

Pilsen,

caress me!

Open

Up!

Pilsen, Open Up!

PILSEN, OPEN UP!

**Application of the City of Pilsen
for the Title of European Capital of Culture 2015**



Pilsen. Her.

GENTLE, STRONG, EMOTIVE, ...

PILSEN IS A WOMAN!

She slipped out of her corset during the industrial revolution and began to fight for her rights. She lit a cigarette and had her first glass of wine. Her elegantly styled hair was just an outward expression of an awakening self-confidence, which, with a woman's touch, began to invigorate all parts of life around her.

The Second World War crippled the arms which embraced her, but her knees did not buckle. After the war, the barrels rolled back to Pilsen and she learned English and began to dance. Americans, Englishmen, Belgians and Frenchmen all kissed her ... she opened up to the world. DJ Kremlin however changed the tune and forced her to sing a different song. He locked her up at home, dressed her in overalls, shaved her head and abused her to satisfy his lust for power.

Violated, worn out and grey, Pilsen shuffles from work along the dusty streets. She is afraid to lift her head and peer into the shop windows she passes. She is gripped with fear when imagining her cheerless face in the glass, reflecting the frustrating permanency of her colourless fate. Mesh bags filled with beer bottles clink at her knees – her only consolation.

The keys of the Velvet Revolution may have fortunately released her from isolation, but in doing so also threw her out into the street. Years of false ideals, emotional devastation, the collectivisation of intimacy and the isolation of an inner world upended the ladder of her ideals. She is wounded, disabled and sick. She is afraid of her dreams. She has become cynical and lost faith in herself.

Pilsen must return to health. She must fight again for her self-confidence. And it is not just simply a matter of buying a new frock and putting on some makeup. Just as other women and other cities of the Eastern Bloc have done, she must once more find her place in society, rediscover herself, emphasise her virtues and admit her shortcomings, tell her story and cleanse herself, revive her dreams and again step onto the path of transformation to being a self-confident woman of European culture.

Pilsen is a woman; she is delicate, sensitive, and empathetic. To those wanting to acquaint themselves with her, listen to her and invest in her; she will show all her beauty and will be faithful to you. She wants to open up and lavish you with her love. Touch her, caress her, give her your trust, love her... and she will accept you.

WITH PLEASURE!



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Table of Contents

PILSEN. HER.	3
TABLE OF CONTENTS	8
I BASIC PRINCIPLES	12
1. Why does the city which you represent wish to take part in the competition for the title of European Capital of Culture? What, for it, would be the main challenge of this nomination? What are the city's objectives for the year in question?	14
2. Explain the concept of the programme which would be launched if the city was nominated European Capital of Culture?	17
3. Could this programme be summed up by a slogan? (the answer to this question is optional at the pre-selection stage).	21
4. Which geographical area does the city intend to involve in the "European Capital of Culture" event? Explain this choice.	22
5. Do you already have the support of the local or regional political authorities? Or are you planning to ask for their support at a later date? Explain.	25
6. How does the event fit into the long-term cultural development of the city and, where appropriate, of the region?	28
7. To what extent do you plan to forge links with the other city to be nominated Capital of Culture?	32
8. Explain how the event could fulfil the criteria listed below. Please substantiate your answer for each of the criteria	34
9. How does the city intend to ensure that the programme for the event - attracts the interest of the population at European level.	43
10. How does the city plan to get involved in or create synergies with the cultural activities supported by the European Institutions?	48
11. Participation as a basic principle - filling an empty space.	50
12. Are some parts of the programme designed for particular target groups (young people, minorities, etc.)? Specify the relevant parts of the programme planned for the event.	62
13. What contacts has the city or the body responsible for preparing the event established, or what contacts does it intend to establish, with – cultural operators in the city? – cultural operators based outside the city? – cultural operators based outside the country? Name some operators with whom cooperation is envisaged and specify the type of exchanges in question.	64
14. In what way is the proposed project innovative?	67
15. 1. If the city in question is awarded the title of Capital of Culture, what would be the medium- and long-term effects of the event from a social, cultural and urban point of view? 2. Do the municipal authorities intend to make a public declaration of intent concerning the period following the year of the event?	70 75
16. How was this application designed and prepared?	78

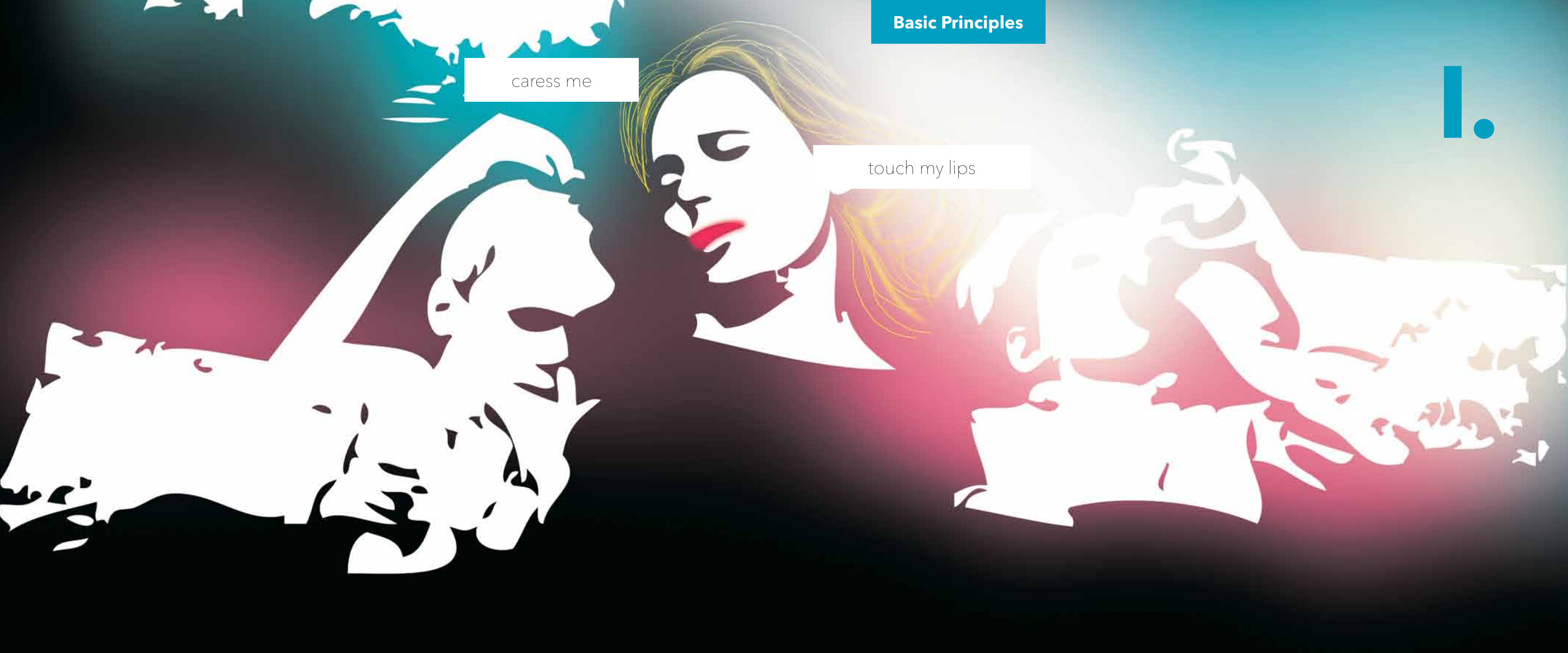
II STRUCTURE OF THE PROGRAMME FOR THE EVENT	90
1. What structure does the city intend to give to the year's programme if it is designated "European Capital of Culture" (guidelines, general theme of the event)? How long does the programme last?	92
2. What main events will mark the year?	98
3. How does the city plan to choose the projects/events which will constitute the programme for the year?	147
III ORGANISATION AND FINANCING OF THE EVENT	152
1. Organisational structure	
1.1 What sort of structure2 is envisaged for the organisation responsible for implementing the project? What type of relationship will it have with the city authorities?	154
1.2 If an area around the city is involved in the event, how will the coordination between the authorities of the relevant local and regional authorities be organised?	164
1.3. According to which criteria and under which arrangements has or will the artistic director of the event be chosen? What is or will be his/her profile? When will he/she take up the appointment? What will be his/her field of action?	165
2. Financing of the event	
2.1 What is the total amount of resources earmarked for organising the "European Capital of Culture" year? What are the sources of financing and the respective importance of their contribution to the total?	166
2.2 Have the finance authorities of the city already voted on or made financial commitments? When will they do so?	169
2.3 What is the total expenditure planned strictly for the programme of the event?	171
2.4 How much expenditure is planned for infrastructure (cultural and tourism infrastructure, including renovation)?	174
2.5 What is the plan for involving sponsors in the event? What is the estimated level of financial participation by sponsors?	177
2.6 According to what timetable should this expenditure be committed if the city receives the title of Capital of Culture?	186
IV CITY INFRASTRUCTURE	188
1. What are the city's assets in terms of accessibility (regional, national and international transport)?	192
2. What is the city's absorption capacity in terms of tourist accommodation?	199
3. What projects are to be carried out between now and the year for which the city is applying for the title of European Capital of Culture in terms of urban and tourism infrastructure, including renovation? What is the planned timetable for this work?	201
V COMMUNICATION STRATEGY	214
1. What is the city's intended communication strategy for the European Capital of Culture event?	216
2. What proportion of the budget is earmarked for communication?	223
3. How does the city plan to promote the award of the Melina Mercouri prize if it receives it? (Information on this prize is given in paragraph VI of the Guide for cities applying for the title of European Capital of Culture).	224

VI EVALUATION AND MONITORING OF THE EVENT	
1. Does the city intend to set up a special monitoring and evaluation system for the impact of the programme and its knock-on effects?	225
2. Does the city intend to set up a special monitoring and evaluation system for financial management?	233
VII ADDITIONAL INFORMATION	236
1. What, in your opinion, are the strong points of the city's application and the parameters of its success as European Capital of Culture and what, on the other hand, are its weak points?	238
2. Does the city intend to develop particular cultural projects in the coming years, irrespective of the outcome of its application for the title of European Capital of Culture? Please comment.	241
3. Please add below any further comments which you deem necessary on the subject of this application.	242

caress me

touch my lips

1.



Jacques Rupnik,
FRENCH POLITICAL SCIENTIST AND HISTORIAN *
Everybody worked with those “eights” somehow, and are still working with them, without any real critical reflexion.
Czech eights represent a seismograph in European history. It is always possible for it to be analysed in a broader context, on a Europe-wide problem. President Masaryk interpreted 1918 as a victory of Western democracy and the national liberation of our nations in the Central and Eastern Europe over the old authoritarian empires: Czechoslovakia was also formed along with a new European order. We know how long this triumphant spirit survived.
In 1938, the fate of Czechoslovakia was being decided in Munich, but it was also a failure of its Western allies in defence against the expansion of Hitler’s Germany. The whole of Europe was then confronted by the issue of democracy against totalitarianism.
The collusion in February 1948 is final proof of the impossibility of keeping a space for democracy or any “third way” in the Soviet sphere of influence, or any official cancellation of the start of a “cold war”. The Prague Spring of 1968 was not only an awakening of citizenship and freedom of speech in the Czech society, but it was also a part of a Europe-wide challenge to the power systems in a divided Europe, as indicated at that time by the debate between Kundera and Havel.

Erazim Kohák, PHILOSOPHER AND WRITER **
Only Europe could understand freedom of individuals as a fulfilment of their humanity rather than as a deviation or alienation...
We have experience of coexistence in diversity. A precedent for this existence was established in our country by the Kutná Hora religious settlement in 1485. Our King George first speculated about the idea of a European Community. For centuries we lived in multi-national Austria. If we sign up to this, we could become a mainstay of the European Union and the United Nations.
Our sense for justice is also very deeply rooted. We are the heirs of liberated peasants, manufacturers and writers who from almost nothing managed to establish a modern democratic nation using their revivalist effort. If we sign up for this tradition, we could become a mainstay of democracy and justice in Europe. The struggle for freedom is probably even more fundamental. Our modern nation was shaped by defending our identity against all. In recent times it was shaped by the fight with Austrian feudalism and later with Nazi and communist oppression. The result of justice and solidarity for us is freedom.

1 Why does the city which you represent wish to take part in the competition for the title of European Capital of Culture? What, for it, would be main challenge of this nomination? What are the city’s objectives for the year in question?

If we want to answer the question why we have been engaged in the concept of a creative city for more than three years and why Pilsen so fervently wants to be awarded the title of European Capital of Culture, we must move away from purely local feelings and interests and we must delve deeper into what has shaped the Czech nation and its complex mentality, because without understanding and accepting the past we can hardly create a vision of the future. A vision which needs a more complicated, broader discussion about a European vision of culture and its reach into all areas of a life in society.

ECOLOGY OF SOUL

or “the roots of a poor state of the soul of the modern man”.

The totalitarian regime managed to negate President Masaryk’s slogan “not to be afraid and not to steal” in the minds of many of our people. Fear was a weapon of communist power as well as of fascism before then. The concept of total equality led many people to the completely opposite principle, i.e. “he who does not steal, robs from his family.”

Both the ethical and intellectual starvation of the late 1980’s was caused by several waves of emigration which occurred during a century of totalitarian rule. The years 1938, 1948 and 1968 had a critical affect on the destiny of the Czech nation. [← JACQUES RUPNIK](#)

From this point of view it is difficult to understand what remained from the Czech identity, how healthy were its roots reaching far deeper into the past. [← ERAZIM KOHÁK](#)

Modern history has not yet been thoroughly revised or analysed. It is one of the essential challenges for today’s scientific community.
Despite this, it is possible to state (though in very simplified manner) that this undoubtedly lay the foundations of the Czech “Masaryk’s” first republic. However these two decades are as nothing in the face of the next fifty years of totalitarian regime. [JACQUES RUPNIK →](#)

For this reason we cannot pretend that the countries of Central and Eastern Europe are equal democracies compared to the traditional West. It is not the case and cannot be. Anybody who survived the 50’s and cheered with hope for “The Prague Spring” inevitably lost the rest of their illusions during the period of hard normalisation in the 70’s. So many cuts into live flesh have been borne by the generation of today’s seniors, so many manoeuvres and “coat changing” has been experienced by today’s political representation, so many stigmas, paradoxes and uncertainties are encompassed in each Czech family ... and each differently and under a variety of circumstances. [VÁCLAV HAVEL →](#)

PILSEN - A BRIDGE FROM TOTALITARIAN REGIME TO CREATIVITY

The year 1989 radically changed the social climate. However, a fundamental change means a change from within, from the depths of our soul, to be finally a free citizen. Such a transformation represents a long-term and complicated process lasting probably more than two generations less scarred by the past, unburdened by prejudices and distortions, and preferably resistant to “popular fashion” of our times, especially in consumerism and commerce.

Whatever we say about this subject, it will be over-simplified, nothing is black or white; today’s Czech reality is far more complicated and colourful than it might seem at first sight. The real challenge is to try to go through the changes.

Crisis as an opportunity!? Perhaps not even the economists of the 1990’s could believe in the euphoria of the “almighty hand” of the market. The situation is not quite rosy. The strength and power of post-communist institutions, corruption, nepotism and politicking instead of real policy in the interest of public welfare are pushing aside the reawakening of a civil society after those twenty years in the cold. Low voter turnout and growing voter distrust in the existing democratic system are the mirror (the business card) of our times.
However, a new generation, skilled in languages, educated in the new democracy, with a wider outlook and hopefully with a perception of their coexistence within the European community, has been growing in the twenty years of this newfound freedom. [JAN SOKOL →](#)

Where to start in a country with such a complicated reality, in a country so full of divisions?

Why not in a city which offers itself as a city open to new ways, open to an experiment which can fundamentally change other municipalities and their citizens, which can indicate the future path. In a city which has the right geographical location to become a bridge between “old” and “new” Europe.

So why does Pilsen want to compete for the title of European Capital of Culture?

Pilsen (Plzeň) is neither small nor large, it does not suffer from the pompous boasting of the capital or from a small town complex. It is situated in a good location right on the route to the West, on the former demarcation line, but also on the so-called “Via Carolina”, an important trade route for many centuries. Outwardly, Pilsen looks quiet or even settled, but the city is also simmering inside with many major issues which should not be ignored. It is time to set up a mirror, to analyse the pros and cons of the current situation and to act quickly. Rather than with a “top down” approach, with an effort from each of us who is not indifferent to the future of the city, region or of this country.

The concept of an open, creative city invites a huge change. A durable and sustainable change of a provincial city into a real European cultural metropolis. Such a transformation is not a question of one, two or even five years. We see it as a long-term process for which the European Capital of Culture title might become the essential and exceptional impetus.

Pilsen wants to open its arms to Europe naturally, peacefully and in an innovative manner. The city wants to be on the cultural map of Europe permanently and to positively use the reputation of its name; the city gave its name to the most famous beer in the world. An immodest aim of the Pilsen candidature is that in the future the word Pilsen evokes excitement not only with beer fans, but also with cultural tourists and the general public both in Europe and outside our continent.

Jacques Rupnik,
FRENCH POLITICAL SCIENTIST AND HISTORIAN *
Instead of formulating our thoughts positively, Europe as a threat settled in the Czech country. People keep asking whether they will be able to compete. This relates closely to one of the crucial topics in the Czech history, i.e. the issue of the Czech elite which, since Bílá Hora was constantly chased out of the country or decimated, and thus society is genetically weakened.... Only the new elite, a new generation familiar with Europe and the World will become bearers of the self-confidence of any other kind...
Communist President Husák expelled from such a small nation half million qualified people from work and more than one hundred thousand across the border. Whole professional bodies were destroyed in this way. Journalism ceased to exist, university subjects such as historical research or political sciences disappeared or were totally crippled...

Václav Havel,
FORMER PRESIDENT OF THE CZECH REPUBLIC, PLAYWRIGHT, ESSAY-WRITER**
A basic measure of the identity of an individual is the identity of human relationships.

Jan Sokol, PHILOSOPHER, SOCIOLOGIST**
For that (even) better Europe we will have to do something, especially with ourselves. We do not have to provide the World with novelists, inventors or record holders but we must make sure that our descendants do not forget the Czech language and to do that learn at least two foreign languages as well. Then they will stop being afraid of others, as our ancestors were...

Jacques Rupnik,
FRENCH POLITICAL SCIENTIST AND HISTORIAN *
America operates as an unsurpassed ex-
ample of democracy and a society without
a strong state control which is symbolised by
the freedom of the individual.

What would be the main task (the biggest challenge) in connection with granting this title?

The European Capital of Culture (ECOC 2015) title is an extraordinary challenge and an opportunity that will alert all forces, awaken all potential and which will move this society a step further. Crucial to this process will be how individuals will be able to take it upon themselves to take full personal responsibility.

Just like hundreds of Czech intellectuals attempted to outline the “Czech vision” twenty years ago, and they are still are criss-crossing our country with a project full of open discussions, **Pilsen’s potential** is also awaken- ing. From university professors and students, through a strong entrepreneurial class to the non-profit sector, from seniors to the youngest, from local residents to immigrants... Fickle politicians not excluded, after all, all councillors across the political spectrum raised their hands for the **Pilsen Culture Development Programme for 2009-2019**.

Let us have a look at the chances of Pilsen from this angle, let us try to unveil the neuralgic points slowing down its heartbeat, let’s not be afraid of going into deeper analyses and alerting local citizens to think over why they already belong in Europe, and vice versa how they can be inspired by Europe, how to get more involved not only only at a local or national level, but also **Europe-wide**.

Open up to Europe and the World means in the first place to open up more of yourself. To uncover internal doubts and weaknesses, to overcome mistrust and begin to get used to diversity of opinions, perspectives and interests and at least to be able to respect it. To open up to minority opinions, and to minority groups. Nearly everybody belongs in their own way to some “minority”, judged by age, interests, origin, position...Respect for one another is the basis for such openness.

Europe is opening a **new space**. Not for exploitation but just for inspiration, thanks to the considerable experi- ence and tradition of strong democracies. It is not just the big countries that seem to be a symbol of Europe for many non-European nations. It is the smaller, self-confident democracies developed over centuries. The degree of responsibility of each individual for their own standard of living in a particular country is extremely high. This is the second face of **freedom** which could be equally well revered in North America. And where better than in areas liberated by the Americans can one deeply understand the true principle of civil society. Natural **transat- lantic ties** are unique and just in Pilsen. ← JACQUES RUPNIK

2015, from the point of view of the deep internal transformation, seems to be virtually at our door. You can view it as a landmark, as a **major test** of whether the process we have started is going in the right direction. The process backed since its very beginning by wide **participation of citizens**, is absolutely unique in Bohemia.

The European Capital of Culture (ECOC 2015) title would significantly help us to focus on the **“Pilsen experi- ment”**. Both national and international attention, the attention of intellectuals as well as ordinary citizens of Eu- rope, for whom it would be worth coming to Pilsen or establishing at least some virtual connection thanks to new technologies. Whatever their motivation, whether some of the fundamental debates on European issues or an attractive exhibition, festival, celebration or any other particular project in the field in which they are engaged, from the fields of culture through social and environmental, to commercial or political.

What are the objectives of the city for that year?

There are innumerable objectives for 2015 related to the main challenge of the Pilsen candidature, which is **openness**. If we manage to achieve, over the next five years, the concept of a creative city in all areas of public life, and to alert local, European and non-European partner organisations, then this year, if we win the ECOC 2015 title, will be marked by the **dialogue of nations, cultures and ethnicities** in the centre of the city which will be given a brand new face and will become a great inspiration.

*Note:. 1) Jacques Rupnik - Too Soon Tired Democracy (debate with Karel Hvížďala, Portál, 2009)
**Note. 2) Czech vision, Search for the Identity of the 21st Century, (DIALOG Centrum, Brno 2009)

2 Explain the concept of the programme which would be launched if the city was nominated European Capital of Culture?

Putting together a **programme concept** for the year 2015 (i.e. five years from now) may seem impossible but at the same time it is a great challenge for everyone who is not afraid to think ahead and create real long-term vi- sions that go beyond the immediate future.

Europe is “united in diversity” and a special, unique and irreplaceable reflection of this principle can be found in each of Europe’s corners. What are the genius loci of the District of Pilsen? What personal stories are hidden behind each and every idea that the members of the public come up with? Disclosing the secrets of this place as well as the secrets of several “enchanted souls” – this is the path that Pilsen wants to take in the next few years. The path is neither as easy nor as poetic as it might seem at first glance. People are unwilling to open up right away. Distrust is the better option; the worse option is that of rejecting anything that is new and different. Czech people haven’t had many good experiences in the last few decades. The loss of traditional values and sometimes even the absence of sense in doing anything have been surfacing much more dramatically than ever before. These are the barriers in each individual and they are also the **challenges of the Pilsen candidature**.

“PILSEN, OPEN UP!” is a slogan that is practically untranslatable into Czech. In Czech, the slogan is accompanied by a number of minor challenges, controversial questions and explanatory themes. Openness, not only towards Europe, is a real challenge. In the first place, it is about opening from within every one of us and about over- coming the closed character of Czech society. This character is a logical consequence of the country’s historical experience with a totalitarian regime.

Pilsen would like to be European Capital of Culture – does it need a Czech slogan for that? Are people going to get used to more frequent usage of English and words from other languages? Are they going to learn words like networking, arts management, coaching, mentorship, residence, technologies or digitalisation; or are they going to look for Czech equivalents at any cost, even though these are already behind European and global development? It may be one of the first barriers that the candidature team is trying to overcome. If a hyperbolic expression is to be used, it can be said that the team takes advantage of multi-layered Czech. “Otevři si Plzeň!”¹ has become the favoured interpretation of the English slogan.

Pilsen and its four rivers are something special, something that calls for a gradual transformation of the Pilsen embankment and for the interconnection of places which are currently insensitively divided by multi-laned roads. This has become an inspiration for the **four programme streams**, which were drafted already in the first round of the candidature and which encompass a broad range of ideas, from purely artistic to social, ecologic, scientific, educational and entrepreneurial, as well as family-friendly and playful.

The actual **2015 programme** will include comme il faut events, a gala opening and a gala closing where well- known European artists will be invited to participate, and where politicians who do not neglect culture’s role in the current world will be invited to attend. As both January and December are freezing months, Pilsen will rely

¹ Otevři si Plzeň could be translated as Open your Pilsen or Open your Pilsener (beer). In Czech, the name of the city is colloquially used for designating the beer, which is what the double sense is based on.

on new technologies and offer both of these events via live broadcasting to those at home and abroad that are interested. Pilsen will thus connect itself (at least virtually) with the whole of Europe from the very outset.

The highlights of 2015 will take place in the streets of Pilsen; the inhabitants are able to see the previews starting from 2010. These are being prepared for Europe Day (May 9th), which follows immediately after the traditional Pilsen Liberation festival. Another occasion is the beginning of summer, since the candidature team presents June as the Month of Melina Mercouri, the highlight of which in 2015 will be the Day of Melina Mercouri commemorating the 30th anniversary of the Council of Ministers' announcement of the successful ECOC project. This year's "Candidate hike" was a wonderful forerunner of these events.

The annual geyser of summer cultural and social events begins symbolically with the awarding of the Prize of June 1st, the recipients of which include Václav Havel, Jacques Rupnik, Petra Procházková and other figures of global importance. The Month of Melina Mercouri offers prestigious cultural events, such as the International Folklore Festival, Dance Pilsen, Skupa's Pilsen and the open-air Summer Theatre. The city will open a number of new spaces, gardens and embankments pulsing with creativity.

All the programme streams of the year are freely intertwined; open to all artistic styles and genres as well as areas that fall under the broader definition of culture: ecology, history, philosophy, science, politics, sports, entertainment, social sphere and economy. Let us take a quick look at their philosophy and their contribution to European cultural heritage. The details of the programme offer are described in Chapter II/2 and will be the result of an open challenge that will continue until 2013, when the best ideas and projects will be evaluated and included in the programme by an international art council.

Arts & Technologies is a stream which had become a priority for the candidature representatives well before they were informed that the Belgian city of Mons had chosen a strikingly similar theme: "Where technology meets culture". The ideas of both projects have a lot in common and the city of Pilsen is just the place for inter-connecting these two worlds. In recent years, crucial projects were seen to their conclusion, such as the Technomania Science Centre and the Institute of Art and Design at the University of West Bohemia. Creative industries flourish in the centre as well as on the outskirts of the city; we should mention at least the Oscar success of the Technocrane company. Pilsen's potential, however, can be traced a long way back in history. For instance, there is Groll's unique "beer brewing technology", which has influenced approximately 70% of European beer brands. Then there are Emil Škoda's factory, today specialising in contemporary design public transportation vehicles, and animation, where the well-renowned names of Jiří Trnka and Josef Skupa have followers in the form of designers and illustrators from the Animedia festival, the interactive Puppet Museum, the Alfa Theatre and other endeavours in related fields. Design, architecture, urbanism, public space – these are the challenges for the new generation with artistic roots in Pilsen, such as Ladislav Sutnar, whose fame has far surpassed the country's borders.

How can this potential be developed? Besides projects currently under way, featuring the Institute of Art and Design, and the Arts & Crafts department of the Museum of West Bohemia, the representatives of live art in the District of Pilsen and the pivotal figures enjoying the priority of being introduced in this programme stream (e.g. Jiří Trnka – Josef Skupa), the Pilsen ECOC Project 2015 emphasises **creative education**. The inspiration came from the splendid results achieved by the British and their **ILAET** (International Laboratory of Advanced Education Technologies) network. With the help of the US Business School, the pilot implementation of the Innovative education centres project may come to fruition in Pilsen. The result depends on local partners and on the level of success in the ESF programmes.

Relationships & Emotions is a theme for everyone; a theme of personal, national and European identity not only for those who are able to see beyond the demarcation line which, years ago, divided Pilsen so radically. It is a theme of a unique atmosphere in a city with a human dimension, where neighbourly relationships, transparency and accessibility help create the genius loci.

What is the imprint of 20th Century history in human souls? Can Czech society develop its reflections and debates from local topics to the essential European ones? Can it be opened towards Europe in this aspect as well? Is Europe interested in what Czech society has gone through? Does Europe want to understand Czech society? Does Czech society want to be part of European debates, to contribute with its experience and to search for parallels? Can Czech people listen to each other? It is definitely worth a try – especially if the candidature team manages to draw the attention of outstanding Czech intellectuals, such as Václav Havel, Jacques Rupnik, Milan Kundera, Václav Bělohradský and others. The aim is nothing less than an unfolding European dialogue on Pilsen soil and inviting, among others, these personalities to participate in the **"A Soul for Europe"** project, the representatives of which have already expressed their interest in organising the key event in Pilsen, in conjunction with the prestigious **Forum 2000** satellite discussion in Pilsen. The city would like to progress to this highlight event through a **series of dialogues** or open discussion forums, which, in the following years, will try to propose another way of dealing with the past, but they will also open general topics related to culture and art's role in contemporary society. These include the themes of creativity, a "new" creative class, European artists' mobility, the artist's position in present society, cultural politics and political culture, socio-economic effects of culture and the indispensability of spiritual values (and consequently art) in today's world. Citizens' equal rights, the role of women and women's rights, the roots of corruption in contemporary society, the questions of ethics, culture and art in education systems and many others also have their rightful place in this discussion.

The artistic highlight of this programme stream will consist of a project involving artists of all genres entitled **"Czech culture under the pressure of two totalitarian regimes."** There are a number of other highlights, which are described in detail in Chapter II/2.

Transit & Minorities is a programme stream which opens sore wounds. Pilsen has absorbed a large number of foreign nationals (approximately 10% of the city's inhabitants according to statistics, although these do not include illegal immigrants), mostly from the east: former Soviet Union countries, Vietnam and Mongolia. However, the city has not managed to **integrate** them successfully. Many of them are socially marginalised, living only within their communities, which provide help for their members without expecting anything from Czech society. Socially excluded neighbourhoods are the Achilles' heel of the city. An important aspect of this issue is the exploitation of Borská pole's cheap labour, including several spheres of corruption which are beyond the city authorities' reach. Integration is a difficult process which involves give and take on both sides. Accepting immigrants means more than assimilating them. It means being interested in their customs and culture, not ignoring them. It is about naturally incorporating them into our lives. If our society becomes more open towards people of other origins, it will find it easier to respect other "minorities", be they defined by age or habits, be they vegetarian, gay or lesbian, disabled, elderly or new to the world. Opening a dialogue of cultures means opening a dialogue of all minorities. How? There have already been plenty of ideas; the period of five plus years gives the city a fairly good chance to cope with the problem.

One of the inspirations could be the informal network of **"Cities on Borders"**, which Pilsen started to create. Mons, Tallinn, Marseille, Košice, San Sebastian, Gdańsk and other cities each have a specific experience and they are willing to share it. **Les Rencontres** is a platform where the first informal discussions and meetings have already taken place. If Pilsen attains the prestigious ECOC title, it will become an active link of these networks, bringing a portion of the debates to its territory, so that everyone can benefit from the experiences of the European people.

Artistically, this programme stream presents the biggest opportunity for the **non-profit sector**, i.e. civil society, for which it is a huge challenge. Will it be able to help where the authorities and institutions have failed so far? Broadly understood, this programme stream promotes dialogue between traditional and contemporary art, respect for religious traditions and societies, and development of cooperation between different generations, cultures and fields of human activity.

The goal of **Stories & Sources** is to understand the context in which Pilsen's candidature is developing. And it is not only about traditional oral history, documentaries capturing moments in time, publications or reminiscing about the intensely emotional moments of liberation. It is primarily about the future! **"To Beer or Not to Beer?!"** is an issue which is constantly being discussed in the candidature team as well as outside of it. Why? European breweries provide fantastic inspiration. The **Pilsen Project 2015** initiated a network of revitalised breweries, which joins together partners from different parts of Europe and promotes long-term cooperation. What these partners have in common are spaces to which they have brought new life. Various forms of revitalisation, reanimation, i.e. looking for new ways of using old brewery complexes which do not fulfil their original role – this is the topic which interests the members of this network. Travelling in any direction from Pilsen, one always comes across these types of spaces. In the west, there are many: Belgium boasts Wiels in Brussels and Lamot in Mechelen (a partner city of Mons, which also has its own interesting brewery complex). In the east, valuable inspiration can be found in the Stary Browar in Poznan. The south offers Biblioteca Joaquim in the very downtown of Madrid, the north has the newly opened Dansenhus and other buildings that are part of the still functional Carlsberg brewery in Copenhagen. The Pilsen team planned the first partner meeting for Europe Day (May 9th 2010), so that a discussion about the future of **Světovar**, one of Pilsen's candidature's pilot investment projects, can start in time. European artists-in-residence, mutual exchanges, and sharing experiences with the running and permanent sustainability of such spaces are the first valuable results, which will be further developed – before as well as after Světovar's opening in 2013. Let us not forget that there are many abandoned breweries in the District of Pilsen; those that were transformed into cultural venues can, for instance, be found in **Horáždovice** or **Plasy**. As the future Architectural Heritage Centre, the latter is part of the Integrated Operational Programme.

This programme stream has one more important aspect – the environment. Art projects with an environmental context and **"Tribute to water"** are thus the essential components of this stream.

The Pilsen project's four programme streams have a wide and long term scope which is impossible to give an account of in this part of the application. The programme streams create an **atmosphere in which creative ideas flow** in all spheres: they are the first impulse. The above-mentioned examples of international networks, which are directly related to the programme streams, are to serve as inspiration and to boost the birth of new, permanently sustainable projects at national as well as international level.

Gaining the ECOC title would undoubtedly represent a crucial milestone for the development of the potential of the city and its surroundings. The aim of the **continuous open challenge** is to trigger a new wave of ideas and connect renowned, experienced personalities with the less experienced ones, who are expected to contribute with their energy and dynamism to all of the areas that ECOC encompasses.

Chapter II introduces a whole series of projects that have originated in the open challenge and in public debates over the course of the last two or three years. They were debates about the dreams and visions of culturally active individuals in the District of Pilsen and have attracted a growing number of people, not only from the cultural domain. Although this is a good sign, we are still at the beginning of our journey. What is important is that many local participants have decided to take the journey with us and they are starting to understand the magnitude of the task ahead of us.

3 Could this programme be summed up by a slogan?

YES. "PILSEN, OPEN UP!"

The **"Pilsen, Open Up!"** slogan was created already in the first round of the candidature for the ECOC title. In the second round, it was verified by different methods within the framework of the communication campaign. In English, **"Pilsen, Open Up!"** has several meanings; in Czech, there is also plenty of room for imagination and every individual can decide for themselves what they understand the meaning of the slogan to be. Therefore, the Pilsen ECOC project 2015 team chose to address the general public with the following message:

"Let's be open to foreign languages and play with the meanings of words! Czech is an incredibly rich language; can you think of other meanings, slogans or proclamations in Czech? Don't hesitate to offer your suggestions; the best ones will be published!"

- **Openness** as the courage for confrontation and public dialogue
- **Openness** towards new ideas, innovation and creativity
- **Openness** towards minority genres, streams and nationalities
- **Openness**, transparency and politeness in the whole process of Pilsen's candidature and in public affairs
- **Openness** towards other people, Europe and the whole world

The general public appreciated the **"Pilsen, Open Up! – Otevřete si Plzeň!"** version the most.

In the event of gaining the ECOC 2015 title, the project plans to work with all suggestions that appear in public discussion. The central English slogan will remain unchanged.

4 Which geographical area does the city intend to involve in the “European capital of culture” event? Explain this choice.

Besides a committed involvement from the entire District of Pilsen (i.e. towns and cities in the area), the Pilsen Project 2015 intends to cooperate with the Belgian cities of Mons and Liège, the Karlovy Vary region, the South Bohemian region, the city of Karlovy Vary, the city of Regensburg, the Bavarian Upper Palatinate region, the French Franche-Comté region and with other partner cities of Pilsen, such as Limoges, Takasaki, and Mons.

Throughout its historical development, Pilsen has become a **natural regional hub**, as well as the most important city of a large area overlapping the administrative borders of the Pilsen Region. The city owes its significance not only to its population (approximately 170,000), but also to its cultural and social influence.

The **Pilsen Region** has a specific urban structure, in which small towns prevail. Besides Pilsen and Klatovy, all other population centres have less than 20,000 inhabitants. **Outside the Pilsen metropolitan area, the region is characterised by vast natural and forested areas rather than industry. The whole region has a population of 572,000.**

In the recent past, Pilsen was the regional capital of the West Bohemia region, which included both the present-day Pilsen and Karlovy Vary regions. Although the **Karlovy Vary** region has strong historical links with the Pilsen region and the city of Pilsen, the two regions are quite different today. The city of **Karlovy Vary** also contemplated a candidature for the ECOC title but in the end decided to **support the candidature of Pilsen**. The latter is thus submitting a project enjoying the endorsement and assistance of Karlovy Vary, the most famous Czech spa resort and the location of the renowned **Karlovy Vary International Film Festival**.

The **South Bohemian** region is involved in the Pilsen Project 2015 as well, since it forms the NUTS II South-West region together with Pilsen. The two regions now cooperate closely, mainly in **preparing and implementing the Regional Operational Programme NUTS II South-West**. The Programme will provide grants for **investment projects connected to the Pilsen Project 2015**.

Thanks to the candidature for the ECOC 2015 title, Pilsen has started a dialogue with the South Bohemian region and its cultural organisations, aiming to develop common cultural activities between the two regions.

Pilsen's candidature also **extends beyond the Pilsen Region** to the west, towards the **Bavarian city of Regensburg and the Upper Palatinate region**. These have been cooperating with Pilsen on culture and tourism projects for more than 15 years, especially via Pilsen's partnership with Regensburg and the activities of the **Bavaria Bohemia Centre in Schönsee, the Kultur ohne Grenzen/Culture Without Borders project and Tandem, the Coordination Centre for German and Czech Youth Exchanges**. The last two years have seen the activity of the **cross-border operational group Culture**, consisting of **representatives of institutions from the Pilsen Region and the Upper Palatinate region**. A large portion of the planned candidature projects concerns artists and the general public from all of the aforementioned regions.

The development of the **Donau-Moldau Euroregion** encourages the Pilsen Region's intensive cooperation with the **South Bohemian Region, the Upper Palatinate Region, the Lower Bavaria region and the Upper Austria region** with its centre in Linz, the European Capital of Culture for 2009. The creation of this Euroregion is driven by the desire to introduce a competitor to the strong metropolitan regions of Prague and Munich. The new region is based on distinct regional centres (**Linz, Budweis, Regensburg and Pilsen**) and has the potential to become an economically strong area of Europe, emphasising education, modern technologies, environmental protection, tourism and cultural development in particular. The regional conference of the Pilsen region, the Upper Palatinate region and the Lower Bavaria Region, which took place from April 29th to April 30th 2010, has clearly shown that culture rates highly among the priorities of regional cooperation development in the next EU programme period. **The representatives of the local governments of these regions and other conference participants have backed Pilsen's candidature for the European Capital of Culture as an important aspect of cultural cooperation within the Donau-Moldau Euroregion.**

The Pilsen Project 2015 also involves **Franche-Comté, the new partner region of the Pilsen Region**. Franche-Comté representatives **have expressed their support for the Pilsen Project 2015 by introducing specific project plans**, which are mentioned in Chapter II of this application.

Besides the neighbouring regions, the Pilsen Project 2015 intends to involve other regional cities in the Czech Republic by giving presentations of ECOC in these cities and by inviting cultural producers from these cities to participate in programme activities. The cities of Jihlava and Liberec have already expressed their support for Pilsen's candidature for the ECOC 2015 title and are interested in cooperation with Pilsen. As regards artists, personalities from different regions, both European and non-European, have shown their endorsement of the project.

Outside of the Czech Republic, the main priority is close cooperation with Mons, the Belgian ECOC 2015 holder, which has already been initiated in the candidature period and also includes the surrounding towns of Charleroi, Mechelenu and Liège. Chapter I/7 describes this cooperation in detail.

Given the long-term cooperation between Pilsen and its sister cities, the **Japanese Takasaki and French Limoges**, the candidature team plans to involve both of these cities in the project, e.g. by means of the **Bonjour Pilsen!** festival, the **Days of Japanese Culture in Pilsen** and the **Echos of ECOC 2015, which will take place in both of the sister cities**.

However, the Pilsen ECOC Project 2015 is not geographically limited: it is open to active cooperation with all European countries as well as non-European countries which show a serious interest in it.

In relation to the involvement of towns, cities and regions in the project, the following official acts of political authorities and other entities were carried out:

Date	Type of support
18. 12. 2007	The Regional Authority of the Pilsen Region adopted the plan for the involvement of the Pilsen Region in the Pilsen ECOC Project 2015.
10. 9. 2008	The Pilsen Region and the city of Pilsen signed the Declaration of Cooperation During the Preparation and Implementation of the ECOC 2015 Integrated City Development Plan.
6. 10. 2009	Pilsen, Regensburg, the Pilsen Region, the provincial governments of Upper Palatinate and Lower Bavaria and the Upper Palatinate region signed the Declaration of Cooperation and Mutual Support for the Pilsen ECOC Project 2015.
21. 10. 2009	The city of Karlovy Vary signed the Memorandum of Supporting the Candidature of Pilsen for ECOC.
17. 12. 2009	The Regional Authority of the Pilsen Region announced the cultural grant programme for the Pilsen Region for 2010, including the range of topics of the supported projects aimed at Pilsen as a candidate for the ECOC 2015.
20. 4. 2010	The board of the Association of Pilsen Region Towns and Cities adopted the Resolution of Full Support for Pilsen's Candidature for the ECOC 2015 title.
30. 4. 2010	The Final Resolution of the Pilsen Region / Upper Palatinate / Lower Bavaria regional conference was adopted. The Resolution declares maximum support for the Donau-Moldau Euroregion project and for Pilsen's candidature for the ECOC 2015 title.
7. 5. 2010	The city of Jihlava expressed its support for Pilsen's endeavour to gain the ECOC 2015 title.
17. 5. 2010	The cities of Pilsen and Plasy signed the Declaration of Cooperation and Support for the Pilsen ECOC Project 2015.
2. 6. 2010	The city of Liberec expressed its support for Pilsen's endeavour to gain the ECOC 2015 title.

In the period from June to August 2010, other towns, cities and regions can be expected to express their interest in cooperation and their support for Pilsen's candidature for the ECOC title.

5 Do you already have the support of the local or regional political authorities? Or are you planning to ask for their support at a later date? Explain.

Yes, we have the support of local and regional political authorities.

With respect to the considerable instability of the political situation, the pre-team has been trying to acquire political support for the Pilsen 2015 project across the political spectrum both at local and regional level. For the coming years we want to achieve a maximum level of "non-political" involvement in the programme elements. The political support should be declared at the outset by opening up to cooperation on the cultivation of public premises and on systems of cultural and grant policy at all levels, and, last but not least, also on financial support of the project from all available sources. The Pilsen 2015 project tries one hundred percent to ensure compliance with the principles of multi-source funding.

The following resolutions of political authorities of the City of Pilsen reflect the support for the candidature during the candidature period:

Date	Resolution No.	Approving authority	Subject of approval
11. 12. 2003	686	City of Pilsen Board of Representatives	The Pilsen Development Programme , as a base strategic document of the city, presents the vision of its further development which has become one of the foundations for our candidature. Each year this document updates the list of projects that meet its aims and measures; the candidature for the ECOC 2015 title is contained among the list of key projects from the Action Plan for 2007 onwards. (The Action Plan for 2007 was approved by the City of Pilsen Board of Representatives on 14 December 2006.)
24. 8. 2006	909	Pilsen City Council	Preparation, coordination and management of the Pilsen - ECOC 2015 project assigned to the European Projects Coordination Department of the City of Pilsen .
6. 9. 2007	359	City of Pilsen Board of Representatives	Intention of the City of Pilsen to apply for the ECOC 2015 title and associated financial and organisational issues.
22. 11. 2007	1398	Pilsen City Council	The European Projects Coordination Department of the City of Pilsen was assigned a task to organise a public student contest for the candidate logo for the Pilsen - ECOC 2015 project .
28. 2. 2008	48	City of Pilsen Board of Representatives	1. Preparation and subsequent submission of a request for a subsidy to implement the "Communication Campaign for the candidature of the city for European Capital of Culture 2015 title" . 2. Pre-financing of the Project at CZK 10,000,000 (i.e. 100 % of overall costs) from the budget of the city in 2008, 2009 and 2010. 3. Supplementary financing of the Project at CZK 750,000 from the budget of the city in 2008, 2009 and 2010

Date	Resolution No.	Approving authority	Subject of approval
10. 4. 2008	117	City of Pilsen Board of Representatives	Initiation of work on the Cultural Development Programme for the 2009-2019 period so that it is prepared as a basis for the application of the City of Pilsen to the ECOC 2015 title competition.
3. 7. 2008	825	Pilsen City Council	1. Unification of marketing activities of the Department of Promotions and Marketing to support the candidature for ECOC 2015. 2. The use of the logo of the ECOC 2015 candidature as the logo for Pilsen for the years 2008-2010.
21. 8. 2008	954	Pilsen City Council	Framework of marketing support for the candidature for ECOC 2015 title approved pursuant to the communication plan.
4. 9. 2008	413	City of Pilsen Board of Representatives	The Integrated Development Plan of the City of Pilsen – ECOC 2015 as a request for financing submitted to the managing body of the Regional Operational Programme NUTS II – South-West. The Integrated Development Plan of the city forms the investment backbone of the candidature for which it is foreseen that there will be co-financing from European structural funds. The amount of Regional Council grant – EUR 15,090,000.
22. 1. 2009	4	City of Pilsen Board of Representatives	Conclusion of the contract for realising the Integrated Plan – “Pilsen – European Capital of Culture 2015” between the Statutory City of Pilsen and the South-West Regional Council.
2. 4. 2009	121	City of Pilsen Board of Representatives	Annual Report on the progress of the implementation of the Integrated Development Plan of the City of Pilsen – ECOC 2015.
14. 5. 2009	215	City of Pilsen Board of Representatives	Request for support from the Regional Operational Programme NUTS II South-West , Measure 3.3. Development of Travel, Marketing and Travel Product Services for the following projects: a) Festive Pilsen, ECOC 2015; b) Artistic Pilsen, ECOC 2015. These projects are part of the preparatory steps in the candidature for the ECOC 2015 title. The implementation of the projects should the grant be provided, pre-financing the projects at 100%, co-financing of the Festive Pilsen projects up to CZK 3,500,000 and Artistic Pilsen up to CZK 2,500,000. In the event of the grant, both projects will be co-financed in 2010, 2011 and 2012.
21. 5. 2009	698	Pilsen City Council	1. Intention to include the Design and Lifestyle Museum Pilsen project in the Pilsen candidature for the ECOC 2015 title; 2. Intention to supplement the Design and Lifestyle Museum Pilsen project into the indicative list of projects in the Pilsen – ECOC 2015 Integrated Plan , measure 1.1. Addition of Cultural and Leisure time Infrastructure of Regional and Supra-regional Significance.
3. 9. 2009	544	City of Pilsen Board of Representatives	Signing the Declaration of Cooperation and Support of the Pilsen – candidate for the European Capital of Culture 2015 project between the City of Pilsen and the City of Karlovy Vary.
3. 9. 2009	546	City of Pilsen Board of Representatives	Signing the Declaration of Cooperation and Support of the Pilsen – candidate for the European Capital of Culture 2015 project between Pilsen, Regensburg, Pilsen Region, provincial governments of the Upper Palatinate and Lower Bavaria, and Upper Palatinate Region.
15. 10. 2009	597	City of Pilsen Board of Representatives	The Cultural Development Programme for the 2009-2019 period – basic conceptual document of cultural policy of the city which is closely connected with the prepared candidature and at the same time advocates the concept of permanently sustainable cultural development even if the candidature fails.
15. 10. 2009	586	City of Pilsen Board of Representatives	Pilsen application to the first round of the competition for the title of European Capital of Culture 2015.

Date	Resolution No.	Approving authority	Subject of approval
28. 1. 2010	5	City of Pilsen Board of Representatives	1. Signing an agreement between the Statutory City of Pilsen and South-West Regional Council about a grant of CZK 55,997,354 from Regional Operational Programme South-West to realise the “Sport-relaxation centre Štruncovy sady – brewery – Roudná, 1st stage” project. 2. Pre-financing of the project will be at 100%, i.e. at CZK 84,885,080, which will be funded from the City of Pilsen budget in 2010-2011. 3. Supplementary financing of the project at CZK 28,887,726 , which will be funded from the City of Pilsen budget in 2010-2011.
17. 6. 2010		City of Pilsen Board of Representatives	Pilsen application to the second round of the competition for the title of European Capital of Culture 2015.

During the preparatory period, the City of Pilsen Board of Representatives was informed on the state of the candidature **through regular informative reports.**

In the candidature period, the project acquired the following support at the regional level:

Date	Resolution No.	Approving authority	Subject of approval
18. 12. 2007	3452/07	Pilsen City Council	Intention to incorporate the Pilsen Region into the Statutory City of Pilsen ECOC 2015 project.
17. 12. 2009	1498/09	Rada Plzeňského kraje	Declaration of a grant programme of the Pilsen Region for the area of culture for 2010 including thematic range of support of projects focused on Pilsen – candidate for ECOC 2015.
18. 1. 2010	355/10	Rada Plzeňského kraje	Intention to construct a new building for the Gallery of West Bohemia in Pilsen and results of public architectural competition for the construction of this new building.

Exceptionally high political support of the candidature of Pilsen for the ECOC 2015 title is reflected in the fact that the **City of Pilsen Board of Representatives** unanimously approved the **Cultural Development Programme for the 2009-2019 period** ,which includes both the planned investment projects and a significant proportion of the city budget for non-investment costs on culture at **9 %**.

6 How does the European capital of culture event fit into the long-term development of the city and, where appropriate, of the region?

The candidature of the City of Pilsen for the ECOC 2015 title is an important moment in its long-term efforts in the areas of both cultural and general development, of both the city and the region.

LONG-TERM DEVELOPMENT OF THE CITY

City Development Programme

The candidature for the ECOC 2015 title is one of the main projects within the **City Development Programme** – a framework strategic document which plans economic and social development (approved in 2003). It is important to note that this document was prepared with the participation of people from all spheres of life in Pilsen, which was totally unprecedented at that time. The development vision defined and based on wide-ranging discussions with the public, with both non-profit and business sectors, is designed around three pillars which Pilsen wants to emphasise in the years 2003–2018. These are innovation for business, tourism and improving the urban environment. The vision for the city development is about building the city as a work of art, full of harmony of shapes and colours, and also about building an image of the city as a cultural and social destination of supra-regional and European importance. The set of strategic goals, measures and projects, which is updated annually has, since 2006 has been explicitly mentioning the Pilsen 2015 project as a crucial development activity for the city over the next seven to ten years.

The Pilsen candidature for the ECOC 2015 title fits into the implementation of all three pillars of the City Development Programme and underscore their relationship. Efforts to develop innovative forms of business are based on Western university practices and on the strong industrial tradition of Pilsen. The development of the so-called knowledge economy at the expense of subjects with lower value brings a change in the structure of professions. It is clear that Pilsen needs to keep the students of specialised secondary schools and of universities, and to offer them not only a career, but also a good address. This includes not only an opportunity to acquire good housing, but also the attraction of the city as a whole and a diverse range of leisure activities. It is also clear that in the effort to move toward the economic advantages of knowledge based subjects, Pilsen has plentiful competition from other Czech and German cities. Pilsen is fully aware of the fact that winning the ECOC 2015 title would be of significant competitive advantage and an impulse for good quality new developments throughout the whole city and the region.

As far as the strategic planning of the cultural development in the City of Pilsen itself is concerned, a comprehensive strategic document was prepared during **1999–2000**, a first in the Czech Republic, which mapped out in detail the cultural life in the city and also the planned steps for the institutional, artistic and economic development of the area at that time. The broader cultural community was involved in its preparation. On the basis of the analysis summarised in the Report on the State of Culture in the City of Pilsen, a **Basic Document on the Cultural Policy of the City of Pilsen** was drawn up and subsequently approved.

Cultural Development Programme

In the spirit of the tradition of innovative planning and in connection with the preparations for the candidature for the ECOC 2015 title, the creation of a new **Cultural Development Programme for the years 2009–2019** began in the summer of 2008. In the Czech context of strategic planning, this is just as innovative as the **Report on the State of Culture** was in its time. The basic advantages are in particular the very intense involvement of the local community in creating the programme itself, and the emphasis on the independent approach to evaluating the current state of cultural life. Space was also provided for groups that have been monitoring and criticising the city's current cultural policy to express themselves. Over 20 assorted workshops, public discussions and conferences were organised, including the event "One on One" where at a set time and at a set place, representatives of political and cultural life were arranged to appear in cafés, museums and galleries to hold "face to face" discussions with residents. The entire process was intensively documented and at the same time as the actual Cultural Development Programme 2009–2019, a series of video documents from the preparation process were released. The **Cultural Development Programme 2009–2019** was approved by the Board of Representatives of the City of Pilsen on **15 October 2009**. It is confirmation of the direction followed over the long term in managing the city's development.

Particular concepts and strategies address individual parts of the above-mentioned general strategic documents which have been approved by the authorities of the City of Pilsen. For example the **Integrated Development Plan for the City of Pilsen – ECOC 2015** contains plans of how to use the EU structural funds to build the cultural and community infrastructure. Another **Integrated Development Plan for the City of Pilsen – University City 2015** includes plans of how to use European structural funds for the development of the research, development and university education infrastructure. Both of these partial strategic documents are directly linked to the city candidature for the ECOC 2015 title and were drawn up on the basis of the overall strategy defined in the City Development Programme.

Additional conceptual and strategic documents focused on issues relating to specific sectors, in which it is possible to find certain measures related to the topics of the Pilsen candidature, these are:

- **The potential of tourism in Pilsen up until 2012** – document prepared in 2007. In its strategic aims, it sets out the focus on congress and business tourism. It mentions the culture of Pilsen as a new tourism "brand" and recommends establishing conditions for the development of cultural tourism. Emphasis is also placed on targeted marketing of the city, using the actuality of the culture and the candidature for the ECOC 2015 title.
- **Community plan for the development of social services 2008–2015**. The integration of foreigners and the tools that are needed for this are dealt with as one of the strategic aims – which is entirely in accordance with one of the four directives of the candidature. This plan was proposed with the involvement of the public in the form of public meetings and workshops.
- **Greenery plan for the City of Pilsen** specifies green areas within the city that belong among so-called "non-building zones" – this will be the basis for further planning in developing public spaces. It is a development planning document, i.e. a legally binding document that must be respected in issuing planning and building permits.
- **Stationary traffic plan** specifies the elimination of road transport from central Pilsen as a long-term strategy, and sets out the foundations for the system of car parks in the city connected to public transport services.
- **Safe City Project** coordinates various components that ensure safety in the city and generates tools for closer interaction between residents and authorities involved in the safety in the city.

LONG-TERM REGIONAL DEVELOPMENT

The candidature of the city for the ECOC 2015 title cannot be prepared without participation of the whole Pilsen region. The development of Pilsen is directly related to the development of the Pilsen Region and vice versa. This link is also reflected in the above mentioned strategic document – Cultural Development Programme 2009-2019 as well as in other documents which also involved the participation of representatives of the Pilsen Region and its Regional Council. The regional documents related to the candidature of Pilsen for the ECOC 2015 title, should mention the following:

Pilsen Region Development Programme

This document was approved in 2002 and updated in 2008. Based on analyses and debates, the global vision for the development of the Pilsen Region was defined – “To increase the quality of life for Pilsen Region citizens”. It is a generally formulated, overall goal which puts the needs of the citizens first; both material and psychological needs. This involves primarily the development of both civic and technical facilities in terms of quality and availability, i.e. especially the development of services and transport. In addition it is necessary to concentrate on the quality of the development of the economy. Improving the environment ultimately shapes the high-quality living conditions of citizens and it is also necessary for durable sustainability of the development. It is also clear that the stated principles contribute to the increasing attraction of the Pilsen Region for investors and visitors.

Even though the Regional Development Plan is drawn up on a more general basis than the urban programme, you can still detect a casual link between its aims and the Pilsen 2015 project. The obvious benefit of the candidature is in meeting the aims of the **Tourism in Economy Problem Area** measures, especially the interest in activity forms of tourism focused on both cultural and sport activities. The Pilsen 2015 programme generates significantly more offers of new products for activity tourism and cultural tourism.

The **Culture, leisure time in the problem area of Human resources measure** reflects the importance of Pilsen as a cultural centre of the region and defines the aim of elimination of failures in the cultural infrastructure (specifically it defines the building of the new West-Bohemian Gallery as an investment for the Pilsen Region). Other aims are focused on the development of cultural activities at all levels and on raising the cultural level of children, adolescents and groups with special needs.

The Programme proposed for the implementation of the Pilsen 2015 project included in Chapter II of this Application is aimed at meeting the objectives of the Culture and Tourism measures.

NUTS II Regional Operational Programme South-West

NUTS II Regional Operational Programme South-West (ROP SW) is a specific tool defining the support of projects aimed at fulfilling the policy of European Community cohesion, the Lisbon strategy and the National Development Plan. ROP SW is designed for the Southwest Region, consisting of South Bohemian and Pilsen Regions. It was approved by the European Commission on 3 December 2007.

The document focuses on improving the transport connections and the accessibility within the region (including the modernisation of public transport), on support of the infrastructure and tourism services development, on the establishment of small business areas and on improvement of living conditions in cities, municipalities and in the country.

ROP SW contains four priority axes dividing the operating programmes into logical units, and these are further realised by using so-called support areas which specify what project types can be supported within which relevant priority axis.

The object of support of priority axis 1 – **Availability centres** is for example construction, reconstruction and modernisation of roads of 2nd and 3rd classification, and local roads – junctions, overpasses, bridges, preparation of concepts, programmes and projects to develop public transport services, construction and modernisation of

parking areas for the changeover to public transport services, support for acquisition of public transport vehicles, support of conversion of buses to be environment friendly, transport terminals, railway stations, bus stops, information systems, construction, reconstruction and modernisation of the infrastructure of public regional airports.

Priority axis 2 – The **stabilisation and development of cities and municipalities** is essential in terms of its relation to the candidature for the ECOC 2015 title.

The subject of the support here is, for example, the preparation for developing areas for business and services, revitalisation of the city centre, historic sites, neglected premises and open spaces, construction and reconstruction of local roads, construction, reconstruction and equipment of civic facilities, buildings for cultural and community life, construction, reconstruction and modernisation of the social and educational infrastructure and buildings of pre-school and after-school child care, reconstruction and equipment of health facilities, use of modern medical technology, reconstruction, modernisation and equipment of the facilities for the elderly.

Support for this priority area allows the City of Pilsen and City of České Budějovice to draw funding for projects listed in the integrated urban development plans. Pilsen has prepared an integrated plan aimed at the development of cultural and community infrastructure which is directly linked to the candidature of the City of Pilsen ECOC 2015 title.

Another important priority axis is axis 3 – **Development of tourism**, aimed at projects of construction and reconstruction of tourist paths (hiking trails, cycle paths, bridleways, waterways, ports and docks) including a supporting infrastructure and marking; the infrastructure for sport, recreation and culture facilities; reconstruction, modernisation and development of accommodation facilities; repair and reconstruction of monuments; new activities in the area of tourism and culture. In relation to the candidature of the City of Pilsen it is assumed that the support from this priority axis will be used for two key investment projects – the building of the new West Bohemian Gallery and the revitalisation of Štruncovy sady gardens. The city also benefited from the grant from priority axis 3 for the candidature media campaign.

The candidature of the City of Pilsen for the ECOC 2015 title has links to other policy documents of the Pilsen Region, focusing on specific sectors:

- **Programme of tourism development of the Pilsen Region**, updated as at 31 December 2007, serves as a supplement to the existing approved documents on the new and additional opportunities for tourism in the Pilsen Region, which have been implemented in previous years. The document includes the current trends in both local and foreign tourism, congress and incentive tourism, rural tourism, horse riding and cultural tourism. In addition, the document also mentions the growing demands on services (accommodation, transport, services), providing information (Information Centres, international information centre, web portal, database, reservation system) and overall SWOT analysis of tourism in the Pilsen Region. The candidature for the ECOC 2015 title is in accordance with the assumptions for the development of cultural tourism since the programme proposed for the ECOC 2015 project significantly enhances and spurs the quality of the offer of cultural attraction.
- **Heritage Conservation Concept** is aimed at the implementation of two strategic channels, which is the objective of the Heritage Conservation, to renew and preserve national monuments and to evaluate and perform overall regeneration of the national monuments, i.e. the presentation of the monuments, evaluation of the national monuments in relation to tourism and preserving the quality of rural space and the cultural landscape. The document was prepared based on a complex analysis of heritage conservation in the Pilsen Region.

7 To what extent do you plan to forge links with the other city to be nominated capital of culture?

Pilsen has already established contact with the Belgian candidate during the preparatory phase of the candidature and cooperation in all areas is to be further developed, **starting with the planning and implementation of cultural events, continuing with interconnecting the project presentation of both 2015 ECOC's, and concluding with evaluation and monitoring.**

The Pilsen Project 2015 programme is being prepared in close cooperation with the Belgian European Capital of Culture for 2015. At the time of the drafting of Pilsen's first candidature application, the Belgian ECOC 2015 holder was not yet known; therefore candidate cities were able to share their experiences. To Pilsen's great delight, it was decided that the **Walloon city of Mons** (together with one Czech city) will indeed be European Capital of Culture for 2015. Besides developing common activities with Mons, Pilsen is cooperating with its long-term sister city of Liège, which also backs the city of Mons.

The first meeting with the representatives of the Mons 2015 project (the Project Director Yves Vasseur and his deputy Marie Noble), where future cooperation was discussed, took place in **Pilsen on the 14th and 15th October 2008**. The outcome of the meeting was the decision to **mutually support one another during the preparatory phase of the ECOC 2015 candidature; the city of Liège being closely engaged in this cooperation.**

In November 2009, the representatives of Pilsen 2015 (the project Artistic Director Yvonna Kreuzmannová and managers Petr Šimon and Mattijs Maussen) visited **Mons**, where intensive preparations for the second round of the ECOC 2015 contest were under way. The members of the Pilsen 2015 team presented Pilsen's candidature to Nicolas Martin, the deputy mayor for economy, urbanism and tourism. They visited one of the Mons 2015 key projects – Le Manège, which is an important inspiration for Pilsen's 4x4 Světovar Cultural Factory project. Mr. Šimon, Ms. Kreuzmannová, Mr. Vasseur and Ms. Noble discussed the specific points of cooperation between the two cities. These points were expanded upon in the later phases of the candidature:

- **creation of opportunities for exchange stays of Mons, Liège and Pilsen cultural operators;**
- **cooperation between experimental centres Le Manège (Mons) and 4x4 Světovar Cultural Factory (Pilsen).** This cooperation is to start with Světovar's reconstruction (2011–2013), where the valuable experience of Mons architects can be used for optimising the flexibility of the space, acoustics, etc. The cooperation will also take place in the form of international art projects (artists-in-residence, workshops, performances and discussions). The Le Manège art director Audrey Ardiet, as well as the Mons 2015 leadership have promised to participate in the 2011 Czech Dance Platform in order to establish direct contact with the artists who are supposed to be involved in the art projects;
- **partnership and cooperation between new technology centres: Microsoft Innovation Center, Virtualis and Numediart (Mons), Techmania Science Center (Pilsen);**
- **study-abroad programme options for Czech students in Mons and Liège;**

- **organising workshops using new technologies** (mainly sound & light design);
- **presentation of young Czech composers by the music ensemble Musiques Nouvelles (Mons);**
- **Theatre Alfa's (Pilsen) performance in Mons;**
- **"To Beer or Not to Beer"** – cooperation with another partner of Mons (the city of Mechelen) within the network of revitalised breweries. Mons is directly engaged in the project through its Brasserie Saint Feuillien. Dominique Friart, the director of the brewery, and Yvonna Kreuzmannová, the Artistic Director of Pilsen 2015, met on May 30th 2010 and cooperation details are currently being elaborated on. The Saint Feuillien Brewery has expressed a great interest in cooperating in gaining more tourists;
- **annual participation in the creation of festival programmes for Bonjour Plzeň! and Francophone Days** – in cooperation with Alliance Française in Pilsen and the city of Liège;
- **involving Pilsen elementary schools in the "I will be twenty in 2015" Mons project** by means of e-teaching, mutual correspondence and exchange stays;
- **cooperation and experience exchange at discussion forums dealing with cultural politics and post-2015 vision** in compliance with the third part of Mons's application called "Dialogues & Atmospheres".

The above-mentioned cooperation touches upon a number of other themes.

The November 2009 visit also witnessed the signing of the **Declaration of Cooperation between the cities of Pilsen and Mons, candidates for the title of European Capital of Culture for 2015**, which took place on November 12th. In January 2010, the University of West Bohemia in Pilsen started fulfilling the above-mentioned points by expressing interest in cooperation with the Mons university. Helena Marie Adjal, the representative of the University of West Bohemia in Pilsen, contacted the representatives of Mons 2015. Pilsen inhabitants were provided with basic information on the Mons 2015 project by Sébastien Sakkas, who took part in one of the regular discussion nights at the Pilsen 2015 meeting point on January 26th 2010. Mr. Sakkas did a study-abroad programme in Prague and today he is a member of the Mons 2015 team.

The "I will be twenty in 2015" project, the coordinator of which is Mr. Sakkas, aroused considerable interest among Pilsen elementary school teachers and pupils. Another important meeting was held at the conference celebrating 25 years of ECOC in **March 2010 in Brussels**. The leaderships of the two projects (Yves Vasseur and Marie Noble for Mons, Yvonna Kreuzmannová and Milan Svoboda for Pilsen) had a working lunch together. The Pilsen team was thus able to receive three publications presenting Mons's application in the second round of the candidature and exchange the experience of working with the public and dealing with the workload that awaits team members in the second round of the candidature. The areas of cooperation in both project plans were significantly expanded.

The Mons 2015 leadership also invited Ms. Kreuzmannová to pay a visit to Mons on the occasion of the Doudou festival on May 30th 2010. During this very busy two-day visit both parties again confirmed their enthusiasm for future cooperation.

The Pilsen 2015 team's ability to communicate in French also presents a notable advantage: four members of the preparatory team speak the language, which is also promoted by Alliance Française in Pilsen. This organisation is an important partner of the city, their cooperation having started already in 1990, and facilitates the involvement of Liège (Belgium), Limoges (France) and the Franche-Comté region (France) in the Pilsen Project 2015. This involvement is described in greater detail in Chapter II/2.

Chapter V describes other possibilities of cooperation related to common communication strategy.

8 Please substantiate your answer for each of the criteria.

(this question must be answered in greater detail at the final selection stage)

As regards “The European Dimension”, how does the city intend to contribute to the following objectives:

- to strengthen cooperation between the cultural operators, artists and cities of your country and other Member States, in all cultural sectors;
- to highlight the richness of cultural diversity in Europe;
- to bring the common aspects of European cultures to the fore? Can you specify how this event could help to strengthen the city’s links with Europe?

As regards “The European Dimension”, how does the city intend to contribute to the following objective:

- to strengthen cooperation between the cultural operators, artists and cities of your country and other Member States, in all cultural sectors.**

The Pilsen 2015 project came into existence directly from the needs of local cultural operators to extend all available forms of cooperation at local, national and international level. **Opening up to new cooperation methods** as well as to **new territories** means to enforce sustainable links in the long-term, to significantly extend and diversify the cultural options in the city and in the whole region, and to exchange experience at all those levels.

The objective of gradual expansion of these links is to get closer to the ideal of a sophisticated knowledge society and to use culture as a **catalyst for creativity and innovation**. The project sees culture in a broad sense, with overlapping spheres of philosophy, science and business, and with an emphasis on its socio-economic effects. The aim of the project therefore is to provide significant support to the sector of the so-called “subculture” and to open the space for potential artists and organisers who have been more in the background. A process of demystifying the hitherto accepted view of culture should in no way mean that we push it into the background or wind it down; on the contrary, it is a long-term process leading to convergence and mutual respect. ^{Note 1)}

The inspiration for the candidature team is the trends in several EU countries, for example INNOVA – the European Innovative Platform. The team is fully aware of the importance of networking and provides space for their operation within the project, both in regional and nationwide, and increasingly in European and beyond.

Great importance in strengthening the cooperation between cities and between regions lies with the establishment of a partnership. Pilsen 2015 enthusiastically welcomed MAS activities (Local action groups) across the whole region and appreciates their interest in close cooperation. Also there has been a declaration of interest by representatives of the Union of Towns and Municipalities in the Czech Republic, the Association for Rural Reconstruction, the Association of Regions in the Czech Republic, and other associations that already have well defined communication channels and who facilitate the distribution of basic ideas and principles of the Pilsen 2015 project.

Note. 1) in compliance with the “Policy guidelines of the civil society platform on access to culture” 2009



The candidature team is aware of the fact that local and regional developments are the key to the success of the project as a whole and may become a real springboard to global success.

As regards “The European Dimension”, how does the city intend to contribute to the following objective:
– **to highlight the richness of cultural diversity in Europe;**

Unity and diversity is detailed in the Pilsen 2015 project. It is probably one of the less emphasised but is perceived as a natural and historical component of the definition of culture. The complete spectrum of cultural expressions in Europe was not always available in the Czech Republic. Paradoxically – and in the context of today, absurdly – even the Senate delayed for a long time the official recognition (formal adoption) of the **Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO 2005)**. It was not until May 2010 that the Senate finally voted for the Convention and forwarded the document to the President for his signature.

Pilsen 2015 has accepted this Convention absolutely, its adoption and especially its understanding is considered crucial, and is prepared to take further steps in this matter. Principles of an honest approach to culture as well as openness and balance are directly embedded in the Pilsen 2015 project.

One of the objectives of the Pilsen candidature is to review cultural policies at the level of the city, region and later at national level so that they respect these principles. Preservation of cultural diversity and emphasis on diversification of supply is closely linked to the support of mobility of artists and organisers at all levels. The ECOC 2015 project is a unique opportunity to strengthen the intercultural dialogue at a global level, i.e. spreading cultural diversity around the world and receiving feedback from other countries.

In accordance with the shared values of the European Project, Pilsen is ready to help distribute the image of an active and creative Europe, building on its rich heritage and on its openness to cultures around the world.

As regards “The European Dimension”, how does the city intend to contribute to the following objectives:
– **to bring the common aspects of European cultures to the fore. Can you specify how this event could help to strengthen the city’s links with Europe?**

As mentioned above, the Candidature Team sees the role of ECOC 2015 as essential in the distribution of a strong and dynamic image of Europe as an attractive and creative continent with rich cultural heritage and openness towards cultures of other continents. Pilsen 2015 is completely **open to cooperation** with artists and organisers, with cities across Europe, and last but not least, open to establishing contacts with Third World countries. To achieve this, Pilsen 2015 will take advantage of active participation in **global networks**, and also of **direct contacts** established at various events (international conferences and festivals, visits of foreign partners to the Czech Republic and of Czech experts abroad), and of its own **partnership relations** between the city and the region.

