



Application for:

<input type="checkbox"/> 2024	<input type="checkbox"/> 2025	<input type="checkbox"/> 2024 & 2025
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International Jazz Day

CALL FOR APPLICATIONS for GLOBAL HOST CITIES 2024 and 2025

UNESCO is launching a Call for Applications for the Global Host City for the 2024 and 2025 International Jazz Day celebrations.

Eligible applicants:

- **Cities of UNESCO's Member States and Associate Members**
- **Non-Governmental Organizations endorsed by or in partnership with a city of a UNESCO Member State or Associate Member**

**The deadline for 2024 Applications is 15 August 2023 (Midnight, CET).
The deadline for 2025 Applications is 15 October 2023 (Midnight, CET).**

1. INTRODUCTION

International Jazz Day, proclaimed by the UNESCO General Conference in 2011, is a global celebration of jazz music held annually on **30 April**. It aims to raise awareness on the role of jazz as an educational tool and as a force for creativity, dialogue and intercultural exchange, and highlights how jazz:

- breaks down barriers and creates opportunities for mutual understanding and tolerance;
- is a vector of freedom of expression;
- brings people together in celebration and reduces tensions between individuals, groups, and communities;
- encourages artistic innovation, improvisation, new forms of expression, and inclusion of traditional music forms into new ones;
- stimulates intercultural dialogue and empowers young people from marginalized societies.

Following the Call for Applications, an Advisory Committee¹ evaluates the eligible applications, identifies the top two candidates and, after a site visit to the top two candidates, makes a recommendation to the UNESCO Director-General. The final decision lies with the UNESCO Director-General who designates the Global Host City.

¹ The Advisory Committee consists of one representative of UNESCO, one representative of the Herbie Hancock Institute of Jazz, and two independent experts in the field of event management, which may include artists, music industry professionals, representatives of non-governmental organizations and/or independent institutions, co-designated by UNESCO and Herbie Hancock Institute of Jazz.

The designated Global Host City Organizing Entity² will take responsibility for the preparation and coordination and all costs of the Programme of Activities, under the supervision of and in close cooperation with UNESCO and the Herbie Hancock Institute of Jazz, who oversees the overall planning, production and coordination of the Programme of Activities.

The **Programme of Activities** consists of two parts: the **Educational and Outreach Programme** and the **All-Star Global Concert** (see Technical Requirements for the Programme of Activities in the Annex).

The **Educational and Outreach Programme** includes master classes, lectures, performances and panel discussions, with local, national and regional schools, universities, institutions and community organizations. The outreach extends to community service programmes targeting vulnerable populations including the elderly, the critically ill, the disabled and the homeless, among others. The aim is to celebrate and share widely the messages and values of International Jazz Day with the general public.

The **All-Star Global Concert** brings together a stellar line-up of international jazz artists for a performance that spans styles, cultures and languages. In the spirit of International Jazz Day, it takes place in a landmark venue with rich historical significance to both the Global Host City and the hosting nation.

All components of the Programme of Activities (Educational and Outreach Programme and All-Star Global Concert) must be fully open to the public and free of charge. Merchandise items (t-shirts, posters, etc.) may not be sold and must be provided free of charge to participants, volunteers and the general public. All costs for the Programme of Activities must be fully covered through contributions from local and national government as well as public and private sector sponsors.

2. REQUIREMENTS

The Application should clearly demonstrate the capacity and commitment of the Global Host City to meet the requirements specified below and in the Application Form.

- **Who can Apply:**

As International Jazz Day is a UNESCO proclaimed International Day, the Call for Applications is open to all cities of the UNESCO Member States and Associate Members and Non-Governmental Organizations endorsed by or in partnership with a city and/or national government.

- **Geographic Representation:**

Based on eligible applications, to the extent possible, the Advisory Committee will take into account a criteria of geographical representation in order to ensure that Global Host Cities represent all regions of the world.

² The Global Host City Organizing Entity may be the local and/or national government or a responsible Non-Governmental Organization (NGO) endorsed by or in partnership with a city and/or national government.

