



**World Book
Capital**

Call for applications 2020

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 March 2018** at midnight (Central European Time) using the following address: wbcc@unesco.org.

NAME OF THE CITY <input style="width: 80%;" type="text"/>	COUNTRY <input style="width: 80%;" type="text"/>
<u>Mayor of the City</u>	<u>Main contact</u>
Title (Mr/Ms/Mrs): <input style="width: 80%;" type="text"/>	Title (Mr/Ms/Mrs): <input style="width: 80%;" type="text"/>
Surname: <input style="width: 80%;" type="text"/>	Surname: <input style="width: 80%;" type="text"/>
First name: <input style="width: 80%;" type="text"/>	First name: <input style="width: 80%;" type="text"/>
Address: <input style="width: 80%;" type="text"/>	Function: <input style="width: 80%;" type="text"/>
Tel: <input style="width: 80%;" type="text"/>	Name/type of institution: <input style="width: 80%;" type="text"/>
Email: <input style="width: 80%;" type="text"/>	Address: <input style="width: 80%;" type="text"/>
	Tel: <input style="width: 80%;" type="text"/>
	Email: <input style="width: 80%;" type="text"/>

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.

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

Alternative contact:

1. PRESENTATION OF THE CITY (1700 characters maximum).

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

- What is the overall cultural profile of the city?
- What is the economic importance of the book sector in the country/city? What are the city's plans to strengthen the book industry?
- Will the city have adequate and viable infrastructure to host the title? Are there plans to develop the city's cultural infrastructure to host the events?
- What are the city's main assets?
- What is the city's expertise in organizing local, national and international fairs, conferences, exhibitions and other publishing activities?

2. MAIN OBJECTIVES AND EXPECTED IMPACT (1200 characters maximum).

Presentation of the main motives behind the decision to submit an application to become World Book Capital, including objectives related to social impacts, to impacts on regional development, on growth of the local publishing sector and on tourism.

- Why does the city wish to candidate for the title of World Book Capital?
- What makes your application so special compared to others?
- What would be the long-term cultural, social and economic impact of a designation on the city? How would this impact be monitored and evaluated? Who will carry out the evaluation? How will you define "success"?
- What are the main target groups you will try to reach through the World Book Capital programme?

3. PREPARATION PROCESS (1000 characters maximum)

Presentation of the preparation process underlying the application and the members of the management team involved.

- 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?
- What kind of governance and delivery structure is envisaged for the implementation?

4. PRESENTATION OF THE ACTIVITY PROGRAMME

Presentation of an appropriate action plan 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 implemented during the year of designation with long-term benefits for partners and society at large. The action plan and proposed initiatives should be realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.

- What is the concept of the planned activity programme?
- How did the activities for the year be chosen?
- What are the plans for sustaining the activities after the year of designation?
- How will the local population be involved in the implementation of the activity programme?

The presentation of the action plan should notably include:

4.2 Collaborations and partnerships

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, the scientific and the literary community.

- Who are the main partners? What role will they play in the implementation of the activity program (consultancy, funding, or concrete support)?
- How are the local and national government or the ministries involved?
- To what extent do you plan to develop links between your activity programme and the activity programme of previous World Book Capitals?
- How does the city plan to involve local artists and cultural organizations?
- What is the strategy to attract the interest of an international audience?

4.3 Communication campaign

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

- What is the city's intended marketing and communication strategy?
- Who will be the communication team?
- What are the main target groups of the communication campaign?
- What are the key messages you want to communicate? Could it be summed up by a slogan? What is your strategy to mobilise large audiences?
- Are there any established partnerships with the written press or any other media channels?
- How will you ensure media coverage of the planned events?
- Who are the different stakeholders that can help promote your activity program?
- How will you mobilize your own citizens as communicators of the year in and out of the borders?

4.4 Budget and fundraising

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.

- How has the budget been calculated and what will it be used for in detail?
- Have the finance authorities (city, region, country) already voted on or made financial commitments to cover operating expenditure?

- What is your fundraising strategy to seek financial support from public and private sponsors?
- According to what timetable should the income to cover operating expenditure be received for preparing and implementing the activity programme?

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				
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		

Date