



United Nations
Educational, Scientific and
Cultural Organization

World Book Capital

15 September 2017

UNESCO WORLD BOOK CAPITAL

CALL FOR APPLICATIONS 2020

1. Through the World Book Capital programme, UNESCO acknowledges the cities commitment for promoting books and fostering reading during a 12 months period between one World Book and Copyright Day and the next (23 April).
2. The Advisory Committee – operating under the auspices of UNESCO – is made up of one representative of **the International Publishers Association (IPA)**, one representative of the **International Federation of Library Associations and Institutions (IFLA)** and one UNESCO representative.
3. The Director-General of UNESCO is responsible for the designation of the cities in conformity with the procedure set out below and follows both internal and external consultations with the other members of the Advisory Committee.
4. The Advisory Committee for the World Book Capital is calling for nominations for the World Book Capital 2020.
5. The complete applications drafted in one of UNESCO Secretariat's working languages (English or French), should reach UNESCO no later than Thursday 15 March 2018. No application received after this date will be taken into consideration.
6. The applications should be submitted by email using the UNESCO application form (Annex 1) and sent to the following address: wbcc@unesco.org.
7. To ensure a balanced representation of all regions¹ of the world, the Advisory Committee will not consider consecutive nominations of cities from the same region. Since the 2019 title was awarded to a city of Arab states (Sharjah, United Arab Emirates), no candidature from this region will be taken into consideration for the 2020 nomination.
8. Furthermore, the Advisory Committee will only consider an application for a city in a country where another city has been a UNESCO World Book Capital

¹ According to its own criteria based on operational needs, UNESCO distinguishes five regions: Africa, Arab States, Asia and the Pacific, Europe and North America, and Latin America and the Caribbean (Annex 2).

if a period of 10 years or more has elapsed since the previous host city nomination.

9. Applicants' programme proposals will be evaluated in the light of the following six criteria using a weighting system:

- the submission of an activity programme specifically conceived for the World Book Capital and implemented during the city's term as Capital with long-term benefits for partners and society at large;
- a general outline of expenses foreseen and fund-raising strategies;
- the degree of municipal, regional, national and international involvement, including professional and non-governmental organizations, and the foreseeable impact of the programmes;
- the quantity and quality of one-time or ongoing activities organized by the applicant city in collaboration with national, regional and international professional organizations representing writers, publishers, booksellers and librarians respecting the various players in the book supply chain and in the scientific and literary community;
- the quantity and quality of any other noteworthy projects promoting and fostering books and reading;
- conformity with the principles of freedom of expression, freedom to publish and to distribute information, as stated in the UNESCO Constitution as well as Articles 19 and 27 of the Universal Declaration of Human Rights and by the Agreement on the Importation of Educational, Scientific and Cultural Materials (Florence Agreement).

10. By presenting its application each candidate city commits, in case of nomination, to:

- associate UNESCO and the professional organizations represented in the Advisory Committee, in its communication and information campaign by displaying their respective logos, on all publications and on the website dedicated to the UNESCO World Book Capital;
- provide UNESCO, which will share it with all members of the Advisory Committee, with:
 - a. an interim report on the activities implemented during the first part of nomination year (23 April 2020 – 23 October 2020);
 - b. a final report on the activities implemented during the entire nomination year (23 April 2020 - 22 April 2021);
- systematically invite UNESCO and the professional organizations represented in the Advisory Committee to all main events relating to the World Book Capital;
- produce and circulate information and communication tools on the activity programme to the Advisory Committee members.

11. Indicative timetable for the designation process and call for applications 2020:

<u>Phase 1</u>	Call for Applications
15 September 2017	Launch of call for applications
15 March 2018	Deadline for receipt of the applications by UNESCO
<u>Phase 2</u>	Evaluation
16 April 2018	External and internal consultative evaluation process
<u>Phase 3</u>	Notification of results
30 April 2017	Publication of designation by the Director-General of UNESCO

12. UNESCO with the Advisory Committee will assist the chosen capital in the planning and implementation of its activity programme during the two years prior to its mandate. The panel will take stock and evaluate the whole preparatory work.

13. If the work doesn't meet the panel's expectations, the Advisory Committee may withdraw the title from the city at any time during the monitoring phase, with one month's notice.

14. The city authorities should also commit to facilitating possible evaluation audits implemented on UNESCO's request.

15. In submitting an application to the UNESCO World Book Capital, the city undertakes to sign a Memorandum of Understanding, indicating the main lines of action for the year of designation.

The first UNESCO World Book Capital designated prior to the adoption of 31 C/Resolution 29 was Madrid (Spain) in 2001. Subsequent UNESCO World Book Capitals have been:

- Alexandria (Egypt) in 2002
- New Delhi (India) in 2003
- Antwerp (Belgium) in 2004
- Montreal (Canada) in 2005
- Turin (Italy) in 2006
- Bogotá (Colombia) in 2007
- Amsterdam (The Netherlands) in 2008
- Beirut (Lebanon) in 2009
- Ljubljana (Slovenia) in 2010
- Buenos Aires (Argentina) in 2011
- Yerevan (Armenia) in 2012
- Bangkok (Thailand) in 2013
- Port Harcourt (Nigeria) in 2014
- Incheon (Republic of Korea) in 2015
- Wrocław (Poland) in 2016
- Conakry (Republic of Guinea) in 2017
- Athens (Greece) in 2018
- Sharjah (United Arab Emirates) in 2019

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