



**World Book
Capital**

Call for applications 2023

APPLICATION FORM

***Important:* Please use this application form for your descriptions and respect the indicated length restrictions. Applications that are not received in the required format, as well as those that are incomplete and/or received after the below-mentioned deadline, will not be considered.**

This application form, duly completed, must be sent as an attachment by email to wbcc@unesco.org, with the “subject”: Application [name of the candidate-city].

The following documents must be also attached (in one of UNESCO Secretariat working languages – English or French):

- (i) A support letter from the Mayor of the candidate-city
- (ii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located
- (iii) Two formal letters of support from active national professional association(s)¹
- (iv) Three photos of your city related to books (JPEG, max. 3MB)
- (v) The “Cession of rights and register of photos” form dully filled

Application forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than **Thursday 15 April 2021** at midnight (Central European Time) using the following address: wbcc@unesco.org.

<p>NAME OF THE CITY <input style="width: 100%;" type="text"/></p>	<p>COUNTRY <input style="width: 100%;" type="text"/></p>
<p><u>Mayor of the City</u></p> <p>Title (Mr/Ms/Mrs): <input style="width: 100%;" type="text"/></p> <p>Surname: <input style="width: 100%;" type="text"/></p> <p>First name: <input style="width: 100%;" type="text"/></p> <p>Address: <input style="width: 100%;" type="text"/></p> <p>Tel: <input style="width: 100%;" type="text"/></p> <p>Email: <input style="width: 100%;" type="text"/></p>	<p><u>Main contact</u></p> <p>Title (Mr/Ms/Mrs): <input style="width: 100%;" type="text"/></p> <p>Surname: <input style="width: 100%;" type="text"/></p> <p>First name: <input style="width: 100%;" type="text"/></p> <p>Function: <input style="width: 100%;" type="text"/></p> <p>Name/type of institution: <input style="width: 100%;" type="text"/></p> <p>Address: <input style="width: 100%;" type="text"/></p> <p>Tel: <input style="width: 100%;" type="text"/></p> <p>Email: <input style="width: 100%;" type="text"/></p>

The main contact will be the focal point and correspondent for all communications concerning the UNESCO World Book Capital. He or she should belong to the unit or structure executing and managing the designation. Alternative contact:

¹ For example, a letter of endorsement from the national writers’ association.

1. PRESENTATION OF THE CITY AND CONTRIBUTION TO THE LONG-TERM STRATEGY

Presentation of the main geographical, demographic, cultural and economic characteristics of the city, its mode of governance and international connections.

1.1 - What is the overall cultural profile of the city? What are the city's main assets? (250 words)

1.2 - What is the current economic importance of the book sector in the country/city. Please provide data, statistics, and other indicators on its contribution to economic development and employment in the city as well as the number of enterprises in the book sector. (150 words)

1.3 - What is the city's expertise in organizing local, national and international fairs, conferences, exhibitions and other publishing activities? (200 words)

1.4 - Who were the main stakeholders participating in the preparation of the application? How did they get involved? Who will be the management team members? What would be their tasks and role in the implementation of the programme? (300 words)

1.5 - What are the main facilities and infrastructure made available to host the title? (150 words)

1.6 - What are the main target groups you will try to reach through the World Book Capital programme? What is your strategy to mobilise large audiences including marginalized groups and communities? (250 words)

2. BUDGET AND FUNDRAISING STRATEGY

Presentation of a general outline of expenses foreseen and fund-raising strategies; a realistic budget, showing the degree of certainty on each budget line; the various assured or potential donors from government, private sector or others. The budget shall cover the preparation phase and the year of designation. Please fill in the tables below.

2.1 - How has the budget been calculated and what will it be used for in detail? (350 words)

2.2 - Have the finance authorities (city, region, country) already voted on or made financial commitments to cover operating expenditure? (150 words)

2.3 - What is your fundraising strategy to seek financial support from public and private sponsors? (250 words)

2.4 - According to what timetable should the income to cover operating expenditure be received for preparing and implementing the activity programme? (200 words)

If appropriate, please insert a table that specifies which amounts will be spent for new infrastructure.

