



CITY VALUES

We, the public partners in the City of Dundee, offer our commitment to the aims and values outlined below of UNESCO City of Design Dundee.

As the UK's first UNESCO City of Design, we believe Dundee has a duty to uphold the values of UNESCO and publicly champion our commitment to using design to improve the lives of our citizens and sustainably grow our economy.

Aims and values of UNESCO City of Design Dundee

Dundee is a city rich in design heritage, with thriving design industries and huge potential for the future. Our city is bold, ambitious and committed to using design to help solve the challenges we face.

Our **values** include:

- promoting social justice and inclusion;
- raising aspirations and creating opportunities across all of our communities;
- involving our communities in collaboratively designing services and solutions;
- championing high quality design, covering place, products and processes;
- learning from local, national and international designers;
- supporting the creative and commercial success of local designers;
- growing our economy through design-led business innovation.

Our **aims** include:

- using design to solve the social challenges faced by Dundee;
- developing local design talent through supportive commissioning and procurement (using community benefit clauses where appropriate);
- embracing design principles in our work, from designing new projects to redesigning existing approaches;
- building in regular evaluations of major activities and events, applying a design approach to ensure we always look for improvements, particularly in terms of social impact;
- using our resources to promote designers working with, or linked to, our organisation;

- working collaboratively with Dundee city partners across the public, private and third sectors to create international partnerships with the other UNESCO Cities of Design;
- sharing our existing partnerships and links to the UNESCO Cities of Design with city partners, always looking for opportunities to benefit the city more widely;
- reporting all links with organisations in the UNESCO Cities of Design to the UNESCO City of Design Dundee implementation group, for monitoring purposes.

UNESCO Cities of Design

There are currently 15 other UNESCO Cities of Design around the world:

- Beijing, China
- Berlin, Germany
- Bilbao, Spain
- Buenos Aires, Argentina
- Curitiba, Brazil
- Graz, Austria
- Helsinki, Finland
- Kobe, Japan
- Montréal, Canada
- Nagoya, Japan
- Saint-Étienne, France
- Seoul, Republic of Korea
- Shanghai, China
- Shenzhen, China
- Turin, Italy

Creative Cities Network

Design is one of seven focus areas for the UNESCO Creative Cities Network, also including Crafts and Folk Art, Film, Gastronomy, Literature, Media Arts and Music.

The Creative Cities Network seeks to develop international cooperation among cities that have identified creativity as a strategic factor for sustainable development, in the framework of partnerships including the public and private sectors, professional organisations, communities, civil society, and cultural institutions in all regions of the world.

The Creative Cities Network facilitates the sharing of experience, knowledge and resources among the member cities as a means to promote the development of local creative industries and to foster worldwide cooperation for sustainable urban development.

History and values of UNESCO

UNESCO was founded in 1945 to respond to the firm belief of nations, forged by two world wars in less than a generation, that political and economic agreements are not enough to build a lasting peace. Peace must be established on the basis of humanity's moral and intellectual solidarity.

UNESCO strives to build networks among nations that enable this kind of solidarity, by:

- mobilising for education: so that every child, boy or girl, has access to quality education as a fundamental human right and as a prerequisite for human development;
- building intercultural understanding: through protection of heritage and support for cultural diversity. UNESCO created the idea of World Heritage to protect sites of outstanding universal value;
- pursuing scientific cooperation: such as early warning systems for tsunamis or trans-boundary water management agreements, to strengthen ties between nations and societies;
- protecting freedom of expression: an essential condition for democracy, development and human dignity.

This agency of the UN has more recently added a focus on sustainable development:

- In a globalized world with interconnected societies, intercultural dialogue is vital if we are to live together while acknowledging our diversity.
- In an uncertain world, the future of nations depends not only on their economic capital or natural resources, but on their collective ability to understand and anticipate changes in the environment – through education, scientific research and the sharing of knowledge.
- In an unstable world – marked by fledgling democratic movements, the emergence of new economic powers and societies weakened by multiple stress factors – the educational, scientific and cultural fabric of societies – along with respect for fundamental rights – guarantees their resilience and stability.
- In a connected world – with the emergence of the creative economy and knowledge societies, along with the dominance of the Internet, the full participation of everyone in the new global public space is a prerequisite for peace and development.

DECLARATION OF SUPPORT

I offer our full support to the aims and values of UNESCO City of Design Dundee, and agree to the appended guidelines on any use of the UNESCO logo.

Signed:

Organisation:

Name and title:

Date:

Please return to the UNESCO City of Design Dundee team:

contact@dundeecityofdesign.com

USE OF UNESCO CREATIVE CITY LOGO

These restrictions only apply to City Values signatories intending to use the official UNESCO City of Design Dundee logo. Signing the City Values agreement will release the logo for your optional use.

Text to accompany use of the UNESCO City of Design Dundee logo

We encourage all signatories to the City Values agreement to proudly display the logo on their website and use it in promotional materials, subject to the guidelines below.

Where using the logo, we ask all signatories to display one or both of the following statements of support:

- This event is part of the UNESCO City of Design Dundee partner programme. For more information about Dundee's UNESCO designation please see www.dundeecityofdesign.com
- [Partner's name] fully supports the aims and values of UNESCO City of Design Dundee. Our city is bold, ambitious and committed to using design to help solve the challenges we face. [We / partner's name] will champion high quality design in all we do. For more information, please visit www.dundeecityofdesign.com

If you have any questions, please email contact@dundeecityofdesign.com

Regarding the use of the UNESCO Creative City logo, please note that:

- Unless a specific authorisation is granted by UNESCO, **the use of the UNESCO Creative City logos is granted, upon request, only to the Municipalities and the official departments and/or bodies of the Cities that have been formally designated as Creative Cities to promote activities and partnerships that are directly related to the implementation of the UCCN goals and Mission Statement.** The use of UNESCO logo is governed by the "Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO", available online on UNESCO website (www.unesco.org/en/logo).
- Communication materials featuring the UNESCO Creative City logos that are produced by events and project organizers must include a disclaimer such as: "[name of the organiser] is responsible for the choice and the presentation of the facts and opinions in this [name of the document], which are not necessarily those of UNESCO and do not commit the Organisation". Events and project organizers that are authorised by UNESCO to use the UNESCO Creative City logos as stated above may not authorise third parties to use the Logo in any form.
- **The UNESCO Creative City logos must not be used for commercial purposes.** The sale of goods or services bearing the UNESCO Creative Cities name and logo for profits is considered to be commercial, and thus is not allowed.

As a result, **you are kindly requested to inform contact@dundeecityofdesign.com before releasing any communication material including the UNESCO Creative City logo, and send them a copy of these materials.**