



CIUDAD DE MÉXICO
CAPITAL DE LA TRANSFORMACIÓN



7th EDITION
INTERNATIONAL AWARD
UCLG
MEXICO CITY
CULTURE 21

7th International Award UCLG - Mexico City - Culture 21

Webinar: 11 February 2026, 3-4:30 PM (CET) | Deadline to apply: 12 March 2026

WEBINAR TAKEAWAYS

1. The Award: practical information

- The International Award UCLG - Mexico City - Culture 21 is unique, being the only one at a global level to recognise a city, local or regional government whose cultural policy has contributed significantly to linking culture (heritage, diversity, creativity and transmission of knowledge) with democratic governance, citizen participation and sustainable development.
- The Rules of the Award are available on this [website](#). Participation is free of charge.
- Almost three quarters of the candidacies submitted to the Award have been recognised by the Jury as good practices, which are also disseminated worldwide and become available in our [OBS of Good Practices](#), as well as in our [newsletters](#).
- We have a small technical assistance team ready to resolve doubts and provide support. You can reach them at: cultureaward@uclg.org.
- This edition's focus
 - Axis 1: Cultural rights and care.
 - Axis 2: Cultural policies and gender equality.
- Eligibility and key materials
 - The programme/project must have been in existence for at least 2 years.
 - Compulsory annexes:
 - I. Presentation letter signed by the Mayor or Head of Government.
 - II. Five high-quality photos.





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2. The new online form. What to expect?

- Applications can be completed through the online form available at: <https://culture21award.net/?lang=en>. It can be filled in English, Spanish or French.
- Once you request access with your full name and email, you will receive a unique link to your application form. This link will allow you to start now, save progressively, and come back without losing work. Bear in mind that one email equals one application.
- The platform lets you save drafts, and download PDF/DOCX for internal review.
- Submission is only possible once all sections are complete.

The sections of the form at glance

1. Basic information	Accurate identifiers; consistent project title and applicant details.
2. Presentation	A public-facing abstract: what, why, for whom, and duration (ongoing or not).
3. Contacts	Accountability (Details of the Mayor/Head) + operational focal point (reachable during the whole process).
4. Context	Local reality (needs, challenges and why this initiative matters) + relation to C21Actions Commitments and 2-5 SDGs.
5. Description	General aims and detailed description of the initiative (beneficiaries, concrete actions, phases, partners, budget, obstacles, outcomes).
6. Impact & Continuity	Impacts + evaluation + key factors (what made it successful) and continuity and replicability.
7. Promotion	Local and international communication and outreach.
8. Annexes	Presentation letter (mandatory) + 5 photos (mandatory) + annexes (optional).





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3. Advice from the experts. What makes an application stand out?

Speaker	Practical advice
Jordi Pascual , Coordinator of the UCLG Culture Committee	The Award is an opportunity for your city to show the local process that unites people, culture and sustainability.
Luz Elena Aranda , Director General of Institutional Management and Cultural Cooperation, Municipal Secretariat for Culture of Mexico City	Demonstrate how your candidacy promotes cultural rights through care and equality, providing specific evidence about the inequalities that have been reduced (especially gender inequalities) and barriers that have been removed.
Serhan Ada , Head of the Cultural Management Program of Istanbul Bilgi University and former President of the Jury of the Award	Do not be discouraged and submit your application even if you feel unsure. Also, when drafting your candidacy, be specific about what has changed as a result of your project or programme, who it is aimed at, and why it is important for rights, equality, and governance.
Iseult Dunne , CEO, Dublin City Council Culture Company	Use the resources available: research what other candidate/winning cities have submitted in previous years through the OBS database, and seek support from the Award Secretariat team whenever necessary. In addition, measure and document your initiative to improve it, not just to report on it, as consistent measuring will allow you to adjust it over time, keeping it relevant and focused on people and their rights.
Tracy Geraghty , Director of Strategic Development and Research, Dublin City Council Culture Company	Be clear about who benefits from your initiatives from the start and, throughout your work, ask yourself a simple guiding question: "Who are we not seeing yet?"
Tita Larasati , Co-Founder of Bandung Creative City Forum and Focal Point for Bandung City of Design	Approach your application as a commitment, not as a bid. This will allow you to present an honest and coherent candidacy. Furthermore, you can generate impact by collaborating with different sectors and actors, and demonstrate how the initiative will endure through institutional anchoring, resources, partnerships, etc.





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FIVE-POINT FINAL CHECKLIST TO USE BEFORE SUBMITTING

- 1. **Local Needs:** Is the local challenge clearly identified? Do we provide clear information on how we respond to it?
- 2. **Cultural Rights and the chosen axis check:** Is it clear how our candidature promotes the exercise of cultural rights, and does it fit into one or two of the axes of the Award?
- 3. **Innovation:** Is the original and creative approach of our project clearly explained?
- 4. **Impact and Sustainability:** Do we clearly share the project's results and how they were measured or observed? And do we explain its potential for long-term continuity?
- 5. **Transferability:** Could another city adapt our project to its own context, using what we have described in the application?





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CONTACT

Please do not hesitate to contact the Technical Secretariat of the Award should you need any additional information.

<https://www.agenda21culture.net/award>
cultureaward@uclg.org