To give you an idea (for an overview), we have included a list of significant **global networks** in which Pilsen has already been actively involved, as well as examples of **declarations on future cooperation** which the city has received from an unexpectedly large number of supporters, with great enthusiasm, in the second round of its candidature. Strengthening ties with the rest of Europe has become a natural part of the candidature process now.

PILSEN NETWORKING AT EUROPEAN LEVEL

Creative Cities (www.creativecities.britishcouncil.org)

Creative Cities is an international project implemented by the British Council. It is based on sharing the experience across European countries in the field of creativity, innovation and entrepreneurship. Its objective is the overall improvement of people’s lives in cities.

“The Creative Cities project will be run until the end of 2011 in the UK, Poland, Czech Republic, Hungary, Slovakia, Slovenia, Ukraine, Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania and Russia. The Creative Cities are looking for new opportunities to improve life in cities through the involvement of young and talented professionals from various industries. Participation in the project will enable these people to take part in making changes in many areas: public spaces, arts, social activities, cultural policy.” (Nigel Bellingham, Director of British Council in the Czech Republic and the Creative Cities international project)

The project consists of three parts: Future City Game, Urban Ideas Bakery and research activities.

– **Future City Game: Pilsen was the first city in the Czech Republic to join the Creative Cities, European project of the British Council international organisation, in particular by implementation of the Future City Game** within preparation for the Pilsen candidature for the ECOC 2015 title. From June 2008 to March 2010, six games have been organised: in the city centre, in city districts Pilsen 2 – Slovany, Pilsen 1, Pilsen 3, Pilsen 4 and lastly in the Světovar brewery in connection with its revitalisation.

– **Urban Ideas Bakery:** This part is a process of finding real solutions to real problems in the city, emphasising the active involvement of its residents.

Pilsen “Urban Ideas Bakery” started with a three day workshop (13-15 June 2010), focusing on the revitalisation of chosen public spaces within the city. The workshop was attended by selected people from Pilsen and experts from other European cities. After Kaunas in Lithuania, and Pécs in Hungary, **Pilsen was the third city where this successful workshop took place.**

“The process also is part of the action to improve the life in a selected city. Participation in the “Urban Ideas Bakery” and in the Creative Cities project as a whole, offers cooperation with internationally recognised experts in the field of urban development, with representatives of public authorities, universities, business and other participants who have either a direct or indirect influence on life in modern European cities. Participants of this workshop will be automatically connected to the international network developed within the project by the British Council. Today, the network includes more than 5,000 experts and young innovators who can share their views and experience across Europe using the electronic networks and international workshops.” (www.britishcouncil.cz, Nigel Bellingham, Director of British Council in the Czech Republic and the Creative Cities international project)

Pépinières européennes pour jeunes artistes

Through cooperation with the Johan association, Pilsen got involved in the Parkinprogress project. This project is in motion, interconnecting young artists and young professionals in the field of creation and culture. It will be implemented at six different sites in six different countries. In each stage of this wandering project, artists will be able to use public spaces – city parks which will be the inspiration for the site-specific projects, undertaken with wide participation of the public.

Parkinprogress is the first stage of an extensive project which accepted the task to establish a new network of young artists who want to cooperate on interdisciplinary projects on a European scale.

Parkinprogress will take place under cooperation of the following partners:

- Transcultures (Mons, Belgie)
- the Arts Council England East-Midland (Nottingham, Great Britain)
- NOASS (Riga, Latvia)

- Johan, o. s. (Pilsen, Czech Republic)
- Mozgo Haz Alapitvány Florian Mühely (Budapest, Hungary)
- Pépinières européennes pour jeunes artistes (Saint-Cloud, France).

By 2013, the project will be co-funded by the EU Culture Programme.

City Vision Europe

The aim of this project is to stimulate a wide public debate about the future of four European cities: Bordeaux (France), Košice (Slovakia), Mechelen (Belgium) and Pilsen (Czech Republic). All four cities are interconnected by their candidature for the ECOC 2015 title, whether successful or unsuccessful, or just as a partner of a selected city. In the light of the current tendency for generalised and global architecture of cities, the City Vision Europe project is focused on specific issues of European cities. The project is run in cooperation with Arc-en-Rêve Centre d'Architecture in Bordeaux (France), the Flemish Architecture Institute in Antwerp (Belgium), MMMechelen vzw in Mechelen (Belgium) and the Centre for Central European Architecture in Prague (Czech Republic).

Eurocities

Since 2008, the City of Pilsen has been a full member of Eurocities, a network of European cities. The city got involved in this network through the Department of Culture, Municipal Authorities of the City of Pilsen. Representatives of the city this year attended meetings of Eurocities in Bologna (March 2010) and Vilnius (June 2010). The Eurocities network has existed since 1986, connecting one hundred and forty cities from thirty six European countries. One of the major topics is culture and Pilsen's intention is to get it gradually into focus so that the meeting of this network in 2015 could be held right in Pilsen. It is no coincidence that approximately one third of member cities are connected with the ECOC 2015 title.

Les Rencontres

Les Rencontres network provides an interesting and inspiring meetings with the past, current and future European Capitals of Culture and with candidates for this title throughout the whole period of preparations for the candidature. Representatives of Pilsen 2015 participated in these "Meetings":

- La Rencontre de Zlín (June 2009), Marcela Krejsová, Deputy Mayor, presented the Pilsen 2015 project;
- La Rencontre d'Avignon (July 2009);
- La Rencontre de Pécs (March 2010), Šárka Havlíčková, member of the creative team, presented her contribution "To Beer or Not to Beer?!?";
- La Rencontre de Madrid (April 2010);
- La Rencontre de Rijeka (May 2010), Jana Komišová, member of the Pilsen 2015 team, presented her contribution on the City's Strategy in the Development of Culture and Tourism from the view of ECOC 2015;
- La Rencontre d'Istanbul (July 2010).

Yvona Kreuzmannová, Artistic Director of the project, will present a vision of Pilsen 2015 at a Les Rencontres conference in the partner City of Liege which will be held on 8th and 9th June, 2010.

It is logical that in the event of winning the ECOC 2015 title, the newly established company Pilsen 2015 will become a full member of this network.

European Route of Industrial Heritage (ERIH)

European Route of Industrial Heritage leads through twenty nine countries with a total of three hundred and fifty thematic areas, these are based on certified sites (the backbone of these thematic areas are certified sites) which are divided according to their importance. The most significant sites are "anchor" points, so far there are

sixty five of these points. Smaller monuments of regional importance are marked as so-called key sites and their number is close to two hundred.

Individual thematic areas are prepared for visitors by region or by thematic focus. They include clothing, mining, hydroelectric constructions, industrial zones, energy, houses and architecture.

The complex of the Pilsener Urquell brewery became the first certified "anchor point" within the Czech Republic in 2008.

The complex of the Světovar brewery, in close cooperation with Pilsener Urquell, will also aspire to get connected to this significant network.

A Soul for Europe

A Soul for Europe initiative unifies experienced personalities who see culture as a "soul for Europe" which is fully in accordance with the overall strategy of the Pilsen candidature. With the participation of a high political representation, they are able to arouse interest in culture and arts and their roles in society. Supporting the civil society and processes in the participatory democracy processes, they have demonstrated at several sites significant benefits of investments in cultural and creative potential, and they showed supreme interest in taking part in the implementation of the Pilsen 2015 vision. For 2015, Pilsen is ready to connect the activities of "A Soul for Europe" with a Pilsen branch of prestigious discussion – Fórum 2000.

Informal European Theatre Meeting (IETM)

Informal European Theatre Meeting is the largest network in Europe in the field of performing arts. In recent years this network significantly expanded its activities to other continents. Artistic Director of the Pilsen – ECOC 2015 project has been a member of this network since 1991, and in one term she also worked in the IETM Council. In addition to the numerous contacts in Europe, she has been cooperating with Canada, USA, Africa, South and Central America and Australia for a longer period. In June 2010 she was one of official participants of the IETM mission to Indonesia. Action and the informal IETM model fully merges with the focus of the Pilsen candidature, and several members of IETM have showed their support to Pilsen and shown great interest in getting involved in specific global projects.

Trans Europe Halles

Trans Europe Halles network connects European sites using non-traditional, mostly industrial buildings for cultural purposes. Quite logically, Johan o.s. civic association became its member several years ago, operating the Moving Station at an abandoned railway station in Pilsen-South.

Aerowaves

Aerowaves is a European platform for young choreographers where more than three hundred (sometimes even four hundred) shorter works of "unnamed" artists are collected. The works are evaluated by experts from more than thirty countries. The Artistic Director from Pilsen is also a co-founder and a member of this network. She helps Director Ashford and also senior management of the network. This year for the first time this network acquired EU support from the Culture programme, and thus will support a presentation of selected finalists in various countries of Europe. Pilsen has been included in the long-term calendar for these presentation.

In the programme plans of Pilsen 2015 we can find a series of further international networks which help operators of individual cultural activities provide the highest quality programmes, exchange positive or negative experience particularly related to the mobility of artists and exchange of arts, establish personal relationships which

are extremely important for understanding various contexts and very different conditions in which these actions are organised in various parts of Europe. These include, for example:

- ITI (International Theatre Institute/UNESCO)
- OISTAT (International Organisation of Scenographers, Theatre Architects and Technicians)
- EFAH (European Forum for the Arts and Heritage)
- IDEA (International Drama/Theatre and Education Association)
- INSEA (International Society for Education through Art)
- UNIMA (Union Internationale de la Marionette)
- AITA/IATA (International Amateur Theatre Association)
- CIOFF (Conseil International des Organisations de Festivals de Folklore et d'Arts Traditionnels)
- ISME (International Society for Music Education)
- ICOM (International Committee of Museums/UNESCO)
- ICAAD (International Committee of Applied Arts and Design)

Many celebrities, organisations and institutions have expressed in writing their support for the Pilsen 2015 project, some of them even in the form of written declarations. Included are the following examples:

Declarations of support:

- **Mons 2015** – Declaration of cooperation between the City of Pilsen and City of Mons, candidates for the European Capital of Culture 2015 title, signed on 12 November 2009.
- Declaration of cooperation and support of Pilsen – candidate for the European Capital of Culture 2015 title project, within the Statutory City of Pilsen, **Pilsen Region, City of Regensburg, Government of Lower Bavaria, Region of Upper Palatinate** and Government of Upper Palatinate, signed on 6 October 2009.
- Declaration of cooperation and support of Pilsen – candidate for the European Capital of Culture 2015 title project, between the Statutory City of Pilsen and **“SLOVO 21” non-governmental organisation**.

Areas of cooperation

- cooperation on the Family Next Door project;
- Echoes of world Roma KHAMORO festival in Pilsen;
- mutual media support of common activities.
- Declaration of cooperation and support of Pilsen – candidate for the European Capital of Culture 2015 title project, between the Statutory City of Pilsen and **Alliance Française Pilsen**, signed on 4 May 2010.

Areas of cooperation

- cooperation on projects prepared by Belgian ECOC 2015 – the City of Mons;
- cooperation between Pilsen, Mons and Liège related to the Pilsen ECOC 2015 and Mons ECOC 2015 events;
- cooperation on organising the Belgian pralines event;
- cooperation on Bonjour Plzeň! festival
- Declaration of cooperation and support of Pilsen – candidate for the European Capital of Culture 2015 title project, between the Statutory City of Pilsen and **Junák – association of scouts in the Czech Republic, District of Pilsen – City**.

Areas of cooperation

- cooperation on activities for children and youth;
- **networking with foreign scout associations;**
- cooperation on the implementation of humanitarian projects;

- involvement of Pilsen scouts in direct support of the project;
- mutual medial support of both activities.
- Declaration of the **Rotary Club Pilsen** of support of Pilsen – candidate for the ECOC 2015 title project.
- Declaration of the **Pilsen Jewish community** of support for the City of Pilsen candidature for the “European Capital of Culture 2015”, signed on 6 May 2010.
- Declaration of support of the candidature by **A Soul for Europe** as at 21 April 2010.
- Declaration of the joint – Cooperation Centre for Czech-German Exchange of Youth on support of Pilsen – candidate for the ECOC 2015 title project, signed on 7 May 2010.

Areas of cooperation

- establishment of “Kulturmanager” (i.e. “cultural manager”) project position, i.e. coordinator and implementer of Czech-German exchange programmes within the candidature;
- language animators – establishing a group of assistants and language animators or intermediaries;
- volunteer dimension – establishing a voluntary position within the European Voluntary Service for a German volunteer;
- implementation of Czech-German cultural “Stammtisch” (i.e. “a regular’s table”)
- Declaration provided by the **EUROPE DIRECT PILSEN** information centre to support the candidature of the City of Pilsen for the European Capital of Culture 2015 title.

Areas of support

A) mutual media support when Europe Direct Pilsen shall:

1. inform of joint events of Europe Direct Pilsen and the candidature team within the Czech and European Europe Direct network;
2. coordinate preparation and presentation of joint events;
3. promote the candidature of Pilsen on the grounds of mutual promotion.

B) EUROPE DIRECT Pilsen shall provide information support in the area of EU issues, shall provide contacts to other organisations with similar programmes, and access to printed documents from EU Bookshop.

- Declaration of the **Czech Centre for Fundraising** and **The Resource Alliance** on support of the candidature of the City of Pilsen for the European Capital of Culture 2015 title.
- Declaration of the **Association des Etats Généraux des Etudiants de l'Europe** on support of the candidature of the City of Pilsen for the European Capital of Culture 2015 title as at 3 May 2010.
- Declaration of readiness for cooperation on the Pilsen – ECOC 2015 project by **Dr. Walter Putschögla, Financial Director of Linz 2009**, as at 20 May 2010.
- Declaration of **Shannon Sullivan (Performance Lab Berlin, Germany)** of support of the Pilsen 2015 project.
- Declaration of **Angnieszka Wojciechowska (Workshop of Culture, Lublin, Poland)** on support of the Pilsen – ECOC 2015 project.
- Declaration of **Eva Salaberi (San Sebastian 2016)** on support of the Pilsen 2015 project.
- Declaration of Laurent Dréan, who controlled the candidature of the City of Lille for the ECOC 2004 title, on support of the Pilsen – ECOC 2015 project.

A number of specific artists like Alain Platel, Marie Chouinard and others have expressed their support for the Pilsen candidature and a direct interest in participating in the art projects of the city in 2015, and in the preparatory period.



9 How does the city intend to ensure that the programme for the event attracts the interest of the population at European level?

At first sight, the City of Pilsen may seem to be an average European regional city which cannot offer anything particularly special at a European level. However, compared to other similar cities in Europe, under its well-arranged cultural life is a problematic and very strong undercurrent of feeling. Local people accept this fact quite readily and are used to it. Nobody speaks about this phenomenon as a problem. We do not see its negative impact and we do not openly admit that nobody wants change, because "... the way things work now for us has been around for so long and to get here was so difficult...". But one problem remains, i.e. the questions: What are the real opportunities this stable and secure environment can offer for innovation, diversity and creativity? How can our society continue to evolve, be creative, inventive and inspiring when we are still consolidating and reaffirming the established order, habits and values through public structures? Through many laws and ordinances we even protect the society and public spaces against "unforeseeable and unpredictable" new phenomena. **At present, Europe is stirred by the ideas of innovation, cultural diversity and creativity as fundamental principles on which we can build sustainable development of European society.** In the past twenty years, the post-communist countries have undergone the process of economic transformation, but nobody talks very much about the process of spiritual transformation. What does that invisible but important part of our lives look like? There are many problems, not discussed, simmering below the surface, from which a strong desire for the inner transformation of society grows.

Pilsen 2015 wants to share with Europe a common aspiration for inner transformation of society, which is in its initial process less visible than urban architectural gestures and financial investments. We believe that the desire for social innovation, which may renew old approaches and non-functional paradigms through culture and art, exists and is calling for action not only in obviously needed devastated sites, but also, which is the other side of the coin, in the current political-economic-social systems around Europe. Late in the 20th century and at the turn of the millennium, a wave of revitalisation of industrial architectural heritage passed through Europe as a result of the second Industrial Revolution. Revitalisation of these public spaces by new projects has brought many experiences and a relatively comprehensive report on the ability of European society to find new content for these sites.

Pilsen 2015 would like to become a "test site" for Europe, a source location for the creation of new content. We want to invest more energy into revitalisation of the mental, the intellectual public space, we want to investigate the methods which we can use to recover the abilities and intelligence of people to create and manage the nobility and beauty of the world. The global economic crisis shows that finding ways out of crisis depends only on the abilities and skills arising from an invisible spiritual part of a human – from his imagination, his thinking and his creativity.

Pilsen 2015 wants to offer the inhabitants of Europe a programme where they would be able, on the basis of their own experience, to find out that with creativity and courage we are able to turn the twilight of Western civilisation into an exciting genesis of new values. Pilsen 2015 wants to be a place where not only the devastated past is being

restored, but moreover, where a **future** is being created. A place where people from all over Europe will spend not only moments for rest, entertainment and relaxation as tourists, but also a place to which they will come to gather inspiration for their own personal development and self-discovery, using our unique education and creative approach, to draw strength and courage so that they can actively create the design of their own lives!

The Pilsen 2015 Programme wants to share, examine and explore the discovered universal principles through programme projects at a European level. The interest in the programme, projects and distribution of innovative ideas at a European level will provide a high degree of interconnection of the **Pilsen 2015 programme into various types of international networks**. Invitations to participate in individual parts of the programme for foreign artists, personalities and institutions will be, in accordance with the strategy of individual programme streams, distributed on an international basis.

In recent years, European society has been stirred by the principle of creative cities, and this is the reason why the Pilsen ECOC 2015 project is based on the unique genius loci of the City of Pilsen, where rivers from different corners of the Pilsen Region meet to create a new strong stream, as well as where the world of art meets the world of technology as it has in Pilsen since time immemorial. Therefore the project is built on the cooperation of creative disciplines in an interdisciplinary manner, outside the narrowly conceived field of arts and culture. Interconnection of the civil society, industry, technology, architecture, town planning, information and communication technology and art activities will be the focus of the programme for the project. **A fundamental step in creating an open space for the cooperation of various groups will be the Bank of Creative Capital, and a grant system built on expert opinion.** Using various forms, the Pilsen ECOC 2015 project will promote cultural projects and activities with the following perspectives:

synergy of local actors, promoters and audiences

- based on a theme, various disciplines, actors and audiences will interact;
- coordination and cooperation on these synergies will be provided by the **artistic coaching** method of programme stream management.

international and broader regional activities

- events for Europe attractive in both content and solution;
- events with unique character in the Czech Republic.

global (international) networks

Pilsen creators, promoters and Pilsen cultural organisations, institutions and schools are involved in the following global networks:

- ITI (International Theatre Institute/UNESCO);
- OISTAT (International Organisation of Scenographers, Theatre Architects and Technicians);
- A Soul for Europe;
- IETM (Informal European Theatre Meeting);
- EFAH (European Forum for the Arts and Heritage);
- IDEA (International Drama / Theatre and Education Association);
- INSEA (International Society for Education through Art);
- UNIMA (Union Internationale de la Marionette);
- TEH (Trans Europe Halles);
- AITA/IATA (International Amateur Theatre Association);

- C.I.O.F.F. (Conseil International des Organisations de festivals de folklore et d'arts traditionnels);
- ISME (International Society for Music Education);
- Pépinières européennes pour jeunes artistes;
- ICOM (International Committee of Museums / UNESCO);
- ICAAD (International Committee of Applied Arts and Design);
- ERIH (European Route of Industrial Heritage);
- Aerowaves;
- Creative cities;
- City Vision Europe;
- Eurocities;
- Les Rencontres;
- Platform 11+;
- and others (involvement in the global networks is detailed in Question Q/8).

involvement of prominent and respected artists from abroad and from the Czech Republic

- international symposia and conferences;
- annual meetings of international organisations;
- projects in various programme streams with foreign participation;
- involvement in the Pépinières européennes pour jeunes artistes, Aerowaves and similar networks for young European artists;
- residential arts programmes.

partnership in cultural projects supported by international funds

- EU Culture;
- European Social Fund (ESF);
- European Regional Development Fund (ERDF);
- European territorial cooperation, Objective 3 – Czech Republic – Free State of Bavaria (2007–2013);
- Youth;
- International Visegrad Fund;
- Czech-German Fund for the Future;
- European Cultural Foundation (ECF);
- Cultural institutes of individual (various) countries represented in the Czech Republic, and Attaché(s) of relevant Embassies (see Question III/2);
- and other(s).

The expected supporting grant system for the Pilsen ECOC 2015 project will be focused on areas which are undervalued in the Czech environment; training in cultural management; training of organisers and promoters creation of models of cultural dialogue; community projects and support to network building of cultural organisations.

HOW WILL THE PROGRAMME ENCOURAGE THE PARTICIPATION OF ARTISTS AND STAKEHOLDERS OPERATING IN THE SOCIO-CULTURAL SCENE AS WELL AS ALL INHABITANTS OF THE CITY AND ITS SURROUNDINGS?

The aim of the Pilsen ECOC 2015 project is to **strengthen the cooperation** of all those working in or for the field of culture, at the city, regional, national and international level. Pilsner's confluence of rivers provides the main topic

of our candidature – meetings of the often very different approaches to the creation and presentation of pieces of art and of cultural-social projects. The City of Pilsen is located on the ancient crossroads of trans-European routes, so international cooperation is an important part of everyday life for both the city and the city's cultural organisations. Broad European cooperation is documented by numerous **festivals** in Pilsen (Smetana's Days, the Finále Festival, Skupa's Pilsen, International Festival Theatre, International Folk Festival, Biennial of Drawing, Ladder, Cigistock, Jazz without Borders, PilsnerFest, On the street, the Pilsener sections of the nationwide festivals Tanec Praha (Prague Dance) and Velká inventura (Great inventory). Pilsen contributors are also partners in **international projects**; they make guest appearances in many countries (Alfa Theatre, Pilsen Philharmonic Orchestra, J.K. Tyl Theatre Opera, Pilsen Municipal Gallery projects or Johan non-government association, Czech-Bavarian exhibitions of the Union of Artists, authors of the West-Bohemian Writers' Centre).

Since the beginning, the Pilsen 2015 project was built as a project linking the City of Pilsen with the Regions of Pilsen, Karlovy Vary and South Bohemia, also with the bordering regions of Bavaria, Upper Palatinate and the whole of Europe. It was during the preparatory phase of the project that not only institutions and non-profit organisations from Pilsen got involved in the project, but also institutions, promoters and organisers from the Pilsen Region, along with those with a nationwide field of activity (the Gallery of West Bohemia in Pilsen; the Klatovy-Klenová Gallery; the Karlovy Vary Gallery; the Umělecko-průmyslové muzeum – Museum of Applied Art; the National Historic Institution with a project for revitalisation of the Kladruby monastery for live art; new uses of the national cultural monument – the monastery in Plasy). Working teams connecting cultural organisers and producers were already established at the preparatory stage of the project. We are ready to establish similar communication teams as a discussion platform not only for innovations, but also for evaluation of cultural and social projects. Moreover, this idea is further supported by a simple instrument, the **Open Database Project**, which allows for the networking and exchange of experience. This project is something of a forerunner and yet another tool for the independent functioning of an open grant system. It is detailed in Question II/3 of this application as a tool for acquiring new cultural projects, new promoters and artists. Specific contacts are listed in Question I/13.

The international residential programmes for artists and creative groups will be used as an innovative pilot project in Pilsen, and will create a map of real cooperation and will generate tangible benefits. A **new infrastructure** will become visible: ateliers, test-rooms, studios, accommodation and workshop capacity; building of the new Gallery of West Bohemia, 4×4, the Světovar Cultural Factory and the Moving Station. Multi-functional spaces for contemporary art, a new theatre building with a high-quality studio for experimental production, and with a background for the Philharmonic and its concert activities, enabling the development of **international and interdisciplinary activities**. An integral part of the Pilsen 2015 project is close cooperation with the university environment. Student productions, those produced with visiting professors and teachers with a major European reputation will all be integrated into the structure of the programme. In addition to the existing activities such as the student Cigistock festival, we are building on the whole programme called Generation 2015, of course taking into consideration the intercultural composition and interdisciplinary focus. An important part of the local cultural project networking will be the cooperation with the twin cities of Pilsen (Regensburg, Liege, Winterthur, Limoges, Zilina) and with the cities which have applied or will apply for the title of ECOC 2015.

The Pilsen 2015 programme is focused on diverse interpretation of themes through international symposia, conferences and art projects. Examples are the upcoming world conference of writers and publishers of detective novels (Detective Story in Pilsen – from Simenon to Maigret), the international scriptwriting workshop and thematic exhibitions. This dimension is also strengthened by festivals whose tradition serves as a support of the project (International Festival Theatre, Drawing biennial in Pilsen, International Folklore Festival, Finále film

festival). The **Bank of Ideas** will be a significant contribution to the topic of diversity, to where for example, some projects from the 1st round of the Pilsen candidature will be integrated, such as the **Mirror of Europe**, a project planned with the support of the International Visegrad Fund. This is a Czech-Hungarian-Slovak-Polish project focused on support of open and creative opportunities for artists in Belarus, Ukraine and Moldova. Its aim is to encourage the development of European issues in post-Soviet countries, and to create opportunities for co-producing artists.

Another example might be the support of the original presentation of the Pilsen cultural expedition, **Creative Train**, making its way across Europe, it will introduce the project to various European cities. Many activities, concerts, exhibitions and points of information will be organised within this presentation, in close cooperation with the Administration of Czech Centres of the Ministry of Foreign Affairs of the Czech Republic.

In the Pilsen 2015 programme, European cultural diversity will come to life in a direct interaction with the inhabitants of the city and the region due to the presence of leading European artists and ensembles from all areas of live art. A substantial part of the programme will be to approach European designers for long-term cooperation on specific issues with local artists and organisers. This peripheral view will enable viewing themes (topics) from another perspective while finding rarely used procedures and tools. For example, the programme will get involved in projects such as **Tracks of Europe**, artistically animating those locations in the Pilsen district previously influenced by foreign personalities from different disciplines and genres. The year-round project will be crowned by a gala closing of the same name. A large space will also be provided for European artists in the gala opening with the working title of **Gateway to Europe**. Similarly we would like to open the space for children, youths and seniors to meet with major contemporary filmmakers within specific projects. These would be joint projects led by major personalities from many artistic disciplines, which would be based on a direct interaction with selected people in specific places of the city (community arts projects). An example could be the **PLATFORM 11+** project with involvement of twelve European theatres and with the Alfa Theatre in Pilsen. In addition to theatres, pupils and students are also actively involved in the project.

HOW DOES THE CITY INTEND TO ENSURE THAT THE PROGRAMME IS SUSTAINABLE AND AN INTEGRAL PART OF THE LONG-TERM CULTURAL AND SOCIAL DEVELOPMENT OF THE CITY?

The Pilsen candidature project is part of the development of the culture of the City of Pilsen in the years 2009–2019, this is the first approved cultural policy in the Czech Republic, started on the basis of a broad participatory process, which the active involvement of civil society in Pilsen. The City of Pilsen has thus become literally a regional pioneer of participatory democracy, which is a part of a Green Paper, a new European strategy for “Unlocking the potential of cultural and creative industries”.

Thanks to the Pilsen 2015 programme, a permanent background for the cooperation of local artists and citizens with European cultural space will be established, i.e. a system of grants, residencies, festivals, and joint projects with an impact on broader European consciousness. Establishment of new networks and contacts together with the opening of new premises will enable hosting, co-producing and participating in international projects. Preparation and implementation of the Pilsen 2015 programme will open the way to a regular cooperation with foreign personalities in the roles of artistic directors, leaders, mentors, curators and promoters. Pilsen players will learn to function creatively and professionally in international co-operation, freeing the way to international selection procedures for creative and artistic management positions in the Pilsen cultural scene. Through the Pilsen 2015 project, we will establish a selection of new methods in managing cultural projects and cultural movements (especially of an interdisciplinary nature, beyond the traditional types and functions of art).

10 How does the city plan to get involved in or create synergies with the cultural activities supported by the European Institutions?

The Pilsen 2015 project is headed by experts with a rich experience of cooperation with European institutions and should Pilsen win the title, it is ready to contact immediately any potential partners and to involve and respond actively to the **challenges of the European Commission**.

The cooperation within the **Culture** programme has a high priority – already this year there are several projects in Pilsen involved in the networks supported from the Culture programme, for example Platform11+, Parkin-progress, Aerowaves, Nová síť – New Network – DNA. Also other areas are opening up possibilities for a wider participation of all groups of active citizens and are equally important.

In the actual field of culture, Pilsen 2015 is interested in joining the discussion on the **European vision of culture**, in getting involved in public debates about releasing the potential of cultural and creative industries and, if the constellation is favourable, in trying to create a “model case” in a small and well arranged environment for the application of these principles, finally (and probably for the first time) also in the territory of the former Eastern Bloc.

Culture is closely linked to **education** as well as to the **support of youth**. Pilsen in 2015 hopes for the increased involvement of all types of schools and organisations for children and youth in the Leonardo, Erasmus and Grundtvig programmes. Many are already involved in the Youth for Europe programme. The aim is to support a higher **mobility of students** and young people with an emphasis on arts and culture. Apart from the youngest generation we are going to significantly extend the Lifelong Learning programmes for all generations to ensure maximum readiness of partners to implement ambitious plans for 2015.

Significant effects are brought by the cultural vision of the city in the areas of **employment and in the social environment**. Pilsen directly initiates concrete projects dealing with gender topics, but is also promoting European social dialogue through which it is becoming involved in the “Progress Programme”.

The exchange of experiences and discussions about both good and bad practice in the sphere of **cultural and social policies** are of crucial importance for the city, including the monitoring of development in the area of establishing new jobs in the sector of culture and creative industries. This is a “Mutual Learning Programme”, which we intend to use as accordingly.

Pilsen 2015 has a deep interest in the cooperation within the “Return Fund” – “Integration Fund of the Director General for Justice, Liberty and Security”, focusing on the experience of public administration with **migrants**. Initiatives of the Council of Europe follow the same theme and in relation to ECOC we are interested in a more active participation in these networks.

To succeed in the ECOC project, good **communication** on a European and worldwide basis is absolutely indispensable. In this matter we rely on a direct connection to Europe Direct, not only using traditional forms of communication, but also by organising workshops and seminars for journalists and for various experts, and by official visits. In our strategy we will follow the thematic focus announced by the EU Council each year.

A parallel topic of our communication is **woman**, in the introduction to our application we present her very artistically and symbolically. However in practice we intend to improve the status of women in society and the respect for them, and not only on the European continent. Among others, we actively participate in preparations for the conference called “Woman –a creative personality of the 21st century”, which is scheduled for 2011 in Africa (Kenya) and for 2013 in South America. It is possible that 2015 will be focused directly on Pilsen. Culture as a vector for development of the third world is a theme which is for us closely associated with this problem.

Regarding the fact that most of the programmes of European institutions for 2015 are currently in the process of preparation and public comment, we still have an opportunity, should we win the ECOC title, to actively participate in the final stages and to seek optimum methods to fulfil our visions.

Apart from Brussels and Strasbourg, we also have a close and long-term cooperation with **foreign institutions** established in the Czech Republic and who are directly interested in the development of cultural cooperation (Goethe Institute, British Council, Pro Helvetia, Centre Wallonie, French Institute and others), but also with **EU representation** at the European House or through non-governmental organisations, such as “Yes to Europe”.

11 Participation as a fundamental principle or filling an empty space?

Public affairs

The term “Public affairs” is a politicum – in the sense that any activity in the public sphere in a democratic system is a political act. This is because in one way or another it affects all members of the democratic “polis” ... One of the fundamental forms of participation in “public affairs” in a modern society is a rational discourse of “public affairs” in the realm called public.

Jiří Pehe: Participation of citizens in public affairs

Participation

The word “participation” describes in its main sense of the word engagement, presence or taking part. In sociology it is perceived as a bond between people based on an emotional affinity, important for unification within a single community. Political participation represents an active engagement of individuals and groups in the process of governing.

EMPTY SPACE

As it happened, in the system of questions put to the candidate cities for the ECOC 2015 title, Question 11 somehow disappeared. The Pilsen project team decided to fill in this empty space in place of the conclusions of discussions with local and regional players concerning a burning issue – **the participation process. The term participation has become a red line connecting all the team’s activities in Pilsen’s ECOC 2015 candidature.** We believe that we have succeeded in creating around this team a circle of players from the cultural sphere, but also from the social and ecology spheres, who live and breathe the candidature and who started to communicate not only with the candidature organisers, but also with each other.

The project team therefore decided to carry out as part of their work on the application to the European Capital of Culture 2015 contest a “Pilsen stock-take”, i.e. to summarise in what way citizens participate in the decision-making process of the city and co-create its shape. The need to take stock did not come about by coincidence – in Pilsen the participation process has a long tradition and has been (within the Czech Republic’s context) a relatively successful one.

The goal of the stock-taking was among other things to answer the question of what qualifies the city to run for the title and what could the actual ECOC 2015 project, should Pilsen succeed, help the city to change.

Among the city’s strengths which have been identified by two workgroups comprising of representatives of the non-profit as well as public sector, who took part in two round table talks whose task was to create input materials for the application, are in particular:

- Participation process of creating key city strategic documents
- Involvement of the public in public affairs in the area of urban planning
- Activities of the Centre for Community Work non-profit organisation
- Community planning of social work
- Developed non-profit sector in the city
- Participation process as part of the City of Pilsen’s ECOC 2015 candidature

PARTICIPATION PROCESS OF CREATING KEY CITY STRATEGIC DOCUMENTS

For drafting the ECOC 2015 application, the key factor is that the fundamental strategic development documents of the city, which form a framework of the candidature’s objectives, are created in a participation manner and thus are the expression of the attitudes, opinions and wishes of Pilsen’s inhabitants. What’s more, both main documents, the City Development Programme and the Cultural Development Programme, go beyond 2015, thus guaranteeing for the candidature project a long-term stable framework.

Development Programme of the City of Pilsen for 2003-2018 – the Principle of partnership as the main principle

The Development Programme of the City of Pilsen was created by engaging representatives of the city and its authorities and representatives of important institutions, businessmen, representatives of non-profit organisations and the public.

From the legal point of view the Programme is a coordination programme, an indicative document which does not have a character of a generally binding regulation. The goals set by the Programme and the proposed procedures of their implementation are binding for the Programme acquirer only, which is the City of Pilsen. For other individuals and organisations in the city it is binding only to the extent to which they express their voluntary consent with it. The Programme does not contain any instrument of legal enforceability, although it does constitute a special “treaty” which the City of Pilsen has signed with all society players who influence or may in the future influence its development. Hence the Programme is primarily a product of a dialogue within the city community, and how effective the document is going to be will depend on the breadth of this dialogue. The principle of partnership has thus become the main principle for creating and subsequently implementing the Programme. Based on the partnership principle, specific **programme creation structures were created.** These comprised mainly of a managing committee followed by workgroups for the design part. Apart from political representatives of the city, experts from the Pilsen universities and other institutions, both from business circles and from the non-profit sector were also engaged as well.

The **degree of public’s participation** in formulating the Programme was differentiated in different stages of the works. While situation analysis seemed to be mainly technical work in which the decisive role must be played by the city management (and feedback was obtained from opinion surveys among the public), already in the stage of the analysis assessment formulating main problems of the city, a reflection of opinions of the public at large (including its political representation) was unavoidable. Overwhelmingly the principle of partnership became dominant in drafting the design parts of the Programme, in which it was about achieving as broad a consensus as possible in respect to the city’s Visions, Goals, Measures and Priorities.

Development visions formulated in this document are long-term, relatively unchanging development plans which reflect important interests of the majority of the city’s inhabitants for about 15 years. **Development goals** concretise the vision’s content for a particular area of the city’s life for about 8 years and become an instrument for monitoring the Programme implementation. **Measures** constitute a “box” of tools and procedures through which the set goals can be achieved. Their selection reflects the current preferences of the city’s population (outcomes of communal elections). **Development priorities** define relatively concrete investment and non-investment plans for the next 3 to 4 years, fulfil the development visions and goals and have a clearly defined content, purpose, sponsor, collaborating players, costs and implementation of a time schedule.

The process of engaging the public during the course of the document’s creation has the following milestones:

In 2002 public tenders for selecting a logo of the Development Programme of the City of Pilsen were called, in which the city’s inhabitants participated.

The first item of the **analytical part** was a public opinion poll based on a random selection from the Pilsen City Council’s voter register (persons above 18) in the ratio 1:70, i.e. one polled person per 70 Pilsen inhabitants. In total around 2,000 people were selected who received an envelope addressed to them with a questionnaire inside. An additional 500 un-addressed sealed envelopes were placed in the City Hall’s Information Centre and in local offices of the different municipalities of the City of Pilsen. This survey was conducted on the basis of an assumption confirmed by the people’s reactions, which after the survey were published and its aims explained in the media, indicating that the number of citizens who wish to have a say in their city’s future is growing.

During the preparation phase of the document's analytical part workshops were held with the participation of the public and non-profit organisations to finalise the scope and content of the 11 topics of the situation analysis. This stage was followed by a workshop with the city's VIP's, which investigated the relationship Pilseners have with their city. Towards the end a conference was held to prepare input for discussing the analytical part, with 134 people in six specialist groups attending.

The analytical part was in 2003 followed by the **creation of a design part of the document** during which the following participation events took place:

February	– Conference on the definition of the City of Pilsen development - around 200 participants – A survey in a regional daily on the definition of the City of Pilsen development – Workshop with the city's VIPs held at the Pilsen Centre for Community Work
March	Expert Study Visions of the City of Pilsen as seen by selected groups of city inhabitants, organised by the Western Bohemia University in Pilsen
April-May	Workshops - discussions of proposed goals and measures for solving major problems
June	Workshops - discussions of the proposed activities
November	– Survey in Radniční listy (City Hall Reporter) on extending the list of activities – 42 contributions (replies by e-mail, returned filled-in forms) – Conference to define priorities

The process of creating the City Development Programme with active participation of the public was reflected in its successful political acceptance. The Programme has been systematically monitored and updated. In 2006 one of its key projects became the city's ECOC 2015 candidature.

Cultural development programme for 2009-2019

Correspondence with strategic development materials

The Programme is in harmony with the city's principal strategic documents which it takes into account and continuously updates, especially the **City Development Programme (CDP)** and the **Integrated City Development Plan (ICDP)**. The ICDP actually carries the name "Pilsen - European Capital of Culture 2015", and serves an instrument for drawing funds from the Regional Operating Programme for the Development of Cultural and Free Time Infrastructure. The Programme applies also to the city's second integrated plan - "Pilsen the University City". These documents (CDP and ICDP) assume an intrumentalisation of culture and arts which represent an important platform for further development of the city. The task of the Cultural Development Programme is to recommend how to develop culture and arts so that they create the above mentioned desirable effects.

The Cultural Development Programme in particular makes concrete how to ensure that the vision which the city has formulated in its "Integrated City Development Plan - Pilsen the City of Culture 2015", is achieved, namely that: Pilsen will become thanks to the investments it has made and the successfully managed candidature for the European Capital of Culture 2015 title, one of the most sought after destinations for visitors of the Czech Republic after Prague, an important centre of cultural and social life at a national level, mainly thanks to the newly opened cultural and educational institutions, and serves as a model example of successful implementation of development programmes in the creative industries segment.

Engaging public in the process of creating the document

The Programme was created in a participatory way. As such it represents the consensus of a broadly represented community of citizens - voters. Engaged in the process right from the beginning was the public currently active in the field of culture and arts in the non-profit and well as commercial sector in the city (artists, managers, entrepreneurs, teachers across the entire breadth of the educational system, representatives of public and private media, representatives of the spiritual area, politicians). The way the document was created is thus a model example of a good practice in the running of public affairs.

The preparation team used both standard participation methods for collecting "hard data" and some innovative methods aimed at making the process more attractive and to help create an open and informal atmosphere. The standard participation methods such as meetings and workshops on key topics were complemented by the innovative elements and procedures. Among the latter was the creation of a visual identity for the Programme in the form of a "cultural cookbook", informal one-on-one meetings which took place in cafés, restaurants and galleries in the city. The public was given the opportunity to book a private talk with personalities from the cultural, artistic and spiritual circles in the city, as well as with representatives of the top political circles. In addition a collection document was created in which the entire process has been recorded and whose creation on a continuous basis positively stimulated members of the workgroups to intensive and accurate formulation of their own views and opinions.

Requirement for the ECOC 2015 candidature

The City of Pilsen when creating this document continued in the relatively long tradition of engaging the public in the creation of strategic documents, which unequivocally elevates Pilsen to the community of modern democratic European cities of the 21st century. At the same time it to a large degree fulfils the fundamental principles common in the EU and meets the requirements on ECOC candidate cities, namely by "inspiring certain artists and subjects involved and active on the cultural and society scene, as well as all inhabitants of the city and its surrounding regions who participate in the Programme". By this it meets one of the three fundamental criteria of the ECOC concept "City and citizens", which require that the plan related to the candidature "inspire citizens living in the city and the surrounding areas to participate and boost their interest as well as the interest of citizens from other countries". The main goal here is "to create an attractive and participating European Capital City of Culture".

Engaging the public in public affairs in the area of urban planning

The Urban Planning and Development Institute of the City of Pilsen when communicating with the public makes use especially of the forms of addressing people with a feedback: public discussions and presentations, surveys and exhibitions. Besides basic communication tools (press releases, invitations, posters and if necessary advertising) the Urban Planning and Development Institute of the City of Pilsen informs about important events including discussions in the City Hall Reporter (articles or supplements), on their website and in Current Affairs on the city's website. For instance in December 2000 a supplement to the City Hall Reporter was a Land Zoning Plan of the City of Pilsen. In October 2003 the City Hall Reporter ran a four-page survey aimed at updating projects of the City of Pilsen Development Programme.

Public discussions

Apart from discussing the Development Programme of the City of Pilsen mentioned in the previous part of this chapter, discussed in the period 2002-2019 with the public were the following important projects and investment plans:

- Study of the Vinice and Na Chmelnících parks;
- Development of the Bolevecké Ponds recreational resort;
- Regeneration of the Bolevec, Lochotín and Košutka suburbs;
- Revitalisation of the embankments of Pilsen rivers.

Survey - Does Pilsen deserve the title of European Capital of Culture? Why?
(Taken from responses from the University for Distance Learning)

I don't know. It's an event of only a few "enthusiasts". The public is only just getting used to the idea and they don't really care about it.

Private properties won't be bought up, and no one will specify how they should be used.

Yes. The "Na ulici" music and theatre festival, Festival Divadlo (International Festival Theatre), interesting exhibitions.

Perhaps yes. We are still behind České Budějovice. And hopefully the old spa on the river bank could be renovated too.

Yes. Inhabitants support culture - concerts, theatre, exhibitions, the new theatre project, modern architecture.

It definitely deserves it. I have been regularly following the cultural events in Pilsen, and it seems much has changed in cultural activities over these 20 years.



Opinion polls

During the period 1991–2007 seventeen opinion polls were conducted to test the population’s opinions concerning the solution of the city’s traffic situation, the needs for retail outlets and services in the city, revamping of suburbs, and also the cultural life in Pilsen and implementation of the winning design for fountains in the city’s square.

Public opinion surveys

During the period 1995–2009 six public opinion surveys were conducted by the Institute, the subject of which were, besides the citizens’ satisfaction with their lives in the Pilsen suburbs, the issues of culture in the city and the problems of the city centre

Exhibitions for the public at large showing what is happening in Pilsen

During the period 2002–2009 in total 14 exhibitions were held on the outcomes of architecture competitions and ideas of making changes in the city.

ACTIVITIES OF THE CENTRE FOR COMMUNITY WORK NON-PROFIT ORGANISATION

Organisation’s activities in Pilsen

The Centre for Community Work (CfCW) was registered as a citizens’ association in 1996. Its goal was to boost the public’s participation in the development of communities. In the Czech Republic the association has branches in a few cities only. The CfWC’s activities comprise mainly of implementing model projects aimed at engaging the public in the development of cities and towns and in the planning and decision-making at a local and regional level.

These projects fall into two main programmes:

- Engaging the public in the planning and development of cities and towns
- Supporting local and regional cooperation among non-profit organisations

In 2000 the organisation added to its offering services for the public administration. At present the organisation focuses on the participation of the public and citizen associations in the development of towns, cities and districts, regional policy of the EU and regional development in the Czech Republic, sustainable development, education, support and strengthening of non-profit organisations and an eco programme. In the cities in which the association is present, its projects have made a considerable contribution to the development of participation democracy at the regional and municipal level.

In Pilsen the share of the association’s activities connecting public administration with citizens is exceptionally significant in many areas relevant to the application for the ECOC 2015 candidature. The Centre for Community Work Western Bohemia cooperates with the Urban Planning and Development Institute of the City of Pilsen, with the Administration of Public Assets of the City of Pilsen and with the Pilsen City Council.

Among the major projects in engaging the public in the preparation of strategic, development and community concepts, planning and designing public spaces and the preparation of regeneration of the panel apartment building suburbs. The organisation also worked with the Pilsen City Council on a project of community planning of social services.

In the process of Pilsen’s ECOC 2015 candidature the organisation has been participating in the following areas:

- **Questionnaire polls and surveys** in collaboration with the Pilsen City Hall, aimed at identifying the needs and wishes of the Pilsen inhabitants in the area of culture (2007, 2010);
- **Organising the Future City Game play;**
- **Participating in public meetings.**

Survey - Why Pilsen?

(Taken from responses from students of Pilsen’s basic schools)

The Škoda factory builds parts - almost like works of art.

We brew great beer here.

The St. Bartholomew’s Cathedral - the highest steeple in Central Europe.

There’s a famous water tower here. It was built in the year 1532!

There is the Statue of the Pilsen Madonna from the year 1390.

The St. Peter and Paul Rotunda from the 10th century.

The observatory in Chlum.

Because we have a beautiful city hall built in the year 1554–1559.

The Alfa Theatre for children is here.

Because we have many old monuments, for example Radyně castle, which was built in the year 1358.
Techmania - science through play.

There are gothic stained-glass windows here.

The Pilsen underground - it measures 17 km.

The Pilsen Synagogue built in the year 1894.

The Summer of Theatre Festival.

All beer is good, but Pilsen’s is the best.

Techmania is here so we can play and discover things at the same time.

There’s a big pool here!

What I like most about our city is that it’s always able to charm and surprise me.



Survey - How would you improve the Main Square (Náměstí Republiky)?
(1st Basic School, 3. A: comments on pictures of the main square)

Our square should have colourful houses and there should be a football pitch and pool with a slide there. The church should have a lot of colors. Ducks could be red, blue and green. The grass will be beautifully green.

We wish that the city wasn't so filled with smoke and stink, and that it should be clean. So there would be plants, cars wouldn't be driving, there wouldn't be smoke from the smokestacks, and the city would be clean. There would be ponds and forests. And there would be grass where people didn't litter.

We would like a stage for singing, a statue of St. Bartholomew, a forest, animals like pumas and monkeys and stuff. Garages for trolleybuses, a statue of Emil Škoda.

We would like to have an ocean in Pilsen and a whole bunch of pools, a park playground, a zoo with pets and ponies.

Our dream square would have a huge playground, a giant pool and a colorful church. There should be a really big tent there for cooking sausages and there wouldn't be any cars there. You would be able to swim in the pool for free, there would be colourful houses and there would be happy, pretty grass everywhere. There would definitely be a lot of people and children on our dream square.

We would like to have a circus there, tents, and maybe a fountain, playground, or pond for us to sail little boats on.

Public areas

One of the Centre's main activities is to ensure public participation in the planning and designing of public areas. In collaboration with the Administration of Public Assets of the City of Pilsen the CfCW participated in the creation of two new parks requested by citizens already back in 2001–2003. The preparation and building of two new parks at the request and participation of the public was one of the main achievements for which the City of Pilsen was awarded a prize for the best met criteria for the Enhancement of the Landscape in its first participation in the 2003 Nations in Bloom international competition of towns, in the category of sustainable development.

In recent years the CfCW has been collaborating with the Administration of Public Assets in the following project in the city:

- **Renovation of the Borský Park in Pilsen.** The gradual renovation works of the largest and most popular Pilsen park were commenced in 2004 by an extensive public discussion and a questionnaire poll among the park's visitors, who themselves defined the renovation project's priorities. The Administration of Public Assets prepared based on the survey outcomes a vision for the renovation project which became a cornerstone for specifications of subprojects leading to a gradual and sensitive renovation of the park. Both the layman and expert public was right from the beginning engaged in the planning process (specialist workshop, poll, photography competition with the results exhibited in the park, public discussions).
- **Renovation of the Lochotinský Park in Pilsen.** Originally a spa park dating back to the first half of the 19th century. The renovation project was discussed with ecological organisations as well as with the public at large.
- **Reconstruction of Mikuláš Square in Pilsen.** A planned renovation of the park square from 1902. The square, with two high schools situated there, should once more become a representative area, a respectful framework for protected historical monument architecture. The outcome of the project, also being prepared based on public discussions, will also serve as a facility for hosting cultural and social events and for project days held by schools.
- **Renovation of the Hrádecká intrablock.** For the renovation of this intrablock in the midst of panel apartment blocks were presented to the public two possible solution alternatives, of which the citizens selected the one which suits them best.

COMMUNITY PLANNING OF SOCIAL SERVICES

Over the past twenty years civil life in Pilsen has recorded a big boom which has brought a number of tangible results. One of them is the social area in which a successful collaboration between the public administration and non-profit organisations has taken place. Unlike some other regional centres, Pilsen has a Plan of Social Services created with the participation of non-profit organisations rendering social services plus other players. The plan is being systematically monitored and updated. A publicly accessible register of social services exists, listed in which are also non-profit organisations.

Some topics (e.g. seniors who are a numerically strong group in this city with an unfavourable demographic curve) were also part of election manifestos. Non-profit projects enjoy the city's support. The city is involved in the prevention in the area of preparation for active old age, not merely by taking care of its senior citizens. It also supports the concept of volunteers (e.g. the Totem non-profit organisation has in its books 130 volunteer companions, mainly from among students, whom it makes available to 33 organisations).

DEVELOPED NON-PROFIT SECTOR IN THE CITY

In 2010 800 non-governmental organisations (NGO's), societies and associations of all kinds – from associations for the disabled through cultural societies and theatres to for instance hobby gardeners or sports clubs, are active in Pilsen. In 1995 the Centre of Non-profit Organisations Pilsen was established, which is still functional. The

organisation focuses its activities mainly on informing and on communications within the non-profit sector and on collaboration and communication with the public administration in the city. This communication is not at the level which is standard in countries with a developed civil society. One of the main handicaps is the continuing provisional nature of the environment in which non-profit organisations conduct their activities. Their sustainability depends on an annual contribution for their activities which, however, is not as yet guaranteed. Under such circumstances it is difficult to professionalise the non-profit sector in the city and start to create an environment in which non-profit organisations would be able to function continuously as a stable part guaranteeing quality of the services they provide and their development. On the other hand the non-profit sector itself is fragmented. Individual areas of non-profit activities are not interlinked into joint projects and a rivalry exists among the organisations, partially caused by the fact that they compete for the same and very limited funds.

PARTICIPATION PROCESS AS PART OF THE CITY OF PILSEN'S ECOC 2015 CANDIDATURE

Participation during the candidature is merely a logical continuation of the long-standing endeavours to engage the local and regional players and the public in the processes in the city. Participation may have a wide variety of forms of engaging citizens and various subjects in activities connected with the candidature. These forms differ from each other by the intensity of involvement and engagement of the players in the game. With some simplification we may distinguish between:

- informing the public or sections thereof about the candidature and its purpose;
- candidature campaigns for the public;
- engaging the public and players from different spheres of the city's life.

Informing the public

Various channels have been used to inform the public. Most visible were outdoor campaigns making use of the City Lights display boxes, billboards, banners, hypercube stands, audio information tables and a navigation system. Radio stations Český rozhlas Plzeň, Radio Kiss, Proton On plus a number of MMS radio network stations – FM Plus, Radio Blaník, Rock Radio and Radio Samson, informed about the candidature on a regular basis. The press ran a series of articles giving information, especially Plzeňský deník and the dailies Mladá Fronta Dnes and Právo. The cultural monthly Žurnál reserved in every issue two pages for reports on the candidature, a generous space was given to the candidature in Pilsen's Comeback which is published twice a year, targeting locations popular with tourists. The project team has been publishing its own magazine since March 2009. During the first round of the candidature the magazine's name was Do toho! (Go for it!), in the second round in 2010 it was renamed Otevři si Plzeň (Open a Pilsen).

An important medium for informing the public is the website of the Pilsen 2015 project which brings the latest news about what is happening around the candidature and events of the subjects supporting the candidature, and invite an internet discussion on the candidature topic as well as on other topics. Since 2009 regularly once a week an electronic weekly Plzeň 2015 is sent out, informing about any red hot news in the candidature and the cultural life in Pilsen.

Informing about the candidature, its related issues, vision and programmes, have been also campaigns of various subjects who pledged to support the project, and thus enabled the candidature to be presented in different forms. Of these we can name for instance the following: Na ulici v srpnu 2009 (In the streets in August 2009) festival, announcement of the outcomes of the poll Cultural Event of 2009 (February 2010), the finals of the Žebřík 2010 (Ladder 2010) competition and the Jeden svět Plzeň (Pilsen One World) festival (March 2010), playoffs of the Ice Hockey Extra League, cultural festival Dny Frankofonie (The Francophone Days) (March – June 2010), Duben měsíc kosmonautiky (April the Month of Cosmonautics) held in the Techmania Science Centre interactive museum, Festival Finále Plzeň (Pilsen Finals Festival), Běh pro Paraple (Run for Paraple – a charity organisation), Apríliáda

That's how we could improve Pilsen. So children could play there and have fun.
Survey - How would you improve the Main Square (Náměstí Republiky)?

Signs which say "No Cars". Because people want peace and quiet. But there would also be one sign which shows where the shop is and it would be called "the Shop by the Church". We would also like a park around the St. Bartholomew's Cathedral, because parks are very nice and decorative. Then we would make a kind of "speaker", because it's sad without music. And the nicest thing for kids is the pool where they can swim. And one sign is the best of all: "Do Not Litter".

I'd like to have a fair and pool on the square. And an exhibition of tanks and a garden. And radar.

A rollercoaster around the church, a zigzag path with a flower bed, trees and a pond and cars and a jungle gym.

(April Tease Festival) Majáles 2010 (May Festival) and Den tance (The Day of Dance) (April 2010), announcement of the Pilsen District's Building of the Year, Blacksmith Symposium 2010, Metalfest Plzeň, festivals Mezi ploty (Between Fences) and Bambiriáda 2010 (May 2010), Tesco Run for Life (June 2010) and many others.

Candidature campaigns for the public

From our own promotions and events addressed at the public at large we must name:

- **Happening** 2 people on 1 chair at 5 o'clock (2on1@5) performed at náměstí Republiky on 24. 2. 2009.
- **Shows in the U Zvonu locality** with weekly performances from July to November 2009
- **Open Air Exhibition** "Pilsen in the Context of European Cities of Culture" held in Smetanovy sady 4. 9.–17. 11. 2009.
- **Shows in the U Mráčku locality** in 2010 superseded the U Zvonu activities of the previous year; before finalising the application a public competition was announced for a production of events with the following topics: Month of student culture (June), Month of culture of minorities and for minorities (July), Month of Intergeneration dialogue (August) and Month of interdisciplinary communication and collaboration (September)
- **Fresh Air for Pilsen** – open talk shows and problem clubs held in the Inkognito Café, House of Music and other places in Pilsen from September 2009 to June 2010, which gave the public an opportunity to express their views on various topics in the area of culture, education, social welfare, architecture, ecology and others.
- **Don't keep it to yourself** – an event which from June to August 2010 replaced the talk shows and clubs. It is an event in which two speakers kick off a debate according to predefined rules on the topic "Pilsen and life in Pilsen".
- **Europe day 9. 5. 2010** – a non-traditionally perceived open air concert of the Pilsen Philharmonic Orchestra with guests (EWave and DJ Horyna) complemented by a discussion forum "To Beer or Not to Beer".
- **Melina Mercouri Day 12. 6. 2010** with actions Kandidát túra, Hyde Park, show in a circus tent and Street Party.

During all the above events it was possible to have a discussion with members of the project team, express one's views in respect of a particular cultural programme or the city's ECOC 2015 candidature in general.

Engaging the public and players from different walks of the city's life

Active participation of the public and players from the cultural, social and ecological spheres in the candidature events and events have many levels which differ from each other by the form but also the intensity of the engagement.

An important form of engagement was **competitions** connected with the candidature. In collaboration with the project team and the Department of Environment of the Pilsen City Council was in 2010 held a **Fine Arts Competition for primary Schools as part of the Day of the Earth** celebrations, in which for the first time participated also schools from Pilsen's sister cities Regensburg (D), Winterthur (CH) and Birmingham (USA). This competition was then followed by a competition for students of disciplines with fine arts orientation for a graphic design of municipal transport system stops which also included an ecological element. One of the reasons for holding the competition was to protect wild birds from hitting the transparent surfaces of the stops which were filled with collages. During the Student May Festival celebrations a photography competition was launched on the topic Pilsen and ECOC 2015, organised in collaborations with the www.rajce.net portal, the internet news portal iDNES and the daily Mladá Fronta Dnes.

Other competitions were prepared in collaboration with the project team and the cinematographer Roman Forst. These were competitions on the **topics film and film music** for a story filmed about Pilsen.

Important events enabling active participation by the public and players alike were the performances of the play **Future City Game**, organised in cooperation with the British Council in June 2008, January, March and May 2009

and March 2010. A similar event was the performance of the innovative social play **Urban Ideas Bakery**, also organised together with the British Council. Pilsen hosted this event as the third European city on June 13th–15th 2010. The target of the Urban Ideas Bakery was the unsatisfactory state of Pilsen public areas.

An important international event was the **"To Beer or Not to Beer"** discussion forum which took place on May 9th and 10th 2010 with the topic of revitalisation of breweries for cultural purposes.

Open meetings with the project team enabled an open discussion about the issues of the city's candidature. The first series of workshops took place in September 2009. In 2010 open meetings were held on February 22nd (Bar 2015), March 31st (presentation of projects of cultural organisers), May 9th and June 12th.

The most intensive form of engagement was the co-participation of the player in creating programme plans for the 2015 candidature; for more information see Questions I/16 and II/2 of this application.

CANDIDATURE AS AN OPPORTUNITY TO FURTHER DEVELOP CIVIL SOCIETY

Round table talks held as part of the candidature revealed the following facts:

Participation of citizens in public affairs

From the opinions of the representatives of the public administration and NGO's it transpired that both parties are aware that they are learning how to communicate with each other, how to discuss matters of public interest and how to get people engaged in the decision-making processes. The public administration has a vested interest in people knowing what is happening in the city and to receive feedback from them. Citizens want to get quality information and want to become engaged in the discussions of affairs which affect them directly. The public administration informs the citizens at the beginning of the process, about the possible degree or the full scope of opportunities for them to become engaged in the process and, in some cases, acts in line with their wishes (building new parks in neglected localities). For strategic development plans the public administration informs the citizens annually about the plans' performance. The city uses extensively for informing the citizens with its web portal. The Urban Planning and Development Institute of the City of Pilsen has a vested interest in informing the public at large what is currently happening and in enabling them to express their views. In connection with engaging people to participate in public affairs, the Institute wants in the future to create permanent exposition spaces where these development plans of the city can be presented, and thus allow the citizens to discuss them on an ongoing basis.

Activities of civil society in the city

From the opinions of the representatives of NGO's has transpired the need for gradual professionalisation of non-profit organisations so that they can in Pilsen and the Pilsen District provide a guaranteed public service within their sphere of activities. In Pilsen's ECOC 2015 candidature non-profit organisations see an opportunity to better synchronise the organisation's activities and, in particular, to coordinate their own events. They feel the need for a common calendar of activities. Another topic is working to make the city's political representation perceive culture in connection with the city's EcoC candidature as a priority topic. Non-profit organisations perceive the candidature and the related activities in the years to come as an opportunity to further develop the public awareness about their activities, to create a database of active organisations and materials for an information portal and to work on a register of all services provided by them. Among the conditions for their activities which non-profit organisations would like to have guaranteed by local governments and public administration is that they appreciate their contribution to making life in the city better and that they support them for instance through favourable rents for leased premises, multiple-year grants for their activities, representation of NGO's on the city's committees and workgroups and by promoting them on the city's information portals.

Inspiration from round tables

With only a mild overstatement it can be claimed that from the works of both groups has come out some sort of an idea as to which path Pilsen should follow in the coming years in a horizontal linking of public administration and the civil society, although this possibility was not by the direct participants of the round table talks fully articulated. The uniqueness of building a democracy in the city over the past twenty years was seen by the participants in the variety and the breadth of the opportunities the public in Pilsen has to engage in public affairs. It can be said that the city understands that without the citizens it can do nothing, and that the candidature could be a vehicle enabling the citizens themselves to change the city, but also, if awarded the title, it could start up a process in which this space starts functioning as a public one – as a **meeting place in the multiple sense of the word**. From this aspect both summary meetings may give rise to a recommendation for the candidature, for example a new sub-title: **Communicating and learning city**.



12 Are some parts of the programme designed for particular target groups (young people, minorities, etc.)? Specify the relevant parts of the programme planned for the event.

The programme focuses on specific target groups as a priority in the programme stream labelled **Transits and Minorities**. However, programmes for other minorities can be traced across all streams.

Among the first, to whom our attention turns, are the **ethnic minorities** who came to Pilsen as a cheap labour force from Eastern Europe, Asia and Africa. Pilsen lies historically at a crossroads of many paths, for centuries the Czech, German and Jewish cultures used to live traditionally side by side here. However, the society was not ready for the current immigration process, and any possible dignified manner for co-existence is still being sought. The research project **In Pilsen at Home** may well contribute to this issue. The results may then be used as a guide for a real mutually beneficial cultural cooperation. In connection with “traditional ethnics” in Pilsen, we cannot ignore the **Roma community**. Ida Kellarova, a well known singer, dedicated her **MIRET** project to this ethnic. The programme schedule also includes projects focused on the **convergence of cultures in East Asia and Central Europe** – **TIBET MYSLI**, **Splněný Zen**, **Xin chào Plzeň** – **Ahoj Plzeň** (Hello, Pilsen) and **Gia cây / Falešný pes** (False Dog).

Another specific group is **youth**, in all age categories, from 11 years up to university students. To address this group is extremely urgent because at this age important links and relationships with the community, city and place where they live are being formed. If we are able (even if not until 2015) to inspire them and to involve them in the active cultural life, it can dramatically influence the phenomenon of “draining” young people from the city. Accessible and attractive cultural options for this group also have an important influence on the prevention of socially antisocial phenomena. For this group, we can find a relatively wide range of projects in this programme, including: **Theatre Platform 11+** of the Alpha Theatre, projects of actively involved high school students: **Movie Night of Masarykovo gymnázium** – **Masaryk Grammar School in Pilsen**, **CIGISTOCK festival of youth culture**, **Youth Information Centre** and others. For university students a major part of the project is the Institute of Art and Design, University of West Bohemia in Pilsen. The **European City for the Young** international project leads to social and civic engagement of the young.

Also art projects for other specific target groups, like **disabled people and mothers with children**, have their place in the programme structure. For example, the cooperation on a long-term project with handicapped people was promised to Pilsen by the renowned British **CanDoCo** group. **Hledání ztracených příběhů** – **Finding Lost Tales** (a collection of oral history) – **Collecting Car and Tradition and the Present** projects, organised jointly by the Department of Historical and Anthropological sciences, Faculty of Philosophy, University of West Bohemia in Pilsen, Department of Czech Language and Literature, Faculty of Education, University of West Bohemia in Pilsen, Department of Informatics, Faculty of Applied Sciences, University of West Bohemia in Pilsen, all rely on the participation of seniors. Also the **Active Life of Seniors** project is prepared for seniors.

The Foundation of Sporting Youth is very interested in being involved in the Pilsen 2015 project with projects directly aimed at **children and young people**, starting from pre-school age (**Top junior sport**, **Olympic games for children and youth**).

Finally we must mention the **Světovar Cultural 4x4 Factory** project. Now we are talking about this project as an investment project in the revitalisation of the complex of a former brewery. Its operational and production model, as well as a programme structure focused on aspects of local, municipal, regional, national and European culture, is only now being developed and formed according to current needs and situation. However, it is already clear that one of the main themes of this new cultural centre, designed for cultural, artistic and community non-government organisations, will be openness. **Only a multiplicity of activities can generate a programme that is like a unique mosaic, for all majority and minority target groups.**

As far as the youth is concerned, the list of activities planned by the city is far from being complete. A considerable space is devoted to youth, as in the projects of Techmania Science Centre, zoos, sports and relaxation zones, especially along rivers, and others. These zones, where also any specific needs of the seniors will be taken into account, will create a space for inter-generational gatherings.

13 What contacts has the city or the body responsible for preparing the event established, or what contacts does it intend to establish, with

- cultural operators in the city?
- cultural operators based outside the city?
- cultural operators based outside the country?

Name some operators with whom cooperation is envisaged and specify the type of exchanges in question.

Representatives of key cultural institutions in the city and region have been greatly involved in the preparation of the Pilsen candidature for the ECOC 2015 title since the first steps.

During the pre-selection phase, i.e. in 2008–2009, these representatives formed the **Culture working group**, and participated in the creation of a programme structure for the Pilsen candidature application as well as the **Cultural Development Programme for the years 2009–2019** strategic document. There were specific representatives of cultural organisations founded by the City of Pilsen and Pilsen Region (J. K. Tyl Theatre, Alfa Theatre, Pilsen Philharmonic Orchestra, Library of the City of Pilsen, Pilsen City Gallery, West Bohemian Gallery, West Bohemian Museum), or representatives of other significant institutions (Techmania Science Centre, Dominik Centrum, Department of Art and Design, University of West Bohemia in Pilsen).

Both the Candidature application for the pre-selection round and the Cultural Development Programme for the years 2009–2019 were influenced by cooperation with **representatives of cultural institutions from the Upper Palatinate** (Regensburg, Schönsee, Amberg, Weiden), Czech branches of **Alliance Francaise**, **British Council**, the **sister cities** (especially Liège and Regensburg) and also with representatives of the **past, present and future or with the candidate European Capitals of Culture** (Mons, Linz, Graz, Essen, Gdansk, Prešov, Košice, Marseille).

The final format of the Cultural Development Programme for the years 2009–2019 was influenced by more than two hundred experts, representatives of cultural organisations and associations from both the city and the region. The list of these was included on the first candidate application.

At the beginning of the second round, i.e. in January 2010, Yvona Kreuzmannová, Artistic Director, made **two fundamental steps** for greater involvement of cultural operators in the preparation of the candidature for the ECOC 2015 title:

- **she extended the Pilsen 2015 creative team by new members**, representatives from Pilsen and from the nationwide cultural and artistic scene;
- **she opened the original Culture working group** for representatives of non-governmental organisations, local action groups, independent artists across genres, and linked them with the creative team within a broader creative team.

These steps led to the enrichment of cultural events organised to support the candidature, where they mainly had a positive impact on the **active involvement of various players** and personalities on the programme plans for the Pilsen – ECOC 2015 Project, presented in Chapter II of this Application.

In addition to the above the City of Pilsen in the second round continued with the implementation of the concept of **Creative Cities**: on 12 March 2010 the City organised the sixth round of the Future City Game, this time with a focus on the revitalisation of the Světovar brewery complex. This game was attended not only by representatives of cultural institutions in Pilsen, but primarily by representatives of revitalised industrial complexes from the whole of the Czech Republic and also from abroad (Stanica, Žilina, Tabačka KulturFabrik, Košice; Mayrau Mine, Kladno; MeetFactory Praha). Our colleagues, Košice Tabačka, especially showed their interest in the Pilsen Project (undoubtedly motivated by the fact that Košice holds the European Capital of Culture 2013 title), expressed their support and interest in linking the activities of Košice 2013 and Pilsen 2015, through mutual cooperation between Tabačka KulturFabrik, Johan association in Pilsen (both organisations are members of Trans Europe Halles). They also showed interest in the 4x4 Cultural Factory in the Světovar brewery, and in providing their experience with the transformation of industrial space into a centre of culture (representatives of Košice Tabačka played an important role in the modification of the Košice barracks to Kasárne / Kulturpark – the flagship of the Košice 2013 Project).

Even during the pre-selection stage the candidature team prepared favourable conditions for the creation of an **open space** for interdisciplinary collaboration and the cooperation between institutions. This platform is represented mainly by the **open database of projects** (available at www.plzen2015.cz), which is explained in Chapter II of this Application. Openness to all candidates, as declared in the candidature slogan was in this way fulfilled in practice and the continuous call for submissions of projects remains on the website even after the conclusion of the Application to the second round.

This tool also includes a **database of volunteers**, and in the future will also include cultural promoters, producers, curators and managers, sponsors and grant opportunities. That principle should help create social and work contacts between art, humanities, technical fields and the business environment.

Major cultural operators from Pilsen, Pilsen Region, the Czech Republic and from abroad, with whom the project will continue to cooperate, are presented in detail in Question II/2 of this Application. Mutual cooperation and involvement in the Pilsen Project 2015, will be carried out particularly through cultural and artistic projects. In addition, the involvement of Pilsen 2015 in international networks will be continuously intensified; for more details see Question I/8.

In addition to cultural organisations, forming the backbone of the Question II/2, the candidature team will undoubtedly cooperate with other partners in Pilsen, in the Pilsen Region and abroad, especially through the mutual support of the **cultural-social and educational activities** aimed at strengthening the civil society, mutual tolerance and cooperation, and **European co-existence**.

This is a wide range of local, national and international players, which are considered to be equally important partners and which belong to the supporters of the Pilsen Project. They include, for example: Český Západ (Czech West), Dubrava Centre Zagreb (Croatia), Člověk v tísni (People in Need), Ocet (regional center of environmental development), Cultura Africa, Slovakia-Czech Club, Alliance Francaise, Bohemia Schönsee Bavaria Centre (Germany), Fair Life, Travellers Club with Masaryk high school, Association of non-profit non-governmental organisations of the Pilsen Region, Jsme částí Země (We are Part of the Earth) project, Humr civic association, Tandem – Coordination Centre of Czech-German Youth Exchange, Centre for Spanish Culture and Education, Bezejmenná čajovna (Nameless Teahouse), Miret, Boheme Bayerisch-Böhmischer Kulturverein in Amberg e.V. Also included are the representation of foreign cultural centres in the Czech Republic, for example, Goethe Institut, British Council, French Institute in Prague, Institut Cervantes, Pro Helvetia, Centre Wallonie and Cultural Attache, and the representation of embassies of other countries in the Czech Republic.

Finally, Pilsen continually cooperates with sister cities, the network of which was described in detail in the Application in the first round.

Details of these exchanges are described in Chapter II/2, and the active involvement of Pilsen 2015 in networks and further international partnerships are mainly described in Chapter I/8.



14 In what way is the proposed project innovative?

Adopting the Pilsen ECOC 2015 project, we set forth along a path, which could be, for a number of reasons, considered innovative and in our latitude **very rare**, though its fundamentals are “as old as humankind itself.”