Past International Jazz Day celebrations: Online Global Concert 2023, 2022, 2021 and 2020; Melbourne-Sydney (Australia) 2019; Saint Petersburg (Russian Federation) 2018; Havana (Cuba) 2017; Washington, D.C. (United States of America) 2016; UNESCO (France) 2015; Osaka (Japan) 2014; Istanbul (Turkey) 2013; United Nations Headquarters (United States of America), UNESCO (France) and New Orleans (United States of America) 2012.

- **Supporting documents:**

The Application must include:

1. A **letter of support from the city government**, which specifies the intention to undertake the Educational and Outreach Programme and the All-Star Global Concert, and their **commitment to ensuring the financial and/or in-kind support** corresponding to the city government contributions set out in the budget proposal.
2. A **letter of support, where applicable, from the state, provincial or regional government**, which specifies their **commitment to ensuring the financial and/or in-kind support** corresponding to the government contributions set out in the budget proposal.
3. A **letter of support from a national governmental ministry or similar entity**, which specifies their **commitment to ensuring the financial and/or in-kind support** corresponding to the government contributions set out in the budget proposal.
4. A **letter of endorsement from the applicant country's National Commission for UNESCO**, which expresses the Commission's support for the application (all references to the National Commission for UNESCO refer to the country the applicant is in – see the Directory [here](#));
5. **Two additional letters of support** from a partner or associated entities³.

- **Financing**

The **budget proposal** submitted in the Application must be fully completed with all required details. The budget proposal should include expenses related to the organization of the Educational and Outreach Programme activities and the Global Concert in close cooperation with the Herbie Hancock Institute of Jazz and UNESCO. Previous International Jazz Day budgets have averaged between 2 million and 4 million US dollars.

The Advisory Committee will assess the quality of the proposed Programme of Activities and the consistency of the proposed budget.

The top two final Applicants selected by the Advisory Committee will be required to finance a **site visit** of representatives of UNESCO and the Herbie Hancock Institute of Jazz (3 persons) in order to evaluate the feasibility of the submitted Application before the final recommendation to the UNESCO Director-General is made. Once designated, the Global Host City Organizing Entity will be required to finance additional site visits by staff from the Herbie Hancock Institute of Jazz including members of their technical, production and education teams during the planning phase. The number of visits, generally 3 to 5, varies from country to country and will be determined based on the need to finalize preparations.

³ If the city is applying in partnership with a Non-Governmental Organization, that partner NGO may not provide such letter of support. The two letters of support would have to come from other partners or associated entities.

The designated Global Host City Organizing Entity is responsible for financing the costs related to the Programme of Activities corresponding to the contributions set out in the budget proposal. Funds may be raised from a combination of direct government support as well as public and private sponsors. To facilitate the success of International Jazz Day, the Application must include, as referenced above in **Requirements/Supporting Documents**, the express **commitments of the national, provincial, state and local governments** to ensure the corresponding financial and in-kind support.

- **Memorandum of Understanding**
Before the designated Global Host City is announced by the UNESCO Director-General, a dedicated Memorandum of Understanding is to be signed by UNESCO, the Herbie Hancock Institute of Jazz, and the Global Host City Organizing Entity, to set forth the logistical, communication, operational and budgetary aspects and the rights and responsibilities of each Party.
- **Communication**
By presenting the Application, the Applicant, in case of designation as the Global Host City, commits to associate UNESCO and the Herbie Hancock Institute of Jazz in its communication and information campaigns and to work with them for all main events relating to the International Jazz Day Programme of Activities.

***N.B.:** No exercise of influence or lobbying is allowed. Consequently, it is prohibited to offer any goods, services, funds, material or immaterial benefits in return for any form of favour or unauthorized support in the selection process. Any misconduct by a candidate city, if verified, will lead to its immediate disqualification.*

1. HOW TO APPLY

- **Online Application:**
 1. Complete the online Application Form following this UNESCO International Jazz Day Link [***].
 2. Upload all required supporting documents. Applicants may attach additional documents or information to support their application in the final step of the online Application Form.
 3. Submit the online 2024 Application Form by 15 August 2023 and the 2025 Application Form by 15 October 2023.
- **Languages of submission:** The complete Application Form must be submitted in **English or French**, which are the two working languages of the UNESCO Secretariat.
- **Preparing the Application:**
Although there is no one-size-fits-all formula for the preparation of the Application, the following diagram presents the suggested steps of this process.



