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**APPLICATION FORM**

**2015 Call for applications**

This application form, duly completed, must be sent as an attachment by email to [ccnapplications@unesco.org](mailto:ccnapplications@unesco.org), with the “subject”: Application [name of the candidate city].

The following documents must be also attached:

(i) A formal letter from the Applicant City’s Mayor presenting the candidature;

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

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

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

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

No other document or attachment will be considered in the evaluation. A maximum of four URL links to Internet sites may be included in the application form, providing additional information.

Application forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 15 July 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 after the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

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 Main contact**

*The main contact will be the focal point and correspondent 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:

**3.3 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 arts, 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. (1700 characters maximum).*

### 6. MAIN DEVELOPMENT 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 solutions to the main development challenges they face (1000 characters maximum).*

### 7. MOTIVE FOR THE APPLICATION AND MAIN OBJECTIVES OF THE CITY IN TERMS OF ITS MEMBERSHIP OF THE NETWORK:

*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 (1200 characters maximum).*

### 8. PREPARATION PROCESS FOR the application:

*Presentation of the preparation process underlying the application and the members of the management team involved. 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 (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 advised to avoid presenting lists and to provide brief answers, including more relevant information so that the city’s cultural and creative assets can be assessed (1000 characters maximum for each field).*

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

**9.2** Economic importance and dynamism of the cultural sector and, if possible, of the creative field concerned: data on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

**9.3** Fairs, conferences, conventions 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.)

**9.4** 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

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

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

**9.7** Research centres and programmes in the creative field concerned

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

**9.9** 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, vulnerable groups, etc.)

**9.10** 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

**9.11** 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 and/or academia

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

**9.13** Main policies 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

**9.14** Main policies and measures implemented by the city in the past five years to support the establishment and development of dynamic local cultural industries in the creative field concerned

**9.15** Main international cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

**9.16** Support mechanisms, programmes and projects implemented in the past five years by the city establishing synergies between the creative field concerned and at least one of the other creative fields covered by the Network (cross-cutting or intersectoral projects)

**9.17** 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)

**9.18** Main facilities and infrastructures available and events, such as fairs, conferences and conventions, organized by the city in the past five years with the aim of promoting the creative fields covered by the Network other than the main creative field concerned by the application

### 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.*

*The proposed initiatives must correspond to the objectives and areas of action contained in the Creative Cities Network Mission Statement. The action plan and proposed initiatives should be realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.*

**10.1** Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

*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 objectives, the stakeholders involved in their execution, the beneficiaries and the expected results. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (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 objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results. Initiatives supporting the extension of the Network in regions and countries that are still under-represented, 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. (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 percentages that will be devoted 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, in order to complement the budget (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 execution and management of the action plan in the event of designation

*Present the resources in terms of personnel and/or the unit that will be established to ensure the planning and execution of the proposed action plan and an active contribution by the city to the achievement of the Network’s objectives. The person or the director of the proposed unit will be the focal point for the city. Presentation of the planned working arrangements (1000 characters maximum).*

**10.5** Plan for communication and awareness

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

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

### If designated, the city agrees to provide, periodically as requested by UNESCO, 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.

### 13. 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.*

**13.1** Brief presentation of the cultural assets and creative industries of your city in the creative field concerned (1400 characters maximum)

**13.2** 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)

**13.3** A maximum of four URL links to Internet sites 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)