

2ND EDITION: 2015-2016
INTERNATIONAL AWARD
UCLG - MEXICO CITY - CULTURE 21

RULES



CDMX
CIUDAD DE MÉXICO



UCLG
United Cities
and Local Governments



culture 21
Agenda 21 for culture



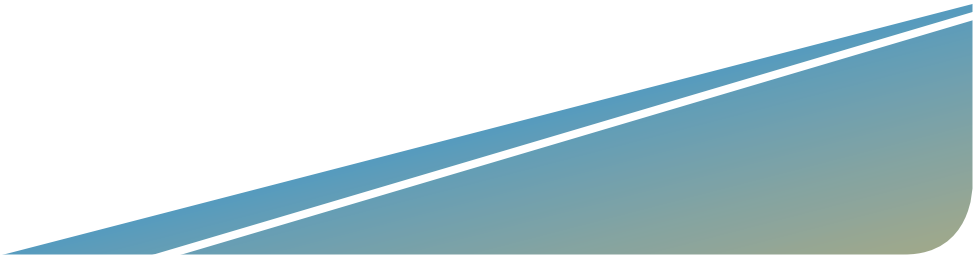
1 INTRODUCTION

Agenda 21 for Culture, promoted all over the world by mayors, cities and local governments, is the first and only international document that recognises and encourages culture as a driver and enabler of sustainable development of cities. In January 2015 more than 580 cities and organisations were associated to it.

United Cities and Local Governments (UCLG), the most important and largest international organisation of mayors and local governments is the institutional promoter of the Agenda 21 for culture through its Committee on Culture. The Committee on Culture of UCLG is chaired in a joint way by the cities of Lille-Métropole, Mexico City, Montreal, Buenos Aires, Barcelona, Angers and Milan. The first UCLG Culture Summit, held in Bilbao in March 2015, adopted the document “Culture 21 Actions”, which provides detailed guidance for cities interested in the design, implementation and evaluation of cultural policies related to sustainable development, as well as opportunities for knowledge exchange and peer learning.

The international agreements (UN Sustainable Development Goals, Habitat III’s New Urban Agenda) are developed in the cities, addressing the great challenges of sustainable development: environmental balance, cultural vitality, social justice, economic progress and inclusive governance.

The first edition of the International Award UCLG – **MEXICO CITY** – Culture 21 was held between 5 June 2013 and 11 November 2014. 56 applications from cities and local governments around the world were received. The Jury, which included the Ing. Cuauhtémoc Cárdenas Solórzano (Chair); Mr. Gonzalo Carámbula, Dr. Danielle Cliche, Ms. Catherine Cullen and Dr. Alicia Ziccardi, awarded the Prize to the “Arena de cultura” project, from the City of Belo Horizonte (Minas Gerais, Brazil) in the “City” category, and to Manuel Castells and Farida Shaheed in the “Individual Award” category. The Jury also awarded a special mention to the projects submitted by the cities of Hannover (Lower Saxony, Germany) and Ouagadougou (Burkina Faso). The Jury was impressed by the high quality of the submissions received.



2 GENERAL OBJECTIVE

The objective of the "International Award UCLG – **MEXICO CITY** – Culture 21" is to recognise leading cities and individuals that have distinguished themselves through their contribution to culture as a key dimension in sustainable cities.

3 SPECIFIC OBJECTIVES

The "International Award UCLG – **MEXICO CITY** – Culture 21" has the following specific goals:

- Ensure that the visibility of the relationship between city, culture and sustainable development is enhanced at an international level, in keeping with the strategic documents of UCLG.
- Encourage cities of the world to adopt the principles of Agenda 21 for culture, thereby bringing together and exchanging good practices in projects on cities, culture and sustainable development.
- Strengthen the presence within UCLG of an innovative topic, giving continuity to the leadership launched by Mexico City in 2010 with the UCLG declaration "Culture: Fourth Pillar of Sustainable Development".

4 CATEGORIES

The "International Award UCLG – **MEXICO CITY** – Culture 21" has two categories:

- CITY / LOCAL OR REGIONAL GOVERNMENT AWARD
- INDIVIDUAL AWARD



5 CATEGORY "CITY / LOCAL OR REGIONAL GOVERNMENT"

PRESENTATION

This category will recognise a city, local or regional government the cultural policy of which has contributed significantly to linking the values of culture (heritage, diversity, creativity and transmission of knowledge) with democratic governance, citizen participation and sustainable development. The award will be given to the local or regional government candidate that wins a competitive call process, open to direct or indirect UCLG members.

The award will recognise an original policy, programme or project that explicitly includes the principles of Agenda 21 for culture. The action awarded should count on, at least, two years of execution and have documented proof of the impact and the successes achieved.

A city, local or regional government will only be able to present one bid.

The cities that are members of the Board of the Committee on culture of UCLG (at present, Lille-Métropole, Buenos Aires, Mexico City, Montreal, Angers, Barcelona and Milan) will not be able to submit any bid.

BID APPLICATION FORM

The competitive process for the category "CITY / LOCAL OR REGIONAL GOVERNMENT" will be carried out by means of an application form. This form can be downloaded from the website of the Agenda 21 for culture: <http://award.agenda21culture.net>. The form is available in the three official languages of UCLG: Spanish, French and English.

The form should be completely filled in, in all its sections.





