



UCLG – MEXICO CITY – CULTURE 21

INTERNATIONAL AWARD – 6th EDITION

RULES



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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 Committee on Culture, 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. At the World Congress in Daejeon in October 2022, UCLG adopted the “UCLG Pact for the Future of Humanity: for People, for the Planet and for the Government”. The Pact for the Future defines the strategic priorities of the Organisation from 2022 to 2028.

International agreements such as the SDGs, the New Urban Agenda or Climate Action are located in cities, and it is cities where the major challenges of sustainable development (environmental balance, cultural vitality, social justice, economic progress, inclusive governance) are connected. UCLG considers that cultural aspects play a fundamental role as the fourth pillar of sustainable development due to their capacity to promote debates on societal values and, at the same time, place memory, heritage, creativity, indigenous peoples, diversity and knowledge at the heart of public policies. Thus, the **UCLG Committee on Culture** promotes several programmes, in addition to the organisation of the biennial **International Award “UCLG - Mexico City - Culture 21”**, which will be presented in the following pages of this document. The UCLG Committee on Culture also offers capacity-building and learning programmes on cultural policies (with 19 **Leading Cities**, 22 **Pilot Cities** and 5 **Culture 21 Labs**, and 10 **Seven Keys**) and participates in **international advocacy campaigns** (such as the **#Culture2030Goal** campaign), advocating together with other networks in favour of culture in the United Nations 2030 Agenda and the Sustainable Development Goals (SDGs); It also hosts the **“OBS” database of good practices** on culture in sustainable cities, and organises the **UCLG World Culture Summit**.



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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 (Ley Derechos Culturales de los Habitantes y los Visitantes) 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, Bogota, Malmoe, Gwangju, Rome or Seoul, among others. Moreover, the promotion of cultural rights takes place in a coherent and synchronised manner alongside the fight against all inequalities, such as in the areas of gender equality, community empowerment or climate action.

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 Hussein 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.



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The fifth edition of the Award was held in 2022 and focused on the promotion of cultural rights in the context of the COVID-19 crisis, the post-pandemic recovery, and culture as an important part of the care system. The winning cities of this edition were Dublin (Ireland) and Buenos Aires (Argentina) in the category “City / Local or Regional Governments” for their initiatives “AWE’: Cultural Egagement through Accessibility, Wellbeing and Evidence” and “Abasto Cultural Neighbourhood: Economic Boost and Urban Regeneration” respectively. Lourdes Arizpe and Daisy Fancourt were also awarded exaequo in the “Individual” category.

GOOD PRACTICES

Almost three quarters of the candidacies submitted to the Award have been recognised by the Jury as good practices. UCLG has an excellent tool, the Observatory of Good Practices “**OBS**”, which currently has more than 370 good practices, most of which come from the previous five editions of the Award. All the good practices that have their origin in this Award have a “label” that explicitly identifies their corresponding edition.

The OBS can be searched according to 3 criteria: the 17 SDGs, the 9 Culture 21 Actions Commitments, and 104 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 6th EDITION OF THE AWARD

CENTRAL THEME

JUSTIFICATION

The 6th edition of the International Award “UCLG - Mexico City - Culture 21” aims to recognise cities and personalities who have excelled in the promotion of cultural rights for local sustainable development.

According to article 27 of the Universal Declaration of Human Rights, “everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits”. Cultural rights encompass the right of all people to access, actively participate in and contribute to cultural life. The **Rome Charter**, promoted by the UCLG Committee on Culture and the City of Rome, approved at the UCLG World Council in 2020, advocates for public policies in culture. A city working for cultural democracy must support and strengthen the cultural capacities of its inhabitants to discover, enjoy, create, share and protect culture.

Culture has been recognised by UCLG as the fourth pillar of sustainable development. This narrative has been supported with very concrete and locally applicable declarations and operational guides: **Agenda 21 for culture** (2004) and **Culture 21: Actions** (2015). Culture is an essential component of sustainable development, both for its intrinsic values (memory, heritage, creativity, diversity, critical knowledge) and for its cross-cutting nature (its contribution to social inclusion, health, education, the fight against poverty, gender equality and sexual diversity, peace, security and coexistence, employment, sustainable tourism, sustainable urban planning and environmental protection).

This narrative has been enriched by the pioneering actions of the cities in the network that concretely build into their policies the relationship between culture, cultural rights and sustainable development. The **Izmir Declaration** (2022) highlights the concept of “circular culture”, composed of Harmony with Nature, Harmony with the Past, Harmony with Each



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Other and, finally, Harmony with Change. The integration of culture in development policies is sustainable only if it is inscribed in the logic of cultural rights, considering the rights of inhabitants to actively participate in the construction of their territories, with a democratic and civic perspective.

