



United Nations  
Educational, Scientific and  
Cultural Organization

Creative Cities  
Network

# Creating an application

## Guidelines

*The following sample structure is offered as a guideline and does not replace a table of contents: it indicates the type of information on the city that best composes an application. However the following fields of information are not exhaustive and can be adapted to the field of application of the candidate city.*

### Part 1 – Introduction

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- Executive summary
  - Application goals and objectives
  - Management team
  - Mission and visions towards membership
- Overview of the city / General information
  - Geographical area
  - City layout
  - Infrastructure
  - Multicultural profile of the city
  - Lifestyle aspects
  - Municipal/governmental structure
  - Urban planning policy and strategy
- Facts and figures
  - Population
  - Economy
  - Other

### Part 2 – Direct resources related to the applied field

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- Historical facts
- Cultural Infrastructures  
Museums, galleries, theatres, cultural centres, libraries, concert venues, etc.
- Finances
  - Projected budget
  - Major funding parties
- Cultural promotion and dissemination

- Creative industry
  - Professional organizations
  - Key industries with significant impact on social, cultural and economic development
  
- Public awareness
  - Award programmes and other types of recognition
  - Local media (newspaper, magazines, television)
  - Publications
  - Trade fairs, conferences, high profile events
  
- Contemporary creation
  - Names of local creators
  - Number of creative professionals
  - Number of jobs created in the last 5 years
  - Areas/neighbourhoods dedicated to creativity (e.g. regeneration plans)
  - Creative clusters and professional associations
  
- Education / Research / Capacity building
  - Number of educational programmes related to the creative sector
  - List of educational institutions in the creative sector
  - Level of qualifications
  - Annual number of graduates in the creative sector
  - Awarded/prominent professors in the creative sector
  - International reputation
  - Informal educational opportunities
  
- Statistics     *(if existing)*

### **Part 3 – Creative partnerships and initiatives**

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- Programme of activities
  
- Public-Private partnerships
  
- International cooperation
  - Projects
  - Partnerships
  
- Prospects for intercultural collaboration with Member cities