

# UNESCO CREATIVE CITIES NETWORK CALL FOR APPLICATIONS 2021

## APPLICATION FORM



# UNESCO CREATIVE CITIES NETWORK

## 2021 CALL FOR APPLICATIONS

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*The standard application form is prepared by the Secretariat of the UNESCO Creative Cities Network and shall not be altered in any way. Kindly note, only this standard form will be accepted and considered as eligible.*

*Please note that word limits are enforced and that it will not be possible to enter additional text once the limit is reached. Use the “Word Count” function to ensure that you do not exceed these limits.*

*All sections of the Form shall be duly completed. The information provided should not be repeated across different sections unless it is relevant to these sections. **In case of lack of information for any of the section(s) or field(s) concerned, the applicant city is requested to enter the following phrase “No relevant information to provide”.***

*Applicants are also required to submit three photos of the applicant city closely related to the creative field concerned. The form “Cession of Rights and Register of Photos” in the Annex hereto must therefore also be duly completed individually for each of the three respective photos.*

**1. NAME OF CITY:**

Gothenburg

**2. COUNTRY:**

Sweden

**3. CONTACTS**

**3.1 Mayor of the City**

Title (Mr/Ms/Other): Mr

Family name: Josefson

First name: Axel

Address: Gustaf Adolfs Torg 1, 404 82 Göteborg, Sweden

Telephone number: +46 31 365 00 00

Email address: axel.josefson@politiker.goteborg.se

**3.2 Representative of the Mayor**

*The representative will facilitate the communication between the Mayor (the Municipality), and the UCCN Secretariat and provide political support to the designated "main executive contact" of the city (see point 3.3).*

Title (Mr/Ms/Other): Ms

Family name: Fogelgren

First name: Ann Catrine

Institution/function: City of Gothenburg/Chair of Culture Commission

Status/type of institution: Politician/Municipality

Address: Hamngatan 8, 411 14 Göteborg, Sweden

Telephone number: +46 31 365 00 00

Email address: ann.catrine.fogelgren@politiker.goteborg.se

Other important information: -

**3.3 Main executive contact**

*The main executive contact will be the Focal Point of the city for all communication and coordination concerning the UNESCO Creative Cities Network. In case of the city's designation, this person should be officially designated by the Mayor or competent municipal authorities (see point 10.4).*

Title (Mr/Ms/Other): Mr

Family name: Albrektson

First name: Joakim

Institution/function: City of Gothenburg/Head of Strategy and Development, Culture Administration

Status/type of institution: Director/Municipality

Address: Norra Hamngatan 8, 411 14 Göteborg, Sweden

Telephone number: +46 31 368 32 18

Email address: joakim.albrektson@kultur.goteborg.se

Other important information: -

### **3.4 Main communication contact**

*The main communication contact of the city will be responsible for supporting the city's communication efforts alongside the main executive contact, in communicating and disseminating information on its activities in the framework of the Network, as well as those provided by UNESCO (for example, it could be the chief communication officer of the city).*

Title (Mr/Ms/Other): Ms

Family name: Johansson

First name: Jenny

Institution/function: City of Gothenburg/ Head of Communications, Culture Administration

Status/type of institution: Director/Municipality

Address: Norra Hamngatan 8, 411 14 Göteborg, Sweden

Telephone number: +46 31 368 36 43

Email address: jenny.johansson@kultur.goteborg.se

Other important information: -

### **3.5 Alternative contact**

*The alternative contact will provide support and backup to the main executive contact.*

Title (Mr/Ms/Other): Ms

Family name: Johannessen

First name: Linda

Institution/function: City of Gothenburg/Policy Advisor, City Hall

Status/type of institution: Officer/Municipality

Address: Stadsledningskontoret, 404 82 Göteborg, Sweden

Telephone number: +46 31 368 01 22

Email address: linda.johannessen@stadshuset.goteborg.se

Other important information: -

## **4. CREATIVE FIELD:**

Please choose only one between: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music [Click on the drop-down menu]

.Literature

## 5. GENERAL PRESENTATION OF THE CITY:

*Presentation of the main geographical, demographic, cultural, social and economic characteristics of the city; mode of governance, principal culture-related facilities and infrastructure, international connections, etc. (1500 characters maximum with spaces).*

A haven for writers and readers alike, Gothenburg is Sweden's second-largest city, with almost 600,000 residents and Scandinavia's largest port. In 2021, Gothenburg celebrates its 400th anniversary by striving to gain international renown as a bold model for sustainable growth. The city is shaped by its proximity to the sea and archipelago and offers a rich array of cultural centres, museums, libraries, theatres, concert halls and meeting places.

One of Europe's fastest-growing metropolitan areas, Gothenburg has allocated €100 billion to infrastructural investments, including two new cultural centres with libraries, in the next two decades. The city is highly diverse, with 27 per cent of residents born abroad, mother-tongue tuition in schools in 80+ languages and literature in 65 languages at its libraries. It is also Sweden's largest university town, with 60,000 students.

The City of Gothenburg is governed by the City Council's popularly-elected politicians. Its councils for prioritized social groups – the elderly, LGBTQ persons, persons with disabilities and national minorities – and its Youth City Council strengthen local democracy. The City's cooperation with Region Västra Götaland, which manages Sweden's largest regional cultural budget, is of strategic importance. At the national level, the Swedish Arts Council supports initiatives of national and international interest and has drawn attention to Gothenburg as a model in reading-promotion efforts.

## 6. MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY – USING CREATIVITY AS A DRIVER FOR ACTION:

*Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, applicant cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying opportunities and challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development and mitigate and resolve the challenges they face (1200 characters maximum with spaces).*

Gothenburg is a segregated city with widening social divisions. The project The City Where We Read to Our Children began in 2015 to improve children's reading and language skills, giving them a better foundation for formal education, since a completed education is important in achieving a better quality of life.

We view democracy as a counterweight to disinformation and propaganda and the active defence of free speech as important ideas, and our city and region are members of ICORN. Region Västra Götaland hosted the UNESCO Global MIL Week 2019 Feature Conference, and the world's first UNESCO Chair in Freedom of Expression, appointed in 2015, works at the University of Gothenburg.

As the climate changes the already-rainy port city of Gothenburg's challenges increase. We are taking a progressive approach to meeting these challenges, using art and culture to spur engagement in environmental work, e.g. via sculptural works in the river, water-themed art and the anniversary project Rain Gothenburg, with art only visible in the rain and poetry on manhole covers.

Both the City of Gothenburg and Region Västra Götaland also actively invest in creative industries as catalysts for innovation.

## **7. GLOBAL DEVELOPMENT STRATEGIES AND POLICIES:**

*Presentation of the city's main and global development vision, strategies and policies, particularly those in line with the international development agendas, such as the United Nations' 2030 Agenda for Sustainable Development, African Union's Agenda 2063, etc. (1000 characters maximum with spaces).*

Gothenburg enjoys a long tradition of cooperation among its public and private sectors, academia and civil society aimed at accelerating the transition to an economically, socially and ecologically sustainable society. West Sweden is a world-leader in multiple innovation fields and received the top rating Innovation Leader + in the EU's 2019 Regional Innovation Scoreboard.

The City of Gothenburg's systematic review of the UN's Sustainable Development Goals (SDGs) shows it has active measures in place for reaching all relevant Agenda 2030 goals. As a UCCN candidate, we are especially honing our efforts to reach SDGs 3, 4, 10, 11 and 17. We analyse our development work using UNESCO's Thematic Indicators for Culture in the 2030 Agenda.

