



United Nations  
Educational, Scientific and  
Cultural Organization

07/02/2018

Ref.: CL/4232

Subject: **Call for applications to host International Jazz Day 2020**

Sir/Madam,

I am pleased to announce the launch of the call for applications to host International Jazz Day 2020. The application procedures are attached herewith for your kind information.

In November 2011, UNESCO officially designated 30 April as International Jazz Day, in recognition of the power of jazz to develop and increase intercultural exchanges, as well as understanding between cultures for the purposes of mutual comprehension and tolerance.

Since then, on 30 April every year, this international art form is recognized and celebrated worldwide. A Global Host City is chosen by UNESCO in consultation with the Thelonious Monk Institute of Jazz (TMIJ), to lead the commemorations by hosting the Jazz Day programme and the All-Star Global Concert.

Applications for the hosting of 2020 edition of International Jazz Day must be submitted to UNESCO, in English or French, no later than Friday, 29 June 2018. They should be sent, using the attached form, to the following e-mail address: [JazzDay@unesco.org](mailto:JazzDay@unesco.org), with a copy to [jazzday@monkinstitute.org](mailto:jazzday@monkinstitute.org).

Should you require any further information, please do not hesitate to send an e-mail to [JazzDay@unesco.org](mailto:JazzDay@unesco.org).

Accept, Sir/Madam, the assurances of my highest consideration.

Audrey Azoulay  
Director-General

Enclosures: 2

cc: National Commissions for UNESCO  
Permanent Delegations to UNESCO



**International Jazz Day**

**Global Host City call for applications 2020**

1. International Jazz Day is a global celebration of jazz music as a vehicle for intercultural dialogue and peace-building among communities around the world. Every year, a Global Host City is chosen by UNESCO in consultation with the Thelonious Monk Institute of Jazz (TMIJ) to lead the commemoration by hosting the Jazz Day programme and All-Star Global Concert.
2. The team of the Global Host City will be working together with the UNESCO Secretariat and TMIJ, the non-governmental organization (NGO) charged with the overall production, planning and coordination of International Jazz Day programmes and outreach.
3. International Jazz Day is co-chaired by the Director-General of UNESCO and by UNESCO Goodwill Ambassador Herbie Hancock.
4. The Advisory Committee is co-coordinated by UNESCO and TMIJ. The Committee consists of one representative of UNESCO, one representative of TMIJ, and two independent experts (i.e. artists, educators, music industry professionals, representatives of NGOs and/or independent institutions) co-designated by UNESCO and TMIJ on a rotating basis.
5. The Director-General of UNESCO is responsible for the designation of the Global Host City in conformity with the procedures set out below and based on the recommendation of the Advisory Committee.
6. UNESCO is now accepting proposals and nominations for 2020.
7. The complete applications drafted in one of UNESCO's working languages (English or French), should reach UNESCO no later than Friday 29 June 2018. No application received after this date will be taken into consideration.
8. The applications should be submitted by email using the attached application form and sent to the following address: [JazzDay@unesco.org](mailto:JazzDay@unesco.org) and a copy to [jazzday@monkinstitute.org](mailto:jazzday@monkinstitute.org).
9. To ensure a balanced representation of all regions of the world, the Advisory Committee will not consider consecutive nominations from cities from the same region.
10. Furthermore, the Advisory Committee will only consider an application in the same country after a period of five years has elapsed since the previous International Jazz Day celebration.
11. The complete application should include a cover letter or support letter from a government entity (National Commissions for UNESCO, Mayor of the City, National Ministry of Culture or Education or Foreign Affairs, National Development Agency, etc.)
12. Applicants' programme proposals will be evaluated according to the following criteria:
  - the aims and objectives in hosting the International Jazz Day celebration, the links between the proposed city/country and the music, an outline of ideas for the programme, as well as a description of the long-term benefits for partners and society at large;

- a detailed budget and a fundraising strategy;
- the degree of municipal, regional, national and international involvement, including professional and non-governmental cultural, musical, educational or artistic organizations;
- the degree of the existing domestic infrastructure that can accommodate the production needs of International Jazz Day, or a strategy outlining how to obtain additional infrastructure;
- an outline and description of possible venues to hold the different programme events including the major venue for the Global All-Star Concert, and venues for educational, musical and community programmes for the city-wide celebration of International Jazz Day;
- a proposal of possible organizational partners for the production, coordination and oversight of the programme;
- the quantity and quality of one-time or ongoing education, performance and community service outreach activities organized by the applicant city in collaboration with national, regional and international organizations working with musicians, artists, educators, music promoters and music production companies, recording industry entities and others in the music and cultural community;
- the quantity and quality of any other noteworthy projects promoting and fostering music, dialogue, education and peace-building.

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

- associate UNESCO and TMIJ in its communication and information campaign by displaying their respective logos on all publications and relevant media and social media outlets;
- systematically work with UNESCO and TMIJ for all main events relating to the International Jazz Day programme;
- produce and circulate information and communication tools on the City programme both in national and international languages.

14. Timetable for call for applications for 2020:

29 January 2018	Launch of call of candidatures
29 June 2018	Deadline for receipt of the applications by UNESCO
7 September 2018	Publication of designation by the Director-General of UNESCO

15. The Advisory Committee will regularly take stock and evaluate the whole preparatory work and if its work does not meet the panel's expectations, UNESCO may withdraw the title from the City at any time during the monitoring phase. The City authorities should also commit to facilitating possible evaluation audits implemented on UNESCO's request.

