GUIDE FOR INTERESTED CITIES AND PROSPECTIVE CANDIDATES
联合国教科文组织创意城市网络
文学之都申报指南

UNESCO Cities of Literature

文学之都简介

We are a global network of cities who specialise in the literary arts; the UNESCO designation 'City of Literature' recognises excellence and places an obligation on cities to nurture their art form and collaborate internationally by sharing best practice, supporting freedom of speech and running projects which ensure literature reaches as wide and diverse an audience as possible, locally and internationally.

"文学之都"指的是全球以文学艺术见长的城市网络； "文学之都"称号由联合国教科文组织授予，表彰成员城市在培育文学艺术方面的突出成就，同时也对成员城市提出约束，要求各成员城市开展国际交流合作，分享城市发展经验，支持言论自由，并运营文学项目、组织文学活动，在国内和国际两个层面上推动文学走进更加广泛的受众。

The Cities of Literature are part of a wider UNESCO Creative Cities Network currently made up of 246 UNESCO Creative Cities globally. Members from over 70 countries covering seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts have all received UNESCO designations which recognise past, present and future: a strong cultural heritage, a vibrant and diverse contemporary cultural scene, and aspirations to extend culture to the next generation at home and to other cities in a global partnership.

"文学之都"是联合国教科文组织创意城市网络的七大门类之一。该网络目前拥有 246 个创意城市成员，来自全球 70 多个国家，根据其擅长的创意门类分别称为：手工艺和民间艺术之都、设计之都、电影之都、美食之都、文学之都、音乐之都、媒体艺术之都。通过授予联合国教科文组织创意城市网络的称号，充分肯定成员城市在该创意领域的历史成就、当代发展、以及未来愿景，具体涵盖该城市富有底蕴的文化遗产，充满活力、丰富多彩的当代文化氛围，以及致力于推动全球合作、促进成员城市青年一代传承文化的美好愿景。

Designation as a UNESCO City of Literature is awarded in perpetuity, and the applications process demands significant resource in terms of partnership working, business planning and formulating a shared cultural vision for your city, to ensure that the network is vibrant and sustainable. As a result, it

may seem like an intimidating process. This guide is intended to give interested cities some pointers and examples of good practice to help them get started.

"文学之都"称号是一座城市的永恒荣誉。申报过程需要历经重重挑战，要求城市投入大量重要资源，包括协调城市各部门之间的合作、制定产业规划、共建城市文化愿景，以此保障全球"文学之都"网络充满活力，实现可持续发展。本指南旨在向申报城市提供指导建议、分享优秀实践，**帮**助城市着手准备申报工作。

Values

共同价值观

As UNESCO Cities of Literature, we have committed to the following internal values that should guide our work, relationships and activities:

1. We will build a welcoming and cooperative network that reflects the diversity and richness of the world's languages and literatures;

2. We will promote the value of dialogue and freedom of speech and expression in all our activities;

3. We will pursue international opportunities through the network that benefit our local and national literary sectors;

4. We will work to strengthen the relationships between all creative cities around the globe;

5. We will be active and proactive in our communications with each other and our partners.

所有"文学之都"城市均承诺遵守以下共同价值观，并以此作为开展工作、发展**关**系、组织活动的指导原则：

1.　　我们致力于建设热情友好、合作共赢的城市网络，以反映全世界语言和文学多样性和**丰**富性；

2.　　我们致力于在网络内所有活动中鼓励对话交流和言论自由；

3.　　我们致力于通过网络内的城市间合作，从国内和国际层面上帮助成员城市获取文学创意领域的发展机遇；

4.　　我们致力于加**强**与全球所有创意网络城市之间的合作**关**系；

5.　　　我们承诺与网络内各城市以及合作**伙伴**保持积极主动沟通。

Looking to apply?

申报要点

We love the work that we do and the international collaborations that the Creative Cities Network makes possible, and we actively encourage new cities to think about applying. We are particularly interested in forging links with countries or regions that aren't currently represented.