We return to the roots, to the essence of human beings, and we try to return the status of a person – a citizen – to a place which belongs to them. We are talking about the **responsibility of individuals** for everything going on around them, for everything they are a part of. For the immediate surroundings in which they live, as well as their attitude towards what happens at the highest level of the government and the destiny of Europe as such.

We come back to the basics of a real **civil society** based on naturally involved democracy, which is not very natural in the Czech Republic. In this way we emphatically turn to European principles of democracy. We suggest this from the very initial passages. Is it not obvious that the mere existence of small nations such as the Czechs, following the recent unfortunate experience of two totalitarian regimes, has resulted after twenty years of fragile democracy in chaos within so many human souls. This chaos is accompanied by ethical decrepitude, loss or distortion of value systems, displacement of the **role of culture**, which for centuries formed the European continent, and which has always represented a significant difference from other continents.

We have decided for the **“bottom up” path**, addressing the broadest range of citizens who gradually show their will to change things. The “bottom up” approach opens up new opportunities for society, reveals an incredibly strong potential that has not yet received the required space. It shows that **culture** is the real **engine of society**, after all the cultural and creative industries sit among the few not affected by the economic crisis. Emphasis on the **socio-economic effects** of culture, its benefits for all areas of life, and “raising awareness” of the so called multiplier effects of the support of culture, are among those issues which the candidature team accepted as their task.

Our goal in this broad course of culture and its overlaps, is for maximum synergy, to establish contacts, dialogue and cooperation at all levels:

- citizen – city – region – country – EU – world;
- non-profit sector – services, business, industry – public and government administration;
- culture – social services – ecology – sports – children and youth – human rights – gender – volunteering...

This is a complex and long-term **process** far exceeding the 2015 horizon. Therefore we do not focus only on the cultural programme of that year, though we have reserved space for everybody who is interested in participating. On the principle of the **permanently open call**, we are going to slowly shape the programme on the same basis – “bottom up”.

New procedures are gradually being implemented in the field of investments and urbanism. Instead of assigning architectural studies, for example, to revitalise the Světovar brewery complex, we managed to put in place announcements of an **open urban competition**, so that the large-scale revitalisation of the buildings is perfectly incorporated into the life of the whole Pilsen district. Together with addressing all the candidates for the future use of this complex, the user plans will be reviewed and the sustainability of the operation discussed. A new feature is the opening of an international network – by opening a discussion forum with the tagline: “To Beer or Not to



Beer” on the revitalisation of breweries for cultural purposes – ideally in synergy with the interests of developers. Benefiting from the **use of foreign experience** is a new and important element that helps to optimise the future operation of multi-functional cultural centres on such a scale.

The open architectural competition for the building of the new West Bohemian Gallery has brought good results. A proposal matching the character of the building, which is situated at the very edge of the historic core of the city, with a very innovative solution for the internal space and operational links, was selected from 93 applications from six European countries. Similarly, the new theatre building was selected on the basis of a parallel assignment in cooperation with Czech and Portuguese architects (see Chapter IV). Another challenge is the **creative approach of public spaces**, whether it is a waterfront on the Pilsen rivers, which are gradually being revitalised, or spaces in the city centre, from the fountains on the Republiky square, to the suggested “new face” of the Emil Škoda square, or the design and surroundings of the city “gateways” – the railway and bus station. These are the new challenges for the Pilsner candidature, which are already the subject of **public discussions**.

Transparency, openness and priority for progressive solutions and procedures dominate other areas influenced by the candidature. In the field of PR and marketing, the **competition for graphic design** has already been held in the 2nd round of the candidature. In the event of winning the ECOC 2015 title, another competition will be launched. The winner, a young and very successful graphic designer Věra Marešová, greatly influenced the visual style of the campaigns in the 2nd round, and for the actual application she proposed an original solution. The draft **communications strategy** till 2015, should we win the ECOC 2015 title, includes many **innovative elements**, with the active involvement of artists and the use of so called “guerrilla marketing”.

Pilsen ECOC 2015 is also interested in establishing **a network of PR managers and ECOC marketing managers** so that they can exchange their experiences with other cities, and who are successful in communicating ECOC projects to the public, to strengthen their mutual promotion.

The great advantage of Pilsen in a global context is the interest of Pilsner Urquell in **co-branding**, i.e. direct connection of the famous beer brand with distribution of awareness about the ECOC 2015 title, should this title be awarded to a city which gave its name to this beer.

We also apply this innovative approach to the field of **evaluation and monitoring**, as we state in Chapter VI. It is not only the methodology, but also the close, interactive cooperation of the Pilsen ECOC 2015 team with the University of West Bohemia, so that results from the ongoing research were used directly to influence the content of ECOC 2015, not just as a “post festum” evaluation. This **feedback** is important both in the preparatory phase, with the emphasis on 2014, and during 2015, when the basic indicators (attendance and satisfaction of the audience, numbers of events) will be **publicly accessible** on screens in the city centre.

The area of **new technologies** belongs to the city priorities quite naturally, as indicated by a strong historical tradition and the existence of the more technically oriented University of West Bohemia. The technologies are applied not only in the arts (dance and technology, new features of lighting design, and sound experiments), but also in the sphere of communication. They significantly help to mobilise the public, to improve awareness and for 2015 they will also support the sharing of experiences across the continent as well as transparent monitoring and feedback from visitors of events.

The draft programme for the ECOC 2015 also takes into account the ideas already used in the City Development Programme which defined the vision based on the synergy of knowledge economy, care for the urban environment and development of culture and leisure activities.

For many people this candidature also brings a new insight into the role of culture in society. The **Community work** of artists, working in the areas which we perceive as “problematic” and where we seek ways to break down barriers, brings unexpected results, as in the integration of foreigners who work with handicapped people or work in places like prisons and hospitals. As part of its candidature, Pilsen is interested in communicating with the “border towns” and to use the experience of many of them to find out how to facilitate better **integration of**

foreigners using innovative methods, with the **emphasis on the cultural potential** of the immigrant community, and how to get rid of the label of “Transit City”, and encourage visitors to spend more time in the Pilsen District. The use of **examples of good practice** from abroad will be reflected in all programme streams in 2015. Let us disclose one of them now – Mrs. Pia Areblad managing a very successful project of **Tillt – creative workshop for companies**, promised her cooperation. Artists play a very important role here as mediators for the improvement and cultivation of the working environment, or in seeking solutions to specific problems troubling employees of a particular company. Entrepreneurs in Sweden are excited about the results of such experiments carried out with co-funding by the public administration.

Technologies are the driving force of today’s progressive art world. To capture the dynamic development and to contribute their own invention is no small task for the Pilsen ECOC 2015 project. From the perspective of the regional development, Pilsen district can play a vital role in opening up to the **innovative trends of contemporary art** and links between the work of Czech and European experts. For foreign partners, certain Czech experiments can be very revealing and inspiring, especially in the areas where the Czechs keep pace with Europe, such as music, visual arts and, last but not least, the contemporary dance and multi-disciplinary projects crossing the borders of genres. It is enough to remember the international responses DOT 504, Farma v jeskyni (Farm in the Cave), NANOHACH, 420 people, TOW etc.

We expect great benefits from long-term projects operating on the basis of residencies for top foreign personalities, working in the Pilsen environment, and using Czech talents in their work.

Nearly everything that we strive for in our endeavour for the Pilsen candidature flows in the **spirit of innovation**. We seek a fundamental shift in the perception of the role of the individual in society, opening the way for non-profit organisations, and we try to balance huge discrepancies between traditional institutions and non-governmental organisations, with due respect to the work of both. It is not just about prestige and gradual emancipation of the non-profit sector, but primarily deep inner transformation within society. It can be achieved with the use of the **intellectual potential** of the whole Czech Republic and a number of international personalities.

15.1 If the city in question is awarded the title of capital of culture, what would be the medium- and long-term effects of the event from a social, cultural and urban point of view?

Medium and long-term effects are listed in the following sections according to specific areas – social, cultural, urban.

The Pilsen candidature for the ECOC 2015 title essentially represents the implementation of a series of measures, based on already implemented strategies of the City of Pilsen, mentioned in Chapter I/6.

The actual candidature has become one of the **key development strategies of the city** and a means for long-term sustainability of its economic, social, cultural and environmental development. Effects for which we aspire through the ECOC 2015 candidature can be summarised in the following few words:

Appeal for residents, investors and visitors.

SOCIAL IMPACTS

Ministers of the Member States of the European Union responsible for urban development in May 2007 signed the **Leipzig Charter on sustainable European cities**. European cities are presented in this document as valuable and irreplaceable economic, social and cultural property. Their sustainability should be ensured by a so-called policy of integrated urban development. Sharing the funds and knowledge among different social spheres (economy, public administration, citizens and local authorities) should help to streamline the use of scarce public resources. A written convention reflects the **dynamic of changes** which are brought to European cities by the phenomenon of globalisation. An internationally organised economic system considerably determines the lives of citizens in European cities. In addition to the economic growth it also creates **social inequality**. In many cases this leads to social exclusion, which may take the physical form of neglected public spaces or entire districts.

How in this context can we understand the situation in the City of Pilsen, and how could this situation develop if the city is awarded the European Capital of Culture title?

The **phenomenon of globalisation** and its impacts on social life in the city can be well illustrated by the following examples:

Historically, Pilsen is an industrial city that identifies its existence with its industrial production. With the anticipated decline of the production in Škoda engineering plants, the city authorities decided to fully support the **development of an industrial zone** on Borská pole (Bory fields) – the land owned by the city. With the help of state investment incentives (tax holidays) or the city incentives (lower land prices, and utilities) a vast industrial zone with mostly foreign investors was built here in a very short period. Over time, migrants from nearby and distant states became the main workforce in these plants. During the economic decline it now appears that the city will have to produce and implement a series of social tools designed to help foreign workers who have found themselves in poverty.

Like many other Czech cities Pilsen has become an investment destination for many retail chains. Construction of many new stores on the periphery, and also in the city centre, changed the **structure of the retail network** and contributed to a creeping **suburbanisation** of the central part of the city. Due to fierce competition, merchants in the centre complain about high rents, and also about the plight of petty crime in the part of the centre adjacent to the main square. The city will have to seek effective solutions, both in relation to the safety and to declining retail in the centre.

Both examples illustrate the **dramatic development** that took place in some segments of city life. Municipal authorities in cooperation with major economic entities and state legislation helped change the face of this post-socialist metropolis. During several years of economic growth, the strategy of unilateral focus on the interests of big investors appeared to be successful and smooth. However, in the period of economic decline, the city is forced to take over the responsibility for many **negative impacts** associated with the activities of global economic entities in its territory.

Pilsen's candidature for the European Capital of Culture title is a new and innovative way of including other than purely economic dimensions into the strategic considerations of the development of the city. The candidature provides the city with a new opportunity to become a major **co-creator of social cohesion and sustainable development**.

People representing institutions, civic associations and the non-profit sector, and individuals who are not indifferent to the future of the city, took part in the preparation of the ECOC 2015 application. The preparation for the candidature has created the opportunity to promote their mutual cooperation and understanding. It has created a **potential for social innovation**, which should help the city in the medium- and long-term horizon.

Medium-term impact

- By implementing specific candidature projects (theatre and gallery construction, Světovar brewery complex revitalisation, promotion of tourism in the city and in the whole region), new **employment** will be established fully linked to local economy.
- Promotion of **foreigners** through the ECOC 2015 project can facilitate their integration into city life and thus prevent ethnic tension, which may increase with increasing economic problems.
- Cooperation with the **University** of West Bohemia and with other entities on the social and research projects can contribute to seeking and finding solutions to individual problems in the territory of the City.
- Development of **analyses** about the most serious social problems of the city will be the basis of conceptual material needed to address them.

Long-term impacts

- Interest in public spaces, support for the conceptual ideals and increased awareness may lead to greater **public participation** in decision making about the life of the city in general.
- Linking social issues to other agendas of the city (culture, education, security, economy, politics) will help to **coordinate the procedures** of those who will address individual social problems.
- We will extend the scope of **conceptual development in the territory of the Pilsen Region**, whose inhabitants are firmly connected with the life in the metropolis (support of monument conservation and innovative forms of their exploitation, transport and education infrastructures).
- **Greater openness** in the process of defining and solving social problems will increase the chances of the city to define a sustainable path for its development.

CULTURAL IMPACTS

Being awarded the ECOC 2015 title would be a major impetus for starting the process of changes to the perception of the role of culture in the life of the city and its surroundings, in the emancipation of the cultural and creative industries within the value systems and conventional stereotypes.

A significant **change in the cultural offer** of the city would be attractive for its inhabitants as well as for visitors from near and very remote areas, the emphasis on cultural diversity and therefore the diversification of this offer is one of the ECOC 2015 project priorities.

The process of the city candidature has already uncovered a whole series of **problematic areas** which could be gradually solved should the title be awarded to Pilsen, whether they include the balance of cultural offerings, access to funding and reluctance to open models of multi-source financing for all types of activities, reticence or conservatism to certain institutions or even deep-rooted problems in the communication across the sector.

We can outline the simplified cultural impacts in the event of winning the ECOC 2015 title in the medium- and long-term vision as follows:

Medium-term impacts

- gradual emancipation of the **non-profit sector** and showing its irreplaceable role in the life of the society;
- revision of grant systems and methods of **funding** individual cultural activities at the level of the city or region, establishing new **transparent** funding models;
- establishing a **new cultural infrastructure** generating conditions for development progressive art styles and genres currently not present in Pilsen;
- establishing **new forms of cooperation** within the sector.

Long-term impacts

- setting long term and sustainable development of **civil society** with respect to the importance of new roles both of traditional institutions and the non-profit sector;
- establishing long-lasting **partnerships** between cultural and other sectors, and the development of new forms of multi-source funding from the municipal level to the State and EU;
- long-term **development of all art styles** and genres in the territory of the city and region thanks to a stable background in the newly renovated or developed premises;
- natural links between institutional and independent sector and public administration assisting with an innovative long-term **cultural dialogue** in the territory of the city and region and far beyond its borders.

URBAN IMPACTS

Urbanism of the city is a very complex term, so for the purpose of evaluation of expected impacts of the project we have made some simplifications, the urban impacts were divided into:

- impacts on the **urban structure** of the city, which are typically long-term impacts associated with construction;
- impacts on **economic and territorial development** of the city, which are conceived as an influence on investment and other activities, and can be characterised as medium-term impacts.

To evaluate the impact of the project on **the urban structure of the city**, it is necessary to make an excursion to the current situation. The basic elements of the urban structure of the city are the historic core with a chessboard layout which has remained unchanged since the end of the thirteenth century, and the circular city parks of the historical centre which cross of the main urban avenues (Americká – Tylova and Klatovská – Sady Pětatřicátníků)

arising from the period after the destruction of the city walls at the turn of 18th and 19th century during the development of the city and the central part. This artificial structure is complemented by a modified natural element of the confluence of the Mže and Radbuza rivers.

A number of interventions in the urban structure of the city centre, most of which occurred in the period beginning with the bombing of Pilsen by the allied air force at the end of World War II and ending with the revolution in 1989, resulted in very painful disturbance in urbanism of the central area. As a result of the bombing of a number of houses, and subsequently the same fatal destruction of parts or entire blocks of the original buildings, you can still see the **scars incurred in the urban structure** of the central part of the city. The most damaged areas include Emil Škoda square, sady Pětatřicátníků city park, Jízdecká, Fügnerova, Pallova and Americká streets.

In 2002, after extensive floods in Pilsen, it was necessary to demolish an apartment building in the U Zvonu area, this caused another crack in the compact, built up area around the historic core, in the vicinity of which the house had been located.

The turn of the twentieth and twenty-first century brought another urban problem associated with the transformation of the economic base of the city. Unused or underused former factory space or military sites, so called **brownfields** came into existence. The largest brownfield site is the main Škoda engineering complex where the revitalisation of the manufacturing area is in progress. One of the revitalised manufacturing plants hosts the interactive technical museum – **Techmania** Science Centre. In terms of the Pilsen candidature for the ECOC 2015 title, the **Světovar** brownfield site is significant.

Impacts on the **economic and territorial development** of the city is closely related to the expected economic effects associated with the ECOC 2015 project, particularly in the area of tourism and related services. Further development of innovative businesses in relation to the increased attraction of the city for young educated people can be also expected.

Mid-term impacts

- Increasing investment in the area of the **tourism infrastructure** (new construction, reconstruction), improvement of their offer and equipment.
Increased interest in investments to tourism facilities in the city and eventually in the region will be caused mainly by the increased interest of tourists in the city in connection with an attractive cultural programme and new attractive architecture.
- Increase of investments in **knowledge economy** area
Increased interest in investments into modern sustainable forms of business in the context of the increased attraction of the city for educated people, due to the improving cultural and leisure offer, and the improved appearance of the city within the ECOC 2015 project.
- **Development of the University** of West Bohemia
The need for the development of the University related to the interest in new disciplines in the area of cultural and creative industries, for example in relation to arts management projects initiated within the ECOC 2015 project.
- **Investments in the Světovar** brewery complex
Investments into the use of the brownfield related to the implementation of 4x4 Světovar Cultural Factory, a Museum of Design and Lifestyle investments in the preserved buildings of a former brewery within the ECOC 2015 project.
- Increasing **investments in public spaces**
Inducing effort to improve the public spaces in relation to investments for the revitalisation of Štruncovy sady city park, Greenways and the use of public spaces for cultural purposes within the project.

Long-term impacts

- **Positive changes in the appearance of the city**
The impact associated with reconstruction of buildings, completion of vacant spaces and application of attractive contemporary architecture of buildings and public spaces in connection with investments in tourism infrastructure, to innovative business and also the implementation of key investments within the ECOC 2015 project.
- **Restoration of monuments**
The impact associated with the use of protected buildings in the complex of Světovar brewery for cultural purposes with the implementation of 4x4 Světovar Cultural Factory and Museum of Design and Lifestyle investments, within the region innovative revitalisation and reanimation of the national cultural heritage for cultural use (Kladruby, Plasy).
- **Use of developing and re-developing areas**
Mainly the overall use of the Světovar brewery complex premises for cultural purposes (investment within the ECOC 2015 project) in conjunction with commercial activities and also possible use of other developing and re-developing areas for investments into the infrastructure of tourism, knowledge economy and education. Examples include the conversion of the Škoda complex and the use of Zelená trojúhelník South developing territory for the development of the University of West Bohemia.
- **Removal of urban defects at U Zvonu site**
The impact associated with the construction of a new building for the West Bohemian Gallery within the ECOC 2015 project. The construction of the gallery can positively affect the overall completion of the damaged area east of the historic core.
- **Removal of urban defects at Jízdecká site**
The impact associated with construction of new buildings of the theatre within the ECOC 2015 project. Also in this area it is assumed that the construction of the theatre will initiate the overall process of completion, possibly rebuilding the urban problematic territory Jízdecká street – sady Pětatřicátníků city park.

15.2 Do the municipal authorities intend to make a public declaration of intent concerning the period following the year of the event?

Pilsen, despite a number of problems affecting the city, is considered by representatives of other towns in certain ways always one step ahead. With a good constellation of personalities in the first democratically elected leadership of the city after 1989, the city learned to solve its development according to modern European principles of strategic planning.

Therefore, it is possible to categorically state that the city authorities have already declared their intentions for the period after 2015. The City's decision-making is governed by a number of interrelated conceptual documents, covered by the basic urban strategy – **City Development Programme for the City of Pilsen**. For the area of culture, the crucial strategic document is the **Cultural Development Programme in the City of Pilsen 2009-2019** (see also Chapter I/6).

It is neither possible nor advisable to list all the measures and specific actions contained in the two programmes mentioned above. In relation to the themes contained in this Application, we mention only TOP15 city plans that were announced by adopting and publishing the two programmes, and which confirm that the ECOC 2015 project is crucial for the fulfilment of the vision and development objectives:

CITY DEVELOPMENT VISION / CITY DEVELOPMENT PLAN (2003-2018)

Preamble
The City of Pilsen, aware of the transformative nature of the current period, its historical significance as well as prerequisites for further development, presents a strategic vision that sets out the development plan of the city.

1st development pillar
Pilsen wants to be an economically strong, modern and competitive European city. Pilsen will focus on innovation industry and localisation of production with high added value in modern industries.
Development of education and increasing the level of education is understood to be a key factor in competitiveness, ensuring a high employment rate and a necessary prerequisite for the development of the economic base of the city. Pilsen will aim to offer a unique mix of education.
Through direct and indirect support of modern tools such as technology parks, centres of information technology, innovation centres, conferences and symposia, Pilsen wants to help improve the transfer of know-how from universities and research into practice.
Pilsen will make the offer for housing more attractive with the aim to keep graduates in the city and to attract educated and professionally qualified people for whom Pilsen will cease to have the image of a “black city”.

2nd development pillar
The City of Pilsen will develop its significance of cultural and social centre, not only in the region, but also on a broader scale.
The range of services and leisure facilities will be developed for the benefit of the city residents and also for visitors. The development of tourism will focus on the support of major cultural and sporting events and congress tourism.
The city will offer its centre to people and will make the square an attractive place for people to spend their leisure days, and thus also attractive business space.

Pilsen will find partners, visitors and customers in Europe and will offer them cooperation and a place for business as well as leisure time.

3rd development pillar

The City of Pilsen will deliberately shape its internal environment so that it becomes a pleasant place to live in. The city understands these issues as a basic condition to become a city of European importance and an attractive economic, cultural and social centre.

The city will continue to regenerate its built-up area and will create reciprocal links between the urban and suburban landscape and the surrounding villages.

The city and its closest surroundings will be perceived as a work of art where the emphasis is on the balance of its components, linking the centre with its surroundings, linking urban complexes, colours, and their influence on people, purity and harmony of public spaces, consistent use of technologies protecting the environment and retaining the principle of sustainable development in the further construction and management of city development.

Vision / Cultural Development Programme in the City of Pilsen for 2009-2019

Pilsen is a free and communicating metropolis with a high-quality cultural and artistic scene, a warm city that cares about its appearance, its cultural heritage, its residents and its visitors. It is provocative, inspiring and inviting, a pleasant city to live in, a city that you must see, the city where you want to live.

1. Continuing revitalisation of the Světovar brewery complex - implementation of municipal archives including reading rooms in the existing preserved building B4.
2. Construction of the new building of the Library of the City of Pilsen (near the new theatre).
3. Cultural community centres in the districts of Pilsen 1 to 10.
4. Further development of the Zoological and Botanical Garden.
5. Comprehensive revitalisation of the river waterfronts.
6. Reconstruction of streets in the historic centre of Pilsen.
7. Preparation of sites for knowledge economy (biotechnology) at the University Hospital.
8. Revitalisation of the Lochotínského park.
9. New park in the Slovanské valley.
10. New park U Ježíška.
11. Continuous funding programme (multi-year grants) in the field of culture for the period 2016-2019.
12. Annual awarding of artistic Prize of the City of Pilsen for important cultural achievements.
13. Awarding international Prize of Ladislav Sutnar for outstanding achievement in design and the crossover between art and technology.
14. Awarding the Hanuš Zápál Prize for contribution to contemporary architecture in Pilsen.
15. The annual event of cultural projects familiarising Pilsen citizens with the life of minorities.



16 How was this application designed and prepared?

The Application was processed by the Project Team with the support and contributions from partners from Pilsen, Pilsen Region, the Czech Republic and Europe.

The Application was prepared by the Project Team for the Candidature of the City of Pilsen for the ECOC 2015 title with contributions from several consultants and collaborators. No part of the Application was processed externally as a subcontract.

The basic principle which runs through the entire process of the candidature of Pilsen for the ECOC 2015 title and which was applied in the creation of this Application, is the principle of the participation of stakeholders at local, regional, national and international level. The stakeholders who directly participated in the whole process and influenced the course of the candidature and also the final form of this Application, were mainly organisations and personalities of cultural life. Equally inspiring were all the meetings, discussions and cooperation with people from the following offices, schools, cities, regions, cultural networks and institutions.

- Municipal Authorities of the City of Pilsen;
- Concept and Development Authority of the City of Pilsen, Public Property Authority of the City of Pilsen, both contributory organisations of the City;
- Pilsen Region;
- Regional Development Agency of the Pilsen Region;
- Pilsen Transit Authority;
- University of West Bohemia in Pilsen;
- primary and secondary schools in Pilsen and the Pilsen Region;
- Chambers of Commerce operating in the territory of the City and Region;
- major companies;
- non-profit organisation focused on ecology and social issues;
- Centre for Non-profit Organisations, Pilsen;
- Sporting Youth Foundation;
- Czech Centre for Fundraising;
- The Resource Alliance;
- The British Council;
- Alliance française de Plzeň;
- Faculty of Architecture, Czech Technical University, Prague;
- the City of Ostrava;
- Meet Faktory, international centre of contemporary arts, Prague;
- Mayrau Mining Museum, Vinařice near Kladno;
- Kultura jinak – Hala C, Praha (Culture from Another Angle, Hall C, Prague);
- RUHR 2010 organisation, Germany;

- City of Mons, ECOC 2015, Belgium;
- City of Regensburg, Germany;
- City of Liège and Mechelen, Belgium
- City of Pécs, Hungary;
- City of Linz and Graz, Austria;
- City of Lille, France;
- City of Sønderborg, Denmark;
- City of Liverpool, United Kingdom;
- City Maastricht and the Friesland, Netherlands;
- City of Gdańsk, Katowice, Lublin and Poznań, Poland;
- City of San Sebastian, Spain
- A Soul for Europe;
- Les Rencontres;
- Eurocities;
- Trans Europe Halles;
- Informal European Theatre Meeting (IETM);
- Wiels Cultural Centre, Brussels, Belgium;
- Centrum Bavaria – Bohemia Shönsee, Německo;
- Regional Library in Madrid, Spain;
- Kulturbrauerei Cultural Centre, Berlin, Germany;
- Stary Browar Cultural Centre, Poznań, Poland;
- Tabačka Kultur – Fabrik, Košice, Slovakia;
- Stanica, Centre for Contemporary Art and Cultural and Social Activities, Žilina, Slovakia;
- Doubrava Centre, Zagreb, Croatia;
- and others.

Also the initiatives from the citizens who came with their views on the candidature process, often very critical, were equally important for us. These suggestions were forwarded to the ECOC 2015 team both personally, especially at public meetings and regular Tuesday debates within the Fresh Air in Pilsen (2009–2010) project, and through the open Internet on www.plzen2015.eu.

The participatory process within the candidature was a logical continuation in the trend of active involvement of the public and other partners into the preparation of the programme and conceptual documents as well as into the practical activities in the city as described in Chapter I/11.

AUTHORS

An Application was prepared mainly by the Project Team for the 2015 candidature, which was extended in early 2010 following the recommendation of an international jury, after the first round.

In 2010 the team was composed of the following members:

Project Management

- Marcela Krejsová, Deputy Mayor of the City of Pilsen for Culture and Tourism;
- Milan Svoboda, Project Director;
- Yvona Kreuzmannová, Project Artistic Director;
- Erich Beneš, Director of the Department of Coordination of European Projects, the City of Pilsen.

Implementation Team

- Milan Svoboda, Project Director (city planner, landscape designer, ecologist);
- Petra Holcová, assistant;
- Petr Šimon, Project Director Deputy, Communication Coordinator in the area of Educational Institutions and International Cooperation (teacher, vice-chairman of the Alliance française de Plzeň);
- Katka Chábová, PR and Marketing Manager (marketing specialist);
- Helena Dienstbierová Šimicová, Coordinator of Communication with Non-profit Sector, Coordinator for the Creative Team (artist, teacher, specialist in community work);
- Stanislava Brejchová, Coordinator of Communication in Public Services and Cultural Organisations (cultural historian, specialist in conservation);
- Anna Podlesná, Application Preparation Manager, Foreign Consultant (manager, specialist in communication, Slovakia);
- Petr Dvořák, Coordination of Work with Business Sector and Fundraising (physicist, project manager);
- Mattijs Maussen, International Relations, Foreign Consultant (manager, the Netherlands);
- Jana Komišová, Head of the Department of Presentation and Marketing, Municipal Authorities of the City of Pilsen, PR and Marketing Activities (teacher, specialist in marketing);
- Květa Sokolová, Department of Culture, Municipal Authorities of the City of Pilsen, Coordination of Relations with City Contribution Organisations Funded by the City in the Field of Culture.

Creative Team

- Yvona Kreuzmannová, Artistic Director of the Pilsen Project 2015 (Chairman of the Tanec Praha o.s. – TANEC PRAHA Festival, Ponec Theatre, Czech Dance Platform, Dance for Schools, a member of the Council for the Arts of the Minister of Culture, Government Council for Non-governmental Organisations, ITI / UNESCO Czech Committees, member of the international artistic networks – Informal European Theatre Meeting, Aerowaves, and more);
- Roman Černík, Artistic Manager (teacher, chairman of Johan o.s., Moving Station / Hemžící se zastávka, member of Trans Europe Halles, Pépinières européennes pour jeunes artistes networks);
- Vilém Dubnička (actor, director, organiser the Theatre Summer outdoor concerts and other events in Pilsen);
- Tomáš Froyda (director of Alfa Theatre in Pilsen, member of Platform 11+ network);
- Šárka Havlíčková (founder of the New Network (Nová síť), director of Alfed ve dvoře Theatre, member of DNA – Development of New Art network);
- Ida Kaiserová (sociologist);
- Lenka Kavalová (Pilsen Philharmonic Orchestra Director);
- Kateřina Melenová (cultural manager, member of the Arts Council);
- Josef Mištera (Director of the Institute of Art and Design, University of West Bohemia);
- Ondřej Smeykal (musician, artist, art consultant, Orbis Pictus).

Co-authors and associates

The following also contributed to the candidature and helped us with this Application:

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- Petr Náhlík, Deputy Mayor.

Municipal Authorities of the City of Pilsen

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- Zdeňka Kubalová, Department of Presentation and Marketing;
- Petr Marovič, Head of the Department of Preservation of Historical Monuments;
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- Jana Terčová.

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- Irena Langová, Urbanist;
- Pavlína Červená, Ecologist;
- Petr Raška, Transport Specialist.

Public Property Authority of the City of Pilsen

- Milan Sterly, Director;
- Hana Hrdličková, Landscape Architect;
- Irena Tolarová, Landscape Architect;
- Klára Cílková, Landscape Architect.

Pilsen Transit Authority

- Michal Kraus, Chief Executive Officer;
- Luboš Pašek, Production and Technical Director.

Pilsen Region

- Václav Koubík;
- Martin Baxa.

Regional Council of the Pilsen region

- Roman Sornas, Department of Investments and Property;
- Vladimír Líbal, Department of Culture, Care of Historical Monuments and Tourism

Centre for Community Work

- Jan Martínek, Director;
- Tereza Teuschelová.

Others

- Jiří Boudník, Architect;
- Jan Burian, Director of J.K.Tyl Theatre in Pilsen;
- Alexandra Brabcová, Expert in Culture;

- Tomáš Engel, Fundraiser in the Field of Culture;
- Denisa Haubertová, PR & Marketing Consultant;
- Jana Lišková, Czech Centre for Fundraising;
- Jana Ledvinová, The Resource Alliance;
- Václav Malina, Director of the Gallery of the City of Pilsen;
- Roma Musil, Director of West Bohemian Gallery in Pilsen;
- Petr Pelcl, analyst;
- Tomáš Popp, ecologist;
- Walter Putschög, Financial Director, Linz 2009;
- Jan Romportl, Research Centre for New Technologies, University of West Bohemia;
- Helena Šlesingerová, Director of the Library of the City of Pilsen;
- Lenka Švejďová, Charles University, Faculty of Social Sciences;
- Jiří Vacek, University of West Bohemia in Pilsen, Faculty of Economy;
- Emil Vacík, University of West Bohemia in Pilsen, Faculty of Economy.

TO WRITE AN APPLICATION, WE USED A NUMBER OF DOCUMENTS AS A REFERENCE

For processing this application we used a number of reference documents at various levels. The following overview contains a list of all the main documents used for creating the Application; a more detailed description of programme and conceptual documents is set out in Chapter I/6.

- **Instructions for candidate cities for the European Capital of Culture title. The European Commission, 2007;**
- **European Cities and Capitals of Culture. Palmer/Rae Associates, 2004;**
- The website of the European Commission for Education and Culture: http://ec.europa.eu/culture/index_en.htm;
- **Decision of the European Parliament and Council No. 1622/2006/EC of 24 October 2006 establishing a Community action for the “European Capital of Culture” for the years 2007 to 2019 (Official Journal L 304, 3 November 2006, p. 1);**
- Decision of the European Parliament and Council No. 1419/1999/EC of 25 May 1999 establishing a Community action to support the “European Capital of Culture” for the years 2005 to 2019 (Official Journal L 166, 1 July 1999, p. 1). Decision amended by Decision 649/2005/EC (Official Journal L 117, 4 May 2005, p. 20);
- **GREEN PAPER. Unlocking the Potential of Cultural and Creative Industries. Proposal for Discussion. The European Commission, 2010;**
- Applications of selected candidate cities for the ECOC title in 2000-2010;
- **Development Programme of the City of Pilsen. Concept and Development Authority, the City of Pilsen, 12/2003;**
- **Cultural Development Programme in the City of Pilsen for the years 2009-2019. The City of Pilsen, Kvas, Agora, 2009;**
- Ground Plan of the City of Pilsen. Updated version. Concept and Development Authority, the City of Pilsen, 2010;
- Basic Document on Cultural Policy approved by the City of Pilsen Board Resolution No. 585 / 8 Nov 2001;
- Research on Culture Issues in the City of Pilsen. Department of Culture Arts, Faculty of Philosophy, Charles University, Prague, 2005;
- Analysis and Comparison of the Basic Document on Cultural Policy of the City of Pilsen, with other conceptual and analytical documents dealing with the culture in Pilsen. Department of Cultural Studies, Faculty of Philosophy, Charles University, Prague, 2005;
- Complementing the Infrastructure for Leisure Time of Regional and National Importance in the City of Pilsen. DHV CR, 2006;

- Concept of Sports in Pilsen. Concept and Development Authority, 2008;
- Potential for the City of Pilsen in terms of Tourism. DHV CR, 2007;
- Programme for the Location of Strategic Services in Pilsen. Concept and Development Authority, 2006;
- Integrated Development Plan of the City of Pilsen – ECOC 2015. Coordination of European Projects Authority, the City of Pilsen, 2008;
- **Integrated Development Plan of the City of Pilsen – University City 2015. Coordination of European Projects Authority, the City of Pilsen, 2009;**
- Stationary Traffic Plan in the City of Pilsen – update. Concept and Development Authority, 12/2006;
- Community Plan for the Development of Social Services 2008-2015. CpKP, 2007;
- **Cooked in your own Juice. A study of the cultural potential of the immigration communities in Pilsen. Kaise-rová, 2009;**
- Development Programme for the Pilsen Region. Regional Development Agency of the Pilsen Region, 2002;
- Regional Operating Programme of the NUTS II South-West Region. 2007;
- Programme for the Development of Tourism in the Pilsen Region, updated as at 31 December 2007. Úhlava, o.p.s., 2007;
- Conception of Preservation of Historical Monuments in the Pilsen Region. Horyna, Hájek, Bukačová, 2003;
- Pilsen – European Capital of culture 2015. Preliminary feasibility study. DHV CR, 2008;
- **Application to the first round of the competition for the ECOC 2015 title from September 2009;**
- **Evaluation Report from the 1st round of the competition for the ECOC 2015 title in the Czech Republic, 2010;**
- Report on the 25th Anniversary of the European Capital of Culture 2015.

Following a request from the Candidature Project Team, Investment certificates for investment projects were processed by various bodies for the purpose of preparing Chapter IV. These sheets were developed on the basis of studies and project documentation of constructions.

WE RECEIVED THE INSPIRATION AND SOURCE OF INFORMATION AT MEETINGS AND DISCUSSIONS

Very valuable background documents were discussed with the public and cultural stakeholders during the preparation of the Cultural Development Programme for the years 2009-2019 and during the two rounds of candidature.

The process of the Application preparation took place in long discussions about visions and major ideas of the project. Key themes of these discussions were Questions 1 and 2 of the first Chapter of this Application, during which the views of the whole team on the main vision of the project and the resulting major candidature streams were clarified and unified. Additional questions were developed by individual team members with the assistance of professional consultants.

Even though it is no exaggeration to say that all Project Team activities in some way influenced the final form of the Application, the following list is only a selection of the most important events affecting the vision of the ECOC 2015 and its programme approach.

2006

- The Head of the Culture Department of the City of Pilsen at that time, Roman Cernik discovered information about the European Capital of Culture project. After studying this material together with the Mayor’s Deputy for Culture Marcela Krejsová, they jointly came to the conclusion that Pilsen is the right city, it would deserve the ECOC 2015 title for the Czech Republic.

2007

- A working team was established within the Coordination of European Projects Authority of the City of Pilsen which started to prepare the Pilsen candidature for the ECOC 2015 title.
- In **May**, the Culture work group started to operate, preparing the programme and investment framework of the candidature for the ECOC 2015 title.
- In **September**, the Board of the City of Pilsen approved the plan of the City to apply for the ECOC 2015 title together with a basic framework of programme guidelines.
- In the **second half of the year**, a poll was organised (investigation of public opinion):
 - a) quality of culture in Pilsen – research, structured dialogues with personalities in the cultural scene;
 - b) quality and use of public spaces.

2008

- In **January-February**, the Project Team met with representatives of the ECOC cities of Graz, Linz and Pécs as a part of their foreign trip schedule.
- In **March**, the Programme 2015 working group was established – a group of colleagues at national level – top experts in their fields, serving as a “mirror” for the candidature team.
- In **May** work on the Cultural Development Programme was started.
- Since **June**, a tram in the colours of the candidature with adverts for the project’s website and a call for participation of the public rides across Pilsen.
- In **June**, the first Future City Game (pilot test of this method in the Czech Republic) on Pilsen – a candidate for the ECOC 2015 title. The game brought inspiration for the vision and programme approach.
- From **September** to **December** 2008, a series of workshops, public meetings, conferences and happenings associated with the preparation of the Programme of cultural development were held. In all 600 people took part in the preparation of this document and significantly influenced the process of the candidature.
- In **November**, representatives of the Project Team attended an ECOC conference in Liverpool.

2009

- In **January**, the Project Team started work on the text of the Application for the first round of the competition for the ECOC 2015 title.
- In **January** the second Future City Game was held in Pilsen – a candidate for the ECOC 2015 title, in the area of the Pilsen 2 district.
- In **February**, the representatives of the Project Team participated in the ECOC 2015 information day in the office of the Ministry of Culture of the Czech Republic.
- In **March**, the main candidature journal, Do toho! began to be issued, in an information newsletter issued in the amount of 5,000 copies, also available on the Internet. In addition to relevant information, the newsletter also contained calls for involvement of the public and stakeholders in culture.
- In March, prominent personalities not only from Pilsen and the Pilsen region got involved in the project, so-called ambassadors from the ranks of artists, scientists, athletes.
- In this month, the third Future City Game on Pilsen – a candidate for the ECOC 2015 title was held in Pilsen 1 and Pilsen 3 urban districts.
- The Project Team, together with press representatives, set out for the second study trip to Linz, the city which had just implemented the ECOC project.
- In **May**, the representatives of the Project Team participated in the ECOC information day in Brussels.
- In May, the fourth Future City Game on Pilsen – a candidate for the ECOC 2015 title was held in Pilsen 4 urban district.

- From May to July, the Project Team were meeting in the building of the cloister in Plasy attending the so-called Pressure Cooker Room – intensive debates over the candidature of Pilsen for the ECOC 2015 title.
- In **June**, the Project Team joined the Culture work group – cross-border cooperation together with the Pilsen Region, the Upper Palatinate and Lower Bavaria.
- June was the month of the first participation of the team in Les Rencontres activities. The candidature of Pilsen for the ECOC 2015 title was presented at the conference in Zlín.
- A call was announced in Pilsen and a volunteer programme was established, as was a programme for the candidature supporters, a database of projects for the collection of project plans for 2015 was also launched. These web applications brought a number of important contacts.
- In **July**, Project Team members attended a conference at Les Rencontres d’Avignon and began to establish contacts with representatives of ECOC cities and international cultural networks.
- In **September**, a Meeting Point for the Pilsner candidature was opened at Inkognito café, regular discussions on various topics began, which brought many inspirations for the vision and for the programme approach.
- In September, workshops for the public on the subject of how to get involved to the Pilsen 2015 project were held.
- In **October**, the Board of the City of Pilsen approved the strategic document, the Cultural Development Programme for 2009-2019, defining the vision of the city’s cultural policy.
- In October, the Board of the City of Pilsen also approved the Application of the City of Pilsen for the competition for the ECOC 2015 title; this Application was submitted to the Ministry of Culture of the Czech Republic.
- In **November**, the Creative Community Planning international conference was held in Pilsen focused on the issues of the Světovar brewery complex.
- In November, representatives of the Team discussed aspects of the Pilsen candidature aspects and opportunities for the cooperation in the City of Mons (ECOC 2015, Belgium) and Maastricht (candidate for ECOC 2018, the Netherlands).
- On **8th December**, the Project Team presented its vision of Pilsen 2015 and the programme approach to the international jury. Pilsen advanced to the second round of the candidature.

2010

- At its first meeting in **January 2010**, the Project Team defined tasks for the second round of the candidature.
- In January, the Artistic Director of the candidature team of the City of Pilsen discussed possible cooperation with representatives of the City of Liège (sister city of Pilsen, Belgium) and personally visited DG Culture in Brussels to consult over the procedures in the second round.
- In January, a new communication strategy was created.
- In **January-February**, the Project Team is strengthened.
- In **January-May** regular meetings of the Creative Team are held, the team is extended, team members engage in deep debates about the motivation of Pilsen for the candidature, its major needs and problem areas, to prepare a vision, a programme concept and an actual programme for the Application for the second round of the ECOC 2015 title competition. In the last phase of their work, they travel to places in the vicinity of Pilsen (Nečtiny, Spálené Poříčí, Nepomuk) to hold discussions, and they reflect on the results of direct discussions with mayors of surrounding villages.
- During **January-June**, bilateral discussions and presentations of the Pilsen candidature for the ECOC 2015 title aimed at establishing cooperation were held. Entities with which the negotiations were conducted, were:
 - Municipal Authorities of the City of Pilsen;
 - Concept and Development Authority of the City of Pilsen (cooperation on the Světovar brewery complex and public spaces project, and on other investment projects listed in Chapter IV);

- Public Property Authority of the City of Pilsen (cooperation on the public spaces project);
- Pilsen Transit Authority (presentation of ECOC 2015, investment projects included in Chapter IV);
- Regional Council of the Pilsen Region;
- Regional Development Agency of the Pilsen Region;
- University of West Bohemia in Pilsen (wide range of cooperation, participation in the Project Team, investigation of public opinion, taking part in the process of evaluation and monitoring of the ECOC 2015 project – see Chapter VI);
- Institute for Lifelong Learning – University of 3rd Age;
- headmasters of primary schools;
- Pilsen diocese;
- Jewish community;
- Junák – association of scouts;
- Alliance française de Plzeň;
- Tandem – Coordination Centre of Czech-German Youth Exchange;
- Bavaria Bohemia Centre v Shönsee;
- Infocentres of the Pilsen Region;
- Association of Municipalities of the Pilsen Region;
- New network;
- Regional Conference of the Pilsen Region, Upper Palatinate, Lower Bavaria;
- Regional Chamber of Commerce of the Pilsen Region;
- District Chamber of Commerce of the Pilsen Region
- Local Chamber of Commerce for Pilsen District;
- Rotary club in Pilsen;
- Lions club in Pilsen;
- Europe Direct Pilsen European information centre;
- Czech Centre for Fundraising and The Resource Alliance;
- and others.

The negotiations resulted in the Declaration of support of the candidature of the city of Pilsen and cooperation in the event of winning the ECOC 2015 title.

- On **22 February**, a public meeting Bar Pilsen 2015 was held which defined the framework of the cooperation on the candidature for 2015.
- From **3 to 5 March**, the Team representatives attended the conference Les Rencontres in Pécs (ECOC 2010). In addition to a presentation in front of an international forum, specific steps were agreed related to the cooperation with the cities of Zagreb and Gdańsk.
- On **11 March**, an international conference on Operational and Urbanist Solutions of Cultural Centres in Europe and a Study of revitalisation of so-called brownfields in the Czech Republic were held.
- On **12 March**, the fifth Future City Game on Pilsen – a candidate for the ECOC 2015 title was held dedicated to one particular subject, i.e. how to fulfil the idea of an open cultural centre in Pilsen.
- From **22 to 24 March**, a very important trip for the Project Team to the conference on the 25th anniversary of the initiative of the European Capital of Culture in Brussels, its importance was from the perspective of international relationships. During this trip, along with the participation at the conference, significant attention was paid during the bilateral negotiations to establishing new contacts for the concrete cooperation of other cities, especially the candidates for the ECOC title, or cities that are getting ready for ECOC. Interest in cooperation on some of the programme topics of Pilsen was shown for example by the following cities: Sønderborg (DK), Maastricht (NL), Friesland Region (NL), Poznań (PL), Gdańsk (PL) and San Sebastian (E).

- On **24 March**, a meeting of the representatives of the Team with representatives of Wiels Cultural Center in Brussels was held. This Centre used to be a brewery which was rebuilt into a Fine Arts Centre. Cooperation was agreed on the network of revitalised breweries initiated as part of the Pilsen candidature.
- On **25 March**, representatives of the Project Team visited the City of Essen, ECOC 2010, and discussed some aspects of the ECOC project with RUHR 2010 organisation representatives.
- On **31 March**, in the **morning**, the Team organised a debate with people from various areas of city life on the subject “Why Pilsen should become the ECOC 2015?”
- On **31 March**, in the **afternoon**, a public meeting of the Project Team with cultural (but not only cultural) players from Pilsen, Pilsen Region and South Bohemian Region took place. The topic was the presentation of possible projects proposed by players for the ECOC 2015 programme, and stabilisation of the informal network of those who are interested in cooperation.
- From **14 to 18 April**, the Team representatives attended a conference of Informal European Theatre Meeting (IETM) international network in Berlin. The Team strengthened contacts with the Director of the Lille ECOC 2004 project, with the candidate city of Lublin (PL), with an international network A Soul for Europe (art advocacy), with Charleroi Danse Festival, and with representatives of Kulturbrauerei, a revitalised brewery. Specific forms of cooperation were agreed.
- From **13 to 16 April**, a Team representative attended the Les Rencontres network conference in Madrid. In addition to the presentation, a meeting was also held with representatives of the Madrid library, which is located in a former brewery. A participation of a library in the network of cultural centres in former breweries was preliminarily agreed.
- **28 April** – a Team representative participated in the “EUROPEAN CAPITALS OF CULTURES. IMPULSE FOR CHANGE” conference in Katowice. In addition to presentations at the conference, the representative of the Team developed contacts with many participants. The most beneficial proved to be meeting with Brigitte Zierhut-Bosch (Head of Protocol, Linz 2009), which resulted in the establishment of concrete cooperation between experts of Pilsen 2015 and Linz 2009 project teams.
- Another conference of Les Rencontres aimed at cultural tourism was held again with the active participation of representatives of the Pilsen Team **from 6 to 9 May** in Rijeka. In addition to the presentations, the Team representative established contacts with a number of participants. The most interesting participants include Sara Terzic, University of Barcelona, one of the leading experts in the field of conservation of monuments, cultural tourism, museums and cultural cooperation.
- **9-10 May** – the candidature team organised an international discussion forum on the Day of Europe, with the tagline “To Beer or Not to Beer”. Discussions with foreign guests followed the topic of international artistic networks, and arts management. Attention was focused on the examples of former breweries revitalised into cultural centres.
- **9 May** in the evening, the candidature team held a candidature party with cultural players from Pilsen and the Region to further discuss the preparation of the Application.
- **19 May** – a Team representative consulted with Dr. Walter Putschög, Financial Director of Linz 2009 – Kulturhauptstadt Europas Organisations GmbH, practical experience with addressing individual groups of sponsors of the Linz project.
- **12 June** – the Project Team organised the “Kandidát túra” event – the motto of the event is that the candidature for the ECOC 2015 title is a bridge between Pilsen and Europe, the connection between an industrial city and a modern cultural metropolis. The first part of the programme focused on specific elements of European countries, the second was conceived as an open space (Hyde Park) for cultural activities. The highlight of the evening was the performance in the marquee and a street party.

WE CREATED THE PROGRAMME APPROACH FOR 2015 BASED ON THE PRINCIPLE OF PARTICIPATION

The actual programme referred to in Chapter II was compiled on the basis of discussions of cultural actors from Pilsen and the region, and consultations with foreign international cultural actors, mostly from Europe.

Based on several discussions with representatives of cultural institutions, non-governmental organisations and other entities, an informal network of partners was established, who themselves designed a number of project plans listed in the programme. The Creative Team, during several meetings, chose from a broad choice the projects meeting the criteria of the competition for the title of ECOC 2015, and formed the basis of the programme as provided in Chapter II.

Projects in the programme were designed by:

AMArt Rokycany Agency
Alliance française de Pilsen
Asociace nestátních neziskových organizací Plzeňského kraje
(Association of non-governmental non-profit organisations of the Pilsen Region)
Bezejmenná čajovna ve Štáhlavicích, Ivo Hucl (Nameless Teahouse in Štáhlavice)
Bienále kresby Plzeň (Biennial of Drawing, Pilsen)
Bohème Bayerisch-Böhmischer Kulturverein in Amberg e.V.
Canticorum, smíšený pěvecký sbor, Plzeň, o.s. (Canticorum, mixed choir, Pilsen)
Centrum neziskových organizací Plzeň (Centre of non-profit organisations, Pilsen)
Česká obec sokolská, Župa Plzeňská (Czech Sokol organisation, Pilsen County)
Dominik Centrum, s.r.o.
Divadlo Alfa (Alfa Theatre)
Divadlo J. K. Tyla (J. K. Tyl Theatre)
Excelent Plzeň, o.s.
Fair Life, o.s.
Goada, o.s.
Humr, o.s. (Lobster)
Ida Kaiserová
Jana Eismanová
Jazz bez hranic, o.s. (Jazz without Borders)
Jihočeský kraj (South Bohemian Region)
Jan Dienstbier
Johan, o.s.
Jsme částí Země, o.s. (We are part of the Earth)
Katedra filozofická ZČU (Department of Philosophy, University of West Bohemia)
Katedra pedagogická ZČU (Department of Pedagogy, University of West Bohemia)
Klášter Chotěšov, o.s. (Chotěšov Monastery)
KultPro, o.s.
Kvas, o.s.
Lidé lidem, o. s.
Město Plasy (City of Plasy)
Miret, o.s.
Muzeum Dr. Bohuslava Horáka v Rokycanech (Museum of Dr. Bohuslav Horák in Rokycany)
Muzeum loutek v Plzni (Puppet Museum in Pilsen)

Národní technické muzeum – Centrum stavitelského dědictví v Plasích
(National Technical Museum – Centre of architectural heritage in Plasy)
obec Bedřichov u Horní Stropnice (Berdřichov village near Horní Stropnice)
Ocet, o.p.s.
Ondřej Smeykal
Orbis Pictus, art association
PaNaMo, o.s.
Plzeňská diecéze (Diocese of Pilsen)
Plzeňská filharmonie, o.p.s. (Pilsner Philharmonic Orchestra)
Plzeňská folklórní scéna, o.s. (Pilsner Folk Scene)
Plzeňská krajská asociace Sport pro všechny, o.s. (Pilsner Regional Association Sport for all)
Plzeňská regionální pobočka společnosti Člověk v tísni, o.p.s.
(Pilsner Regional Branch of People in Need company)
Plzeňští heligónkáři, o.s. (Pilsner Acordeon Players)
Roman Forst
SK ASK ČR Klub cestovatelů při Masarykově gymnáziu v Plzni
(Travellers’ Club at Masaryk Grammar School in Pilsen)
Slovensko-český klub Plzeň (Slovak-Czech club, Pilsen)
Správa hřbitovů a krematoria města Plzně (Administration of Cemeteries and Crematoria, City of Pilsen)
Tandem
Teatrum Mundi, o.s.
TranspArt, o.s.
Unie výtvarných umělců Plzeňské oblasti (Union of Artists of the Pilsen District)
Ústav umění a designu Západočeské univerzity (Department of Art and Design, University of West Bohemia)
Západočeská galerie v Plzni (West Bohemian Gallery in Pilsen)
Západočeské muzeum v Plzni (Museum of West Bohemia in Pilsen)
Zlatý řez publishing house
24, o.s. Pilsen

Other suggestions were attached by the Creative Team members, using the capacities of their existing partners, who in this way finished the first phase of the work on the programme plan of the Pilsen 2015 project. However, they immediately informed the public interested in culture that an open call for project plans had not been closed, and that the suggestions which were used will be published in the City Application for the second round of the candidature in order to inspire and motivate other players to participate. The Creative Team has paid very close attention to the Continuous Open Call, this call being described in Chapter II/3.

caress my hair

warm me with your touch



put your finger to my lips

1 What structure does the city intend to give to the year's programme if it is designated "European Capital of Culture" (guidelines, general theme of the event)? How long does the programme last?

PROGRAMME STRUCTURE FOR 2015

As was mentioned in the introduction in the first chapter, it seems slightly premature to begin to formulate a detailed programme for the year 2015 in the second round phase (5 years in advance) but, on the other hand, it's fascinating to spark discussions which cross so many fields, genres and artistic disciplines, as well as the various organisations and individual figures involved. To let the imagine run wild, to not be afraid to dream and to "at least try to envision it" as the preparation team has been encouraging everyone to do throughout the spring and summer of 2010... What can Pilsen and its surroundings experience in the year 2015?

The discussion concerning the elements of the programme has developed in a number of phases. Understandably, it began in the first round of the candidature and was substantially broadened by a number of subjects active in the field of culture and elsewhere. Pilsen's inhabitants were addressed in the first phase and the inhabitants of the Pilsen Region in the second phase. Gradually, an open invitation has emerged which far surpasses the borders of the region and even of the Czech Republic.

Already in the first round of the candidature, Pilsen announced its intention to create **four programme streams** which mutually complement and intersect one another, always including not only artistic projects, but a parallel theme and supportive aspect connecting the cultural intentions of the city with all the other aspects of life within it. The four streams represent each of Pilsen's four rivers. They are not, however, limiting themes. The main intention is to reach the highest possible level of interconnection and cooperation across sectors and genres, with the crucial involvement of inhabitants and other private entities. Last but not least, there is also the intention of opening up to the world, gradually connecting more and more with European networks and projects. A special emphasis is put on cooperation with the city of Mons, with whose project Pilsen shares a myriad of common concepts and topics.

The overall dominating theme of the whole event is **openness**, as is also explained immediately in the first chapter. Openness is not simply a matter of course, and we perceive it to be a challenge which, through a long-term process, will manage to win over more and more individuals. Czech society today is very closed, insecure, wavering, and full of apprehension in terms of Europe and everything "new". It is, however, capable of shedding these inner barriers, especially if it has the chance to be given such a stimulus as that of gaining the title of ECOC.

Each programme stream flows in context, synergy and symbiosis with others, and inspires all those so far involved to come up with new ideas and thoughts. We have listed here only brief characteristics and the directions of our deliberations, attempting to describe through these directions the true vision of the Pilsen candidature reaching far beyond the year 2015.

These parallel themes, which do not by far include all aspects of the individual streams of the programme, serve to indicate the various directions our thoughts have taken. These themes are the following:

Education – with an emphasis on creativity and innovation – ties in mainly with the "Arts and Technologies" stream.

Cultural policy and political culture – with an emphasis on transparency, openness, cooperation with experts – ties in with the "Relationships and Emotions" stream.

Social Services – the search for new approaches to all kinds of minorities and all generations – ties in with the "Transit and Minorities" stream.

Ecology – with an emphasis on the landscape and water, historical development of the city, region, and country – ties in mainly with the "Stories and Sources" stream.

The programme for 2015 will undoubtedly involve the complete diverse and thematically-varied scope of life in Pilsen and its surroundings including e.g. sport, relaxation, religious tradition, local/regional habits, the involvement of the business sector, creative projects for hospitals and prisons, and so on.

PROGRAMME GOALS CONNECTED WITH INVESTMENT GOALS

Infrastructure will undoubtedly have a substantial effect on the successful implementation of goals, and should significantly improve Pilsen's chances of achieving this success in the following period of three to five years. The infrastructure of the city and its surroundings will be complemented by investment projects which are intended to coalesce around the four programme streams. Individual investment plans are dealt with in detail in Chapter IV, Question 3.

Individual phases of project implementation include, for example: the **Greenways in connection with Štruncovy Sady**, which will change the face of the city from within and cultivate the banks of the rivers; the revitalisation of the **Světovar complex** as a flagship for the process of Pilsen opening up to new directions and trends in modern art and the support of collective and community activities; the **West Bohemian Gallery** creating a badly-needed facility for quality art exhibition events; and also a **theatre** with a modern main stage and studio stage set including the facilities needed for a philharmonic orchestra. The innovative direction of Pilsen's candidature will be strengthened by the plans to expand the **Techmania Science Centre**, along with the renovation of the **Moving Station**, a functional and much-loved alternative area in Pilsen – South. **Sports facilities** will also experience significant changes, from those serving professionals to public sports facilities and buildings, including Sokol recreational centres. Also, the Pilsen Archiepiscopate is preparing a presentation of religious artistic traditions in cooperation with the West Bohemian Museum after the reconstruction of the Franciscan Monastery.

Pilsen's surrounding districts will also be dramatically affected by the pilot programmes of the Integrated Operational Programme, with various projects including the **Kladruby Monastery's** revitalisation for live art, the project in Plasy in cooperation with the National Technical Museum to create the Centre of Architectural Heritage, and the interconnection of the Pilsen District with the network project entitled **Revitalisation of Jewish Monuments**. The **library** project will be carried out as soon as possible after the year 2015 in accordance with the Pilsen Cultural Development Programme up to the year 2019.

TIME ALLOTMENTS

The Pilsen Programme 2015 is certainly not just focused on the **year 2015**. If the city is to be successful in a European context, it must prepare its intentions and begin implementing them gradually, this process having been instigated last year. By doing so, it reveals the opportunity for its citizens, and participants from cultural and other backgrounds, to be able to implement demanding international projects. This goes not only for the year 2015, but for the following years as well, for which ECOC could begin a stage of fundamental cultural, economic and social development.

Therefore, the preparatory phase has great significance to the project as a whole and each individual year possesses its own specific themes and topics:

After a series of analyses and discussions, we worked out and openly **confessed the problems** which have exasperated us. The goal of the preparatory phase of the project is not only the activation and professionalisation of the highest possible number of partners in the field of culture, but also the strengthening of cooperation between various other sectors and areas as wide-ranging as entrepreneurs and service providers, educational institutions and public offices, and non-profit organisations, which function quite effectively yet modestly in areas ranging from society and ecology, to work with youths and seniors, sports, entertainment and relaxation, and to humanitarian aide and human rights. The main goals are: synergy, interconnectivity, cooperation, partnership, and openness. In the preparatory years of 2010–2014, implementation of the project may be affected by a number of **elections**, specifically the city council elections in the autumn of 2010 and again in 2014, also the regional elections of 2012 and finally parliamentary elections in 2014. Taking into consideration the substantial instability of the political situation, it is the aspiration of the preparation team to gain **political support for the project across the political spectrum**, but at the same time reach the highest level of ‘depoliticisation’ in terms of the programme elements for the upcoming years as stated in Chapter I/5.

Individual years of the preparatory phase will consist of international discussions which will constantly be of help in utilising the experience of foreign partners and comparing various viewpoints on a given issue. As a symbol of this, discussion forums to take place in Pilsen annually have been established and are mainly aimed at **Europe Day 2010 To Beer or Not to Beer**.

2010 TO BEER OR NOT TO BEER

The first such forum took place on May 9 and 10, 2010, and was introduced with the ambiguous question: **“To Beer or Not to Beer?!”**. The centre of debate was European industrial heritage, revitalisation of breweries for cultural purposes, and networking in practice. The discussion also concerned the vastly underestimated area of arts management and from this linked to the cultural policies of the city, the region and the Czech state. One important result was not only the birth of an operational network of revitalised breweries, but also their potential inclusion in ERIH (European Route of Industrial Heritage). Another result of this forum was the proposal for cooperation with the city and region in revising the grant system in accordance with practical European experiences and recommendations. In accordance with the Pilsen Cultural Development Programme for the years 2009–2019, the first important phase in revising the cultural policy of the city was set in motion, with an innovative attitude and the use of international experience.

All in all, the year 2010 is rolling along in the spirit of maximum **public participation**, with inclusion of the highest possible number of supporters and partners of the Pilsen candidature, and the analysis of the potential of Pilsen and its surrounding districts in successfully implementing the goals, visions, and dreams of the ever-expanding preparatory team. A great test for the preparedness and enthusiasm of local participants was June 12, 2010, when **Melina Mercouri Day** was announced. The project entitled “Kandidát tůra” (a pun in the Czech language – “CanditaTour”) demonstrated the strong desire on behalf of dozens of local organisations and individuals to take advantage of this offered open space and to contribute with their own personal creativity, ideas, and skills in leading the candidature to success.

Over the course of this year, team members have visited **Essen, Pécs and Istanbul** and established very close ties with the city of **Mons**, which was recommended as an ECOC in 2015. Aside from sharing inspiration, there is also a natural blending of intentions and the implementation of shared projects between the two cities. In the wider European context, Pilsen actively participated in the connection of two important networks: **Eurocities** and

Les Recontres. Excellent experience was gained at the conference held for the occasion of 25 years of ECOC, which was organised by the European Commission in Brussels in March 2010. In terms of networking, Pilsen’s representatives for the first time officially visited the **IETM** in Berlin, the Johan Association has been functioning for two years now in **Trans Europe Halles**, and also the participation of the Alfa Theatre in **Platform 11+** has met with continued success – all of this taking place alongside regular international festivals which coexist annually on a European and international level. Pilsen recently established open cooperation with the British Council for the Future City Game under the **Urban Ideas Bakery** project.

Strengthening knowledge in the field of **arts management** set the stage for the summer seminar under the Art Camp Project organised by the Institute of Art and Design in Pilsen with the cooperation of local and international experts. In doing so, an important phase of lifelong learning was put in motion for Pilsen’s managers, making them more capable of handling the strain of numerous international activities in the year 2015. The goal of this weekly course in strategic planning was to provide participants with the basic tools to be able to influence the future of their own professional activities and to be able to shape these activities accordingly. During the course, attention was given to the individual needs of the participants and the specific situations of their respective organisations. The course was created as an open offer to Pilsen’s cultural public by the preparation team under the Pilsen ECOC 2015 candidature.

Also in regards to lifelong learning, the concept for the university degree of Cultural and Arts Management at the Institute of Art and Design at the University of West Bohemia was finalised and proposed with the cooperation of external consultants. Thanks to Pilsen’s ECOC 2015 candidature, a whole new wave of cultural and artistic activities has sprung up in the Pilsen Region. Furthermore, there are a number of non-profit organisations operating in the field of culture and possessing a firm base and years of experience, but desperately needing aid in the form of professionalisation.

In its first phase, this professionalisation will take place in the form of lifelong learning, intended for applicants in the non-profit sector of Pilsen and the Pilsen Region who have been working in the field but lack qualifications. Daily study as a second phase is currently being arranged.

2011 CULTURA NOVA

The process of gradual transformation, which has already been set in motion, should be tested in practice in the year 2011 with the motto: **Cultura Nova**. Cultural strategies of the city and region should be more attuned to the intentions of ECOC and it seems optimal to cooperate on the preparation, evaluation, and gradual implementation of a permanent open call in implementing the goals of the candidature. At the same time, the year 2011 will be a year of various architectural competitions necessary for implementing investment projects, while ensuring a maximum level of openness and transparency.

The international discussion, culminating in Europe Day, will be devoted to the topic of **“Cities on Borders”** and its goal will be to compare the experiences of various cities “on borders” which have similar difficulties with the influx of foreigners and the transit nature of their cities. Just as Pilsen has created an informal international network surrounding the revitalisation of breweries, so have various “cities on borders” shown interest in creating a functional network which will help not only to share experiences, but also to implement specific projects of international cooperation and to inspire others with successful models of minority integration and multicultural cooperation.

Inspiration will also be derived from the cities of **Turku** and **Tallinn**, with which Pilsen is now in contact. Tallinn has a wealth of experiences to add the topic of “Cities on Borders”, and does so in its programme entitled “Stories of the Living City”, which is based on the medley of nationalities living in this city (Estonians, Russians, Finns, Germans, etc.). It also opens up its public areas to artistic activities in a manner very similar to Pilsen’s plans for the future. The city of Turku distinctively deals with creative economics in its relation to the arts. Pilsen will continue

to actively function in the international networks introduced in the previous year, and will support the inclusion of additional partners in European projects and networks in various realms of activity.

The University Programme of Cultural and Arts Management, as a part of lifelong learning under the Institute of Art and Design at the University of West Bohemia, will hold entrance exams in order to accept its first students in the autumn of 2011. Its next phase will include the creation of a separate arts management degree for regular students which will accompany the lifelong learning studies mentioned above.

2012 A SOUL FOR EUROPE

In the year 2012, Pilsen will, as a priority, focus on **aesthetic and creative education**, from special-interest arts activities to artistic training and teacher education. One of the goals is to utilise a higher level of **creativity** in education systems at all levels. This also includes expanding the number of aesthetic fields to choose from, beginning with basic education (i.e. complementary educational fields of study, including drama, film, dance and movement education, ethics, aesthetics, and so on) and on to lifelong learning in the field of cultural management starting in the year 2010.

The first discussion being planned on an international basis will use the experience of, and is in close cooperation with, **A Soul for Europe**. This will be a discussion which will delve into all fields connected with the social and political life of the city, region and state. Experience from similar cities around Europe has shown that a well-implemented 'grassroots' participation project can, given a few years, bring about a fundamental change in the social atmosphere, going even beyond the boundaries of the city and region. In addition to this project, monitoring of long-term projects will be ensured based on the first phase of a permanent open call, and foreign experts will be called upon to work on the jury, thus guaranteeing maximum impartiality and an emphasis on the quality of the individual projects shaping the events of 2015. An international jury will work out the criteria for individual projects in detail, and their implementation could be supported by the **Melina Mercouri Prize** if the city is successful in gaining it in the year 2014.

More inspiration will be brought to the project by the cities of **Guimarães and Maribor**, the active membership of Pilsen's partners in a number of networks, and by the support of specific project plans in the form of coaching by experienced members of the team. The purpose of coaching is not only to provide quality preparation of activities organised by Pilsen's project bearers and their partners for the year 2015, but also involvement in other ECOC projects taking place at that time, gaining experience while abroad. Already in the preparation phase, the Portuguese city of Guimarães hosted a Soul for Europe meeting which had a significant effect on the ECOC evaluation project, and Pilsen is interested in taking that same direction.

2013 INDUSTRIAL HERITAGE AND CONTEMPORARY ARTS

The year 2013 will be imbued with an atmosphere of **industrial culture**. In this year, the reconstructed **Světovar** complex should be opened, and the network partners established in May 2010 will arrive to evaluate the implementation of this important investment and to negotiate the future direction of international exchanges and joint projects. Already in the year 2013, a number of projects for which Pilsen cooperated in international networks will culminate, and city inhabitants will be growing accustomed to the wider international dimension of the city's artistic offer. These projects include Park in Progress under **Pépinieres Européennes pour Jeunes Artistes** and the European platform for budding choreographers **Aerowaves**.

In evaluating the main round of the international open call, an international jury will again be set up and will declare the results, fundamentally shaping and adding to the programme elements for the year 2015, this time in regards to the attempts of the city to gain the **Melina Mercouri Prize**.

The cities of **Marseille and Košice** will also bring inspiration, and Pilsen is already in contact with them. Both cities are also confronting the topic of "Cities on Borders" and the Festival de Marseille has already promised cooperation with members of the ECOC team (Julie Chénot, Dominique Vlasto), as well as the Tabáčka Kulturfabrik, which is interested in a partnership in the future 4x4 Cultural Factory in Světovar. Representatives of Tabáčka Kulturfabrik, Peter Radkoff and Lukáš Berberich, have already made personal visits to Pilsen and are in contact with the Johan Association through the Trans Europe Halles network.

The number of programme coordinators responsible for coaching will be increased from two to four in order to ensure the expert supervision of approved projects for the full course of the preparations.

2014 CROSSING GENERATIONS AND GENRES

Crossing generations will be the motto of 2014, a year when Pilsen's inhabitants should warm to open inter-generational dialogue. This will not only include the meetings of generations, but also the coming together of two historically divided worlds of conservative and alternative culture, and the connection of traditional, more conservative dialogues with new and innovative ones. The ECOC project should be in such a phase that not only the programme elements and multi-source finances will be undertaken in all their detail, but the city will also be contending for the **Melina Mercouri Prize** for the support of innovative European projects which the international jury has already chosen.

In this year, Pilsen will initiate a preparatory meeting of A Soul for Europe with the organisers of the Forum 2000, in order for the city to be the host of this very important event in connection with the Forum 2000 in the year 2015. An autumn meeting of IETM for the city of Pilsen is being considered in order to discuss projects in close detail, creating a substantial European dimension of the programme elements of the year 2015. Along with this growing membership base, it should be expected that several hundred experts from the field of performing arts will have visited the city already before the year 2015.

Inspiration will also come from the cities of **Umeå and Riga**, which should be passing on their title of ECOC to Mons and the chosen ECOC in the Czech Republic. The city of Umeå succeeded in gaining the title thanks to its excellent interaction with the public and is able to provide extremely valuable experience to the Pilsen team.

AFTER THE YEAR **2015**

As was mentioned in the introduction, the process of the long-term transformation of the city will not by any means finish in the year 2015. The main impulse which the title of ECOC will bring the city of Pilsen, if it is successful in gaining it, will open up possibilities to further develop **new creative potential**. Key activities of the year 2015 will concern permanent sustainability and will be closely connected with new infrastructure. Therefore, it is beyond a certainty that the years following 2015 will lead to the stabilisation of development of new forms of cooperation on a European level – cooperation that the title of ECOC should attract to the city.

Verifying the effects of stays by artists-in-residence from various corners of the world and the implementation of creative scholarships in the years 2014–2015 will lead to the beginning of a permanent programme of **residency stays and scholarships** in Pilsen and the whole region. The presence of international artists will become a fully natural part of life in the city and its surroundings.

Also important will be the sustainability of **multicultural projects** and the **community work** of artists, not only in socially excluded locations, but also in the widest spectrum of target groups. Impulses from the years preceding will not become forgotten, and on the contrary will be utilised in the activities of various participants who will consider **partnership** as a wholly natural part of their everyday work.

The development of relationships with **partner cities** in regards to **European networks** will continue on in a new level of quality and intensity, with the participation of a various array of partners from the city and region as a whole.

2 What main events will mark the year?

For each one, please supply the following information: description of the event / date and place / project partners / financing.

