



UCLG – MEXICO CITY – CULTURE 21

5th EDITION - INTERNATIONAL AWARD

RULES



GOBIERNO DE LA
CIUDAD DE MÉXICO



UCLG

United Cities
and Local Governments



culture 21
UCLG Committee



5th INTERNATIONAL AWARD

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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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INTRODUCTION

United Cities and Local Governments (UCLG), the leading international organisation of local and regional governments, promotes cultural rights in sustainable development, at local, national and international levels. This work is mainly carried out through its Culture Committee, which is co-chaired by Mexico City, Lisbon and Buenos Aires, and involves the cities of Barcelona, Bilbao, Bogotá, Jeju, Porto Alegre and Rome as vice-presidents. With more than 100 active members on all continents, the Committee has become the leading platform on culture and sustainable development for local and regional governments, and has positioned UCLG as a global network of reference in this field.

The **UCLG Culture Committee** promotes the organisation of the biennial International Award “**UCLG - Mexico City - Culture 21**”, the database “**OBS**” of good practices on culture in sustainable cities, as well as the **UCLG Culture Summit**. It offers learning and capacity-building programmes on cultural policies (10 **Leading Cities**, 24 **Pilot Cities** and 3 **Culture 21 Labs**, and 6 **Seven Keys**) and participates in **international advocacy campaigns** (such as the **#culture2030goal campaign**), advocating with others for culture in the UN 2030 Agenda and the Sustainable Development Goals (SDGs). Cities are the locus of international agreements such as the SDGs, the New Urban Agenda or Climate Action, and connect the major challenges of sustainable development (environmental balance, cultural vitality, social justice, economic progress, inclusive governance). UCLG considers that cultural aspects play a key role as the fourth pillar of sustainable development, due to their capacity to promote debates on the values of society and, at the same time, to place memory, heritage, creativity, indigenous peoples, diversity and knowledge at the heart of public policies.

Mexico City is an undisputed international leader in the field of cultural rights. The approval of the new Constitution in 2017 and the approval and subsequent implementation of the Law on Cultural Rights of Inhabitants and Visitors in 2019 were milestones for the global municipal movement, which have inspired similar measures in cities such as Barcelona, Izmir, Lisbon, Montreal, Kazan, Ouagadougou, Jeju, Geneva, Washington DC, Bogotá, Malmoe, Gwangju, Rome or Seoul, among others. Moreover, the promotion of cultural rights is carried out in a coherent and synchronised manner with the fight against all inequalities, such as in the areas of gender equality, community empowerment or climate action.



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PREVIOUS EDITIONS OF THE AWARD

The first edition of the Award was held in 2014. The winner in the “City / Local or Regional Government” category was the project “Arena da Cultura”, presented by Belo Horizonte (Minas Gerais, Brazil) and, in the “Individual” category, Manuel Castells and Farida Shaheed were awarded.

The second edition of the Award was held in 2016, with the winners in the category “City / Local or Regional Government” being the programmes “Cultural heritage and reinvigoration of socio-economic activities in Timbuktu”, presented by the City of Timbuktu (Mali), and the project “I AM... / The adventure of one community in the middle of a transformation”, from Vaudreuil-Dorion (Quebec, Canada) and, in the category “Individual”, Jon Hawkes and Silvia Rivera Cusicanqui.

The third edition of the Award took place in 2018. The city of Lyon (France), with its cultural policy “The Sustainable City of Lyon: the Charter of Cultural Cooperation”, and Seongbuk (Seoul, Republic of Korea), with the programme “Common Seongbuk Artist Roundtable: Local Culture Governance”, were recognised as winners in the category “City / Local or Regional Government”. In the “Individual” Category, the Jury decided to jointly award Basma El Husseiny and Patrice Meyer-Bisch.

The fourth edition of the Award took place in 2020. The cities of Medellin (Colombia) and Segou (Mali) were awarded for the programmes “Network of Arts and Cultural Practices” and “Segou, a creative city” respectively. In the “Individual” category, the award went exaequo to Eusebio Leal and Vandana Shiva.

GOOD PRACTICES

Almost three quarters of the applications submitted to the Award have been recognised by the Jury as good practices. UCLG has an excellent tool, the “**OBS**”, which currently has more than 280 good practices, most of which come from the previous four editions of the Award. All the good practices that have their origin in this Award have a “label” to explicitly recognise this origin.