秉承对"文学之都"工作的热爱，以及对创意城市间国际交流合作的热忱，我们积极鼓励新的城市申报"文学之都"，尤其鼓励目前尚无"文学之都"的国家或地区积极参与申报。

We welcome enquiries from any offices that would like to explore the possibility of applying in the future. We can work with you in an advisory capacity throughout your application process, engaging with you in a practical way and helping you to understand the network. In fact, we recommend all cities to go through this process, to ensure that their application contains what we consider to be all the criteria for success. The following document outlines what we feel to be the most important performance indicators, and what we can contribute during what we hope will be a time of exciting change and development for your city.

我们愿意为有意向申报的任何城市提供咨询，在申报过程中担当顾问，从实际工作角度与申报城市接触，帮助申报城市加深理解"文学之都"城市网络。我们建议，所有申报城市都采纳这一路径，以**确**保申报材料涵盖那些对申报结果起决定作用的关键信息。本指南概述了我们认为最重要的申报指标，以及我们能够提供的支持，旨在帮助申报城市顺利度过一个可能为城市带来激动人心的变化和发展的机遇期。

For further details, please contact the Chair of the Cities of Literature subgroup, John Kenyon at john-kenyon@iowacityofliterature.org.

如需了解更多信息，请与"文学之都"小组组长 John Kenyon 联系，电子邮件： john-kenyon@iowacityofliterature.org

Mentoring

申报辅导

We are prepared to 'mentor' applicant cities, with a representative from the group consulting with you via

phone, video call and email as you develop your applications. This mentoring could cover practical advice on budgets, service level agreements, effective approaches to programming and communications, as well as strategic guidance, partnership brokering, etc.

我们随时准备 "辅导"申报城市。在申报过程中，可通过电话、视频或电子邮件向由"文学之都"小组指定一位代表进行咨询。辅导内容涵盖**关**于预算、服务水平协议、方案拟订、沟通交流等方面实用方法，以及在宏观指导、**伙伴关**系牵线搭桥等方面的工作建议。

If you are interested in joining such a "buddy system", please contact our Cities of Literature Chair, John Kenyon at john-kenyon@iowacityofliterature.org.

如需加入 "辅导互助小组"，请与"文学之都"小组组长 John Kenyon 联系，电子邮件：john-kenyon@iowacityofliterature.org

Communication and Partnerships

联络机制和协作伙伴

Partnership working is absolutely vital: a City of Literature office's work goes further and deeper when it harnesses effective partnerships of creative organizations such as literature development agencies, literature houses, booksellers, publishers, festivals, venues and universities, their networks stretching into the private sector, civil society, government and academia. As UNESCO states, the current importance and dynamism of the cultural sector, and particularly the creative field concerned, in the city's development should be demonstrated in the design and preparation of the application.

与合作伙伴的协作共建在申报过程中非常重要。"文学之都"办公室应与当地文学机**构**、文学代理、书店、出版社、文学节组委会、文化场所和大学等创意机构建立联络，充分发展**伙伴关**系，从而更加深入地开展工作，通过这些创意机构可以联通企业、社团、政府和学术界。联合国教科文组织文件明确指出，"文化产业，特别是相关的创意领域，在城市当前发展中的重要性和活力，应在设计和准备申报材料时得到体现。"

How to move ahead

工作推进

All this work is underpinned by a budget and funding strategy. Before committing to the process of applying for the UNESCO designation, your city needs to establish finance and backing for the programme, and an office or a coordinating institution to take this on. Financing and running a UNESCO designated city varies from city to city. Your city's management model will depend on local cultural infrastructure, partnerships, and funding opportunities. We can share business and operational models

of existing practices that can help find the best solution for your city.

申报工作的重点是预算和资金筹措。在启动申报工作之前，申报城市需建立资金筹措与保障机制，并成立专门办公室或协调机**构**专职负责申报工作。各文学之都城市的资金筹措和**运营**机制不尽相同，项目运营管理模式取决于当地的预算来源、文化基础设施以及合作**伙伴关**系。申报城市可以借鉴现有文学之都的商业和**运营**模式，寻求**适**合自身的最佳解决方案。

Cities of Literature need to be able to spend their budget in local, international, cross-sectorial and joint projects, and as such fundraising, reporting and evaluation to stakeholders are at the heart of sustainability for many city members of the network. We're all having to demonstrate *impact*, introduce *measures of success* and put *accountability systems* in place to our funders.