Institute of Art and Design (IAD)

The Institute of Art and Design is a branch of the Arts Faculty of the University of West Bohemia in Pilsen. It was established in the year 2002 as an individual department and in 2004 as a faculty which is focused on education in arts and design. In the year 2010, roughly five hundred students are studying design and commercial art in twenty special ateliers for the following bachelor and master degrees: Metal and Jewellery Design, Fashion Design, Graphic Design, Illustration, Intermedial Art, Ceramic Design, Bookbinding, Multimedia Design, Product Design, Industrial Design, Spatial Art, and Sculpture. In this institute, led by Josef Mištera, teaching positions are held by a number of prominent figures in Czech creative arts, including Jiří Barta, Jiří Beránek, Boris Jirků, Barbara Šalamounová, Václav Šerák, Zdeněk Ziegler and many others. The mission of this school is to spread a mutual understanding and tolerance throughout Europe, to remove the fragments in people's minds left behind by the Iron Curtain, and to help to truly integrate Europe.

A unique element of the school lies in its multi-field nature, the interconnection of its study degrees and its connections inside and outside of the institute and with other faculties. A result of this is the close partnership with the technical and humanities based faculties of the University of West Bohemia in Pilsen. Teaching in ateliers is provided by the educators of the IAD while also taking advantage of the top-rate teaching and technical facilities of the other faculties. The Institute of Art and Design is therefore capable of reacting flexibly to the gaps left in the list of study programmes offered on the present educational market.

ARTS AND TECHNOLOGY

This stream will have fundamental importance in the structure of the programme for the year 2015. The stream is in perfect harmony with the central thematic focus of Mons's 2015 project: **"Where technology meets culture."** Creativity and innovation belong among the most commonly used words in the European cultural agenda of recent years, and there exist numerous interpretations and connections of these elements with all areas and sectors of life in society. A series of studies and conclusions from the Council and other authorities of the European Union, such as "Culture as a catalyst for creativity and innovation" (May 2009), "Impact of culture on creativity" (June 2009), "Green paper - Unlocking the potential of cultural and creative industries" (April 2010), etc., help to understand the fundamental relevance of culture and art for the future of our society. The call to acknowledge the benefit of cultural and creative industries in achieving the goals of the Lisbon Treaty dates back to 2007.

This programme line is wholly open to all **innovative movements of art**, either in the process of creation or presentation, in order to support creative education and the development of technologies - optimally on an international level with the use of broad international experience.

A fundamental partner in the implementation and coaching of projects in this programme stream is the Institute of Art and Design at the University of West Bohemia. It is the initiator of a whole line of project goals and has excellent capabilities in regard to its professors and to the potential of its students. The institute is opening itself up to a wide range of cooperation with partners from other fields, as can be read in the project goals listed below.

This stream is linked with the strong tradition and potential of Pilsen in the area of new technologies, in the manner described in the first-round application in Chapter I/2. Essentially, it is concerned with **professional art** on the highest possible qualitative level and the interconnection of technologies of all kinds, which is entirely uncommon in today's artistic world.

Selected projects proposed by individual entities by the middle of May 2010:

(the open call will continue; here are listed only examples of programme plans including total costs as their organisers estimate them to be, often with consideration to multi-year preparation. The Arts Board will be called upon in evaluating the quality of individual project plans and the degree to which they fulfill ECOC criteria in the event of Pilsen winning the title of ECOC. The specific selection of the most interesting projects will then be handed over to the international jury in the years 2012-2013.)

1. Design meeting / Festival of European arts universities

The goal of the project is the meeting of schools of applied arts and design from various parts of Europe. Its aim is to bring art students to Pilsen from dozens of European schools and present their creations in all of Pilsen's exhibition spaces and galleries. It will create a platform for the gathering of these students, will allow for mutually stimulating meetings between students and teachers over the works exhibited, and will offer a myriad of specialised workshops and panel discussions.

In the period between July and August of 2015, the project will include an exhibition of approximately 60 European academies specialising in art and design in the IAD building in the Borská pole campus and around the city. The traditional summer Art Camp in 2015 will be extended by dozens of workshops, where prominent figures of the Czech and international art scene in the fields of art and design will be participating. As a supplementary programme, there will also be a festival of Jiří Barta's films. Other activities in Pilsen and its surrounding areas (Nečtiny, Kladruby, Plasy) will also help to complete this programme.

Project organiser: Institute of Art and Design in Pilsen

Project sponsor: Josef Mištera

Estimated costs: CZK 6,500,000 / € 250,000

2. Pilsen Dance 2015 - Modern dance and new technologies

Pilsen 2015 will establish the first ever conditions in the region's history for the presentation of international dance art of the highest level, and will take advantage of current trends in the field of new technologies, for example laser effects, electronic music and dynamic light design. PILSEN DANCE 2015 could therefore be the first to use the new theatre buildings as well as the similarly attractive 4x4 Cultural Factory space in Světovar, and stage brand new work from such stars as Marie Chouinard (Canada) or Alain Platel (Belgium) in connection with TANEC PRAHA.

Both artists expressed their support for the Pilsen candidature and clearly expressed their interest in cooperation. They would become the highlights of the June event, which should be accompanied by artists working on long-term projects; mainly in connecting the activities of Charleroi Dans (Belgium) and the renowned Czech partner Tanec Praha, o.s. Both international festivals annually work with partner cities in their respective countries, meaning also with Mons and Pilsen. A prominent part of the event will be made up of public performances from Belgian and other artists-in-residence in Pilsen, and discussions, workshops, and master classes for the professional community. Another integral part of the event will be Czech artists, this time with an emphasis on figures experimenting with new technologies, such as Pilsen native Petra Hauerová. Interconnection of dance with other various genres is planned in public spaces in order for the largest possible audience to enjoy the performances. Smaller projects created mainly in the District of Pilsen will go on tour throughout the whole region.

Project organiser: PILSEN DANCE / Tanec Praha, o.s.

Project sponsor: Yvona Kreuzmannová

Estimated costs for the multi-year project: CZK 11,000,000 / € 423,080

3. Jiří Trnka - From Pilsen into the world

This project will be comprised of a unique and comprehensive exhibition devoted to the work of Jiří Trnka, which will map all areas of his work and present them in an enjoyable manner, and in an unseen breadth and dimension. The exhibition will take place under the special edition of the Skupa's Pilsen Festival in 2015 (Skupa International), a festival focused around puppet and alternative theatre carrying the name of Trnka's close associate

Tanec Praha, o.s. is a civic association founded by Yvona Kreuzmannová in the year 1991. Its mission is to emancipate modern dance after forty years of Czech isolation from international evolution, to present the best of the European and international dance scene to the Czech public and to support the development of this art on Czech soil in all manners possible. For these aims, the association is holding the TANEC PRAHA Festival in cooperation with 8 or 9 cities of the Czech Republic, and operates the Ponec Theatre, the first permanent scene for modern dance in the Czech Republic. It is also involved in the 'Dance for Schools', 'Dance for Kids' and other projects.

Alfa Theatre (municipal semi-budgetary organisation) is a theatre for a youth audience. It was founded as the Children's Theatre in the year 1966. It is the organiser of the oldest professional theatre festival in the Czech Republic – Skupa's Pilsen (since the year 1967). Its creative team prefers a comedic concept of theatre and still considers the puppet as a dominant, or at least inherent, medium in onstage performance, providing a unique space for music and song often performed live. Their goal is provide diversity of genre and to reach the widest possible groups of theatre-goers, from pre-schoolers to adult. The Alfa Theatre takes part in the International Festival Theatre.

The Pilsen Philharmonic (non-profit organisation)
The main activity of the Pilsen Philharmonic is the organisation of symphonic concerts in the city of Pilsen and in numerous locations around the Pilsen region, representation on Czech and international stages, international festivals, and recording activities mainly for Pilsen's Czech Broadcast station and Czech Broadcast 3 – station Vltava. A goal of the organisation is to ameliorate and shape certain individuals through harmonic audio performances. Through its music, the philharmonic helps to introduce local and international musical stars to Pilsen's public. Throughout its fifty-year history, the philharmonic has had the opportunity to cooperate with famous individuals, contributing to the cultivation of the orchestra as a whole. It supports young and talented artists, namely the laureates of prestigious competitions. The philharmonic regularly performs on international stages and at international festivals. An integral part of the philharmonic is its recording activity, from which spring lasting values. It has recorded a wide array of compact discs distributed throughout the world, and has created a considerably large number of radio recordings. The basis of its activity is the interpretation of classical music. The virtuosity and professional level of its players, however, allows it to focus on other musical genres including, jazz, swing, film scores and other, newer, musical movements of the 20th century.

and founder of the first professional puppet theatre in Czechoslovakia, Josef Skupa (founded in Pilsen in 1930). The Alfa Theatre will cooperate with the West Bohemian Museum in its implementation and an exhibit will be situated on its premises as well. The curators of the exhibition are Pavel Vašíček, Luboš Hlaváček, Daniel Bechný and others. The organisers expect extensive teamwork from the descendents of Jiří Trnka, with whom they are in contact through the creation of the Puppet Museum. The exhibition will be opened at the beginning of 2015 and will likely last five to six months, during which a myriad of events, seminars, symposiums, workshops and other activities will be held. The culmination of the exhibition will be focused around the special edition of the Skupa's Pilsen – Skupa International Festival which will offer a distinctively international programme. In regards to the demanding nature of curator preparation and borrowed assets, this exhibition will be a unique, one-off event, not soon to be repeated. An exception could be made only in the event of interest on behalf of the city Mons, where the exhibit could possibly also be held. This could take place thanks to the fact that the city of Mons has entered into the “Czech Animation” programme 2015, where Jiří Trnka is explicitly mentioned. A part of the exhibition will be artistic workshops (graphics, drawing, puppets) and also a playful animation studio of puppet film (in cooperation with Animania and the Institute of Art and Design). Jiří Trnka was born in Pilsen and also began his rich and successful artistic career here. As an associate and protégé of Josef Skupa, he was responsible for the foundation of the first Czech puppet theatre. After this, he became a recognised and truly international creator. A comprehensive exhibition of his work has (as far as the organisers are aware) never been created, despite the fact that Jiří Trnka's significance is clear in not only the Czech, but also the international, context of fine arts.

Project organiser: Alfa Theatre
Project sponsor: Tomáš Froyda
Estimated costs: CZK 4,500,000 / € 173,080

4. Camera Machine - multimedia music performance

The multimedia music performance project CAMERA MACHINE interconnects a whole range of artistic expressive devices in mutual communication. Modern, innovative technological processes of artistic creation are used in connection with the opportunity of utilising new technologies. The performance will be conceived as a site-specific project in one of Pilsen's industrial zones currently in the process of revitalisation. Possible areas include Světovar, the Techmania Science Center and other similar sites. The theme of the performance will be based around the industrial and technological history of the city of Pilsen and the whole region in generalised forms – people and machines, the human as a machine, the mechanics of movement, the movement of sound, sounds of machines and other similar themes. The musical element will utilise the composing technologies of the 20th and 21st centuries both in instrumental parts and in human voice compositions and recitals in the form of text fragments on a given topic. An ensuing element of the performance will be the participation of the Studio of Educational Drama for the Deaf, through the JAMU Theatre Faculty in Brno, under the direction of Zoja Mikotová and the Neslyším Theatre, accompanied by a group of dancers and performers involved in the field of modern dance. Students and educators from the Institute of Art and Design will prepare an animated artistic supplement complete with live manipulations to be filmed on camera. A part of the artistic element of the performance will also consist of scenographic solutions and suggestions for costume creation. A portion of the soloists and dancers will be from abroad and, for choreography and interpretation, the ArtN association will announce an international tender in close cooperation with Tanec Praha, o.s.

Project organisers: Pilsen Philharmonic (non-profit org.) and the Institute of Art and Design of the University of West Bohemia in Pilsen
Project sponsors: Lenka Kavalová, Roman Z. Novák – composer and conductor, Jiří Barta and the Studio of Animation Arts at the IAD, Václav Špale and the Studio of Applied Painting at the IAD
Project partners: the Studio of Educational Drama for the Deaf – JAMU Theatre Faculty in Brno, the ArtN Association
Estimated costs: CZK 1,900,000 / € 73,080

5. Pilsen Biennial of Drawing - Retrospective exhibition of honoured artists 2015

The Pilsen Biennial of Drawing 2015 – Retrospective exhibition of honoured artists 2015 will be the culmination of almost twenty years of the project's existence and will be devoted to all honoured artists from previous years, who will each be represented at the exhibition by one or two drawings. A total of 60 artists with 120 drawings from all around the world will be exhibited. A joint catalogue will also be issued with the resumé of individual artists, their photographs and a reproduction of their drawings shown in the exhibit. The exhibition will be launched in the autumn together with an international conference on the topic of 'drawing and creative industry (technology)'. This conference will deal with topics such as the position of artists in a modern, trend-oriented industry, to what extent an artist's creation is free, and where market manipulation and the demand of industry play a role in art. After the conference is completed, all essays and accompanying visual supplements will be collected and the results will be produced in a printed brochure. The conference will also provide a chance for artists exhibiting their work to meet and have discussions. The conference will continue in the direction of previous regular conferences at the biennial's exhibitions, and the retrospective exhibit will be implemented based on traditional events which have been in place since 1996. Pilsen's public regularly visits the biennial exhibition, as well as foreign visitors and artists. The project can be accompanied by additional, smaller activities, and particularly the advertisement campaign will be of great importance, using drawing in the streets in the form of banners, advertisement posts and other drawing reproductions.

Project organiser: Pilsen Biennial of Drawing
Project sponsor: Gabriela Darebná
Project partners: the Institute of Art and Design of the University of West Bohemia in Pilsen, Union of Visual Artists of the Pilsen Region, Union of Visual Artists of the Czech Republic, the Hungarian Artist Association, Academy of Fine Art of Wroclaw, IAA-EUROPE
Estimated costs: CZK 1,750,000 / € 67,310

6. Summer of Theatre under the Pilsen Sky

The basis of the Summer of Theatre under the Pilsen Sky festival is to perform a play of world renown “tailor-made” to fit one of the many beautiful areas of Pilsen's historic centre, and to bring actors from Pilsen's theatres out into the open and give them an opportunity to act alongside their Prague colleagues. Over the course of two years, the festival has become a cultural standard for its inhabitants. The first two theatre years were a sensation. Molière's Don Juan with Viktor Limr and Jan Přeučil in Pilsen's Křížovy Sady, and Gogol's The Inspector General with Jan Zadražil and Martin Zahálka directly in front of the city hall on Pilsen's main square, showed what open-air theatre had to offer.

Pilsen Biennial of Drawing
The Biennial Project began in the year 1996 as an artists-for-artists project established under the Union of Visual Artists of the Pilsen Region. Over the course of ten years of experience, the new project evolved into a tradition sought out by artists, professionals and the general public. In the year 2005, it became necessary to make the project independent and, in doing so, an interest group of legal entities was formed, the founders of which are the municipality of Pilsen, the University of West Bohemia in Pilsen, The International Association of Artists of EUROPE (IAA) and the Union of Visual Artists of the Pilsen Region. The display competition of the Pilsen Biennial of Drawing is unique in Europe in its focus on single-color drawings and the method in which drawings are chosen for the exhibition. Selection is carried out by an international jury of experts on drawing, which grants the Grand Prix. The competition is open to artists from the whole world. For each exhibition, a catalogue is issued containing selected and exhibited artists.



For the third year of the festival in the year 2010, Carlo Gozzi's comedy The King Stag has been chosen. In the year 2015, the project will have gained such momentum as to even attract an international crowd. Our goal is to connect the elements of two closely related fields of performing arts – theatre and dance – in a quality performance based on motion and visual effects.

Project organiser: PaNaMo, o.s.
Project sponsor: Vilém Dubnička
Project partner: Tanec Praha, o.s.
Estimated costs for the multi-year project: CZK 16,800,000 / € 646,150

7. Open Air Theatre

The Open Air Theatre project will be a part of the International Festival Theatre (Alfa Theatre is the co-organiser), which it will expand on with creative theatre and open-air exhibits. This project will help to enrich the present selection of regular, organised festivals and festival-oriented activities in Pilsen. It will also bring forth a wholly new concept in its plan to attract a broad number visitors and tourists, not solely focusing on the creation of culture. The Open Air Theatre will be held in Pilsen every year on a regular basis. The planned regular date would be just after the summer holidays, in the first half of September, when the main tourist season is slowly coming to an end but people are still sufficiently willing to travel to attractive destinations. Inspiration for this project was drawn from the large established theatre festivals in Edinburgh and Avignon, which have substantial international renown and have for years been attracting a striking number of visitors. The project would like to offer large visual street productions, which would provide an emotional experience by joining dramatic movement, light and music, as well as expressive pictures including humor and interactive participation, in the theatrical performance. The project will intentionally draw from the experiences of the J. K. Tyl and Alfa Theatres in organising the International Festival Theatre and Skupa International, as both festivals have shown a steady rise in success. The Open Air Theatre was conceived as an independent event preceding or simultaneous to the International Festival Theatre, which would take place in the streets and parks of the city.

Project organiser: Alfa Theatre
Sponsor: Tomáš Froyda
Project partner: Divadlo 2015
Estimated costs for the multi-year project: CZK 26,000 000 / € 1,000,000

8. Industry and music - competition of composition

This competition present works of multimedia which explore the relationship between elements of industry and music. The competition was announced for composers of all nationalities up to age 30. It takes place in three various rounds and composers are chosen from each round to continue to the next by an international jury. Schedule:

- June 2011 – announcement of the competition;
- June 2012 – project description, synopsis, technical requirements of the project, audio and video samples of original works connected to the topic of “industry and music”;
- June 2013 – fifteen-minute passage of a composition – score, audio sample;
- June 2014 – completed work, material, possibly piano transcription (if needed for examination).

PaNaMo, o.s. brings together those interested in cultural events. It is mainly focused on personal development and the development of a cultural awareness. It cooperates with the organisers of important cultural activities. In the year 2009, PaNaMo became a member of MAS (En. Local Event Group) of Saint John of Nepomuk and cooperated with Ocet (non-profit organisation) at the Animania festival of animated film in 2009. The culmination of theatre activities was the organisation of the second annual ‘Summer of Theatre under the Pilsen Sky’ Festival, which took place in June and July 2009. Approximately 6,000 visitors took part in the festival. The staging of The Inspector General became the cultural event of 2009 (as voted by readers of the Sedmička newspaper) and gained the appreciation of the city's candidature for ECOC 2015 (for the winners of online votes). At present, PaNaMo is devoting itself to new education projects intended for children and youth, as well as to professional theatrical activities.



The Theatre of Josef Kajetán Tyl (J. K. Tyl Theatre)
With its four artistic ensembles performing simultaneously in two separate theatre buildings, the J. K. Tyl Theatre is a distinguished institution with a long theatrical history in the city, where Czech professional theatre has been performed continually since 1865. On one hand, the image of the Pilsen scene was shaped by great theatre actors throughout various periods of history, and on the other by the needs of the West Bohemian metropolis and its wider region. These elements led to the concept of a multi-ensemble theatre with productions of its own performances of all various genres on the stage of the Grand Theatre, the Chamber Theatre and the Klub studio stage.
At present, the J. K. Tyl Theatre is composed of an ensemble of dramas, ballets, operas, operettas and musicals. Each season sees 16 to 17 premieres, and there are approximately 40 to 50 various theatrical works in the regular repertoire. The theatre ensembles play roughly 500 various performances annually in the Czech Republic. The wide spectrum of genres in the repertoire guarantees the interest of the broadest possible range of spectators and, therefore, possesses an abundant audience. The total number of visitors to the theatre in recent years is in the vicinity of 200,000.
J. K. Tyl Theatre recently left its mark on the cultural map of Europe as the organiser of the International Festival Theatre, considered to be one of the most prominent theatre events of the season in Central Europe. The festival has taken place annually since the year 1993, and presents not only the best of modern Czech theatrical arts, but also noteworthy performances from top-notch foreign stages.

The competition is not anonymous and the work must not have been previously performed. Emphasis is placed on a “composition in the making”, i.e. tied in with the topic of “industry and music” and the personal participation of the composers during the studying of their own pieces. After the third round, three selected pieces will be performed during the year 2015 on the stages of J. K. Tyl Theatre (in the historic building, the new theatre and the studio stage). Rewards include a financial prize and the performance of the piece. While the piece is being studied, a three month “artist-in-residence” stay will be set up for the composer and his/her team.
The piece must be between 60 and 120 minutes, and the J. K. Tyl Theatre will have exclusive international rights to it for five years. The pieces will be professionally filmed and the J. K. Tyl Theatre will also have the rights to use the piece commercially.

Project organiser: J. K. Tyl Theatre
Project sponsor: Jan Burian
Estimated costs: CZK 3,000,000 / € 115,380

9. Opera Competition and Festival

In the year 2010, Pilsen’s theatre became a partner of the Opera Competition Festival – a large-scale project in which participants will take part from all over the world and which is focused on supporting modern opera. The goal of the competition is to seek out young, talented singers with beautiful voices, who can fill the criteria for becoming the best interpreters of the famous figures of opera, and therefore will focus on a complex stage performance. The J. K. Tyl Theatre achieved an honour in becoming one of the five opera houses which will produce a performance for the competition with an international cast of singers and will participate at all levels of the competition.
The first round of the competition took place in April 2010 in New York, Paris, Budapest, Bergen and Moscow. In each city, the juries chose the most suitable contenders for a role in the competition. The J. K. Tyl Theatre was represented in the jury in Bergen.
The second round took place in May 2010 in Budapest. The J. K. Tyl Theatre chose three competitors for an opera performance there of Italian composer Marco Tutino’s The Servant. Those chosen are young singers from Russia, the USA and France.
The opera entitled The Servant will be performed in the J. K. Tyl Theatre in Pilsen as a Czech premiere in September 2010 in the Grand Theatre with the participation of Marco Tutino. The performance will be recorded by a television and film crew. The J. K. Tyl Theatre will then participate with its performance in the final round of the competition in the Hungarian city of Szeged. Regardless of the final prize, the performance will be played on the Mezzo, Arte and Duna television channels and will receive international publicity.
A similar model of cooperation will continue into the following years.

If the construction of the new theatre building is completed, which would be put into operation in the year 2014, the J. K. Tyl Theatre will make it a point to host the final round of the Opera Competition and Festival there in the key year of 2015, which would be a prestigious event broadcast by television stations to numerous countries around the world.

Project organiser: J. K. Tyl Theatre
Project sponsor: Jan Burian
Project partners: The Armel Productions Company (in cooperation with the Szeged Open Air Festival, Pannon Philharmonic and Television Mezzo)

Competition partners: Den Nye Opera in Bergen, Opera Krakowska, Dicapo Opera Theatre in New York and Csokonai Színház in Debrecen
Estimated costs: CZK 4,000,000 / € 153,850

10. Arts Management at the University of West Bohemia in Pilsen

In connection with Pilsen’s candidature for the title of European Capital of Culture in the year 2015, a new wave of cultural and artistic activities has appeared throughout the Pilsen Region. Random preliminary polls concerning the events of the candidature not only show that the region possesses the potential interest in the degree of Arts Management, but also proves its demand in society. The proposal to establish the study field of Cultural and Arts Management stems from the fluctuations in Pilsen’s society in connection with the candidature for ECOC. It is based on the best traditions of civic participation in public affairs.
The degree of Cultural and Arts Management will be established under the framework of this project at the Institute of Art and Design (IAD). In the first phase, this programme will be taught in the form of a lifelong learning degree aimed at applicants in the non-profit sector of Pilsen and the Pilsen Region who are already working in the field but lack qualifications.
The schedule of the project includes the preparatory phase in the years 2010–2011. In the following phase, the study field of Arts Management will be opened to full-time students and will exist next to the same field of study for lifelong learning. The ECOC team and the IAD both wholly agree that it is first necessary to give a chance to those who have already shown that their loyalty is towards culture and that they are capable of selflessly devoting themselves to it, and then gradually begin to ‘cultivate the competition’.

Project organiser: Institute of Art and Design in Pilsen
Project sponsors: Petr Sichinger, Mikoláš Axmann
Estimated costs for the multi-year project: CZK 3,000,000 / € 115,380

11. Statues for Pilsen – a city at the junction of four rivers (sculptor symposiums)

Three symposiums will be organised in the years 2012–2014 with the aim of creating sculptures for Pilsen’s public areas, namely for the newly constructed areas on Pilsen’s rivers (and their junctions), and also possibly for other public areas (parks, rotary junctions, etc.). The symposiums will be the following:

- symposium in wood (2012);
- symposium in metal (2013);
- symposium in stone (2014).

Pilsen suffers from a lack of quality sculptures and other aesthetic objects in its public spaces. Concerning the fact that the commission, purchase, or holding competitions for sculpture works is a very expensive matter, the most viable option seems to be to hold sculptor symposiums, the results of which would remain permanently in Pilsen. Such an activity has proved to be successful in other Czech cities (Hradec Králové, Rožnov, Pardubice, etc.) and abroad. Selection of artists for the symposium should follow strict rules and only prominent artists from the Czech Republic and abroad should be approached, in order to insure that all pieces created will be of the highest quality. The Pilsen Municipal Gallery is capable of carrying out a selection process, as it has many years of experience in exhibiting works of sculpture from contemporary, living artists. In addition, an expert commission would also be set up for these purposes. In each year, roughly ten artists would join together and work throughout the summer on realising their proposals. Materials and equipment will be provided to them, and they will

The degree of “**Arts Management**” was established three years ago by the University of Economics in Prague. The impetus to set up such a field of study was brought forth by the Ministry of Culture and the Ministry for Regional Development in the Czech Republic. The interest in its establishment was proved by the fact the there were one hundred students accepted into the first year, and it now ranks as one of the most sought after degrees at the school. This degree is aimed mainly at the administration of cultural and historical heritage. According to Jiří Siostrzonka, the degree of ‘Culture Animation’, which is in the portfolio of many Polish universities, is not taught in the Czech Republic. In the field of normal study and also lifelong learning, professional preparation for quality managers of culture is evidently missing. The Centre for Distance Education at the Faculty of Philosophy of Palacký University in Olomouc has been attempting to deal with this shortcoming since 2006, which accredited the degree entitled “Mediation and Management of Cultural Heritage” as a lifelong learning programme, and offers two individual degrees – Animator of Cultural Heritage and Manager of Cultural Heritage. Individual departments of production exist in connection with the Theatre, Film, and Music Faculty of the Prague Academy of Performing Arts in Prague.
Already in the 1990’s, the Pedagogical Faculty of the University of West Bohemia in Pilsen offered a three-year bachelor degree in Fine Arts Management, which accepted twenty students a year. Although the interest on behalf of the applicants was considerable, the degree was gradually phased out, as it was not possible to continually employ qualified educators there. At present, the university in Pilsen does not offer a degree which would systematically prepare professionals in the field of cultural management. By creating the lifelong learning study programme entitled “Cultural and Arts Management” under the Institute of Art and Design, the University of West Bohemia would renew this field, update the content of the study programme and extend its reach to a wider realm of culture and arts.

The Pilsen Municipal Gallery (PMG) is located in the centre of Pilsen on Republic Square (náměstí Republiky) 40, and is part of the complex of city hall buildings there. It possesses presentable exhibition spaces including halls with underground vaults and lit rooms with paneling in the spaces above ground, an extensive grand hall and courtyard. After four years of existence, the PMG is considered to be one of the most prominent exhibition halls of its type in the Czech Republic. The gallery functions as a non-profit organisation founded by the municipality of Pilsen, which provides the basic subsidies for its operation. The PMG gains further finances from grants, sponsor donations and from cooperating institutions. The Pilsen Municipal Gallery deals mainly with exhibitions of modern and contemporary Czech and international art. It issues catalogues and organises accompanying cultural and educational events. Concerning international projects, the PMG has, for example, put on exhibitions of the Italian and Austrian post-war avant-garde or European Informel graphics. The gallery is purposely oriented towards the Central European area. It also devotes itself to the cross-sectional mapping of modern fine arts culture in the Pilsen Region. In its dramturgy, the gallery stems conceptually from current demands in the mapping of recent history and the present in all various fields of visual arts. Aside from the traditional fields of free art (painting, sculpture, graphics, etc.), the gallery also hosts exhibitions of scenography, video-art and other performances.

Ocet, o.p.s. is a regional centre for environmental art; a non-profit organisation aimed at cultural and educational activities. At present, it is cooperating with the Department of Authorial Creativity and Pedagogy of the Academy of Performing Arts, the Department of Pedagogy, and the Department of Art Culture of the Faculty of Pedagogy of the University of West Bohemia. It is also now cooperating with primary art schools, the Czech company Orfea and other various entities. The activities of Ocet are centred mainly on work with children and youth, but also work with educators. Examples of our activities include: Animania, Summer Music School in the spirit of the ideas of Carl Orff and John Amos Comenius; creative workshops dealing with aesthetic disciplines and environmental education in the broad sense of the term; playful ecology - weekend workshops focused on interconnecting aesthetic disciplines with environmental education; ecological art and ecology of the mind; Take a Book to Nature; and other activities.

receive a compensation for their work. By the beginning of 2015, the sculptures would be placed in public areas in coordination with architects and the proper Pilsen municipal authorities, according to the quality and character of the works for individual spaces. As a supplement to this activity, a map displaying the location of the new sculptures in Pilsen would be available for free at Pilsen’s information centre, all under the banner of the Pilsen European Capital of Culture Project.

Project organiser: Pilsen Municipal Gallery, o.p.s.
Project partners: The Institute of Art and Design, Johan, o.s., Union of Artists of the Pilsen Region
Estimated costss for the multi-year project: CZK 6,000,000 / € 230,770

12. Animania / Festival of Animated Film

The Animania Project is an event which connects active creative outlets with the opportunity to learn more about the wider relationships of a modern and unique form of art – animation, which crosses the boundaries of various artistic fields and genres (drama, music, fine art and film). The goal of this project is to create a place of meeting and inspiration for animators, advertisers and fans of animation art in a city which, thanks to its native Jiří Trnka, has a rich history of animation. The competition of animated films created by children is state-wide. It is a project designated for children and youth, and at the same time for the general public. In the future, we would like to expand the creative competition for children and youth from a local competition to an international one, and also create workshops and animation meetings on an international level. It is the project’s ambition to transform itself into a European festival and closely cooperate with the city of Mons (Czech Animation and others). At present, promotional information about the event is being sent to international festivals and competitions around Europe. The project enriches the cultural activity of the city and draws from the traditions of animated film; helps to extend the field of lifelong learning; and offers new, quality free-time activities. The project will use new digital technologies and interconnect cultural and educational activities.

Project organiser: Ocet, o.p.s.
Project sponsor: Soňa Rychlíková
Project partners: SMT (Junior TV) SVČM Pallova St., Sokolovská Basic School for Art, Faculty of Pedagogy (Department of Fine Art Culture) University of West Bohemia, Pilsen secondary schools for Fine Arts, West Bohemian Museum in Pilsen, Anděl Music Bar, Seraf Teahouse, Bezejmenná and others
Estimated costs for the multi-year project: CZK 9,000,000 / € 346,150

13. The International Festival Theatre 2015: Directors - Laureates of the European Theatre Prize

In the year when Pilsen would become the European Capital of Culture, Festival Theatre will extend its programme to include the Director Project – Laureates of the European Theatre Prize. Under this project, the festival would like to present the leading figures in theatre direction whose work has earned them the highest and most prestigious European Theatre Prize for seeking out new possibilities in theatrical arts: the European New Reality Theatre Prize. The European prize is given by a jury made up of representatives of many international organisations including the IATC, the International Theatre Institute, the Union for the Theatres of Europe, and others. The Pilsen festival has introduced numerous directors awarded the prize (Alexis Hermanis, Oskaras Korsunovas, Rimini Protokoll, Krystian Lupa, Sasha Waltz, and others). They have mostly been directors from the countries of Central or Eastern Europe; areas which the festival is centred around.

The Director Project – Laureates of the European Theatre Prize would include three to five performances from directors who have vigourosly influenced the face (not only) of European theatrical drama and whose works we have not yet had the honor of viewing in the Czech Republic. These include productions by Ariane Mnouchkine, Krzysztof Warlikowsky, Heiner Goebbels, Luca Ronconi, and Robert Lepage. Large-scale productions of these artists are commonly hosted at the largest European festivals (Avignon, Birmingham, Wienerfestwochen, the Festival de Otoño in Madrid and Moscow’s Golden Mask Festival) or during exclusive theatre events or at special anniversary years of smaller festivals. By hosting their productions, Pilsen would thus become a true centre of European theatre and, in taking the role of European Capital of Culture, allow Czech viewers and experts to experience what they could only very rarely – the works of directors who at present determine the form and future trends of “large” Western European theatrical arts. The Czech portion of the programme will place emphasis on the performances of Czech theatre in all the diversity of its genres, despite the fact that the basis of the programme will consist of drama performances. The programme will consist of the best of the previous theatre season, although a fundamental criterion of performance selection will be the possibility of presenting individual performances of the Czech programme at international theatre festivals. This ‘Czech production showcase’ would present the Czech offer of productions, introduced by the Czech Capital of Culture to Europe.

Project organiser: International Festival Theatre
Project sponsor: Jan Burian
Project partners: The theatre community and the J. K. Tyl Theatre in cooperation with Alfa Theatre
Estimated costs: CZK 15 million / € 576,920

14. Through a Woman’s Eyes

The main goal of the project is the development of creativity; shared work on current topics; and inter-generational and multicultural communication on various issues, such as ethnicities, minorities, identity, gender, globalisation and cultural integrity. Prominent female photographers, who will lead workshops, will work together with students and others interested in the field of professional photography in analysing the topics mentioned above. The goal is to encourage professional discussion and meetings on these topics, and to support the confrontation of various viewpoints in terms of various generations, cultures and personal reflection.

- The project is comprised of three parts:
- a series of workshops led by professional photographers of international significance;
 - a social evening of projections, discussions and exchanges;
 - a travelling cycle of exhibitions, publishing activities – issuing a catalogue.

The IAD at the University of West Bohemia will provide the technical equipment and spaces necessary for workshops, projections and discussions. The languages used at the workshops will be Czech and English. The event will be advertised with its own webpage on cultural portals and the ECOC website.

Project organiser: Institute of Art and Design in Pilsen
Project sponsor: Věra Stuchelová
Estimated costs: CZK 950,000 / € 36,540

Over the seventeen years of its existence, the **International Festival Theatre** in Pilsen has gained esteem as a prominent Central European theatre festival and has created a platform for the regular meeting of theatrical cultures and actors from European and non-European countries. The high degree of respect that the festival enjoys on a local and international scale can be seen not only in the constantly growing number of foreign visitors, but also in the Visegrad Prize which the festival was awarded in the year 2008. Last year, the festival chose to meet with the International Association of Theatre Critics (IATC) and organised the successful conference entitled Twenty Years After – transformations and reflections on theatre after the year 1989. The aim of the festival is to mainly put on the unique and remarkable performances from Czech stages and abroad, while doing so in a very wide range of themes, styles and genres (drama, music, dance, puppetry and street theatre). Another goal of the festival is to mix Czech professional theatre creation with top international artists and create a space for theatre artists to meet one another. The festival regularly meets with a considerable response in the Czech and international press. It has become a meeting point for prominent figures on a number of occasions (namely the conference held in cooperation in with the PEN Club, with figures such as Ronald Harwood, Václav Havel, Arthur Miller and Tom Stoppard). An annual element of the festival is the presence of numerous additional events, such as the Theatre Photography Workshop (for the eleventh time) and the International Videoworkshop, where students learn to record and pass on unique theatre experiences under the supervision of well-trained educators. All foreign performances are translated or interpreted into Czech. All Czech performances in turn are translated into English.

15. Pilsen’s Echoes of the Prague Quadrennial 2015

The Prague Quadrennial 2015 – an international competition of scenography and theatre architecture – is the most extensive and significant event of its kind in the world. It introduces a unique platform for theatre cultures and artists from all over the world to meet, offering an absolutely unique opportunity to exchange experiences, discover new theatrical trends and technical possibilities, and the possibility to try new working methods in various workshops. An integral part of the Prague Quadrennial is the traditional exhibition sections showing scenography, costumes, theatre architecture and scenographic schools which help to enrich the live programme in the form of performances, critical seminars, lectures, discussions and conferences.

A selection of this international display will be presented in the new multifunctional 4x4 Cultural Factory Světovar, which will be opened in the year 2013 and will host this interesting exposition in its spaces which measure 1300 m2. Even on its own, the new space should be an example of the revitalisation of an industrial zone in the modern sense of cultural and theatre space.

The exhibition will be prepared by the Arts Institute and Theatre Institute in close cooperation with, and under the direction of, the Prague Quadrennial.

Project organiser: 4x4 Cultural Factory Světovar
Project sponsor: Arts Institute and Theatre Institute
Estimated costs: CZK 1,600,000 / € 61,540

16. The INVENIO Project of the Summer Fashion Symposium in Pilsen – Biennial

From Latin, meaning inventiveness, visualisation, imaginativeness, the faculty of creative thinking, finding, and often as a collective creative process – to find, to invent...

The main concept of the whole programme is the interconnection and gathering of creative figures and students of all levels of education in the field of fashion and fashion design.

The goal of the project is not only to hold private, professional meetings, but also to arrange meetings between young people, mainly students and graduates of the Pilsen Region, with the goal of providing the opportunity to gradually grow into a specific tradition; one which would continue to possibly develop and expand into other artistic spheres. Therefore, the participation of secondary schools with this type of educational specialisation is expected not only from West Bohemia, but from secondary and vocational schools, and even universities which focus on clothing design all throughout the Czech Republic and abroad.

An integral part of the symposium will consist of lectures and meetings with experts.

A fundamental aspiration of the project will be to link the creative process with experimentation and scientific findings concerning new technologies which can be utilised in clothing manufacturing. In the future, this field could be significant in study in general at the IAD.

During the course of the project’s expert symposium, another parallel cultural programme will take place in the streets and other various cultural areas of the city, the purpose of which would be to attract attention to the whole event and create awareness about the art of fashion.

Project organiser: Institute of Art and Design in Pilsen
Project sponsors: Helena Krbcová (Fashion Design Studio), Miroslav Holeček (Institute of New Technologies)
Estimated costs for the multi-year project: CZK 1,500,000 / € 57,690

17. Jazz without Borders

The Jazz without Borders Project has three main parts:

- International Jazz Festival;
- The “Jazz Youth” International Youth Cooperation Programme;
- Pilsen Jazz Club.

Over the course of the project, conditions should be set out for the establishment of a Central European jazz festival. The general profile of dramaturgy also draws from this vision. According to expert opinions and the public, the dramaturgy of the Czech portion of the festival has proved successful and does not need to be changed. The project will continue to be divided into two main sections – those being the festival section and the section devoted to young musicians, all in cooperation with international partners.

Pilsen and its surrounding areas have a large community of fans of swing, and especially of big-bands. This interest, shared mainly by the older generations, stems from the period of Pilsen’s liberation by the American army and the unforgettable band led by Miroslav Jirkovský. The festival portion of the project will continue in the tradition of swing big-bands and traditional jazz music, mainly with gala concerts in the Pilsen Grand Theatre. Concerts of small groups playing jazz mainstream, jazz rock, Latin American jazz, fusion and free jazz, which are listened to more by a younger generation, will take place in jazz clubs.

The Jazz Youth Programme will develop cooperation with students from Czech, German, and Austrian primary schools and conservatories. International jazz workshops will be held during the festival. Renowned Czech and foreign educators will be invited to teach at these events as well.

In recent years, Pilsen has been successful in attracting a distinct international crowd to this festival, and gaining the title of ECOC would be a further challenge for the event’s planning to expand the diverse elements of the programme.

Project organiser: Jazz without Borders, o.s.
Project sponsor: Ivan Slabý
Estimated costs for the multi-year project: CZK 9,000,000 / € 346,150

18. The Techart Forum – Emil Škoda Square

The Škoda plant was, and still is, an exceptionally significant industrial enterprise for the city of Pilsen and the whole world. It also was, and still is, a centre of technology, progress and innovation.

The Emil Škoda Square, which has not been convincingly dealt with in terms of the dynamic changes of its location, should be set aside for creativity and presentation of artistic “innovation”. The square will serve as a platform, on which the works of art of the creators attending symposiums organised by the IAD, Techmania Science Center and the city of Pilsen, will be created.

The surface of the square should be modified to make it possible to open an exhibit there and make use of artefacts which in some way utilise the discoveries of science and technology. A concrete surface would be ideal, making it simple to place exhibits there and simplifying their maintenance. Part of the SmartArt Exhibition will take place here.

Project organiser: Institute of Art and Design in Pilsen
Project sponsor: Josef Mištera
Project partner: Techmania Science Center
Estimated costs: CZK 500,000 / € 19,230

Jazz without Borders Company

The city of Pilsen has a tradition of holding jazz festivals. The Triwoli Agency, predecessor to the contemporary Jazz without Borders civic association, has made a great contribution to this tradition with its organisation of eight International Big-band Festivals and seven concerts of the Jazz Theatre series. The Jazz without Borders project itself came about in the year 2004, when German producers, long-time visitors of the aforementioned events, came up with the idea to form a partnership between the Czech Republic and the already existing Jazz ohne Grenzen Festival. Pilsen jazz organisers then established the Jazz without Borders non-profit organisation, which subsequently became a part of the European German-Czech mirror project, which was partially funded by the EU CZ – Bavaria Interreg II reserve fund and the Czech-German Fund of the Future. Since then, the project has grown massively.

The Union of Visual Artists (UVA)

of the Pilsen Region is a member of UVA CZ, and through this union is a member of the ‘Association internationale des arts plastiques’ under UNESCO. It holds 40 exhibitions annually. The UVA is an organisation uniting artists in the region across all areas of professional artistic activity – painters, sculptors, designers, and other visual artists in the field of applied art and theory. The UVA organises the International Pilsen Biennial of Drawing, which has garnered great success around Central Europe. It cooperates with the Design Centre of the Czech Republic and operates the DC CZ Regional Informational Centre in Pilsen. Members of the UVA independently put on exhibitions independently in the Czech Republic and abroad, and take part in international symposia and exhibitions. Many of them have received awards and taken part in the advertising of the city of Pilsen.

Roman Forst studied at the University of West Bohemia in Pilsen. He works as an independent cameraman and film editor. He is the creator of the following amateur films:

- The Tree (1999) – a pseudo-feature film about how even a tree is only human. It was awarded prizes at a number of festivals including an international prize for most interesting film.
- School Wars (2007) – as a teacher of student film creation, the film deals with the relationship pupils have towards studying
- ANDARO, the Legend of the Grand Nothing (2009) – an animated feature film about elephants, rain, a telescope and all things imaginable. Received an award at the international film festival in Brno for most interesting film.
- Pilsen Film (2010)

Forst has also cooperated with many other film artists on their films, including as a cameraman and film editor. In the year 2010, he was a member of the jury at Pilsen's "Through a Child's Eyes" animated film festival.

The DOMINIK CENTRUM, s.r.o. organises theatre, film and other audiovisual performances, concerts, music and dance productions, exhibitions of artwork in the field of applied art and folk art, and also organises festivals and other shows of art and culture. Since 1994, the DOMINIK CENTRUM has organised hundreds of cultural events for Pilsen's public (concerts, theatre, etc.) which have drawn hundreds of thousands of visitors over the years. The organisation has also operated the Pilsen Information Centre for over eight years, and therefore possesses a realistic awareness of how to present the city in terms of the tourism industry. Since the year 1999, it has been the producer of the Finále Czech Film Festival and the producer of the Smetana Days Festival. Since the year 2009, it has operated the Měšťanská Beseda – the most attractive cultural and social exhibition house in Pilsen, which organises hundreds of cultural productions annually.

19. FILM 2015

The name Pilsen can be accompanied by many epithets – cultural Pilsen, historic Pilsen, conservative Pilsen, industrial Pilsen, beer Pilsen, artistic Pilsen and European Pilsen. Many of these titles are manifest, while some are still awaiting their turn to be fulfilled. The Film Project 2015 is a feature-length story film, and is comprised of eight to ten separate short films, roughly ten minutes in length. These will be animated or traditional acted films recorded in Pilsen by non-professional filmmakers either from Pilsen or in close connection to the city. Individual films created by various filmmakers and their respective teams can also be linked to one another. For the most part, actors from Pilsen's theatre and dance groups will play in these films. A special website will be created for the first phase in which the authors, screenwriters, cameramen, editors, directors and composers of the films can all meet. The goal is to show the city of Pilsen and its inhabitants from various points of view, traditional and original, and to present the film not only to Pilsen at the Finále Film Festival, but also possibly at the International Film Festival in Karlovy Vary or other festivals in the Czech Republic and abroad, thus participating in the Pilsen ECOC Project 2015.

Project organiser: Pilsen Film
Project sponsor: Roman Forst
Estimated costs: CZK 1,000,000 / € 38,460

20. Fotofest - International Festival of Photography in Pilsen

The goal of this activity is to build a prestigious international cultural event in Pilsen and include the event in the international network of business events (e.g., festivaloflight.org). The festival will be held annually, always from the middle of June to the middle of September. The festival will introduce one Pilsen photographer, one other prominent living Czech photographer, one prominent non-living Czech photographer and photography students. This would all be carried out by means of at least four international exhibitions organised in cooperation with foreign institutions or using the organisation's own sources. Part of the festival will also consist of workshop-related activities and exhibitions on topics concerning Pilsen. All of this will take place under the auspices of the Měšťanská Beseda (approximately six exhibitions), and also possibly in other gallery facilities around the city or the open-air exhibition space in the city's ring of parks.

Project organiser: DOMINIK CENTRUM, s.r.o.
Project sponsor: Ivan Jáchim
Project partners: City of Pilsen, the Pilsen Region, Czech Ministry of Culture, West Bohemian Gallery, Pilsen Municipal Gallery
Estimated costs for the multi-year project: CZK 18,690,000 / € 718,850

RELATIONSHIPS AND EMOTIONS

A high-level quality of individuality is created thanks to a complex system of relationships, regarding not only those amongst individuals themselves, but also the following relationships: people – nature, people – history, people – dreams, and so on. Only through a network of relationships and participation in society can a **creative individual** be born. It is necessary to admit that even the most distinct character cannot be formed in isolation. Culture is based on relationships, and therefore its construction or reconstruction takes years and cannot be obtained or manufactured immediately. We are, however, not used to this fact in terms of the tempo of modern life. Emotions, which create our attitude towards life, have been almost completely eliminated from the list of socially acceptable criteria for important public decision making. The principles of pleasure and displeasure are the basic means of understanding and perceiving the world. Learning to perceive emotions and believe in the strength of relationships (especially after experiencing their destruction under totalitarianism) naturally requires a great deal of courage. "People are the biggest brownfields" was a phrase heard at one of the recent public debates. Truly, the history of the 20th century did not bring much good to the Czech Republic. Can this be improved in the new millennium? Every day new points of view are appearing, and the necessity for change can be felt everywhere. "We are in for a global restart of society", said Richard Florida across the Atlantic from the Prague Forum for Creative Europe in March 2009. Pilsen would like to spark a wider discussion whose main topic would be "from totalitarianism to creativity", ranging from the political level to the personal, and from the nearest local level to the European one. In doing so, it strives to understand the roots of the state of dissatisfaction, to connect with progressive schools of thought of free Europe and to take part in discussions on these various perspectives. Pilsen wants to contribute with topics on Central Europe and its small nations, to gain inspiration in the area of culture and, thus, to use the experience from functional models of cultural policy at all levels, as well as to acquaint the professional community and political representation with the results of meaningful studies (Green papers and so forth). The gradual process of making the public more active also brings the hope of it becoming gradually more open. This includes the overcoming of prejudices and internal impediments in every individual, understanding the fundamental roles and collective responsibility that a citizen in society possesses, and also system transformations and changes in political culture. Also a part of this process is the active involvement of Pilsen in European projects and truly opening up to the world.

Selected projects proposed by individual entities by the middle of May are as follows: (the open call will continue; listed here are only examples of programme plans including total costs as their organisers estimate them to be, often with consideration to multi-year preparation. The Arts Board will be called upon to evaluate the quality of individual project plans and the degree to which they fulfill ECOC criteria in the event of Pilsen winning the title of ECOC. The specific selection of the most interesting projects will then be handed over to the international jury in the years 2012-2013.)

1. Czech Culture under the Oppression of Two Regimes (1938-1953)

The exhibition entitled Czech Culture under the Oppression of Two Regimes (1938 – 1935) will map Czech culture with an emphasis on the visual arts based on the main historical events of the last forty years. In addition, it will reflect the influence of both totalitarian regimes (also including the war period) on the destinies of the lives of the main protagonists of Czech culture and also less well-known people, focusing mainly on their civil stances, ranging from resistance to collaboration, from illegal publishing and samizdat literature to the activities of Czech fascist organisations and their publications.

The West Bohemian Gallery (WBG) in Pilsen began its operation on January 1st, 1954. Its present name came into existence in the year 1960, and since 2001 it has been a semi-budgetary organisation of the Pilsen Region. A predecessor of the gallery was the Municipal Picture Gallery founded by the Association of the Friends of Art in Pilsen, which came into being in 1910 courtesy of the initiative of Pilsen's townsfolk and patriots. The collection in the picture gallery contained "national classics" and classics of regional art. After a forced liquidation in 1950, its collection was transferred to a newly established Regional Gallery, forming the basis of the West Bohemian Gallery in Pilsen we know today. Until 1984, the WBG was located on the premises of the West Bohemian Museum, where only a small cross-section of its collection was displayed. Since then, the collections have not been put on permanent display to the public. Since 1972, the collection has made use of the Masné Krámy exhibition space for short-term displays, and also the '13' chamber exhibition hall. Under the direction of the first curator Oldřich Kuba (1954-1985), the collection was expanded to include significant works of Czech art (cubism), and afterwards held more regional significance. The profile of the institution changed dramatically in 2007, with an emphasis on a high-quality exhibition programme with ambitious dramaturgy, professional exhibit preparation accompanied by top-notch publications, and also including cooperation with the most prominent Czech professional institutions (the Institute of Art History of the Czech Academy of Science, the Institute for Art History of the Faculty of Philosophy at the Charles University, the National Gallery, and so on). The visual styling of the gallery was also given a modern transformation. Of groundbreaking importance in the history of the gallery, the project for its new additional building from plans created by architects Ladislav Kuba and Tomáš Pilař, should allow for a permanent display of the collection. Since 2009, the West Bohemian Gallery has been a member of the international College Art Association (CAA).

One of the main points of the exhibition will be the liberation of Czech territory with an emphasis on its events in Pilsen. Based on new findings, topics which will be evaluated include the post-war infiltration of communist ideology into culture, the period of the communist coup and the situation thereafter (including new forms of rebellion). Special attention will be paid to the phenomenon of exile, specifically the Czech loss of property after the Sudetenland was occupied, emigration during the onset of fascism, post-war Germans and emigration after the communist takeover in 1948, including the violent displacement of Pilsen’s families from the city after the uprising of 1953. The exhibition should become a multi-layered picture of the 1940’s, with a certain overlap into the 1950’s (the year 1953).

Thematic structure

The historical process of the 1940’s, with its obvious and subtle, seemingly unimportant characteristics, will be presented through the presentation of period relics from varied areas:

- works or art, including photography, which concern the sustaining of the continuity of modern art and, in regard to works of art produced by totalitarian regimes, which were loyal and exploited nationalist sentiment (national kitsch), fascist art and namely caricatures in fascist publications;
- original catalogues showing exhibition activities from the period and the varying degree of their ideologisation;
- attributes of the period – e.g. radio receivers as a means of official and private information (with occupation-period stickers with recordings dealing with the reaction to Heydrich’s death, period musical hits, calls for help during the May uprising in 1945, the ‘Forward Left’ song, etc.), gas masks, wreckage from downed airplanes, and other relics showing the symptoms of the time;
- lifestyle (common family photographs, samples of design and fashion of the time);
- key archive documents;
- literature (citations from poetry and fiction, and from philosophical and academic literature will accompany the whole exhibition), references to theatre and musical productions, touching on the fates of certain artists and other prominent figures.

Attention will also be given to participants in the revolt against fascism. Questions of loyalty will be dealt with concerning these participants and also with cultural figures in the period of the onset of communism. A section devoted to the second half of the first decade will show, among other things, the decline of the creative requirements of artists who began to identify with a new ideology at the end of the 1940’s, including the combination of events leading to the emergence of substandard authors of the interwar period and, by way of contrast, show the radical position of other artists who demanded the freedom of artistic creation. Documentary photography and film will play an especially important role in the exposition, which should be as diverse a collection of information and impulses as is possible for the current mindset of modern viewers. Roughly four topic-based films will be shown, compiled from various other documentaries, weeklies, private films and selected passages from feature films.

Project organiser: West Bohemian Gallery in Pilsen
Project sponsors: Hana Rousová, Marie Klimešová, in cooperation with the West Bohemian Gallery, historians from Pilsen Municipal Museum and a selected film theoretician
Estimated costs: CZK 3,250,000 / € 125,000

2. Open streets / Melina Mercouri Day

This prestigious open-air happening will present the best from the regional cultural scene in a non-traditional manner. On Melina Mercouri Day, unusual things will be taking place in the streets. The event should activate organisations and individuals who all year are closed up in their test-rooms, studios, halls or organisations, not allowing them to carry out other activities. Melina Mercouri Day is an opportunity for all who would like to present their work in the field of culture and gain self-confidence with others as a part of a broad and high-level cultural entity. The whole project is motivated towards the European dimension: representatives of EU countries will be present, as well as from non-member states, mainly from those states whose citizens work in Pilsen. A number of municipal organisations, the non-profit sector, commercial facilities and individual artists link this project and its diverse range of cultural activities in the streets with the culture-loving public through interactive communication. The goal is to connect Pilsen culture with that which overlaps the borders of the country and even Europe itself.

Project organiser: TranspArt, s.r.o.
Project sponsor: Vilém Dubnička
Estimated costs for the multi-year project: CZK 7,200,000 / € 276,920

3. Freedom of Expression and the Power of Totalitarianism

The musical literary evening of the Pilsen Philharmonic Orchestra, in cooperation with the Czech Nonet and selected writers, during which works will be read which were written in the extreme conditions of the Terezin Ghetto and Pankrác Prison, or under the pressure of totalitarian rule. In the musical portion, the works of the following artists will be performed: Rudolf Karel’s Nonet in G minor; Three Songs from Hans Krása; and Shostakovich’s Symphony No. 4. At the same time, specific authors with personal experience of the influence of totalitarianism on their work will be invited to cooperate, such as Ivan Klíma and Václav Havel, who during a personal reading will point out the contrast between free artistic expression and the censorship of totalitarian rule.

Project organiser: Pilsen Philharmonic o.p.s.
Estimated costs: CZK 250,000 / € 9,620

4. The Artist against Totalitarian Practices

The theme of two totalitarian regimes, which fundamentally affected the life of the Czech lands in the 20th century, still today remains a very lively but cautionary one. Totalitarian practices have stayed deeply ingrained, mainly in the minds of the older and middle-aged generations, regardless of whether these individuals had tendencies towards these practices or, on the contrary, fought violently against them. After the fall of communism, an era gradually emerged of a new, hidden – and therefore a possibly more insidious – form of “totalitarianism”. This is reflected in the expression of the highest arrogance of power, undermining democracy “from the ground up”, and the consistent back-benching of civil society and the role of the non-profit sector in it. The communist regime offered practically no space for modern expressions of art, and especially to those types of art which are based on individuality and drawing from the power of the individual and human character. For the same reason, the roots of contemporary dance and the art of movement were torn up, as well as the expression of progressive performers crossing the boundaries between dance and theatre. Forty years of isolation left behind it deep scars, and the new political team does not seem interested in changing this. New directions in the performing arts, including bold theatrical experiments, modern dance, physical

TranspArt, s. r. o.

The TranspArt Production Company was established in May 2009, primarily in order to co-organise the Theatre under the Pilsen Sky Festival. For the most part, the circle of the project’s co-workers agrees with the team of the Summer of Theatre. Its founder is Vilém Dubnička, actor and director, who in that very year left the J. K. Tyl Theatre, after being employed there for nine years, to fully devote his time to theatre and other cultural and artistic activities. Aside from working on the Summer of Theatre Festival, TranspArt organises and supports various cultural activities mainly in Pilsen (November 17 – 20 years after, portions of the liberation celebrations), creation and operation of independent theatre performances (Aqua-Belles, Picture, Sirup), in addition to other cultural activities (book publishing among others).

Farm in a Cave is a theatre studio focused on the production, development and research of human expression. It is defined by relationships between the following: I – you, body – voice, culture – nature, community – intimacy, research – creativity. It seeks out the bodily expressions of that which can not be expressed with words or through other media. The studio finds inspiration in the irregular terrain of music, in the fragments of cultural expression, human touch, spatial architecture and personal testimony. It reacts to the facts which are personally and socially relevant for the members of its team. The studio works under the direction of its founder, Viliam Dočolomanský. An integral part of the Farm in a Cave Studio is not only performance creation, but also education activity and basic research into the art of acting and cultural minorities. The studio began to be formed in the year 2001 during the preparations of the Lorca in Prague Project. The name Farm in a Cave is a word-for-word translation of the Arabic word daimuz, the name of Lorca’s family estate.

theatre and the multidisciplinary arts, have still yet to take hold as a natural part of the cultural programme of the country. Even in the country's capital these areas are much less than successful. If the Pilsen Project 2015 is to be truly innovative, it must open itself up to experimentation and resist the fear of provoking, and begin to gradually create the stabile conditions for all progressive artistic directions. In the content of the programme, it must undoubtedly open such a topic for discussion. One of the plans we would like to implement for the year 2014 will be a multidisciplinary international workshop on the topic of resistance, lasting for several weeks, where artists with some experience of totalitarianism can meet with artists coming from established, Western democracies. We can assume that at least a portion of them will present their own performances from this material for the Pilsen Project 2015.

Project organiser: Farm in a Cave, o.s.
Project sponsor: Viliam Dočolomanský
Estimated costs for the two-year project: CZK 3,000,000 / € 115,380

5. Theatre Platform 11+ / Artistic Discoveries in European Schoolyards

This is a project of the recently established European network of thirteen theatres from twelve countries, which connects theatres with local cultural organisations, universities and schools. Next to strictly theatre-based work, the topic of Artistic Discoveries in European Schoolyards includes the cooperation of theatre educators, visual artists (including new media) and studennts. The project's centre of attention is youths between the ages of 11 and 15. The centre of all artistic activities under the project is the schoolyard (or in Czech conditions, the school hallway) as an ideal place for inspiration and exploration. The schoolyard or school hallway, as a centre of life experiences determining the identity of a group, is where an individual's position is created in terms of the group including his/her opinions, values, and so on. In a wider sense, the group in the school hallway is actually a sort of 'mini model' of society as a whole and its conflicts, reflecting the multicultural and social microcosms of individual countries.

The following European theatres are members of the Platform 11+:

Norway / Drammen - Brageteatret	www.brageteatret.no
Finland / Oulu - Oulun Kaupungin Teatteri	www.ouka.fi/teatteri
Hungary / Budapest - Kolibri Theatre	www.szhaz.hu
Great Britain / York - Pilot Theatre Company	www.pilottheatre.com
Holland / Groningen - Theater de Citadel	www.citadeltheater.nl
Czech Republic / Pilsen - Alfa Theatre	www.divadloalfa.cz
Portugal / Palmela - Teatro O Bando	www.obando.pt
Estonia / Tallin - VAT Teater	www.vatteater.ee
Great Britain / London - Emergency Exit Arts	www.eea.org.uk
Slovakia / Bratislava - Divadelní ústav Bratislava	www.theatre.sk
Germany / Dresden - Theater Junge Generation	www.tjg-dresden.de
Italy / Milano - Teatro Elsinor	www.elsinor.net
Switzerland / Zürich - Junges Schauspielhaus / Jetzt&Co.	www.schauspielhaus.ch

The result of Platform 11+'s work over the course of a number of years will be the multi-layered (auto)biography of a young European generation whose presence in the beginning of the 21st century will bring over 30 new plays, 50 interdisciplinary co-productions and theatre events, 40 works of art and new media projects, and also

a European database of theatre plays for this target group. The Alfa Theatre is interested in continuing as part of the project until at least the year 2015.

Project organiser: Alfa Theatre
Project sponsor: Tomáš Froyda
Estimated costs for the multi-year project: CZK 3,900,000 / € 150,000

6. Count on Culture!

The goal of the project is to strategically popularise the document of the Pilsen Cultural Development Programme for the years 2009-2019, specifically for the younger generation between the ages of 12 and 22, and to increase the capabilities of the younger generation in the field of Arts Advocacy. This is while bearing in mind that culture and art are undoubtedly considered to be strategic tools in developing human creativity and the creative, economic potential of society. The core of the project is multimedia educational material, which will bring the younger generation closer to strategic planning in the areas of culture and arts, in a creative manner. Through the use of play and games, the project will provide these people with orientation and will acquaint them with the possibilities of using this strategic document in real life and in various roles in society in which they may find themselves in the future. This will also be done in such a way as to improve the abilities of young people in forming arguments and seeking out coherent connections between culture and art, sustainable life and creative economics. Arts advocacy is a new and still unexplored field in the Czech Republic, which can be very attractive for young people. Regarding the fact that it is a new area of education, it will be necessary to develop and design a whole new education-through-play field. Play falls into the category of the creative industry. The project will also include creative steps for including the public, which were used in the creation of the Pilsen Cultural Development Programme. Multimedia play-education material will be a suitable and attractive addition to the document itself, whose publication and promotion to the public is now being prepared. The material is also a unique result of the creative participatory process of creating the Pilsen Cultural Development Programme document for 2009-2019. The user friendly format of the final document can validate the project retrospectively and bring it to life before a wider target audience than just the scientific community. Multimedia material in the field of advertising and attractive popularisation of the strategic document in the Czech Republic is a new phenomenon, and we assume that the areas of culture and art can be an experimental example through the opportunity of candidature for Pilsen ECOC.

Project organiser: KVAS, o.s.
Project sponsor: Olga Škočková Bláhová
Estimated costs: CZK 250,000 / € 9,620

7. On the Hump of the Camel

This project is comprised of a large-scale, synthetic outdoor theatre show connecting the broadest possible spectrum of actors, from professionals to non-actors, with the aim of including professional organisations and making them active in the project. Performance production is professional, as are the directing, dramaturgy, and managers responsible for all other elements of the performances. However, all organisations dealing with theatre activity will be invited to take part in the creation and implementation of this project. The project is multi-genre and combines elements of drama, dance, music and much more.

KVAS, o.s. was founded in the year 2007, when members of the multimedia studio Mouse Over and its co-workers consolidated their expanding activities under a newly created civic association. By doing so, it connected its experience with cultural, educational and social projects, projects bordering between culture and ecology, animation of culture and public spaces with the know-how of a multimedia studio, and also extended its activities by connecting the non-profit sector with the economic sector. This connection, in terms of new perspectives in education at primary and secondary levels, encouraging the creative inclusion of multimedia in education, is one much lacking in Czech society. At the same time, we wanted to create our own vision and direct our activity towards civil society, culture and art. The goal is to invite other collaborators from the fields of creative communication, public appearances, art advocacy, cultural policy and creative community planning, and by doing so integrate experiences from previous studies. In the years 2008-2009, KVAS. o.s. was, together with the Agora CE non-profit organisation, the organiser of the Pilsen Cultural Development Programme for the years 2009-2019. While forming this programme, traditional and innovative methods of creating public participation were used, which were created specifically for Pilsen based on inspiration from foreign countries. In the year 2010, KVAS, o.s. participated in the creation of multimedia material for the Monkey King exhibition in the Czech pavilion of the Shanghai Expo.

Traveller's Club at Masaryk Grammar School in Pilsen

Students of the Masaryk Grammar School in Pilsen have begun to take summer holiday expeditions with their teacher Antonín Kolář, and during these expeditions their first films were shot. The students' works became gradually more professional, and these expeditions were planned in order to finalise these projects and introduce them to not only the student body, but to others. Over time a number of others students began to develop an interest in these activities. Now at the Masaryk Grammar School, the film creations of students are constantly viewed and a number of films from various areas are created every year with the help of former students. At the present, the formation of the Traveller's Club at Masaryk Grammar School is being negotiated, along with the cooperation of Pilsen internet television, including student film-spot projects about Pilsen, film documentary projects with the People in Need Organisation and also the Origami Project – a film about the creation of a symphonic orchestra out of paper, among others.

Canticorum - Mixed Singing Choir, Pilsen, o.s.

The Canticorum choir has functioned as a comprehensive, large-scale choir since 1998, and in 2008 choir leader A. Šourová took charge of the choir. The choir's repertoire includes compositions from medieval times to the present, including popular music. The goal of Canticorum is to present choral music in new ways and bring it to a larger portion of the public. This will include concert activities, presentation and popularisation of choral music, and the development of the musical talents of its members. There will also be an effort to connect seemingly incompatible elements, i.e. choir singing with modern musical genres and methods of sound production. Aside from private performances, Canticorum has been the organiser of the festival of choral singing entitled Plzeňské Notování.

The Pilsen Diocese of the Roman Catholic Church is the second youngest diocese in the Czech Republic, and was founded by the papal bull under John Paul II on May 31, 1993. The first and present bishop is Mons. František Radovský. The patron of the diocese is St. Hroznata, a nobleman living at the turn of the 13th century in West Bohemia. The area of the diocese makes up a total of 9,236 km2 and includes the Karlovy Vary and Pilsen Regions with the exception of the Nepomuk and Sušice areas, and also several towns in the areas of Rakovník (Central Bohemia Region) and Chomutov (Ústecký Region). One of the largest construction projects taking place at present in the Pilsen Diocese is the revitalisation of the Franciscan Monastery in Pilsen, supported by the European Fund for Regional Development.

It will draw on the history of the city and awaken the regional confidence of its inhabitants. The project is concerned with the region in its selected topic. It will dramaturgically make use of local legends, historical events and traditions and present them to the inhabitants of the region in dramatic form, thereby directly connecting the city with its citizens. Not only does the topic of performance reach back into the history of the city, its semi-professional character also allows for the active participation of the city's representatives, demonstrating the openness of the city and putting it into practice. The project will awaken the self-confidence of the city's inhabitants in the self-realisation of both positive and negative sides of character.

Project organiser: open project, an experienced, internationally acknowledged professional from the field of cultural animation and theatre archeology will be chosen
Project guarantee: Olga Škočková Bláhová
Estimated cost CZK 250,000 Kč / € 9,620

8. Film Night at Masaryk Grammar School

Come join us in filming the private world you live in. This project is focused around the screening of student films from the student workshop at Masaryk Grammar School. The goal of the film night in the year 2015 is to extend cooperation and exchanges between students from European countries. Masaryk Grammar School's film night has the potential to combine film activities from secondary school students and to involve students in social, as well as cultural, programmes. The project will cooperate with the Cigistock Festival and the Institute of Art and Design at the University of West Bohemia. The goal is to create a platform in Pilsen for amateur student film, in addition to the Finále Festival, and to stimulate students in working with modern media and formats. Student film activities are still being developed and their potential can be encouraged and cultivated at other schools.

Project organiser: Traveler's Club at the Masaryk Secondary School in Pilsen
Estimated costs: CZK 300,000 / € 11,540

9. Plzeňské notování festival – Festival of Choral Music

Plzeňské Notování is a multi-day festival, the aim of which is for singing choirs from the Pilsen Region and beyond to meet. With regard to past experience, we have planned to take awareness of the festival to an international level. The festival is now gradually reaching out to choirs abroad. The festival will take place in the form of an evaluated contest of participating choirs, which will present choral culture of various genres to a wider audience. From our experience in 2009, we assume that it is imperative to establish cooperation with further institutions.

Project organiser: Canticorum, Mixed Singing Choir, Pilsen, o.s.
Estimated costs for the multi-year project: CZK 3,000,000 / € 115,380

10. Soul of the City

The long-term, multi-year programme of cultural, spiritual and social events in connection with European cultural tradition is centred on creating an area for all those looking for quality and purposeful aims in life to aspire to. Important elements of the project include: Church Night; the PilsAlive music festival; the festival of organ music

in the St. Bartholomew Cathedral; the Path of the Cross through the city centre which takes place before Easter; the pilgrimage to the Virgin Mary, the Pilsen Madonna, with a cultural and social programme; and a number of cultural meetings during Advent and Christmas. A significant part of the project is the year-round operation and organisation of the Monument to the Victims of Evil in the Meditation Gardens. In connection with the West Bohemian Museum, we are preparing to open the Museum of Sacred Art with unique artefacts on the premises of the Gothic-style Franciscan Cathedral. Although the Catholic Church is a traditional organisation, with its connection to young people and various interest groups, social groups, and ethnic groups, the "Soul of the City" project is open to new impulses and the needs of people regardless of their social or opinion profile. In Czech society, famous for its secular emphasis, our offer – anchored in the spiritual dimension – brings with it a distinct proactive aspect and we believe that it will inspire dialogue and discussion. The year 2015 will set the challenge of comparing traditions held in the Czech Republic with other European ones.

Project organiser: Pilsen Diocese of the Roman Catholic Church
Estimated costs for the multi-year project: CZK 3,600,000 / € 138,460

11. Expedition on a String – Father Friendly Programme

The leisure hiking project is aimed at a wide but neglected target group. The project encourages viewing the city of Pilsen as a modern and cultural city in terms of the ECOC candidature. Pilsen can also become a "father-friendly" destination, which will provide an experience promoting family ties and active fatherhood – a significant sociological theme of today's society. The project will also help to 'revive' an important cultural investment – the Puppet Museum. Partner to the project is the League of Open Men – the Czech branch of the international Men Engage organisation.

Project organiser: The Puppet Museum in Pilsen
Project partner: League of Open Men
Expected cost: CZK 1,200,000 / € 46,150

12. City on the Move / International Sokol Rally in Pilsen

Sokol exercise is conceived as a general preparation for children, conditioning training for adults, and activity for seniors. Sokol also continues in its tradition of education and cultural activity. Sokol cooperates with a wide range of organisations, both local and foreign. COS is a member of the prominent international organisation ISCA (International Sport and Culture Association). Under the project, we plan to organise the SokolGym, which is a project of the Czech Sokol Community dating back to the year 1996. The basis of its programme and ideas draws on the 150-year-old national tradition of organising gymnastic and sporting events in the territory of the Czech Republic. It also comes from the tradition of international activities such as the Sport for All Festival, World Gymnastics Meet and others of a similar character. The Kalokagathea concept (harmony of body and mind) comes from Sokol's traditions and is the central motto of the whole project. The event has a distinct international scope.

Project organiser: Czech Sokol Community, Župa Plzeňská
Estimated costs: CZK 850,000 / € 32,690

Puppet Museum in Pilsen Building No. 23, which houses the Puppet Museum, is under the ownership of the city of Pilsen, which financed the extensive reconstruction which began in the year 2007. The investor for the exposition portion was the Alfa Theatre, which planned and implemented the exposition project together with the West Bohemian Museum in Pilsen. Positions of curator were held by Daniel Bechný and Jana Studená (WBM in Pilsen) and Tomáš Froyda (Alfa Theatre). The Puppet Museum was established thanks to the close cooperation and joint efforts of the city of Pilsen and Pilsen Region. The West Bohemian Museum is also the operator of the Puppet Museum.