2. SELECTION PROCESS

The Global Host City of International Jazz Day selection process consists of the following steps:

Step 1. Call for Applications:

Cities and/or NGOs in partnership with or endorsed by cities and/or national governments interested in putting themselves forward for consideration are required to submit the online Application Form by the specified deadline. The deadline for the submission of the Application is stated in the Call for Applications.

Step 2. Technical Pre-Screening:

A technical pre-screening of all submissions is carried out by UNESCO and the Herbie Hancock Institute of Jazz to verify whether the Application is complete and meets all the requirements, including the five required letters of support.

Step 3. Advisory Committee:

The Advisory Committee reviews all eligible Applications and identifies the top two Applicants. The Advisory Committee consists of one representative of UNESCO, one representative of the Herbie Hancock Institute of Jazz, and two independent experts in the field of event management, which may include artists, music industry professionals, representatives of non-governmental organizations and/or independent institutions, co-designated by UNESCO and Herbie Hancock Institute of Jazz.

Step 4. Site visit and Recommendation:

The top two Applicants identified by the Advisory Committee will be informed. Representatives of UNESCO and the Herbie Hancock Institute of Jazz will undertake a site visit to both cities, to be funded by the Applicants, in order to evaluate the feasibility of the submitted Applications. The site visit will include visits to proposed venues and meetings with partners for the Educational and Outreach Programme and All-Star Global Concert, as well as meetings with local, regional and national government officials and other committed financial supporters. Thereafter the Advisory Committee will make a final recommendation to the UNESCO Director-General.

Step 5. Decision:

The Global Host City(ies) is/are designated by the UNESCO Director-General and the Global Host City(ies) is/are informed.

Step 6. Memorandum of Understanding and Announcement:

A dedicated Memorandum of Understanding is to be signed by UNESCO, the Herbie Hancock Institute of Jazz, and the Global Host City Organizing Entity, to set forth the logistical, communication, operational and budgetary aspects and the rights and responsibilities of each Party. Once signed, UNESCO will officially announce the designated Global Host City.

Step 7. Monitoring:

The Global Host City Organizing Entity will work closely with its counterparts at the Herbie Hancock Institute of Jazz and UNESCO on all aspects of planning and executing the Global Host City Programme of Activities. In addition, the Global Host City Organizing Entity shall agree to facilitate evaluation of progress on preparatory work at UNESCO's

request. UNESCO and the Herbie Hancock Institute of Jazz will regularly take stock and evaluate the preparatory work of the Global Host City for International Jazz Day.

3. TIMELINE

Estimated Timetable for Call for Applications:

	2024 Applications	2025 Applications
Launch of Call for Applications.	March 2023	March 2023
Deadline for Online Application Submission.	15 August 2023	15 October 2023
Evaluation of eligible Applications by the Advisory Committee. The top two final candidates will be informed.	August-September 2023	October-November 2023
Site visits to top two final candidates by the Herbie Hancock Institute of Jazz and UNESCO.	September-October 2023	November-December 2023
Signature of MOU and official announcement of designation by the Director-General of UNESCO.	October 2023	January 2024

4. TIPS FOR A SUCCESSFUL APPLICATION

- **Concept** – Elaborate your concept for the celebration and the Programme of Activities and explain how it addresses the aims of International Jazz Day. Is there a theme? Do you have a methodology that is appropriate to achieving the objectives your city has identified for International Jazz Day?
- **Funding** – Be sure you have developed a strong, realistic and well-rounded budget with funding sources that are both cash and in-kind from government as well as public and private sectors, such as airline and hotel stakeholders. Be specific regarding your fund-raising strategy if you need to raise funds in addition to the commitment from city, government and private or public sources.
- **Educational and Outreach Programme** – Engage schools and institutions from the beginning in a long-term project that can carry on to the International Jazz Day 2024 and 2025 celebrations and beyond.
- **Infrastructure** – Discuss your city’s capacity in terms of an iconic venue for the concert, interesting options for the educational and outreach activities, transportation (air and ground), and accommodation. Address visa and security aspects as well.