This Award highlights the leadership of cities in the promotion of cultural rights as a transversal driver of local sustainable development, highlighting the diversity and excellence of policies and actions of local governments from all over the world. This shows that there is no single model of development, and that each project and policy is inscribed in specific and different local contexts, and constitute unique and original proposals.

More specifically, the 6th edition of the **International Award “UCLG - Mexico City - Culture 21” will recognise:**

in the **CATEGORY “CITY / LOCAL OR REGIONAL GOVERNMENT”:**

- I One (or two) winning city(ies) of the Award.
- I Cities with a “Special Mention of the Jury”.
- I The recognition as “good practices” of the initiatives that the Jury deems to meet the requirements, giving visibility to a wide variety of initiatives from all corners of the world, which constitute exemplary practices for the promotion of cultural rights for local sustainable development.

in the **CATEGORY “INDIVIDUAL”.**

- I One or two personalities who have made a fundamental contribution to cultural rights and to the relationship between culture and local sustainable development.

GENERAL OBJECTIVE

The 6th 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 innovative practices linked to the exercise of cultural rights, citizenship and sustainable development.



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SPECIFIC OBJECTIVES

The 6th edition of the International Award “UCLG - Mexico City - Culture 21” has the following specific objectives:

- I To encourage cities and local and regional governments around the world to present innovative practices in the field of cultural rights and sustainable development.
- I To provide the international community with examples of policies and practices that have had a positive impact and continue to improve people’s quality of life for the cities of the future.
- I To highlight the links between local cultural policies and practices and international goals for sustainable development, such as the Sustainable Development Goals (SDGs) integrated in the United Nations 2030 Agenda or the New Urban Agenda.
- I Consolidate a learning network among local and regional governments themselves through the Observatory of Good Practices (“OBS”).

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 the exercise of cultural rights in local sustainable development.

The Award will be given to the local or regional government that wins the competitive call process, which is open to direct and indirect UCLG members, as well as to any local or regional governments collaborating with UCLG partner organisations. Indirect members of UCLG include local or regional governments that are members of an association or federation of local or regional governments that is, in turn, a member of UCLG.



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The application a) must focus on an innovative policy, programme or project, with a minimum duration of existence of two (2) years; b) may have been promoted directly by the local or regional government, or by local cultural actors (civil society, associations, cultural institutions or organisations, universities, activists, etc.); and c) regardless of its origin, the application must be submitted to the Award only by the local or regional government.

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

THEMES

The themes or thematic subcategories are designed to recognise innovative policies, programmes or projects, reward the performance of local and regional governments and promote the replicability of cultural practices in favour of people, the government and our planet. These include:

I Public commons and access to culture

Common public goods are fundamental to the well-being of humanity as a whole. Their protection is an increasingly urgent task that requires a society-wide approach. This subcategory is concerned with recognising participatory proposals that foster access for all to cultural life or cultural public services, promote free expression and contribute to the inclusion of people in situations of exclusion or discrimination, promote popular and citizens' expressions and foster a culture of proximity.

I Community cultural development and culture of peace

Community cultural development and the culture of peace have become priority actions to consolidate the exercise of cultural rights as an engine for community building. This subcategory addresses proposals that promote social inclusion, social cohesion, the fight against poverty and inequalities, through strategies linked to different fields of knowledge such as health, education, security, gender equality, sexual diversity and accessibility, among others.

I Cultural rights, development and shared prosperity

Development and prosperity are goals that cities set to increase well-being and improve people's lives. This subcategory concerns proposals that address cultural rights as a driver of shared prosperity, based on actions that foster sustainable and inclusive cultural economy, local development, employment and decent work in the arts and the cultural sector. Projects linked to the consolidation of sustainable cultural tourism, digitisation and technology are also eligible.



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I Culture, territory and sustainable urban planning

Sustainable and inclusive territorial planning protects and develops its tangible and intangible cultural elements, builds a sense of belonging and reflects the identity of its inhabitants. This subcategory seeks to recognise local, innovative and sustainable proposals that transform the territory and improve the living conditions of citizens. Projects related to cultural heritage, public space, public art, architecture, urban design, landscapes, strategic implementation of cultural infrastructures and urban planning are eligible.

I Environment and protection of the planet

The preservation of the environment and protection of the planet guarantees and ensures the sustainability of ecosystems, through which we satisfy our basic needs and make human life possible. This subcategory includes initiatives that address cultural rights as a driver for the protection of nature and environmental awareness. Projects linked to landscape management, the protection and conservation of natural heritage, the defence of a thriving biodiversity, as well as cultural actions related to issues such as agriculture, food, gastronomy, or, where appropriate, climate change and disaster management, can participate in this subcategory.

I Cultural governance and cooperation

It is of utmost importance to strengthen cultural governance and cooperation in order to deliver better public goods and usher in a new era of universal social protection. This subcategory seeks to recognise proposals that promote citizen participation, democracy, transparency, cooperation and local and international collaboration. It also includes the evaluation of initiatives to improve the efficiency of public management and the effective enjoyment of citizens' rights, whether through information, knowledge or communication mechanisms.