16. The first International Jazz Day was held in Paris in 2012, New Orleans and New York, simultaneously. Subsequent Global Host Cities were: Istanbul (Turkey) 2013, Osaka (Japan) 2014, Paris (France) 2015, District of Columbia (United States of America) 2016, and Havana (Cuba) 2017. The next Global Host Cities will be Saint Petersburg (Russian Federation) 2018 and Sydney (Australia) 2019.



## Call for applications for 2020

### APPLICATION FORM

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

This application form, duly completed, must be sent as an attachment by email to [JazzDay@unesco.org](mailto:JazzDay@unesco.org), with a copy to [jazzday@monkinstitute.org](mailto:jazzday@monkinstitute.org) with the "subject": Application [name of the candidate-city].

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

- (i) A support letter from a Government entity of the candidate-city/country
- (ii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located
- (iii) Two additional letters of support from a partner or relevant entities

Application forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than Friday 29 June 2018 at midnight (Central European Time) using the following address: [JazzDay@unesco.org](mailto:JazzDay@unesco.org) with a copy to [jazzday@monkinstitute.org](mailto:jazzday@monkinstitute.org).

NAME OF THE CITY	COUNTRY
<b>Main Contact:</b>	
Alternative Contact:	Title (Mr/Ms/Mrs):
	Surname:
	First name:
	Function:
	Name/type of institution:
	Address:
	Tel.:
	Email:

The main contact will be the focal point and correspondent for all communications concerning International Jazz Day. He or she should belong to the unit or structure executing and managing the celebrations.

Alternative contact:

### **1. PRESENTATION OF THE CITY (1,700 characters maximum).**

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

- What is the overall cultural profile of the city?
- What is the importance of the jazz in the country/city?
- Will the city have adequate infrastructure to host the celebrations? Are there plans to develop the city's cultural infrastructure to host the events?
- What are the city's main assets?
- What is the city's expertise in organizing local, national and international concerts, conferences, exhibitions and other related activities?

### **2. MAIN OBJECTIVES AND EXPECTED IMPACT (1,200 characters maximum).**

Presentation of the main motives behind the decision to submit an application to host International Jazz Day, including objectives related to social impacts, to impacts on regional development, on growth of the local music sector.

- Why does the city wish to host International Jazz Day?
- What makes your application so special compared to others?
- What are the main target groups you will try to reach through the International Jazz Day programme?

### **3. PREPARATION PROCESS (1,000 characters maximum)**

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

- Who were the main stakeholders participating in the preparation of the application? How did they get involved?
- Who will be the management team members? What would be their tasks and role in the implementation of the programme?
- What kind of governance and delivery structure is envisaged for the implementation?



#### **4. PRESENTATION OF THE ACTIVITY PROGRAMME**

Presentation of an appropriate action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, such as: concerts, exhibitions, performances, Masterclasses, workshops or other activities.

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

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

The presentation of the action plan should notably include:

##### **4.2 COLLABORATIONS AND PARTNERSHIPS**

Presentation of the capacity of the activities to involve public, private and civil society operators as well as national, regional and international professional organizations representing musicians, educators, music industry professionals, representatives of NGOs and/or independent institutions.

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

##### **4.3 COMMUNICATION CAMPAIGN**

Presentation of a relevant plan for communication and awareness for the day.

- What is the city's intended marketing and communication strategy?
- Who will be the communication team?

- What are the main target groups of the communication campaign?
- Are there any established partnerships with the written press or any other media channels?
- How will you ensure media coverage of the planned events?
- Who are the different stakeholders that can help promote your activity programme?

#### 4.4 BUDGET AND FUNDRAISING

Presentation of a general outline of expenses foreseen and fund-raising strategies; a realistic budget, showing the degree of certainty on each budget line; the various assured or potential donors from government, private sector or others. The budget shall cover the preparation phase and the year of designation. Please note, if selected, the Host City will be financially responsible for the expenses incurred around programmes in their city, including the Global All-Star Concert. Kindly fill in the tables below.

- How has the budget been calculated and what will it be used for in detail?
- Have the finance authorities (city, region, country) already voted on or made financial commitments to cover operating expenditure?
- What is your fundraising strategy to seek financial support from public and private sponsors?
- According to what timetable should the income to cover operating expenditure be received for preparing and implementing the activity programme?

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

##### General outline of expenses

Action	Budget in US dollars			
	Year - 2	Year - 1	Designation Year	Total
<b>Activity programme (Education, Outreach and Performances)</b>				
Activity 1 Education programme				
Activity 2 Community outreach				
Activity 3 Local Performances				

Activity 4 Global Concert				
Activity 5				
<b>Programme expenditure</b>				
Global concert production cost (Lighting, sound equipment, musical instrument rentals, stage labor, generators, stage design, crew catering, etc.)				
Education programme coordination and production cost (educator fees, instrument rentals, etc.)				
Staff costs (in-country production team, global concert production team)				
Per diem for international production staff and artists				
Travel and accommodation (hotel, airfare, ground transportation)				
Artist honorarium				
Other				
<b>Communication</b>				
Promotion and marketing				
Communication materials				
TV/Webcast/streaming				
Photography				
Local PR agents				
Press events				

Printed materials (posters, banners, programme materials, badges, etc.)				
Web marketing/social media				
Interpretation/translation costs				
Hospitality: welcome dinner, host reception, etc.				
Other (telephones, shipping, postage, insurance, radios, office supplies)				
Miscellaneous/reserve/contingency				

**Source of income**

	In US Dollars	%
<b>National government</b>		
<b>Municipality</b>		
<b>Region</b>		
<b>City</b>		
Private sponsors		
Other		

Date