

# UNESCO Creative Cities Network Annual Meeting

## Kanazawa, Japan

25-28 May 2015

Working document:

### HOST CITY SELECTION CRITERIA

#### 1. INTRODUCTION

This guide explains the process and criteria for the selection of the host city of the UNESCO Creative Cities Network Annual Meetings (UCCN Annual Meetings) to be held from 2017 onwards<sup>1</sup>. It is aimed at guiding the cities that are considering hosting the UCCN Annual Meeting in the preparation of their bid as well as guiding the Steering Group and UNESCO for the evaluation process.

We recall that the main objectives of the UCCN Annual Meeting are to:

- exchange updated information of each member city's activities intended to implement the objectives of the UCCN both at the local and international levels and to formulate new inter-city partnership initiatives;
- determine the UCCN's strategy and operations, and agree upon important matters related to future developments, including the priorities of the Steering Group for the coming year; and
- offer a key platform of dialogue and mutual information between the Creative Cities and UNESCO, regarding the Organization's priorities on culture and development and other issues of mutual interests.

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<sup>1</sup> The host cities for the upcoming Annual Meetings will be Kanazawa (Japan) in 2015 and Östersund (Sweden) in 2016, as decided at the 2014 Annual Meeting held in Chengdu (China).

The Annual Meeting is held once a year (except in case of force majeure) between March and June. The Meeting is restricted to representatives from member cities of the Network, which are strongly encouraged to take part.

The designated host city is in charge of organizing the execution of the three-day meeting in close cooperation with the UNESCO Secretariat and the Steering Group and should cover the main costs related to the organization of the Annual Meeting, which are specified in this document.

Each delegate will cover its own travel and accommodation expenses.

## 2. SELECTION PROCESS

The Annual Meeting to be held by one of the cities presenting a bid will be referred to as AM2. The Annual Meeting at which the host city of AM2 is selected, held two years prior to AM2, will be referred to as AM1.

- (i) UNESCO will launch a call for bids to host the AM2 six months prior to AM1. Interested cities are requested to draft a bid and send it to UNESCO specifying the reasons they consider their city to be an ideal location for the UCCN Annual Meeting as well as the main characteristics of the planned Annual Meeting. The deadline for the submission of the bids is two months after the launch of the call for bids. The bids should have a maximum length of five pages.
- (ii) A preselection of no more than three bids will be made by the Steering Group in collaboration with UNESCO according to the selection criteria. If a city has presented a bid and is also member of the Steering Group, the city will not be authorized to take part in the evaluation process. The creative field cluster should then designate a specific coordinator to take over this role.
- (iii) One month prior to AM1, the preselected bids will be sent to all the members of the UNESCO Creative Cities Network for their consideration.
- (iv) If only one bid has met the selection criteria, the host city of AM 2 will be designated by consensus in AM1. If more than one bid has been preselected, the host city of AM2 will be designated by a vote in AM1 at which:
  - The shortlisted candidates will be given the opportunity to make a brief presentation and respond to questions.
  - There shall be a vote by secret ballot. The decision will be made by simple majority vote.

*Lobbying is by no means allowed. Consequently, it is illegitimate to offer goods, funds or other benefits in return for support in the selection process.*

## 3. SELECTION CRITERIA

The bids should clearly demonstrate the capacity and commitment of the host city to meet the selection criteria described hereafter. Some of these criteria are compulsory, and the bid should strictly fulfil them to be preselected (3.1.2, 3.1.3 and 3.1.4). Other criteria are more

flexible and will be evaluated by the Steering Group and UNESCO to determine the maximum of three bids to be preselected (3.1.1 and 3.2).

The following criteria will guide the evaluation process conducted by UNESCO and the Steering Group for the preselection of no more than three bids to be proposed at the Annual Meeting:

### 3.1 LOGISTICAL REQUIREMENTS

#### 3.1.1 GENERAL REQUIREMENTS

- Geographical balance:
  - Special attention will be paid to ensure that the venue of the Annual Meeting rotates among the Creative Cities, ideally covering different geographical regions from one year to another (Africa, Arab States, Asia/Pacific, Europe/North America and Latin America/Caribbean).
  - Bids from regions where no Annual Meeting has been held in the last two years as well as bids from countries where no Annual Meeting has ever been held will be encouraged.
- Representation of the diverse creative fields covered by the Network:
  - Bids from cities of creative fields that have not been covered in the last three years will be encouraged.
- City's commitment to the organization of the meeting with a concern for environmental sustainability.
- City's accessibility on an international level
  - Ease of access to the host city will be positively evaluated.