文学之都城市专项预算应用于多样化文学项目，包括国内、国际、跨创意领域以及城市间合作项目，因此许多成员城市的核心工作之一就是筹措预算，并向资助方提交项目运营与评估报告。所有文学之都城市都需要对资助方负责，具体工作包括展示项目影**响**力、介绍项目的成功举措、准备项目审计报告。

As well as well-developed mechanisms for creating, producing and promoting literature, it's also important to demonstrate that your city actively engages people in cultural life, and particularly for marginalized or vulnerable groups. As well as excellence and breadth of art form, we want to hear about the social and political concerns that motivate your work. The Cities of Literature group includes representatives from organisations that specialise in freedom of speech, cultural diversity, programming for young people, engaging communities and other socially motivated aspects of literature development. If you are grappling with pressing social problems or targeting specific forms of deprivation in your city and region, we may be able to assist in unexpected ways.

在展示城市良好的文学创作、生产和推广机制基础上，还有一项工作对于申报城市非常重要，即说明清楚该城市在促进市民参与文化生活方面的重要举措，尤其是在关注边缘人群或弱势群体方面。一座城市在文学艺术方面的突出成就和影响力范围固然重要，但关于申报文学之都的社会和政治动因也是我们的重要考量因素。现有文学之都城市有来自各行业的代表，包括在言论自由、文化多样性、青年规划、社区联动、文学与社会发展等领域的专家。如果申报城市正在努力解决紧迫的社会问题，或者致力于缓解当地在某些方面的不足与匮乏，我们都可能会以意想不到的方式提供**帮**助。

Freedom of Speech

言论自由

Working with writers internationally, we are often asked about freedom of speech. It is our belief that dialogue and channels of communication can support writers in their work. Your writers inevitably want to be part of a wider world, and becoming a City of Literature is one way of encouraging this.

文学之都城市与全世界作家交流，言论自由是经常涉及的工作话题。我们坚信，通过对话和交流可以为作家们提供支持。作家们都有一个在更广阔世界里创作的愿望，申报成为文学之都可以帮助实现这一愿望。

Resourcing the Network
资源投入

The sustainability of the Cities of Literature network is entirely dependent on the collaborative efforts of its members, and we are anxious to ensure that applications demonstrate capacity for this. A poll of Cities of Literature representatives in 2017 estimated that half a day to a day per week's labour, reporting directly to the Subgroup, is the minimum expectation. This might be spent in publicising the network locally and internationally, taking part in Working Groups at the request of the Subgroup chair, assessing new applications to the network, commenting on UCCN strategic papers, developing collaborative projects with partner cities in the network, etc. The salary and office resource for this need to be paid for locally, along with the costs of a city representative attending at least one international meeting per year.

文学之都网络的可持续发展有赖于全体成员城市的相互合作和共同付出。申报材料中应展示申报城市具备这方面的能力。2017 年，文学之都城市进行了一项问卷调查，各城市代表一致认为，**每**周至少需要投入半天到一天的工作量，直接与文学之都小组交流并提交相关报告材料。这些工作量涵盖的工作内容繁多，包括在国内和国际层面宣传文学之都网络、接受组长安排参加相关筹备工作、审读评估新城市申报材料、评判 UCCN 战略文件、与其他文学之都城市联合策划并执行合作项目等。这些工作需要专职团队负责，申报城市须为团队提供办公场所，并支付薪酬，同时还须每年准备相应预算，保障城市代表每年至少出席一次国际会议的经费。

Next Steps

其他筹备工作

In advance of your application, we encourage you communicate with us actively. And feel free to come and visit us, too! Tell us about what you do and explore how we might collaborate. The assessment will consider whether applicants have made contact with members, with whom and how substantive that contact was. This is another integral criteria.

在正式提交申报材料之前，欢迎申报城市与现有的文学之都城市积极沟通，也可随时拜访，分享申报工作进展，探讨相互合作潜力。申报城市是否与成员城市有接触，与哪些城市有接触，以及是否取得成果，也是评判申报城市资格一个重要标准。

Letters of Support

成员城市担保函

Collectively, our position is that we don't issue letters of support for a city, but we do encourage you to develop meaningful relationships with other cities of literature. We need to believe that you have the credentials and commitment to be a City of Literature. We do not sign contracts or any other binding agreements with applicant cities. Please note that letters of support are not required for the UCCN application.