Gothenburg was named the world's most sustainable destination by the Global Destination Sustainability Index five years running (2016–2020) and has one of Europe's best entrepreneurial strategies, receiving the European Entrepreneurial Region Award 2020.

## **8. EXPECTED IMPACT OF THE DESIGNATION AND THE MEMBERSHIP ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:**

*Presentation of the main reasons behind the decision to submit an application to the UNESCO Creative Cities Network and the expected medium and long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation (1200 characters maximum with spaces).*

Literature is a key to social sustainability. As part of our active efforts to promote equality, we expect literature to help overcome segregation and to advance our multilingual city through Gothenburgers' own stories and reading. As Sweden's second-largest city, prominent national actor and regional jobs-growth engine, we expect UCCN exchanges to inspire improved strategies and methods regarding culture's role in sustainable development as well as cross-sector collaboration related to literature and cultural welfare.

Expected impact, long-term and over the next four years: An enhanced international exchange of ideas and new strategies for promoting democracy and free speech; improved cultural and social welfare, including broader participation in cultural life by priority groups; improved reading and study skills and cultural participation among children and youths; a stronger standing for local writers and readers with foreign backgrounds; increased visibility for

literature in the public space; growth in cultural and creative industries; and increased internationalization of the literary field and of literature as an art form.

## **9. PREPARATION PROCESS FOR THE APPLICATION:**

*The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network (1200 characters maximum with spaces).*

The city's application was drafted by Writers' Centre West, Göteborg Book Fair (Gothenburg Book Fair), Gothenburg House of Literature, Swedish PEN, Poesiwerken, Politisk Poesifestival and eight other actors, many of whom joined the project group that prepared the application for the City Executive Board.

The project group's members represented the municipality, region, private sector, academia and civil society and were responsible for communication, garnering support in their networks and drafting application texts. The group conducted extensive mapping work that involved and highlighted writers, event organizers and institutions from across West Sweden from the grassroots to the elite level.

All our partners (see Section 16.3) were amazed by how rich Gothenburg's and West Sweden's literary ecosystem is, as revealed while preparing our application. The process of drafting the application enhanced existing collaborations and sparked new ones. Access to international expertise and networks will help develop all involved parties and the field itself.

The guidance of CoL Nottingham, CoG Östersund and our mentor city CoL Durban has especially contributed to the success of our efforts.

## 10. COMPARATIVE ASSETS OF THE APPLICANT CITY MADE AVAILABLE TO THE NETWORK:

*In the following fields, applicant cities are invited to present their main cultural assets – particularly those in the creative field concerned – that may be highlighted and tapped into locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are strongly advised to avoid presenting lists and to provide succinct and relevant information supported with data and examples, so that the city's cultural and creative assets can be assessed properly (1000 characters maximum with spaces for each field).*

### 10.1 Role and foundations of the creative field concerned in the city's history and development

Libraries have been central to Gothenburg's expansive urban development since its first public library opened in 1861. The impact of expanding services to include the homeless, new immigrants and asylum-seekers during the 2000s is clear: free services and free library cards promote quality of life, participation and education.

Gothenburg's history of free speech is long, from the time of the daily Göteborgs Handels- och Sjöfarts- Tidning to becoming Sweden's first ICORN City of Refuge and the founding of the Segerstedt Institute. Sweden's first university-level creative writing programme sprang from Scandinavia's unique support for adult education. The city's strong entrepreneurial spirit is seen in its many cultural journals, publishers and literary venues and in the leading Nordic book fair, Gothenburg Book Fair, which benefits the publishing and tourism industries and the literature itself. The city's many eminent writers, poets and dramatists are beacons in its history.

### 10.2 Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned. The information can be supported using: data, statistics, and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

Publicly-funded culture is robust, with 1,680 employed in the cultural sphere by the City of Gothenburg, the University of Gothenburg and Region Västra Götaland, just over 550 of whom work with literature. Gothenburg's cultural and creative industries employ over 6,300 people and the literature sector has seen steady growth in recent years. Literary and arts enterprises number 2,543 (11.8% of all registered companies) and enjoy positive job-growth figures (5% in 2018). Many of these companies are publishers. Gothenburg leads Sweden in producing and distributing cultural journals. Sweden's literary industry is characterized by increased export revenue, and the combined value of literature exports has tripled at the national level over the past ten years. With their approximately 20,500 companies and 35,590 employees, including 6,900 within the literary industry and publishing, cultural and creative industries are a prioritized focus area for economic development at the regional level.

### 10.3 Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

Writers' Centre West (365 members) advocates for writers' interests, offers a free-of-charge Authors' Agency and runs networks for authors of children's books and authors



who are immigrants or in exile. Many publishers, editors, arts journalists, cultural writers, critics and translators earn a living via the city's approximately 60 publishing firms; national radio and TV broadcasters' permanent editorial offices in West Sweden; daily paper Göteborgs-Posten (which reaches 6/10 residents daily in digital or print formats); some 20 cultural journals, including the Nordic region's oldest cultural journal, Ord&Bild; some of Sweden's preeminent editorial boards, and members of the European cultural-journal network Eurozine. Others' livelihoods come from the over 20 bookshops in our city. Active cultural associations, including Judiska Salongen for promoting Jewish-themed culture and the intercultural Andishe' with its library of Persian works, organize literature-themed activities.

- 10.4** Major fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals and practitioners in the creative field concerned (creators, producers, marketers, promoters, etc.)

The University of Gothenburg organizes an extensive conference and seminar programme to promote local, regional, national and international exchanges among professionals working in literary composition, translation, literary criticism, comparative literature and linguistics, the digitizing of literature and similar fields. In addition, the City of Gothenburg and Region Västra Götaland (RVG) organize courses and networks for professionals and practitioners. RVG also organizes major conferences, such as the annual professional development conference Bibliotopia, and Filmkunnighetsdagen, with its focus on media and information literacy. Gothenburg Book Fair attracts over 700 exhibitors and includes a special day of industry-specific activities for translators, agents and poets. Professionals working in libraries, schools, preschools, arts journalism and other fields can further develop their expertise by attending the fair's seminar programme.

- 10.5** Major festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at the general audience at the local, national and/or international level.

Gothenburg's international book fair is the Nordic region's largest media and cultural event (90,000 visitors). Designed for both the publishing industry and the general public, it is unique worldwide. The 2020 fair was quickly remade into a digital festival (700,000 views) – a feat expedited by the good cooperation among local literary actors. The city also has a number of local book fairs that focus on minorities and multilingualism. West Sweden is also home to three additional literary festivals. Göteborgs Poesifestival began in 1983 and has been organized by young poets from the city's suburbs since 2017. A number of other festivals also showcase poetry, spoken word, novels and more. Gothenburg's public libraries offer a broad range of activities, holding 2,050 events yearly, including International Writer's Stage, World Poetry Day and World Book and Copyright Day. Swedish PEN organizes local activities related to the Day of the Imprisoned Writer.

- 10.6** Main curriculum mechanisms, courses and programmes aimed at promoting culture and creativity, as well as arts education in the creative field concerned across different educational levels

The University of Gothenburg (GU) boasts Scandinavia's largest offering of arts programmes, including a unique breadth, doctoral studies and literary composition and translation programmes. In the comparative literature and cultural science fields, GU

offers courses in literary criticism, editorial practices, culture and democracy, and cultural entrepreneurship. Annually, GU supplies the cultural sphere with hundreds of graduates, and the higher vocational education programme Kulturverkstan supplies some 30 international cultural project managers. Folk high schools and adult educational and other associations offer the public a wide range of literature and arts courses. Culture is also integrated into schools' and preschools' curricula. Our city has acclaimed, world-class school libraries and holds teacher-led, leisure-time Kulturskola classes for 7,500 pupils. During our compulsory schools' annual Litteraturvecka event (2019), 47 writers held 460 lessons and met with 11,500 pupils.