Sokol was established as the first gymnastic organisation in Central Europe on February 16, 1862, initiated by Miroslav Tyrš and Jindřich Fügner. The Sokol Programme has been a very diverse organisation since its establishment. Aside from regular exercise, public performances, Sokol games, and academies, Sokol has also carried out cultural discussions, excursions, trips abroad, youth camps, music and singing concerts, lectures, exhibitions, and theatre and puppet performances. Shortly after Sokol's foundation in Bohemia, Sokol groups began to also form outside the Czech Republic. In the year 1863, Sokol had groups in Slovenia, Serbia, Croatia, Bulgaria, Poland, Lusatia, France, Austria, Switzerland, and Tsarist Russia. In America, Canada and Australia, Sokol groups were also established by the ranks of Czech immigrants who moved there. Regular public exercises were called Sokol Rallies, attended by visitors from all over the world. In both World Wars, Sokol served to protect Czech freedom with Sokol members in the legions and units of the American army. During the period of totalitarianism, Sokol helped maintain the memory of its countrypeople living in exile. Between 1962 and 1990, the Sokol Headquarters organised seven rallies in various places around the world. Thanks to this fact, Sokol did not disappear and its basic concepts stayed intact. In the year 1990, Sokol's activities were renewed in the Czech Republic. In Pilsen, the first Sokol group was formed on October 26, 1863. Sokol members also witnessed the formation of the General Fireman's Brigade (1869), the Pilsen Philharmonic Association (1865), the establishment of the Pilsen Newspaper (1870), the Elektra Theatre (1912) and more. Regular Sokol public exercises were a special experience for athletes and viewers. The largest took place in the year 1929 with the cooperation of members of the Czech government and in the year 1932, when Pilsen hosted an international rally.

The Pilsen Regional Association ‘Sport for All’
The Sport for All association was founded in the year 2004 as a regional branch of the ‘Sport for All’ Czech Association, which has a programme of recreational sport, recreational movement activities, reconditioning activities and physical health education. The programme is aimed at all age groups, focused on systematically and effectively contributing to the healthy development of the largest possible number of children and youths, developing the physical abilities of all social classes of the adult population, and keeping seniors fit and self-sufficient to help them to actively and happily experience old-age. At the present, the Pilsen branch of the association has over 5,000 members.

GOADA, o.s.
In the beginning, there was David and Goliath. This is the festival of board games. The GOADA association was established in 2007. Apart from game awareness events at schools, it has begun to cooperate with many institutions and organisations (Diakonia, Kačaba Coffee and Tea House, the Station of Young Engineers, Pilsen – Bolevec 1st Elementary School, Pilsen and Rokycany Municipal Libraries, Czech Board Game Society, the Early Care Organisation, Tyfloervis, Scouts, Horažďovice Municipal Library, and Plasy Monastery). One of the milestones in our activity was the production of the Spino game board for the Pilsen Region and the City of Pilsen. The game won the Creativity Competition in 2007.

13. CIGISTOCK Festival of Young Culture
The CIGISTOCK Festival of Young Culture was established in the year 2003 on the grounds of the Catholic Secondary School in Pilsen and grew out from its original space onto the streets of the entire city and to being a multi-day festival. Annually, dozens of young people learn team work and responsibility by being put in charge of the project. The festival is designated for three groups. The first are young artists who can make use of their talent and diligence through the festival. The second are viewers who should be motivated to self-realisation and creative activity by the event, as those actively participating including the organisers are of the same age. The third group are volunteers (also from secondary schools) and an organising team (university students) who will learn teamwork, communication skills, and responsibility in preparing the festival and creating individual projects as part of it. These are skills which they will undoubtedly use later on in their professional lives. CIGISTOCK supports the active civic participation of young people towards their self-realisation, and supports young artists across various genres. The year 2015 is a challenge, in expanding the festival to a European dimension.

Project organiser: CIGISTOCK, o.s.
Project sponsor: Jan Zápotocký
Project partner: Catholic Secondary School in Pilsen
Estimated costs for the multi-year project: CZK2,100,000 / €80,770

14. Active through Old-Age
This year-long programme for the active elderly is aimed at assisting the healthy lifestyle of seniors, improving their mental and physical states through offering optimal physical activities, including non-traditional sports activities. In 2015, work with similar age groups from other European countries could be inspirational, possibly also with other cities under the ECOC which engage with their senior population.

Project organiser: Pilsen Regional Association ‘Sport for All’ o.s.
Estimated costs: CZK 150,000 / € 5,770

15. Gates of the World of (Board) Games
This project involves a number of smaller-scale activities allowing people to become acquainted with board and party games, not only as a means of spending free time and fun, but for education, creativity, and use in the social sphere in general. The project is mainly focused on presentation of organisations which in some way use games and are interested in also helping their clients. It is also for organisations which use games but are almost unknown to the general public. The exhibition’s goal is to teach people various attitudes towards games and their individual categories. We would like to show people that games are not only for fun, but can make things much easier for those who are handicapped, or others who for various reasons find it challenging to fit into society. Visitors to the exhibition will not only get to see new games, but will have the opportunity to play them, allowing them, among other things, to put themselves in the shoes of others for whom life is much more than just a game. At the same time, it will allow for the presentation of various groups and organisations which are connected with the general theme, not only from the local region but on a European scale.

Accompanying events:
– Presentation of ogranisations whose activities are somehow associated with the given type of game.
– Workshops and lectures for visitors concerning the use of games in various fields.

Project organiser: Gouda, o. s.
Project sponsor: Aleš Matas
Project partners: West Bohemian Museum, Zámeček Private Secondary School for the Arts, the Institute of Art and Design, the Early Care Organisation (Pilsen), Tyfloervis (Pilsen), Organisation for the Family (Prague), People in Need, Czech Board Games (Prague), Bedna Board Games Club (Pilsen), Station of Young Engineers Pilsen, School and Student Theatre Association and musical groups.
Estimated costs: CZK 730,000 / € 28,080

Apart from the above-mentioned project plans, a great number of other organisations and personalities have endorsed this programme stream, let us name, e.g.:

- Institute of Art and Design in Pilsen with the project “That’s Us/ Draw Your Own Portrait”, engaging all generations and minorities
- People for People civic association with the project “Saying it with Music” based on the inter-generation dialogue
- Chotěšov Abbey reminding us of the local traditions and customs throughout the years in the project “Not Only the City of Pilsen, but its Surroundings Live Through Culture”
- Pilsen Municipal Gallery mapping Pilsen’s art scene of the last fifty years in the project “Pilsen Foam”
- KULTPRO civic association with the project “Sister Cities – PILSEN and REGENSBURG through the Eyes of Amateur Artists”
- The Association of non-state non-profit organisations of the Pilsen Region , one of its activity fields being volunteerism, with the project Křesadlo – Prize for Normal People doing Big Things
- and others.

The People for People civic association
was founded by several initiators on February 12, 2003. The work description of this association is care of the environment, protection of values left to us by our predecessors, and everything else a city and civic association can do for its citizens and everything that citizens can do for the city.

Chotěšov Abbey, o. s.
This volunteer non-profit civic association is helping the community in saving the former Premonstratensian Abbey in Chotěšov, which is a property of the community. The association was established in May 1998. Fifteen volunteers are now carrying out guided tours, expanding the museum, making efforts towards the cultural use of the area and taking part in less demanding repairs of the convent.

KULTPRO, civic association
The association’s calling is to advertise artistic activities and Czech cultural monuments in an international context. The association organises exhibitions, symposia, and other various cultural activities for Czech artists living abroad and foreign artists living in the Czech Republic.

ANNOPK
The association of non-state, non-profit organisations of the Pilsen Region. The meaning of ANNOPK’s existence is legal counselling activity for the non-profit sector and mainly the creation of partnerships and initiation of new projects. ANNOPK implements such activities and projects which cannot be carried out by individual organisations or groups of professionals by themselves. The basic and continual activity is counselling for non-profit organisations and the public focused on non-profit sector topics, the operation of these organisations, and also legislation and finance.

TRANSIT AND MINORITIES

Pilsen has always been a European crossroads. From time immemorial, people have been meeting in Pilsen on their way from Bohemia through Bavarian and Saxon cities to Europe, their lives and fates interconnecting and becoming part of city walls, streets and the surrounding countryside. The traditional, efficient and inspiring co-existence of Czech, German and Jewish cultures, as well as Catholic, Protestant and Jewish belief systems, is part of the historical feel of the city and its inhabitants, albeit disturbed by two totalitarian regimes. This diversity is inspiring even nowadays when local inhabitants are learning to live with newcomers not only from Europe, but also from Asia and Africa. The story of Pilsen is the story of a central European city in which is reflected the manifold and tumultuous history of Europe. We aim to consciously and intentionally reopen old wounds (the departure of Pilsen Jews, the driving out of Pilsen Germans) and not turn our backs on current concerns (the lifestyle of Pilsen Roma or the arrival in Pilsen of new inhabitants from Eastern Europe and Asia). We wish to build an environment which will allow the everyday meeting and mutual understanding of lifestyles, traditions and habits.

Minority means not only an ethnic or social minority, but also refers to minority and experimental groups with regards to styles and genres of art, just like 'transit' in culture means interdisciplinary and interspecific projects. If we take Pilsen as a crossroads, a marketplace, we immediately notice a second phenomenon which is the Pilsen genius loci – Pilsen is a city on the move. It has been part of the famous medieval trade route, Via Carolina, since the 14th century. In difficult war times Pilsen was traversed by many armies and in times of prosperity by many craftsmen, tradesmen, inventors and scholars. And so, Rhine stonemasons, Spanish freelancers, Italian railway workers, American foot soldiers, and even Vietnamese stall keepers and Ukrainian or Polish builders and industrial workers have all made their mark on Pilsen. Industrial development of the city in the 19th and 20th centuries brought it international acclaim and caused an increase in the export of front-end industrial Pilsen products to the whole world, allowing hundreds of Pilsen fitters, constructors and tradesmen to discover the world.

Nowadays, it lies on a significant highway and railway route between 'old' and 'new' Europe. To once again become a refreshment point on a long journey, a regenerative resting point – a place to make an enjoyable stopover during a journey across Europe, this is one of the calls of our candidature.

In our opinion, transit means not only passing through and migration, an echo of nomadism, but also meeting and mutual enrichment. Trading by former citizens and the arrival of minorities from different cultural environments means Pilsen has an array of opportunities to instigate and explore unexpected meetings and new surprising situations.

We would like to use the potential that artistic and cultural projects have in overcoming stereotypes and prejudices. If we learn to be open towards different skin colours, we will in turn respect other 'minorities' – gays, lesbians, disabled people, seniors and children. Artistic activity essentially creates an intercultural environment of communication. Inspiration gained from enterprising international projects is a prime example leading to possible new forms of coexistence in one particular location. Moreover, art has the ability to communicate experience and present it in an international context.

Projects of this magnitude will be organised into three levels. The first level comprises projects arising from the need to integrate immigrants and ethnic minorities and projects focused on the cultures of these minorities. The second level comprises projects oriented towards migration and the exchange of creative (international) collectives, focused mainly on marginal, experimental and provocative art. The third level comprises cultural festivals and events, which can be not only platforms for the presentation of inspiring foreign or minority projects, but also create the potential for new foreign visitors to come to Pilsen.

Selected projects submitted by individual applicants up until May 2010:

(The open call is continuing and the following are examples of projects and total costs according to their organiser's estimates, in many cases allowing for multi-annual preparation. The quality of each project and to what

degree it fulfils ECOC criteria will be judged by the Arts Board if Pilsen receives the ECOC title. The final selection of the most interesting projects will be made by an international jury in 2012–2013).

1. The shining metropolis of art. FIN DE SIÈCLE – Art Nouveau in Munich

The expression 'Meunchen leuchtete' (Shining Munich) comes from a novel by Thomas Mann called 'Gladius Dei' (The Sword of God), published in 1902. This expression was later used to represent Munich at the turn of the 20th century. Munich was the foremost European cultural metropolis in the 'long 19th century'. It was regarded in Germany as the 'main city of art', above all in the second half of the 19th century. Many Munich Art Nouveau associations were represented by well-known figures from the Munich School as well as young artists who attempted to radically change the status of art. At the end of the century (fin de siècle), the Munich cultural scene was truly pluralist. All fields of art creatively incorporated elements from international Art Nouveau, from traditional concepts to avantgarde concepts, whose organisers became the world famous group of artists, Der blaue Reiter. Some of this group's protagonists, for example, Wassily Kandinsky or Paul Klee, are represented in the golden collection of the most famous of world art.

In the candidature of Pilsen for ECOC 2015, this project has a valid justification. An extensive and high-quality collection of art from the fin de siècle period can be found in the West Bohemian Gallery in Pilsen. Another reason is the geographical and cultural proximity of Pilsen to the Bavarian metropolis. As far as the application is concerned, the Munich Art Nouveau project has regional roots as well as having wider European significance. The Czech public has not yet had a chance to become acquainted with Art Nouveau from Munich. Some artists were represented by their works at the German Art Nouveau exhibition in the National Gallery in Prague in 1980. Not even in Munich is local Art Nouveau presented as a comprehensive whole, as works are often found in various separate collections (painting, architecture, applied art). Lately, there has been increased interest in this issue in the Czech Republic (e.g. the grant project of the Institute of Art History AS Czech Republic towards cultural relations between Prague and Munich).

The turn of the century meant great expansion for Pilsen. Contrary to Munich, the development of Pilsen was marked by a vast influx of inhabitants who were unilaterally focused on finding work at the Škoda plant. From 1880, the city was geared mainly towards technology. The proximity of Prague led the cultivated levels of society away from Pilsen. European parallels to this time period can be found in the West Bohemian Museum and the J.K. Tyl Theatre (1900–1910), inspired by Vienna's style. Events accompanying the exhibition will be centred around the role of artists in the city and the significance of the presence of artists in relation to the cultural development of the city. This is a current subject, especially with the development of the creative cities concept. The aim of the exhibition project is a collective presentation of Munich art from the fin de siècle period (1890–1914). It is not just about presenting the Munich art group Der blaue Reiter (founded in 1892) but also about bringing to the forefront prominent art in the fields of architecture, graphic design, handicraft and applied art, painting, sculpture, drawing and graphics. The exhibition and accompanying publications will be thematically structured according to group, movement and tendencies, as well as according to themes of that particular time period. This will show the overlapping of art into cultural history, literature, philosophy and theology. Also exhibited will be important cultural magazines of the time – Jugend, Simplicissimus, Die Kunst für Alle and others. The exhibition will showcase works of well-known artists from Münchner Sezession, Vereinigte Werkstätten für Kunst und Handwerk, Der Deutsche Werkbund, Der blaue Reiter, landscape painting schools in Dachau and Munich, and also artists outside these groups and associations. Exhibition organisers will aim for the representation of the following artists: Franz von Lenbach, Franz von Stuck, Lovis Corinth, Gabriel Max, Max Slevogt, Fritz von Uhde, Paul Klee and Wassily Kandinsky.

MIRET C.A. (International Initiative for the Development of Ethnic Art)

The Roma civic association MIRET is a volunteer association of citizens founded with the purpose of creating conditions to support humane-pedagogic, cultural and artistic activity. Our organisation has been concerned with the support of the artistic and cultural activities of the Roma minority for many years. The Roma civic association MIRET was founded in 1998. One of the main aims of our organisation is to help the Roma minority to be integrated into Czech social life and at the same time to help the Czech majority to better understand Roma people. For many years we have been cooperating with various institutions, organisations and foundations, for example: UNESCO, Amnesty International, Ministry of Culture Czech Republic, Club Hooray for Friends, Wild Goose Foundation, Czech Inspiration, DROM and others. Singer Ida Kelarová has been our patron for many years and helps give our activities their artistic edge.



Part of the exhibition will also be a presentation of art by Czech artists who studied and worked in Munich, such as E.K.Liška, Jakub Schinkaneder, Lev Lerch, Josef Mandel, Emil Holárek and others.

Project organiser: West Bohemian Gallery in Pilsen

Estimated cost: CZK5,100,000 / € 196,150

2. Miret / Ida Kelarová

Another project which is being prepared in Pilsen for 2015 is Ida Kelarová's Roma festival. Ida Kelarová is known for her multiethnic projects – she founded the Roma festival Gypsy Celebration Hartmanice and in several countries creates choirs using repertoire in the form of Roma Apsora songs. The aim of the Pilsen project is to organise an international Roma concert with the Philharmonischer Verein der Sinti und Roma with world renowned Roma soloists (www.foerdervereinroma.de) and the presentation of Czech and international Roma bands. It is necessary to show people that the Roma culture is still alive. This programme will be accompanied by exhibitions about the history, traditions and culture of Roma people. Within the project framework there will also be art workshops for children and adults (singing, dance, music and language) which will be run by Roma people. All of the above mentioned events will be open to the public. This will bring awareness of the Roma culture and Roma people will at the same time realise that they can be proud of their culture and it will lead them to feel a greater sense of responsibility. If the Roma situation in the Czech Republic is to change, it is necessary for them to take responsibility for their problems. And it is precisely projects like those mentioned above that can help.

Project organiser: Miret C.A.

Project sponsor: Ida Kelarová

Project partners: Philharmonic Orchestra Philharmonischer Verein der Sinti und Roma with world renowned Roma soloists (www.foerdervereinroma.de), GlanzLichter Agencies, Austria, Divé maky o.s. (Slovakia), RBB – Funkhaus Europa, World Music Charts Europe (Germany), Asphalt Tango Records GmbH (Germany), Roma in Moravia Association, Verband Deutscher Sinti und Roma, Škampa Quartet, Hradec Králové Philharmonic Orchestra

Estimated cost: CZK 1,500,000 / € 57,690

3. Khamoro Pilsen 2015

The more than 10 year existence of the Roma cultural festival has made its mark on many people from Prague and elsewhere, however, the festival has not yet crossed beyond the Pilsen city borders. Therefore, we have come to an agreement with Mr. Silajdžič, who stands at the forefront of the festival, on ongoing cooperation which will result in Pilsen becoming part of this unique international festival. By 2015 at the latest, the general public will be able to admire Roma music, dance, habits and traditional Roman culture, interesting films about this extraordinary ethnic group, and accompanying art programmes, debates, lectures etc.

Project organiser: civic association WORD 21

Project sponsor: Džemil Silajdžič

Estimated cost: CZK 1,800,000 / € 69,230

Ida Kelarová

Founded the International School for the Human Voice. Organises international workshops, multiethnic projects, the Roma festival Gypsy Celebration Hartmanice and has created choirs in several countries using repertoire in the form of Roma Apsora songs. In 1999 she and her current partner, Desideri Dužd, created the band Romano Rat ('Roma Blood') with which they perform worldwide. She received a Czech Lion nomination in 2001 for her soundtrack to the film 'The Pilgrimage of Students Peter and Jacob'. She has conducted her special 'Everyone Can Sing' workshops in the following countries: Slovakia, Great Britain, Norway, Denmark, Sweden, Netherlands, Spain, France, Belgium, Germany, Austria, Switzerland, Israel, Mongolia and Italy.

Civic association **WORD 21** was founded in 1999 in Prague and currently implements educational, cultural and media projects as well as projects related to increasing public awareness etc, but mainly Roma projects and projects related to the integration of foreigners living in the Czech Republic. The primary aims of the association are to fight against racism and xenophobia, to protect human rights, to promote tolerance towards minorities, to support education and to integrate minorities. We are an organisation open to new ideas and initiatives; we cooperate with governmental and nongovernmental organisations and institutes in the Czech Republic and abroad.

4. Art dialogue

Art is a universal language which people from all parts of the world understand without having learnt it. It is much like a universal language we are all born speaking. Whole nations can communicate with each other through art without knowing the language of other nations. Art and culture discloses intimate details about our lives, successes and hardships, our hopes, disappointments and feelings. Art helps us to get to know ourselves. It helps us become close to ourselves and find our lost confidence. Art opens up communication. Ever since the first preparatory steps towards Pilsen’s candidature, students and teachers at the Institute of Art and Design have been involved in artistic discussion using art as a medium on topics which this candidature has addressed. In each semester since 2008, all end of year works and many theses have contained themes related to the candidature, Pilsen and its surrounds, the coexistence of ethnic groups, Pilsen’s rivers, ancient and recent history, myths of the Pilsen Region, the use of new technology and nanotechnology in art, history of the western borderland, European identity, breaking barriers in European communication, ecology etc. This dialogue will continue until 2015. Other schools and other students from Czech and European schools will gradually be invited to take part. The Institute of Art and Design will be the leader of these ‘discussions’ which will open and address various current topics of the region and indeed the whole of Europe.

These discussions will culminate in 2015 when students from the Institute of Art and Design present their works which will contain themes discussed from the beginning of the candidature in 2008. There will be international competitions for art schools:

- comics on the theme of ‘Neighbours’;
- a poster on the theme of ‘E-culture’;
- graphic art on the theme ‘My home – your home’;
- a design proposal on the theme of ‘Teendesign’.

Competition entries will be exhibited throughout the year at the University of West Bohemia in Pilsen and in other exhibition spaces. Multilingual catalogues and booklets about each topic will be published.

Project organiser: Institute of Art and Design
Project sponsor: Josef Mištera
Estimated cost of the multi-year project: CZK 1,750,000 / € 67,310

5. CANDOCO v Plzni

It is common practice for artists to work for the community, however, it is difficult to find such a systematic and consistent approach to working with physically disabled people as the one which has been practised for several years by CANDOCO. Their first performance more than a decade ago may have been shocking for some, yet they went on to tour worldwide and today they continue to explore ways to break mental barriers. They create space for the dialogue between non-disabled and physically disabled individuals, even onstage. It is this sort of dialogue which is not altogether common. They work with top choreographers and directors, yet they place importance on spreading this creative model throughout the world. Pilsen can therefore look forward to and expect an artistic residential stay, with intensive workshops for Czech artists and physically disabled citizens. The results will undoubtedly be surprising...

Project organiser: Tanec Praha o.s.
Estimated cost of the multi-year project: CZK 2,800,000 / € 107,690

6. Slam Poetry experimental

This is a concept interweaving minority culture and experiment with international and minority aspects – slam poetry is a way to vocalise problems of the city, its people and its visible and hidden minorities. Slam Poetry is a poetry competition which places emphasis on poetry and most of all on its presentation. Authors focus on what they are saying and how they are saying it. Slam Poetry was founded in Chicago in the early 80’s by Marc Smith and since then has gained great popularity, albeit mainly in the western world where slams are held in various cities almost every week. Led by Martin Pluháček, Brno publisher Petrov began arranging slams in the Czech Republic in 2003. The first two final rounds were held as part of the Olomouc Poetry Festival. In 2005 the finals were moved to Club Fléda in Brno. Pilsen gradually became a leader in Slam Poetry as several well-known slammers originated here: Bohdan Bláhovec, Buczech, ‘The Nicest’ Michal and the first female Czech slammer, Masha. Bohdan Bláhovec and Masha were also successful in the European slammer domain. Slam Poetry experimental is a project which is part of a large-scale week-long European festival and professional symposium, together with art meetings and a European competition. We expect to hold regular professional conferences about journeys and the potential of Slam Poetry as an active artistic medium reacting feverishly to problems affecting today’s society. The aim of the project is to create a platform for the meeting of top European slammers; a platform for reflection. We expect a broad-spectrum meeting of intellectuals, literary scholars, performers, musicians, cultural anthropologists, musicologists and philosophers. We expect Slam Poetry experimental to be developed after 2015 into a biennial event being held every odd year. The first and preliminary event of this kind will be held in 2013.

Project organiser: Fléda o.s.
Project sponsor: Lenka Zogatová
Project partners: Podivý o.s., Johan o.s.
Estimated cost for multi-annual project: CZK 1,700,000 / € 65,380

7. Wild Cage

A project linking the theme of the station (arrivals-waiting-departures) with European cultural centres and creative groups working in former stations. The goal of the project is artistic animation of the phenomena of stations, travelling, commuting. We want to capture the transformation of the European railway as a phenomenon in the context of changes to the city and to lifestyle. The axis of the project is work on this common theme in international groups, led by inspiring personalities in different places all over Europe. The project’s finale will take place in Pilsen on the premises of the Moving Station as a performing arts festival with “station” as its theme. The project will include an exhibition of documentary photographs and a symposium on the theme of the city and the railway.

Civic association Fléda

Fléda has been operating in Brno since September 2004. Thanks to the visit rate and interest from the Czech Republic and abroad, it is now one of the most important centres of independent culture in the Czech Republic.

Johan o.s.

Since 1998 the Johan Centre has been expanding its activities in Pilsen and in the regions of Pilsen and Karlovy Vary at three levels: art projects (local art in the form of performing arts and visual art, festivals, theatre and creative drama projects, exhibition projects, production work, tutoring), educational projects (art workshops, art symposia, projects focused on the methods of art education, aesthetic education, drama education and personal and social development) and community oriented social work (resocialisation projects for young unemployed people, community dialogue and development projects and volunteer work). Since 2000 it has been implementing an Open Communication Space project called Moving Station. This is a unique project aimed at the cultural and social revitalisation of the historical Pilsen – South train station building. The former train terminal, which was built in 1904 and is located at the intersection of routes Pilsen-Cheb and Pilsen-Domažlice, has become a presentation and residential space for independent alternative projects, mainly in the areas of performing arts and visual art. In November 2008, thanks to the Moving Station project, Johan Centre became a member of the prestigious European network of cultural centres working in former industrial buildings – Trans Europe Halles.

Project organiser: Johan, o.s
Project guarantor: Roman Černík
Project partners: Trans Europe Halles, Divadlo na Peróne Košice (SK), Žilina station (SK), Teatro de la Estacion Zaragoza (E), Theater im Bahnhof Graz (A).
Estimated costs: CZK2,500,000 / €96,150

8. Uncle Tom’s Cabin

The project of an action contact-bridge for meetings and getting to know each other. At present, the Borská pole industrial zone and similar areas with a high percentage of foreign workers lie outside the usual public and communicating space. This leads to many misunderstandings and the building of barriers and prejudice between locals and the newcomers. The aim of the project is to create and bring to life a concept of a real low-threshold meeting point right on the Borská pole premises. The purpose is to create a space for contact services; a place to take a rest, as well as to seek information and help. ;The facade of the place should be an invitation to visit, as well as a description of the purpose of such a facility. The place needs to offer a contrast to the chill of the industrial zone.

This foothold as a haven (the working title “Uncle Tom’s Cabin”) could offer orientation to strangers in the Czech world; orientation in its values and, at the same time, open the potential for activities by the visitors themselves (club rooms, cultural space for concerts, lectures, celebrations). The project has been inspired by low-threshold integration centres abroad (e.g. the Netherlands). Informality, availability and openness would be the key factors in the approach to the situation at hand.

Project organiser: Johan, o.s.
Project guarantor: Ida Kaiserová
Project partners: Člověk v tísní (People in Need, Czech NGO) and the University of West Bohemia (the Departments engaged: Cultural and Social Anthropology, Sociology, Social Work and Education)
Estimated costs of the multi-year project: CZK 14,000,000 / € 538,460

9. Pilsen Feels Like Home

The research project will be closely connected with the work on the low-threshold centre for foreigners and complement its activities with research. The research interest should be located on the boundary of the following three dimensions: city, work, culture.

The precarism phenomenon (from the word precariat – a blend of precarious and proletariat) is studied around the world routinely in connection with the situation of migrants – people with weakened social rights and whose cheap labour the current system of production cannot do without. The increase in social inequality leads to fragmentarisation and exclusivity, which manifest themselves in the territoriality of the city as well.

Foreign academic literature states that the presence of a large number of people in a perilous position brings about visible changes in the environment. City districts where migrants live are characterised by the process of “urban desertation”. A detached environment arises, where inhabitants don’t feel safe. A place where their community lives turns into an indifferent, impersonal space serving only as a dormitory. The City of Pilsen finds itself in a very dynamic situation as regards the presence of manufacturers that employ migrants in precarious predicaments. The city itself was the initiator of the rise of a whole new industrial district that attracted foreign investment and, over the course of time, also foreign workers. The ratio between the foreign and domestic workforce, not only in these companies but in the city as a whole, is one of the most balanced in the Czech Republic. The

presence of a large number of ethnically different and socially disadvantaged people can accelerate significantly the entire process of fragmentation of the urban space that has been going on in Pilsen in all the post-war era. At the same time the migrants’ presence can represent an opportunity for the city. A foreigner in the urban space is always a bearer of innovation and, often, as is the case in Pilsen, contributes towards economic growth. A targeted support of diversity is part of many urban development strategies.

It is a great question to what extent cultural activities of foreigners and their associations can contribute to the positive development of the co-existence of the foreign and the majority population. The focus on the three dimensions of the foreigners’ presence in the territory of the city in this project should help to elaborate on evaluation procedures for the city officials, field and social workers. They may give a picture of what the contribution of the foreigners’ cultural activities is for the community and, thus, contribute to Pilsen’s strategy of urban, socially sustainable development.

Project guarantor: Ida Kaiserová
Estimated costs: CZK 900,000 / € 34,620

10. The Soul of Cafes and Poets

The aim of this project is to enable the public to discover all of the richness and colourfulness of European poets and their work through the most beautiful literary cafes, places just perfect for democratic exchanges of opinions where everyone has, regardless of his/her origin, something to say. We would like to create this kind of atmosphere again; to rediscover the soul of European cafes from the Procope Café in Paris to L’Hungaria in Budapest. Let’s forget the cafes of the “eat/drink and get out” type, the stressful pace of life that makes us forget the joy of being together talking about culture, chatting over a glass of wine and changing the world with every sip! These important moments of peace when it’s worth giving in to life pleasures and immersing oneself in thoughts and in beauty.

Planned events:

- Research and experimental workshops – giving the opportunity to realise the connection between different kinds of poetry and selected topics – the journey, straying, foreign countries etc.
- Creative stays – will bring together all participating French and other European artists for two weeks.
- Literary meetings and other events for the public with the participation of artists – author readings, debates, creative writing workshops.
- Workshops in cooperation with secondary schools, selected poetry being taught during the school year.
- Production of a CD with information on the project, designed for the broad public, available on selected Internet websites.
- Artistic performances – multi genre recitals of 12 European poems. They will be read in the language of the given country and in French. Both versions of the poems will be available to the audience.

Project organiser: Alliance Française de Plzeň
Project guarantor: Thibault Haioun
Project partners: Arteco, Alfa Theatre, 3 Solyom (Hungary), Associazione Culturale D’Altrocanto (Italy)
Estimated costs: CZK250,000 / €9,620

Alliance Française de Plzeň is a civil society organisation aiming at the mediation of the Francophone culture to all its patrons. It belongs to a world network of more than 1100 cultural establishments in 138 countries. Alliance Française de Plzeň was founded in 1910, its first president being the writer Karel Klostermann. The current president is Mr. Jaroslav Lobkowicz. Alliance Française de Plzeň resides, together with the English, German and Austrian Libraries, at Náměstí Republiky 12, in the so-called European House originating from the 15th century.

“We believe that in today’s world the acceptance of otherness appears to be more and more topical and that every tradition has the ability to encompass all the others. Thanks to this phenomenon we are able to get an insight into the roots of our own tradition through cultures as distant as, e.g., Japanese or Chinese. Moreover, we are convinced that encounters of this kind help us to find the courage to carry out a dialogue with any “other” culture while respecting our mutual differences.” **Bezejmenná čajovna The Noname Tearoom**

Bezejmenná čajovna “The Noname Tearoom” in Štáhlavice, a town located near Pilsen, was opened in the year 2000. A “secondary” effect of this establishment is seen in the form of various projects with topics concerning the interconnection of cultures and cultural worlds. These activities have been commonly connected with the activities of the West Bohemian Independent Cultural Association ARS, established in the year 1990. Mainly, this includes projects inspired by cultures of the Far East – Japan, China, India, Vietnam, Tibet, Mongolia, etc. It is necessary to first state that these projects are not in anyway related to the transplantation of values from the Far East to our European environment, or to finding some elements correlating with European cultural tradition. It is more concerned with the mapping and reflection of inspiring cultural melding between the thinking of the East and West, mainly in the fields of fine arts, music, philosophy, aesthetics and literature.

Centre For Community Organising Pilsen is a non-profit organisation that provides services to all those interested in public and civil society organisations’ participation in the development of villages, towns and regions, in local sustainable development and in the European Union regional policy. It advocates principles of partnership and transparent decision making, mediates information to other NGO’s in the Czech Republic and prepares joint recommendations and procedures. It transfers experience from the Czech Republic to other EU candidate and member countries.

11. Tibet of the Mind

A successful cooperation on the European tour of the Japanese Tendai school monks called Close Voices From Far Away, who had resolved to preserve and revive the traditional ritual shomyo singing, together with the unique Czech choir Schola Gregoriana Pragensis under the patronage of Tomáš Halík, was a valuable experience for the follow-up projects, e.g., the exhibition Mountains and the Heart in the Japanese town Takasaki. This experience is essential for tearoom projects of a similar nature till 2015 and after. This is where the Tibet of the Mind project belongs as well, whose first part took place in the Prague New Town Hall under the patronage of Václav Havel last year, in cooperation with the Potala Society in Prague, the National Gallery and the Náprstek Museum of Asian, African and American Cultures in Prague. The exhibition gives weight to the belief that intercultural encounters of this kind are of a much deeper significance in the future than it might seem at this moment. For most of the globalised society, the influence of traditional values is waning. An encounter with Tibet, Tibetan culture and various forms of Tibetan Buddhism (as well as with other distant cultures) can inspire and bring us to a search anew for this once lost spirituality. The Tibet of the Mind involves a multicultural fine art and photography exhibition, ethnographic and ritual exhibits, a film festival and a rich supporting programme, all of that to be developed in stages up until the year 2015. The project also brings a unique tour of dancers-monks from the Mänri monastery-in-exile in India. Monks of the bonistic school usually don’t travel. This case offers the first unique opportunity to attend authentic several-hour rituals in a form they are normally performed for a Tibetan audience only.

Project organiser: Bezejmenná čajovna /The Noname Tearoom in Štěnovice
Project guarantor: Ivo Hucl
Estimated costs for the multi-year project: CZK 1,300,000 / € 50,000

12. Living City Biennial (tribute to Bohuslav Blažek)

A regular biennial of inspiring creative encounters of experts and civil activists engaged in the humanisation of life in the city, initiating ideas and awarding a prize for projects that enhance the human dimension of life in the urban space, neighbourliness and also encounters aimed at getting to know the respective qualities of city and country life – Bohuslav Blažek Prize. The project wants to create a platform for a methodical reflection of community development projects in the Czech Republic. The plan springs from of the need to document the support possibilities of projects opening up the space for the enhancement of a human and community dimension of life in the city, in the landscape, and to inspire representatives of the local government, civic initiatives, architects and urbanists, as well as artists. The key question of the project is the culture of life and the influence of culture on the improvement of quality of life for the inhabitants of the city and its environs. The project is based along two fundamental lines:

- A regular international, interdisciplinary symposium on the city, the city landscape and its human dimension, on the landscape and man’s incursions upon it, on the development of community oriented life, development of neighbourliness and civic cooperation. A special topic shall be devoted to culture, cultural projects reinforcing the inhabitants’ sense of belonging to a place.
- A public and representative competition for municipal administrations and NGO’s for the Bohuslav Blažek Prize – an award for contributions to the human dimension of life in the city, for the deepening of respect for the place, for the landscape. Cultural and artistic projects will be awarded as well that reinforce the relationship to a place, respect of the landscape, and develop intercultural cooperation on the animation of public space.

Project organiser: Living City – informal association of organisers
Project Guarantors: Roman Černík, Ida Kaiserová
Project partners: Centrum pro komunitní práci Plzeň (Centre for Community Organising Pilsen), Spolek pro obnovu venkova (Association for Village Renewal), Zapálení, Johan, o. s.
Estimated costs for the multi-year project: CZK 900,000 / € 34,620

13. Pilsen, FAIR City

The aim of the project is to contribute to better awareness among Pilseners of developing countries’ problems and Fair Trade as one of the forms of fighting poverty and child labour, as well as to win the Pilsen public over to this way of thinking and make Pilsen just like London and other European cities: the first Czech Fair City. Specific activities leading to the accomplishment of this goal are as follows:

- Pilsen organic harvest festival involving education on fair trade;
- entertaining educational activities on Fair Trade issues at the Pilsen ZOO during the school summer holidays;
- a series of lectures for schools in Pilsen;
- an event to commemorate Fair Trade Day;
- a campaign for using Fair Trade coffee, tea and refreshments in Pilsen’s institutions;
- a Fair Trade presentation within other events of the Pilsen 2015 campaign.

The Fair Trade idea was born in the non-governmental environment of Western European countries. Nowadays, support for this movement is very strong across all levels of society, including public institutions, as is illustrated by the Fair Trade City campaign, which originated in the UK and has gradually spread throughout other EU countries. Thus Pilsen would join this strong European stream with its support of Fair Trade. The goal of the project is to inform Pilsen’s broadest possible public, through active work with school children and students, families with children as well as representatives of various institutions.

Project organiser: Fair Life, o.s.
Project guarantor: Alena Smolková
Project partners: Envic, o.s., Člověk v tísni, o.s. (People in Need, Czech NGO), Česko proti chudobě (Czechia Against Poverty checked), Excellent Plzeň, s.r.o., Pilsen secondary schools, Zoo Pilsen, organisers of cultural events of the Pilsen 2015 campaign
Estimated costs: CZK 100,000 / € 3,850

14. International Human Rights Documentary Film Festival One World

The festival of documentaries on human rights, One World, ranks among the most important European festivals of its kind at present. Its programme includes both the most distinct human rights documentaries of the previous year and investigative and activist films drawing attention to grave global issues. The festival’s main competition runs traditionally in Prague, however, the One World documentaries have been shown to audiences in other regions of the Czech Republic for several years. Pilsen has hosted the festival regularly every spring since 2002. The festival has also taken place for a second time in another town of the Pilsen Region, Klatovy. As interest in the screenings has grown, we have increased the number of films shown every year. More than four thousand viewers attended the festival in Pilsen in 2010. However, One World doesn’t mean film screenings only. It includes discussions with the makers of the featured documentaries and other guests, experts in the individual fields of concern. There is a section of screenings designed primarily for primary and secondary school pupils. “Besides

Association For Village Renewal The association’s mission is to contribute to the rehabilitation of villages, to the renewal and deepening of the social and spiritual life in the country, and improvement of the economical stability and prosperity of rural areas. To motivate country people to volunteerism, encourage their resolve to participate in the prosperous development of their villages, to assist in the establishment and operation of local and regional associations. To take part in the European cooperation on village renewal. Last but not least, to overcome narrow, restricted approaches to problem solving in village renewal and development of the country and support and realise the Programme of Village Renewal.

Bohuslav Blažek (*18.10. 1942 † 20. 11. 2004) is one of the founders of social ecology in the Czech Republic. Among his most significant expert works are Krása a bolest: Umění, tvořivost a hra v životě trpících a postižených, The Beauty and the Pain: Art, creativity and play in the life of the suffering and the handicapped (1985, with Jiřina Olmrová) and Venkov / města / media, The country / cities / the media (1998). He was the deputy chairman of the Association For Village Renewal for three terms in the years 1993-2001.

The non-profit organisation **Fair Life** was founded after some two years of informal activity by a group of Fair Trade fans, who decided to make the transition from personal support to public activities and spread around the region the idea of fair trade and partnership relationships with people from developing countries. They would like Pilsen to become, in the style of other European cities, a FAIR City with Fair Trade as a component. In cooperation with development experts we organise lectures on development issues for schools (from primary schools to universities) and the general public, and Fair Trade presentations and tastings during charitable or cultural events, such as Pilsner Fest, On the Street festival, One World festival. In the years 2008 and 2009 we participated in the Pilsen organic harvest festival.

The public benefit organisation People in Need was founded in February 1992 as a non-governmental, non-profit humanitarian organisation with the aim of helping in crisis-affected areas abroad. At present it carried out humanitarian aid, long term development projects and promotes the pursuit of democracy and human rights observance in almost 40 countries worldwide. Apart from the emergency aid and development cooperation in the “less fortunate” areas of the world, People in Need carries out large projects in the Czech Republic as well. Among them, e.g., One World, the International Human Rights Documentary Film Festival, and a number of educational activities designed to promote a multicultural and mutually tolerant society. Since 1999 People in Needs offers social integration services as well, focusing on solutions for situations in the growing Czech “social ghettos”.

The architect **Jiří Boudník** was born in Pilsen in 1970, where he later studied at the secondary school for civil engineering. In 1987 he emigrated with his mother and sister to Austria. Twelve years later he settled in New York, where he studied art and architecture, and he was working as a project engineer at a construction site near the Brooklyn Bridge when the two Boeing 767 planes smashed into the nearby World Trade Center. Shortly afterwards he became one of the key figures of the rescue works. He made paper models of the “Twins”, which virtual 3D models of Ground Zero were based on, facilitating the progress of the rescue works. These are the key figures in architecture according to Jiří Boudník: Parléř, Borromini, Brunelleschi, Corbusier... He values highly the following buildings: The St. Barbara Cathedral in Kutná Hora, the Vladislav Hall at the Prague Castle, the town of Samarkand and the Aztec pyramids. He’s living at present in Pilsen again.

Jan Stehlik
Was born in 1963. He graduated with an M.A. from the Department of Screenwriting and Script Editing of the the Film and Television School of the Academy of Performing Arts in Prague in 1983. As a screenwriter and script editor he collaborates with the Vachler Art Company, and occasionally with the Frmol company and TV companies. Since 2004 he has been the Art Director of Fresh Film Fest, the International Festival of First Features and Student Films.

the screenings we hold a number of accompanying events during the festival, such as photography and art exhibitions, workshops and concerts.” The One World festival is a member of the Human Rights Film Network.

Project organiser: Pilsen Regional Branch of People in Need, o.p.s.
Project sponsor: Monika Hertlová
Partners: Ministry of Culture, Czech Republic, State Fund of the Czech Republic for the Support and Development of Cinematography, Czech Television, Pilsen Municipal Authorities, University of West Bohemia in Pilsen, Pod Lampou Theatre, Czech Broadcat Pilsen, Na Hromádce o.s.
Estimated Cost: CZK 18,000,000 / € 692,310

15. Give me a space-Free lodging

The project aims at bringing closer together the lives of the foreigners living in Pilsen and native-born Pilseners. It offers the possibility of encounters / staying overnight with EU and non-EU foreigners – Mongolians, Vietnamese, Romanians, Ukrainians with families, in the houses of Pilsen’s inhabitants. To offer a night’s lodging, a roof over someone’s head, has been a gesture of altruism since prehistory/primeval times and it creates a kind of trust between the host and the lodger. The project has three stages. In the first stage the lodging itself takes place – we envisage a 3-week interval. We will record the visits and get photographs and audio recordings from both sides. In the second stage an exhibition project will be prepared: a room with alternating projections of the lodgers’ faces and their rooms. This visual material will be accompanied by corresponding audio recordings. The third stage is the exhibition itself in a public place and its possible tour, then public debates.. The exhibition can also travel to the lodgers’ home towns. This project can progress during all of the Pilsen 2015 project preparatory stage .

Project guarantor: Jiří Boudník
Project partners: Člověk v tísni, o.s. (People in Need, Czech NGO), Slovo 21 (Czech NGO), the Foreign Police Pilsen, foreigners associations, companies in the Borska pole industrial zone
Estimated costs for the multi-year project: CZK 1,900,000 / € 73,080

16. Gia cây / Falešný pes (DOCU-DRAMA)

This is a solitary project, a feature film of a rather unusual format, namely that of a docu-drama. It will combine actors in staged scenes with documentary sections. If I was to compare it to a film that has been shown in the Czech Republic, I’d probably choose IN THE WORLD by the British director Michael Winterbottom. Film-within-a-film. The feature film story of a Vietnamese student of the University of West Bohemia, who is to become the hero of one of the Pilsen ECOC 2015 candidature projects. The world renowned Jean-Pierre and Luc Dardenn brothers are to be in charge of the film direction. When it already seems certain there won’t be a movie, our hero takes things into his own hands. The project is based on a connection with the Belgian City of Liège and the potential engagement of the famous director pair of the Dardenn brothers. Most of the film takes place in Pilsen, centred around the world of ethnic minorities, and the viewer will be able to learn about a number of events connected with Pilsen at the same time: Slam Poetry, Lunar year celebration, Finále Film Festival and others. The Pilsen director Bohdan Bláhovec was the first one to be approached. The project offers a non-traditional insight into the world of the Vietnamese minority, a less common genre, a play with film within the film, self-irony, hyperbole in the context of the candidature itself.

Project organiser: Jan Stehlík
Project guarantor: Jan Stehlík
Estimated costs: CZK 14,500,000 / € 557,690

17. “Dream Come True” – European-Japanese feature film

The story is inspired by real short events and situations resulting from the confrontation of two different cultures, different semantic patterns of people in different cultures, the western prejudice against Eastern philosophies and, last but not least, modern technology.

Project organiser: 24, o.s. Pilsen
Estimated costs: CZK 6.5 million / € 250,000

Apart from the above mentioned project plans,a great number of traditional as well as newly initiated activities from those having endorsed the Transit and Minorities programme stream are, e.g:

- Alliance Française de Plzeň with the international project of Francophone theatre workshops “The Ten Word Caravan”, with the intention of creating a new mixed forest of three forms, French, German and Czech, under the name “Common Forest”, further with the student cooperation of the sister cities of Pilsen: Liège, Limoges and the Franche-Comté Region, called “Knowledge Sharing and Discovering of the New – Leonardo and Erasmus”, with the Pan-European tribute to music held traditionally on the 21st June “Holiday of Music” and, last but not least, with the Czech-Belgian literary symposium “Detective Story in Pilsen – from Simenon to Maigret”;
- Slovak-Czech Club in Pilsen with the intention of holding “Czech-Slovak Days in Pilsen”;
- EXCELLENT PLZEŇ, s.r.o. with the plan to organise “Ball of Europe 2015”;
- Travellers Club of the Masaryk Grammar School in Pilsen with the project of a Czech-Vietnamese dialogue “Xin chào Plzeň – Ahoj Plzeň”;
- Jana Eismanová with the intention of organising “Festival Flamenco Chequia”;
- Tandem, coordination centre of Czech-German student exchanges with the project “Volunteers 2015” – establishing volunteer positions for culture within the European Voluntary Service;
- Boheme e.V. with the theatre walks along the “Golden path” area “Golden Path Theatre Festival” and with the project “European Youth Parliament” in Pilsen;

24, o.s. Pilsen (24 civic association)
The main activity is organisation of cultural events (festivals, charity events, drug prevention lectures, events for children and most recently also a feature film. Our activities are designed for children, through students to thoughtful adults.

CŠKV (Spanish Culture and Education Centre)
The centre itself is a place of encounters (of Hispanics living in the region, admirers and lovers of the Spanish speaking world, travellers, students, professional and non-professional public), a creative platform (projects adopted from abroad, projects sent abroad, projects originating in the Czech Republic with national and international participation – non-professional, semi-professional and professional projects) and a means of growth and education.

TANDEM
The coordination centre of Czech-German youth exchanges, Tandem, is a Ministry of Education, Youth and Sports institution, integrated in the structure of the University of West Bohemia in Pilsen.

Boheme-Bayerisch - Böhmischer Kulturverein in Amberg e.V.
The organisation was founded in June 2006. It focuses on promotion of art and culture, in particular the cultural and social interaction between people from West Bohemia and East Bavaria. Its aim is to improve living conditions on both sides of the Czech-German border.

STORIES AND SOURCES

The fourth programme stream encompasses many key themes which shed light on the broader context in which the Pilsen candidature is developing. It is about nothing less than understanding history and accepting the necessity of revitalisation in many areas: revitalisation of principles that maintain a lively relationship with the past and traditions; revitalisation of the relationship between cities and rural areas; revitalisation of our relationship with the landscape surrounding us; revitalisation of cultural and industrial heritage. It is about looking back to the past and searching for inspiration that will help us choose the right path for the future, a path leading towards sustainable development. It is vital to realise that our future is being decided right here, right now.

The Stories and Sources programme stream embodies important aspects that are interlacing and merging into a whole: revived and sustainable **tradition, lost stories, networking, industrial heritage and soul ecology**. Last but not least, the programme stream is targeting the **region**, symbolically understanding it as Pilsen’s root system and trying to grasp the influences and links between the city and the region’s rural areas. The primary aim of this stream is returning to our roots, tracing sources that had dried out a long time ago, perceiving a person’s life as a journey towards renewing harmony with the environment, establishing a deeper relationship with nature, the landscape and ourselves. We have learned to ignore our authentic past, our authentic anchorage in a certain place. The result is that, even after living in a democracy for twenty years, we are still unwilling to trust each other, ourselves, our history and the world and to truthfully admit our own past. This inheritance is part of our innermost substance and therefore difficult to get rid of, particularly for middle and older generations. Moreover, the relevance of this theme is multiplied by the incredible rapidity of IT development, which, on the one hand, represents a fundamental shift in human communication in terms of its global scope. On the other hand, it creates painless virtual worlds, which make our real lives uncertain – another element that turns us away from our past, from our anchorage in the world. Information technologies have influenced traditional cultural patterns; culture is no longer perceived as vertically divided (popular-elitist, local-global, state-private), but it is interconnected at the horizontal level.

These contemplations have inspired the Pilsen candidature to open up a space for the development of a horizontal regional cultural network, which could later mature into an international one. The Europe of regions has more than one hub: the emphasis has moved towards creating original and individualised places which reflect their traditions and will be able to transfer human resources, goods, services and creative potential in the future.

Another vision is the image of a creative society which cooperates within horizontal structures, i.e. **networks**. “To Beer or Not to Beer?!” is an obvious question in relation to Pilsen. Besides a regional cultural network, Pilsen will initiate the foundation of a **network of revitalised breweries**, which will promote long-term cooperation with partners from all over Europe. What these partners have in common are spaces into which they have brought new life. The offer of experience sharing and promising common projects has already received a positive response from Belgium, Poland, Denmark, Spain, Croatia and Switzerland. Many of these countries dispose of revitalised breweries that could serve as role models for the expected reconstruction of the Světovar complex, for the purpose of which an urbanism competition was announced in May 2010. One of the basic conditions of a problem-free future is the synergy between developers’ objectives for the whole neighbourhood and the usage of the complex for cultural purposes. The last theme of this chapter is **soul ecology**, which points out threats to one’s outer as well as inner environment. Maybe the time has come to **shift ecology’s borders**? Maybe it is necessary to protect people as well? Maybe the gloomy state of the outside world mirrors the inside world, the human soul? On our journey from a totalitarian society towards a creative one, we have to put the soul back on the priority list, find the causes of its injury, heal its wounds and learn how to take care of it again. The soul needs to be protected and allocated a place in the new understanding of the world, with art playing an irreplaceable role in the process.

Chosen projects proposed by various entities by mid-May 2010:
(The open call continues, the below-mentioned examples only introduce project plans with costs estimated by their

organisers, in some cases taking into account several years of project preparation. In the event of gaining the ECOC title, the quality of different project plans and the level of criteria fulfillment will be assessed by the Art Council. The final choice of the most interesting projects, which will take place in 2013, will be in the hands of an international jury.)

1. Water and Imagination

The ambition of this project is to use a structured story of exhibitions to show two related aspects of water: how this unstable natural medium deeply influences our imagination and creativity (art, poetry), our dreams and inner life (psychology, spirituality), and how our own and the Earth’s lives and their health, vitality and prosperity (ecology) crucially depend on this life-giving element. This connection of “inner” and “outer” is also suggested in the exhibition’s title and subtitle as well as in Paul Claudel’s quote.

The project would also like to emphasise water as a very up-to-date civilisational metaphor for “change”, “creativity” and “integration” of life, a metaphor which expresses the possibility of creative flexibility and metamorphosis, a natural, spontaneous flow and organic genesis of new life forms, and also the merging of diverse and seemingly contradictory things, people and dimensions into one integral unit.

Water and Life

Water is a genuinely miraculous element which is responsible for the origin and development of life on Earth. It is only thanks to water that the Earth can witness the creation of what the German language so nicely describes by the word Umwelt – the surrounding world, the community of all living, breathing creatures: plants, trees, animals. The Earth and its landscapes truly come to life only with the arrival of water; it is only with the sounds of a babbling spring and a gurgling stream that their speech of many voices starts to be heard, that the multishape forms, manifestations and stories of life start to develop.

This magical power of water is beautifully expressed in fairy-tales, in stories about the miraculous “water of life” or in parables where springs and sources represent the souls of a landscape. The crucial importance that water holds in our lives is proved by its distribution: two thirds of the Earth’s surface as well as of the human body consist of water. The ability of water to awaken and create life is related to its amazing sensibility; according to the latest research, water is a medium capable of receiving and carrying information and codes of life and inducing them into the world. Water is the bearer of the processual, unifying and ecological aspect of life.

Water and Imagination

Besides being fundamentally important for life and its ecology, water stimulates and feeds our poetic dreaming and our imagination. Their different forms and manifestations mirror the archetypal language of symbols of the human mind. In this sense, imagination is frequently characterised as a “water world”, as a mysterious kingdom of dreaming, as the world of change, i.e. of embryonic genesis, creation of new forms and shapes and, conversely, their disappearance. The planned exhibition would like to present the “water world” of our imagination, show how the presence of water is reflected in the total graphic (formal) conception of some art pieces, and indicate how the awakening “water’s consciousness” shapes our ecologic and spiritual relationship with life.

The exhibition wishes to point out the acoustic, i.e. linguistic aspect of water: it would like to zoom in on the specific language of streams, rivers and oceans and demonstrate how water (“the most faithful mirror of voices” according to Gaston Bachelard) is reflected in our own language, our own vocal speech. We would like to convey this notion in some of the installations as well as in the extra events (poetry readings). The exhibition as a whole will be conceived as a tribute to water. The rich accompanying programme will include debates with authors and lectures (perhaps even an all-European conference) which will elaborate on the theme of water in imagination, psychology, ecology and spirituality. There will also be film screenings, poetry readings, concerts, eco-artistic workshops, happenings, trips and pilgrimages where we will get to know various rivers and the significance of water in the region

Network is an alternative form of organisation, an open system constantly in motion. There is no power imposed on people and mutual assistance is the central principle of cooperation. These organisations can no longer have authoritarian and hierarchical leadership. A network’s leader is someone who provides an overview, keeps the energy flow going and preserves the network’s harmony. The creation of networks is motivated by post-materialist values, i.e. the values of a materially saturated society which creates space for a certain approach to life. The key issues of this approach are meaningfulness, inner development and autonomy, dignified work and quality of life... (paraphrasing Harrie Salman: Europe in a New Light)

The soul feeds on beauty. Food for the body finds its parallel in live, complex and graceful images for the soul. We can even say that if we lack beauty and art in our lives, we are likely to suffer from these soul disturbances: depression, paranoia, loss of sense, toxicomania... (paraphrasing Thomas Moore: Care of the Soul)

“Everything the heart desires can be reduced to a water figure”
Paul Claudel

“Dwell as near as possible to the channel in which your life flows”
Henry David Thoreau



Eco-art projects, festivities and rituals related to rivers, their purity and the healing of their surroundings

A huge inspiration can be drawn from the projects of Newton and Helen Mayer Harrison (the Harrisons), a couple considered to be the world’s leaders of the eco-art movement. For almost 40 years, they have worked with biologists, ecologists, architects, urban planners and other artists to initiate collaborative dialogues to uncover ideas and solutions which support biodiversity and community development. One of the important projects of the Harrisons consisted of purifying the Sava River, a process approved by the Croatian national water department. In 1988-1990, collaborating with the ecologist Martin Schneider-Jacoby from EuroNatur, they succeeded in creating and purifying a thousand-kilometre corridor for the Drava, the Sava’s sister river. Together the two rivers, which flow into the Danube, thus have a 50 % share of its clean water, which then flows into the Black Sea.

A related Pilsen investment project – the revitalisation of Pilsen river embankments

Since 2007, Pilsen has been involved in the international REURIS (Revitalisation of Urban River Spaces) project. The purpose of this involvement is to make the city’s rivers more accessible to the public and part of common people’s lives. Uslava and Mže embankment revitalisation studies are currently being elaborated. It is vital to examine the future goals of the project and its viability, and to find out whether it really arises from the public’s realistic wishes and opinions. Exploring the real development potential of opening the embankments to the public might benefit from the participation of eco-artists, who would give the project a whole new dimension.

Project organiser: Gallery of West Bohemia in Pilsen
Project sponsor: Jiří Zemánek
Estimated costs: CZK 5,000,000 / € 192,310

2. The 19th CIOFF International Folklore Festival “Pilsen 2015”

The five-day international folklore festival, which takes place every June, places emphasis on European folk art (singing, dancing, music, national costumes). The festival was founded in Pilsen in 1997 as an initiative of The Folk Ensemble Jiskra, who remained the festival’s principal organiser until 2006, when a new independant civic association, the Pilsen Folklore Scene, took over. The festival, originally a small three-day gathering of a few folk ensembles, grew into a large five-day festival with international participation. So far, its accompanying programme has included several exhibitions (such as “Czech Folk Traditions”, a children’s graphic contest). The 19th CIOFF International Folklore Festival “Pilsen 2015” (June 10th-14th 2015) is envisaged as a large parade of both children and adult folk ensembles, underlining the participation of European countries. European folk art will be presented on several stages in Pilsen as well as on the Pilsen station of Czech Radio. Since 2008, the festival has been a regular member of CIOFF, a prestigious international organisation which is part of UNESCO.

Project organiser: Pilsen Folklore Scene, a civic association
Project sponsor: Michaela Vondráčková
Project partners: the City of Pilsen, Foundation 700 Years of the City of Pilsen, Pilsen Region, Ministry of Culture of the Czech Republic, The Folklore Association of the Czech Republic, Czech Radio Pilsen and others
Estimated costs: CZK 9,600,000 / € 369,230

3. Creative European Culture Train

A whole set of train carriages focused on creativity – the Creative European Culture Train will set out from Pilsen in 2015. This train will traverse all of Europe. There will be a programme for each stop in every country, associ-

Orbis Pictus – artists’ association
The “Orbis Pictus or...” project is an international project of travelling exhibitions and accompanying events, which debuted in Paris in 2006. The heart of the project is the set of exhibitions The Gateway to the World of Creative Human Imagination, The Labyrinth of Light and The Leporelo Game inspired by the work of the Czech humanist J. A. Comenius, Labyrinth of the World and Paradise of the Heart. The exhibitions’ artistic conception is entrusted to Petr Nikl, who collaborates with Czech and international artists. The scripts of the exhibitions draw on the experience gained at the Nest of Games exhibition presented in the Prague Rudolfinum in 2000 and at the Garden of Imagination and Music, a Czech exposition at EXPO 2005 in Aichi, Japan. Each exhibition tries to develop imagination and fantasy by means of interactive instrumental objects. Individual instrumental sets are focused mainly on the phenomenon of play – on the creative understanding of the world and oneself through one’s own senses. The main aim and purpose of the project is to create a communication channel across nationalities, social classes and religions. The project reflects the strength of creative desire and shows that the phenomenon of play can function as a universal means of communication regardless of nationality, religion or age, thus bringing to life and developing Comenius’s timeless ideas. The significance of the project was confirmed by the EU Commissioner Ján Figel, who declared year 2009 the European Year of Creativity and Innovation (EYCI). Mr. Figel said that Comenius’s ideas inspired him to suggest the year 2009 be the EYCI. He added that the “Orbis Pictus or...” exposition is a model example of this European year’s mission. The project was also one of the official extra events hosted by the Czech EU presidency in the first half of 2009.

The European Culture Train project draws on the experience gained at the following collective interactive expositions: Nest of Games – the Prague Rudolfinum; Garden of Imagination and Music – a Czech exposition at EXPO 2005 in Aichi, Japan; Orbis Pictus or The Gateway to the World of Creative Human Imagination – a long-term travelling project (Paris, Prague, Brno, Kroměříž, Opava, Florence, Ostrava, Budweis, Vancouver, Brussels, Sofia); Orbis Pictus or The Labyrinth of Light – Prague; The Leporelo Game – Liberec.

ated with the cultural activity of the given place, town and country. The train set will comprise several carriages originating in EU countries, of different genre focus. On its journey, The Creative European Culture Train shall combine music, theatre, fine arts, performance art and interactive art with art installations of the Orbis Pictus group; the set will have its own Internet radio, cinema etc... one of its goals will also be the integration of local stories in the mosaic of the course of European history, a kaleidoscope of Europeans’ life stories. The production will invite other countries to join the train’s gestation and create their own carriage for the set. The train shall become a symbol of a multilateral cultural dialogue, a messenger and a symbol of the European personality of creative development. The project must acquire a European dimension and become an invitation for the conception of a whole creative festival symbolising in its diversity and transferability the interconnection of European cultures. At a time of continuing European integration and interconnection of economic and social structures, at a time of abolishing borders and a breathtaking development of information and communication systems or virtual worlds, but also at a time of a search for a joint effective model for future Europe, we propose a model of communicative encounters that can easily cross borders and distances while accentuating the direct contact and authentic experience of the participants. Thanks to its conceptual remit, the project can become a symbolic annual European attraction, can become a cultural “EXPO” on rails. The Creative European Culture Train can thus become a Pan-European challenge and a tradition too, advancing the cause of an ecological, culturally interconnected, authentic Europe.

Project organiser: Orbis Pictus, an artists’ association
Project sponsors: Petr Nikl, Ondřej Smeykal
Estimated costs: CZK 900,000 / € 34,620

4. Regional Cultural Network

- The network’s objective is to connect all subcultural activities of the region. Its functions include the following:
- creating the platform for the synergy and cooperation of different activities
 - mapping the Pilsen Region’s cultural potential
 - promoting various regional activities, events, artists, venues and organisers
 - facilitating artists’ mobility within and outside the region
 - distributing important cultural projects, which usually fail to be presented in peripheral areas, across the region

The term subculture designates local culture originating “from the bottom”, without the intervention of authorities and local governments and without initial financial or material support. This culture, a manifestation of civil society and the reverse side of the coin of Czech culture, has not yet been mapped out, but it is as vital as the official, established, institutional culture. Subculture is not controlled; it develops organically, reacting to the non-availability of culture in different regions, reacting to unequal access to culture in the country. Subculture is usually the result of common people’s activities in areas where the system can never reach or where the outreach is insufficient. Subculture can be considered as one of society’s foundation stones. It generates huge artistic potential, which can be further developed. It is a way of reviving forgotten cultural traditions and maintaining the cultural memory of different places and landscapes. Subculture needs to be efficiently, gently and continuously supported, the emphasis being placed on the potential professionalisation of NGO’s; its importance needs to be publicly and loudly admitted; local governments should be presented with arguments for its endorsement. The network, created within the Pilsen ECOC Project 2015, would like to serve all these purposes. The 4x4 Cultural Factory Světovar will be the heart of the network, each of the “mapping” fieldworkers using the existing Local

Action Groups, museums, libraries, etc. The project counts on one chief coordinator and three fieldworkers. The latter will be in direct contact with the cultural activities, they will administer an interactive web page and provide for all of the network’s functions. The project is important for fulfilling the regional overlap condition of the Světovar Cultural Factory.

Project organiser: 4x4 Cultural Factory Světovar
Project sponsor: Kateřina Melenová
Estimated costs of the multi-year project: CZK 3,600,000 / € 138,460

5. Inner Light

Pilseners are largely ignorant of the fact that in Hussite times, Pilsen was called the City of the Sun. “Inner Light”, a series of exhibitions, concerts, lectures and dance and multimedia performances, would like to show that this “royal” title is not just a historical shade for Pilsen. In the past, light with its different variations and metamorphoses was the theme of many successful art projects and exhibitions, as well as of philosophical contemplation. Many of the theme’s aspects, however, remain unnoticed. We undertake the whole project as an honour to František Křížík, the arc-lamp inventor, who was originally from the town of Plánice in the Bohemian Forest and lived in Pilsen for many years. Light has formed and inspired art all over the world: from neolithic cave drawings, via medieval stained glass windows, Rembrandt, Schikaneder, futurism and Bauhaus, to the Zero and Gruppo T art groups. In the 1920s, the most important light media were starting to be developed – photography and film. There was a range of new art forms: light-kinetic art, light graphics, commercials, playing with natural phenomena (fire or sun), light graffiti and building light projection. The whole project could be structured along the lines of key natural cycles, such as the setting or the rising of the Sun, full moon, equinox or solstice. Many of these phenomena could be incorporated in the actual performances. For obvious reasons, shows would be put on mostly at night. As for locations, using rarely visited or neglected premises would make them (at least psychologically) an integral part of the city’s urban landscape. In our opinion, accepting these shaded areas would also help Pilsen find its individuality.

Premises in the city exteriors:

After the curator’s final choice of artists, each of the pieces would be allocated their location, premises or space. We are counting on personalities such as Miloslav Fekar – Light in Public Space, Pavel Opočenský – Adam and Eve, Tree illuminations – Projection for Trees and many others. The cathedral should be conceived as a Light Fountain as an homage to František Křížík. A series of lectures by prominent Czech philosophers: Light, Fire, Logos – Apollo, Heraclitus, Plato (Zdeněk Kratochvíl), Searching for One’s Own Light – From Gnosticism to Medieval Mystique (Zdeněk Neubauer), Light and the Beginning – from the Book of Genesis to the Prologue of the Gospel of John (Zdeněk Kratochvíl), Notes on the Colours of L. J. Wittgenstein (Miroslav Petříček), Light as a Colour – Kandinsky, Vasarely, Malevich, Bauhaus (Jiří Zemánek), The Sun and the Fear of Night (Václav Cílek), Light in Psychology (Cyril Höschl), Albert Einstein and the Secret of Light and others. Concerts: Charlemagne Palestine and Yvette Mattered (laser show from the USA), Agon and Václav Matuszek (Prague), Jaroslav Kořán and The Horologe of Dreamers, projection Zdeněk Durdil (Prague), Fred Frith (UK) Middle of the Moment, Frank Lorentzen (GER), Crystal Bowls and many others.

Journey towards the light, a journey in the light is a journey towards simplicity, a journey from destruction and over-intellectualised and over-informed presence. Towards supremely creative and human potential.

Teatrum mundi o.s. is an NGO involved in regional culture. It organises its own events and programmes and offers counselling in art management and culture animation.

Avant-garde film: John Cage, Woody Vasulka, Oskar Fischinger, Viking Eggeling, Alexander Hackenschmied
Dance and multimedia performance:
These performances should ideally be made in harmony with their specific surroundings; we plan to stage the shows after dark at different (usually forgotten) places in the city or in an appealing landscape.
Ruyzo Fukuhara – Into the Layers /butó dance/, Nanohach, VerTeDance – experimental dance performance, Tree illuminations – multimedia light show
Frank van de Ven – The Borders of Light, the Borders of Shadow /dance performance/ and others.

Project organiser: Unnamed Tea-house in Štáhlavice
Project sponsor: Ivo Hucl
Project partner: Institute of Art and Design at the University of West Bohemia
Estimated costs for the two-year project: CZK 1,780,000 / € 68,460

6. Land art

The LAND ART project wants to use art to draw attention to landscape as a place which can be changed by art and where art can be made and presented. In the first place, however, the project wishes to express the necessity to protect landscape and look for a way to understand it and renew it through art, play and imagination.
The project will present programmes, debates, exhibitions and workshops outside in the landscapes of Western and Southern Bohemia. LAND ART’s mission is to provide a counterbalance to the city projects of the Pilsen ECOC Project 2015.
The goal of LAND ART is to embrace as much area of both regions as possible and to plant this new impulse into people’s minds and into art education programmes at schools. By 2015, a network of places and partners is to be created. We will look for our partners among artists, cultural NGO’s, environmentalists, schools, local action groups, etc.
The project is capable of addressing a broad group of people, its possibilities are wide: creating monumental pieces of art out in the landscape, working with pre-school and school children, organising unusual nature adventures for youngsters and welcoming adults as inhabitants and visitors to the renewed landscape. Local and foreign tourists will come to see monumental landscape pieces of art created by renowned artists.
Partners: NGO’s from the Pilsen Region, local and foreign artists, cooperation with the Institute of Art and Design in Pilsen and with other students from art departments of universities. The project stresses general public participation and the involvement of schools, young people and volunteers.

Project organiser: Teatrum mundi o.s.
Project sponsor: Kateřina Melenová
Project partners:- the sculpture studio of Jiří Beránek at the Institute of Art and Design in Pilsen
Estimated costs of the multi-year project: CZK 2,880,000 / € 110,770

7. To Be the Driving Force

The project will present original historical craft technologies. The newly crafted ingenious machines, together with dancers and performers, will be the driving force of expanding the expression possibilities of the human

body. Medieval machines (windlasses, levers and cranes) will be crafted in public by the original technology of hand hewing. The original practices of wood processing and sophisticated manipulation with heavy objects are also useful for the training of future sculptors and carpenters. Craft production has its aesthetic values (rhythmical movement, the sounds of hewing, etc.), which can be used in dance or theatre performances when the machines are still in production. The final products will have a slightly different role in the performances: levers and cranes powered by human force are able to carry actors a long distance, allow the effect of levitation and are suitable for versatile artistic animation in general.
Dance groups and performers: Vladimír Javorský and Physical Theatre, Dance and Physics – Bára Látalová and co. and others.

Project organisers: Institute of Art and Design in Pilsen, Architectural Heritage Centre in Plasy (National Technical Museum)
Project sponsors: Martin Ebel, Pavel Kodera, Josef Mištera, the ARS TIGNARIA association of Petr Růžička, the students of sculpture and the Studio of Applied Painting of Václav Špale (Institute of Art and Design at the University of West Bohemia)
Estimated costs: CZK 1,000,000 / € 38,460

8. Collective Wagon / The Black Box of the Region

The goal of this project is to register and collect forgotten and disappearing stories of the region’s inhabitants as well as artefacts, anecdotes, local songs, etc. The modified train wagon is actually a mobile radio studio, which will broadcast live shows from every location where it will be stationed. It will offer interviews with local witnesses and important personalities. In each location, the wagon will also serve as a gallery.
The wagon could also be a venue for local bands’ performances, i.e. a mobile concert hall.
All the above-mentioned functions will require considerable modifications to the wagon: desk mounting, a picture suspension system, DVD projector and screen installation, a sound system for concerts and an adjustable podium. In the interior, there will also be a cosy little office, where the region’s historic imprints, unpublished stories and fragments can be left.
Thematic areas: “Injustice”, “Mysteries”, “Trophies and forgotten merits”, “Icons of the region”, etc. The collective wagon will serve as a thread that connects regions, the stories of which will be archived. Collected material will be made into a DVD for schools, public libraries and museums. An important aspect of the project is cooperation with the border regions, where people still see local culture as something negative or “provincial” and where they accept only “high” centralised culture coming from major, important cities. The collective wagon will also be part of the Creative European Culture Train project in 2015.

Project organiser and sponsor: Ondřej Smeykal
Projected expenses: CZK 900,000 / € 34,620

9. WATER MUSIC - river concert with graphic and scenic aspects

The first part of the project will consist of a performance of G. F. Händel’s famous baroque composition called Water Music. The setting will try to imitate the atmosphere and the surroundings for which the piece was composed – the royal court’s navigation on the river Thames, which usually lasted for several days. During the navigation, the embankments were crowded with common people, for whom just seeing the royal banner was already a huge event. The orchestra, seated in accompanying barges, thus played for a fairly large audience.