所有文学之都成员城市的共同立场是，不为申报城市出具担保函，但鼓励申报城市与现有的文学之都成员城市发展实质合作关系。申报城市需要证明自己具备成为文学之都的资质和能力。禁止成员城市与申报城市签署正式合同或任何其他具有约束力的协议。请注意，创意城市网络成员申报不需要现有成员城市提供担保函。

Checklist

申报工作备忘

UNESCO's ambition is for a global network of several hundred cities to fuel research into concepts like the creative economy, cultural tourism, city diplomacy and sustainable urban development. We hope that these notes have provided a vision of how our expansion and collaboration feed into this longer-term plan. Remember, you can never stop being a City of Literature!

联合国教科文组织的宏伟目标是建立一个由数百个城市组成的全球城市网络，深入推动对创意经济、文化旅游、城市外交和城市可持续发展等概念的研究。希望文学之都城市网络拓展与相互合作可以支撑联合国教科文组织这一远景目标。请记住，成为文学之都，意味着城市在网络内的脚步永不停息！

On your road to submitting an application, here are some steps we think you should consider.

- Contact the Chair of the Cities of Literature and express your interest in applying
- Review the websites and social media pages of all the existing members to find out more about their projects and programmes – www.citiesoflit.com
- Read the applications written by the members and observe what they emphasized
- Consult with the Chair of the Cities of Literature on the values and priorities of the sub-network
- Contact the Cities of Literature to inquire about their experiences in the network
- Prepare an answer to the question, "Why are we bidding?" and "10 Things to Know About...[Insert Your City of Literature Name]". This is your 'elevator pitch', your key message to communicate your politicians, newspapers, etc.

- Speak to your National Commission as soon as possible to discuss your potential bid
- Hold public meetings with stakeholders and the public in order to gather feedback about the needs of the literary sector and how the accreditation can help the sector
- Educate your stakeholders about the accreditation. Draw attention to the fact that it is not a prize, but an obligation and long-term commitment to improving the well-being of the city through creativity, and specifically literature

给申报城市的工作步骤建议：
- 联系文学之都小组组长，表达申报意愿；
- 翻阅现有文学之都城市的网站和社交媒体页面，了解相关项目和方案信息；可查阅文学之都城市门户网站：www.citiesoflit.com；
- 学习现有成员城市的申报材料，重点观察申报材料强调的要点；
- 咨询文学之都小组组长，了解文学之都城市网络的价值观和优先事项；
- 联络文学之都成员城市，咨询申报经历及网络内交流工作经验；
- 认真准备两个关键问题的阐述，包括"为什么申报文学之都？""通过哪 10 件事可以快速了解申报城市？"这些阐述将成为传递给当地政府和媒体渠道的关键信息；
- 尽快向所在国家的联合国教科文组织全国委员提交申报意向；
- 与申报城市的相关行业部门以及市民大众举办见面会，了解相文学相关产业的需求以及文学之都对于城市的意义；
- 向申报城市相关部门宣讲申报文学之都的意义。请特别注意：文学之都不是一个奖项，而是一项义务和长期承诺，通过文学和创意让城市更美好。

FAQs:
常见问题

Who is the main point of contact for the group?

文学之都小组的主要联系人是谁？

As the group's coordinator, John Kenyon serves as the main contact and can help you create all the necessary connections you might need to make your application reflect your strengths, as well as the goals and objectives of the network and subnetwork. All members serve as fantastic contacts, and you are free to reach out to every member prior to application.

文学之都小组组长 John Kenyon 是主要联系人，可以帮助您创建所有必要的连接，从而帮助您在申报资料中充分反映出城市优势，以及 UCCN 网络和文学之都子网络的使命和目标。所有成员城市都可以作为很好的联系人，可以在申报前自由联系任何一座成员城市。

Please be mindful that lobbying is heavily discouraged and in fact, only demonstrates a misunderstanding of how the network and application process work. Relationship building is the most important thing. While it's interesting to know how many libraries and bookstores there are in your city, what is more useful is to know what your vision for the future is and how you believe you can cooperate with other members.