- 10.7** Lifelong learning, tertiary education, vocational schools, training centres, residencies and other complementary education institutions specialised in the creative field concerned

The University of Gothenburg (GU) offers a Scandinavian creative writing programme in literary composition and studies in picture book production, comparative literature, literary didactics and criticism, editorial practices and Arabic, English, French, Japanese, Chinese, Spanish and German literature. GU also offers artistic doctoral studies in literary composition, and programmes for literary translation and translation for specialist fields and publishers. Angereds Författarskola and other folk high schools and adult educational associations hold writing courses for the public. The Norma (for young women and transgender persons), Qalam and Gatulyktor writing courses use language to achieve change and liberation. There is also a programme to promote writing skills for youths in community homes and patients in psychiatric care. Berättarministeriet offers free activities that supplement school curricula in areas with high unemployment levels to help young pupils master writing.

- 10.8** Research centres, specialized institutes and programmes that focus on research and development in the creative field concerned

The University of Gothenburg's (GU) Centre for Digital Humanities and Centre for Critical Heritage Studies include literature in their multidisciplinary work, while its Jonsered Manor intellectual centre and collaboration forum organizes conferences, seminars and science-based literary salons. GU also has ties to the Swedish Academy via its permanent secretary and members and hosts the editorial functions for Svensk ordbok and Svenska Akademiens ordlista. Part-financed by the Academy, the Swedish Literature Bank's editorial office is also in Gothenburg, and has created a digital map showcasing literature in West Sweden – Litteraturkartan.se. Neighbouring city Borås is home to the Swedish School of Library and Information Science, which offers Sweden's premier educational programme in the field. Clandestino Institut, an autonomous network of researchers and cultural workers, works actively in the city and region to address racism and colonialism using literature as one of its bases.

- 10.9** Recognized infrastructure for the creation, production and dissemination of activities, goods and services in the creative field concerned, at the professional level (for example, centres for professionals, cultural enterprise incubators, chambers of commerce with specific programmes for cultural goods and services, etc.)

Lagerhuset houses Gothenburg House of Literature, an infrastructure for some 60 membership organizations' literary activities, and Nätverkstan, which supports and develops municipal and regional cultural life via its open media workshop, resource centre for cultural journals, accounting services, education and training. It also houses

publishers, journals' editorial offices, journalists and translators. Projects focusing on the industry's development and digital transition are also coordinated here. Gothenburg Book Fair is an international infrastructure for the publishing industry. Its programme is designed jointly with the Swedish Arts Council to help advance literature and the publishing industry. There is a host of platforms/meeting places for professionals working in cultural and creative industries, authors' agencies and manuscript production. Forum för poesi och prosa is a Gothenburg-based infrastructure for literature recitals built on collaborations all across West Sweden.

- 10.10** Main facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (such as youth, women, vulnerable groups, etc.)

Public libraries are the literary infrastructure's core and must exist in every Swedish municipality by law. Gothenburg has 25 libraries that receive 4 million visits yearly and a reading-promotion drive targeting children, youths, and persons with disabilities and multilingual backgrounds. The city's newest library, World Literature House, is a meeting place with a large multilingual collection. University, college and school libraries support the education sector and mobile libraries reach readers in underserved areas. Publicly-funded cultural centres and meeting places provide a rich literary, reading and creative-activities offering for youths, the elderly, LGBTQ persons, persons with disabilities and national minorities. A number of projects involve cooperation between the cultural sphere and healthcare providers: art and writers' studios within psychiatric care, Föreningen för narrativ medicin's work with patients' stories, and bibliotherapy are some examples.

- 10.11** Present a maximum of three major programmes or projects developed by the city in the past three years to promote wider participation in cultural life in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

The Overcoming Obstacles to Reading project: As part of efforts to promote an equal city, Gothenburg libraries are working to increase the number of talking book-users so as to promote reading regardless of obstacles via a downloading service offered by the Swedish Agency for Accessible Media.

Made in Backa: A literary magazine by children aged 10–17 years, where each issue begins with writers' workshops, has developed in multiple multilingual city suburbs in recent years. Projects that combine sport and reading have also clearly improved participation and reduced crime.

Following the award-winning We Are Roma exhibition produced by Romanies and the Museum of Gothenburg with support from the European Social Fund, a collaboration between Sweden's Roma national minority and Writers' Centre West including writers' workshops, translation and publishing was launched, Romska berättelser. The Romani writers lecture at schools and libraries on the Roma's history and current situation.

- 10.12** Present a maximum of three major programmes or projects developed in the past three years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between different actors, including the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

Manusfabriken was launched by film-makers and Lindholmen Science Park in 2016 as a joint venture by academia and the public and private sectors. It offers a forum where writers, film and technology can meet and where script labs and residencies can be offered.

Initiated by local immigrant writers, the annual local book fair Angereds bokmässan began in 2018. It is unique as a literary arena outside the city centre that promotes literature and poetry with suburban themes and where established and unknown writers meet new audiences. It is organized jointly by local writers, a folk high school, a local hospital, businesses and others, with funding from the Swedish Arts Council.

In 2019, Medier & demokrati became a national platform for media-related AI innovation. Commercial media, public service companies and Sweden's leading media academies, including the University of Gothenburg, meet here to strengthen media's innovative impetus, journalism, the public discourse and democracy.

**10.13** Role and impact of the main professional, industrial or sectoral, and non-governmental civil society organizations that are active in the city in the creative field concerned

Gothenburg and West Sweden are known for their many non-hierarchical collaborations among universities, libraries, fairs, publishers, literary societies and civil society. These include collaborations between the university programme Literary Composition and Folkhögskolan i Angered's writers' school, and the relationship between the city's many local book fairs, publishers and exiled and working-class writers, for example. Gothenburg and West Sweden are bastions of free speech, with their ICORN cities of refuge, Svenska PEN's first local centre, a UNESCO Chair in Freedom of Expression at the University of Gothenburg, Scholars at Risk and active literary actors, journals and associations. Writers' Centre West plays a major role in boosting regional writers' opportunities to find work and earn a living through its booking agency and projects. Gothenburg House of Literature is important in coordinating collaborations and as a central meeting place for civil-society actors.

**10.14** Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to improve the status of creators and professionals and to support creative work, particularly in the creative field concerned

The City of Gothenburg (CG) and Region Västra Götaland (RVG) are important culture-strategy actors. CG's cultural programme combines its aim to make Gothenburg a premier culture and events venue with art and democracy initiatives intended to uphold art's integrity, independence and inherent value, support artistic freedom of expression and quality, and promote accessibility, participation and intercultural dialogue. This includes creating good, sustainable conditions for art and artists.

RVG's cultural policy is pioneering among Swedish regions. Its 2020–2023 cultural strategy lists as priorities: promoting literature and reading; improving conditions for writers, translators and dramatists; adding more literary arenas; and supporting children's and youths' reading and residents' media and information literacy. This will be achieved through engaging institutions and organizations, working and cultural grants, funding event organizers and essay-writing and a residency programme.

**10.15** Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

The City of Gothenburg's (CG) award-winning 2018–2026 entrepreneurial strategy programme involves creative industries in innovation processes in cooperation with Lindholmen Science Park AB, the University of Gothenburg's Faculty of Fine, Applied and Performing Arts and others. CG's Cultural Programme policy document calls supporting cultural and creative industries a 'strategic future issue'. CG's company for business development promotes collaboration among cultural and creative industry actors. Region Västra Götaland's 2018–2020 programme to develop cultural and creative industries contains the focus area 'industry development within literary creation, libraries and publishing'. This support for publishing has enabled Föreningen Lagerhuset and others to help improve conditions for a changing publishing industry and Nätverkstan to promote sustainable entrepreneurship in small cultural enterprises. The University of Gothenburg and Kulturverkstan also teach cultural entrepreneurship.