#### 3.1.2 EQUIPMENT AND LOCAL STAFF

The bid should clearly demonstrate the capacity and commitment of the host city to provide:

- Venue
  - Main conference room for the plenary sessions of the General Meeting with a sufficient capacity for two to three representatives per member city, including interpreters (taking into account the continual growth of the Network)
  - Seven smaller conference rooms for the meetings of the creative fields' sub-networks
  - Meeting room for the Steering Group working sessions
  - Office areas for UNESCO Secretariat and the team of the host city; including computers with English or French keyboard; a printer connected to all computers; pens, bins, stationary etc...

- Areas for the press
- Equipment
  - Interpretation in English/French/and potentially the Host City's language with headsets for participants
  - A sufficient number of microphones for participants
  - General conference services such as registration desk, name tags, and signs
  - Stationary: Notebooks and pencils for participants
- Local staff
  - A dedicated team with at least one English and/or French-speaking contact person for the organization of the meeting must be established as soon as the host city is designated in order to carry out the different tasks related to the preparation of the conference. These include, among others, drafting the agenda, contributing to the preparation of the working documents, ensuring the liaison with UNESCO, the Steering Group and the member cities in order to regularly keep them informed, taking care of the logistics and content aspects of the meeting, organizing press conferences, etc.
  - A team of minimum four English and one French-speaking receptionist to register participants, prepare name badges, maintain the draft list of participants.
  - A team of minimum one English and one French-speaking professional to assist the UNESCO Secretariat and the Steering Group during the meeting
  - Temporary staff to assist in the setting up and dismantling of equipment as needed
  - Technicians

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### 3.1.3 ACCOMMODATION AND TRAVEL

The bid should clearly demonstrate the capacity and commitment of the host city to provide:

- Catering
  - Lunches, coffee breaks and dinners for participants during the Annual Meeting
- Internal transfers for participants
- Accommodation
  - The host city shall cover accommodation for the representatives of UNESCO (one to five staff members)
  - Delegates of UCCN attending the meeting shall cover their own expenses. Negotiated rates and pre-booking should be made by the host city in one to three hotels at a short distance from the meeting venue.

### 3.1.4 DOCUMENTATION

The bid should clearly demonstrate the capacity and commitment of the host city to provide:

- A dedicated website for the Annual Meeting in English and French regularly updated and including online registration facilities
- Preparation and reproduction of documents
  - The working documents for the meeting, prepared together by UNESCO, the host city and the Steering Group should be available for participants beforehand electronically as well as in printed versions at the venue
  - Further reproduction during the meeting as required
- Documentation
  - Proceedings of the meeting in English or French prepared by an experienced professional should be submitted to UNESCO and the Steering Group for validation one month after the meeting. Translation of the Proceedings in the other working language should be also ensured
  - Creation of a press review of the Meeting
  - Writing of a de-briefing on the challenges faced and lessons learned during the organisation of the meeting.
- Visas
  - The host country/city will facilitate the application and granting of visas for participants

### 3.2 CONTENT REQUIREMENTS

The following flexible criteria will also orient the evaluation:

- Commitment to the UCCN
  - Implementation of at least one international partnership project involving at least two other Creative Cities and two local projects in line with the UCCN mission statement within the last two years
  - Attendance at the last two UCCN Annual Meetings prior to the presentation of the bid
  - Membership to the Network for at least three years
  - Evidence of the political commitment and full support from the city's authorities both to UCCN and to the hosting of the UCCN meeting

- Proposed Event Program
  - A proposed conference theme salient both to UCCN agenda and to the host city
  - Innovating propositions (e.g. format, working methods) to enhance the attractiveness of the event to UCCN members and a wider audience and reinforce the impact of the Annual Meetings
  - Association of the proposed Annual Meeting to a major local event (festival, trade fair, conference, exhibition, etc.) consistent with the scope of action of the UCCN
  - Association of the proposed Annual Meeting to a complementary event targeting cultural professionals, artists, creators and/or entrepreneurs of the creative field covered by the host city intended to foster exchanges and collaboration within the Network
  - Preparation of a cultural programme/study visit showcasing how the city is putting creativity at the core of its economic and social development strategies and urban regeneration plans and/or including encounters with local creative professionals
  - Innovative proposals for presenting best practice examples of UCCN initiatives and collaborations in the framework of the Annual Meeting.