Refrain from sending promotional and informational material without context or established relationships with the members. Communicate with John and he will advise on the next steps.

请特别注意：我们极不赞成申报城市游说成员城市（投票支持），如果申报城市这么做，只能说明其对文学之都网络及申报流程存在误解。建立信任**关**系最重要。尽管申报城市关于图书馆和书店数量的信息也有意义，但更重要、更有效信息的是，描述清楚城市对未来的愿景以及是否有信心在未来同其他成员城市开展合作。在没有相关活动背景或尚未与成员城市建立关系之前，请勿单纯发送城市宣传材料。请联系组长 John，他会为你们下一**步**的行动提出建议。

So this is a prize that we can win for being the best?

是不是做到最好就能赢得"文学之都"这一奖励称号？

The City of Literature designation is not a prize, trophy or accolade. It is recognition for the municipality's literary and creative heritage; health, depth, scope and vibrancy of the contemporary scene; cohesive vision and development strategy. It is an investment in the future and enormous responsibility, often marking a new stage for the city as it opens itself up to a long-term global partnership.

文学之都的称号不是一项奖品、奖杯或奖赏，而是对一座城市在文学创意遗产、当代文学氛围的成长、深度、范围和活力，以及未来发展战略和凝聚力愿景的认可。这一称号意味着巨大的责任，也意味着城市对未来的投资，标志着一座城市进入了新的发展阶段——敞**开**胸怀，拥抱全球合作伙伴关系。

It is also an opportunity, because it expands the possibilities and ways in which you can support and elevate your local literary and creative sectors. The designation helps to not only integrate and engage citizens, writers and artists, but also institutions, the private and tourism sector, and more, through diverse literary activities, local, national and global cooperation and strategies.

成为文学之都也意味着给一座城市带来机遇，使得城市在更宽广的领域、用更多的方式支持和提升当地文学创意产业发展水平。成为文学之都，将会带来各种国内和国际文学交流活动，帮助城市提升全球合作参与度，不仅惠及市民、作家、艺术家，还将使得城市相关机**构**、企业、旅游产业以及其他更多相关产业受益。

Will UNESCO give us money for our projects?

联合国教科文组织会为我们的项目提供资金支持吗？

This is a common misconception. Membership in the network is not connected with any kind of financial subsidies, nor with access to funds. All expenses connected to the municipal UNESCO programme should be factored into the municipal budget or in the budget of the institution that will be implementing the programme. However, the network gives member cities the opportunity to cooperate on external funds, either national or international.

这是一个很常见的误解。文学之都成员城市不会获得联合国教科文组织何形式的财政补贴或项目资金。成员城市策划执行联合国教科文组织的相关项目所有经费支出应纳入当地市政预算或项目执行机构的预算。不过，加入文学之都网络可以给成员城市带来机会，与国内或国际的合作伙伴经费进行合作。

Where can I find information about how many people work in the various Cities of Literature offices and how they organize their work?

每个文学之都办公室有多少员工，他们如何开展工作，这些问题的相关信息在哪里可以了解？

John can send you a summary of this information.

John 可以给你提供这些信息概要。

Each city organises their office in a way that makes sense for them, and there is no one model that you need to adopt. Feel free to contact John if you want to find out who would be useful to talk to, or any other coordinator that you've identified as an interesting case for you.

每座城市的文学之都办公室都有一种适合自己的运营方式，没有一种通用的模式可供借鉴。如果想找一位能提供有效信息的人聊聊，请随时联系 John，或者其他你感兴趣的城市联络人。

How much money do I need to run my programme?

运营文学之都项目需要多少经费？

This is the quintessential 'How long is a piece of string?' question and you will have to find the answer from examining your goals and expectations.

