



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

OCTOBER 2013

UNESCO Creative Cities Programme

Nomination Procedures

1. Through the Creative Cities programme, UNESCO acknowledges the exceptional commitment of cities in favour of creativity as a strategic factor for sustainable development. The recognition of a city as a UNESCO Creative City is a pre-condition for its admission as full member of the Creative Cities Network.
2. The Director-General of UNESCO or her/his representative is responsible for the designation of the cities and ensures the intellectual expertise necessary to this end, in the framework of the procedure established below. The Director-General of UNESCO designates the Creative Cities following consultations with competent Secretariat Programme Specialists and after external consultations (with independent experts, and/or non-governmental organizations and/or other independent institutions, included universities).
3. The UNESCO designation will acknowledge the excellence of the application and will refer to the year of the designation. All communication material referring to the nomination shall mention the year of designation.
4. The Mayors of the Applicant Cities should submit their candidature by email, through the Creative Cities Application Form provided by UNESCO.
5. The applications shall focus on one of the specific fields relating to creative economy (literature, design, film, music, crafts and folk art; media arts, and gastronomy). UNESCO may choose to reserve the annual call for candidatures for specific geographical or thematic priorities, and may limit the number of designations per year.
6. The applications should include:
 - a formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;
 - formal support letters signed by the Mayor or by another official City representative, including substantial arguments in favour of the application, from at least five UNESCO Creative Cities¹ within the same thematic focus as the applicant; three of which must come from a geographical region different from the one of the applicant (see UNESCO's list of countries by geographical region); and
 - formal support letters from the national professional association(s) of the relevant Country, in the field concerned.
7. Applicant cities shall meet the following criteria to the extent possible:
 - 1) Commitment to working towards the objectives and in the areas of action pertaining to the mission of the Creative Cities programme, as described in the Creative Cities Mission Statement
 - 2) Quality, quantity and diversity of specific international cooperation initiatives in the creative field concerned;
 - 3) Presence and future development of recognised centres of creation in the city, and promotion of activities in one or more creative fields;
 - 4) Experience and commitment in hosting festivals and events at a national or international level;

¹ For cities applying with a focus that is not covered by at least five Member Cities, a letter of endorsement of all the Member Cities in field concerned is requested.

- 5) Presence and future development of professional schools, conservatories, academies and higher education institutions specialised in one or more creative fields;
- 6) Domestic or international online platforms dedicated to creative industries and creative economy;
- 7) Cultural spaces suited for practicing and consumption, and for educational activities in the field concerned, including amateur initiatives;
- 8) Educational and research programmes in the field concerned, both in the formal and informal sectors;
- 9) Active involvement of medias in promoting the concerned field, activity(ies) and practice(s);
- 10) Specific comparative assets at an international level, in the context of the pertinent field;
- 11) Quality and quantity of professional organizations and individuals involved;
- 12) Economic vitality and sustainability of the sector concerned (number of professionals, informal and official associations, existing and planned number of jobs involved);
- 13) Measures, mechanisms and initiatives at local and municipal level aiming to reinforce creativity and the status of creators in the field concerned.

8. Indicative timetable² for the nomination process

Phase 1:		Call for projects and submission
20	January	Public call for projects
20	March	Deadline for the receipt of the applications by the Secretariat.
20	April	Deadline by which the applicant cities may, upon UNESCO's request, complete their candidatures, should it be necessary. Files that are not completed by this date will not be evaluated for the current year, and may be taken into consideration the following year with no priority vis-à-vis the new applications, if so wished by the candidate city.
Phase 2:		Evaluation
30	Oct	All the applications must be evaluated by UNESCO by this date
Phase 3:		Notification
28	Nov	Results must be notified to Member Cities by this date
30	Nov	Results must be published by this date
Year 1		

² Dates to be adapted every year taking into account calendar, priority and workload constraints.

9. The UNESCO Creative City logo (for use by entities other than UNESCO itself) consists of the following elements:

- 1)The UNESCO logo
- 2)The name of the city and a specific visual element relating to the city
- 3)The words “Designated UNESCO Creative City in ...”
- 4)The year of nomination

Graphic representation of the logo:



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Cultural Organization

[Creative City Identity Graphic]

- Designated UNESCO Creative City in [Year]
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10. Unless a specific authorisation is granted by UNESCO, the use of the UNESCO Creative City logos is granted, upon request, only to the Municipalities and the official departments and / or bodies of the Cities that have been formally designated as Creative Cities. The use of UNESCO logo is governed by the “Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO”, available online on UNESCO website.

11. Communication materials featuring the UNESCO Creative City logos that are produced by events and project organizers must include a disclaimer such as: “xxx [name of the organizer] is responsible for the choice and the presentation of the facts and opinions in this [name of the document], which are not necessarily those of UNESCO and do not commit the Organization”.

12. The UNESCO Creative City logos must not be used for commercial purposes. The sale of goods or services bearing the UNESCO Creative Cities name and logo for profits is considered to be commercial, and thus is not allowed.

13. Events and project organizers that are authorised by UNESCO to use the UNESCO Creative City logos as stated above may not authorise third parties to use the Logo in any form.

14. An electronic file of the above logo will be sent to the designated cities. The Secretariat shall inform events and project organizers that they shall be fully responsible for any consequences resulting from their use of the UNESCO Creative City logos.