**10.16** Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

The City of Gothenburg (CG) enjoys years-long collaborations with cities such as Lyon (France), Chicago (USA), Shanghai (China) and Nelson Mandela Bay (South Africa), the latter with a focus on culture, education and business. Since South Korea was a theme country at the 2019 Gothenburg Book Fair, CG collaborated with Seoul on the content of both cities' book fairs. Writers' Centre West collaborates with writers in Newcastle (UK), Thorshavn (Faroe Islands, Denmark) and UNESCO City of Literature Reykjavik (Iceland) within literary projects. Cultural journal Glänta has a literary collaboration with Zagreb (Croatia) and with journals in Istanbul (Turkey). Gothenburg House of Literature collaborates on projects with poets from Johannesburg and Pretoria (South Africa). The Möte Kambodja-Sverige association develops collaborations in Phnom Penh (Cambodia). Gothenburg Poetry Slam organizes an international competition in cooperation with Chicago (USA), Helsinki (Finland) and others.

**10.17** Major programmes or projects implemented in the last three years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

The city has advanced its interdisciplinary artistic activities over the past three years. Gothenburg City Triennial has sparked synergies among the urban development, architecture, design and media arts fields. At the University of Gothenburg, the interdisciplinary platform PARSE promotes exchanges among arts disciplines under wide-ranging themes such as exclusion, work, integration and intersectionality. Also, Jonsered Manor's interdisciplinary seminars bring together music, gastronomy, literature, media arts, architecture and craft. The meeting place Ögat has started interdisciplinary cultural projects, study circles and workshops, and the PoPP network and Poesiwerken produce collaborative works by poets, performing artists and film-makers. With its LGBTIQI focus, international project To Write Dance and to Dance Writing has explored the choreography of text by merging literature, dance, film and music with the help of Göteborg International Organ Academy.

**10.18** Main international cooperation initiatives and/or partnerships developed in the past three years involving at least two of the seven creative fields covered by the Network (crosscutting and/or trans-sectoral projects)

Collaborations and partnerships have progressed over the past three years. The University of Gothenburg's (GU) Faculty of Fine, Applied and Performing Arts' interdisciplinary platform PARSE is the main partner in the Society for Artistic Research, which supports both academic and non-academic artistic research. GU's HDK-Valand academy has active interdisciplinary partnerships in the Nordic and Baltic regions, most European states, India, Japan, Canada, China, South Korea, New Zealand, Taiwan and the US. Other active crosscutting networks are the International Society for Intermedial Studies, the European Popular Culture Association and the International Association for the Fantastic in the Arts. The above projects involve film, media arts, crafts & folk art, design and music. The Centre for Sustainable Urban Futures, a trans-sectoral platform for practitioners and researchers in architecture, art and design, has developed partnerships in Argentina, India, Kenya, South Africa and the UK.

**10.19** Main facilities and infrastructure made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past three years aimed at promoting the creative fields covered by the Network, other than the selected creative field in the application

Our city and region are prominent in many creative fields. Gothenburg Symphony Orchestra and the Göteborg Opera with its dance company are considered world-class institutions. The GAS Festival is Sweden's premier festival for sound art, modern composition, improvisation and electronica. Annually, the Way Out West festival fills Gothenburg with world-famous pop and rock artists, and the diverse, cross-genre, politically-themed Clandestino Festival introduces music from around the world. Film i Väst is a leader in European film circles and has produced 600 Swedish and international feature films, documentary films and TV dramas since 1992. Göteborg Film Festival is the Nordic region's largest public film festival, screening around 450 films from some 80 countries yearly. Design, crafts and media arts also abound in the city and region via the Röhsska Museum, Textile Museum of Sweden, Gothenburg Museum of Art, Göteborgs Konsthall and Göteborg International Biennial for Contemporary Art.

**10.20** Provide detailed information of the city's overall proceeds and expenditures over the last five years, showing amounts devoted to and generated from the creative field concerned

The City of Gothenburg's (CG) overall proceeds for 2020 were €5.77 billion (€5.41 bn, 2016; €5.52 bn, 2017; €5.64 bn, 2018; €5.81 bn, 2019) with a surplus of over €326 million (€228 m, 2016; €232 m, 2017; €231 m, 2018; €216 m, 2019). The Municipality's total expenditure on culture has increased gradually, totalling €61 million in 2019 (€55 m, 2015), i.e., 16 per cent more than the corresponding sum allocated to culture by Swedish municipalities per resident on average. The city's Cultural Affairs Committee is funded by municipal grants (80%), regional and state grants (11%) and other income (9%).

Operating libraries is the single largest budget item in the Municipality's cultural budget. In 2019, CG allocated €20 million overall to libraries (€17 m, 2015). In total, CG, Region Västra Götaland and the University of Gothenburg devote €46 million

yearly to the literary field through libraries, languages and translation, financial support for organizers and scholarships.

## 11. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

*In this section, the applicant cities are invited to present an appropriate medium-term (four-year) action plan describing the main initiatives that the city commits to implement and achieve the Network's objectives: using creativity as a driver of sustainable development at the local and international levels.*

*The proposed initiatives must correspond to the objectives and the areas of action specified in the [Mission Statement of the Creative Cities Network](#)<sup>1</sup>. Applicant cities are requested to have a thorough understanding of this document before filling in this section. The action plan and its proposed initiatives should be realistic, coherent and feasible, and in line with the United Nations 2030 Agenda for Sustainable Development. It is recommended to describe the main planned initiatives in a meaningful manner rather than multiple theoretical lists of actions. In case of designation, the city will be expected to implement this action plan and to report on its implementation of the plan via the compulsory quadrennial Membership Monitoring Report (in other words, in case of designation following the 2021 Call for Applications, the city shall submit its first report in 2025).*

### 11.1 Presentation of a maximum of three major initiatives, programmes or projects aimed at achieving the objectives of the Network locally (city level) by enhancing the role of culture and creativity in the sustainable development of the city

*It is recommended that two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, objectives, outreach and stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (**3500 characters maximum with spaces**).*

## THE CITY WHERE WE READ TO OUR CHILDREN

More people in our multilingual community will come to be involved in reading aloud and helping to hone children's language and reading skills. Further development of the award-winning cross-sector initiative, this time based on enhanced collaboration regarding children's linguistic journey from birth to school age; LäsoTeket: methodological support for families unaccustomed to reading; Bokstart: home visits including book donations in prioritized city districts; developing combined reading-promotion/sports initiatives. Founded on parental involvement, the power of multilingualism, the importance of interaction, and interest in reading via printed and digital media, including wordless picture books. Partners: City of Gothenburg (CG) (schools, World Literature House and libraries, municipal-owned companies), Region Västra Götaland (RVG), University of Gothenburg (GU), private sector, clubs/associations. Beneficiaries: children/youths and key adults in their lives. Participants: writers; researchers; librarians; educators; social, healthcare and cultural workers; children/youths; guardians. Expected results: better reading comprehension, school grades and equality in line with TICA 13, 14, 15, 17 & 20 (TICA: See Section 7).