- **Partners** – Diversify your partners and consider including educational institutions, communications/media experts, local businesses, or the travel and tourism sector among others, in addition to the obvious music and cultural industry partners.
- **Innovation** – How will your city engage and share the values of jazz with local communities and with the world in creative ways? If you are targeting any particular groups (e.g. youth, marginalized communities, refugees) explain how you plan to do it. Discuss sustainable tourism and environmental challenges and solutions.

ANNEX

TECHNICAL REQUIREMENTS FOR THE PROGRAMME OF ACTIVITIES

Educational and Outreach Programme and All-Star Global Concert Venue

While some components of the Educational and Outreach Programme (e.g., visits to venues, acoustic performances, etc.) will be conducted with minimal technical requirements, the Global Host City Organizing Entity must be prepared to arrange appropriately equipped venues for the following event types*:

- Panel discussion
- Workshop/master class
- Informance/performance

**The event types listed here are representative of standard modules that have been organized for previous Educational and Outreach Programmes. Additional/non-standard event types may be included based on the unique resources, audience(s) and production environment(s) available in the Global Host City. The final composition of the Educational and Outreach Programme will be determined collaboratively by UNESCO, the Herbie Hancock Institute of Jazz and the Global Host City Organizing Entity if applicable.*

The Educational and Outreach Programme activities venues include classrooms, audience seating, musical instruments and internet connection for master classes, panel discussions, etc.

The All-Star Global Concert venue must have a minimum seating capacity of 1,000 people, designated press and media areas with internet connections, dressing rooms, and appropriate stage and technical infrastructure fit for a televised concert.

Equipment

Please refer to the International Jazz Day Model Production Document produced by our partner the Herbie Hancock Institute of Jazz for examples.

Local Staff and Support Services

A dedicated team of local staff as well as support services are required for the Educational and Outreach Programme and the All-Star Global Concert.

Accommodation, local transportation, meals and catering

For a minimum of 100 artists and VIP guests in five-star accommodation – including co-organizers, a minimum of 70 guests/staff in four-star accommodation.

Flights

A minimum of 10 round-trip first-class international tickets, up to 80 round-trip business-class international tickets and up to 80 round-trip premium economy-class international tickets.

Welcoming Reception

For a minimum of 150 guests at a distinguished location.

Press Conference/Opening Ceremony

For a minimum of 100 guests at a distinguished location.

Closing Reception

For a minimum of 300 guests at a distinguished location.

Visas

The Global Host City Organizing Entity, together with the national authorities, must facilitate the application process and the issuing of visas for VIPs, artists, staff, specialized technicians, etc.

Security

The Global Host City Organizing Entity must provide necessary security on all premises and direct surroundings of the Educational and Outreach Programme and the All-Star Global Concert over the period of the events, in accordance with relevant security rules and regulations of UNESCO, as well as the guidelines on the provision of security at special events and conferences co-organized by the United Nations Organizations. There must also be full compliance with public health requirements.

As a reference, we share the International Jazz Day Model Production Document produced by our partner the Herbie Hancock Institute of Jazz. This is a living document that is revised for each unique celebration. It is available in English only.

ONLINE APPLICATION FORM

1. PRESENTATION OF THE CITY

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

Name of city:

Country:

Focal Point details:

[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 responsible for the celebrations.]

Title (Mr/Ms/Mrs):

Surname:

First name:

Position:

Name/Type of institution:

Address:

Tel:

E-mail:

Alternative contact details:

Title (Mr/Ms/Mrs):

Surname:

First name:

Position:

Name/Type of institution:

Address:

Tel:

E-mail:

Partner Non-Governmental Organization details (if the City is applying with a partner NGO):

Name of non-governmental organization:

Address:

Tel:

E-mail:

Website:

Brief description:

1.1 Cultural Profile

What is the overall cultural profile of the city? 400 word limit

What is the city's experience in organizing local, national and international concerts, conferences, exhibitions, performance and other related cultural activities? 400 word limit