The OBS can be searched according to 3 criteria: the 17 SDGs, the 9 Culture 21 Actions Commitments, and 75 keywords.

Its exhaustiveness and indexing make the OBS a unique resource, unmatched by any other organisation or initiative. The OBS allows UCLG members to have a broad visibility.



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THE 5TH EDITION OF THE AWARD

CENTRAL THEME

JUSTIFICATION

The 5th edition of the International Award UCLG - Mexico City - Culture 21 will aim to recognise cities and personalities who have excelled in the promotion of cultural rights in the context of the Covid-19 crisis and post-pandemic recovery, and/or that have promoted culture as an important part of the caring system.

The Covid-19 crisis has severely impacted the cultural life of our communities: libraries, monuments, festivals, museums, celebrations associated with intangible heritage, and all cultural spaces, moments and cultural events have been affected. The active participation of all people in the cultural life of communities has been severely hindered, especially in the initial moments of the crisis. In parallel, the crisis has generated thousands of initiatives and new cultural expressions, from events, recordings and virtual collections to the emergence of projects that have the pandemic (and its impact) as a central theme. People have turned to culture to create meaning, to show our solidarity and to deepen our humanity. There can be no better illustration of why culture must establish itself as the fourth pillar, dimension or component of sustainable development (and we mean “fourth” in order of appearance in the global conversation on sustainable development; not in terms of hierarchy, of course).

Two years into the global pandemic, there is an impressive collection of cultural policies, programmes and projects that have been organised by cities and local and regional governments, often in partnership with civil society and/or other actors (networks, universities, activists, collectives, foundations, national or international institutions, etc.).

The pandemic has forced us to be courageous in imagining different, better and more sustainable ways of living together. Cities and local governments have been central, working to ensure that the right to participate in cultural life is at the heart of human rights and the future of the planet. The pandemic has been the context for improving the quality of the wide-ranging cultural dialogues that humanity urgently needed (and needs) to address: (a) the consideration of human rights as the framework that allows for open debates about our future, (b) the (still hegemonic) conceptions of the self that argue that humans are



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not part of nature and their impacts on our ways of generating responses to the climate emergency, (c) inequalities from an intersectional perspective, including the urgency of addressing gender equality as a core issue, (d) the centrality of care in the provision of public services and in the post-pandemic society in general, and (e) the time and resources we devote to cooperation and solidarity in our lives. The pandemic has also shown that cultural actors need better working conditions, which were already precarious and difficult in the pre-pandemic “normality”.

The **5th edition of the International Award UCLG - Mexico City - Culture 21** is an exceptional opportunity to place the way out of the pandemic crisis within a framework of protection and promotion of cultural rights, and to ensure that no-one, and no territory, is left behind. The 5th edition of the Award will give visibility to dozens and dozens of initiatives from all corners of the world that have responded to these challenges. Specifically, the 5th edition of the International Award UCLG - Mexico City - Culture 21 will recognise **the 50 best initiatives in this field**.

The 5th edition of the Award will reach out to all international cultural networks that have played an active role during the crisis, including the UCLG sections and the thematic networks of cities (digital inclusion, cities of refuge, gender equality, social justice, habitat coalitions). It will involve civil society networks such as ICOMOS, the International Federation of Coalitions for Cultural Diversity, the International Music Council, the IFLA global network of libraries, as well as all the organisations that collaborate on the #culture2030goal campaign. Finally, UNESCO, UN-Habitat, UNDP and other UN agencies and programmes will also be contacted.



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GENERAL OBJECTIVE

The 5th edition of the International Award UCLG - Mexico City - Culture 21 aims to recognise cities, local or regional governments, and leading individuals who have excelled in the promotion of cultural rights in the context of the Covid-19 crisis, and/or that have promoted culture as an important part of the caring system.

SPECIFIC OBJECTIVES

The 5th edition of the International Award UCLG - Mexico City - Culture 21 has the following specific objectives:

- | To invite cities and local and regional governments around the world to explain their responses to the crisis, basing their public policies on cultural rights.
- | To provide examples to the international community on the fundamental role of the cultural dimension of development, with the collection and the promotion of specific good practices.
- | To highlight the links between local cultural policies and practices and the international development agenda, such as the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda, or the New Urban Agenda.
- | To demonstrate that cultural rights is the most appropriate frame for post-pandemic recovery.
- | To strengthen the presence within UCLG of an innovative theme aligned with its narrative on the centrality of care in public policies and the generation of a Pact for the Future, for the people, for the planet and for the government.
- | To promote the leadership of Mexico City in this field, existing at least since the adoption of the UCLG declaration “Culture as the 4th Pillar of Sustainable Development” in 2010.
- | To promote greater visibility of the relationship between city, culture and sustainable development at international level, in coherence with UCLG’s strategic documents.