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<sup>1</sup> [https://en.unesco.org/creative-cities/sites/default/files/uccn\\_mission\\_statement\\_en.pdf](https://en.unesco.org/creative-cities/sites/default/files/uccn_mission_statement_en.pdf)



## THE CITY AS A COLLECTION OF POEMS

Playfully experimental in the city space. Crosscutting with media arts and design that will showcase Gothenburg as a city of literature, promote participation and build multilingual bridges that spur reflection on societal challenges. The project will 'read' the city and the city will read literature on manhole covers, windows, trams, buses, rock and building faces, canals and the river, in advertising spaces and digital media. This project builds on previous efforts to promote art in the public space. Partners: CG, transport and real estate firms, Writers' Centre West (WCW), Gothenburg House of Literature (GHL), GU, adult education centres, local press, businesses and associations. Beneficiaries: the general public. Participants: poets, writers, researchers, literary-world stakeholders, artists, designers, technicians. Expected results: the public space as public land, where literature, poetry and creativity are accessible to all. Results measured against TICA 5, 18, 20 & 21.

## INTERWEAVING LITERARY & SOCIAL WELFARE

Using literature as a gateway, this project will help those disadvantaged with respect to class, gender, ethnicity, socioeconomic status, education, health and life span in an era of societal change, while also opening welfare policy to include other perspectives through the artist's gaze. Developing our city's and region's literary ecosystem and collaborative dynamics will advance the following: reading and writing promotion via bibliotherapy, shared reading and reading/writing workshops; media and information literacy; an age-inclusive approach to digital participation; methodological development among actors and target groups; conferences and network events. Partners: CG, RVG, GU, Gothenburg Book Fair, WCW, GHL, hospitals, Föreningen för narrativ medicin (consultants), Angereds bokmässa, adult education centres, local businesses and clubs/associations. Participants: writers; librarians; researchers; social, cultural and healthcare workers; care recipients. Expected results: broader participation will boost well-being; more writing groups. Results measured against TICA 18, 19, 20, 21 & 22.

**11.2** Presentation of a maximum of three major initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities of the Network

*The presentation of the proposed initiatives should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, as well as actions involving cities in developing countries to strengthen North-South and South-South cooperation, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented (**3500 characters maximum with spaces**).*

## FREEDOM OF EXPRESSION IN A NEW ERA

In a time of waning democracies, growing threats and persecution. After 25 years as an ICORN City of Refuge and with Region Västra Götaland and Uddevalla joining it in 2014 and 2016, respectively, Gothenburg aims to: bolster free speech via new strategies; start collaborations among Cities of Literature and ICORN Cities of Refuge; boost alliances in the Nordic region, Europe and globally; introduce research, journalism, literature and media and information literacy to support a robust democratic society. Achieve capacity-building via strategy conferences, seminars, education, enhanced ICORN work, international keynote seminars at Gothenburg Book Fair, Day of the Imprisoned Writer activities and exhibitions for

schoolchildren and the public. Partners: City of Gothenburg (CG), Region Västra Götaland (RVG), University of Gothenburg (GU), Gothenburg Book Fair (GBF), Writers' Centre West (WCW), Gothenburg House of Literature (GHL), ICORN, Swedish PEN, Hanaholmen, Debates on Europe, Swedish Writers' Union, etc. Participants & beneficiaries: writers, researchers, philosophers, journalists, free-speech advocates, etc. Expected results: enhanced efforts supporting free speech, enhanced collaboration, a better understanding of the global situation in line with TICA 13, 18, 19 & 20.

## THE WOR(L)D IN THE WORLD OF GOTHENBURG

An international writers' programme that brings together experiences, cultures and languages, international and local writers, translators, critics, researchers and readers. Aim: to intensify international literary exchange and democratize the literary field to benefit the multilingual general public via progressive collaboration. Includes residencies, translator education, international seminars at GBF, International Writers' Stage at the Gothenburg City Library, World Literature House and visits by authors linked to local foreign-language communities. Participants: literary role models, internationally-known writers, writers from local residents' former homelands. Partners: CG, RVG, GU, GBF, WCW, GHL, Angereds bokmässan, writers' societies, cultural institutions, the city's international writers' networks, publishers, journals, festivals, clubs/associations, communities. Expected results: increase in exchanges, culture-industry growth, a more diverse offering, more perspectives given a forum in line with TICA 7, 8, 10 & 12.

## EXCHANGES FOR CHANGE

International and intercultural exchanges, including within Gothenburg. Tangible development work to deepen awareness of literature's power in communities facing challenges. 1) Develop a Jewish-literature network among UNESCO cities 2) Literature and democracy exchanges with South Africa regarding minority languages and translation 3) Writer, translator, resident and publisher exchanges regarding children's books with Uruguay and South Korea 4) Crosscutting between lyric poetry and music with Phnom Penh, Cambodia, in connection with poets' gatherings, translation and an anthology 5) Nordic writer, resident and knowledge exchange with Seattle, USA, regarding writing and age-inclusion. Partners: CG, RVG, GU, GBF, WCW, GHL, Judiska Salongen, Swedish PEN, City of Music Norrköping, National Nordic Museum, Inter-American Development Bank and universities, book fairs and professional associations in involved cities. Expected results: greater knowledge and commercial exchange in line with TICA 2, 8, 10, 12, 13, 14 & 17.

### 11.3 Estimated budget for implementing the proposed action plan

*It is recommended to present the estimated overall annual budget for implementing the proposed action plan over a period of 4 years, as well as the respective percentages that will be earmarked to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any existing funding or envisaged funding opportunities with national, regional and international funding agencies such as development banks and institutions, in order to complement the budget from the Municipality itself. Alternative and innovative fundraising mechanisms may be presented (1000 characters maximum with spaces).*

*The evaluation will not be made on the basis of the size of the proposed budget but in terms of its feasibility, coherence, achievability and sustainability in relation to the proposed action plan.*

#### PROJECTS (11.1–2):

€588,000 annually; 47% local and 53% international

Personnel 53%, external services 20%, communication 14%, travel expenses 9%, facilities 4%

Base (existing funding): City of Gothenburg 37%, University of Gothenburg, Region Västra Götaland, Gothenburg Book Fair, Writers' Centre West, Gothenburg House of Literature.

Partners (existing funding): ICORN, Swedish PEN, Swedish Writers' Union, Hanaholmen, National Nordic Museum, embassies, academies etc.

Approved funds: Swedish Arts Council (for a network on Jewish literature with CoL Prague, Krakow and Lviv), Nordic Culture Fund, Nordic Culture Point.

Envisaged funding (applications): Swedish Academy, Swedish Institute, Swedish Authors' Fund, Inter-American Development Bank (for The Cities Where We Read to Our Children with CoL Montevideo and Seoul)

#### STRUCTURE (11.4):

€196,000 annually for personnel, marketing, evaluation and travel expenses; City of Gothenburg 50%, University of Gothenburg 20%, Region Västra Götaland 30%

#### 11.4 Intended structure for the implementation and management of the action plan

*Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. It is recommended that the person in charge of this team or entity will also be the focal point of the city in case of designation. Brief presentation of the organizational structure and the planned working arrangements of the entity, as well as the details of the potential partners to implement the action plan along with the names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions, may also be provided (**1500 characters maximum with spaces**).*

The structure will enjoy long-term stability through:

Trilogues and agreements among the City of Gothenburg (CG), University of Gothenburg (GU) and Region Västra Götaland (RVG).

An advisory board for Gothenburg City of Literature that includes management representatives from key actors (directors of cultural affairs, CG & RVG; deputy vice-chancellor, GU; president, Writers' Centre West (WCW); director, Gothenburg Book Fair (GBF); programme manager, Gothenburg House of Literature (GHL)).

A CoL Office including a focal point (CG) and coordinators (GU, RVG) who coordinate meetings, communication and evaluation.

