

**CDMX**  
CIUDAD DE MEXICO



**UCLG**  
United Cities  
and Local Governments

 **culture 21**  
Agenda 21 for culture

**3rd edition**

**INTERNATIONAL AWARD UCLG - MEXICO CITY - CULTURE 21**

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.



# 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 2017 more than 750 cities and organisations were associated to it.

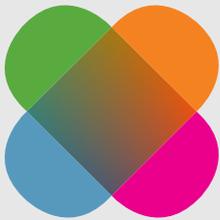
United Cities and Local Governments (UCLG), the most important and largest international organisation of mayors and local governments, is the institutional promoter of the Agenda 21 for culture through its Committee on Culture. The Committee on Culture of UCLG is co-chaired by Buenos Aires and the City of Mexico and involves the cities of Angers, Barcelona, Belo Horizonte, Bilbao, Bogotá, Jeju, Paris and Porto Alegre as vice-presidents.

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 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 recent UCLG document Culture in the Sustainable Development Goals: A Guide for Local Action, the UCLG Committee on Culture believes that cultural aspects play a pivotal role for the SDGs to be successful. This also applies to other international agendas.

The **first edition** of the International Award UCLG – **MEXICO** City – Culture 21 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.



## GENERAL 2 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. culture as a key dimension in sustainable cities.

## SPECIFIC 3 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, thereby bringing together and exchanging good practices in projects on cities, culture and sustainable development.
- ◆ Explore the connections between local cultural policies and practices, and the achievement of international agendas in the field of sustainable development, including the 2030 Agenda SDGs 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. 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 action awarded should count on, at least, two years of implementation and have documented proof of the impact and the successes achieved.

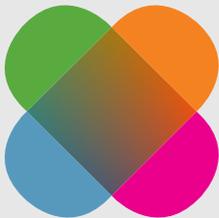
A city, local or regional government will only be able to present one application.

The cities that are members of the Board of the Committee on culture of UCLG (at present, Buenos Aires, City of Mexico, Angers, Barcelona, Belo Horizonte, Bilbao, Bogotá, Jeju, Paris and Porto Alegre) 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 Award: [www.award.agenda21culture.net](http://www.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.

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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 2018 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.



# CATEGORY 6 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](mailto: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

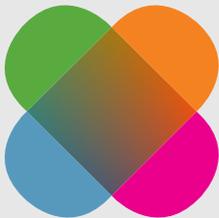
The selection will be made by a Jury or Technical Evaluation Committee formed by personalities or international experts, proposed by the City of Mexico and UCLG. The members of the Jury will be highly eminent figures with a proven track record in the cultural world, ensuring in this way the notoriety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



## 8 CALENDAR

- ✦ 2 November 2017. The forms will be available on the [website](#).
- ✦ 16 March 2018. Deadline for the reception of applications.
- ✦ April 2018. Dissemination of the contents of section 1 of each application.
- ✦ June 2018. Meeting of the Jury and communication of the results.
- ✦ September 2018. Award ceremony.

## 9 FORMALISATION OF APPLICATIONS

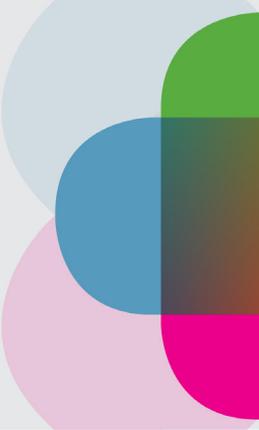
The bids in the category “CITY / LOCAL OR REGIONAL GOVERNMENT” can only be presented by email: [award@agenda21culture.net](mailto:award@agenda21culture.net).

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](mailto: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.award.agenda21culture.net](http://www.award.agenda21culture.net)