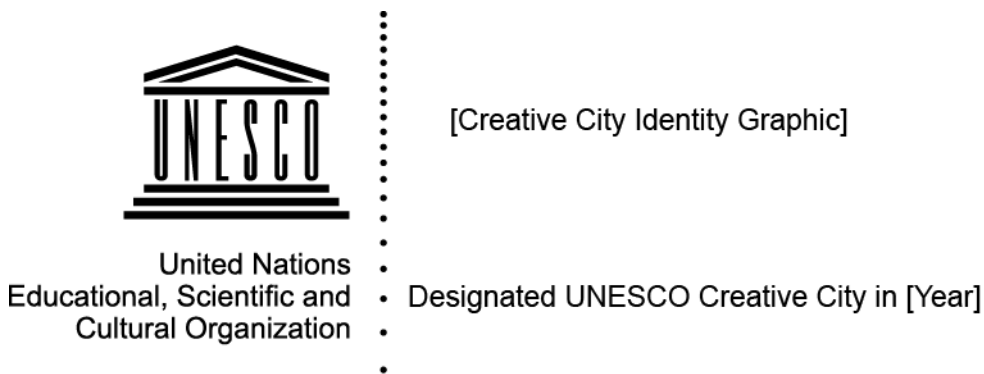
Phase 1:	Call for applications
17 April	Launch of call for applications
15 July	Deadline for receipt of the applications by UNESCO
Phase 2:	Evaluation
30 November	External and internal consultative evaluation process
Phase 3:	Notification of results
11 December	Publication of designations by the Director-General of UNESCO on the UNESCO website

10. 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.

11. 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:



12. 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.

13. 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.

14. 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.

15. 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”.

16. 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.

17. The designated cities will be subject to a periodic assessment 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.