

UCCN Membership Monitoring Report Exercise

February 2022

Evaluation Form

Context

Member cities are requested to submit their Membership Monitoring Reports to UNESCO every four years, starting from the year of Designation. Each report will subsequently be submitted to the member cities by creative field for its evaluation. The assessment process for each report will be undertaken within each cluster with its preferred working method collectively determined, to enhance participation and optimize the process. A short-consolidated evaluation for each report using this Evaluation Form should then be submitted back to the Secretariat following this process.

The Membership Monitoring Report concerned covers the period	2017-2021
Submitting City	Film Cluster
	Film
Evaluating City/Cities	Yamagata

General Participation

1. The extent to which the city participated in the Network's activities:

Poor Fair Good Very good Excellent

Main observation: [Max. 200 words]

Yamagata Creative City of Film participates in UCCN and film cluster initiatives and in particular is very active in maintaining links with other cities at an international level.

Did the city participate in one or more editions of the UCCN Annual Conference over the past four years? (NB: The XIV Annual Conference has been postponed to a later date due to the COVID-19 pandemic. In this regard, the latest edition of the Annual Conference was organized in Fabriano, 2019)

Yes No

If yes, kindly mention the year(s) below.

2018 – Krakow and Katowice, Poland
2019 – Fabriano, Italy
2020 – Santos, Brazil (postponed due to COVID-19)
2021 – Santos, Brazil (postponed due to COVID-19)
* Yamagata attended the two-day online meeting “UNESCO Creative Cities: Build back better from COVID-19” and learnt best practices from all over the world.

2. Did the city host or apply to host an edition of the UCCN Annual Conference, or sub-cluster meeting(s)?

Yes No

If yes, kindly provide the name and the year of each event.

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3. Did the city host any international conferences or meetings on specific issues salient to the Creative Cities with a large participation of members of the Network?

Yes No

If yes, kindly provide the name and the year of the event(s) and global observation: [Max. 300 words]

Yamagata Creative Cities International Conference (2017, 2018, 2020 in streaming, 2021), annual international meeting to discuss issues relating to the film industry, its evolutions and the relationship with the urban dimension and sustainable development. And through this event, the city made exchange with a number of cities including Bologna, Italy (City of Music), Bradford, UK (City of Film), Busan, South Korea (City of Film, Tsuruoka, Japan (City of Gastronomy) and Valladolid, Spain (City of Film).

4. Other observation: [Max. 200 words]

Since its designation, the city has been actively engaged into the network's activities such as annual conference, subnetwork activities, evaluation process, etc. At the same time, the city made efforts to lead the international activities by hosting huge events such as Yamagata Creative Cities International Conference. In fact it participated in the Consultive Meeting on the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expression in Northeast Asia in Qingdao (City of Film) in 2017, at the Global Creative City Forum in Daegu (City of Music) in 2018, at Kaleidoscope Japan project in 2019 with the University of Bologna (City of Music), at the Asia Pacific Creative Conference in Adelaide (City of Music), at the Busan Inter-city Film Festival (City of Film) in 2019, 2020 and 2021, at the Qingdao Film and Television Exposition (City of Film) in 2019, at the Nishiki-2 SDG2 Film Festival in Nagoya in 2021 in collaboration with Nagoya (City of Design) and Tsuruoka (City of Gastronomy). Yamagata participated in the evaluation of 4 applications for new creative cities and 4 monitoring reports.

Implementation of the Network's Objectives

(based on the current reporting period)

5. The initiatives led by the city were mainly: *(Multiple responses possible)*

Local

National

International

6. In regard to quality and quantity, to what extent did the city led initiatives contribute to the Network's objectives?

Poor

Fair

Good

Very good

Excellent

7. In regard to quality and quantity, to what extent did inter-city or joint city initiatives contribute to the Network's objectives?

Poor

Fair

Good

Very good

Excellent

8. List the city's comparative strengths particularly in the framework of its creative field:
[Max.200 words]

Yamagata has a keen focus on supporting local talent through schemes like Film Workshop for Children and Creative Café while also developing media fluency for citizens. It has strong links and collaborations with numerous cities worldwide and tried to enhance various themes of creativity (gastronomy, music, ...) with the film field. Also, Yamagata developed a wide range of Initiatives aimed at children and the younger generations and actively conducted projects with strong impulse to production, especially internationally, by providing services to the film industry and favoring the use of locations in the area with the involvement of local professionals and skills, including young people and students.

9. List the city's comparative weakness particularly in the framework of its creative field:
[Max.200 words]

There's nothing specific to be regarded as weakness, but it would be much better to implement the initiatives in national level more.