A working group including the CoL Office's three coordinators (CG, GU, RVG) and representatives from GHL, WCW, GBF, Angereds bokmässa, the literary world, publishers, journals and crossover/collaboration.

Project teams for the action plan's projects, a communications group for the actors' communications officers and a consultation group that includes destinations and businesses.

The Gothenburg City of Literature annual meeting will be a meeting place for local literary-world actors and other interested parties.

The working group will implement The City as a Collection of Poems project to show concretely how cooperation within the City of Literature can draw attention to writers and readers (future and established) and prompt meetings in the public space.

NB: The focus here has been on the structure's actors and functions. For more details, please see the website (16.3).

### **11.5 Intended plan for communication and awareness-raising**

*Presentation of a comprehensive communication and awareness-raising strategy and plan for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of this plan (1500 characters maximum with spaces).*

Communications will visualize and celebrate the city's status as a UNESCO City of Literature and the opportunities that UCCN offers to all who inhabit, visit, or work in Gothenburg. They will engage the entire city by combining traditional communication channels, such as the official webpage at goteborg.se, social media and participating partners' own channels, with information events held at libraries, dialogue with clubs/associations and art activities based on the action plan's projects (11.1–11.2).

As with the Window Poetry series of street-facing recitals developed during the application year, awareness-raising methods will spark meetings between city residents and cultural creators. These methods might include engaging book clubs/circles and different areas of the city in reading challenges and flash mobs in support of reading together. Social media profile picture frames and e-mail signatures containing the text 'Is currently reading ...' will promote involvement at the personal, everyday level.

Strategic, innovative marketing will boost literary collaboration locally, regionally and internationally and make the interchange of experiences within the network well known in West Sweden. The expected outcome will be more reading and writing and greater awareness of reading's importance in achieving social equality, in particular.

## **12. SUBMISSION OF THE MEMBERSHIP MONITORING REPORT**

☒ By checking the box, the city if designated commits to provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and its impact. The first such report will be expected in 2025 for cities designated following the current Call for Applications.

## **13. PARTICIPATION IN THE ANNUAL CONFERENCES OF THE NETWORK**

☒ By checking the box, the city if designated commits to ensure the participation of a delegation from the city, including at least one representative, ideally together with the Mayor, in the Annual Conferences of the UNESCO Creative Cities Network and shall be responsible for covering any travel, accommodation and other subsistence costs incurred. In the event that more than one representative attend (not including the Mayor), it is recommended that the aforementioned city focal point should be included.

#### 14. PROVIDING INFORMATION TO THE SECRETARIAT

☒ By checking the box, the city if designated commits to provide regular up-to-date key information related to the implementation of the city's membership, notably any change in the contact details including the Mayor, the focal point and other contact persons (see sections 3.1, 3.2, 3.3, 3.4)

#### 15. DISSEMINATION OF INFORMATION PROVIDED BY UNESCO

☒ By checking the box, the city if designated commits to regularly disseminate information as well as communication materials shared by UNESCO through the city's communication and social media platforms. The main communication contact alongside the main executive contact (please refer to Section 3.4) shall be responsible for undertaking this task and keeping the UNESCO Secretariat informed in this regard.

#### 16. COMMUNICATION MATERIALS

*In order to prepare communication materials about your city in the event of its designation, please complete the following fields. This information will be used on the UNESCO website and in other communication materials of the UNESCO Creative Cities Network.*

*Therefore, please kindly note that the city is **fully responsible for the quality and accuracy of the submitted communication materials**. In order to facilitate the preparation of these materials, you may refer to the UCCN website where a city page for each current member is presented.*

**16.1** Brief and pertinent presentation of the cultural assets and creative industries of the city in the creative field concerned, avoiding the exclusive promotion of city branding or tourism. Data, statistics and other indicators in the field of cultural and creativity, especially in the creative field concerned, are highly recommended (**1500 characters maximum with spaces**).

With its 600,000 residents, the port city of Gothenburg is one of Europe's fastest-growing metropolitan areas. Its creative industry is expansive, with 2,500 creative enterprises and with Gothenburg Book Fair (GBF) as its engine. GBF is one of the world's largest international book fairs designed for both the publishing industry and the public. In addition, Swedish literature exports have tripled over the past ten years.

Given its size, Gothenburg has an impressive literary infrastructure that is nourished by grass-roots initiatives and the strongly-entrenched Nordic traditions of free speech, democracy, adult education and publicly-funded culture. It is also Sweden's largest university town, with 60,000 students and a master's programme in literary composition. The city has both the intellectual and financial prerequisites to allow many of its residents to dare to think and create freely.

West Sweden hosts an exciting array of festivals and book fairs. We also connect with our literary history via the digital map Litteraturkartan.se. We are home to a dense mix of libraries, clubs, associations and venues, including Gothenburg House of Literature, where writers have the chance to meet and develop. Gothenburg has been a City of Refuge for persecuted writers and artists since 1996 and is proud of ICORN author and 2015 Nobel Prize Winner Svetlana Alexievich, among other ICORN artists.

**16.2** Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan **(800 characters maximum, presented in bullet points)**

As a City of Literature, Gothenburg envisages:

- Promoting reading aloud to improve reading skills by developing the city's equality-promotion project The City Where We Read to Our Children locally and internationally
- Developing strategies for promoting free speech in a new era
- Exploring links between writing, reading and better health
- Removing obstacles to reading by increasing libraries' talking-book users
- Increasing literature's visibility in the public space
- Raising foreign-born local writers' and readers' status
- Establishing a transnational Jewish-literature network
- Arranging international exchanges to benefit the public, writers and creative industries.

**16.3** A maximum of two URL links to websites related to the creative field concerned and the contents of the application. Social media handles for the city if any including Facebook, Instagram, Twitter may also be provided.

<https://goteborg.se/literarygothenburg>

<https://goteborg-bookfair.com/>

Social media (in swedish):

<https://www.facebook.com/vartgoteborg/>

<https://www.facebook.com/stadsbiblioteketgbg>

<https://www.youtube.com/goteborgsstad>

<https://www.instagram.com/goteborgcom>

<https://twitter.com/goteborgcom>

**16.4** List of the city's membership in other UNESCO's cities networks (such as UNESCO Global Network of Learning Cities, International Coalition of Inclusive and Sustainable Cities, and Megacities Alliance for Water and Climate), as well as other major international and inter-regional cities networks or platforms

In 2019, the City of Gothenburg joined the European Coalition of Cities against Racism – the European branch of the global coalition founded by UNESCO in 2004 to fight racism.

The city is a member of a further 70 international organizations and networks. A selection of these is shown here below:

- Eurocities
- ICLEI - Local Governments for Sustainability
- AFCC - Age-friendly Cities and Communities
- Alliance for Urban Sustainability
- Cities for Children
- Mayors for Peace
- IFHP - International Federation for Housing and Planning
- IWA - International Water Association
- ICORN - The International Cities of Refuge Network
- IETM - International network of for Contemporary performing arts
- ITI - International Theatre Institute
- Union International de la Marionette
- IFLA - International Federation of Library Associations and Institutions
- ARLIS - Art Libraries Society Norden
- ICOM - International Council of Museums
- IIC - International Institute for Conservation of Historic and Artistic work
- ICMM - International Congress of Maritime Museums
- EAHSA - European Association of Homes and services for the Ageing
- Global Covenant of Mayors for Climate & Energy
- Green Digital Charter
- Fair Trade Towns International

- ECAD - European Cities Network for Drug Free Societies
- LUCI - Lighting Urban Community International
- POLIS - City and Regions for transport innovation
- IAEC - International Association of Educating Cities
- ICCA - International Congress and Convention Association
- IAAPA- The Global Association for the Attractions Industry
- TEA - Themed Entertainment Association
- IAPH - International Association of Ports and Harbors
- World Ports Climate Action



**Name:** Axel Josefson

**Mayor of the city of:** Gothenburg

**Date:** 30/04/21

**Signature<sup>2</sup>:** See document 3.

---

<sup>2</sup> The Mayor of the city should sign the present Application Form with his/her digital signature. In case the digital signature is not available, please send a separate scanned copy of the page 2 (where personal information about the mayor appears) and this page, both signed in ink.