BID LETTER

The form will be accompanied by a letter of presentation, signed by the Mayor or Head of Government, with a free structure and contents, including at least:

- ↘ A paragraph that outlines the project (summarising section 1 of the form).
- ↘ A paragraph which outlines how the city will make use of the funds from the Award (summarising section 6 of the form).
- ↘ A paragraph that mentions its membership of UCLG.

VALUE

The winning city will be presented with a trophy produced by an artist from Mexico City, accompanied by a recognition signed by the Head of Government of Mexico City and by the President of UCLG.

The project presented by the winning city will receive the amount of Euro 50,000, which will be used for its international promotion (the publication of a book, participation in forums, international visibility) and to strengthen the local implementation of the Agenda 21 for culture.

The Jury may either grant the Award to a single city or decide that it (and its related financial amount) be shared by more than one city.

The Jury may also recognise as “good practices in culture and sustainable cities” as many projects as relevant. These will later be internationally disseminated by the UCLG Culture Committee.

DISSEMINATION OF THE BIDS

Section 1 of each form will be translated by the organisers from the original language to the other two official languages of UCLG, and its contents will be published in April 2016 in the website of the Award.

It will be possible to publish the other contents of each form, at the suggestion of the Jury, and with the explicit agreement of each government, after the winner of the Award has been announced.





6 CATEGORY “INDIVIDUAL”

This category will recognise an internationally renowned individual who has made a fundamental contribution to the relationship between culture and sustainable development. This award will be designated by the Jury, without an open competition process.

The organisers invite all the members of UCLG (direct or indirect) to nominate relevant personalities only through the email award@agenda21culture.net. This nomination must be justified, by describing that individual's contribution to the achievement of the objectives of the Agenda 21 for culture.

The Jury may either grant the Award to a single individual or decide that it (and its related financial amount) be shared by more than one person.

The recipient of the Award will be presented with a trophy produced by an artist from Mexico City, accompanied by a recognition signed by the Head of Government of Mexico City and by the President of UCLG. The selected personality will receive the amount of Euro 25,000.

7 JURY

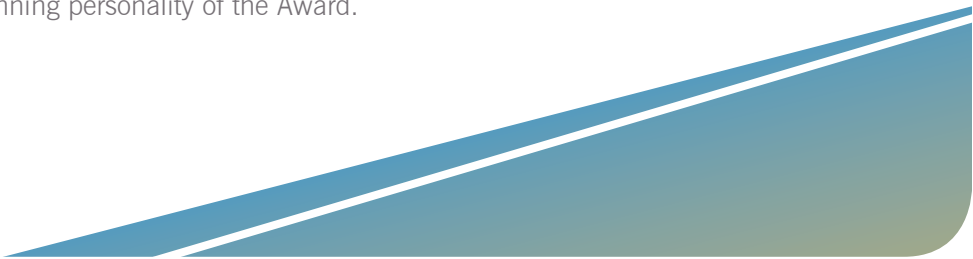
A Jury or Technical Evaluation Committee will be formed by personalities or international experts, proposed by the City of Mexico, UCLG and UNESCO. The members of the Jury will be highly eminent figures with a proven track record in the cultural world, ensuring in this way the notoriety and relevance of the Award.

In the category “CITY / LOCAL OR REGIONAL GOVERNMENT”, the Jury will analyse all the bids in two moments:

- ↘ In a first moment, the Jury will analyse the section 1 of each bid application form and will produce a list with a maximum of 10 finalists.
- ↘ In a second moment, the Jury will analyse the complete application forms of the 10 finalists and will designate the winner of the Award.

In this award there will be no public presentations of the finalist cities. The Jury will carry out its deliberation based only on the application forms.

In the category “PERSONALITY”, the Jury will analyse the nominations at one time and will designate the winning personality of the Award.



8 CALENDAR



5 December 2015. Launch of the Call.

15 March 2016. Deadline for submission of applications.

June 2016. Selection of winners.

Late 2016. Awards ceremony in Mexico City.

9 FORMALISATION OF THE BIDS

The bids in the category “CITY / LOCAL OR REGIONAL GOVERNMENT” can only be presented by email: award@agenda21culture.net.

Each bid should include the following files:



Form (in Word format)

Obligatory annex: Letter of presentation signed by the Mayor or Head of Government (in PDF format)

Optional annexes: A maximum of 3 documents (free format).

The spontaneous nominations for the category of “PERSONALITY” can only be presented by email at award@agenda21culture.net. The spontaneous nomination should be presented on the basis of the accompanying nomination form.

Once a bid has been received, the organisers of the Award will send a message by email confirming that the bid has been received correctly.

10 OBLIGATIONS OF THE WINNERS

CATEGORY “CITY / LOCAL OR REGIONAL GOVERNMENT”

The winning city in this category assumes these obligations:

- ↘ The communication in writing of the acceptance of the Award, in a maximum period of one month after receiving the notification.
- ↘ The personal attendance of the Mayor or Head of Government in the Awards Ceremony.
- ↘ The dissemination of the winning of the Award in the media.
- ↘ The justification to the organisers of the carrying out of the activities that were proposed as the destination of the award (section 6 of the form), in a maximum period of one year after receiving the notification.

CATEGORY “INDIVIDUAL”

The winning personality in this category assumes these obligations:

- ↘ The personal attendance in the Awards Ceremony.
- ↘ The writing and reading in the Awards ceremony of an original text about culture and sustainable development.

www.award.agenda21culture.net