10. Amongst the various policies/projects/initiatives undertaken by the city, elaborate on one of the best or the most notable that the city has undertaken in the creative field during the reporting period: [Max. 200 words]

- Yamagata Creative Cities International Conference for the exchange among UCCN
- Yamagata Reinassance and Yamagata Film Package to the World for the promotion of different culture
- Yamagata Film Commission, for the strengthening the film industry and developing the local economy on a creative basis
- Film Workshop for Children for engagement of new generation of audience and film literacy
- Yamagata International Documentary Film Festival YDFF and Yamagata Documentary Film Library dedicated to the cinematographic language of the documentary
- Yamagata Artists in Residence as an incubator of new talent

11. Other observation: [Max. 200 words]

Yamagata city of film has been working hard to carry out a wide range of meaningful initiatives/project at the local and international level in order to achieve SDGs by means of film and in particular it is consistent with objectives 4, 5, 8, 9, 10, 11, 17.

Proposed Four-Year Action Plan

(based on the new four-year action plan that the city submitted with the current report)

12. To what extent is the general quality of the activities planned in the next action plan?

Poor Fair Good Very good Excellent

13. To what extent are the planned activities relevant to the Network's objectives?

Poor Fair Good Very good Excellent

14. To what extent are the planned activities coherent with the city's cultural and creative capital as well as its previous four-year action plan (activities undertaken in the past four years)?

Poor Fair Good Very good Excellent

15. Other observation (*This section may highlight how the city's proposed initiatives will contribute to the UN's 2030 Agenda for Sustainable Development*) [Max. 200 words]

The various projects proposed by the city of Yamagata will contribute to SDGs n°4, 5, 8, 9, 10, 11 and 17 by promoting entrepreneurship and job creation in the creative sectors, improving access and participation in creative life, creating vibrant facilities, promoting social inclusion, fostering an attractive and distinctive community, building a disaster-resilient building and making the auditorium accessible to all, especially, the Yamagata Creative City Platform Project "Q1", with the infrastructural investment of a hub aimed at the creative and cultural industries, available to the city, testifies to the concrete effort and commitment of Yamagata as a Creative City in the spirit of UCCN and certainly can contribute significantly to the pursuit of the SDGs of the UN's Agenda 2030 that Yamagata firmly places at the center of its strategies.

Quality of the Report

16. Is the report well-structured and written?

Poor Fair Good Very good Excellent

17. Does the report meet the prescribed guidelines?

Poor Fair Good Very good Excellent

18. Is the report of an adequate length?

Short Adequate Long

19. Other observation: [Max. 200 words]

This report is notably impressive with full of meaningful information to suitable show the city's achievement, plan and goal. It provides data (also on impact) and focus points that help understand Yamagata's overall strategy. The layout is nice and the guidelines UCCN are respected.

Response to COVID-19

20. Are there specific policies/projects/initiatives undertaken by the city in response to the COVID-19 pandemic?

Yes No

21. If yes, amongst the various policies/projects/initiatives undertaken by the city, elaborate on one of the best or the most notable that the city has undertaken: [Max. 200 words]

Like many cities, Yamagata responded to COVID by taking many of it's initiatives online to great success Yamagata International Documentary Film Festival 2021 online, online streaming of 2020 Yamagata International Conference 2020 and online film school. Also, the Music Empowers the City crowdfunding project to save Yamagata's professional orchestra is impressive.

22. In regard to quality and quantity, to what extent did these policies/projects/initiatives contribute to the city's general response to the challenges brought by the pandemic?

Poor Fair Good Very good Excellent

23. Other observation: [Max. 200 words]

Yamagata handled a difficult situation thanks to the city's efforts to overcome the pandemic. TO be specific, Overall, the city's reaction to the pandemics enabled the strengthening of links at different levels. First of all, at a local level with partnerships between the public and private sectors, youth engagement, citizens' access and participation in cultural life, donations, warm messages, support of the community by the power of joy and creativity brought by music and film. Then at an international level some actions were an opportunity to share information on the film industry's current situation dealing with COVID-19 and to discuss overcoming difficulties, sharing knowledge and best practices, strengthening international cooperation between cities, and making the audience realize the power of film and creativity as drivers for sustainable urban development. Eventually, the city has promoted cultural diversity and learnt how to be more flexible and how to bring people together.

Overall Evaluation

Poor Fair Good Very good Excellent

Comments and recommendations: [Max. 800 words]

Yamagata Creative City of Film translates the UCCN objectives in a very effective and coherent way and in particular has been able to develop the strengthening of the creation, production, distribution and dissemination of goods and services in the audiovisual and cinema field, linking everything to the urban and community dimension, with attention to the new generations and always favoring discussion, knowledge and comparison. The commitment on sustainable development issues is evident and the role that creativity can play also emerges in its initiatives. The enhancement of a language such as the documentary is a great strength. Yamagata emphasizes cooperation, especially in the Asia-Pacific area by transmitting UCCN values and moves with different partnerships and collaborations. The creation of a hub on creativity testifies to a strong strategic direction of Yamagata which also goes in the direction of a greater effort for the accessibility and participation of citizens in cultural life and the development of critical awareness and skills as well as for the creation of new opportunities for the creative class and for innovation in cinema, also evidenced by the attention to new talents through filmmaker residences. The final judgment is very positive and Yamagata Creative City of Film is confirmed as an important presence in the UCCN film cluster. As a small request, it would be much better enhance actions at a national level in order to reinforce the national creative identity.