What are the city's/country's connections with jazz in particular? 400 word limit

1.2 Logistics and assets

What are the city's main assets and how do these enhance the experience of the national and international audience? 400 word limit

Does the city have adequate infrastructure to host international celebrations, suitable venues for educational and outreach activities and community programmes, and a suitable concert hall or other unique site/venue to hold the All-Star Global Concert with adequate acoustics and modern facilities that meet current international standards? Please provide an inventory of preferred venues for both activity types. Are there plans to develop the city's cultural infrastructure to host the events? 400 word limit

2. MAIN OBJECTIVES AND EXPECTED IMPACT

Presentation of the main motivations behind the decision to submit this Application to host International Jazz Day

2.1 Objectives

Please list and describe a maximum of four main objectives for hosting International Jazz Day.

- 1.
- 2.
- 3.
- 4.

How is this Application innovative? 400 word limit

2.2 Impact on target groups

Please identify the direct and indirect beneficiaries or target groups that your International Jazz Day Programme of Activities will try to reach and discuss how they will be impacted. How is gender equality taken into account? 400 word limit

3. PREPARATION PROCESS

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

3.1 Preparation and Stakeholders

Who are the key stakeholders participating in the preparation of the Application? How will they be involved in the implementation of the Programme of Activities? Describe the preparation process. 400 word limit

3.2 Management Team

Please identify the management team members, their competencies, and their expected tasks and role in the implementation of the Programme of Activities.

Name	Position	Key competencies	Role/Tasks

4. PROGRAMME OF ACTIVITIES

*Presentation of an appropriate Programme of Activities comprising the **Educational and Outreach Programme** and the **All-Star Global Concert**, describing the main initiatives that the city commits to undertake (concerts, exhibitions, performances, master classes, workshops or other activities) within the framework of its designation. Also encouraged are programmes serving vulnerable populations including the elderly, the critically ill, the disabled, the homeless and others.*

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 Programme of Activities should be realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.

4.1 Concept

Please explain the concept behind the planned Programme of Activities. How were activities chosen? 400 word limit

4.2 Activities

Please list and describe below each of the proposed activities for the International Jazz Day programme:

Activity 1:

Activity 2:

Activity 3:

Etc.

4.3 Community service activities

Describe how your planned Programme of Activities will incorporate an appropriate number of activities directly impacting vulnerable or at-risk groups. 400-word limit

4.4 Sustainability

How does the Programme of Activities relate to previous editions of International Jazz Day and what measures/steps are proposed to ensure long-term benefits can be achieved? 400-word limit

4.5 Local and international engagement

How will the local population be involved in the implementation of the Programme of Activities? How will international audiences be engaged? 400-word limit

5. COLLABORATION AND PARTNERSHIPS

Demonstrated support for the Application at the national and local governmental and city levels, endorsement from the National Commission and support from partners and/or associated entities. Presentation of the capacity of the Programme of Activities to involve government, city, 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.

5.1 Supporting Documentation

Please attach the corresponding letters of support and endorsement below:

- 1. Letter of support from the city government** (*This letter should specify their commitment to ensuring the financial and/or in-kind support corresponding to the city's contributions set out in the budget proposal*)

Choose a file

Choose File No file chosen

- 2. Letter of support from a national governmental ministry or similar entity** (*This letter should specify their commitment to ensuring the financial and/or in-kind support corresponding to the government contributions set out in the budget proposal*)

Choose a file

Choose File No file chosen

- 3. Letter of endorsement from the National Commission for UNESCO** (*This letter should confirm the National Commission's approval of the completed and final Application Form*)

Choose a file

Choose File No file chosen

- 4. Two additional letters of support from a partner or associated entities**

Choose a file

Choose File No file chosen

Choose a file

Choose File No file chosen

5.2 Partnerships

Please identify the main partners and their role in the implementation of the Programme of Activities. Indicate whether their engagement is potential or confirmed.

Partner	Role	Potential or confirmed engagement

6. COMMUNICATION

Presentation of a communication plan and awareness-raising initiatives.