Architectural Heritage Centre in Plasy - National Technical Museum
The aim of the project is to found a national institution promoting the acquisition and preservation of knowledge on historical architecture, primarily by revitalising two underused but significant items of cultural heritage in Plasy. The two buildings are authentic examples of historical architecture and they are protected as national cultural heritage. The foundation of the Centre will make both of these buildings, which are to be used mainly for research and initial and continuous training of experts, accessible to the public. The implementation of the project will save the largely destroyed Romanesque-Baroque farmyard. The project is on the IOP (Integrated Operational Programme) priority list of the Ministry of Culture of the Czech Republic.

The ideal location for this project is the river in the city centre. The orchestra will be seated either in boats, on a military pontoon or on a podium next to the river bank. The audience can watch the event from bridges or other elevated places. The ideal time for starting the concert would be evening twilight, when historical lighting can be used. The first part of the concert will be visually complemented by a reconstruction of impressive baroque scenic elements, at the time an integral part of every music production intended for the general public. The second part of the project, Petr Wajsar's Water Music, would like to create the impression of abstract space composed of perfectly matching pieces, where the perception of time is different from our common state of mind. The music is strictly minimalist and uses motifs and images provoking a hypnosis-like state. The music and images should be synchronised, for which the "Ableton live" music software will be used. The software is intended for live production based on samples and it is able to control both music and lighting effects using the so-called MIDI signal. The programme has not yet been used widely and therefore the merging of orchestral and electronic music will be interesting from the listener's as well as technician's point of view. The second part of the concert will be visually complemented by up-to-date technology: animation projected on the river surface, a laser show and other light effects.

Project organiser: The Pilsen Philharmonic Orchestra, Institute of Art and Design at the University of West Bohemia in Pilsen

Project sponsor: Lenka Kavalová

Projected expenses: CZK 1,060,000 / € 40,770

10. The Grand Canal

The project would like to present a piece of music by the Chinese composer Zhou Tian. The Grand Canal is a symphonic suite which celebrates the big canal in the Chinese city of Hangzhou, its thousand-year history and its creators. The piece is accompanied by a video projection showing the pace of life on the big canal, which is more than just a waterway - it is a home, a workplace and a sense of life for many people who live in perfect symbiosis with it. The author's style of music has its roots in Chinese traditional music, into which he artfully incorporates European musical tradition. Mr. Zhou uses traditional Chinese instruments, such as erhu (the Chinese cousin of violin). The story of the piece is related by a story-teller, which is similar to European oratoria. Traditional Chinese instruments will be played by soloists from Hangzhou. The ideal venue for this project would be the planned new theatre building, the great hall of which will comply with the acoustic parameters of a concert hall.

Project organiser: The Pilsen Philharmonic Orchestra

Project sponsor: Lenka Kavalová

Projected expenses: CZK 465,000 / € 17 880

11. The Story of Světovar

The Story of Světovar is a project with cultural, social and educational scope. Its aim is to grasp the memory and genius loci of the Světovar complex, while benefiting from the active assistance of the local community. The project output will consist of an interactive guided tour through the Světovar complex. The project emphasises the data collection process and the involvement of local witnesses and heritage and educational institutions. The recordings of interviews with local witnesses will be complemented by the examination of available historical documentation and archivalia. Collected data (both written and visual) will serve as the

basis for designing the tour of the complex, a long-term exhibition and an educational programme for visitors. Local witnesses will become the tour guides. Following a booking, the tour will be opened for schools; there will be regular opening hours for the public. The tour will be made even more attractive by extra programmes, such as workshops, performances and social projects.

Project sponsors: Jan Dienstbier, Helena Šimicová Dienstbierová

Project partners: University of West Bohemia in Pilsen (Institute of Lifelong Learning, Faculty of Philosophy&Arts, Department of Anthropological and Historical Sciences, Institute of Art and Design, Faculty of Education), Centre for Community Work in Western Bohemia, the Johan, o.s, Pilsen senior clubs, National Heritage Institute, Pilsen City Archive

Estimated costs of the multi-year project: CZK 1,480,000 / € 56,920

12. Světovar - To Beer or Not to Beer?

The project's mission is to organise regular discussion forums with the additional title of "To Beer or Not to Beer?" within the network of cultural centres established in former breweries. It would also like to publish a book about the transformation of these breweries into cultural centres.

The project consists of two parts: Annual discussion forums with the managers of these new cultural centres located mainly in former breweries. The forums will treat the issues of conception, architecture, financing and links to other bodies. Operators of other non-traditional buildings will participate as well, e.g. Maison Folie Mons. Every forum will be summarised in a published collection of contributions. The project complies with the strong European spirit of ECOC and with the development of the international network of cultural centres in former breweries, which will include the breweries of Madrid, Zürich (Löwenbrau), Zagreb, Poznan, Brussels, Mechelen, Copenhagen and several Czech towns. The discussion forums will continue after the year 2015. The project will provide positive examples for individuals and legal entities involved in the running of cultural facilities, urban planning and architecture in general. The exchange of experiences in the discussion forums will be beneficial for training in arts management, production and architecture.

Project organiser: the Zlatý řez publishing house

Project sponsor: Milan Svoboda

Project partners: Czech Chamber of Architects, Faculty of Architecture at the Czech Technical University in Prague, University of West Bohemia in Pilsen, National Heritage Institute, cultural centres in former breweries in Europe (and other parts of the world)

Estimated costsof the multi-year project: CZK 3,700,000 / € 142,310

13. RESISTANCE - international conference and festival

The topic of resistance and the sustainability of cultural activities is a serious contemporary issue. It can be expected that its relevance will grow, given the ever-growing pressure from the mass media and consumer sector on alternative cultural activities. The international RESISTANCE conference will ask some important questions: How can we stay resistant in today's society? How can we resist the escalating opression of all minor, independent initiatives? How can we resist the mass media manipulation that creates a false impression of an all-sufficient supply? How to survive in a globalised world and resist unification?

"Zlatý řez" (Golden Ratio) is a publishing house specialising in 20th and 21st century architecture.

The Pilsen NGO centre (CNOP Plzeň) came into existence in the mid-1990s thanks to the initiative of the National Democratic Institute for International Affairs (NDI), which operated in Pilsen from 1991 to 1996 and came up with the idea of networking and democratic cooperation between NGO's. CNOP significantly contributed to the development and creation of the Association of Pilsen Region NGO's (ANNOPK), the Pilsen Citizens' Counselling Centre, the regional branch of The Fund for Children in Need, and many others. In recent years, its activities have been oriented towards the support of small and emerging organisations. One of its main activities is the running of a bazaar and a warehouse where things needed for the functioning of different associations are stored. CNOP collects gifts of all kinds, furniture and technical equipment, which is then classified, repaired and donated to organisations in the Pilsen Region, as well as in other regions, according to their need and interest. CNOP takes part in the main events organised by ANNOPK, but at the same time it tries to see through its own projects – such as the development and the running of www.vplzni.cz, a website providing information about amateur and alternative culture in Pilsen.

The West Bohemian Museum in Pilsen was founded by the city council on November 7th 1878. Its original name was "Historical Museum for Pilsen and West Bohemia". Currently it is under the remit of the Pilsen Region. Its departments have been documenting nature and history in Pilsen and West Bohemia for well over 130 years. The museum is also a research organisation, carrying out fundamental and applied research in the fields of historical and natural sciences. The museum comprises 11 buildings in Pilsen and its surroundings. Dr. Šimon Adler's Museum in Hartmanice-Dobrá Voda and the Puppet Museum in Pilsen are just two of them. The Museum of Church Art of the Pilsen Diocese, situated in the Franciscan monastery in Pilsen, should become part of the West Bohemian Museum soon.

The goal of this project is to point out effective procedures which can prove inspirational and flexible. Pilsen would become the place for these global meetings.

Project organiser: 4x4 Cultural Factory Světovar
Project sponsor: Ondřej Smeykal
Estimated costss of the multi-year project: CZK 1,900,000 / € 73,080

14. Infobus

The project benefits from the possession of a functional bus previously owned by the city of Pilsen and used as a library. It iprimarily targets Pilsen youth and NGO's at present, although it also wishes to provide information on civic activities in Pilsen and the Pilsen Region to the general public. The bus will represent the city and the region while on tour in other parts of the Czech Republic and in Bavaria. Its crew will dispense written documents and technical facilities allowing the organisation of music, dance and other performances.

Project organiser: CNOP
Estimated costs of the multi-year project: CZK 1,500,000 / € 57,690

15. Insights Into the Past of the Pilsen Region

This project presents an interactive exposition of Pilsen and the Pilsen Region's history from the beginning of their settlement until the mid-1800s. A city or a region without history-minded inhabitants has no present or future. In such a city or region, everything is unnatural, artificial and planned by a group of developers who also have no relationship with the past. The city of Pilsen and the whole of the Pilsen Region have grown in size over the last 60 years. There are now more people here whose historical roots lie elsewhere. It is necessary to show them the great history of our region, which is worth exploring. The best way to attract their attention (especially young people's attention) is with modern, interactive expositions. Our project fits perfectly into the idea expressed by the first sentence of the Stories&Sources programme stream: From its origins to a worldwide trademark.

Project organiser: West Bohemian Museum in Pilsen
Project sponsor: František Frýda
Estimated costs of all expositions until 2015: CZK 38,000,000 / € 1,461,000

16. Drum Day...Drum 2015

Drums are the symbol of folk, dance and magically healing music. Drum projects, heartily welcomed by the public, are organised all over the world. The aim of the festival is to offer a complex event unified by rhythm and percussion, where different generations and social groups meet. Drumming is the most natural way of having everyone in the audience participate. The touch of a drum and experience sharing thus increase their importance in the current atmosphere of human isolation and media-based reality. Drums are also widely used for music therapy.

The vision of the Pilsen 2015 Drum Day festival:

- Concerts: Cuba, South America, the Middle East, Africa, Japan, China, Hawaii, Europe, etc; presentations of rhythmic music projects, jazz, rock, street art, such as Tambooures du Bronx (Belgium); presentations of rhythmic classical music pieces – kettledrums; presentations of both state and private music schools

- Workshops: Visitors will be able to play and learn different rhythms and dances. In comparison with other instruments, the advantage of drum workshops lies in the possibility of including a large audience. Common drumming is an intensive social experience for both small and big viewers, which gives this event a multigenerational scope. There will also be workshops teaching drum manufacturing and films screening dedicated to rhythm.
- Activities for our youngest visitors: Rhythmic instruments are the first to get the attention of small children, who try to make a sound on them. Therefore, the festival will offer rhythmic projects destined to children aged 3 and up.

International festival and percussion fair:

An integral part of the Drum Day festival will be a fair of various percussion instruments: ethnic, classic, new technologies, presentations of teaching material. World renowned producers as well as importers of ethnic instruments will present their collections. Different producers' business representatives will bring their company players, often important musicians, to perform at musical exhibitions, which will link the festival to the fair.

Project sponsor: Ondřej Smeykal
Estimated costs for the multi-year project: CZK 2,800,000 / € 107,690

17. We Belong to the Earth

Thematic project "We Belong to the Earth" involves art events in the region, such as, e.g., "Natural Beauties of the Pilsen District" and "Europe's Natural Beauties". It is a photographic contest for both amateur and professional photographers from Pilsen, and is part of the main thematic project. After acquiring the best material, three basic rounds of the contest will take place in 2012-2014. The final exhibition in 2015 will depict each country of Europe. The contest's highlight will be a grand exhibition in 2015, which will be accompanied by a publication. Another project is the Rokycany Graphics Biennial. It is a presentation of contemporary graphics, an open competitive exhibition of works created by traditional graphics techniques. It is held in even years and would culminate in an exhibition of the most successful entries in 2015.

Project organiser: We Belong to the Earth, civic association
Partneři projektu: Muzeum Dr. Bohuslava Horáka v Rokycanech a Agentura AMArt Rokycany
Estimated costs of the multi-year project: 610 000 CZK/ 23 470 €

Apart from the afore-mentioned project plans, a number of traditional as well as new activities shall run within this programme stream. Among them, e.g.:

- CNOP (NGO's Centre Pilsen) – project of an NGO's information website
- Pilsen melodeon players association – "Pilsen Melodeon" festival
- The Town of Plasy with a number of cultural activities
- University of West Bohemia with "Tradition and the Present Day", a research project of the university lecturers mapping the local history of Pilsen and the district of Pilsen
- Union of Graphic Artists of the District of Pilsen with a project of Pilsen's embankments revitalisation – "Eternally Living Water"
- Boheme e.V. with the touring exhibition "Golden path" – Czech-Bavarian cooperation on the presentation of the Golden Path Region – Via Carolina
- Humr, civic association with the "Classmates" project – destinies of the Jewish students of the Mikulášské Square Grammar School and others

We Belong to the Earth (NGO)

The project's story was born in 2004, in the minds and hearts of Pilsen authors, photographers and travellers, Roman Strejček and Zdeněk Vacek. It involves exhibitions on Planet Earth's natural beauties, travel lectures, "world music" and other accompanying events.

Timetable for the Year 2015 (estimate)					
january	februar	march	april	may	june
	Slam poetry experimental				
Gala opening (Gate to Europe)			Žebřík	FINÁLE	KHAMORO Pilsen
	Smetana Days		Majáles		
The Artist against Totalitarian Practices			FILM 2015		
		Ball of Europe	Film Night at Masaryk Grammar School	Liberation Celebrations	Summer of Theatre under the Pilsen Sky
Through a Woman's Eyes				Through a Woman's Eyes in regions	
		One World			FORUM 2000
International Festival of Photography in Pilsen - We Belong to the Earth			Festival Flamenco Chequia	Světovary To Beer or Not to Beer?!	Fotofest - Int. Festival of Photography in Pilsen
		Camera Machine			
					Křesadlo
Freedom of Expression and the Power of Totalitarianism			Pilsen Heligonka		International Folklore Festival
					Open streets - M. Mercouri Day
Czech Culture under the Opression of Two Regimes				Water and Imagination	
Trnka - from Pilsen into the World					

july	august	september	october	november	december
	Pilsner Fest	DIVADLO	Biennial of Drawing		Gala closing - Traces of Europe
Design meeting			Jazz bez hranic		
	Divadlo Open Air		Plzeňské notování		
Invenio		Science and Technology Days		That's Us / Draw Your Own Portrait	
Summer of Theatre under the Pilsen Sky	On the Street		Finále Open Competition		The Grand Canal
		Wild Cage			
Through a Woman's Eyes in regions					Premiere of Gia cay / Falešný pes
'PQ	Saying it with Music		Czechoslovak Days in Pilsen		
Fotofest - International Festival of Photography in Pilsen			Living City Biennial		Premiere of "Dream Come True"
City on the Move / Sokol				RESISTENCE	
	Water Music		Candoco in Pilsen		
	On the Hump of the Camel	Drum Day - Drum 2015			Detective Story in Pilsen
Water and Imagination		Fin de siècle			
Gates of the World of (Board) Games			Bořek Šípek - Path to the Freedom of Shape		

In this section we have listed a summary of project plans, the majority of which will have a continual character. Therefore they are listed here as activities which are year-round. The proposed events, which can be more accurately placed in the 2015 schedule, have actually been placed in a simple chart on the next page.

Year-round activities

Industry and Art – competition of composition
Arts management at the University of West Bohemia
Statues for Pilsen
Revitalisation of Guttenberg printing
Tram stations as you’ve never seen them before
The Techart Forum
Statues for Pilsen
Revitalisation of Lochotínského park
Platform 11+
Soul of the City
Expedition on a String
Not Only the City of Pilsen, but its Surroundings Live
Through Culture
Pilsen Foam
Sister Cities – PILSEN and REGENSBURG through the
Eyes of Amateur Artists
Active through Old-Age
Miret/Ida Kelarová
Art dialogue
Uncle Tom’s Cabin
Pilsen Feels Like Home
The Soul of Cafes and Poets
Tibet of the Mind
Pilsen, FAIR City
Give me a space-Free lodging
The Ten Word Caravan
Knowledge Sharing and Discovering of the New –
Leonardo and Erasmus
Xin Chao Plzeň - Ahoj Plzeň
Volunteers 2015
Common Forest
European Youth Parliament
Creative European Culture Train
Regional Cultural Network
Inner Light

LAND ART
To Be the Driving Force
Collective Wagon / The Black Box of the Region
The Story of Světovar
Infobus
Information portal for NGO’s
Insights Into the Past of the Pilsen Region
The Town of Plasy
Guidebook to Honest Graves
Tradition and the Present Day
Golden Path – touring exhibition
(Zlatá cesta – výstava v pohybu)
Classmates

3 In what way does the city want to choose projects/events to form the programme of the year in question?

- Pilsen 2015 wants to create a highly diversified cultural programme based on the active involvement of city and regional non-governmental organisations and all other types of cultural, educational, political, environmental and social institutions with the aim of invigorating and interconnecting local cultural creative output with the European cultural scene.
- The system of selection and support of cultural projects and their integration into the Pilsen 2015 programme will run on the principle of a rolling open call. The main criterion of the selection will be the European dimension of the project (plus its content and relevance to the programme streams, quality and the realisation capacity of the organiser, contribution to the international audience etc.)
- An absolutely essential criterion of the project selection will be above all a lively collaboration of European artists and international institutions with Pilsen’s personalities and organisations. Another core criterion will be the active involvement and participation on the project of the inhabitants of Pilsen and the Pilsen region.

THE PREPARED SYSTEM OF PROJECT SELECTION FOR ECOC 2015

Open call, participation, artistic coaching

Pilsen 2015 will work with projects selected on the principle of a rolling open call inspired, e.g., by the experience of the selection process in the Austrian city of Linz. The selected projects will be subdivided incorporated into the 4 basic programme streams:

- Art and technologies
- Relationships and Emotions *
- Transit and Minorities
- Stories and Sources

Each of the four programme streams will have its own artistic coach, whose task it will be to coordinate, interconnect and form synergic effects, both in the dramaturgy of the programme stream and in the collaboration between subjects proposing and realising individual project plans of the given programme stream. We aim to ensure a maximum coherence between the project and the conceptual streams connected with it. The programme’s artistic coaches will be working on the principles of cultural animation; that is with methods of complex approaches that perceive the cultural environment as a living system of relationships and values, in which culture plays the role of the moment where motion is ignited and thus becomes an instrument of the social climate transformation. Four personalities in the positions of the programme artistic coaches will, under the supervision of the project Artistic Director, form the basic five member programme team. The advisory body of the executive programme team will be the Arts Board of the Pilsen Project 2015.

Coordination and support of the projects from the rolling open call

The executive creative team will be continuously monitoring the response to the rolling open call for projects in the individual programme streams. The open call will be meant for all types of cultural projects that are conceived with

an awareness of the European context and with the desire to interactively involve citizens in the prepared activities. Projects can be submitted by their authors, organisations and institutions, irrespective of national citizenship, who will follow the programme themes of the Pilsen 2015 project in their own project plans. The basic communication tool of the open call will be a website in five languages (Czech, English, German, French and Spanish versions) and an active system of direct mailing through national and international cultural organisations and information portals. The instrument of support for the selected projects will be grant systems, their expansion and modification oriented to the needs of the ECOC 2015. It is our intention to use and develop further the grant système, which are already in existence and effective, on the Pilsen, Pilsen region and the national level. They will be complemented by an independent fund for the support of ECOC 2015 projects. An international jury consisting of important personalities in European cultural life will choose from the submitted plans the crucial projects suitable for support through the means of the Melina Mercouri Prize. The selection criterion will be of high quality, both regarding the content, as well as the form and the priority of a lively collaboration with international partners, including their participation in cultural events and activities realised in Pilsen and its surroundings or representing the Pilsen Project 2015 abroad.

CLASSIFICATION OF PROJECTS FOR ECOC 2015

Three basic types of cultural projects

In each of the four programme streams (Art and Technologies, Relationships and Emotions, Transit and Minorities, Stories and Sources), the open call will be divided into three types of projects depending on the different realisation process of the concept:

1) Flagship Projects

Direct realisation of the approved project by its organiser, based on the submitted project proposal and a qualified financial estimation. The project organisers submit the project proposals in the open call in a given formal structure with a request for incorporation in a particular programme stream of the Pilsen Project 2015. Projects are accepted and selected by the artistic coaches of the programme streams and approved by the Pilsen 2015 Arts Board. The board recommends concrete forms of project support including the possibility of competing for a share in the Melina Mercouri Prize.

2) Artistic Coaching Projects

Coaching of the realisation of the submitted project plan. Within the open call, candidates/organisers will endorse the realisation of a project plan that is the result of public debates and the input of the working groups within the Pilsen ECOC 2015 candidature preparations. The project plan will be made public on the website of the Pilsen 2015 project and will have its own artistic coach selected and approved by the Arts Board. This personality will take an active part in the project's realisation. It is the collaboration with the artistic coach that is to motivate the candidates/organisers, as he/she can offer professional and artistic experience the candidate/organiser has not yet had an opportunity to gain for various reasons in his/her previous activities. Personalities of the European and Czech cultural scene will become the artistic coaches of the projects. The coaching of the project preparation and realisation will ensure its high standard and at the same time improve the ability of the winning organisers to initiate and independently realise similar activities in future.

3) Bank of Creative Capital (Banka nápadů)

Web portal for socio-cultural designers and animators designed for the exchange, sharing and distribution of ideas under the license Creative Commons (CC). The Bank of Creative Capital will be a place for the accumulation of creative concepts and ideas inspired by the individual programme streams of the Pilsen Project 2015. We shall deposit capital in terms of ideas in the bank, focusing on improving the quality of life in the city and the its environs, on new philosophy and active formation of the European lifestyle in the 21st century. The Bank of

Creative Capital will be a bank of special cultural visions and dreams, a sketch book of the living design of the changing organism of cities and communities, a think-tank for new cultural-communal and social innovations. All you have ever been able to imagine but were afraid of doing! On the open call principle, the ideas will be divided into the basic programme streams. The purpose of the Bank of Creative Capital is to create a source of inspiration, a repository of courage to encourage positive transformations to our lives in the society and, thus, to stimulate public debate and motivate the creative behaviour of citizens and institutions. Every person can deposit or borrow an idea from the Bank of Creative Capital freely while, however, respecting the concrete conditions of use. Rules will be created and there will be a policy of sharing ideas and their presentation. The principles will include, e.g., citing reference to the original source (Bank of Creative Capital), non-commercial use of ideas for discussions, education, and also a plan realisation by a non-governmental organisation will be allowed.

Offer of projects from the Bank of creative capital for PPP (public-private partnership)

Every May in the years 2012, 2013, and 2014 an auction of projects from the Bank of Creative Capital, under the auspices of the Arts Board of the Pilsen Project 2015, will take place for offers of cooperatioon and support from private sources. Authors of the ideas in the Bank of Creative Capital will be given space to present their plans (use of the Pecha Kucha principles has been proposed), nevertheless it is assumed that private sector representatives will be acquainted with the plans in advance through a web portal. Important companies and foundations will be invited to the auction as buying donors. The principle of the auction sale of the creative capital will ensure excellent conditions for publicity and cooperation with the ECOC 2015 media partners.

SELECTION OF PROJECTS FOR ECOC 2015

The time schedule

2011

- May** – End of the first year of the rolling open call for multi-year projects in all programme streams – continous projects requiring long-term preparation (minimum of three years) will be given priority. At the same time rules and a time schedule for the rolling open call until 2014 will be elaborated upon in detail, as well as the selection method and detailed project evaluation criteria.
- Launching of the Bank of Creative Capital web portal and a supportive open call for the sharing of visionary and innovative thoughts and ideas within all programme streams. The call for the Bank of Creative Capital will be connected with public debates and a motivation campaign for the depositing and sharing of projects in the Bank under the license of Creative Commons.

- September** – Announcement of results of the first year of the rolling open call for submitting multi-year project plans: a description of the project, a synopsis, technical requirements of the project, budget details and specification of sources of financing, target groups, partners, participants, guarantees of fulfilling the criteria of innovation, participation, European dimension and relevance to the ECOC themes.

2012

- May** – Public auction of projects from the Bank of Creative Capital for offers of direct support from the private sector connected with media publicity and making public beneficial ideas from the Bank.
- End of the second year of the open call for multi-year projects, as well as one-year and large-scale outstanding projects – division into flagship projects with an organiser and projects with artistic coaching. Selection of projects with coaching will be connected with addressing of/voting by the public and with discussions in the project target groups with the aim of motivating these groups to participate in a given activity. The voting will, among other media, be run through social networks on the Internet. The discussions will yield material for the future direction of the cultural animation of the individual programme streams.

- September** – Results announcement of the first year of the rolling open call for submitting multi-year projects, as well as one-year and large-scale outstanding projects: : a description of the project, a synopsis, technical requirements of the project, budget details and specification of sources of financing, target groups, partners, participants, guarantees of fulfilling the criteria of innovation, participation, European dimension and relevance to the ECOC programme themes.
- Nomination of the international jury to specify the selection criteria for projects applying for the Melina Mercouri Prize and their subsequent selection in the following year.
- October** – Bank of Creative Capital open call connected with media publicity of the cooperation process with private bodies who chose a project plan to support in the first Bank of Creative Capital auction (05/2012). Open call for the Bank of Creative Capital will be once again connected with public debates on the programme streams and a motivation campaign to deposit and share projects in the Bank under the license of Creative Commons.
- 2013**
- May** – Public auction of projects from the Bank of Creative Capital for offers of direct support from the private sector connected with media publicity and making public beneficial ideas from the Bank.
- End of the second year of the open call for one-year and smaller community oriented projects - division into flagship projects with an organiser and projects with artistic coaching. Selection of projects with coaching will be connected with addressing of/voting by the public and with discussions in the project target groups with the aim of motivating these groups to participate in a given activity. The voting will, among other media, be run through the social networks on the Internet. The discussions will yield material for the future direction of the cultural animation of the individual programme streams.
- Summer** – Work of the international jury on the evaluation of projects meeting the criteria for a share in the Melina Mercouri Prize, proposal to the European Commission of a concrete concept of use of this Prize.
- September** – Results announcement of the third year of the rolling open call for submitting one-year and smaller community oriented projects: a description of the project, a synopsis, technical requirements of the project, budget details and specification of sources of financing, target groups, partners, participants, guarantees of fulfilling the criteria of innovation, participation, European dimension and relevance to the ECOC programme themes.
- October** – Bank of Creative Capital open call connected with media publicity of the cooperation process with private bodies who chose a project plan to support in the second Bank of Creative Capital auction (05/2013). Open call for the Bank of Creative Capital will be once again connected with public debates on the programme streams and a motivation campaign to deposit and share projects in the Bank under the license of Creative Commons.
- 2014**
- May** – A public auction of projects from the Bank of Creative Capital was organised, the private sector was encouraged to directly support the projects. Beneficial ideas originating from the Bank were promoted in the media.
- The fourth year of the continuous open call was terminated. Projects were divided into two groups: principal projects with an organiser and projects with art coaching. The selection of projects with coaching will include public voting and discussion within the project's target groups, the aim of which is to motivate these groups to participate in the selected activity. The voting will also take place in social networks. The discussions will provide inspiration as to where the cultural animation of the four programme streams should be headed.
- Summer** – The complete selection of all projects from the continuous open call which were officially included in the ECoC 2015 programme will be published.
- September** – The process of the creation and selection of the main ECoC 2015 programme items will be terminated.





I can carry enough

Event Organisation and Financing



I blush when you touch me



1.1 What sort of structure is envisaged for the organisation responsible for implementing the project? What type of relationship will it have with the city authorities?

TYPE OF ORGANISATION AND ITS TASKS

The organisation entitled **Pilsen 2015** (henceforth referred to as "organisation") will be established in the year 2011. It will be a non-profit organisation according to Czech law No. 248/1995 Sb., regarding non-profit organisations under its present statutes. The organisation will have one founder, that founder being the statutory city of Pilsen, company ID No. 00075370.

A key factor in the creation of this organisation was the fact that it will not be considered by the city of Pilsen to be a for profit organisation as a legal entity for implementing the Pilsen ECOC 2015 Project. The city considers the benefits of such a project to lie rather in the cultural and social development it will bring. Implementing the various elements of the programme can, of course, help to develop the tourism industry, increase visits to the city and boost interest in various city services amongst its inhabitants. This form of legal entity does not however exclude economic gains of business entities connected with such a project.

The organisation will be established for a definite period: that period being until the year 2016. Its organisational structure in its basic form will carry over from the candidacy preparation team which was founded in the year 2007.

The Pilsen 2015 organisation will organise and manage the preparation, implementation and advertising of activities connected with the title of European City of Culture 2015. It will mainly work in the following areas:

- the cultural programme and activities of the Pilsen – ECOC Project 2015;
- financial support for the project, fundraising, grants and subsidies;
- PR and marketing of the whole project and the various events connected with it.

Furthermore, the organisation will coordinate the preparation of investment projects connected with ECOC, in cooperation with the relevant institutions and divisions of the municipality of Pilsen and the regional council of Pilsen. The organisation will also work in the creation of suitable conditions for the development of a cultural environment in Pilsen and the whole Pilsen region. It will mediate schooling and education in the area of arts management and EU funding, create international networks and other related activities. By doing so, the organisation will be connected with the activities established by the candidature team.

The organisation will carry out only a portion of should be left out the financial management oversight in the areas of evaluation and marketing, by internal supervision of financial operations and undertaking accounting audits. The evaluation and monitoring of the direct and indirect impacts of the programme will be entrusted to a separate and independent body, which is described in detail in Chapter 6. Evaluation and monitoring will be commissioned directly by the city of Pilsen, thus minimising the dependence of the aforementioned independent body on the Pilsen 2015 organisation

ORGANISATION BODIES

Organisation bodies will be made up of:

- the Board of Directors;
- the Executive Director;
- the Advisory Committee.

The Board of Directors:

The Board of Directors will have six members. These members will be appointed by the founder. Three of these members will be nominated directly by the statutory city of Pilsen (one also simultaneously serving as a member of the Arts Board), one member will be nominated based on a proposal from the Pilsen region, a further member will be nominated by the University of West Bohemia and the final member will be selected based on a proposal from the general sponsor. The Advisory Committee will be comprised mainly of experts from the fields of culture, organisation of cultural projects and management, and also from the fields of PR and cultural activity marketing.

The Executive Director of the organisation:

The Executive Director will be nominated by the Advisory Committee, which will also have the power to revoke his/her position. The Executive Director of the organisation will at the same time should be left out be the current director of the Pilsen ECOC Project 2015, meaning the leader of the candidature team for the city of Pilsen for the title of ECOC.

The Advisory Committee:

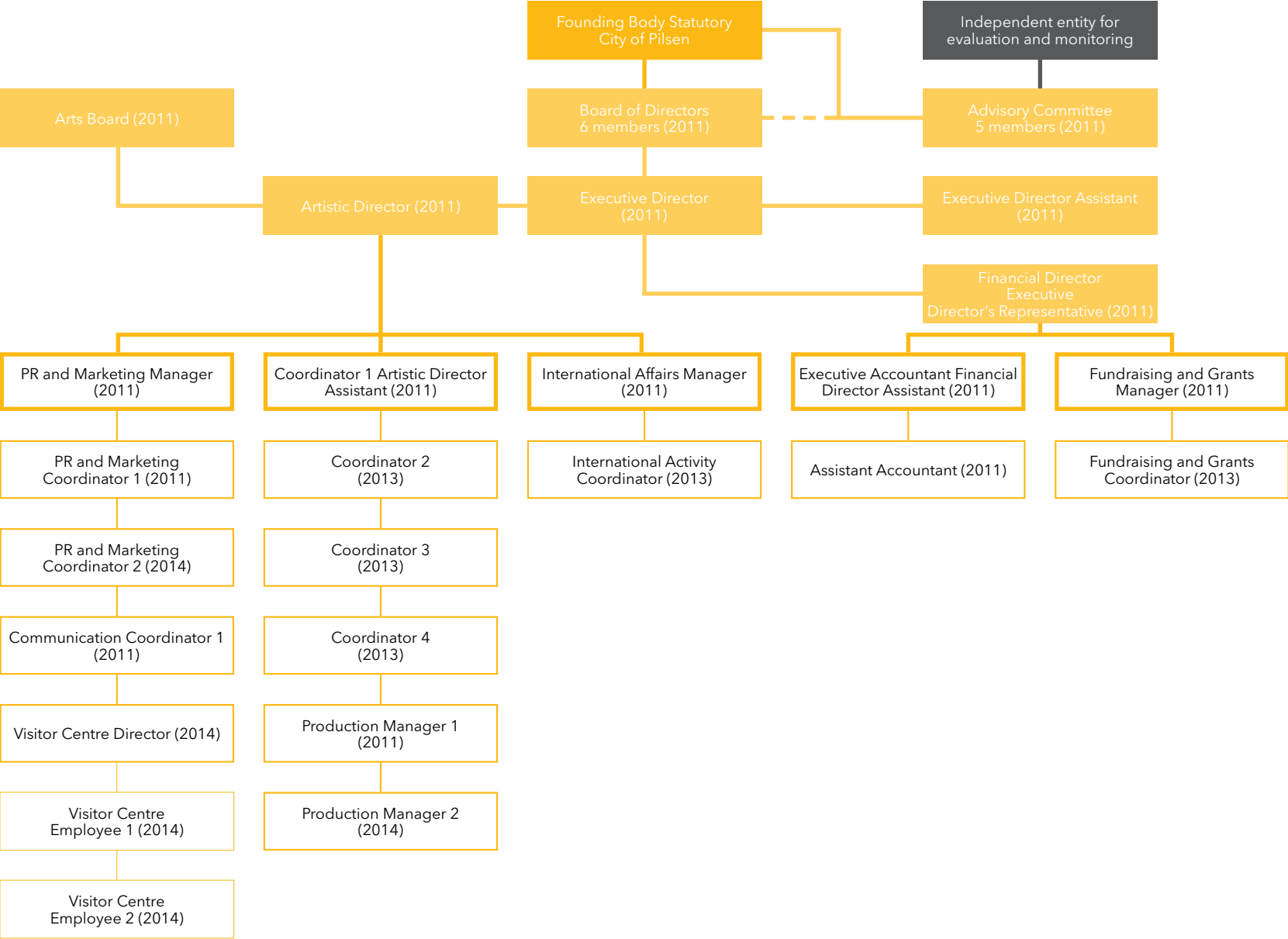
The Advisory Committee will be made up of five members. Two of these members will be assistants to the founder, one of which will be responsible for the economic issues of the city, the other responsible for cultural activities. The Pilsen region will be represented in the Advisory Committee by a member. The final two members of the committee will be representatives of the Ministry of Culture of the Czech Republic and representatives of the University of West Bohemia in Pilsen.

Aside from its regular competencies set out in Law No. 248/1995 Sb., the Advisory Committee will also have a consultative function in approval of the project and in nominating the Executive Director and the Artistic Director. One of the main foundations for the Advisory Committee's activities will be the reports given by the evaluation and monitoring teams and carrying out account and financial audits.

STATUTE OF ORGANISATION

The basic principles of the statute of the Pilsen 2015 Organisation o.p.s. are comprehensively described in this chapter. The whole version of the statute is available on the attached CD.

ORGANISATIONAL STRUCTURE AND ITS STAFF



The stability of the city of Pilsen's approach to the candidature is evident in the fact that the city plans to cooperate with the same original members of the team further into the future. It is also the city's plan to place many of these members in employment positions which will be created in the organisation.

1. Executive Director:

- manages the progress of the organisation;
- represents the organisation in business and organisational matters and deals with business and other relations for the organisation;
- is responsible for assuring the negotiations of the Board of Directors and the Advisory Committee;
- is responsible for the coordination of the Pilsen ECOC Project 2015 between the city authorities and the Pilsen region and also the city and other municipalities involved;
- makes decisions in personnel affairs;
- makes decisions in economic affairs;
- is responsible for internal financial supervision.

It is in the interests of the city for Milan Svoboda, present Executive of the candidature team for Pilsen ECOC 2015, to become the Executive Director of the organisation.

2. Assistant to the Executive Director:

- represents the Executive Director in his absence within the parameters set forth by the delegation of authority;
- the position of the Assistant to the Director is connected to the position of Financial Director.

3. Artistic Director:

- represents the organisation in the realm of the arts;
- develops the programme content for Pilsen ECOC 2015 with the help of the Arts Board;
- manages the implementation of the programme and artistic portions of the project;
- manages the coordination of programme activities with the city of Mons and coordination with the international cultural networks, and manages other international activities;
- makes decisions in affairs regarding the programme content and cooperation with other various entities and partners in regards to the programme;
- manages the presentation and marketing of the project.

The Artistic Director will be the face of the Pilsen ECOC Project 2015 and also the one responsible for the artistic programme as a whole. He/she will represent the project publicly and will have the final say in discussions regarding the programme and cooperation with other entities and partners.

The Artistic Director will cooperate with the Artistic Board and with representatives of the public administration, namely with Pilsen's Municipal Department of Culture and the Department of Presentation and Marketing, Pilsen's Concept and Development Authority), the city's public property administration, the cultural commission of Pilsen's city council, the division for culture, historical monument preservation and the tourism industry of the regional council of the Pilsen region and also with the Ministry of Culture of the Czech Republic.

The city made its decision for Arts Director in the year 2009 by selecting Yvona Kreuzmannová, a prominent figure in the arts with experience in managing cultural organisations, and with the preparation and implementation of large-scale cultural events. Yvona Kreuzmannová also fulfils the qualification requirements for the position of Artistic Director for the Pilsen ECOC Project 2015 based on her experience in public administration and mainly thanks to her many international contacts and cooperation with international networks and initiatives.

4. Arts Board:

The Arts Board will not be a part of the organisation’s structure. It will be comprised of an external team of creative individuals with a background in city, regional, national, and international cultural and socio-cultural institutions and organisations, for example UNIMA (Union Internationale de la Marionette), TEH (Trans Europe Halles), IETM (Informal European Theatre Meeting), EFAH (European Forum for the Arts and Heritage), INSEA (International Society for Education through Art), the Theatre and Art Institutes, Czech Centres, Czech Television, the Czech Broadcasting Agency, the Academy of Performing Arts, The J. K. Tyl Theatre, Pilsen Municipal Gallery, Pilsen Municipal Library, the Alfa Theatre, The West Bohemian Museum in Pilsen, the Mariánská Týnice Museum and Gallery, the Institute of Art and Design of the University of West Bohemia, the West Bohemian Gallery in Pilsen, Johan o.s., the Centre for Cultural and Social Projects, the Centre for Community Work in Pilsen, the Pilsen Non-professional Scene o.s., the Regional Technical Museum and others. In addition to the current creative team, the following members will also be added: Roman Černík (University of West Bohemia, Johan o. s.), Vilém Dubnička (TranspART), Tomáš Froyda (Alfa Theatre, Platforma 11+), Šárka Havlíčková (Nová síť), Ida Kaiserová (Centre for Community Work), Lenka Kavalová (the Pilsen Philharmonic), Josef Mištera (University of West Bohemia, Institute of Art and Design) and Ondřej Smeykal (Orbis Pictus). Yves Vasseur, Executive Director of the Mons 2015 project, has also promised membership in the Arts Board in the event Pilsen gains the ECOC title.

5. Programme Coordinators:

- ensure the cooperation and implementation of the programme and artistic portions of the Pilsen ECOC Project 2015;
- coordinate the activities of externally employed artists and cultural promoters;
- organise negotiations within the Arts Board.

Four coordinators have been proposed for programme support, each of which will be responsible for one stream of the programme. Their work description is described in Chapter 2 in the answer to Question 3. All four Programme Coordinators will be working on the project starting in the middle of 2013. Members of the Arts Board will assist as coordinators during the preceding years 2011–2013. One of them will at the same time be a representative of the Artistic Director. This position will be held by Katerina Melenová, a member of the creative team. The other three positions will be filled based on the selection process in the year 2013.

6. Production Managers

- ensure the production of individual activities.

Two independent Production Managers will be added to the team in steps. Helena Šimicová will be the first Production Manager coordinating the work of the Arts Board starting in 2011. The second Production Manager will be selected based on a selection process in the year 2014.

7. PR and Marketing Manager

- manages the work of PR and Marketing Coordinators and the Communication Coordinator;
- is responsible for the presentation of the Pilsen ECOC Project 2015 in the media and communication with the public on a local, national, and international level;
- is responsible for implementing the communication strategy of the Pilsen ECOC Project 2015 and following up on its impact;
- holds the function of the team’s press secretary.

The position of PR and Marketing Manager will be appointed in the year 2011 based on a selection process.

8. PR and Marketing coordinators

- ensure the implementation of PR and marketing activities.

The first coordinator will be added to the project in the year 2011, and the second in the year 2014. As a member of the project team, Kateřina Chábová will be given the post of PR and Marketing Coordinator in 2011. The second position will be filled in the year 2014 based on a selection process.

9. Communication Coordinator:

- ensures communication with the public and with partners of the project outside the artistic field.

Stanislava Brejchová will take up this position in the year 2011.

10. Visitor Centre

The Visitor Centre will be created in the year 2014. It will provide information, informational and presentational printed material, and other items, and also ensure accommodation for visitors including the arrangements of reservations and ticket sales, reservations of plane and other tickets, and the reservation of hotels and taxis. The Visitor Centre will have three employees who will be chosen based on a selection process.

11. International Affairs Manager

- is responsible for project communication with EU institutions;
- is responsible for relations with other cities participating in the ECOC project (candidates, cities in the preparatory phase);
- will cooperate with the Artistic Director in furthering relations with the city of Mons and connecting with international networks.

Petr Šimon will take up this position in the year 2011.

12. International Activity Coordinator

- oversees the international activities of the project.

The position of International Activity Coordinator will be filled in the year 2013 based on a selection process.

13. Financial Director

- manages the work of accountants and the department of fundraising and grants;
- is responsible for the operating budget and the economic management of the organisation;
- communicates with the founder in affairs regarding the operating budget and material equipment and facilities
- is responsible for the financial security of the programme and PR and marketing activities;
- is responsible for material and financial reporting and controlling;
- is responsible for creating the organisation’s income and earnings

The position of Financial Director will be filled in the year 2011 based on a selection process.

14. Executive Accountant

- is responsible for managing accounting, ensures the balance of accounts and audits of the organisation;
- ensures the creation of contracts and commissions;
- undertakes and ensures the inventory of the organisation’s property.

The position of Executive Accountant will be filled in the year 2011 based on a selection process.

15. Assistant Accountant

- carries out accounting operations under the Executive Accountant;
- supervises use of automobiles and equipping the offices of the organisation;
- ensures the preparation and registry of contracts and commissions.

The position of Assistant Accountant will be filled in the year 2011 based on a selection process.

16. Fundraising and Grants Manager

- is responsible for cooperation with sponsors in connection with the programme elements of the project;
- secures the activities of the 2015 Club;
- ensures the preparation of grant applications from European structural funds and other sources.

The position of Fundraising and Grants Manager will be filled in the year 2011 based on a selection process.

17. Fundraising and Grants Coordinator

- ensures open tenders regarding implementation of the project’s programme activities;
- participates in preparing grant applications.

The position of Fundraising and Grants Coordinator will be filled in the year 2013 based on a selection process.

18. Executive Director Assistant

- manages the current agenda of the organisation (post, organisation of meetings);
- manages the organisational affairs regarding negotiations of the Board of Directors and the Advisory Committee.

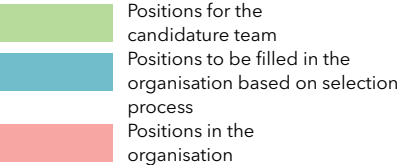
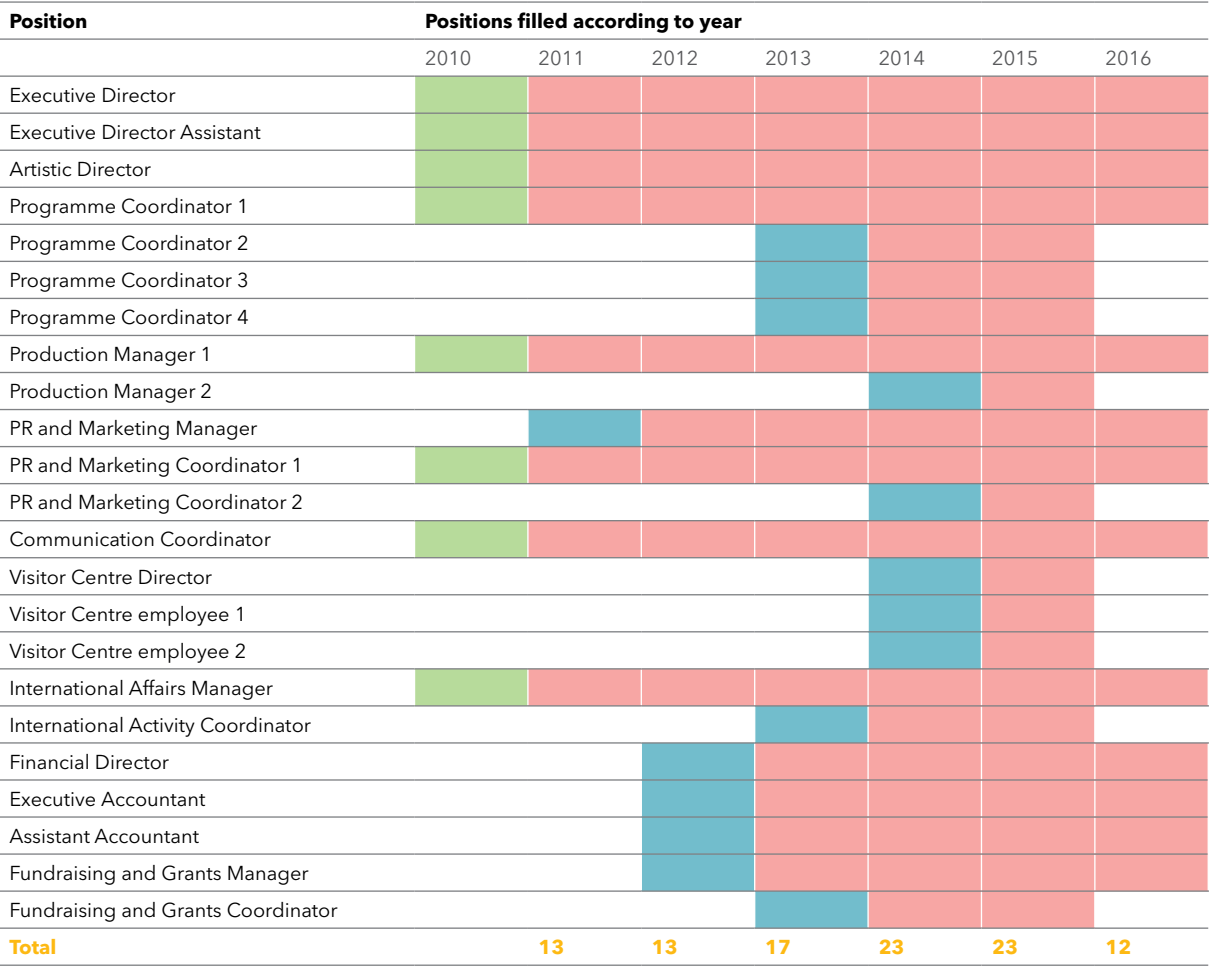
Petra Holcová, current Executive Director Assistant for the Pilsen ECOC Project 2015, will fill this position in the year 2011.

In the years 2011 – 2013, the organisation will be comprised of thirteen employees, with several positions being merged together. During these years, as with the present candidature, it is expected that external employees will be hired along with the cooperation of partners from the areas of non-governmental non-profit organisations, schools, and so forth.

In the year 2013, three additional employees will be added to the organisation, raising its total number of employees to sixteen.

In the year 2014, the organisation will be increased to its full capacity of twenty-three employees in order to be prepared for all activities in the year 2015. During the year 2015, the maximum cooperation of all external employees, partners, and volunteers is expected.

Several services will be solely provided by external provision (e.g. legal services, analysis of levels of participation, etc.). The estimated progression of employee selection can be seen in the following graph:



Employees will be placed in open positions based on a selection process according to the following criteria:

- education and experience in a field which properly corresponds to the given position;
- orientation skills in the field of cultural projects (not including the positions of accountant and assistant accountant);
- ability to communicate in English, in some cases French;
- ability to be part of a team;
- ability to communicate with the public, partners and political institutions of the city and region;
- loyalty;
- flexibility.

WHO IS YVONA KREUZMANNOVÁ?

Yvona Kreuzmannová was born in 1963 in Prague. After completing her secondary education, she began her studies in tourism at the University of Economics in Prague. She interrupted her studies by applying to the Department of Dance at the Academy of Performing Arts in Prague. Dance has always been her passion. She was accepted to the Academy, thus entering the Czech artistic scene.

During her studies, she took part in scholarship programmes in Paris and later in the United States. At this time, she also organised her first independent dance festival: Tanec Praha. Her dream was to bring modern dance back to the Czech Republic after so many years of totalitarian rule. This proved to be rather difficult, and cost her much energy and compromise in her personal life. Despite difficulties, the Tanec Praha Festival gradually gained international and later local recognition. She also founded the Ponec Theatre as the first dance scene in the Czech Republic.

In the years 2006 – 2008, Yvona Kreuzmannová worked as an external advisor to the Deputy Minister of Culture and then as an advisor to the minister himself. In January 2009, she prepared the official commencement of the Czech presidency in the Council of the EU in Brussels, the aim of which was to display the diversity of the current Czech artistic scene. The event entitled Český ples (Czech Ball) met with great success.

For many years, Yvona Kreuzmannová has been supported by international partners. In the year 1991 she became a member of the IETM organisation (Informal European Theatre Meeting), and even began to work in their council after only three years. She is also the co-founder of Trans Danse Europe and the Aerowaves project which assists young talent from all over Europe in entering the dance scene. In the year 2004 she was awarded with the Chivalric Order of France for her exceptional contributions to the development of European cultural cooperation.

She has long been in contact with the organisers of the A Soul for Europe project, whose main aim is to create a space for discussion amongst practical experts, philosophers and politicians regarding the role of culture and art in modern society. This topic is also connected with the content of the Pilsen ECOC Project 2015. Since the 1990's, Yvona Kreuzmannová has been actively working to connect with non-profit organisations in the field of culture and incorporate them into nationwide networks. She is also a member of the Czech government council regarding non-profit non-governmental organisations.

One of the main reasons Yvona Kreuzmannová accepted the offer to be Artistic Director of Pilsen's ECOC candidature in 2009 is her belief that there is true hope for the development of civil society in the Czech Republic. Thanks to ECOC's vision, Pilsen's model has a unique chance to demonstrate the unmistakable intellectual values which have endured in Czech society and can help the city out of crisis.

WHO IS MILAN SVOBODA?

Milan Svoboda was born in the year 1962 in Podbořany in North Bohemia, Czech Republic. Up until the end of his studies, he lived close to the town of Louny in the beautiful natural surroundings of the Central Bohemian Mountain Range and the Ohře river valley. This is possibly the reason he chose to study environmental preservation at the Faculty of Natural Science at the Charles University in Prague. He finished his studies in the year 1986 and thereafter moved to Pilsen with his first wife and two children, Jakub (born 1989) and Šárka (born 1993). He now lives with his current wife and son Matěj (born 2007) outside of Pilsen at the foot of the Brdy hills.

As there was little interest in the profession of ecologist at the time, he began to work as a landscape architect; a profession which he still pursues to this day.

The longest period of his professional life was spent at the Concept and Development Authority in Pilsen (1991–2007), where he first worked as a landscapist and later as the project leader of a new municipal plan. He went on to take the position of Assistant Director and has now been working as Director for six years.

The most intriguing project that the Concept and Development Authority implemented was the Pilsen Development Programme (2001–2003). This was a fundamental and strategic document for the city which was created with a high degree of public participation. It was designed at a time when the first round of the economic transformation of the city was drawing to a close and mainly regarded the successful Borská pole Industrial Zone project. Because it was not feasible to repeat the steps taken in the 1990's, new visions were required. The main pillars, upon which the city's development is to rest until the year 2018, are innovative business activities, the tourism industry and improving the internal environment of the city.

Milan Svoboda is authorised to work in landscape architecture and municipal planning and is an active member of the Czech Chamber of Architects. He takes part in architectural contests and has also organised a number of contests in Pilsen. Furthermore, he is a member of the working team for the competitions held by the Czech Chamber of Architects. He also holds membership in the IFPRA (International Federation for Parks and Recreation Administration).

The Pilsen ECOC Project 2015 was a challenge which brought Milan Svoboda back to the city of Pilsen after working elsewhere for two and a half years. He sees a chance to realise a vision which he himself helped to create at the beginning of the millenium.

A prerequisite for Milan Svoboda's work on the Pilsen ECOC Project 2015 was experience with municipal institutions, experience with managing an organisation with forty members, and also directing significant municipal projects including international projects.

FINANCIAL AND MATERIAL SECURITY

The founder will finance the operation of the organisation from his own budget. The annual operating budget, which includes costs for employee salaries and compensation for external employees, health and social insurance for employees, running the organisation (utilities, basic office equipment, use of automobiles) and basic services, amount to the following totals.

There will also be a reserve fund which will be derived from the economic results of the organisation for individual years. The organisation will not own any property, and will reside on the property owned by the founder. Equipping the organisation with computer technology and running the organisation's computer network will be the role of the Information Technology Administration of the city of Pilsen. The organisation will be supplied with three leased automobiles.

1.2 If an area around the city is involved in the event, how will the coordination between the authorities of the relevant local and regional authorities be organised?

Coordination between relevant municipal and regional authorities will be ensured namely through the following:

- negotiations of the Board of Directors;
- negotiations of the Advisory Committee;
- negotiations of the Arts Board and the Artistic Director;
- negotiations of the organisation’s Executive Director, Artistic Director and the Financial Director with the relevant authorities of the city and Pilsen region;
- bilateral and multilateral negotiations between the Executive and Artistic Director of the organisation and the representatives of the other towns involved including their microregions.

The Executive Director will be responsible for coordination between these authorities and partners.

1.3 According to which criteria and under which arrangements has or will the artistic director of the event be chosen? What is or will be his/her profile? When will he/she take up the appointment? What will be his/her field of action?

FACTS

Yvona Kreuzmannová became a member of the candidature team of for the 2015 ECOC title in May 2009. She was selected as an individual with many results to show from over twenty years of active work in the area of performing arts, both nationally and internationally. She also has extensive experience in activities concerning cultural policy at all levels, i.e. the communal, local, and state levels extending into the European cultural agenda. Yvona Kreuzmannová this year became the public face of the candidature and exerted significant influence upon the preparation of the application for the first round of the contest for the title of ECOC, in which Pilsen was successful. She was also a key figure in finalising the Cultural Development Programme in the city of Pilsen for the years 2009-2019.

THOUGHTS

I have been thinking about what an advertisement or the guidelines for applying for the position of Artistic Director would look like for a project as demanding, untraditional and so “beyond” the Czech environment as the European Capital of Culture.

“Looking for an individual who possesses personal enthusiasm, strength and energy, a **knowledge of the cultural environment and a multidisciplinary education**. An individual who has considerable experience in fields such as the **performing arts, arts management and dramaturgy**. A person with courage and **experience in the non-profit sector and state administration**. A person who loves the Czech Republic, will be loyal to Pilsen, and at the same time have an international outlook and will be **involved in international networks and projects**.”

Many people would probably tell me that it is impossible to find such a person. However, Yvona Kreuzmannová, the Artistic Director of the candidature team for the city of Pilsen for the title of ECOC since the year 2009, satisfies all these criteria.

If Pilsen becomes the European Capital of Culture in the year 2015, it has all the foundations (with great thanks to Yvona Kreuzmannová) in managing the preparation and implementation of the artistic programme described in the other chapters of this document. Pilsen will also manage the effective presentation and marketing of the programme activities, while developing relationships with international networks and initiatives, as well as with other cities from the ECOC family, and thus transform itself into an open, vibrant, and European city.

I will be looking forward to it.

Milan Svoboda

We realised that in the year 2004 Yvona Kreuzmannová was awarded the Chivalric Order of France directly from the French President for her exceptional contributions to the development of European cultural cooperation. It was an obvious and clear decision for our team in acquiring her for Pilsen’s candidature.

Marcela Krejsová

2.1 What is the total amount of resources earmarked for organising the “European Capital of Culture” year? What are the sources of financing and the respective importance of their contribution to the total?

The budget contains these particular elements:

- 1. Costs for the non-investment based implementation of the programme’s activities.
- 2. Non-investment costs connected with the Pilsen 2015 organisation ensuring the project’s organisation (see III /1.1.):
 - salary costs;
 - costs for basic services (utilities, heating, cleaning) and material (office supplies, furniture), use of automobiles, travel costs;
 - costs for expert services (audits, legal services, payments to experts in project selection, etc.);
 - costs for external cooperators (in the areas of production, security, etc.);
 - costs for evaluation and monitoring (payments to external evaluators, data collection);
 - costs for services in the area of communication, PR and marketing.
- 3. Investment costs.

The total amount of the budget for organisation of the year of European Capital of Culture is:
CZK 2,596,700 000 / € 99,873,076 (CZK 26 = € 1)

Shares of individual portions of the budget out of the total amount are shown in the chart at the end of this section of the chapter.

It is necessary to note here that the budget was shaped as a conservative but realistic one in a time of economic recession, which has strongly affected not only the private, but also public sphere. If the economic developments of late can be successfully reversed in the Czech Republic and European Union by the year 2015, including the improvement of revenues into public budgets, a slight increase in the total budget of the ECOC Project 2015 may be expected.

Sources for financing costs are the following:

- The city of Pilsen’s budget (in the form of contributions to the Pilsen 2015 organisation, the private support of cultural activities from municipal grants, and investment expenditures);
- The Pilsen Region’s budget (in the form of contributions to the Pilsen 2015 organisation, the private support of cultural activities from municipal grants, and investment expenditures);
- National resources from the budget of the Czech Republic, provided by the following means:
 - Ministry of Culture of the Czech Republic (investment budget, grants);
 - Ministry for Regional Development of the Czech Republic (grants namely in the area of the tourism industry);
 - Ministry of the Environment of the Czech Republic and the State Environmental Fund (grants for energy-efficient building);

- Ministry of Education, Youth and Sports of the Czech Republic (grants for education, youth-related work and sports);
- Ministry of Labour and Social Affairs (subsidies for unemployment, education);
- Ministry of Industry and Trade (support for marketing and international presentations);
- Other state departments according to a given programme (Ministries of Defence and Armed Forces, Agriculture, Foreign Affairs, and so on);
- The University of West Bohemia in Pilsen (co-financing the process of evaluation and monitoring);
- Structural funds of the EU:
 - Regional Operation NUTS II South-West;
 - other operational programmes through which financing is provided by EU structural funds in the programme period up to the year 2013, namely goal 3 – cross-border cooperation, the Education for Competitiveness Operational Programme, the Human Resources and Employment Operational Programme, the Environment Operational Programme and the Integrated Operational Programme;
 - other operational programmes through which financing is provided by EU structural funds in the programme period after the year 2013;
- European Commission –Melina Mercouri Prize (if it will be awarded);
- marketing revenues (ticket sales, franchising, co-branding, merchandising);
- sponsors;
- others, e.g.,
 - cultural institutions of foreign countries represented in the Czech Republic: Goethe Institut, British Council, the French Institute, Institut Cervantes, the Italian Institute, Austrian Cultural Forum, the Hungarian, Polish, and Romanian Institutes, and others;
 - Norwegian financial mechanism;
 - Swiss financial mechanism;
 - towns of the Pilsen Region cooperating on the programme’s elements;
 - other regions and cities;
 - EU Regions;
 - partners (project organisers).

In the preparatory phase after the decision of the jury regarding the awarding of the title of ECOC 2015 in the Czech Republic, the city will be prepared to negotiate about the possibilities of using finances from other programmes and sources from EU funds run directly by the European Commission, as well as from other possible financial support (see also Chapter I/10), with those responsible in Brussels. These are, for example, the following:

- EU community programmes in the areas of education, schools, and youth:
 - Lifelong Learning Programme (through the National Institution of Technical and Vocational Education);
 - Leonardo, Erasmus and Grundtvig Programmes;
 - Culture Programme;
 - Youth for Europe;
 - Europe for Citizens;
- EU community programmes in the areas of employment and social affairs:
 - Progress programme (gender issues);
 - Mutual Learning Programme;
- other community programmes:
 - The Return Fund, Integration Fund (migrant issues);
- Urbact Programme;

- Europe Direct (communication towards EU);
- DG Communication.

In the event that Pilsen wins, use of these sources will be specified after negotiations with EU authorities in the year 2011.

Share of individual groups of resources for covering costs:

The share differs for individual parts of the budget, as can be seen in the following chart. Tab. III.1:

Share of resources for covering individual sections of the budget (in amounts and in %) in thousands	Costs for the Programme			Operational Costs			Investment Costs			Total Costs		
	CZK	€	%	CZK	€	%	CZK	€	%	CZK	€	%
City of Pilsen	189000,00	7269,23	30,0	228700,00	8796,15	93,1	360000,00	13846,15	20,9	777700,00	29911,54	29,95
Pilsen Region	88200,00	3392,31	14,0	0,00	0,00	0,0	254000,00	9769,23	14,8	342200,00	13161,54	13,18
University of West Bohemia	0,00	0,00	0,0	5000,00	192,31	2,0	0,00	0,00	0,0	5000,00	192,31	0,19
Czech Republic	75600,00	2907,69	12,0	10000,00	384,62	4,1	394000,00	15153,85	22,9	479600,00	18446,15	18,47
EU Structural Funds	88200,00	3392,31	14,0	0,00	0,00	0,0	710000,00	27307,69	41,3	798200,00	30700,00	30,74
Melina Mercouri Prize	39000,00	1500,00	6,2	0,00	0,00	0,0	0,00	0,00	0,0	39000,00	1500,00	1,50
Sponsors	41800,00	1607,69	6,6	0,00	0,00	0,0	3000,00	115,38	0,2	44800,00	1723,08	1,73
Private earnings	27090,00	1041,92	4,3	0,00	0,00	0,0	0,00	0,00	0,0	27090,00	1041,92	1,04
Other	81110,00	3119,62	12,9	2000,00	76,92	0,8	0,00	0,00	0,0	83110,00	3196,54	3,20
Total	630000,00	24230,77	100,00	245700,00	9450,00	100,00	1721000,00	66192,31	100,00	2596700,00	99873,08	100,00

* ZCU costs are related to the participation of university scientists and of projects Science and Research with the support of the EU funds.

It is evident from the chart that the largest portion of the budget will be carried by the city of Pilsen and the Pilsen Region, and also EU structural funds (namely investments). It is worth mentioning the fact that the total sum paid for by the city of Pilsen for the six budgeted years is a total of CZK 777 700 000 /€ 29 911 540 , which is approximately CZK 129 616 667 /€ 4 985 256.. This amount is roughly 2.5% of the city's total budget.

The following mechanisms have been created (and will stay in place) in the event of the city winning the title of ECOC for covering costs using city, regional and national resources:

1. Earmarking 9% of the total annual city budget for cultural purposes (meaning not only for the ECOC).
2. Innovation of the city's grant policy, meaning the creation of a grant sub-programme for supporting the ECOC Project.
3. Creation of specific programmes or sub-programmes for supporting the ECOC in the grant systems of the Pilsen Region, the Ministry of Culture and other ministries.
4. Creation of a special fund administered by the ECOC 2015 organisation, which will be created from finances taken from public budgets, EU funds, the Melina Mercouri Prize, sponsorships and also possibly from donations and private revenues. It will be used for covering the costs of cultural projects by means of an open call (see Chapter II/3).
5. Creation of a mechanism of direct sponsorship of selected events through the event offer of the Bank of Creative Capital (see Chapter II/3) in offering the cooperation and support of the private sector.

2.2 Have the finance authorities of the city already voted on or made financial commitments? When will they do so?

The Pilsen Municipal Council is an elected political authority of the city and is bound by laws concerning towns and municipal property dealings, and for the preparation of the municipal budget. It has made a number of rulings in which the will to finance the ECOC has been stated, in the event of Pilsen winning the title. The Council also adopted a number of ordinances regarding the financing of portions of the ECOC's costs, namely investment activities where implementation is not totally dependent on gaining the title of ECOC 2015.

These following municipal rulings are critical:

1. The City of Pilsen, by ruling of the Municipal Council No. 359 from September 6, 2007, decided to be a candidate for the title of ECOC 2015. By doing so, the Council explicitly expressed its will to finance the whole event in the event of the city's success.
2. The ruling of the Pilsen Municipal Council No. 413 from September 4, 2008 adopted the "Integrated Development Plan for the city of Pilsen – European Capital of Culture 2015". In this ruling, the city accepted the commitment to take part in financing investment activities of which it is the investor. The ruling to adopt the Integrated Development Plan was accepted unanimously.
3. Ruling No. 597 from October 15, 2009 adopted the Cultural Development Programme in the city of Pilsen for the years 2009-2019 and defines the specific measures for financing the ECOC Project and culture in general:
 - a) creation of a fund for providing subsidies for ECOC projects;
 - b) evaluation of the city's grant system;
 - c) defining a clear allotment for cultural financing in the amount of 9% of the annual city budget.

By entry to the first application round for the ECOC 2015 contest, the city has adopted the following financial measures:

- an independent special-purpose fund was set up to co-finance the European projects of the city, in which the city has so far accumulated 450 million crowns (roughly €17.3 million);
- the goal to create a special surplus reserve under the Reserve and Development Fund of the city of Pilsen, which will ensure the financing of non-investment costs of the ECOC Project and will be annually allotted, simultaneously with budget approval for the given calendar year, according to the city's possibilities and needs in terms of the candidature;
- the city's commitment to financially ensure the activities of the Pilsen 2015 o.p.s. Cultural Organisation from the city's budget was approved for the whole duration of the organisation's existence in the years 2011-2016;
- the agreement was signed with the European Investment Bank for financing city development projects in which funds for the project are generally defined for the ECOC Project 2015.

Starting in 2010, the financing of activities connected with the ECOC Project will be regularly approved as a part of the document entitled "Principles for budget creation for the following calendar year and for determining the budget outlook for the next three years". These principles are the binding foundation approved by the Pilsen Municipal Council for budget creation for the given calendar year. Specific expenditures of the municipal budget will be approved as a part of the budget for the following year, always in December of the year prior to it.

We feel it is necessary to mention that the Pilsen Region has already approved steps for the preparation and financing of its most fundamental project in the area of culture – the new buildings of the West Bohemian Gallery. Also, negotiations have also been launched on the financial participation of the region in other portions of the ECOC project in the event of Pilsen's victory.

The Government of the Czech Republic has prepared a method to co-finance the ECOC project. This method will be approved by the new government which emerged from the May 2010 elections, in the period after the decision of the international jury on candidate selection for awarding the title of ECOC.

2.3 What is the total expenditure planned strictly for the programme of the event?

Expenditures connected exclusively with ECOC events are considered to be the following:

- expenditures on artistic projects and programme elements in the years 2011-2016;
- non-investment expenditures connected with the operation of the Pilsen 2015 Organisation in the years 2011-2016.

Costs for programme elements

Costs for the programme elements will total CZK 630,000,000 / €24,230,770

The 2015 Programme is being created in successive steps and its basis and priority is the continual open-call to all manner of entities from Pilsen, the region, the Czech Republic and Europe. The project database during the second round was filled with over one hundred greatly interesting project plans from a very wide range of organisations. However, we consider the date of the application's deadline to be only the end of the first phase in addressing programme partners and we are counting on further phases in the budget concerning the open-calls and financing of our own candidature events, mainly being the gala-opening and gala-closing events. The Pilsen 2015 Organisation will also co-organise discussion forums for Europe Day and cultural activities taking place for Melina Mercouri Month; activities which will be held first in 2010 and, in the event of Pilsen's victory, will take place regularly up to the year 2016 and hopefully even beyond this year.

A portion of the activities which will affect the 2015 programme will be of an ongoing nature. These activities will be repeated annually and prepared with a gradual magnification of events. Some of these events will take place in a biennial cycle and, therefore, the budget has been divided also according to the preparatory process and not solely for the year 2015. The scheduling of costs of individual programme stream and activities for years 2011-2016 can be seen in chart No. III/2.

All Pilsen 2015 projects will be implemented based on multisource financing, with the purpose of including those events which have the potential to be repeated into the regular grant systems of the city, town, region, state and EU, augmented by private sources (sponsorship, advertising contracts, payments in kind, etc.) and ticket and merchandise sales.

The ability to ensure various sources of financing will be one of the criteria in evaluating the proposed projects. At the same time, Pilsen 2015 will itself create attractive offers to parties interested in supporting individual projects. The interactive approach of the Pilsen 2015 organisation will mainly allow it to act as a mediator or facilitator.

The 2015 programme will be co-financed from all the sources mentioned here. In this chapter, we have included a helpful chart including not only estimated costs of events which we were able to set up before the application deadline (Chapter II/2), but also financial reserves which will provide space for further projects. We expect, in the event of Pilsen's victory, that the call for project proposals will be extended internationally.

The main stress on the budget will be in the year 2015, but some projects have already been launched and others are waiting for the opening of the Světovar Cultural Factory by the year 2013. The year preceding the ECOC 2015 will already be full of important activities which the Pilsen 2015 organisation will co-finance.

Finances for the programme elements will be operated by the Pilsen 2015 organisation, which will gather finances in a specially established fund from public budgets, subsidies from grants and funds, contributions and other possible private earnings. This fund will serve to provide finances in terms of the open-call. The budget also expects project organisers to apply for grants and funds from public budgets and other resources on their own.

Cost financing for the programme elements is listed in the following charts according to year and resources for covering costs. For reasons of making the graph easier to comprehend, the budget is not given according to individual projects, as the estimated costs for projects are given in Chapter II/2.