这是一个典型的问题，就像是问"一根绳子有多长？"每座城市必须通过审视自己城市的目标和期望来找到答案。

At the very least you will need the following:
- Annual salary of a director of the office
- An office space for this person
- A budget for website development and maintenance
- A budget for organising events or at least having a presence at other larger events / the hosting of meetings between literary agencies and organisations etc.
- A budget for promotional material
- A travel fund for attending UNESCO conferences twice yearly

最低运营经费至少需要覆盖以下方面：
- 文学之都办公室主任的年薪；
- 文学之都专职办公空间；
- 文学之都网站开发和维护费；
- 举办文学活动、出席其他大型活动、主办文学机构之间的国内国际会议费用；

- 年度宣传预算；
- 每年两次参加联合国教科文组织会议的差旅费；

You should create strategy documents for your city, and outline what your vision and goals are. This will help you identify what human and financial resources you need.

申报城市应该制定战略文件，概述城市愿景和目标，进而确定所需要的人力和财力资源。

I'm just starting to write our UNESCO City of Literature application, any tips?

我刚开始填写文学之都的申报表，请问有什么建议？

The designation is for the city, and so the application should be written by the city. What we mean by that is this application should be as widely a group effort as possible, because the designation should provide benefit and positively influence the local sector as broadly and effectively as possible.

文学之都称号是授予城市的，因此申报表应该由整座城市填写。意思是，申报书应该尽可能广泛地集中全市的意见，成为文学之都会给一座城市的产业带来广泛的、持续有效的收益和积极影**响**。

You will need the help and advice of many experts and stakeholders, so assemble them together to help you. This is about your city and must be a shared endeavour. These are the people who will go on to support you in your work after designation. Start by calling together any interested parties you can think of, so you can ascertain that enough will and drive exists within the city to help in gaining the designation, and then drawing benefit from it afterwards.

填写申报表需要申报城市多方专家以及相关行业部门的**帮**助和建议，可以把他们聚集在一起来**帮**助完成资料收集。文学之都需要多方共同努力，这些参与申报的专家将在申报成功后继续支持相关工作。因此填写申报表之前，首先召集城市内任何感兴趣的各方，这样可以确认城市中存在足够的意愿和动力来助力申报工作，并能够在申报成功后获益。

Work with the Mayor's office and local cultural departments from the beginning so you don't have to convince them AFTER you've done all the work. They should also be involved from early on in drawing up the bid.

市长办公室以及当地文化主管部门应该从一开始就参与这项工作，这样就不必在做完所有工作后再去说服他们。他们也应该从最初就参与起草申报材料。

Speak to existing Cities of Literature to broaden your knowledge and understanding of the work that others do in the world of literature – this will temper or broaden your expectations and get you started on networking, communicating and exchanging ideas. If at all possible, video call and visit current member

cities.

与现有的文学之都成员城市交流，加深对其他文学之都城市负责人及其及其所做工作的了解。这将缓和申报城市的焦虑，加深相关认知，并帮助城市开始建立联络，沟通和交流思想。如有可能，组织视频会议并拜访成员城市。

Be really clear about why you want to bid to be a UNESCO City of Literature and what difference the designation and the programmes you will run will make to your city and the people who live there. Everyone will ask you this question so be ready.

清晰认知自己的城市为何要申报"文学之都"，以及成为"文学之都"后即将运营的项目对于该座城市和市民产生什么影响。每个人都会问你这个问题，所以准备好。

I'd like to reach out to existing members and learn from their experience. Where can I find all the contact details for the coordinators?

我想联系成员城市，学习他们的经验，在哪里能找到这些城市联络人的联系方式呢？

Email the current Cities of Literature coordinator, John Kenyon at john-kenyon@iowacityofliterature.org and he will give you the relevant contact details. These are, of course, already available on the UNESCO Creative Cities Network website but the contact with the coordinator can really help in achieving a better overview of the network and who may be best to answer all your questions.

可以给现任文学之都组长 John Kenyon 写邮件：john-kenyon@iowacityofliterature.org，他会提供相关的联系方式。虽然这些联系方式可以在 UCCN 网站上找到，但直接与组长联系交流会帮助申报城市更好的了解文学之都城市网络，他也可能是回答所有问题的最合适人选。

Resources

参考资料

[UNESCO Creative Cities Network website](#)

[UNESCO Cities of Literature Subnetwork website](#)

With thanks to Nanjing UNESCO City of Literature for translating this guide.

https://www.njliterature.org/en/index.html

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