General outline of expenses

Action	Budget in euros			
	Year - 2	Year - 1	WBC Year	Total
Activity programme				
Activity 1				
Activity 2				
Activity 3				
Activity 4				
Programme expenditure				
Wages, overheads and administration				
Travel and accommodation				
Human resources				
Contribution to programme management fees (from 1% to 5% of total budget – to be determined with UNESCO)				
Communication				
Promotion and marketing				
Communication materials				
Website				
Press events				
Tv ads				
Web marketing / social media				
Other				

Source of income

	In euros	%
National government		
Municipality		
Region		
Private sponsors		
Other		

3. SCOPE OF ACTIVITIES

Presentation of an appropriate activity programme describing the main initiatives that the city commits to undertake, within the framework of its designation, such as: conferences, book fairs, festivals, expositions, reading contests, book clubs, author sessions, lectures, performances, or other activities like trainings, publications, book donations and distributions, support and enlargement of reading facilities.

The proposed initiatives must be specifically conceived for the World Book Capital, and additional to projects and activities that would take place anyway and implemented during the year of designation with long-term benefits for partners and society at large.

Present a minimum of 5 projects and describe the structure of the activity programme, including the range and diversity of the activities/main events that will mark the year. For each one, please supply the following information: date and place / project partners / financing. The proposed initiatives should be realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.

3.1 - How were the activities for the year chosen? (150 words)

3.2 - What is the artistic vision for the proposed programme? (100 words)

3.3 - How will the local population be involved in the implementation of the activity programme? (300 words)

3.4 - To what extent do you plan to develop links between the book sector and other creative fields? (250 words)

3.5 - What makes your application unique? (250 words)

3.6 - What are the plans for sustaining the activities after the year of designation? (250 words)

3.7 - What would be the long-term cultural, social and economic impact of a designation on the city? (250 words)

██████████

3.8 - How would this impact be monitored and evaluated? Who will carry out the evaluation? (250 words)

██████████

3.9 - Have you carried out/planned a risk assessment exercise? What are the main strengths and weaknesses of your project? How are you planning to overcome weakness? (200 words)

██████████

4. OUTREACH AND COMMUNICATION CAMPAIGN

Presentation of a relevant plan for communication and awareness for the year of designation

4.1 - What is the city's intended marketing and communication strategy? (400 words)

4.2 - Who will be the communication team? (150 words)

4.3 - What are the main target groups of the communication campaign? (200 words)

4.4 - What are the key messages you want to communicate? Could it be summed up by a slogan? (200 words)

4.5 - Are there any established partnerships with the written press or any other media channels? (200 words)

4.6 - How will you ensure media coverage of the planned events? (250 words)

4.7 - Who are the different stakeholders that can help promote your activity program? (200 words)

4.8 - How will you mobilize your own citizens as communicators of the year within and beyond your city and national borders? (250 words)

5. INVOLVEMENT AT A LOCAL, NATIONAL AND INTERNATIONAL LEVEL

Presentation of the capacity of the activities to involve public, private and civil society operators as well as national, regional and international professional organizations representing writers, publishers, booksellers, librarians, and the scientific and literary communities.

5.1 - Who are the main partners? What role will they play in the implementation of the activity program (consultancy, funding, or concrete support)? (200 words)

5.2 - How are the local and national government or the ministries involved? (200 words)

5.3 - What is the strategy to attract the interest of an international audience? Name some regional and international artists, operators and cities with which cooperation is envisaged and specify the type of exchanges in question. Name the transnational partnerships your city has already established or plans to establish. (300 words)

5.4 - To what extent do you plan to develop links between your activity programme and the activity programme of previous World Book Capitals? (250 words)