# UNESCO CREATIVE CITIES NETWORK

## 2021 CALL FOR APPLICATIONS

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Identifier (for instance file name)	Brief informative caption (no more than 40 words in English or French)	Date	Credit (‘© -----, year’)	Photographer (if not mentioned in the credit)
Gothenburg1.jpg	Window Poetry - street-facing recitals performed by poets and musicians around Gothenburg focusing on the city’s rich literary life and in celebration of Gothenburg’s 400th anniversary in 2021.	30/11/20	© Jarmo Väyrynen, 2020	<a href="#">Click here</a>

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5. All disputes arising out of, or in connection with the present Cession of Rights or the breach thereof, shall be settled primarily by mutual understanding. In the event an amicable settlement cannot be reached, such dispute shall be referred to arbitration in accordance with the Rules of Arbitration of the United Nations Commission on International Trade Law (UNCITRAL)

Name: Henrik Levin

Date: 17/06/21

Address: Stadsledningskontoret  
(Gustaf Adolfs Torg 4A)  
404 82 Göteborg

Signature: See document 7.

# UNESCO CREATIVE CITIES NETWORK

## 2021 CALL FOR APPLICATIONS

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Identifier (for instance file name)	Brief informative caption (no more than 40 words in English or French)	Date	Credit (‘© -----, year’)	Photographer (if not mentioned in the credit)
Gothenburg2.jpg	A father reads aloud to his daughter in one of the city’s mobile libraries, reaching readers in underserved areas as part of the action The City Where We Read to Our Children.	04/06/21	© Lo Birgersson, 2021	<a href="#">Click here</a>

6. I further grant to UNESCO the non-exclusive right to sub-license to third parties to re-use the material(s) in whole or in part, solely for non-profit educational or public information uses, including as part of an open access communication material using a Creative Commons IGO 3.0 license.
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10. All disputes arising out of, or in connection with the present Cession of Rights or the breach thereof, shall be settled primarily by mutual understanding. In the event an amicable settlement cannot be reached, such dispute shall be referred to arbitration in accordance with the Rules of Arbitration of the United Nations Commission on International Trade Law (UNCITRAL)

Name: Henrik Levin

Date: 17/06/21

Address: Stadsledningskontoret,  
(Gustaf Adolfs Torg 4A)  
404 82 Göteborg

Signature: See document 7.

# UNESCO CREATIVE CITIES NETWORK

## 2021 CALL FOR APPLICATIONS

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Identifier (for instance file name)	Brief informative caption (no more than 40 words in English or French)	Date	Credit (‘© -----, year’)	Photographer (if not mentioned in the credit)
Gothenburg3.jpg	Two children reading and exploring poetry inscribed on manhole covers at a city park.	04/06/21	© Lo Birgersson, 2021	<a href="#">Click here</a>

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12. These rights are granted subject to the condition that the respective above-mentioned credit, or its equivalent, is provided if and when the material(s) is/are used.

13. I certify that I am entitled to grant all the rights under paragraphs 1 and 2 of this present Cession of Rights and that, to the best of my knowledge and belief, the material(s):

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(f) is/are in no way whatever a violation or an infringement of any customary practices governing access to the heritage depicted or incorporated, and contain(s) nothing obscene, libellous or defamatory.

14. I Henrik Levin will hold harmless, defend and indemnify UNESCO against any lawsuits, claims, costs and liabilities resulting from any disputes that arise from the present Cession of Rights.

15. All disputes arising out of, or in connection with the present Cession of Rights or the breach

thereof, shall be settled primarily by mutual understanding. In the event an amicable settlement cannot be reached, such dispute shall be referred to arbitration in accordance with the Rules of Arbitration of the United Nations Commission on International Trade Law (UNCITRAL)

Name: Henrik Levin

Date: 17/06/21

Address: Stadsledningskontoret,  
(Gustaf Adolfs Torg 4A).  
404 82 Göteborg

Signature: See document 7.



## Letter of intent

Gothenburg, 30<sup>th</sup> April 2021

Dear Ms Audrey Azoulay,

It is with great pleasure that I would like to submit the City of Gothenburg's application to be a part of the Unesco Creative Cities Network in the field of Literature.

Gothenburg's application stems from the initiative of a plethora of our city's literary stakeholders. No less than 300 organisations, institutes, entrepreneurs, NGOs and writers were engaged during the application process, a testament to the significant role that literature has in Gothenburg. The application is formally endorsed by the regional authority of Västra Götaland and the University of Gothenburg, confirming the well-established spirit of cooperation in our region as well as the long-term organisational and economic commitment to fulfil the goals that are set in our application.

Improving reading and writing capabilities in early ages as a mean for promoting social equality, widening the participation in cultural activities and enhancing the freedom of expression and media awareness are some of the key actions that we propose to implement and disseminate through our Action plan. Our ambition is to develop literature in our city as a driving force for sustainable urban development with focus on democratic values, equality and multilingualism.

I am thus deeply convinced that Gothenburg has both the will and capacity to contribute to the Network's vision and objectives.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Axel Josefson', with a long horizontal stroke extending to the right.

Axel Josefson

Mayor



2021-05-10

Komm2020/00218/U 2012:01

Mr Ernesto Ottone Ramírez  
Assistant Director-General for  
Culture  
UNESCO  
7, Place de Fontenoy  
75352 Paris 07 SP  
France

## Letter of endorsement – Application to join the UNESCO Network of Creative Cities

The city of Gothenburg, Sweden, is applying for membership in the UNESCO Network of Creative Cities in the field of literature. The Swedish National Commission for UNESCO endorses this application.

We have had a close dialogue with Gothenburg for an extensive period of time and have been impressed by their level of commitment, their professionalism and enthusiasm. In particular, we have appreciated their efforts to involve a wide range of actors, both in the public and private sectors as well as civil society, throughout this process.

The Swedish National Commission for UNESCO is firmly convinced Gothenburg would be a very worthwhile addition to the Network.

On behalf of the Swedish National Commission for UNESCO

With best wishes,



Anna-Karin Johansson  
Secretary General

# SVENSKA P·E·N

FÖRSVARAR DET FRIA ORDET

GRUNDAT 1922



Stockholm  
2021-01-20

Dear Sir/Madam

It is with great pleasure that we declare our support for the City of Gothenburg's application to join the UNESCO Network of Creative Cities in the field of Literature. Swedish PEN is a part of the broad network of PEN Centers around the world. The Swedish section was founded in 1922 and it organizes writers, publishers and essayists. Our work is very much focused on issues like the role of literature, the importance of dialogue and freedom of speech. Our head quarter is in Stockholm but the organization also has a section in Gothenburg (the first section established outside the capital).

We find Gothenburg to be a City with a vibrant culture life and a very interesting literature scene. The annual Book fair, Gothenburg House of Literature, libraries, a living civil society and a number of other things are good examples of this. We are sure this will be even stronger, and also mean a lot for the role of literature in a time when this is a more relevant issue than ever.