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CATEGORIES

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

- I City / local or regional government
- I Individual.

CATEGORY CITY / LOCAL OR REGIONAL GOVERNMENT

PRESENTATION

This category will award a city, local or regional government whose policy, programme or project has significantly contributed to the promotion of cultural rights in the context of the crisis caused by the Covid-19 pandemic, and/or that have promoted culture as an important part of the caring system. 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 application must focus on an original policy, programme or project directly promoted by a local or regional government, or by local cultural actors (civil society, associations, cultural institutions or organisations, universities, activists, etc.).

The application must explain the local context of the pandemic, demonstrate its close relationship with cultural rights, and outline its alignment with the SDGs (UN 2030 Agenda) and/or with the New Urban Agenda. The candidacy must provide evidence of the impact and the success achieved.

Each city, local or regional government may submit only one candidacy.

APPLICATION FORM

Candidacies for the category "City / local or regional government" will be formalised with an application form, specifically designed for this 5th edition of the Award. This form can be downloaded from the website dedicated to the Award: www.agenda21culture.net/award and is available in the three official languages of UCLG: English, French and Spanish.



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THEMES

Applications may be based on these themes:

- | Local policies and plans to mitigate the impact of the pandemic on cultural life, adapt local cultural life, or promote cultural rights at the local level.
- | Programmes and projects from local cultural institutions (libraries, monuments, festivals, museums, auditoriums, cultural centres, celebrations and events related to intangible heritage) aimed at promoting the participation of all in cultural life.
- | Programmes and projects from local cultural institutions to promote online access to collections and cultural events.
- | Policies, programmes and projects to support the local cultural fabric, and to improve the working conditions of cultural actors.
- | Cultural programmes and projects on public space.
- | Policies, programmes and projects on cultural actions for gender equality.
- | Policies, programmes and projects to support cultural actions of Indigenous Peoples.
- | Policies, programmes and projects on culture and climate action.
- | Policies, programmes and projects on culture, well-being and health.
- | Policies, programmes and projects focused on the field of care within public services from a cultural perspective.
- | Policies, programmes and projects that explicitly address inequalities and local obstacles to access and participate in cultural life.
- | Policies, programmes and projects that promote access and contribution to scientific knowledge as a core element of cultural rights.
- | Policies, programmes and projects on cooperation and solidarity, at local or international level.
- | Policies, programmes and projects inspired by the **Rome Charter** and/or the **Izmir Declaration**.

This list is not exhaustive. The technical secretariat of the Award (cultureaward@uclg.org) is available to answer any doubts or questions on the relevance or suitability of a potential candidacy.



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FORMALISATION OF APPLICATIONS

PHASE 1

The deadline for submitting these applications is 22nd April 2022. Applications shall be submitted exclusively to the e-mail address cultureaward@uclg.org, via WeTransfer, which will consist of 4 files:

- I The application form (in Word format), with the fields specifically indicated for the “Phase 1”.
- I Three high quality photographs illustrating the initiative (150 dpi minimum, in JPEG, PNG, TIFF or similar format).

A maximum of 50 applications will receive special recognition from the Jury: they will be considered finalists and will be recognised as “good practices” through the label “Cultural Rights and the Covid Crisis: the 50 Best Actions” and disseminated worldwide from May 2022. These 50 applications will be invited to move on to “PHASE 2”, during which they will be asked to develop the complete application. The list of the 50 finalist applications will be published on 4th May 2022.

PHASE 2

The deadline for the submission of applications is 27th May 2022.

Applications shall be submitted exclusively to the e-mail address cultureaward@uclg.org, via WeTransfer, which must include these elements:

- I The application form in Word format, fully completed (all fields).
- I At least three high quality photographs illustrating the initiative (150 dpi minimum, in JPEG, PNG, TIFF or similar format).
- I Obligatory annex: Letter of presentation signed by the Mayor or Head of Government, in PDF format.
- I Optional annex(es): A maximum of 3 documents (free format).



