



UCLG - MEXICO CITY - CULTURE 21

4th EDITION - INTERNATIONAL AWARD

RULES



GOBIERNO DE LA
CIUDAD DE MÉXICO



UCLG

United Cities
and Local Governments



culture 21

UCLG Committee



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.



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1 INTRODUCTION

The 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 fundamental dimension of sustainable development of cities. In September 2019 more than 900 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 co-chaired by Buenos Aires, Lisbon and the City of Mexico and involves the cities of Barcelona, Bilbao, Bogotá, Jeju, Porto Alegre and Rome as vice-presidents.

Every two years, UCLG organises, a Summit to reflect, discuss and exchange good practices on culture, cities and sustainable development, facilitated by the UCLG Culture Committee. 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 second UCLG Culture Summit took place in Jeju in May 2017, and served to present evidence of how cities and local governments are implementing Culture 21 Actions across the world, as well as to discuss the connections between culture and the achievement of the Sustainable Development Goals (SDGs). The third Summit was held in Buenos Aires in April 2019, providing a space to discuss issues including the role of independent culture, the gender dimension in cultural policy, and the role of culture in global development strategies, as well as to present and exchange good practices in these areas.

The international agreements (SDGs, 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. Indeed, as explained in the UCLG document *Culture in the Sustainable Goals: A Guide for Local Action* (2018), UCLG believes that cultural aspects play a pivotal role for the SDGs to be successful. This also applies to other international agendas. Because of this, the UCLG Committee on Culture places particular emphasis on advocacy and campaigning, in partnership with other global and regional networks.

In keeping with this strong commitment towards the connection between culture and sustainable development, the UCLG Committee on Culture and the City of Mexico launched in 2013 the International Award UCLG – Mexico City – Culture 21, held on a biennial basis. The **first edition** of the Award was held in 2013-2014. 56 applications from cities and local governments around the world were received. The Jury granted the Award to the “Arena de cultura” project, from the City of Belo Horizonte (Minas Gerais, Brazil) in the “City / Local or

Regional Government” category, and to Mr. Manuel Castells and Ms. Farida Shaheed in the “Individual” 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 **second edition** of the Award was held in 2015-2016. 83 applications from cities and local governments around the world were received. The Jury granted the Award to the project “Cultural heritage and reinvigoration of socio-economic activities in Timbuktu”, from the City of Timbuktu (Mali), and to the project “I AM... / The adventure of one community in the middle of a transformation”, presented by Vaudreuil-Dorion (Quebec, Canada), in the “City / Local or Regional Government” category. Special mentions were given to the projects submitted by the cities of Busan (South Korea), Dakar (Senegal), Kaunas (Lithuania), Lake Mégantic (Quebec, Canada) and Montevideo (Uruguay). In the “Individual” category, the Award was also given jointly to Mr. Jon Hawkes and Ms. Silvia Rivera Cusicanqui.

The **third edition** of the Award took place in 2017-2018. 99 applications from cities and local governments around the world were received. In the “City / Local government” category, the Jury granted the Award jointly to the projects “The Sustainable City of Lyon: the Charter of Cultural Cooperation”, submitted by the city of Lyon (France) and “Common Seongbuk Artist Roundtable: Local Culture Governance”, submitted by Seongbuk (Seoul, Republic of Korea). Special mentions were also given to the projects submitted by Dublin (Ireland), Hamilton (Ontario, Canada), Montevideo (Uruguay), Nablus (Palestine), Novosibirsk (Russian Federation), and Saha-gu (Busan, Republic of Korea). In the ‘Individual’ category, the Award was given jointly to Basma Elhusseiny and Patrice Meyer-Bisch.



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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 the Agenda 21 for culture, and to see cultural rights as a basis for their cultural policies, thereby bringing together and exchanging good practices in projects on cities, culture and sustainable development.
- | Provide evidence on the connections between local cultural policies and practices, and the achievement of international objectives in the field of sustainable development, including the Sustainable Development Goals (SDGs) integrated in the UN Agenda 2030, and the New Urban Agenda.
- | 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

CATEGORY 5 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, as well as to any local or regional government collaborating with UCLG's partner organisations. Indirect UCLG members include those local and regional governments that are members of an association or federation of local or regional governments that is in turn a member of UCLG.

The Award will recognise an original policy, programme or project that explicitly includes the principles of the Agenda 21 for culture. The winning project should demonstrate a close connection with cultural rights and/or with the SDGs (UN Agenda 2030) or the New Urban Agenda. The action awarded should count on, at least, two years of implementation and have documented proof of the impact and the successes achieved.

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

The cities that are members of the Board of the Committee on culture of UCLG (at present, Buenos Aires, Lisbon, City of Mexico, Barcelona, Bilbao, Bogotá, Jeju, Porto Alegre, and Rome) will not be able to submit any 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: agenda21culture.net/award. 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.



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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 2020 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), as well as other interested individuals and organisations, to nominate relevant personalities only through the email award@agenda21culture.net, by using the form created to this end. This nomination must be justified, by describing that individual's contribution to the achievement of the objectives of the Agenda 21 for culture, as well as, more broadly, to the understanding of the relation existing between culture and sustainable development, including the promotion of cultural rights and/or the connection between culture and the SDGs (UN Agenda 2030) or the New Urban Agenda..

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

The selection will be made by a Jury or Technical Evaluation Committee formed by personalities or international experts, proposed by the City of Mexico and UCLG. 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 stages:

- | In the first stage, the Jury will analyse section 1 of each application form and will produce a list with a maximum of 10 finalists.
- | In the second stage, 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 documents.

In the category "Individual", the Jury will analyse the nominations in a single stage and will designate the winning personality of the Award.



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8 CALENDAR

- | 14 November 2019. The forms will be available on the website <http://agenda21culture.net/award>.
- | 18 March 2020. Deadline for the reception of applications.
- | April 2020. Dissemination of the contents of section 1 of each application.
- | June 2020. Meeting of the Jury and communication of the results.
- | October / November 2020. Award ceremony.

9 FORMALISATION OF APPLICATIONS

Applications in the category “City / Local or Regional Government” can only be presented by email to 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)
- | At least 3 high quality photographs (minimum 150ppp, JPEG, PNG, TIFF or similar format)
- | Optional annexes: A maximum of 3 documents (free format)

Spontaneous nominations for the “Individual” category can only be presented by email to award@agenda21culture.net. They should be presented by using the nomination form provided.

Once an application or nomination has been received, the organisers of the Award will send a message by email acknowledging the receipt.

OBLIGATIONS OF 10 THE WINNERS

CATEGORY CITY / LOCAL OR REGIONAL GOVERNMENT

The winning city, local or regional government 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 obtention of the Award in the media.
- | The presentation of evidence that 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.agenda21culture.net/award



The INTERNATIONAL
AWARD **UCLG – MEXICO
CITY – CULTURE 21**

unequivocally demonstrates that diversity, heritage and creativity, that is, culture, is a fundamental dimension of sustainable cities in the entire world, and an indispensable approach in international discussions on development, peace and human rights.