Programme Costs by Year (in thousands)	2011		2012		2013		2014		2015		2016		Total	
	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€
Arts and Technologies	31100,00	1196,15	33000,00	1269,23	33100,00	1273,08	45000,00	1730,77	79000,00	3038,46	39800,00	1530,77	261000,00	10038,46
Relationships and Emotions	9200,00	353,85	8900,00	342,31	8900,00	342,31	15000,00	576,92	38000,00	1461,54	6000,00	230,77	86000,00	3307,69
Transit and Minorities	13000,00	500,00	14500,00	557,69	17000,00	653,85	21000,00	807,69	73500,00	2826,92	11000,00	423,08	150000,00	5769,23
Stories and Sources	7500,00	288,46	7500,00	288,46	10000,00	384,62	14500,00	557,69	76500,00	2942,31	7000,00	269,23	123000,00	4730,77
Inaugural ceremonies		0,00		0,00		0,00		0,00	5000,00	192,31		0,00	5000,00	192,31
Closing ceremonies		0,00		0,00		0,00		0,00	5000,00	192,31		0,00	5000,00	192,31
Programme total	60800,00	2338,46	63900,00	2457,69	69000,00	2653,85	95500,00	3673,08	277000,00	10653,85	63800,00	2453,85	630000,00	24230,77

Programme Costs by Year (in thousands)	City of Pilsen		Pilsen Region		Czech Republic		EU		MM Prize		Sponsors		Ticket Sales and Merchandising		Other		Total	
	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€
Arts and Technologies	75000,00	2884,62	35000,00	1346,15	30000,00	1153,85	35000,00	1346,15	15476,00	595,23	16587,00	637,96	10750,00	413,46	32187,00	1237,96	250000,00	9615,38
Relationships and Emotions	27000,00	1038,46	12600,00	484,62	10800,00	415,38	12600,00	484,62	5571,00	214,27	5972,00	229,69	3870,00	148,85	11587,00	445,65	90000,00	3461,54
Transit and Minorities	45000,00	1730,77	21000,00	807,69	18000,00	692,31	21000,00	807,69	9285,00	357,12	9952,00	382,77	6450,00	248,08	19313,00	742,81	150000,00	5769,23
Stories and Sources	39000,00	1500,00	18200,00	700,00	15600,00	600,00	18200,00	700,00	8048,00	309,54	8625,00	331,73	5590,00	215,00	16737,00	643,73	130000,00	5000,00
Inaugural ceremonies	1500,00	57,69	700,00	26,92	600,00	23,08	700,00	26,92	310,00	11,92	332,00	12,77	215,00	8,27	643,00	24,73	5000,00	192,31
Closing ceremonies	1500,00	57,69	700,00	26,92	600,00	23,08	700,00	26,92	310,00	11,92	332,00	12,77	215,00	8,27	643,00	24,73	5000,00	192,31
Programme total	189000,00	7269,23	88200,00	3392,31	75600,00	2907,69	88200,00	3392,31	39000,00	1500,00	41800,00	1607,69	27090,00	1041,92	81110,00	3119,62	630000,00	24230,77

Operational costs for the Pilsen 2015 organisation in the years 2011-2016
Operational costs for the Pilsen 2015 organisation come to a total of CZK245,700,000 / €9,450,000

Operational costs of the organisation, which will be provided for by the ECOC Project 2015 organisation, will be paid mainly from the budget of the city of Pilsen. Grants from EU community programmes are expected, along with other possible resources.

Operational costs include:

- salary costs;
- costs for basic services (utilities, heating, cleaning) and materials (office supplies, furniture), use of automobiles, travel costs;
- costs for expert services (audits, legal services, payments to experts in project selection, fundraisers, etc.);
- costs for external cooperators (for the areas of production, event security, etc.);
- costs for evaluation and monitoring (payments to external evaluators, data collection);
- costs for services in the area of communication, PR and marketing.

Expenditures are given in the following chart:

Operational costs for the Pilsen 2015 o.p.s. organisation by year (in thousands)	2011		2012		2013		2014		2015		2016		Total	
	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€
Salaries and insurance	7000,00	269,23	7000,00	269,23	8600,00	330,77	12400,00	476,92	12400,00	476,92	6400,00	246,15	53 800,00	2069,23
Basic services, utilities, material, use of automobiles, travel costs	2100,00	80,77	2100,00	80,77	2600,00	100,00	3700,00	142,31	3700,00	142,31	2000,00	76,92	16 200,00	623,08
Expert services (financial auditing, lawyers, art advisors, fundraisers)	2500,00	96,15	2500,00	96,15	4500,00	173,08	2500,00	96,15	3000,00	115,38	2000,00	76,92	17 000,00	653,85
Special services (security agencies, transport, forwarding firms, promoters, etc.)	500,00	19,23	1000,00	38,46	2000,00	76,92	3000,00	115,38	6000,00	230,77	500,00	19,23	13 000,00	500,00
Evaluation and monitoring	1800,00	69,23	3800,00	146,15	3800,00	146,15	3800,00	146,15	4500,00	173,08	2000,00	76,92	19 700,00	757,69
Services and supplies - communication and marketing	12160,00	467,69	12 780,00	491,54	13 800,00	530,77	19 100,00	734,62	55 400,00	2130,77	12 760,00	490,77	126 000,00	4846,15
Operational costs total	26060,00	1002,31	29180,00	1122,31	35300,00	1357,69	44500,00	1711,54	85000,00	3269,23	25660,00	986,92	245700,00	9450,00

In regards to covering costs, the project mainly plans to draw from the city's budget, and also the budget of the Czech Republic and other sources (e.g. EU programmes). A part of the evaluation costs and monitoring will be covered by the University of West Bohemia (and in turn their sponsors, donors and their support from Research and Development programmes), as the work of teachers and students in the evaluation of the project will be paid for by the school as academic commissions. During the course of the project's implementation, we will rely on the synergy and communication activities of the city of Pilsen and the Pilsen Region, whose annual budget for these activities combined totals CZK55,000,000 / €21,153,850.

In regards to the national significance of the Pilsen 2015 project, we will also rely on budgetary reinforcement for communication from finances from the Czech Tourism Agency, Czech Centres and embassies of the Czech Republic, and possibly from other entities. The operational costs for communication will be reinforced by co-branding activities with Pilsner Urquell and other partners. Media partnerships will be created with various forms of media focused on various target groups.

2.4 How much expenditure is planned for infrastructure (cultural and tourism infrastructure, including renovation)?

Investment costs connected with the ECOC 2015 Project total CZK1,721,000,000 / € 66,192,310.

Chapter IV gives a summary of investments which will be implemented in the period of 2011-2015. None of these investments (new buildings and reconstructions) have been physically started, and all are in the stage of pre-project or normal project preparation.

The city and other investors would like to implement most of the investments contained in Chapter IV regardless of whether the city will be successful in winning the title of ECOC. It can therefore be assumed that investments will act to support the successful implementation of the Pilsen ECOC Project 2015 in Pilsen and the region if it is successful in gaining this title.

Key investments into cultural and free-time infrastructure form their own independent chapter and are very closely connected to the ECOC Project. The close relationship between these key investments and the ECOC Project stems from the fact that these investments are connected with the project's programme concept.

A fundamental investment connected with the Pilsen 2015 project is the revitalisation of the Světovar building. The main building project under this investment is the 4x4 Světovar Cultural Factory. The concept for its creation and location in the Světovar complex was developed during the preparation for the candidature for the Pilsen ECOC Project 2015. The second project located in the culturally protected buildings of the former Světovar Brewery came about directly as a result of the actual candidature: the Museum of Design and Lifestyle. Both of these investments are strongly connected to the title of ECOC and implementing them without gaining the title will be significantly less probable. The third investment, which is not described in detail in Chapter IV but was entered in June to the list of city and regional negotiations, is the Techmania Science Center. This deals with a fundamental expansion of the interactive expositions, which additionally contains a long-term plan to build a star observatory and planetarium. Investments could therefore reach up to CZK600 million (€23 million) in the event of co-financing from structural funds). This amount has not been included in the estimated budget.

In regard to the Museum of Design and Lifestyle project, it is necessary to mention that Mr Václav Riedlbauch, Minister of Culture, expressed in a letter from March 23, 2010 his desire to support the Museum of Design and Lifestyle. The project is therefore now under negotiation with the appropriate authority under the Ministry of Culture of the Czech Republic and a framework for its budget deliberation after the year 2012 is now being prepared.

Key investments should also be implemented even in the event of Pilsen not gaining the title of ECOC. A guarantee of this is the fact that the majority of key investments have been entered into the Integrated Development Plan for the city of Pilsen. The organiser of the vast majority of investments is the city of Pilsen, which will also be the owner and operator of the established cultural and social infrastructure. The set of investments included in the Integrated Development Plan is the result of a long-term strategic discussion on further city development, as the Integrated Development Plan was approved by the Municipal Council as a set of investments prepared for financing the NUTS II Regional Operation Programme South-West and other connecting operational programmes from EU structural funds.

In the summary of investment costs only key investments set out in Chapter IV are listed:

1. Creation of a cultural centre in the complex of the former Světovar Brewery:
 - a) 4x4 Cultural Factory;
 - b) Museum of Design and Lifestyle.
2. New theatre building.
3. New building of the West Bohemian Gallery in Pilsen.
4. Revitalisation of the Štruncovy Sady areas:
 - a) The Štruncovy Sady Sporting and Leisure Centre – Brewery – Roudná, I. phase;
 - b) Increasing the general and aesthetic qualities of the areas in Štruncovy Sady.
5. Sporting and recreational paths in the river valleys.
6. Use of public areas for cultural purposes.

The investment budget will be operated by the corresponding institutions of the city of Pilsen and the Pilsen Region and will not be a part of the Pilsen 2015 organisation's budget.

Individual investments mentioned are included in the long-term investment plans of Pilsen and the Pilsen Region. Therefore, we have no concerns regarding changes in interest for the implementation of these investments connected with elections or other political influences.

Charts Nos. III.4 and III.5 show investment costs divided according to year and resource.

Investment Costs by Year (in thousands)	2011		2012		2013		2014		2015		2016		Total	
	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€
4x4 Světovar Cultural Factory	15000,00	576,92	60000,00	2307,69	25000,00	961,54	0,00	0,00	0,00	0,00	0,00	0,00	100000,00	3846,15
Světovar Museum of Design and Lifestyle	0,00	0,00	15000,00	576,92	65000,00	2500,00	24000,00	923,08	0,00	0,00	0,00	0,00	104000,00	4000,00
New Theatre Building	65000,00	2500,00	310000,00	11923,08	310000,00	11923,08	35000,00	1346,15	0,00	0,00	0,00	0,00	720000,00	27692,31
New Building of the West Bohemian Gallery	220000,00	8461,54	300000,00	11538,46	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	520000,00	20000,00
Štruncovy Sady Sport and Leisure Centre – Brewery – Roudná I.phase	48000,00	1846,15	37000,00	1423,08	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	85000,00	3269,23
Improving general and aesthetic quality of public areas in Štruncovy Sady	20000,00	769,23	20000,00	769,23	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	40000,00	1538,46
Sporting and recreational paths in river valleys	52000,00	2000,00	50000,00	1923,08	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	102000,00	3923,08
Use of public areas for cultural purposes	5000,00	192,31	20000,00	769,23	25000,00	961,54	0,00	0,00	0,00	0,00	0,00	0,00	50000,00	1923,08
Total investment costs	425000,00	16346,15	812000,00	31230,77	425000,00	16346,15	59000,00	2269,23	0,00	0,00	0,00	0,00	1721000,00	66192,31

Investment Costs according to Resource (in thousands)	City of Pilsen		Pilsen Region		Czech Republic		SF EU		Sponsoring		Other		Total	
	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€
4x4 Světovar Cultural Factory	20000,00	769,23	0,00	0,00	0,00	0,00	80000,00	3076,92	0,00	0,00	0,00	0,00	100000,00	3846,15
Světovar Museum of Design and Lifestyle	10000,00	384,62	0,00	0,00	94000,00	3615,38	0,00	0,00	0,00	0,00	0,00	0,00	104000,00	4000,00
New Theatre Building	270000,00	10384,62	150000,00	5769,23	300000,00	11538,46	0,00	0,00	0,00	0,00	0,00	0,00	720000,00	27692,31
New Building of the West Bohemian Gallery	0,00	0,00	104000,00	4000,00	0,00	0,00	416000,00	16000,00	0,00	0,00	0,00	0,00	520000,00	20000,00
Štruncovy Sady Sport and Leisure Centre – Brewery – Roudná I.phase	29000,00	1115,38	0,00	0,00	0,00	0,00	56000,00	2153,85	0,00	0,00	0,00	0,00	85000,00	3269,23
Improving general and aesthetic quality of public areas in Štruncovy Sady	4000,00	153,85	0,00	0,00	0,00	0,00	36000,00	1384,62	0,00	0,00	0,00	0,00	40000,00	1538,46
Sporting and recreational paths in river valleys	20000,00	769,23	0,00	0,00	0,00	0,00	82000,00	3153,85	0,00	0,00	0,00	0,00	102000,00	3923,08
Use of public areas for cultural purposes	7000,00	269,23	0,00	0,00	0,00	0,00	40000,00	1538,46	3000,00	115,38	0,00	0,00	50000,00	1923,08
Total investment costs	360000,00	13846,15	254000,00	9769,23	394000,00	15153,85	710000,00	27307,69	3000,00	115,38	0,00	0,00	1721000,00	66192,31

2.5 What is the plan for involving sponsors in the event? What is the estimated level of financial participation by sponsors?

Gaining sponsor donations and other revenue outside of public budgets and structural funds will be given great attention. During the candidature for title of ECOC 2015, we focused mainly on gaining basic know-how. We were able to build contacts with key entities which have functioned professionally and long-term in this area, and we are also in contact with important economic entities on a national and regional level.

In the Czech Republic, the majority of companies have no strategy for company donating. According to the research into company philanthropy, typically only large international companies in the Czech Republic have such a strategy in place, where a large majority of these companies have it as a part of their global strategy. Therefore, a part of the Pilsen ECOC team’s activities in this area will be a campaign aimed mainly at establishing long-term cooperation with regional business entities. The goal will be to persuade these entities on a long-term basis that a socially responsible approach of the company will bring rewards not only to the public and region, but to the firm itself and its employees. How?

Company involvement in the support of ECOC will help in the creation and reinforcement of mutually beneficial relationships:

- the company will strengthen its role in the region and create a more positive image for itself;
- it will reinforce relationships with local leaders (local authorities, decision and opinion makers);
- the company will help in building economically stronger ties (“networking”) with parties with which it had not previously worked together.

Mobilisation of these activities and the improvement in the ability of the Pilsen 2015 team to successfully work with sponsors and gain sufficient financial resources are of significant long-term benefit to the project for the development of the city and region.

WHO WILL DEAL WITH FUNDRAISING?

In the event of Pilsen winning the title of ECOC 2015, two positions will be filled based on a selection process – Fundraising and Grants Manager (primarily responsible for top sponsors, official sponsors and communication with the economic chambers of the region) and Fundraising and Grants Coordinator (primarily responsible for fundraising in regards to medium and small companies, private entrepreneurs and physical entities).

We consider the consultations arranged with Tomáš Engel to be a significant benefit for the creation of a successful strategy concept for top sponsors, as he is the most successful fundraiser in the area of arts in the Czech Republic. Consultation has been arranged with this expert on fundraising strategies directed at corporations of national significance, such as banking houses, energy corporations, telephone operators and others at a minimum of 50 hours annually. Among other activities, Tomáš Engel has devoted himself to sponsorship of the National Theatre on a long-term basis. During his work with this institution, it has gained sponsors at double the financial volume of that which is common at a European level concerning similar institutions.

Also, two consultants will be added to the intensive activity of preparing the concept for fundraising activities in the region and its subsequent monitoring. They will be the chief executive of the Czech Fundraising Center, Mrs Jana Lišková, and a consultant from the British organisation Resource Alliance, Mrs Jana Ledvinová. Willingness to support the Pilsen 2015 project for the whole of its duration has been confirmed in a declaration. The following will describe to what extent their work will be connected with the project:

The first half of the year 2011 will contain roughly 40 consulting days, including concept preparation, fundraising planning and creation of preparatory teams. The second half of the year 2011 will contain 20 consulting days, including the detailed preparation of individual fundraising campaigns. In the following years, there will be 10 consulting days annually for supervision and fundraising team coaching.

The next significant partner in the Pilsen 2015 project is Dr. Walter Putschög, who has been the financial director for the Linz 2009 Kulturhauptstadt Europas Organisations GmbH since 2005. In this position, he is responsible for the economics of the project, and also for ensuring the proper operation of the organisation, gaining sponsors and dealing with merchandising. According to the declaration, this cooperation will be especially beneficial to Pilsen, mainly because Linz and Pilsen are very similar in size, have similar historical roots, and the mentality of their inhabitants is in many ways similar. Therefore we can expect exchanges of the best practical experience from the Linz 2009 project, which will have extraordinary importance for the Pilsen 2015 team.

The goal of cooperation with all the above-mentioned experts is the gradual transfer of fundraising technique know-how and tried practices for the Pilsen 2015 team. We expect a full transfer of knowledge over the course of 2011-2013, and the gradual enhancement of our own effective abilities in fundraising, becoming a permanent part of the project team and a significant project benefit in terms of the development of cultural life in Pilsen.

HOW MUCH FINANCE WILL BE PLACED IN FUNDRAISING AND HOW MUCH MONEY WILL BE GAINED IN THE FORM OF SPONSOR DONATIONS?

Financial sums connected with fundraising are shown in chart No. III.7. In the year 2011, costs connected with fundraising will be higher than revenue from sponsors. In the following years of the project, we expect the revenues from sponsors to significantly overtake costs for fundraising.

Fundraising - estimated costs and revenue (in thousands CZK/€)	Personnel Costs	Consultant Costs	"Pilsen 2015 Club" Costs	Total Costs	Total Revenues from Sponsors	Net contribution for projects*)
2016	1 200 / 46,2	0	200 / 7,7	1 400 / 53,8	6 200 / 238,5	4 800 / 184,6
2015	1 400 / 53,8	200 / 7,7	800 / 30,8	2 400 / 92,3	18 600 / 715,4	16 200 / 623,1
2014	1 400 / 53,8	200 / 7,7	400 / 15,4	2 000 / 76,9	7 700 / 296,2	5 700 / 219,2
2013	1 300 / 50	200 / 7,7	200 / 7,7	1 700 / 65,4	4 850 / 186,5	3 150 / 121,2
2012	1 200/ 46,2	300 / 11,5	200 / 7,7	1 700/ 65,4	4 850 / 186,5	3 150 / 121,2
2011	1 200/ 46,2	700 / 26,9	200 / 7,7	2 100 / 80,8	1 500 / 57,7	-600 / -23,1
Total	7 700 / 296,2	1 600 / 61,5	2 000 / 77	11 300 / 434,6	43 700 / 1 680,8	32 400 / 1 246,2

*) With company clients, we expect financial payments of the amount of 60 % of the sponsor donation; the remaining part is expected in the form of non-financial payments.

HOW MUCH FINANCE DO WE PLAN TO GAIN BY MEANS OF FUNDRAISING?

Estimated shares of individual segments in total volume of sponsorship (in thousands CZK/€)	TOP National Organisations	TOP region	Private Entrepreneurs	Živnostníci region	Individual Donors	Merchandise Sales	Total by Year (thousands of CZK/ €)
2016	3 000 / 115,4	2 000 / 76,9	300 / 11,5	400/15,4	200/7,7	300/11,5	6 200/238,5
2015	8 500 / 326,9	7 200/ 276,9	1 100/42,3	800/30,8	300/11,5	700/26,9	18 600/715,4
2014	3 000 / 115,4	3 000/115,4	600/23,1	500/19,2	200/7,7	400/15,4	7 700/296,2
2013	2 000 / 76,9	2 000/ 76,9	200/7,7	300/11,5	150/5,8	200/7,7	4 850/186,5
2012	2 000 / 76,9	2 000/ 76,9	200/7,7	300/11,5	150/5,8	200/7,7	4 850/186,5
2011	0	1 000 / 38,5	150/5,8	150/5,8	100/3,8	100/3,8	1 500/57,7
Total by Segment	18 500 / 711,5	17 200 / 661,5	2 550/98,1	2 450/94,2	1 100/42,3	1 900/73,1	43 700/ 1680,8
% of total	42	39	6	6	3	4	100

Key conditions and prerequisites for fulfilling these goals are the following: economic development of the region; successful media support of the project on a national and regional level from the PR team; the fundraising manager will be a member of the closest team in project management possessing the proper authorities and rights; positions of fundraisers are filled at the very onset of the team’s work; the successful transfer of know-how to the Pilsen 2015 team; and the systematic work of the fundraising team.

WHAT CATEGORIES OF SPONSORS WILL WE BE WORKING WITH?

1. Top national and supranational organisations:

- Pilsner Urquell a.s., (www.prazdroj.cz);
- ŠKODA INVESTMENT a.s., (www.skoda.cz);
- ČEZ, (www.cez.cz).

Organisations in bold are those which provided a written declaration in support of the project.

Sponsor packages (CZK2 million and CZK 1.5 million / year)

For the year 2015, we expect the following revenue structure:

- 2x CZK2 mil. / €0.08 mil. CZK4 mil. / €0.1 mil.
- 3x CZK 1.5 mil. / €0.06 mil. € CZK4.5 mil. / €0.2 mil

Revenues from packages in the years 2011-2016	2011	2012	2013	2014	2015	2016	Total
thousands of CZK/ €	0	200 / 7,7	200 / 7,7	300 / 11,5	8500 / 326,9	300 / 11,5	18 500 / 711,5

We expect that 40 % of the budget shown above will be implemented in the form of non-financial payment (renting automobiles, space for advertising, space allocated in the media, etc.)

2. Significant companies in the region:

- ŠKODA POWER a.s. (www.skoda.cz/power);
- ŠKODA TRANSPORTATION a.s. (www.skoda.cz/transportation);
- ŠKODA MACHINE TOOL a.s. (www.cz-smt.cz);
- LASSELSBERGER, s.r.o. (www.rako.cz);
- Bohemia Sekt a.s. (www.bohemiasekt.cz);
- Stock Pilsen-Božkov (www.stock.cz);

- BERGER Czech Republic (www.bergerholding.eu);
- Czech Coal Group (www.czechcoal.cz);
- MOSER, a.s. (www.moser-glass.com);
- Thun 1794 a.s. (www.thun.cz);
- Panasonic AVC Networks Czech, s.r.o. (www.pavccz.panasonic.cz);
- TECHNOCRANE s.r.o. (www.supertechno.com);
- Daikin Industries Czech Republic s.r.o. (www.daikinczech.cz);
- Veolia (www.veoliavoda.cz);
- Plzeňská teplárenská (Pilsen Heating Plant), a.s. (www.plzenskateplarenska.cz);
- and others...

Highlighted are those companies with which exist written declarations stating the support of the project and cooperation in the event of Pilsen winning the title of ECOC. We will begin negotiations with the remaining companies immediately after gaining the title of ECOC.

Sponsor packages (CZK 1 mil, CZK 800 / 600 / 400 / 200 thousand / per year)

For the year 2015, we expect the following minimal revenue structure:

- 2x CZK 1mil. / € 0.04 mil. CZK 2,000th. / € 76.9 th.
- 1x CZK 800 th. / € 30.8 th. CZK 800 th. / € 30.7 th.
- 3x CZK 600 th. / € 23.1 th. CZK 1,800 th / € 69.2 th.
- 4x CZK 400 th. / € 15.4 th. CZK 1,600 th/ € 61.5 th.
- 5x CZK 200 th. / € 7.7 th. CZK 1,000 th. / € 38.5 th.

Revenues from packages in the years 2011-2016	2011	2012	2013	2014	2015	2016	Total
thousands of CZK/ €	100 / 3,8	200 / 7,7	200 / 7,7	300 / 11,5	7 200 / 276,9	200 / 7,7	17 200 / 661,5

We expect that 40% of the budget shown above will be implemented in the form of non-financial payment.

3. Medium and small companies in the region (goal of gaining 10 to 15 companies for active participation)

We will communicate with this segment primarily through the economic chambers functioning in the region:

- Regional Economic Chamber of the Pilsen Region (www.khkpk.cz);
- District Economic Chamber of the Pilsen Region (www.rhkpk.cz);
- Local Economic Chamber of the Pilsen District (www.ohkplzensko.cz).

We have established “Agreements on mutual cooperation and support in connection with Pilsen’s candidature for European Capital of Culture 2015” with all the above-mentioned economic chambers. Apart from communication through the economic chambers, we will call on companies of this size (non-members of these economic chambers) to cooperate through regional media. We will also directly address selected organisations.

Sponsor packages of (CZK 200 thousand, 100 thousand, 50 thousand / year):

- cause related marketing, discount coupons from sponsors on visitors’ tickets;
- sponsorships of individual team events;
- “info-dispenser” marketing support presenting the selection of products and services of supporters at stands of the Pilsen 2015 project in hotels and public places;
- support by means of “We Support...” stickers included in the package for each individual business or entrepreneur.

For the year 2015, we expect the following revenue structure:

- 2x CZK 200 th. /€ 7.7 th. CZK 400 th. / € 15.4 th.
- 4x CZK 100 th. /€ 3.8 th. CZK 400 th. / € 15.4 th.
- 6x CZK 50 th. / € 1.9 th. CZK 300 th. / € 11.5 th.

We expect that 40 % of the budget shown above will be implemented in the form of non-financial payment.

Revenues from packages in the years 2011-2016	2011	2012	2013	2014	2015	2016	Total
thousands of CZK/ €€	150 / 5,8	200 / 7,7	200 / 7,7	600 / 23,1	1 100 / 42,3	300 / 11,5	2 550 / 98,1

4. Businesspeople, private entrepreneurs (goal of gaining 50 companies for active cooperation)

Cooperation with this segment will be developed through regional media and direct addressing of selected entrepreneurs.

Sponsor packages (CZK 50 thousand, 20 thousand, 10 thousand / year)

- cause related marketing, discount coupons from sponsors on visitors’ tickets;
- the main sponsor of individual team events;
- “info-dispenser” marketing support presenting the selection of products and services of supporters at stands of the Pilsen 2015 project in hotels and public places;
- support by means of “We Support...” stickers included in the package for each individual business or entrepreneur.

For the year 2015, we expect the following revenue structure:

- 5x CZK 50 th. / € 1.9 th. CZK 250 th. / € 9.5 th.
- 10x CZK 20 th. / € 0.8 th. CZK 200 th. / € 7.7 th.
- 30x CZK 10 th. / € 0.4 th. CZK 300 th. / € 11.5 th.

We expect that 40 % of the budget shown above will be implemented in the form of non-financial payment.

Revenues from packages in the years 2011-2016	2011	2012	2013	2014	2015	2016	Total
thousands of CZK/ €€	150 / 5,8	300 / 11,5	300 / 11,5	500 / 19,2	800 / 30,8	400 / 15,4	2 450 / 94,2

5. Individual donors

The basic concept of the “Hour for Pilsen 2015” public collection is to unite the inhabitants of the region who are interested in financially or non-financially supporting the Pilsen 2015 project and convince them to annually devote their final hourly salary in the given year to support of the project (or another chosen part of their salary). If 5 % of employees (roughly 3.5 thousand Pilsen inhabitants) gave CZK 85 / € 3.30, it would be possible to collect a total of CZK 297,500 / € 11,442. We will create easily accessible, year-round methods of contributing for all.

Collections in the streets of the city and region

These collections will take place annually on the occasion of selected and important events of the Pilsen 2015 project. Volunteers will call on inhabitants to put donations into money-boxes with an amount of their choice. They will in turn be rewarded with a badge of the project.

Collections through payroll departments

Employees of companies in the region can donate their final hour of wages (or another amount of their choice) to the Pilsen 2015 project through payroll departments.

DMS, Internet, spontaneous collections

Spontaneous collections will take place regularly. Their implementation will depend on the volunteer activity of the Pilsen 2015 project supporters from the ranks of volunteers in the community, whether that be under the cultural programme of the Pilsen 2015 project or in other forms.

Revenues from collections in the years 2011-2016	2011	2012	2013	2014	2015	2016	Total
thousands of CZK/ €	100 / 3,8	150 / 5,8	150 / 5,8	200 / 7,7	300 / 11,5	200 / 7,7	1 100 / 42,3

6. Other revenues (merchandising)

Sales of the following will take place in the Pilsen Information Centre located in the centre of the city:

- commemorative medals;
- publications (materials on the Pilsen 2015 project);
- special Pilsner Urquell 2015 beer mugs;
- shirts, hats, towels, beach towels, umbrellas, cups, stickers and non-traditional products, designed by students and artists from public competitions.

Revenues from sales of advertising material	2011	2012	2013	2014	2015	2016	Total
thousands of CZK/ €	100 / 3,8	200 / 7,7	200 / 7,7	400 / 15,4	700 / 26,9	300 / 11,5	1 900 / 73

BASIC RULES FOR DEALING WITH SPONSOR CONTRIBUTIONS AND DONATIONS

- The Pilsen 2015 organisation will make a request for permission from the Pilsen municipal authorities to carry out a public collection.
- The Executive Director or Board of Directors of the Pilsen 2015 organisation will decide on the acceptance of sponsor donations according to appropriate legislation.
- Donations accepted will be added to the organisation’s resources and will be put into the organisation’s budget. They will be administered according to the economic rules of the organisation. Donations accepted will be registered in the suitable economic, financial and property registry.
- A donation agreement will be prepared by the organisation’s management for donations with a value higher than CZK5,000 / €192.3 (lower amounts will be accepted by the organisation based on the document concerning donation acceptance).
- Donations will be used for financing the programme’s elements; other uses must be approved by the Board of Directors.
- The management of the Pilsen 2015 organisation is responsible for the effective and economical use of the accepted donations
- The Pilsen 2015 organisation will systematically support the goodwill of the donor.
- The Executive Director will provide information at least once a year to the Pilsen 2015 Board of Directors on all accepted sponsor donations and their use.
- Arrangements can be made with sponsors in the form of direct sponsorship of specific projects where the beneficiary is the project organiser.

The organisation and its employees may not accept donations from physical or legal entities if it possesses credible information that the activities of the donors are in gross contradiction to the aims of the Pilsen 2015 project. This includes contradictions with the ethical principles acknowledged by common society or activities in contradiction to the legal principles of the Czech Republic.

THE “PILSEN CLUB 2015” WILL UNITE SPONSORS

The Pilsen Club 2015 is designed to unite sponsors who feel an obligation towards the future of the Pilsen Region and Pilsen itself. Members of the Pilsen Club 2015 will be connected through a common interest, which is to guarantee for the city of Pilsen, its region, and its inhabitants, a long-term perspective of development. The goal is to transform this city in the heart of Europe into a successful innovative centre of industry, business, research, services and creative and artistic industries, which compares favourably with international competition. The Pilsen Club 2015 will actively enforce investments and implement projects to support the development of science and culture in the city and region, thus indirectly affecting the development of local companies and industry. We expect club members to support the Pilsen 2015 project with a financial amount of at least CZK47 mill. / €1.8 mill.

Expected earnings of Pilsen Club 2015		
Minimum estimated number of entities	Estimated donations	
Top Pilsen Club 2015	5	CZK 1,000 th. / € 38,5 th. or more
Official Partner of Pilsen 2015	10	CZK 200 th. / € 7.7 th. - up to CZK 999 th. / € 38.4 th.
Partner of Pilsen 2015	20	CZK 50 th. / € 1.9 th. - up to CZK 199 th. / € 7.6 th.
Member of Pilsen 2015 (physical entities, entrepreneurs)	3 500	CZK 0 - up to CZK 49 th. / € 1.9 th.

Basic principles for the operation of the Pilsen Club 2015:

- 1.A socially responsible company realises its wider role in society and has the will to behave responsibly towards its employees, clients, society and the inhabitants of the city in which it works.
- 2.A company which behaves philanthropically and in turn supports the publicly beneficial activities of the Pilsen 2015 project systematically, transparently, and on a long-term basis. In its support, it draws on goals concerning the needs of society and devotes itself to the appropriate areas. It will be a responsible company ready and willing to support even non-traditional and innovative cultural projects.
- 3.A socially responsible company will use the wide spectrum of opportunities in support of publicly beneficial activities, both financial and non-financial.
- 4.The partner will cooperate in fulfilling the concept of ECOC 2015 both through marketing and finances. The partner will support projects arising from the Pilsen 2015 project. The partners of the project will belong to the prestigious Pilsen Club 2015, which can provide them with the opportunity to meet new and interesting people, and which gives them priority in accessing information and a number of other advantages.

WHAT WILL MEMBERSHIP IN PILSEN CLUB 2015 BRING TO ITS SPONSORS?

Top Pilsen Club 2015:

- Membership in the Top Pilsen Club 2015.
- the opportunity to use the “Top partner of Pilsen 2015” trademark;
- the opportunity to use the specially designed Pilsen 2015 project logo;
- listings on all official documents for the Pilsen 2015 project;
- presentation on certain selected strategic events of the Pilsen 2015 project;
- a banner on the Pilsen 2015 web pages;
- VIP entry to select cultural events under the Pilsen 2015 project;
- exclusive partnership in select portions of the project with the according rights to presentation;
- listing of the sponsor’s name in interviews provided to the media, a TV ad, radio ad (if allowed by the given medium);
- press pages for sponsor presentation in the image book of the Pilsen 2015 project;
- logo of the sponsor in the monthly Newsletter (in Czech and English) distributed in the following manner:
 - the network of cultural sites around Pilsen (cafés, libraries, museums, galleries);
 - e-mail to professional media databases and project supporters;
 - directly at the Pilsen 2015 project headquarters;
- sponsor’s logo on event tickets;
- sponsor’s logo on Pilsen 2015 project fliers located in public transit vehicles which are operated by the Pilsen Municipal Transit.

Official partner of Pilsen 2015:

- membership in the club as “Official partner of Pilsen 2015”;
- the opportunity to use the “Official partner of Pilsen 2015” trademark;
- presentation on certain selected strategic events of the Pilsen 2015 project;
- a banner on the Pilsen 2015 web pages (www.plzen2015.eu);
- VIP entry to select cultural events under the Pilsen 2015 project;
- partnership in select portions of the project with the according rights to presentation;
- sponsor’s logo on event tickets;
- sponsor’s logo on Pilsen 2015 project fliers located in public transit vehicles which are operated by the Pilsen Municipal Transit.

Partner of Pilsen 2015:

- membership in the club as “Partner of Pilsen 2015”;
- the opportunity to use the “Partner of Pilsen 2015” trademark;
- presentation on certain selected events of the Pilsen 2015 project;
- logo and web link placement on the Pilsen 2015 web pages (www.plzen2015.eu);
- tickets to select cultural events under the Pilsen 2015 project;
- partnership in select activities of the project with the according rights to presentation.

Member of Pilsen 2015:

- membership in the club;
- the opportunity to use the “Member of Pilsen 2015” trademark;
- tickets to select cultural events under the Pilsen 2015 project;
- partnership in select activities of the project with the according rights to presentation.



2.6 According to what timetable should this expenditure be committed if the city receives the title of Capital of Culture?

Fiscal spending for covering costs for individual sections of the budget are shown in chart:

Budget Spending by year according to individual points (in thousands)	2011			2012			2013			2014		
	CZK	€	%	CZK	€	%	CZK	€	%	CZK	€	%
Programme elements	60800,00	2338,46	9,65	63900,00	2457,69	10,14	69000,00	2653,85	10,95	95500,00	3673,08	15,16
Operational costs of the Pilsen 2015 organisation, o.p.s.	26060,00	1002,31	10,61	29180,00	1122,31	11,88	35300,00	1357,69	14,37	44500,00	1711,54	18,12
Investment costs	425000,00	16346,15	24,69	812000,00	31230,77	47,18	425000,00	16346,15	24,69	59000,00	2269,23	3,43
Total	511860,00	19686,92	19,71	905080,00	34810,77	34,86	529300,00	20357,69	20,38	199000,00	7653,85	7,66

2015			2016			Total		
CZK	€	%	CZK	€	%	CZK	€	%
277000,00	10653,85	43,97	63800,00	2453,85	10,13	261000,00	10038,46	15,16
85000,00	3269,23	34,61	25560,00	983,08	10,41	86000,00	3307,69	18,12
0,00	0,00	0,00	0,00	0,00	0,00	150000,00	5769,23	3,43
362000,00	13923,08	13,94	89360,00	3436,92	3,44	630000,00	24230,77	7,66



City Infrastructure

IV.

discover my image

I want to become your reality



touch my idea, I'll show it to you

I want to have a family

1 What are the city’s assets in terms of accessibility (regional, national and international transport)?

HISTORY: PILSEN AS A CROSSROADS OF COMMERCE

The city of Pilsen was founded in the 13th century (originally under the name New Pilsen (Nová Plzeň) for the purpose of strengthening royal power and boosting the economic development of the western region of the Czech lands. The location for building New Pilsen was carefully thought-out; thus the place chosen lies in the centre of the Pilsen Basin on the site of a commercial crossroads connecting Central and Western Europe. Saint Adalbert, the first Czech possessing a wider European outlook, passed through Pilsen on his way from Germany to Prague. Pilsen was also a crossroads of important medieval routes of commerce, for example the Regensburg and Nuremberg routes, also sometimes called the Golden Path or Via Carolina. The term Via Carolina, which is probably the most commonly used name today, takes its name from the most famous Czech ruler in the European context: King of Bohemia, Lombard and Arles, Count of Luxembourg and Roman Emperor, Charles IV.

THE PILSEN OF TODAY - A CENTRAL EUROPEAN CROSSROADS

Pilsen is excellently connected to the road network; as such it is located on the crossroads of a number of important European highway routes. The most significant of these routes is the international E50 highway starting in France and leading through Germany to Rozvadov, Pilsen, Prague, then Slovakia, Ukraine and, finally, Russia. The D5 highway also links the cities of Pilsen and Prague.

Another two important European routes passing through Pilsen are:
E49: Germany – Vojtanov – Karlovy Vary – Pilsen – České Budějovice – Austria (road I/20)
E53: Pilsen – Železná Ruda – Germany (road I/27)

The regional accessibility of Pilsen is ensured by the D5 highway and class I and II roads, concentrically leading to Pilsen. The D5 provides service to the districts east and west of Pilsen (regions surrounding the towns of Rokycany, Stříbro, and Tachov). Concerning class I. roads, the I/27 should be mentioned as it is essential in linking České Budějovice and Karlovy Vary, and also the I/20 which services the areas south and north of Pilsen. Also important are the I/26, leading from Domažlice on to Germany, and lastly the I/19, which leads south-east from Pilsen to the Brdy region. Concerning class II roads, the II/180 road is of great importance and is sometimes called the “agglomeration circuit”. This road serves as a ring connecting locations surrounding Pilsen. In order for this road to reach the full capacity required, however, further investments will be needed.

The city of Pilsen lies in close proximity to the city of Prague (88 km), the region of the Bohemian Forest (70 km), and the attractive spa towns of Karlovy Vary (79 km) and Mariánské Lázně (74 km). The western border of the country is only 75 km away.

The significance of the city as a transport junction also emphasises the fact that a number of nationwide railway lines also cross through Pilsen. Parallel to the D5 highway is rail line No. 170 (Praha – Pilsen – Cheb), which is now being upgraded in order to reach parameters which satisfy European norms.

In addition to this line, a European high-speed route is also being designed for Nuremberg – Pilsen – Prague – Brno – Ostrava – Katowice. This route, however, is due to be in operation in the year 2020. The route layout also remains unspecified in some areas, complicated by their dense population. This route will be significant for Pilsen, especially in the event that a high-speed railway station is built, as is now being planned.

Along with line No. 170, lines Nos 160 (Pilsen – Žatec), 180 (Pilsen – Domažlice – Folmava), 183 (Pilsen – Klatovy – Železná Ruda) and 190 (Pilsen – České Budějovice) are all of great significance for regional and supra-regional transport.

Its excellent location in terms of transport within the European road network, specifically its connection to the E50 highway, was a great advantage for Pilsen’s economic transformation in the 1990’s. The completion of Pilsen’s southern bypass highway connecting to the D5, however, caused transit to be diverted away from the most frequented east-west route to the city’s outskirts. Therefore, Pilsen has recently seen problems in a decrease in interest in the city in general, as most people heading in the direction of the city simply bypass it and do not stop to visit. **Pilsen must counter this unfavourable development with better marketing strategies directed at those passing through and in general improve the level of attractiveness and amount of options for tourists and visitors. Gaining the title of ECOC 2015 would therefore be an excellent opportunity for Pilsen.**

GETTING FROM EUROPE TO PILSEN AND FROM PILSEN TO EUROPE

Air travel

The closest international airport to Pilsen is the Prague Ruzyně Airport. This airport provides regular connections to all larger Czech cities with public airports and to all the largest destinations in Europe and others in North America, Asia, North Africa and the Middle East. **Ruzyně Airport is easily accessible from Pilsen by car and is a mere 85 km from Pilsen’s centre, making it a trip of less than an hour.** Public transport to the airport directly from Pilsen is unfortunately more complicated. There is no direct connection between Pilsen and Ruzyně, and the airport has no connection with rail transport at all. For this reason, city representatives are now negotiating with individual transport carriers to create a direct bus link which would be put into operation by the year 2015.

The Pilsen-Líně military airport is also in close proximity to the city, which gained the status of an “international non-public airport for VFR flights”, meaning flights which are carried out during the day in visible conditions. The operator of the airport is PlaneStation Pilsen s.r.o. The airport is used for occasional incoming flights of mainly private airplanes.

Bus travel

The central bus station, located in the centre of the city, provides regular connections to the surrounding areas of Pilsen and regional centres such as Rokycany, Klatovy, Tachov and Domažlice, and further on to Prague, Brno, Karlovy Vary, and other large cities in the Czech Republic. **Thanks to Pilsen’s location on the route linking Prague and Germany, international lines stop in Pilsen before heading to England, Germany, France, Belgium, Holland, Ukraine, Spain, Switzerland, and Luxembourg.**

At present, direct bus routes can be taken from Pilsen to a myriad of European cities such as Paris, London, Rotterdam, Frankfurt am Main, Stuttgart, Munich, Amsterdam, Brussels, Madrid, Luxembourg, Bern, Zurich, Barcelona, Geneva, Bonn and many others.

Rail travel

Pilsen is an important railway junction in which six main tracks converge. These tracks link Pilsen to Prague, Cheb, České Budějovice, Domažlice, Železná Rudy and Žatec. Thanks to its location, Pilsen is also connected by the rail network to numerous important centres of the Czech Republic, e.g. Ostrava, Bohumín, České Budějovice, Cheb, Jihlava, Most, Olomouc, Hradec Králové, Ústí nad Labem and the capital city of Prague. Furthermore, Pilsen is also connected by rail to the spa and tourist cities of Františkovy Lázně, Karlovy Vary, Mariánské Lázně and Železná Ruda. Every day approximately 230 trains are dispatched from Pilsen, heading to various locations in the Pilsen Region, other large Czech cities, and to locations abroad. International express trains stop in Pilsen, connecting it directly to Frankfurt, Munich, Nuremberg, and Stuttgart. Two direct pairs of international express trains connect Pilsen to the Slovak cities of Žilina, Poprad and Košice.

The completion of the reconstruction project on the Prague – Pilsen – Cheb route will bring higher quality, speed and general appeal to rail travel, boosting travel speeds to 160 km per hour and reducing the time of the journey between Prague and Pilsen to less than one hour.

Car travel

Pilsen is very easily accessible from Central and Western Europe, mainly thanks to the D5 highway. At the former Rozvadov – Waidhaus border checkpoint, the D5 connects to the German A6 highway leading to Nuremberg. In the opposite direction, it is possible to travel from Pilsen through Prague by various highways to numerous destinations. The D1 highway leads from Brno and on to Kroměříž (and in the future to Ostrava); the D2 splits off from the D1 highway in Brno leading towards Slovakia and its capital Bratislava. North Bohemia and Saxony are accessible from Prague courtesy of the D8 highway, which leads from Lovosice (in the future Ústí nad Labem) to the German city of Dresden. The D11 highway also connects Prague and Hradec Králové and in the future will continue on to Poland.

Four frontage roads ensure the connection with the D5 highway, the last of which is now being completed. By the year 2015, other various sections of roads should be completed, connecting with the frontage roads leading towards the city.

The ease of accessibility to the city and its centre also has its negative aspects. The city is considerably burdened by its transport situation, which leads to undesirable effects on the environment. In the past, a number of construction projects of high-capacity roads were completed on the edge of the city's historic centre and damaged Pilsen's urban structure. Part of the city's parkland surrounding the city was destroyed and many of the city centre's natural surroundings disappeared.

Bicycle travel

Two international EuroVelo cycle routes pass through Pilsen: the Pan-European Paris – Prague cycle route (No. 37) and the international cycle route No. 3 linking Munich, Regensburg, Pilsen, and Prague.

WHEN YOU ARRIVE IN PILSEN

The main railway station

Pilsen's main railway station is situated in very close proximity to the centre of town, giving it a very favourable location. At present, a direct link between the station and public transport is, unfortunately, yet to be created. **The level and quality of the environment in which the station is located fails to correspond to its significance or to the requirements for increasing the scale of Pilsen's rail transport.** Despite certain improvements in recent years, neither the station itself, nor its surrounding areas form a dignified "doorway" to the city; they rather tend to ruin the first impressions of visitors new to Pilsen. **It is a very important task for the city and the Pilsen 2015 organisation (in the event of the city gaining the ECOC title) to tend to the improvement of the state of the station with Czech Railways, a.s. and other entities. A public debate on the topic of improving the quality of this entrance to the city was established this year in cooperation with the British Council under the framework of the Urban Ideas Bakery Project.**

The bus station

The central bus station is also located in close proximity of the city centre. However, its position cannot be considered favourable. Although it is better connected to the bus and trolleybus lines of municipal transport than the railway station, it is located on the opposite side of town to the railway station. Buses headed for this station must pass through the city centre, causing delays and leading to traffic congestion on the city's roads. Despite the fact that some lines have multiple stops around the city, an ideal solution would be to build multiple bus terminals located in proximity to the city centre which would have good connections to public transport. Investments in new bus terminals, however, are not being planned at the present.

The actual station building does not satisfy the requirements of a modern public transport establishment in its appearance and general facilities. It is imperative that the environment and layout of the station and the state of Emil Škoda Square, located directly next to the station, be improved. These areas are also the subject of the public discussion previously mentioned under the Urban Ideas Bakery Project.

Making transit easier

A long-term problem in the city of Pilsen has been the insufficiency of facilities for the parking and garaging of vehicles in the city centre and other residential areas. The majority of parking spaces are located above ground. Parking garages and underground parking facilities are being slowly introduced, mainly around new construction areas (mostly in the northern suburbs). As with numerous Czech cities, Pilsen's parking capacity in relation to the city centre is wholly inadequate.

The majority of visitors' and residents' vehicles are parked on the street in the centre of town, considerably decreasing the attractiveness of the city for its inhabitants and tourists. This fact also limits the city in organising cultural, social, and sporting events in the centre of the city. Passing through the centre and parking on the main square greatly limit the comfort of movement in these spaces, and they are among the most significant limiting factors in the attractiveness of this area.

Three main car parks are located on the edge of the historic centre of the city with a total capacity of 317 vehicles – the first two, the U Pekla and Sady Pětatřicátníků spaces are both paid-lots. The third lot, Na Rychtářce, has spaces for tour buses and is a free lot. The capacity of these lots is at its maximum. The other option for parking is offered in the underground parking garages with a capacity of 250 vehicles in U Trati Street. These garages, however, are lacking in a quick and comfortable pedestrian connection with the centre of town and are therefore not used to their full potential. Investments in an underpass have been prepared but were unfortunately postponed.

In the conceptual documents created for the city, there are ideas for building two main parking systems – a “Park and Ride” system on the outskirts of the city to connect with public transport and a “Park and Go” system on the edge of the city centre.

Using the Park and Ride system cannot be successful without providing certain advantages to drivers using it (e.g. free public transit tickets, discounts on tickets to various events, etc.). These advantages have as yet, however, not been fully thought out.

Experience from foreign cities shows that a realistic solution to the problem of the disproportionate strain on city centres from automobiles and the lack of parking space can be found in combining transit restrictions in the city centre with offering parking options in “Park and Go” facilities on the edge of the centre. The necessary amount of space for Pilsen’s centre is approximately 2500 parking spaces. For these reasons, projects are being prepared which would build high-capacity parking facilities in the city areas of Sady Pětaticáků, Na Rychtářce, Anglické nábřeží and Denisovo nábřeží. As has been shown in the results of one public discussion held under the city’s candidature for the title of ECOC 2015, implementing such a parking system would have to be a gradual process. Furthermore, it would be necessary to link it with an effective information campaign, as convincing drivers who are comfortable with parking (despite its difficulty) in the very heart of the city centre will prove to be difficult.

Problems with parking are also seen around other tourist attractions outside the city centre, for example the Pilsen Zoo and botanical gardens, the Bolevec Lakes and other locations.

Another problem for Pilsen is the unresolved situation of parking space for tour buses. A number of parking spaces are designated for these buses in the Na Rychtářce lot, and brewery visitors can park in the spaces designated for buses directly on the grounds of the brewery. Regarding the lack of space in the city centre, a realistic solution is to build a ‘get-off and get-on’ terminal in the centre, then redirecting the buses to a sufficient space outside the centre. This terminal must at least be equipped with a map and other navigational equipment.

Around town by taxi

Taxi services in the city are operated exclusively by private entities. The city acts towards them as a license-issuing authority in respect to valid legal norms. In terms of driver education, the city carries out driver exams testing knowledge of the city and its topography.

The quality of taxi services differs, and much depends on individual operators. Under the Pilsen ECOC Project 2015, the city will devote time to schooling taxi drivers in the areas of the project’s content and cultural infrastructure, and will also focus on teaching foreign languages.

Getting around with public city transport and integrated transit of the Pilsen district

The municipal public transport system in Pilsen plays an important role in and around the city. The Pilsen Municipal Transit Agency (PMDP a.s.) operates three tram lines, six trolleybus lines and thirty bus lines (three of which are night buses, seven which service the city outskirts, two which are handicap accessible, and two which are customer-tailored).

PMDP a.s. is renewing its stock of vehicles and wagons by buying new vehicles and through rebuilding, mainly of trams. Gradually, the management and frequency of transport lines are being optimised according to the needs of individual lines.

The former payment system for pre-pay transit cards was replaced with the new Pilsen Card which was put into operation in the year 2004. Passengers holding a Pilsen Card can take advantage of its pre-pay options and thanks to a unique free tariff from 1 to 123 days can plan their pre-payments up to 100 days in advance according to their needs. Holders of a Pilsen Card also enjoy the advantages of discounted transfer tickets which can be

bought with the Electronic Wallet option from Cardman machines placed directly in public transit vehicles. The card also simultaneously serves as a library card for the Pilsen Municipal Library and the University Library of the University of West Bohemia, also offering a bonus programme to its users. For teachers and students, a version of the Pilsen Card is available which is linked to the ISTC card. A new product under the Pilsen Card is the ‘Business Card’, allowing numerous employees to use the same card provided through their employer.

The Pilsen Ticket, a form of the Pilsen Card, is directed mainly towards tourists and other inhabitants who do not frequently use public transit. The Pilsen Ticket is transferable and allows for buying transfer tickets directly in public transit vehicles. An advantage of this version of the Pilsen Card is that it will be available at authorised vendors of the PMDP. These vendors are the current sales partners of PMDP from whom passengers commonly buy non-transferable paper tickets. This distribution network will also be extended to select hotels, train and bus stations, petrol stations and information centres, both inside and outside of Pilsen.

The classic paper ticket can be bought for travelling on public transit, however its disadvantage is that it cannot be bought directly in the vehicle and must be bought in advance in designated shops.

Pilsen’s municipal public transit services almost all areas of the city and contributes to an attractive selection of free time activities and the tourism industry. The city centre has an ideal connection where all three tram lines meet (Sady Pětaticáků Terminal) and another hub where all trolleybus lines meet (Americká Terminal). Transfers can be made at these spots to buses going to the central bus station and the main railway station. In terms of the tourism industry, new train stops which are now being constructed on the outskirts of the city (Skvrňany, Bolevec) are also significant as they provide easy transfer to the public transit system.

Pilsen’s municipal transit system is a part of the integrated transit system of the Pilsen Region and is controlled and developed by the authorities of this region. The integrated transit system of the Pilsen Region has provided transport services in and around Pilsen since the year 2002. Participating companies in this system are PMDP a. s., ČSAD Buses Pilsen, a.s., Czech Railways, a.s., PROBO BUS, a.s. and Autobusová doprava – Miroslav Hrouda, s.r.o.

The integrated transit system can be taken at present by using the pre-pay option of the Pilsen Card. Single fares have not yet been established on the Pilsen Card and are an issue of the individual carriers. Therefore, it is also not possible to transfer between carriers. The authorities of the Pilsen Region are at present preparing a solution. The Pilsen Ticket is aimed at tourists and occasional travellers, but can be used to pay for fares directly in the vehicle so far with only three carriers. Payment with the Electronic Wallet option is being prepared for the remainder of the carriers.

Getting around the city by bicycle

Pilsen is not a typical example of a “cyclist’s city”. The hilly landscape of the city and region, and its considerable inclines are the main reasons for the slow development of bicycle transport, which is not so much the case in other Czech cities. Pilsen has a total of 18.6 km of combined bicycle-pedestrian routes and 28.9 km in total of independent cycling paths. The city of Pilsen’s cycling route project has proposed a basic network of cycle routes of a total length of 330 km. Two-thirds of this distance will stretch over existing roads and the final third will be implemented by initiating independent construction projects, or by way of projects connected with other investments.

The facilities provided for cyclists are also inadequate, such as bicycle stands, as well as bicycle storage in hotels and other places of accommodation. It is an important ambition of the Pilsen Project 2015 to complete the construction of these services and harmonise them with the public spaces they appear in.

Getting around on foot

Pedestrian paths comprise a natural part of almost all types of land and surfaces. They are important mainly in the centre of the city and other residential areas. The technical conditions in Pilsen, in terms of this form of transport, are gradually being improved. Such improvements include barrier-free modifications (pedestrian crossings), completion of safety components (safety islands, elements to reduce speed), and increasing comfort (modifications to routes in residential areas). A very important future project is the creation of a system of sporting and recreational trails, particularly along Pilsen's rivers, which is now being prepared. An advantage which Pilsen shares with other sites around the Czech Republic is its excellent system of marked walking trails which is managed by the Czech Hiking Club. This system of marking is considered to be among the best in the world.

Sporting and recreational trails

A large project of the city in the area of cycling, pedestrian travel and hiking is the Greenways Project – creating sporting and recreational trails along the rivers. This project is connected with the candidature for the ECOC title. A leisure-time park is being constructed at the junction of the Mže and Radbuza Rivers to serve as a centre for all inhabitants to spend their free time. A network of recreational trails will converge at this point, making this spot accessible from all the city's neighbourhoods both on foot, on in-line skates or by bicycle.

Thanks to this trail network, which will pass through the river valleys, the forgotten banks of the rivers will be transformed into a lively place. It will also be designed with respect given to the need to create and protect a natural environment, including changes to revitalise the waterways and proposing measures to reduce the effects of high waters or flooding. Various other important free-time areas are also located along the trail network, such as the zoo, the Bolevec Lakes, sport and leisure centres (Malostranská, the Bory Dam, Božkov Island), small and large sports fields and centres, rest sites, and more. The trail network will create pleasant opportunities for the everyday leisure activities of the city's inhabitants. The trail network will continue to the edge of the city and into its scenic areas, linking Pilsen with the towns in its close proximity. Extending these networks past the city limits will create favourable conditions for the inhabitants of Pilsen to enjoy recreational activities in these scenic regions, and will serve as safe paths for inhabitants of nearby towns to access the city.

The sporting and recreational trails will help to complete a circuit of international cycle routes from Prague–Pilsen–Regensburg and, consequently, between Paris and Prague.

General system of navigation

A specific system of navigation has been created for pedestrian visitors coming to Pilsen. It was based on the Municipal Information and Orientation System (MIOS). It was built in 1999 and was created by:

- map boxes with free maps of the city, maps for tourists (on the outskirts of the city in connection with marked walking trails) and orientation maps;
- poles with direction markers.

MIOS also includes audio information boards in the centre of the city. Two are located in proximity to the historic centre at the crossroads of Jungmannova and Kopeckého Sady, and also at Sady Pětatřicátníků (by the main post office). They are updated regularly. During the last update in April of 2010, information on planned investments in the cultural and tourist infrastructure connected with the city's candidature for the title of ECOC 2015. An additional feature of the system of navigation is the provision of directions to tourist destinations and hotels.

In the future, it will be necessary to unify the navigation system in Pilsen and its surroundings, to complete all guideposts on new sites built in the cultural and touristic infrastructure, to create English versions of the information and also to complete all street markings. Direction signs should be installed on all main streets pointing to other individual side streets.

2 What is the city's absorption capacity in terms of tourist accommodation?

Accommodation capacity in Pilsen and the surrounding region

After a lengthy period of unsatisfactory conditions, Pilsen has recently seen a dynamic development of its accommodation capacities. One impetus for this phenomenon was the Pilsen Development Programme in 2003, which defined the steps for developing the tourism industry as one of the three main priorities of the city. The evident will of the city to support the tourism industry was a signal to investors, who reacted to the heightened demand for accommodation facilities. Over the course of several years, from the years 2005–2009, the city of Pilsen doubled its bed capacity in hotels and guest-houses.

At present, Pilsen offers 7,871 bed spaces, 3,430 of which are three or four-star hotels, and 4,441 sleeping spaces in private hotels, camps, and boarding-houses.

There are four international hotel chains operating in Pilsen – the Marriot, Angelo (Vienna International), Ibis (Accor) and Best Western. Thanks to their activities, Pilsen has now been welcoming an increased international clientele.

Regarding cheaper forms of accommodation, two of Pilsen's camps should be mentioned. The Ina Car Camp close to Bory Dam offers 28 spaces in cabins and spaces for caravans and tents. The Ostende Car Camp near Velký Rybník has a capacity of 155 beds in cabins, a space for caravans and zones for tents.

There is also hostel-type accommodation at the Secondary Electrotechnical Vocational School (20 beds) in Vejprnická Street and at the dormitories of the Faculty of Medicine of the Charles University in Bolevecká Street (760 beds). There are also a number of other boarding houses in Pilsen, however most of them are used by employees of Pilsen's various manufacturing plants.

In regard to the fact that Pilsen cannot represent itself in the tourism industry alone, it is necessary to take into consideration the accommodation capacity of Pilsen's whole tourist region. According to statistics from the year 2009, the number of accommodation facilities in the district of Pilsen was 1,555, consisting of 4,365 rooms and 11,468 beds.

In 2009, there were 488 accommodation facilities in the whole Pilsen Region with a capacity of 9,675 rooms and 26,664 beds. The number of places for tents and caravans was 1,159 in the district of Pilsen and 3,490 in the Pilsen Region.

In close proximity to the city of Pilsen, important camps are set up near the Hracholuský Dam in the north area of the Pilsen district (Plasy, Kralovice, Kožlany) and also in Zbiroh, Štáhlavy, Volduchy and Rokycany.

Visit rates of accommodation facilities in Pilsen and the Pilsen Region

The number of tourists lodged in Pilsen steadily grew up to the year 2008, when the number of stays in Pilsen reached 933,358 (years 2005 – 683,110; 2006 – 772,214; 2007 – 846,163). In connection with the financial downturn, 2009 saw a significant decrease in the number of stays to a level similar to that of 2005. Last year, 689,705 tourists stayed in Pilsen.

In the Pilsen Region, the decrease in the number of stays was evident already in the year 2008, when the total reached 1,448,988 stays. In the year 2009, the number of stays in the region reached a total of 1,428,491. The Pilsen ECOC Project 2015 should be an essential stimulus in turning around this adverse trend caused by the financial recession.

Development of the number of stays in pilsen and the Pilsen Region		
Year	Pilsen	Pilsen Region
2009	689 705	1 428 491
2008	933 358	1 448 988
2007	846 163	1 572 649
2006	772 214	1 560 526
2005	683 110	1 514 196

Pilsen - a new Czech congress destination

The number of conference halls has significantly grown in the city in connection with the growth of new quality hotel space. Conference hall space is located in the new hotels, namely Angelo (420 spaces), the Parkhotel (1,000 spaces), A-Story (110 spaces), the Courtyard by Marriot (280 spaces), Gondola (100 spaces), and PRIMAV-ERA Hotel & Congress Centre (414 spaces). There is also conference space in the University of West Bohemia (934 spaces) and the West Bohemian Museum (108 spaces).

Attractive and stylish spaces suitable for seminars and conferences are located in the rooms of the Měšťanská Beseda art-nouveau style building, the J. K. Tyl Theatre, and the Pilsner Urquell Brewery. The INWEST Culture House in the city centre also houses social occasions and exhibitions.

Congress facilities in close proximity to the city can also be used, such as Darovanský dvůr, the Býkov Mansion Estate, the University of West Bohemia’s grounds in Nečtiny and the Hájek grounds near Štáhlavy. Evidence of the fact that Pilsen is capable of holding large-scale, prestigious international events can be seen, for example, in the hosting of The International Awards for Liveable Communities (LivCom) competition which took place from October 8th-12th, 2009. After its previous substantial success in the LivCom competition, Pilsen became the main organising city for this event. Other cities which have taken part in this event include, for example, Madrid, Al Ain, Hamamatsu, Washington, Shenzhen, Stuttgart, Apeldoorn, Niagara Falls, La Coruña, Hangzhou, London and Dongguan.

Representatives from 35 cities participated in the competition in Pilsen finale for sustainable development, from countries such as Canada, Great Britain, Austria, Germany, Denmark, Hungary, Poland, the Czech Republic, Australia, the USA, China, Japan, South Korea, the United Arab Emirates and Saudi Arabia.

3 What projects are to be carried out between now and the year for which the city is applying for the title of European Capital of Culture in terms of urban and tourism infrastructure, including renovation? What is the planned timetable for this work?

TRANSIT
Automobile Transit

Only the most important investments are mentioned here, which are aimed at better connecting the city with the D5 highway and the completion of the city’s highway loop. The city is connected to the D5 highway by four frontage roads, three of which are completed. The construction of connecting sectors is now being completed. The city loop is being built with respect given to the character of the city. Preference was given to designing the western portion of the ring, connecting the north of the city with a high population concentration with the southern portion offering employment opportunities.

Frontage road to road I/26
The frontage road to road I/26 will be finished in June 2011. It will involve a mutual investment between the state and city of Pilsen in the amount of CZK 635 million (€24.4 million), of which the city’s share is CZK 66 million (€2.5 million).

Road I/27
Further investments involve the lengthening of the road I/27 to the roundabout junction in Sukova Street, connecting it to one of the highway frontage roads and leading to the city loop. Investments in this project were also made by the city and state. The mutual investment amounts to CZK 831 million (€32 million), of which the city’s share is CZK 90 million (€3.5 million). The construction project will be finished in December 2011.

Road I/20
A reconstruction project is taking place on road I/20 leading to České Budějovice, in the area where it connects up to the highway frontage road leading towards the city. This construction project will be finished in December 2011. Costs for reconstruction amount to CZK 326 million (€12.5 million), of which the city’s share is CZK 60 million (€2.3 million). The remainder of the funds will be paid for out of the state’s budget.

The west city loop
Construction of the west city loop is the largest municipal transport investment project organised and has the aim of relieving the city centre’s transport and ecological burdens. The project is a relatively costly one, crossing two waterways and the wide Mže river valley. The cost of this project totals CZK 971 million (€37.4 million). The city itself will be investing CZK 184 million (€7.1 million), the rest being derived from subsidies. The construction should commence in May 2013.

Rail Transit
In regard to rail transit construction projects, the reconstruction of transit corridor track III is of large significance, as it passes from east to west Czech Republic and links up with tracks in Germany and Poland. The reconstruction project between Prague and Pilsen is being carried out to allow for the laying of high-speed tracks. The track between Pilsen

and Stříbro has already been completed, and the Rokycany – Prague track should be finished in 2010. Construction on Pilsen’s rail passages should be started in the year 2010 with a total cost of CZK2.9 billion (€111.5 million). In regard to this passage, the city will implement two underpasses for pedestrians and cyclists based on an agreement with the state. This section of track will be finished in the year 2014. The final passage between Rokycany and Pilsen will be more demanding financially, as a substantial distance of the track will pass through tunnels. The total cost of CZK11.9 billion (€457.7 million) will be shared by the state and the European Union, the latter of which is to donate funds adding up to 77% of the total cost. This section of track should be completed between the years 2011 and 2015.

Cycle and pedestrian transit

The city is gradually implementing the construction of individual routes within the networks of cycle trails. Cycle trails are either built as a part of other construction projects (namely transit construction) or built independently. **The most significant investment is the Greenways Project – sports and recreational trails along the river valleys** which are further described in other chapters of the application devoted to the Pilsen Project 2015.

Making transit easier

In the years 2010 and 2011, the first parking garage in close proximity to the historic centre of Pilsen will be built in the Rychtářka area. It will be the first project implemented in the form of a partnership between the public and private sector (PPP project) in Pilsen. Costs for construction of the parking garage with a total of 430 spaces will amount to CZK230 million (€8.8 million). The construction will be carried out by a private investor, and the city will pay a fee for access of CZK22.2 million (€850,000) by the year 2031.

Municipal public transport

The PMDP a.s. company is carrying out or preparing a number of investment projects aimed at raising the level of transit comfort and traveller services.

Reconstruction of public transit vehicles

Reconstruction of the stock of public transit vehicles is a long-term project involving the transformation of old, unused vehicles into modern, low-floor vehicles. The reconstruction is also carried out by buying new vehicles, and older tram models are also being reconstructed. The goal is to ensure that there will be a public transit system with a minimum of 60% of all trams with low floors and 100% of buses and trolleybuses with low floors by the year 2015. The costs for these investments have an annual total of CZK1.35 billion (€51.9 million). The operator will rely on subsidies from the Regional Operational Programme South-West in the amount of CZK120 million (€4.6 million) for years 2010-2012.

Intelligent stops

This project involves equipping the most important public transit stops and transfer hubs with electronic information panels, distinctively raising the quality of information for passengers before getting on public transit. Passengers will be able to read information on displays concerning how many minutes they will have till their next connection, information on detours or cancellations and problems in transport caused by accidents or line delays. The project will make transit management in Pilsen more effective and will increase the satisfaction of passengers. Thanks to a built-in speaker which can read aloud information on departures or play dispatch announcements, these intelligent stops will also help those who are visually handicapped. Foreign visitors will also find their stay easier in Pilsen thanks to these panels, as they will be better able to orient themselves in the city and read information about transit departures and a description of their route, all displayed in a convenient manner. Informational documents will be available in various foreign languages. **The city candidature team for the Pilsen ECOC title has already carried out preliminary negotiations on the possibility of informing passengers about transit connections taking them to cultural events**

taking place under this project. The investor of the project is the statutory city of Pilsen with grants from the Regional Operational Programme South-West. The total cost amounts to CZK48 million (€1.8 million). The project is planned for the years 2011-2014, and a total of 110 panels and speakers will be manufactured and placed at stops.

Using NFC technology and intelligent NFC tags in the municipal information system

This involves a highly innovative project utilising a specially modified non-contact chip card which functions as an electronic date carrier. Information from the NFC tag can be displayed by means of mobile phones which support NFC technology. It is enough to simply touch the mobile phone to the NFC tag. This project was successfully tested in its pilot phase, using fifty testers to check the properties of mobile phones equipped with NFC technology. The mobile phones in this operation served as fully adequate media possessing the Pilsen Ticket’s set of functions while buying a transfer ticket from Cardman terminals directly in municipal public transit vehicles. The Pilsen Municipal Transit Agency will continue in developing the use of this technology into the future. The potential of NFC technology in relation to NFC intelligent tags is vast. This technology can be utilised in places where passengers need detailed information which is time-dependent (timetables, operation hours, price lists, etc.), or in the event that a different technology can not be used due to aesthetic or space restrictions. **Specific implementation can be found in the Pilsen Project 2015, including the possibility of displaying information on cultural events, tourist destinations and so on.** The project is financed by the city of Pilsen. The total cost will amount to CZK1.5 million (€57,000). Installation of the system for use in the public transit system should be implemented in the year 2010. Supplements and updates to the system will take place in the years following.

GREEN AREAS AND PUBLIC SPACES

Increasing the quality of public spaces and making them more effective for cultural and communication activities is one of the key topics of the Pilsen 2015 programme. An important activity in Pilsen in recent years has been the inclusion of the public in consultation on planning modifications of public spaces. The municipal authorities have created a number of projects aimed at reconstructing the present green areas and projects focusing on building new parks with the public’s cooperation. Their implementation now depends on managing legal property issues and financial sources. In connection with the candidature for the ECOC title, the city has launched the first preparations of analyses and general proposals to improve public areas. In the year 2010, a study on the topic of art in public spaces will be created, designating the direction of investment activities in the years 2011-2015. One of the main bases of thought for this study was the Urban Ideas Bakery, and was organised by the candidature team for the Pilsen ECOC title 2015 in cooperation with the British Council in June 2010. The following investment activities are planned for the period of 2010-2015 concerning green areas:

Park on Mikulášské Square

The project to renew the park square, dating back to 1902, came into existence in a number of phases. The first proposal was refused, and so the municipal authorities shifted to a different solution, upon which the city’s inhabitants and students of both secondary schools located on Mikulášské Square were consulted. The park square should again become a representative and dignified area standing next to the remarkable architecture of both schools, featuring compacted areas, vegetation, newly created water formations, public lighting and park furniture. The city has gained grants from the EU to implement the project, specifically from the “Operation Programme Environment”. Total costs of this project will amount to CZK40 million (€1.5 million). Implementation of the project will take place in the years 2010-2013.



The gradual renewal of Bory Park in Pilsen

The gradual renewal of the largest and most popular of Pilsen's parks began in the year 2004 with a large-scale public discussion and questionnaire event completed with park visitors. Visitors were asked to determine the priorities of its renewal. Based on the results of the respondents, municipal park authorities created the "Vision of the Renewal of Bory Park", which became the basis for setting up various projects leading to the gradual and sensitive renewal of the park. So far, renewal of the central green has been carried out as well as a part of the park's trails. A new children's playground has been built and some of the park's furniture has been replaced. At present, renewal of the other sections of the park's trails is being carried out as well as the planting of perennial flower beds. Installation of drinking fountains (a majority of respondents desired a source of drinking water) and new park furniture is also being prepared. In the years 2010-2013, silvicultural plans for trees and other gradual park modifications will be carried out. The total cost for this time period is CZK21.9 million (€840,000), CZK12 million (€460,000) of which will be paid for through EU funds.

Ostende Forest Park

This project concerns the recreational area of the Bolevec Lakes in the north of the city. It specifically deals with modifications to the north bank of the Large Bolevec Lake, an area widely frequented by the local population for recreational purposes. The project includes silvicultural provisions, required modifications to the banks, a network of trails and recreational equipment. The goal is to improve the conditions for a short-term stay by Pilsen's inhabitants or other visitors in the Ostende Camp. At present, a zoning ordinance has been created for the Ostende Forest Park and particular operational projects have been created (a boardwalk, bank modifications). The total cost for these modifications total CZK20.5 million (€790,000). The first phase will take place in the years 2010-2011 and will cost CZK10 million (€380,000). The project investor is the municipality of Pilsen.

REVITALISATION OF HISTORIC MONUMENTS

A score of various large-scale events involving historic monuments are now taking place in Pilsen and the whole Pilsen Region. Only four of these projects have been chosen, as they are connected with the activity of the Pilsen Project 2015.

Projects in the region

One regional project includes the Plasy Monastery, located in the town of Plasy, 25 km from Pilsen. This monastery is an exceptional cultural monument of supra-regional importance, a part of which is a brewery reconstructed into a museum. The town of Plasy expressed interest in cooperating with Pilsen in implementing the Pilsen Project 2015. **The second unique structure is located in the Pilsen Region and will undoubtedly be linked to the Pilsen Project 2015 - the Kladruby Monastery near Stříbro.** A project has been proposed for the revitalisation of this structure, which possesses the third largest church in the Czech Republic, into a centre for live art. This construction project has still unfortunately not made clear its financing aims at the point of this application's entry. Revitalisation of the monastery has been placed on the indicative list of priority events under the Minister of Culture of the Czech Republic, under the framework of the Integrated Operational Programme.

