

## **Memorandum of Understanding of the UNESCO Creative City Network**

We, the UNESCO designated Creative Cities, wish to work together in close cooperation in order to strengthen our Creative Cities Network.

By signing this document, the Cities in the UNESCO Creative City Network agree to actively support the network and the development of the network, with what resources they can make available, and to achieve the stated objectives of the network.

### **Purpose of the UNESCO Creative Cities Network**

The purpose of the network is to enhance the creative, social and economic potential of cultural industries.

### **The Aims of the UNESCO Creative Cities Network**

- Encourage the increase of the number of Cities within the network
- Develop collaborative projects between Creative Cities

### **Objectives 2008-2010**

Cities agree to:

- Collaboratively designate two cities each year to stimulate activity in the network
- Arrange an annual meeting of the network – it is hoped delegates from each city will attend to exchange information and develop collaborative projects
- Encourage new Cities to join the network
- Nurture good communication between Creative Cities
- Ensure the designation is supported and valued by their government and their Cities' Council/Mayor

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### ***Background to the Creative Cities Network***

The term Creative Industries covers a mix of many, very heterogeneous types of business who are linked by one common factor: They combine the creation, production and commercialization of contents which are intangible and mostly cultural in nature. These contents are typically protected by copyright and they can take the form of goods or services. Thus, the Creative Industries sector includes literature, the print media and publishing

sector, the audio-visual industries, the art business (including fashion, design, and fine arts), music, performing arts, the cultural heritage sector (including museums, libraries and archives) software and multimedia, advertising and architecture. Within the framework of the UNESCO's Creative Cities Network, the selected domains are at present: literature, cinema, music, crafts and folk arts, design, media arts and gastronomy.

Cities have a great potential for harboring entrepreneurs and businesses throughout the creative industry value creation chain – whether they are profit or non-profit orientated - because they provide an ideal breeding ground for creative processes and have a strong attraction for creative people and networks of creativity. We support, therefore, the approach of UNESCO's Creative Cities Network and share the following beliefs:

- culture and creative industries as indispensable for the attractiveness of cities today and in the future
- cultural diversity as an important factor for creativity and for intercultural exchange and cooperation
- the generation of cultural content as an important source for the creative industries, which should be analyzed, supported and utilized
- the wealth of inherited cultural content, tradition and infrastructure as an everlasting reservoir and as a reference point for the creative production.

While Creative Industries are generally growing, some cities are experiencing an above-average rise. It seems that cities with clear urban policy initiatives are more successful in exploiting the potential of the Creative Industries. However, administrations can influence the development of this sector only if they see themselves as partners of creative actors of all kind.

There are manifold challenges:

- Multicultural influences have to be preserved and strengthened.
- Intellectual property has to be secured in a way that balances public and private interests.
- Conditions especially for small and medium-sized enterprises and Independent artists have to be improved.

We recognize the necessity of collaboration to:

- alert public awareness of the economic potential of Creative Industries
- build local networks of creative entities and build international networks
- exchange knowledge and experiences between creative cities

- form transparent structures in the cities to enable international cooperation within the Creative Industry and between the industry and public authorities
- initiate and support cooperation between Creative Industries and the industrial sector
- cooperate across all forms of cultural and creative education and training.

We invite further cities to join us.

Bologna, November 20<sup>th</sup>, 2008

Sergio Cofferati  
Mayor of Bologna

Robert Winter  
Lord Provost of Glasgow

Ramiro Antonio Navia Diaz  
Mayor of Popayan

David Coss  
Mayor of Santa Fe