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LETTER OF APPLICATION

The final form, in Phase 2, shall be accompanied by a cover letter, signed by the Mayor, the Head of Government, or the person with the highest responsibility for cultural policies, with free structure and content, including at least:

- I A paragraph that outlines the project (summarising section 1 of the form).
- I A paragraph that mentions its direct or indirect membership of UCLG.

VALUE

The winning city will receive 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 winning city will be invited to the Award Ceremony, as well as to the UCLG World Congress, which will be held in 2022.

The Jury may choose to award a single candidacy or decide that the award will be shared by more than one. The Jury may recognise some applications as “Special Mention of the Jury”. Winners, Special Mentions and Good Practices will be promoted worldwide by the Culture Committee of UCLG.

DISSEMINATION OF THE BIDS

Section 1 of each form may be translated by the organisers from the original language to the other two official languages of UCLG, and its contents may be published starting from May 2022 on the website of the Award.

The other contents of each form may be published, at the suggestion of the Jury, and with the explicit agreement of each government, after the announcement of the winner of the Award.

OBLIGATIONS OF THE WINNERS “CITY/ LOCAL OR REGIONAL GOVERNMENT”

The winning city, local or regional government in this category assumes these obligations:

- I The communication in writing of the acceptance of the Award, in a maximum period of 30 days after receiving the notification.
- I The personal attendance of the Mayor or Head of Government at the Award Ceremony.
- I The dissemination of the obtention of the Award in the local media.
- I The communication to the organisers of the implementation of the activities mentioned as destination of the Award (section 6 of the application form), within a maximum period of one year after receiving the notification.



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CATEGORY “INDIVIDUAL”

PRESENTATION

This category will recognise an internationally renowned individual who has made a fundamental contribution to cultural rights, to the relationship between culture and sustainable development and/or to the presence of culture as an important part of the caring system in the context of the Covid-19 pandemic. The Individual 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 make a spontaneous nomination of a personality by using the nomination form created for this purpose, and emailing it to cultureaward@uclg.org. The nomination shall be duly motivated, stating explicitly the contribution of the personality concerned in the context of the crisis, 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 2030 Agenda) or the New Urban Agenda.

The Jury may award a single individual or decide that the award will be shared by more than one person, as has been the case in previous editions.

The winner will receive 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 winning personality will also be invited to the events of the award ceremony, as well as to the UCLG World Congress in October 2022.

FORMALISATION OF NOMINATIONS

The deadline for nominations is 27th May 2022.

Spontaneous nominations for the category “Individual” shall be submitted only to the e-mail address cultureaward@uclg.org. The spontaneous nomination shall consist of one document, according to the proposed form. Once a nomination has been received, the organisers of the Award will send a message by email acknowledging the receipt.

Nominations will not be published.

OBLIGATIONS OF THE “INDIVIDUAL” WINNERS

The winning personality in this category assumes these obligations:

- I The personal attendance at the Award Ceremony.
- I The writing and reading of an original text on the pandemic crisis, cultural rights and sustainable development at the award ceremony.



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JURY

The selection of candidatures and nominations will be made by a Jury or Technical Evaluation Committee, formed by international personalities or experts, proposed by Mexico City and UCLG. The members of the Jury will be eminent figures with a proven track record in the cultural world.

This Jury will work with the technical secretariat of the Award, formed by the UCLG World Secretariat and the Secretariat of Culture of the Government of Mexico City.

In the category “**City / Local or regional government**”, the Jury will analyse all the bids in two stages:

- I In a first stage (“Phase 1”), the Jury will analyse the summaries of all the applications and decide those that become finalists. These applications will be disseminated worldwide as good practices from May 2022 with the label: “Cultural Rights and the Covid Crisis: the 50 Best Actions”.
- I In a second stage (“Phase 2”), the Jury will analyse the application-forms of the 50 finalists, and designate the winner(s) of the Award, as well as the Jury’s Special Mentions.

In this Award there will be no public presentations of the finalist cities: the Jury will carry out its deliberation based only on the candidacies.

In the category “**Individual**”, the Jury will analyse the nominations in a single stage and will designate the winning personality or personalities of the Award.



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CONTACT

Technical Secretariat of the Award:

| cultureaward@uclg.org

Organising Entities:

UCLG - Culture Committee

| culture@uclg.org

Mexico City Government - Culture Secretariat

| Xx EMAIL