Study repository for movable assets and public-access depository in Plasy Monastery

The study repository is aimed at creating a suitable environment for depositing the movable assets of the castles and chateaus of the Pilsen Region, and also to make this repository more accessible. In June 2010, the repository was opened to the scientific community and to students, and in 2015 should be opened to the general public. Apart from making this repository accessible, creation of a methodological centre for preventive care and conservation is also being planned, along with the creation of non-traditional forms of presenting movable cultural relics

and the field of cultural monument preservation in general. Special interactive exhibits will be focused on working with children and students. The project is of a European dimension and is drawing extensively on other experience from abroad. In the future, the project will be carried out in cooperation with monument preservation organisations from England, France, Poland and Slovakia, mainly in the form of exchange programmes amongst professionals and various international gatherings. The cost for the period of 2010–2015 is CZK 125 million (€ 4.8 million).

The Centre of Architectural Heritage in Plasy

The reconstruction projects of the former mill, brewery and extensive farmyard complex of the Plasy Monastery are aimed towards using these areas to provide professional public services in the field of cultural heritage preservation. The main goal is to create an exemplary presentation of authentic objects from the realm of historic architecture under the framework of the study repository. This will be done while also creating suitable conditions for carrying out a number of activities in the field of presenting traditional building technologies and the popularisation of architectural heritage. The operation of the centre will be directed towards the needs of not only the local and international scientific communities, but also of the public. By doing so, the basis will be established for a centre for education and lifelong learning in individual fields primarily concerning cultural monument preservation, which is at present greatly lacking in the Czech Republic. In the period 2009–2014, monument reconstruction of historic sites will take place, and the individual elements of the programme will be established. In the year 2015, there will be an opening ceremony to celebrate the beginning of regular operations of the Centre of Architectural Heritage. The total cost of this investment, which will be made by the National Technical Museum in Prague, comes to CZK 393 million (€ 15.1 million). This investor has gained grants from the Integrated Operational Programme. Partners of this project are the town of Plasy, the National Historic Institution, various universities, museums and other institutions.

Projects in Pilsen

Reconstruction of the outer structure of the Sokol Centre

The aim of this project is to preserve this historic building located in Štruncovy Sady in close proximity to the city's historical centre. The Sokol Centre is a structure which serves athletic and recreational needs. The planned renovations will lead to the technical and architectural revitalisation of the building, which is over one hundred years old. The main renovations of the outer structure will include reconstruction of the roof frame and roof, façade, windows and doors, as well as various other retouches to restore it to its original form. This reconstruction will preserve the original appearance of the whole structure. The investor for this project is the TJ Sokol Pilsen I in cooperation with the city of Pilsen. **Costs of the structure come to a total of CZK 32.7 million (€ 1.3 million). The construction will be carried out in the years 2010–2012.**

Revitalisation of the former Franciscan Monastery in Pilsen in creation of the Museum of Ecclesiastical Art of the Pilsen Dioceses

The aim of this project is the preservation of an exceptionally important and valuable Gothic monument – the former Franciscan Monastery in Pilsen. Conditions will be created for operating the Museum of Ecclesiastical Art of the Pilsen Dioceses, greatly enhancing the tourism industry and offering more opportunities for organising cultural and social events. The museum is included in the Pilsen Project 2015.

Restoration projects will be undertaken under the framework of this project, including, in particular, the valuable Franciscan library. The operation of the museum will be the responsibility of the West Bohemian Museum in Pilsen. The investor of the construction is the Pilsen Episcopate. The construction has been taking place since 2008, and will be finished in 2012. Costs for completing the project total CZK 40.3 million (€ 1.6 million).

Revitalisation of the Pilsen-South (Plzeň-Jižní předměstí) Railway Station Building for the Purposes of a Cultural Centre

The cultural heritage listed Art-Nouveau building of the Pilsen South railway station has been used by the civil society organisation Johan for several years as a centre for alternative independent culture. However, the building is not in an entirely good physical state, its private owner Klotz, a.s. is therefore preparing for reconstruction of the whole premises. The aim of the investment is the creation of a theatre hall with an audience capacity of 100 (with the possibility of screenings in the hall as well), exhibition space, workshops and studios. The cultural centre will be run by an operating company, which will organise the individual events. A private owner is the project investor, the construction costs amount to CZK 94 million (€ 3.6 million). The investor has applied for a grant of CZK 70 million (€ 2.7 million) from the Regional Operational Programme South-West. The construction will take place in the years 2011–2012.

Revitalisation of Jewish Monuments – The Old Synagogue and the Synagogue Servant's House

Within the large-scale project of the Federation of Jewish Communities, aimed at the creation of a coordinated, professionally and methodically run presentation of the Jewish culture, ten centres of Jewish culture will be established in seven regions of the Czech Republic. The Old Synagogue and the Synagogue Servant's House, in a courtyard in Smetanovy sady in Pilsen, are part of this project as well. A thematic display of Jewish traditions and customs, the synagogue reconstruction and the history of the Jewish community in Pilsen and West Bohemia will be housed in the synagogue. The space will be used for exhibitions, lectures, concerts, theatre performances etc. The Synagogue Servant's House will accommodate the visitor centre and the technical background of the synagogue. The budget of the construction is CZK 29.6 million (€ 1.1 million) and it will be financed completely from an Integrated Operational Programme grant. The date of the completion of construction is September 2013.

SPORT

Reconstruction of the City Football Stadium in Štruncovy sady

The project aims to reconstruct the City of Pilsen Stadium, which is located in the Štruncovy sady area in close proximity to the city centre. The aim of the reconstruction is to meet the criteria of the Football Association of the Czech Republic for a league stadium, and to increase the comfort level of the stadium for spectators and athletes alike. Within the reconstruction of the football stadium the playing area will be renovated and covered tribunes on the **north, south and east sides will be added**. The area used for the stadium will be reduced as part of the revitalisation project and, in doing so, its cohesion will be improved with the project of the Sport and Relaxation Centre Štruncovy sady – Brewery – Roudná, described below. The project is being prepared at present, the realisation stage is supposed to take place in the period 2012–2014. The total costs amount to CZK 370 million (€ 14.2 million). Related investment in the construction of a new centre of elite athletics must be realised before the stadium reconstruction is begun, and its costs are CZK 80 million (€ 3.1 million). The City of Pilsen is the investor in both constructions.

KEY INVESTMENTS IN CULTURAL AND LEISURE INFRASTRUCTURE CONNECTED WITH THE PILSEN PROJECT 2015

Pilsen's candidature for the ECOC 2015 title is connected with these key investments in cultural and leisure infrastructure:

1. Creation of a cultural centre in the former Světovar brewery complex.
2. Construction of a new theatre building.
3. Construction of a new building of the West Bohemian Gallery in Pilsen.

4. Revitalisation of the Štruncovy sady area.
5. Creation of sport and leisure tracks in the valleys of Pilsen's rivers.
6. Use of public spaces for cultural purposes.

Cultural Centre on the Premises of the Former Světovar Brewery

The former Světovar brewery is located in the southeast part of the city, in the city district Slovany. It occupies an area of approx. 5 hectares. The building of a brewery was commenced here a hundred years ago, however beer production ended as early as in 1933. Since then the complex has mainly been used for military purposes. Discussions have been pursued. The transfer of the property into the city's ownership has been under negotiation since 2004. Part of the transfer has already been realised and the eastern half of the complex belongs to the city at present. In conjunction with solving these property matters, municipality has been preparing the conditions of the complex's use for civil purposes. **From the very outset, emphasis has been placed on preserving the historical brewery buildings, which are a unique specimen of early 20th century industrial architecture.** They have been listed as cultural heritage sites since 2008.

Work has begun on the preparation of two key investments in connection with the city's candidature for the ECOC 2015 title – a multi-genre cultural centre 4x4 Světovar Cultural Factory, and a Design and Lifestyle Museum, which will be housed in three of the four heritage listed buildings. Another investment of the city, still only in the planning stage, is the City Archive.

In connection with these investments, it was necessary to resolve the use of the remaining area of the complex. From the beginning, the city has been considering the use of the heritage listed buildings for public infrastructure (culture, education, science and research) and has counted on the investment of private capital for the remaining areas. A relatively large area has been proposed for residential purposes. However, the proposals to use the complex for a multi-genre cultural centre have shown the necessity to re-evaluate the original proposal. A public architectural and urbanistic competition was announced in 2010, whose aim it is to suggest optimal use of the whole complex and fine-tune the relations between individual activities, so as to avoid unwelcome conflicts in future. The Světovar complex has great potential to become a unique combination of cultural activities with other investments, similar to the Löwenbräu Brewery in Zurich.

4x4 Světovar Cultural Factory

The 4x4 Světovar Cultural Factory project is a substantial investment project that has arisen in conjunction with Pilsen's ECOC 2015 candidature. The project uses two heritage listed buildings for a cultural centre serving the independent artistic scene of Pilsen and the surrounding region as a base for presentations and also as a place for creating and presenting the works of renowned Czech and foreign artists. As is common in centres of this kind abroad, the complex will also be a place for artists-in-residence, creative workshops and courses. Thanks to the programme of leisure-related studios, courses and artists' workshops, the centre will appeal to the broadest possible audience.

The project is sorted into two buildings. In the ground floor space of the B4 building, the former fermenting room, cellars and the filling room (the other storeys of the building will be used for the City Archive), **four halls will be located**, which can be joined for cultural productions (concerts, theatre performances, dance performances, exhibitions, new media) and for social meetings, conferences, workshops and the like. The total audience capacity is approx. 2,000. Apart from the halls, a cafe or a bar with the capacity of 100 seats will be placed in this building and a lobby with reception, box office and information centre. A large entrance and loading ramp will be necessary for the technical support and preparation of events.

The second object for the realisation of the cultural centre 4x4 Světovar Cultural Factory is the former administrative building B1. **Rehearsal rooms, studios, ateliers, accommodation and a reception** will be located in this

building. The free space of the parterre between the two aforementioned buildings is a part of the project. It is an open space of a triangular (ground) plan for the open-air activities of the cultural centre. This area is suitable for activities in the summer season when the audience prefers outdoor events and actively seeks them out. The plan for the outdoor space will emerge from the already mentioned urbanistic and architectural competition. A presentation mode is envisaged in the B4 object – the space will be used mainly for public productions. In the B4 object the artists will have their backstage, store rooms, workshops and the opportunity of rehearsing. However, the presence of the public has to be expected here as well, as some of the studios will be used for leisure and educational artistic activities.

A verification study is worked out for the construction. After the completion of the architectural competition for the overall plan of the Světovar complex, the relevant project documentation will be elaborated upon.

The Statutory City of Pilsen is the investor in the construction. The total costs have been evaluated as CZK 100 million (€ 3.9 million). The city has allocated CZK 80 million (€ 3.1 million) of reserved funding for this investment from the Regional Operational Programme through the so-called Pilsen Development Programme, "Pilsen – European Capital of Culture 2015", approved by the Regional Council of the South West Cohesion Region. The investment is supposed to begin in 2011 and finish in 2013.

The Světovar complex, more precisely the part of it which is owned by the city, has been used for cultural events for several years, such as Graffiti Street Jam 2010, International Festival Theatre (2006, 2009 and 2010) and the animation project Světovaření 2010.

The project is innovative in several aspects, the first of them being the use of modern technologies leading towards a maximum energy self sufficiency (photovoltaic cells, recuperation, passive air-conditioning and the like). Another aspect is the way of using the existing space intended for reconversion to the 4x4 Světovar Cultural Factory, which offers a unique opportunity for four separate, yet fully interconnectable halls to be created. Furthermore, the use of "intelligent" modern scenic technologies is of great interest.

The project is unusual also in its reaching out into other disciplines, e.g. creative education, environmental education, social and community work, and the prevention of socially pathological phenomena.

The model of running the centre is based on maximum cooperation within the user network, operational and production responsibility, and programme and space openness. The operational mode of the centre is being prepared in collaboration with local artists and representatives of NGO's which are interested in the collaboration. An international conference "on operational and urbanistic solutions of cultural centres in Europe and revitalisations of brownfields in the Czech Republic" has also been devoted to this subject matter, followed by a Future City Game with the theme of "How to fulfil the vision of Pilsen's open cultural creative centre?", which took place in Pilsen on 11th and 12th March, 2010. Cultural agents running cultural centres in disused industrial sites in Košice, Žilina, Prague and Kladno took part in the event. In connection with the 4x4 Světovar Cultural Factory project, the candidature team has begun preparation to establish networks of cities where breweries or parts of breweries are converted into cultural centres. Use of breweries for cultural purposes and a possible creation of an international network were the subject matter of the international discussion forum "To Beer or Not to Beer", held in Pilsner Urquell on the occasion of Europe Day on the 9th and 10th May, 2010. Representatives of Pilsner Urquell, which Světovar was once a part of, confirmed here their interest in future collaboration and an interconnection of perspectives with the European Route of Industrial Heritage – ERIH.

Design and Lifestyle Museum

The second important project planned on the Světovar site is the Design and Lifestyle Museum. The museum will be located in the B3 building, which used to serve as a digester house and boiler house originally. The task of the museum is to document the development of design and to introduce the topic to the general public through exhibitions, lectures, debates and workshops. The Museum offers the opportunity of life-long education, volun-

teer activities in searching for exhibits and the passing down of generational experience, in which it can continue to take up the strong intellectual and progressive tradition of Pilsen. Institutionally the whole intended design is conceived as a subsidiary branch of the Museum of Decorative Arts in Prague, collaborating closely with the Institute of Art and Design in Pilsen.

An architectonic study has been elaborated upon that verified the suitability of the B3 building for the purposes of a museum. Expected costs of the construction amounting to CZK 104 million / € 4 million million are to be financed from the national budget.

New Theatre Building

A new theatre building will be built on Jízdecká Street in the vicinity of the historical centre. The primary impulse for analyses and proposals of a new theatre was the fact that the existing building of the Chamber Theatre in Prokopova Street does not meet the requirements of a modern theatre operation and fails some of the safety standards.

The building consists of many parts. The theatre building itself includes a big hall with an auditorium for 500 spectators, a smaller studio scene for 150 spectators, the main audience space, rehearsal rooms for dramatic arts, opera, musicals and ballet ensembles, as well as the backstage for orchestras and choirs.

The operational five-storey building is connected with the theatre building proper through a shared basement under the ground and footbridges between the floors above the ground. Besides the theatre backstage, the operational building also houses a two-storey theatre club; the shared basement holds the storage space for both scenes. The new theatre will provide a home to the Pilsen Philharmonic Orchestra as well, which does not as yet have its own premises. In addition to all that, gastronomic businesses will be located on the premises. The project is now in the stage of working on the project documentation for the urban planning and development decision. The realisation stage will be commenced in the second half of the year 2011 and finished in 2014. The construction costs amount to CZK 720 million (€ 27.7 million). The investor is the City of Pilsen.

New Building of the West Bohemian Gallery in Pilsen

The project of the new building of the West Bohemian Gallery in Pilsen presents indisputably the most significant enterprise in many years in the area of galleries, or rather art museums, in the Czech Republic. The proposed building has the potential to become a tourist destination in itself thanks to its quality modern architecture. After its realisation, it will certainly become a contemporary and unpretentious, yet distinctive feature of the Pilsen city and Pilsen Region. The core characteristic of the new gallery building is its obligingness towards the public, as it is a public, (handicapped) accessible cultural building of the 21st century, whose parterre serves the public as a free space for community building and is, in fact, part of the public space. What is unique is the layout of individual gallery spaces (depository, exhibition spaces, administration) in the so-called levitating prisms, which are actually self-contained structures within the building, connected through a staircase and a lift.

Permanent exhibitions in the new building of the West Bohemian Gallery are conceived in a new way as well. Also the concept of permanent exhibitions in the West Bohemian Gallery is new. It is a contemporary concept of art as a natural part of life. Exhibitions will reflect the milestones in the development of human society and will do so in historical succession. The artist is understood here as a person who, through their perceptiveness and sensitivity, is able to reflect the atmosphere and processes the society is going through, and can express them visually. The exhibition will aim at highlighting strong impulses, e.g. in politics or science, which the art responded to.

The presented collection sets of the West Bohemian Gallery in Pilsen will address three significant areas: a permanent exhibition of ancient art; a permanent exhibition of Czech 19th century art; and a permanent exhibition of turn of the 20th century art. The gallery products for particular target groups (permanent and temporary exhibitions, programmes and information materials) will take a visitor oriented approach. Its principle is the creation

of a selection that covers all target groups equally, including their inner diversity and that encourages a repeat visit of the museum. Families with children, pupils and students, senior citizens and tourists arriving within the cultural, congress and spa programme (Czech as well as foreign) are the priority visitor groups.

Selection of the architect of the new building was carried out in the most transparent way possible – an anonymous, open, public architectural competition. The investor in the construction, which is the Pilsen Region, responded in this way to a relatively strong tradition of tenders in Pilsen. Ninety three architects and teams from the Czech Republic, Slovakia, Denmark, France, Germany and Great Britain sent their proposals to the competition, which took place in November and December 2009. Eventually, the jury chose the winning proposal/design of the KUBA&PILÁŘ architects team (Ladislav Kuba – Tomáš Pilář) from Brno. Project preparation is underway. The realisation is supposed to begin in 2011 and finish by the year 2014. The total costs of the construction are CZK 520 million (€ 20 million). The investor is seeking to be awarded a grant from the Regional Operational Programme South-West.

Revitalisation of the Štruncovy sady area

The Štruncovy sady area is a very significant space, intended for relaxation, leisure time and sports. Its advantage lies in its close proximity to the historical heart of the city, from which it is however, cut off in a very unfortunate way by a four-lane road. The significance of the place is enhanced by its location on the confluence of the two largest Pilsen rivers – the Mže and the Radbuza.

Several sporting grounds were located in the area in the past, of which the City Football Stadium with the athletic track and facilities, and the building of the local Sokol organisation have been mentioned above.

In connection with the city's candidature for the ECOC 2015 title, revitalisation of this area has been proposed, with the aims of increasing its comfort level, improving the selection of relaxation activities and sports, and creating conditions for cultural activities. Two sub-projects are devised within this area.

Sport and Leisure Centre Štruncovy sady – Brewery – Roudná, I. Stage

The project of a sports and relaxation centre underpins the transformation of the Štruncovy sady complex, from the present-day, largely monofunctional space for elite sport into a lively relaxation centre offering modern physical activities to both the citizens and visitors of Pilsen. Most of them are concentrated in the so-called Gambrinus Park, which is a centre for modern sporting activities. It includes a skate centre, rope centre and a climbing wall. A significant task of the project is also to create an intersection of cycle and walking routes on the confluence of the Mže and the Radbuza rivers. The chief objective of the confluence solution is the creation of a quiet place for people to meet. A logical crossroads of different paths forms a small square, around which other activities are located. The space creates suitable conditions for cultural open air activities.

The project is part of a broader plan, which also includes the adaptation of the stadia in Luční Street and construction of a new park with an in-line track (the so-called brewery meadows) on the opposite bank of the Mže river. The project has been granted planning permission and is expected to come to fruition by the year 2011. The total costs amount to CZK 85 million (€ 3.3 million). The investor is the City of Pilsen, which has been awarded a grant for the project from the Regional Operational Programme South-West.

Enhancement of the comfort and aesthetic value of the public spaces in the Štruncovy sady area

The second project in the Štruncovy sady area concerns the appearance of the park areas in Štruncovy sady, in front of the football stadium tribune and the Sokol gymnasium building. The project involves underpasses leading to Štruncovy sady and possibly a footbridge leading into the brewery.

The main objective is increasing the attractiveness of the city environment for its visitors and inhabitants, through increasing its comfort and aesthetic appeal.



The project has also been granted planning permission and its realisation will follow in the years 2011–2012. The costs are CZK 40 million (€ 1.5 million). The investor is the City of Pilsen, which is going to apply for a grant for the project from the Regional Operational Programme South-West.

Sport and Leisure? Tracks in the River Valleys

The sense and purpose of the project called Greenways is the construction and expansion of the sport and leisure infrastructure for Pilsen's inhabitants and visitors. The character of the individual constructions within the project responds to the recent changes of lifestyle, namely the active way of passing leisure time (recreational sports, cycling, and other modern sport forms). The public's demand for zones of quiet and rest is respected at the same time. Greenways leading through the river valleys join several parts of the city and present much sought-after activities and attractions for both Pilsen's inhabitants and visitors. The tracks intersect the entire city radially, thus forming a connecting line from inner city-suburb-outer city. Another benefit of the project lies in the tracks running along the rivers, which make it possible for the city to be joined with green areas and the surrounding suburban landscape.

Construction of 7.5 km of tracks/paths is being prepared within the Pilsen ECOC Project 2015.

The project documentation necessary for planning permission is being prepared at the moment. The realisation is planned for the years 2011 and 2012. The total costs amount to CZK 102 million (€ 3.9 million). The investor is the City of Pilsen, which is going to apply for a grant for the project from the Regional Operational Programme South-West. The City of Pilsen is working on another project directly connected with this one: **Revitalisation of Pilsen's Riverbanks**, which is in its strategic and planning stage so far and is based on studies determining the main principles for revitalisation of water courses in built-up urban areas, as well as open nature. This project is being developed within the European project REURIS (REvitalisation of Urban Rlver Spaces), in which Pilsen collaborates with partners from Poland, Germany and the Czech Republic. Details of the implementation phase are yet to be finalised.

Use of Public Spaces for Cultural Purposes

Another key project connected with the city's ECOC candidature is the project concerned with public spaces and their use for cultural activities.

A study of the aesthetic and resting potential of public spaces is being prepared at present. It will be followed by the choice of a particular space (e.g. a square, park or a vacant lot) for the elaboration and realisation of the project. The choice will be made based on the intensity of the inhabitants and tourists activity assessment, as well as the wishes of citizens. Thus the project will become an example of participative decision making, which has a long tradition in Pilsen in the field of usage of public spaces, green areas in particular.

Within the preparation of this project, the candidature team organised an international workshop in June 2010, Urban Ideas Bakery, in collaboration with the British Council, which was attended by local, national and international experts. The workshop focused on solutions for selected spaces.

The project is in the stage of analysis and study. Based on the impending results, the individual sub-projects will be determined, using the procedure of architectural or art competitions again. The realisation stage will begin in 2011. The expected costs are CZK 50 million (€ 1.9 million). The city has allocated finances for this investment from the Regional Operational Programme through the Pilsen Development Programme – "Pilsen – European Capital of Culture 2015". This goal directly connects to the series of artistic projects of various creative associations which are mentioned in Chapter II/2.

I've got enough ideas

I need to be in touch with you

touch me

stay with me here for just a bit longer

1 What is the city’s intended communication strategy for the European Capital of Culture event?

COMMUNICATION STRATEGY GOALS

The communication strategy has already been outlined in the first round application and communication instruments were indicated, whose primary goal it was to create general awareness of the Pilsen Project 2015. In the second round, the communication strategy is being developed with new innovative elements aiming at the promotion of programme parts of the project consistent with the “Pilsen, Open Up!” slogan and the theme “Pilsen is a woman!”. Among the target groups are both the general and the expert public, not only in the Czech Republic, but also in other EU member countries and around the world. Although Europe presents itself as an integrated whole, the past of individual nations still influences the way individuals behave and make decisions. The vision of the Pilsen Project 2015 is connecting two European spiritual worlds – from the past to the future, **from totality to creativity**. After the year 2015, Pilsen wants to leave its mark on Europe: a mark of openness in all walks of life, with particular emphasis being placed on the openness towards diversity and otherness in the society.

- Among the core communication principles will be:
- maximum openness of information;
 - proactive communication with target groups;
 - availability and concentration of information and contacts;
 - information consistency;
 - flexibility and effectiveness in providing information;
 - information relevance;
 - dialogue and a willingness to listen, use of feedback.

The communication strategy in accordance with the “Pilsen, Open Up!” slogan (Open your Pilsen! the open Pilsen... the opening up of Pilsen... openness of processes, systems... of every individual...) has two levels:

- it focuses on arousing the interest of the Czech Republic, Europe and the world in the original “Pilsen recipe” for ECOC 2015;
- it strengthens the mutual building of trust, understanding and acceptance of culture in the broader sense on the level of an individual – person to person.

The communication strategy of the project involves special focus on the “cultural” tourist, whose cultural tourism makes up 40 % of world tourism.

TARGET GROUPS

Communication activities in both the preparatory and realisation stage must ensure they provide information to the broadest possible spectrum of the public, which is separated into two basic target groups further on. The first target group is the general public, the second being the expert public and the media, particularly in the role of information mediators and feedback providers. It is the expert public and the media that will to a great extent help to form the image of the Pilsen project preparation and realisation in the eyes of the Czech and international general public, and they will influence the overall assessment of the project’s significance.

General Public

This group is made up of inhabitants of Pilsen and the surrounding regions, citizens of the Czech Republic and EU in general, namely the broader public, encompassing children, youths, students, tourists, those interested in culture, senior citizens, members of minorities and the like. The aim is to raise the public’s awareness of the project’s preparations, attract them to the individual events and introduce them to the long-term positive impact the ECOC title would have on the city, the region and the whole of the Czech Republic. In the area of tourism attention will be focused mainly on **cultural tourists**.

Expert Public and the Media

The term “expert public” refers here to everyone whose job lies in mediating information in the society. It is obvious that each professional and interest group will require specific communication tools. With regard to the programme streams, the following groups are chosen: artists; teachers; representatives of national, European and international media, with particular focus on arts and culture editors; representatives of academia; non-governmental organisations (e.g. those oriented towards social issues, civic society, ecology and culture); political representation; civil activists; representatives of the regional government; the business sector; services in the travel industry; and employees of EU institutions. As the above-mentioned target groups are considerably broad, it will be advisable to concentrate especially on individual professional associations, chambers and other umbrella organisations. The objective is to gain general support for the realisation of the Pilsen 2015 project and broaden the horizon of the professional cultural critique.

Logo and a Coherent Visual Style

The logo of the Pilsen candidature used in the second round of the competition will, in the event of winning the ECOC title, be adapted to the situation and become the logo of the project. The logo will be complemented by a unified Pilsen 2015 visual style chosen, similarly to during the first candidature round, on the basis of a public tender, which shall, however, be held at an international level this time. The tender will strive for a creative elaboration of the logo and the motto and establishing a creative concept of the visual side of the 2015 campaign. A proposal of the region’s involvement in the visual concept of the project, the original conception of the “Pilsen is a woman!” theme and, last but not least, the creative elaboration of the “Pilsen, Open Up!” slogan itself, will also be a part of the tender assignment.

COMMUNICATION INSTRUMENTS

Standard communication instruments

- **Printed material** – newsletters, flyers, publications of cultural institutions and cultural networks, in-flight magazines, and other printed material.
- **Online communication** – www.plzen2015.eu, www.pilsen2015.eu in Czech and English languages, blogs, cultural portals, community and social networks, European Union portals, Czech and international news portals, travel industry portals and websites of prominent cultural events.

Cultural tourism makes up 40 % of the total tourism volume in Pilsen. The city intends to use the income from tourism to finance culture, also after the year 2015. Quality marketing of the city in the field of tourism and the conditions for building new accommodation premises have facilitated a trebling of the accommodation capacity in Pilsen since 2005 (see Chapter IV). The city has enticed international hotel chains such as Marriot, Vienna hotels and Accor hotels. These hotels are closely cooperating with Pilsen already and have been supporting the presentation of the candidature for the ECOC 2015 title from an early stage.

In connection with the increase in the accommodation capacity, conditions for conference tourism have improved significantly too. The Czech Convention Bureau, the association for MICE Tourism at the Czech level, has called on Pilsen to found a Pilsen Convention Bureau and promised it direct marketing support of CZK 1,000,000 / € 38,461.53 for media and marketing activities.

The main communication channels for tourists: Cultural and information centres in the Czech Republic, sister cities etc; Czech Tourism; Czech Centres; Czech Houses; Travel industry portals; Student Agency; Eurolines; Czech Railways; Freight logistic firms; Pilsner Urquell and Gambrinus fleet; etc.

In planning the marketing strategy for the year 2015 we found inspiration in results of a survey monitoring the pre-selection stage of the project. The survey was done by University of West Bohemia, Department of Sociology, Faculty of Philosophy and Arts, 2010. Among other things, the study showed that the overall awareness of the campaign is adequate and is close to 80%. Trust in the candidature's success is very high. Approximately 90% of respondents believe that Pilsen will gain the title. Support for the city and its candidature for the title show similarly high numbers amongst inhabitants, where support reaches almost 98%.

PR activities in the field of tourism shall focus on all of Europe with a special emphasis on events promotion in the neighbouring countries from which we expect the highest number of "cultural" tourists. We envisage the creation of a network of PR officers in the surrounding countries who will promote the Pilsen Project 2015. Our goal will be to also engage news reporters and photographers of European press agencies in the team of external PR workers, who would work for the Pilsen 2015 team in parallel with their work for their respective agencies.

- **Outdoor and indoor advertisements** – city lights, billboards, mobile objects, hypercubes, airport networks, branding of partner transportation companies (e.g. Student Agency, Eurolines, Czech Railways), non-traditional advertisement forms through originally conceived items in public spaces and in public buildings.
- **Information channels for the travel industry** – city information centres, Czech Tourism Agency, Czech Centres abroad, international and Czech tourism portals etc.
- **Give-away items** – advertising items promoting tourism, Pilsen Project 2015 souvenirs. Original advertising and souvenir objects will result from designer tenders on the national and international level, whose specifications will respect the "Pilsen, Open Up!" motto and the theme "Pilsen is a woman!".
- **Promotional cultural events** – made-to-measure events serving as instruments for personal and interactive communication with the target groups. Among them cultural activities, debates, conferences, workshops and other discussions with the public, held by or under the auspices of Pilsen 2015.
- **Web portal** – the web portal will cover cultural activities connected with Pilsen 2015 across Europe and provide tourism and cultural information and services (after 2015 it can be redirected to e.g. culturaltourism.eu).
- **TV channel ARTE** – French-German cultural satellite TV.
- **Media** (commercial and public services, detailed information follows in the separate section MEDIA) – communication activities will focus on both printed and electronic media (including audiovisual ones) and on Czech regional and national, as well as European and world media, daily, weekly and monthly papers, special cultural media, radio and television. The chief principle shall be openness of information and proactive information delivery.

Mediators

Information bearers from the city and its surroundings, the so-called mediators, will play an important part in the communication. The collaboration is established gradually through the mobilisation of citizens and their clubs, associations, unions and organisations on the grounds of the city and the region. Active cooperation will be commenced, or in many cases has started already and will continue (see Chapter I), with these partners in particular:

- non-profit organisations of all sorts from the whole region;
- schools of all education levels – teachers and students;
- LAG's, (Local Action Groups) and their local press;
- Association of Regions of the Czech Republic;
- Union of Towns and Municipalities of the Czech Republic;
- Association For Village Renewal;
- Church and religious organisations;
- The Regional Authority and public administration;
- Hospitals, children's homes, senior homes;
- Chambers of commerce, entrepreneurs associations;
- Scouting and youth organisations;
- Sport clubs and wellness centres;
- Community centres;
- Clubs and artistic associations;
- Local libraries;
- Rotary clubs and many more.

Communication activities will be continuously responding to the rise of new media and marketing tools, which shall be involved in communication regarding the target groups.

Non-standard communication instruments

Considering the specific needs of the individual target groups, and in keeping with the progressive focus of the Pilsen 2015 programme, we will be looking for more personal communication instruments as well:

Information and promotional spaces and public transport

Mobile creative-information centre

A specially adapted mobile creative-information centre will enliven the space of not just the Pilsen region alone. Similar to the "Visitors Centre" in Pilsen, it shall also serve ordinary, below mentioned functions.

Visitors Centre (Information Centre)

In 2014 the so-called **Visitors Centre**, a creative-information centre for visitors of the Pilsen Project 2015, will be founded in Pilsen, and shall continue to operate after 2015. Its goal will be to introduce the visitor to the project's atmosphere and individual organised events in a manner that takes them by surprise. At the same time it shall perform ordinary functions, such as ticket sales (including on-line sales), distribution of information flyers and providing complex tourist information.

Creative European Culture Train

A specially adapted train, more precisely a carriage in it, should present the programme concept of the Pilsen and Mons cities for the year 2015. The train is planned to travel through European countries, accompanied by cultural events for the broader public, with the aim of inviting people to visit both cities.

Co-branding of prominent local brands

To Beer or Not to Beer?!

That's a question! By associating itself with the world class beer brand, not merely Pilsen, but also the Czech Republic, will open up as a new, unique and inspiring European destination.

Thanks to the cooperation with the Pilsner Urquell a. s., a brewery in the SABMiller network, a connection will be established between the renowned brand of Pilsner Urquell and the Pilsen Project 2015, both on the national level and within the brewery export area. Pilsner Urquell has declared co-branding of both brands on its beer bottles in a limited edition for the year 2015. Pilsner Urquell, one of the best known beers in the world will thus become a carrier of information about Pilsen's project and an invitation to the ECOC events. The communication strength of the "Open your Pilsner!" message shall become the main link of the communication between the project and one of its most significant partners. The year 2015 will also see a joint event for the public – Pilsner Fest, enriched by culture from all over Europe. The Pilsen Project 2015 appreciates the benefits brought by the symbiosis between the city and beer and the support the Pilsner Urquell brand gives it. At present the City of Pilsen is sought out by tourists mainly thanks to its beer, the brewery, the brewery tour and Museum integrated in the ERIH (European Route of Industrial Heritage) network.

Sparkling Communication

Bohemia Sekt, a. s., producer of both still and sparkling wines at its location in Starý Plzenec, is the most prominent company in this line of business in the Czech Republic. With regard to the significance of the brand presentation in Belgium, the marketing activities of the Pilsen Project 2015 and those of Bohemia Sekt, a.s. will be interconnected. The City of Mons will be offered cooperation as well. Bohemia Sekt, a. s. declares its marketing cooperation in co-branding with the Pilsen Project 2015 in the Czech, Slovak, German and Belgian markets in the year 2015.



The possibility of similar cooperation (co-branding) is being negotiated with other successful companies of the Pilsen region, e.g. Škoda Investment, a. s. and Veolia Voda, a. s.

Viral Marketing and Word of Mouth

The Pilsen Project 2015 intends to use the potential of the spontaneous spreading of amusing information among people. It wants to support instruments of human communication and work with messages in the form of funny videos, jokes, emails and the like, which can be so attractive in and of themselves that people and communities start spreading them spontaneously themselves. **The project aims to create an information “epidemic” of culture and the Pilsen – ECOC 2015 Project in the Czech Republic and spread it across Europe** with the help of community servers, social networks and other Internet and digital media.

Project ambassadors

As was mentioned in the first round, Pilsen will utilise a number of persons who are “icons” of the city or have publicly expressed a desire to support the candidature. The circle of these figures is significantly growing.

Internet ECOC Television

The Internet television (www.eceoc.tv) will serve not merely as an environment for information and reporting of the programme schedule for the year 2015 in both European Capitals of Culture, but also as an environment where both viewers and artists will be able to upload their videos. **A new interactive server for ECOC fans will be created which will help other cities in their realisation of the ECOC Project and promote the ECOC concept** all over Europe.

ECOC Campaigns as Art

The Pilsen Project 2015 perceives advertisements as part of the broader concept of cultural and creative branches. Campaigns of the individual events will be conceived as artistic assignments for creative professionals and artists from all over Europe. Finances earmarked for the marketing of the Pilsen Project 2015 will support the generating of unconventional, low cost, creative campaigns, which themselves will have the potential to become works of art with an artistic message suitable for communication. Further development of the creative potential will be achieved and space will be created to inspire other candidate cities.

Presentation of the creative concepts of the individual campaigns used within the Pilsen Project 2015 will form the foundation of an exhibition where successful campaigns of the previous European Capitals of Culture will be presented.

Guerilla marketing

This project will also use unusual methods of so-called **guerrilla marketing** as an unconventional, inexpensive form of creative promotion with an extensive impact on the target groups. Hidden marketing, wild posting in industrial zones, ambient marketing, i.e. use of non-traditional locations (such as the human body), marketing presence based on the principle “to be everywhere where our target groups are”, and other forms of unconventional and low cost marketing with a great impact can be made use of.

MEDIA

Media in the Czech Republic

Communication shall focus on the media operating within the Czech Republic, both Czech and foreign; the major ones with high ratings and frequency – audiovisual (e.g. Czech Television, TV Nova, TV Prima) printed (daily, weekly or monthly papers and magazines) and electronic (Internet news servers, e.g. ihned.cz, aktuálně.cz, idnes.cz and servers focusing on culture); as well as alternative television and radio stations and Internet servers (e.g. Radio 1, Radio Wave, TV Óčko, nekultura.cz, scena.cz). The local media are to play a significant role, above all the regional

printed media and radio stations. The communication shall further cover the key international media in the Czech Republic (e.g. AP, DPA, Reuters, BBC, Bloomberg). A contact network of journalists who focus directly on culture and EU issues will also be created. The journalists will be supplied with updated and relevant sources regularly and will be assured of optimal working conditions in the newly set-up press centre throughout the project.

European and World Media

Close cooperation will be established with representatives of the media in Brussels with the objective of the greatest possible multiplication effect. The international journalist community accredited in Brussels consists of several groups influencing one another, the key one including, for example, Reuters, AFP, The Financial Times, The Economist, The Wall Street Journal Europe, The International Herald Tribune and CNN. Other influential international media represented in Brussels are, e.g., the Frankfurter Allgemeine Zeitung (Germany), the Il Sole 24 Ore (Italy), The Washington Post and The New York Times (USA). Another group consists of specialised European press, such as The European Voice or Environment Watch: Western Europe. Information will be provided to international press agencies, some of which are mentioned above, among others AP-Dow Jones and Internet portals such as CNN.com, BBC News on-line and WSJ.com. These are the media that the Pilsen Project 2015 representatives consider the most influential in promulgating information. Their output often affects or complements information delivery on the national level.

Instruments of communication with the media:

- informal regular meetings of the realisation team with media representatives;
- formal meetings with media representatives in the form of press conferences – in time also in English and with live streaming through www.plzen2015.eu;
- press-centre – services for the media, a centre equipped with computers and Internet connection, access to the database of photographs, film clips etc;
- provision of individual interviews;
- press releases;
- a selection of materials and articles for the media;
- press trips;
- official website – complete information and service;
- engagement with cultural and press attachés and their contacts at Czech embassies, not only in EU countries, and use of the network of Czech Centres.

Media Partnership

The public service media in the Czech Republic cannot enter into media partnerships before the outcome of the competition for the ECOC title is announced and before an independent legal entity (public benefit organisation) is established which can enter into such partnership. It is for this reason that negotiations regarding the cooperation conditions cannot be commenced before autumn 2010. All the public service media realise the project’s importance for the Czech Republic, however they are, naturally enough, ready to discuss the concrete form of media coverage of the events only with the winning city itself.

Czech commercial media are ready to cooperate with the City of Pilsen. A concrete example of cooperation, already initiated in the preparatory stage of the candidature, is the joint project with one of the most prominent Czech publishing companies/houses, Mafra, a. s., and the portals www.rajce.net and IDNES.cz (the most visited web photo album in the Czech Republic and the most visited news server in the Czech Republic) – a photography competition for the general public called Pilsen Through your Eyes (see www.rajce.net/plzen2015). Other

mutually beneficial cooperations have been made with regional radio stations of the MMS network (Radio Blaník, Hitrádio FM Plus, Rádio KissProtoné, with the regional television ZAK, TV Public, daily newspapers Mladá Fronta and Plzeňský deník and many others (an overall impact on approx. 900,000 inhabitants of the Czech Republic)).

In the event of winning the title:

- calls for media partnerships will appear on the project website as early as 2011,
- the following subjects will be addressed within the invitation for media partnerships:
 - national, public service and commercial media that dedicate themselves to culture in major European cities, through Czech embassies, as well as through establishing direct contact;
 - media of the Czech Tourism agency in various countries;
 - international on-line media in the area of the travel industry and culture;
 - European Broadcasting Union members (contact has been made with the Czech representative in the EBU, a joint project realisation in 2015 is being considered);
 - organisers of large-scale cultural events in the Czech Republic and abroad.

Media partners will be sought out for the individual target groups.

2 What proportion of the budget is earmarked for communication?

PR and marketing costs in the years	2011		2012		2013		2014		2015		2016		Total	
in thousands	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€	CZK	€
Human resources costs Pilsen 2015	2 100	80,77	2 100	80,77	2100	80,77	4 900	188,46	4 900	188,46	2 100	80,77	18 200	700,00
Local Communication	2 050	78,85	2 260	86,92	4200	161,54	5900	226,92	16 134	620,54	2720	104,62	33 264	1 279,38
National Communication	4 055	155,96	4 260	163,85	3600	138,46	6200	238,46	17 133	658,96	3720	143,08	38 968	1 498,77
International Communication	6 055	232,88	6 260	240,77	6000	230,77	7000	269,23	22 133	851,27	6320	243,08	53 768	2 068,00
Total	14 260	548,46	14 880	572,31	15 900	611,54	24 000	923,08	60 300	2 319,23	14 860	571,54	144 200	5 546,15
Total without human resources costs	12 160	467,69	12 780	491,54	13 800	530,77	19 100	734,62	55 400	2 130,77	12 760	490,77	126 000	4 846,15

Total communication costs (not including salary costs, insurance, and basic services calculated for individuals working in the field of communication) are during the years 2011-2016 on the level of 15-20% of non-investment costs and come to a total of CZK 126,000,000 / € 4,846,150. The largest sum is designated for communication for events in the year 2015. For individual events, communication will be financed outside the framework of the basic budget from sponsor funds. Project communication as a whole will be reinforced by cobranding activities with Pilsner Urquell a.s. and other partners. Evaluation of finances for communication in media will be reinforced by media partnerships closed with media organisations focusing on various target groups.

After project implementation, we will rely on synergy and communication activities with the city of Pilsen and the Pilsen Region, whose yearly budget for these activities is approximately CZK 55,000,000 / € 2,115,384.62.

In regards to the national and supranational significance of the project, we will also rely on budget reinforcement for activity communication with impacts on the tourism industry from the Czech Tourism Agency, Czech Centres and embassies of the Czech Republic.

3 How does the city plan to promote the award of the Melina Mercouri prize if it receives it?

To receive the Melina Mercouri Prize would be a great honour and help for Pilsen 2015; that's why the candidature team started to promote the ideas of this outstanding personality as early as in 2010. It further plans to promote the award of the prize through the following communication instruments in future:

- Creation of a **website** closely linked to the Pilsen 2015 website on the life and legacy of the Greek Minister of Culture, actress and singer Melina Mercouri, on the Melina Mercouri prize and related events held in the Pilsen Project 2015. (In 2010 the candidature team created the www.mesicmelinymercouri.cz web site and prepared websites www.mercouri.eu and www.mercouri.cz with a link to www.plzen2015.eu)
- A special issue of the **newsletter** – analysis of the ECOC project history and impact on the winning cities, an introduction of the personal reflections of the Greek Minister Melina Mercouri and her European visions.
- Communication with the media – organisation of an international **press conference** on the occasion of the awarding of the prize.
- **Reference to receiving the prize** on all printed material, in all printed and electronic advertisements and documents.
- The Pilsen Project 2015 intends to utilise **the Melina Mercouri prize** towards a maximum activation of the local potential and its involvement in international projects. The quality of individual projects will be assessed by an international arts board, who will state in advance the selection criteria (in 2012) and subsequently, in 2013, evaluate the rolling open call.
- It has been the goal of the Pilsen Project 2015 since the very beginning to appeal to the broadest public possible while spreading the ideas of Melina Mercouri, especially so during the second round of the candidature. June 2010 has been declared the Month of Melina Mercouri by the city, the 12th June designed generously as the historical first Pilsen "Hyde Park" with the subtitle "**Melina Mercouri Day**", all of that on the occasion of marking the 25th anniversary of the ECOC Project ratification by the Council of Ministers of the European Union. Celebrations of this date enjoyed extraordinary interest from the public. Hundreds of artists (professionals and amateurs) and volunteers were successfully involved after they had been encouraged to support the Pilsen candidature in all sorts of ways (from direct mailing to outdoor campaigns and a strong media engagement). The event called "CandidaTour", held in the streets of the city on the 12th June, sent an important signal and there is interest in initiating **new original forms of promotion** of Melina Mercouri's ideas in the coming years, so that in 2015, when 30 years will have passed since the beginning of the project, the broadest possible public, not only in the District of Pilsen, but also as far as possible beyond the region's boundaries, will be familiar with them.

The inspiration of a prominent arts personality, who didn't hesitate to enter the realm of politics, corresponds greatly with the focus of the Pilsen candidature. The attractiveness of the promotion form will gradate up until 2015; new methods of guerrilla marketing and other interactive approaches will be used. The aim is to reach out to all generations through a **creative concept** in the largest area possible to perfectly set a stage for the second half of the year 2014, which is the earliest when the award of the Melina Mercouri prize itself can be expected.

1 Does the city intend to set up a special monitoring and evaluation system for the impact of the programme and its knock-on effects?

Yes, the impact and knock-on effects are monitored and evaluated by Impacts 08¹ as a base; new aspects are the Common Assessment Framework (CAF)² and cost-benefit methodologies with a balance of hard and soft indicators. Moreover, a combination of international and local aspects is used and the outstanding topics are solved through tools of project management.

Example of board serving for continuous evaluation based on the CAF method:

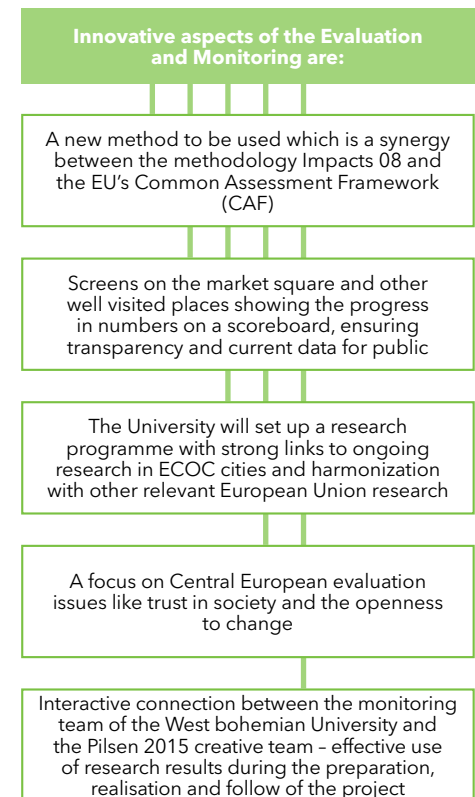
YOUR PILSEN 2015 IN CURRENT NUMBERS

- Number of visitors: **145 387**
 - Index of satisfaction of the audience: **8,5**
 - Average audience per event: **169**
 - Number of 1st time events in Pilsen Region: **45**
- Today is 12 April 2015

The system for monitoring and evaluating the impacts of the programme, in the event of winning the title of European Capital of Culture, is an important pillar of the whole project. Monitoring should ensure fulfilling the requirements within the programme schedule and accomplishment of the planned activities towards defined goals. In addition, continuous evaluation should help to **adjust** the original setting of the programme, in case it is possible to enter structure of the programme (e. g. by the extension of the extraordinary popular events) together with providing analysis on the overall impact and development of the city's potential during the title period, as well as an analysis of the sustainability of further progress. Below there is a description of our proposed methodology, prospective research programmes connected to the process of monitoring and evaluation, and the process in practice, including the governance structure and the time schedule with key activities and deliverables.

1) methodology developed and implemented in Liverpool – ECOC 2008, see <http://www.liv.ac.uk/impacts08/>

2) CAF – Common Assessment Framework of the output of the public sector within the EU



Methodology

The key requirements of the proposed methodology are **sustainability** and **transparency**. The goal is to expand the perspective of what benefits the project will have for target beneficiaries to the perspective of what benefits will remain after the project. In other words, what stays behind in terms of change is what matters. When designing methodology for the Pilsen Project 2015, previous mistakes and the advice of former ECOC’s, as summarised by Palmer (2004), were taken into consideration. One of the main criticisms related to evaluation methodologies pointed out ill-defined and inconsistent evaluation criteria. That is why the evaluation criteria and measurement tools are set up in such a way as to enable their application both up until 2015 and after 2015. Moreover, to keep the process of monitoring and evaluation transparent, it is important to express the methodology clearly. Therefore, when monitoring the progress of the Pilsen Project 2015, **the Impacts 15** methodology will be used. This methodology is inspired by Impacts 08 and applied to a Pilsen setting. A new feature is the use of the Common Assessment Framework (CAF), which will be used for monitoring set-up. Another part of the evaluation will be cost-benefit analysis (CBA) to capture the soft impacts and include social change and social return on investment. The methodology Impacts 15 includes:

- identification and prioritization of shareholders and stakeholders;
- specifying performance indicators and metrics derived from long-term and medium-term goals;
- analysing secondary data gathered by associated institutions, as well as data
- from external sources in the region;
- creating special research programmes to collect and evaluate primary data and create partnerships at the regional, sectoral and European level;
- use of funding from local, regional, sectoral, national, EU and intergovernmental sources;
- various communication strategies;
- use of tools of project cycle management as a common EU instrument;
- close cooperation with the evaluation experts of Mons wherever possible.

Goals and derived performance indicators

The extraordinary opportunity embodied in the ECOC title represents symbolic steps towards the development of Pilsen’s potential – broader openness, a greater local and international profile, higher degree of innovation, developed cultural infrastructure and appealing academic opportunities. Pilsen’s long-term goals are thus:

- reshuffling current and developing new international connections;
- improving the international profile of the city/region;
- attracting visitors from all over the Czech Republic and other countries;
- supporting innovative and creative industries;
- widening of the cultural activities on offer in line with the spread of cultural demands as stated in the Program for the Cultural Development;
- creating and tightening partnerships with local, regional and European organizations;
- growing and expanding the local audience for culture;
- developing infrastructure and institutions promoting a higher quality of life (culture, sport, leisure time, science, innovation) and providing opportunities to the city/region and visitors;
- opening up to minorities and alternative culture;
- ensuring the long-term cultural development of the city and the region;
- creating new academic opportunities and involving more university/PhD students;
- increasing partnerships with foreign universities, attracting a higher number of exchange students;
- support of innovation and new technologies as well as use of progressive and original practices.

From these goals, the performance indicators are derived. The indicators will be monitored and continuously evaluated to show if the defined goals are being fulfilled and what adjustments or corrections need to be done.

The key indicators based on the defined research programmes are described below:

Cultural access & participation	Economy & tourism	Cultural vibrancy & sustainability	Image & perceptions of the ECOC project	Governance & delivery policy	Trust in implementing organization
Number of events and audience	Number of visitors attracted to the city	Diversification in cultural landscape, creativity of the city	Satisfaction of the audience	Efficiency of the Evaluation Committee	Satisfaction with organizational capacity
Percentage of both visitors and citizens attending at least one event/city attraction outside those typically visited	Number of overnight visits	Sustainability of interest in cultural events in the following 3 years	Perception of minorities living in the city	Number of involved university/PhD students	Breakdown of trust
Average audience per event	Level of revenue spent by visitors of the city/region	Number of exchange students and academic staff attracted	Positive versus negative articles/reports in the media	Number of new partnerships/ grants, both local and international	Positive versus negative aspects of spending
Level of impact on Pilsen’s creativity	Number of people using public transport	Level of investment inflow into projects using innovative methods/ technologies	Number of articles/ reports in national and foreign media	Quality of participants actively involved in cultural governance, growth of capacities	Number of changes in team of suppliers/ cultural operators involved

Research potential

To improve the evaluation process, a primary research programme will be created to fill in the secondary data gaps. Moreover, this programme shall contribute to the international studies of cultural impact and to the development of appropriate policies. This development can take place on a local and national and, where possible, on an EU level. This is why Pilsen is trying to cooperate with both European and local institutions and contribute to the findings and conclusions as to the development of cultural potential. The stress will mainly be put on:

- SMART³ design of the programmes
- harmonization of projects with European research topics and statistical data
- development of approaches and possibly new transferable frameworks
- working towards obtaining both local and EU funding
- development of partnerships with universities

3) Simple Measurable Achievable Realistic and Time bound

The research programmes will be defined by the following criteria:

- goal of the research;
- strategies;
- potential indicators;
- potential funding.

The research programmes will be conducted by the **University of West Bohemia**.

Monitoring and evaluation in practice

The table below states those specific parts of the monitoring and evaluation process that contain innovative aspects:

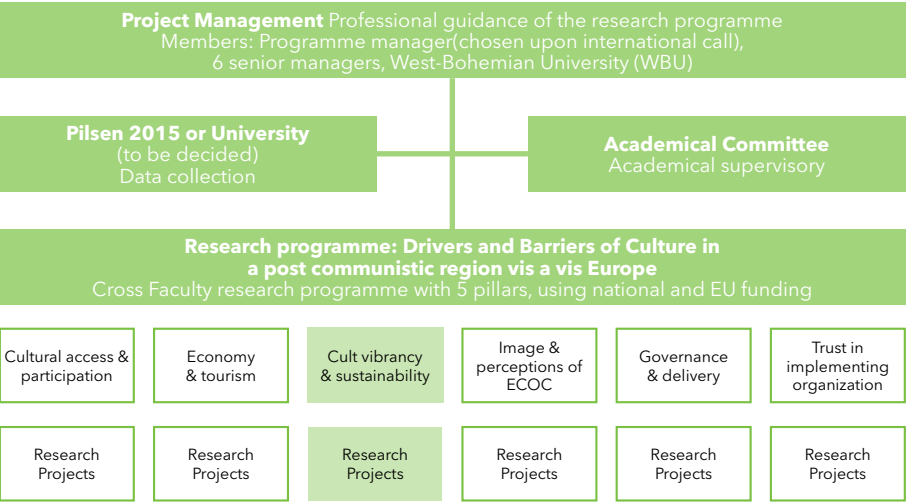
Measure	Approach
Focus on mid term evaluation	Since it is a European best practise that mid term evaluations have the closest impact on the decision-making process, the evaluation in 2014 will have the main focus in reporting and impacting on the process management.
Transparency tools	Balanced Scorecards – On the main square of Pilsen, the 3 key incoming roads and the web pages, a scoreboard will be displayed providing information to Pilsners, decision makers, EC and national government, as well as to the final beneficiaries. Information will be amended on a two-week basis. The scoreboard will be in position from 1 st of January 2015 and will, at a minimum, display the numbers of visitors, a satisfaction index and number of events of the Pilsen Project 2015 emphasizing brand new activities. In addition, it can display also hotel-pension nights, a remark or complaint of the day that visitors can SMS to a central number etc.
The role of evaluator	Evaluation in the team organizing ECOC 2015 is not seen as a burden; on the contrary, it is a way to add holistic learning experiences to the process. Therefore an evaluator will be involved in those management and creative team meetings when the project life cycle is on the agenda. The evaluation team has extensive experience, is hooked up to European evaluation networks and has knowledge as to where evaluation and monitoring is of added value to the decision-making process . Evaluators will be assisted by a larger team of researchers, students and volunteers who will be trained in conducting interviews and field research.
Comparison	Connections with the Czech Statistical Office (especially with the Regional Office in Pilsen), municipalities and various associations will be used to obtain the required data . The Statistical Office of the Czech Republic, Regional Office in Pilsen and City of Pilsen will provide data on tourism, proceeds from services, bodies offering accommodation and GDP; while local institutions (e.g. Regional Development Agency, Chamber of Commerce, Labour Office, Financial Authority) will cover data on the creation of new workplaces, small and medium enterprises, investment influx and the number of people trained. In the research, active contact will be made with the Urban Audit network of DG Regio and EUROSTAT in order to make use of the indicators used at that level. They will be worked together as closely as possible with the evaluators of the team in Mons .
2014	The outcomes of the preliminary phase will be published in the form of a monograph at the end of the year 2014. It has revealed some interesting findings – e.g. whether the city of Pilsen is most often viewed by its citizens as a university town and a city of art and culture.
Use of EC finance	For financing of the event Pilsen 2015 will, alongside funding from the city, regional and state budgets and those parts of EU-funded projects allocated to evaluation and monitoring, make use of specialised European Commission grants as are available, for example from DG Employment, as well as for those parts of the research programme that have an impact on the development of the academic research area of Europe as a whole, EU funding as for example in the fields of studies in culture and enterprise, and the 8 th or 9 th research framework.

Structure and Reporting

The West-Bohemian University shall set up an evaluation team with their employees, in particular with the professors of the Faculty of Economics. The leader of the team will be selected in an international call. Apart from the Faculty of Economics of the West-Bohemian University also the Faculty of Philosophy, the Faculty of Applied Research and the Pedagogical Faculty will be involved. Well experienced experts of these faculties will be managing particular research projects and analysis. The University will in addition use the capacity of students, volunteers and partnership organisations.

The structure of the evaluation body will be as follows:

Organisational Chart Pilsen 2015 – Evaluation and Monitoring



The Project management

- will report directly to the Board of Directors and Advisory Committee of the company Pilsen 2015, o.p.s.;
- will – in communication with the company Pilsen 2015, o. p. s. – advise on amendments of strategical targets and measures as stated in the city program documents, in particular the City Development Program and the Cultural Development Program.

Also in the design of the structure, sustainability and transparency are being guaranteed by a **research manager**, who is to be chosen in an international call and reports to the Board of Directors and Advisory Committee of the company Pilsen 2015.



Key milestones

Phase and content	2010	2011	2012	2013	2014	2015	2016	2017	< 2017	Key outcomes
Preliminary phase: implementation of ECOC application conditions	x									A survey of opinions aimed at how residents perceive their city
Preparatory phase: Setting the indicators and research questions, applying for EU funding	x	x								List of indicators agreed upon by the board, programme manager installed
“What, who & how” phase: planning, defining risks, scanning of similar programs, checking possible impact, adjustment of the indicators			x	x						1 st report on Impacts 15, academic conference on impacts and legacy
Implementation phase: evaluating sustainability and progress, placing of the scoreboards, stressing that this report has the most impact, openness to feedback					x	x				2 nd report on impact and legacy (this report is considered of most impact, see monitoring in practice above)
Post-implementation phase: final evaluation							x	x		Comparison survey after completing the project, final evaluation of the Pilsen Project 2015 impact, closing presentation
“Beyond the horizon” phase: new projects according to the status reached stemming from the analysis of development									x	Sustainable University contacts with evaluators from other ECOC cities

Within the milestones, **monitoring reports** will be carried out, investigating if the defined goals are to be fulfilled or not and what kinds of corrections need to be made. The process will include two-way control: real time control and lag control (comparing the set goals with the achievements in reality).

- Crucial partners of evaluation team:
- Board of Directors and Advisory Committee of the company Pilsen 2015, o. p. s.;
 - the company Pilsen 2015team;
 - University of West Bohemia in Pilsen with cross faculty involvement;
 - network of experts and Universities of other ECOC cities;
 - inner circle of academics that have already conducted Pilsen 2015 evaluations;
 - Czech statistical office, the regional office in Pilsen in particular;
 - Chamber of Commerce;
 - Labour office in Pilsen;
 - Regional development agency;
 - Municipality of the City of Pilsen and municipalities of the city districts;
 - Regional office of the Pilsen Region;
 - municipal and city offices in the Region and in the Czech republic (see chap. I/4.);
 - related regional and local offices involved in the regions and cities abroad (see chap. I/4.);
 - Czech Tourism Agency;
 - Czech Trade Agency;

- Art Institute – Theatre foundation, Musical information centre and other professional institutions;
- international art networks.

Measurability of full project’s effects

Monitoring and evaluation described in this chapter are mostly focused on “measurable” indicators. However, it is more difficult to evaluate the significant and un-substitutable contribution of investment into culture for development of spiritual values, social cultivation and in the case of the Pilsen project also to development of real society of citizens, built on principles of participative democracy.

Therefore Impacts 15 is not only about indicators, but also about opening discussion on a European level which is focused on those “un-measurable”, non-precisely quantifiable values and search for ways to achieve visibility and deeper understanding of those effects, the highest added value of European civilization. Only by respecting the spiritual values of society would Europe return to the position it is supposed to have in the world-wide context.

2 Does the city intend to set up a special monitoring and evaluation system for financial management?

Evaluation and monitoring of financial management will be conducted on three levels:

- a) internal control and monitoring of financial operations
- b) external control and monitoring of financial operations by the founder and providers of funds and donations
- c) independent audit

Internal control and monitoring of financial operations

Internal control and monitoring of financial flow will follow the internal regulations issued by the director of the culture company. The purpose of the internal control and monitoring will be to monitor:

- the budget
- level of payables and receivables
- efficient usage of the culture company’s funds

Internal control will be based on:

- budget control and control of the level of payables and receivables by the organization’s director, financial director and another person once a month;
- preliminary, continuous and post-control of financial operations above CZK 100,000 / € 3,846.15;
- inventory of company assets twice a year;
- control of financial statements by the Board of Directors and Advisory Committee a minimum of once a year;
- budget approval and approval of eventual budget changes by the Board;
- yearly financial statements approval and approval of the company’s annual report.

External control and monitoring of financial operations

Control and monitoring of financial management will be conducted by the culture company founder and other providers of funds and donations from the public budget, and will follow the Code No. 320/2001 Col., as it pertains to financial control in the public service and changes to laws in effect.

External control of EU fund usage will be conducted with respect to corresponding legal regulations and methodologies of the Czech Republic and, where appropriate, the European Union.

External control of donations and grants from the non-public sphere will be subject to terms and conditions set by the grant or donation provider.

Independent audit

A financial statements audit will be conducted on an annual basis with respect to Code No. 563/1991 Coll., on accounting and with respect to Code No. 248/1995 Coll., regarding non-profit organizations and changes and additions to certain codes. The audit will be carried out by an accredited independent auditor.





Further Information

VII.

You can talk to me

touch it, I've got something for you

1 What, in your opinion, are the strong points of the city's application and the parameters of its success as European Capital of Culture and what, on the other hand, are its weak points?

Evaluating the strong and weak points of the application for those who wrote it, for those who put their hearts into it and spent many a sleepless night preparing it, is a very difficult task.

Furthermore, it is not possible to do so without evaluating the strong and weak points of the place and time in which the application was created.

STRONG POINTS OF THE APPLICATION AND OBJECTIVE CONDITIONS FOR THE SUCCESSFUL IMPLEMENTATION OF THE PROGRAMME

- A shift (or return to the roots) in the theme of ECOC – from revitalisation of space to the revitalisation of the individual.
- A clearly defined vision of the project stemming from the interconnection of two European intellectual worlds – from past to future, and from totalitarianism to creativity – leading to a radical transformation in the methods of thinking and behaviour of individuals and of the city as a whole, imperative in allowing a true entry into Europe.
- A sufficiently long creative process for the application (three years).
- Using the principle of participation in the creation of the application and coming closer to the standard European democratic principles of decision making and management.
- The Slogan Open your Pilsen! – Pilsen, Open Up!.
- The broad concept of the programme proposal structured into four directions characterising Pilsen's situation – Arts and Technologies, Relationships and Emotions, Transit and Minorities, and Stories and Sources.
- The explicitly defined steps in selection and management of individual projects.
- The network of partners in project implementation at a local, regional, national and international level.
- The concordance of the programme with the long-term programme visions and goals of the city and region.
- Establishment of cooperation with the city of Mons.
- The proposal to create an international network of cultural facilities and centres in former breweries.
- A clearly defined method of project organisation in the form of non-profit organisations, whose foundation was approved by the city's authorities.
- A logical and well-arranged proposal for event financing with a clearly defined share of contributions from the city and grants from EU funds.
- The fundraising strategy which creates the basis for sourcing sponsors' donations.
- A structured set of investments for bettering the situation regarding city transit and in the area of the environment.
- The proposal to convert the culturally protected area of the former Světovar Brewery into a multi-genre cultural centre, a concept unique in the Czech Republic.
- The new building of the West Bohemian Gallery, meeting international norms for modern art museums.

- Key investments into the cultural and leisure time infrastructure, which the city, region and other entities plan to implement even in the event of not gaining the title of ECOC.
- Communication strategies guaranteeing a maximum degree of openness and sufficient advertisement of the project, including the Melina Mercouri Prize.
- The sophisticated system for evaluation and monitoring, ensured by professionals from the West Bohemian University, independent from the Pilsen 2015 organisation.
- Objective conditions for fulfilling the programme's vision and for project implementation:
 - a reasonably sized city with 170,000 inhabitants;
 - a strong regional centre;
 - a city on borders – Pilsen as long having been situated on the borders of two worlds;
 - an accessible city – good accessibility of the city, its proximity to the capital city of Prague and the border with Germany;
 - a city with a long-term strategy of development aimed at innovative business in synergy with cultural development and care for the environment;
 - the industrial tradition of the city;
 - the gradual development of a knowledge economy;
 - background and support for technical, humanities and cultural education at secondary and university levels;
 - effective tools for the long-term and coordinated support of cultural events;
 - the Cultural Development Programme 2009-2019, created through a participatory process;
 - identification with the inhabitants of the city;
 - the world renown of Pilsener Urquell beer;
 - the support of soft projects in the new EU programme period starting 2013;
 - establishing the new EU cultural policy expressed in the Green Paper on unlocking the potential of cultural and creative industrie.

PARAMETERS FOR SUCCESSFULLY GAINING THE TITLE OF EUROPEAN CAPITAL OF CULTURE

Innovation – the programme's vision is devoted to changing thinking and social behaviour, transforming Pilsen into an open, communicative, friendly and learning city of European significance.

Realism – programme conception and key investments are proposed in such a way as to be financially and organisationally manageable, and to bring the desired social and economic effects. In other words, it is not a high-flown project of epically large investments and cultural activities, but is an ambitious project more by virtue of its vision.

Openness – the project relies on a maximum level of cooperation from its partners. The project is open to changes and additions proposed in concordance with the basic principles in the years 2011-2014.

Transparency – project organisation, system evaluation, programme monitoring and financial management control mechanisms guarantee a maximum level of transparency in implementing the project.

Stability – the city and region have expressed the will to implement the project. The city has faith in the current candidature team and wants to develop it further. The maximum cooperation of partners guarantees the society-wide stability of the project.

Sustainability – sustainability of the programme concept and proposed investments is secured for the period leading up to 2015 and beyond. The ECOC Project falls into the category of long-term concepts for the city and region, reaching up to and beyond the year 2015.

WEAK POINTS OF THE APPLICATION AND RISKS IN THE PROJECT'S IMPLEMENTATION

- Unconvincing project proposals from several important partners stemming from their unwillingness to change their usual approaches and open up to Europe.
- Communication problems with certain regional partners for reasons of "jealousy" of Pilsen.
- Important team positions yet to be filled (PR manager, financial director).
- Finances from the Czech state still not guaranteed.
- Dependence in implementing certain infrastructure investments on grants from EU structural funds.
- **Objective risks** which the project is making an effort to remove:
 - the provincial character of the city;
 - conservatism accompanied by a low level of tolerance;
 - the inability to deal with the cultural and social needs of racial minorities;
 - distrust towards things new and unique;
 - low level of progressivism and self-confidence in contemporary cultural productions;
 - the low level of participation amongst operators and participants in the sphere of culture in European networks;
 - the low level of local cooperation and creation of contacts among cultural institutions, businesspeople, schools and individuals;
 - a deficient cultural infrastructure;
 - education lacking in the arts – e.g. arts management, dramatic arts, dance, cultural management and cultural animation (secondary and tertiary education).
- **External risks** which can affect the project:
 - the bankruptcy or displacement of companies with low production value;
 - the lasting political instability of the Czech Republic;
 - the politicisation of the project, corrupt behaviour;
 - the unfavourable position of the new city leadership after the 2010 elections;
 - persistence or deepening of the economic recession leading to further limitations in the public budget.

2 Does the city intend to develop particular cultural projects in the coming years, irrespective of the outcome of its application for the title of European Capital of Culture?

The city of Pilsen has been expressing the long-term and determined effort to develop culture and its many manifestations since the 1990's, which can be seen in the Cultural Development Programme in the years 2009-2019. Its interest in the title of ECOC is the logical culmination of a long-term vision, and gaining this prestigious title would fundamentally help the city and region to implement its bold goals and plans.

In the event that the city is not successful in gaining the title, we can expect a significant decrease in the interest which has recently been growing, especially in the many-branched non-profit sector. However, the efforts of the preparation team would still continue on in the "bottom-up" **process which has already been set in motion**, and the goals of **the discussion forums would still be carried out**, which provide for the valuable exchange of experiences, including activities connected with the Soul for Europe network. The city would also continue in the study of optimising the conditions for the future operation of the Světovar complex by making use of the already well-established network carrying the sub-title "To Beer or Not to Beer?!"

Implementation of investment plans is rooted in the established Cultural Development Programme, and it can be expected that the creation of new areas for modern art will lead to further development and **the diversification of the cultural choices** which follow. Specific project goals, however, will be more difficult to implement without the important financial support which gaining the title would create.

The cultural schedule up to the year 2015 would most likely not grow to such large proportions as described in the application. There would still however be an effort to encourage multi-source **financing** and its **transparent** introduction at the city and regional level, namely for a wide range of non-profit organisations. By doing so, it would be possible to implement smaller projects on not just a local level, but internationally as well.

In any case, the candidature team expects the establishment of the **Arts Management** degree at the University of West Bohemia, and would therefore further encourage the process of increasing the competencies of local organisers and their inclusion in European projects including co-financing from the EU.

At any rate, the candidature process has brought with it an interesting and problematic discussion on the position of individual participants in the field of culture and the question of their future direction. Regularly occurring events should in all circumstances experience a significant shift in quality and gain a larger European outlook, becoming more acquainted with new elements of competition which arise from the existential needs of the local inhabitants.

3 Please add below any further comments which you deem necessary on the subject of this application.

The second round of the Pilsen candidature was something reminiscent of a sprint for the ever-expanding preparation team, in communicating with the widest possible range of interested parties from all walks of life in the city and region. The result was an unbelievably dynamic process of "bottom-up" public interaction, which brought out into the open a number of hidden problems and at the same time revealed new opportunities for the development of cultural and creative industries in the whole area.

The preparation team deeply appreciates the great interest of local citizens and organizations, and would like to thank everyone for all their help, support and acknowledgement. We would also like to give thanks for all the constructive criticism and suggestions which were extremely important in gaining feedback.

In conclusion, the following contains a number of observations which we derived from the process of addressing the public:

The "language of Brussels" is far removed from the reality in which people live. It seems academic, sophisticated, dull and often incomprehensible. This is truly a shame, as the direction which the European cultural agenda has taken in recent years is attractive and in harmony with the feelings of the vast majority of experts and regular citizens of the Czech Republic.

The candidature team expended much energy in explaining and reformulating the terminology of Brussels. In the process of actually writing the application, the team made an attempt to use a livelier and more personal approach, reflecting the reactions of specific local participants of Pilsen and its surrounding districts. If the city gains the title of ECOC, it is its intention to continue on this note and devote itself to an easily understood interpretation of "Brussels theories" of various ways of involving the artistic community. Inspiration for this can be the unique Czech approach to bureaucratic or political "Ptydepe-type" speech, a term coined by Václav Havel in one of his plays for an incomprehensible, bureaucratic language.

A result of the prepared brainstorming projects and studies could be a very interesting impulse and inspiration, perhaps for even the European Commission itself.

Notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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PILSEN, OPEN UP!

Application of the City of Pilsen for the Title of European Capital of Culture 2015

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