



On October 16th 2015, **Fondazione Cinema per Roma**, coordinator of all the activities that go under the name **Rome UNESCO City of Film**, organizes the event “**Rome Candidate for UNESCO City of Film: presentation, ideas and considerations**”, for the opening of Festa del Cinema di Roma (Rome Film Fest) and Mercato Internazionale dell' Audiovisivo (International Audiovisual Market). The initiative aims to highlight the virtuous impact that the candidacy can generate on every involved subject at any level – local, national and international - creating positive externalities on the social, economic and cultural capital of the territory. This meeting is part of the events that support the candidacy of Rome, during the evaluation of Rome's Dossier by UNESCO headquarters in Paris.

The Candidacy of **Rome UNESCO City of Film** has been supported by Roma Capitale – Department of Culture and Sport since October 2014, when, during the international festival of Roma Design Lab - Young Talents + Creative Cities, Roma Capitale launched the candidacy, thanks to the collaboration of **Istituto Luce Cinecittà** and the support of three UNESCO Creative Cities : **Buenos Aires** City of Design, **Bologna** City of Music and **Fabriano** City of Crafts and Folk Art.

On December 2014 the **Comitato Tecnico Organizzativo** (Technical and Organizing Committee) was born to create and regulate the candidacy's **participatory procedure**, that has seen the participation of all the public and private entities of the City in the film, audiovisual, cultural and creative fields (and more): Ministry of Cultural Activities and Tourism, Lazio Region, Roma Capitale, Istituto Luce Cinecittà, Zetema – La Casa del Cinema, Rome's Chamber of Commerce, Federculture, La Sapienza University of Rome, Tor Vergata University of Rome, Roma Tre University of Rome, Fondazione Centro Sperimentale di Cinematografia – Scuola Nazionale di Cinema, Scuola D'Arte Cinematografica “Gian Maria Volonté”, Fondazione Cinema per Roma, Fondazione Roma Lazio Film Commission, Doc/it, 100 Autori, Associazione Giovani Produttori Cinematografici Indipendenti (association of young independent film producers), Associazione Produttori Televisivi (association of tv producers), Associazione Nazionale Industrie Cinematografiche Audiovisive (national association of film and audiovisual industries) , Associazione Generale Italiana Spettacolo (general Italian association of show business), Associazione Nazionale Esercenti Cinema Lazio (national association of Lazio film exhibitors), Associazione Nazionale Autori Cinematografici (national association of film authors), Federazione Italiana delle Associazioni Cineaudiovisive (Italian federation of film - audiovisual associations) , Associazione Italiana dei Professionisti dell'Animazione (Italian association of animation professionals), Radio Televisione Italiana (Italian radio and television), Fondazione Archivio Audiovisivo Movimento Operaio Democratico (foundation for the audiovisual archive of the democratic workers' movement) , Istituto Centrale per il Restauro la Conservazione del Patrimonio Archivistico e Libraio (Central Institute for the Restoration and Conservation of Archival and Library Heritage) , Associazione Opificio delle Arti.

In 2015, during the meetings and roundtables, the supporting entities:

- outlined an **action plan** and a **four year developing strategy** – local and international - on which the project of Rome City of Film is hinged;
- defined the media apt to manage the information
- created the **Candidacy Dossier**, following the procedures of UNESCO City of Film's

announcement, issued on April 2015.

On July 10th 2015, the Italian National Committee for UNESCO nominated **Rome City of Film** for the list of UNESCO Creative Cities, that so far includes 69 cities belonging to 32 different Countries. The nomination of **Rome City of Film**, whose evaluation will be published during the last step of Paris negotiation on December 11th 2015, would add up to those of **Bradford, Sidney, Galway, Sofia and Busan**.

Established by UNESCO in 2004, the Creative Cities Network's goal is the creation of a network among cities, that supports and **turns cultural creativity into an essential element for their economic development**. It aims to offer to local entities an **international platform** to convey the Cities creative energy, in order to expand regional experiences to a global contest and **promote creative industries**. Together with Film, UNESCO Network includes Creative Cities of Literature, Music, Gastronomy, Crafts and Folk Art, Media Arts and Design. At the moment **Italy has three cities** in UNESCO's list: **Bologna City of Music, Fabriano City of Crafts and Folk Art and Turin City of Design**.

The **added value of Rome City of Film's Candidacy Dossier** is based on the purpose of **systematize** the identity, the history, the experiences, the competence and the governance of the audiovisual and film local subjects. Its reference point for urban and economic development it's the **creative cluster**, in order to relaunch and reinvigorate the City cultural industry in relation to UNESCO Creative Cities Network and to local communities of both developed and developing countries with a long-term impact.

Rome City of Film's Action Plan envisages:

- the development of research in new technologies for all the audiovisual industries
- the sharing of international best practices for the films conservation and promotion in archives and museums
- the realization of creative workshops to increase youth employment, the entrepreneurship, international relationships, the education of young professionals and the engagement of new audiences.

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