Best wishes

Jesper Bengtsson  
President, Swedish PEN

## Letter of Support for the City of Gothenburg

The Swedish Writers' Union wishes to express wholehearted support for Gothenburg's application to become a UNESCO City of Literature.

The Swedish Writers' Union is the only professional union in Sweden representing writers and literary translators. We have in excess of 3,000 members whose interests we represent as their "spokesperson" in dealings with the Swedish Government and the Riksdag, as well as all other organisations involved in cultural policy, on matters related to the professional conditions for all writers and translators in the literary field.

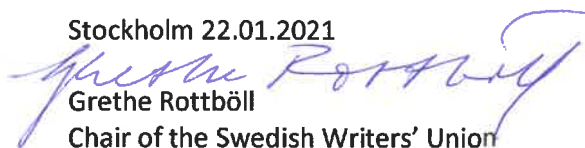
The basis of our operations is safeguarding our members' interests by defending freedom of expression, monitoring copyright legislation and ensuring that authors receive reasonable remuneration for their literary works.

Literature is a multifaceted sector covering everything from public events, libraries, book circles and writing courses to literature study programmes, criticism, authorship, literary mediation and initiatives to promote reading. We often speak of the importance of a functioning literary ecosystem, the health of which depends on each component functioning properly. This is the case in Gothenburg. While it may be Sweden's second city, Gothenburg is very much at the forefront when it comes to literature.

Investments in literature made by Gothenburg benefit the whole of Sweden. The annual Göteborg Book Fair is a case in point, as are the activities held at Göteborgs Litteraturhus [Gothenburg House of Literature] and the Literary Composition and Literary Translation programmes at HDK-Valand – Academy of Art and Design at the University of Gothenburg, not to mention the outstanding annual initiative to promote reading among children and young people that sees authors from all around the country visiting every school in Gothenburg and its suburbs. And Writers' Centre West, an association for professional writers, organizes various literary events for the public including the Forum for poetry and prose.

The exemplary literary activities conducted by the City of Gothenburg deserve international recognition. There is much happening in Gothenburg that others would do well to take note of and draw inspiration from. A healthy literary ecosystem guarantees tomorrow's readers.

Stockholm 22.01.2021



Grethe Rottböll  
Chair of the Swedish Writers' Union

**1. NAME OF CITY:**

Gothenburg

**2. COUNTRY:**

Sweden

**3. CONTACTS**

**3.1 Mayor of the City**

Title (Mr/Ms/Other): Mr

Family name: Josefson

First name: Axel

Address: Gustaf Adolfs Torg 1, 404 82 Göteborg, Sweden

Telephone number: +46 31 365 00 00

Email address: axel.josefson@politiker.goteborg.se



14/6-21

**3.2 Representative of the Mayor**

*The representative will facilitate the communication between the Mayor (the Municipality), and the UCCN Secretariat and provide political support to the designated "main executive contact" of the city (see point 3.3).*

Title (Mr/Ms/Other): Ms

Family name: Fogelgren

First name: Ann Catrine

Institution/function: City of Gothenburg/Chair of Culture Commission

Status/type of institution: Politician/Municipality

Address: Hamngatan 8, 411 14 Göteborg, Sweden

Telephone number: +46 31 365 00 00

Email address: ann.catrine.fogelgren@politiker.goteborg.se

Other important information: -

**3.3 Main executive contact**

*The main executive contact will be the Focal Point of the city for all communication and coordination concerning the UNESCO Creative Cities Network. In case of the city's designation, this person should be officially designated by the Mayor or competent municipal authorities (see point 10.4).*

Title (Mr/Ms/Other): Mr

Family name: Albrektson

First name: Joakim

**Name:** Axel Josefson

**Date:** 9-6-21

**Mayor of the city of:** Gothenburg

**Signature<sup>2</sup>:**

A handwritten signature in blue ink, consisting of stylized, overlapping loops and a long horizontal stroke extending to the right.

---

<sup>2</sup> The Mayor of the city should sign the present Application Form with his/her digital signature. In case the digital signature is not available, please send a separate scanned copy of the page 2 (where personal information about the mayor appears) and this page, both signed in ink.

# UNESCO CREATIVE CITIES NETWORK

## 2021 CALL FOR APPLICATIONS

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Identifier (for instance file name)	Brief informative caption (no more than 40 words in English or French)	Date	Credit (‘© -----, year’)	Photographer (if not mentioned in the credit)
Gothenburg1.jpg	Window Poetry - street-facing recitals performed by poets and musicians around Gothenburg focusing on the city’s rich literary life and in celebration of Gothenburg’s 400th anniversary in 2021.	30/11/20	© Jarmo Väyrynen, 2020	<a href="#">Click here</a>

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Name: Henrik Levin

Date: 17/06/21

Address: Gustaf Adolfs Torg 4A

Signature:





# UNESCO CREATIVE CITIES NETWORK

## 2021 CALL FOR APPLICATIONS

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<b>Identifier</b> (for instance file name)	<b>Brief informative caption</b> (no more than 40 words in English or French)	<b>Date</b>	<b>Credit</b> (‘© -----, year’)	<b>Photographer</b> (if not mentioned in the credit)
Gothenburg2.jpg	A father reads aloud to his daughter in one of the city’s mobile libraries, reaching readers in underserved areas as part of the action The City Where We Read to Our Children.	04/06/21	© LoBirgersson, 2021	<a href="#">Click here</a>

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9. I Henrik Levin will hold harmless, defend and indemnify UNESCO against any lawsuits, claims, costs and liabilities resulting from any disputes that arise from the present Cession of Rights.
10. All disputes arising out of, or in connection with the present Cession of Rights or the breach thereof, shall be settled primarily by mutual understanding. In the event an amicable settlement cannot be reached, such dispute shall be referred to arbitration in accordance with the Rules of Arbitration of the United Nations Commission on International Trade Law (UNCITRAL)

Name: Henrik Levin

Date: 17/06/21

Address: Gustaf Adolfs Torg 4A

Signature:

A handwritten signature in dark ink, appearing to be 'H. Levin', written over a horizontal line.

# UNESCO CREATIVE CITIES NETWORK

## 2021 CALL FOR APPLICATIONS

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Identifier (for instance file name)	Brief informative caption (no more than 40 words in English or French)	Date	Credit (‘© -----, year’)	Photographer (if not mentioned in the credit)
Gothenburg3.jpg	Two children reading and exploring poetry inscribed on manhole covers at a city park.	04/06/21	© LoBirgersson, 2021	<a href="#">Click here</a>

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12. These rights are granted subject to the condition that the respective above-mentioned credit, or its equivalent, is provided if and when the material(s) is/are used.
13. I certify that I am entitled to grant all the rights under paragraphs 1 and 2 of this present Cession of Rights and that, to the best of my knowledge and belief, the material(s):
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  - (f) is/are in no way whatever a violation or an infringement of any customary practices governing access to the heritage depicted or incorporated, and contain(s) nothing obscene, libellous or defamatory.
14. I Henrik Levin will hold harmless, defend and indemnify UNESCO against any lawsuits, claims, costs and liabilities resulting from any disputes that arise from the present Cession of Rights.

15. All disputes arising out of, or in connection with the present Cession of Rights or the breach thereof, shall be settled primarily by mutual understanding. In the event an amicable settlement cannot be reached, such dispute shall be referred to arbitration in accordance with the Rules of Arbitration of the United Nations Commission on International Trade Law (UNCITRAL)

Name: Henrik Levin

Date: 17/06/21

Address: Gustaf Adolfs Torg 4A

Signature:

A handwritten signature in blue ink, appearing to be 'H. Levin', written over a horizontal line.