The technical secretariat of the Award (cultureaward@uclg.org) will respond to any queries about the relevance or suitability of a potential candidacy.

ELIGIBILITY CRITERIA

The Jury will apply the following criteria:

I Addressing local needs

The proposal responds efficiently and effectively to an identified local need, problem or challenge. There is evidence of the results and quality of its implementation.



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I Innovation and originality

The proposal shows original and creative initiatives to resolve the local needs of its inhabitants, or the local problems or challenges of the territory. The creative process in its design and development, and the progressive and transformative change that has taken place since its implementation are visible.

I Effectiveness and sustainability

The proposal must demonstrate its impact on people, as well as on the sustainable development of its territory, through mechanisms or tools that demonstrate its effectiveness. The potential for continuity and long-lasting benefits will be assessed.

I Exemplarity and transferability

The proposal has the necessary elements to be replicated in other territories or areas where a similar need, challenge or problem is identified. It has evidence and evaluation mechanisms to consolidate its transferability.

APPLICATION FORM

Candidacies for the “City / Local or Regional Government” category will use the specific form developed for this 6th edition. 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.

FORMALISATION OF APPLICATIONS

PHASE 1: Initial application

Deadline: 16 February 2024.

Applications shall be submitted exclusively to the email address cultureaward@uclg.org, via WeTransfer, which will consist of 6 files:

- I The application form (in Word format), with the fields specifically indicated for “Phase 1”.
- I Five high quality photographs illustrating the initiative (300 dpi minimum, in JPEG, PNG, TIFF or similar format).



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In this phase, finalist applications will be selected and invited to proceed to “Phase 2”, in which they will be required to submit the full application. The list of applications that advance to phase 2 will be published by 1 March 2024.

PHASE 2

Deadline: 3 April 2024.

Applications shall be submitted exclusively to the email address cultureaward@uclg.org, via WeTransfer. This must include the following elements:

- I The application form in Word format, fully completed (all fields).
- 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). Each one of these documents should not exceed 2Mb; documents larger than this will not be considered.

LETTER OF APPLICATION

The final form, in “Phase 2”, will be accompanied by a presentation letter, signed by the Mayor or Head of Government, with a free structure and content. However, it must include:

- 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.

RECOGNITION

The winning city will receive a trophy made 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 relevant and related events organised by UCLG, as well as to the UCLG World Congress.

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



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DISSEMINATION OF THE BIDS

Section 1 of each form may be translated by the organisers from the original language into the other two official languages of UCLG, and its contents may be published on the Award website in March 2024.

The other contents of the each may also 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 the following obligations:

- | The communication in writing of the acceptance of the Award, within a maximum period of 30 days after receiving the notification.
- | The personal attendance of the Mayor or Head of Government at the Award Ceremony.
- | The dissemination of the obtention of the Award in the local media.
- | 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.

CATEGORY “INDIVIDUAL”

PRESENTATION

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



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The organisers of the Award invite all 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, explicitly indicating the contribution of the personality to cultural rights and the relationship between culture and sustainable development, including the promotion of cultural rights and/or the link 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 made by an artist from Mexico City, accompanied by a recognition signed by the Head of Government of Mexico City and the President of UCLG. The winner will also be invited to the Award Ceremony, as well as to the UCLG World Congress in 2025.

FORMALISATION OF NOMINATIONS

Deadline: 3 April 2024.

Spontaneous nominations for the category “Individual” shall be submitted only to the email 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 receipt.

Nominations will not be published.

OBLIGATIONS OF THE “INDIVIDUAL” WINNERS

The winning personality in this category assumes the following obligations:

- I Personal attendance at the Award Ceremony.
- I Writing and reading at the Award Ceremony of an original text on cultural rights in local sustainable development.



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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 distinguished personalities with a proven track record in the cultural world.

The 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 evaluate all the applications in two phases:

- I In a first stage (“Phase 1”), the Jury will assess the proposal of the Technical Secretariat on the applications that will pass to the next phase, and will decide on the final list.
- I In a second stage (“Phase 2”), the Jury will analyse the applications received through the fully completed formulaire and will designate the winner(s) of the Award, as well as the Special Mentions of the Jury and the applications identified as good practices from the second half of the year 2024, with the label “Cultural Rights and Sustainable Development: Best Actions”.

In this Award there will be no public presentations of the finalist cities: the Jury will make its deliberation solely on the basis of the candidacies presented.

In the **“Individual”** category, the Jury will evaluate the nominations in a single stage, where they will designate the winning personality(ies) of the Award.



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CONTACT

Technical Secretariat of the Award:

| cultureaward@uclg.org

Organising entities:

UCLG – Committee on Culture

Government of Mexico City – Secretariat on Culture