6.1 Communication strategy

Please explain the city’s communication and marketing strategy to attract the interest of national and international audiences and to promote the Programme of Activities. Who are the main target groups? Who will be the communication team members? 400-word limit

6.2 Media partners

Are there any established partnerships with the written press or other media channels? How will you ensure media coverage of the planned events? 400-word limit

7. FINANCIAL REQUIREMENTS

Presentation of a general outline of expenses foreseen and corresponding funds and fund-raising strategies; a realistic budget; the various assured or potential donors from government, city, private sector or others. Please note, if selected, the Global Host City Organizing Entity will be financially responsible for the expenses incurred around programmes in their city, including the Educational and Outreach Programme activities, All-Star Global Concert, broadcast/webcast, travel (air, hotel, ground transportation) for artists, officials, and the international production team as noted in Annex : Technical Requirements for the Programme of Activities. All programmes must be presented entirely free of charge to the public. Kindly fill in the tables below.

There is no minimum or maximum amount foreseen for the provisional budget included in the Application. The evaluators will assess the quality of the programme of activities and the consistency of the proposed budget with the planned activities. Previous International Jazz Day budgets have averaged between 2 million and 4 million US dollars.

7.1 Total budget

General outline of expenses in US Dollars

Action				Total
	2023	2024	2025	

Programme expenditure				
Educational and Outreach Programme Cost (projects, venues, educator fees, rentals, etc.)	■	■	■	■
All-Star Global Concert Production Cost (venue, lighting, sound, rentals, stage labor, stage design, catering, etc.)	■	■	■	■
In-country Staff Costs	■	■	■	■
International Production Team Cost*	■	■	■	■
Per Diem for International Production Team and Artists*	■	■	■	■
Travel and accommodation (Hotel, airfare, ground transportation)	■	■	■	■
Artist Honoraria*	■	■	■	■
Other	■	■	■	■
Communication				
Promotion and marketing (PR agents, press events, communication materials)	■	■	■	■
TV/Webcast/streaming*	■	■	■	■
Photography	■	■	■	■
Printed materials (posters, banners, programme materials, etc.)	■	■	■	■
Web marketing / social media	■	■	■	■
Interpretation/Translation (Required if English is not the primary language of the applicant country)	■	■	■	■

Hospitality: welcome reception, opening ceremony, post-concert reception, etc.				
Other (telephones, shipping, postage, insurance, radios, office supplies)				
Miscellaneous/reserve/contingency				
Total budget amount				

* The Herbie Hancock Institute of Jazz is available to advise on this category.

7.2 Commitment of financial authorities:

Please elaborate on whether/which financial authorities (city, region, country) have already voted on or made financial commitments to cover operating expenditure. Also please identify any private sponsors that have been secured to date.

1. 2. 3. Etc.

7.3 Source of income:

Source	Name of Source	Amount in US Dollars	Source has confirmed provision of amount Yes/No	% of Total Budget
National government				
Municipality				
Region				
City				
Private sponsors				
Other				

7.4 Fundraising Strategy

Please provide details on how the budget was calculated and what raised funds will be used for. What is your strategy to seek financial support from public and private sponsors?

7.5 New Infrastructure

If appropriate, please give specifications of which amounts will be spent for new infrastructure.

7.6 Financial Acknowledgement

By presenting the Application, the Applicant acknowledges having read in the Requirements of the Call the entire Financing section, and commits to funding, in addition to the details set forth in this Application 7.1 through 7.5, the following:

- a) The site visit of UNESCO and the Herbie Hancock Institute of Jazz in order to evaluate the feasibility of the submitted Application in the event the Applicant is among the top two final Applicants; and
- b) Additional site visits by the Herbie Hancock Institute of Jazz staff during the planning phase.
- c) 1% of the overall budget to contribute to the UNESCO Jazz Day programme's management costs.

Acknowledgement: Tick box

8. ADDITIONAL DOCUMENTS OR INFORMATION

Applicants may upload here any additional documents or information to support their Application.

Choose a file

 No file chosen

Thank you for your Application. Please be sure to submit your 2024 Application by **15 August 2023** and/or your 2025 Application by 15 October 2023.