

Culture Next

candidate cities network

5th meeting

Klaipeda - Plunge - Neringa

Lithuania

September 25th - 29th, 2019

MEETING REPORT

Thank you for joining our fifth Culture Next network meeting!



Culture Next, the candidate cities network, had its fifth meeting during September 25th and 29th in Lithuania.

The meeting took place in Klaipeda, Plunge and Neringa, the Lithuanian member cities of the network, and included exchange and collaboration sessions, meetings with cultural operators and public authorities, and various workshops.

“Culture Next network grows, with each meeting, in numbers and actions. The meeting in Lithuania welcomed new cities in the network, but also established the grounds for the first concrete actions that the network commits to develop. We are very happy to see that a common voice has been set for cities who put every effort to put culture on the local agenda, and we are ready to taking this approach at the larger European level.” says Corina Bucea, project manager of the Culture Next within Cluj Cultural Centre.

The key-note speaker of the event was Jordi Pardo, cultural projects manager specialised in urban interventions and heritage management, former jury member in the panel of the European Capital of Culture programme. His speech, open to the local public of Klaipeda, talked about culture as a driver of change, improving citizens' wellbeing, boosting the economy and inducing innovation, creating more attractiveness and competitiveness for cities.

The results of the meeting

The representatives of the member cities agreed to create a common fund for culture and a guide for culture as sustainable development in cities.

The Culture Next Fund will be an innovative mechanism allowing member cities to bring resources together in order to support cultural and artistic projects which address culture as a transformative agent in European cities.

The guidelines for culture as sustainable development in cities include a list of concrete, actionable steps our cities are committing to take in order to make culture a key factor in our local development strategies.

The next network meeting will take place in March 2020 in Oulu, Finland – candidate city for the title of European Capital of Culture 2026. Until then, Culture Next is open to receive new members from former and current candidate cities.

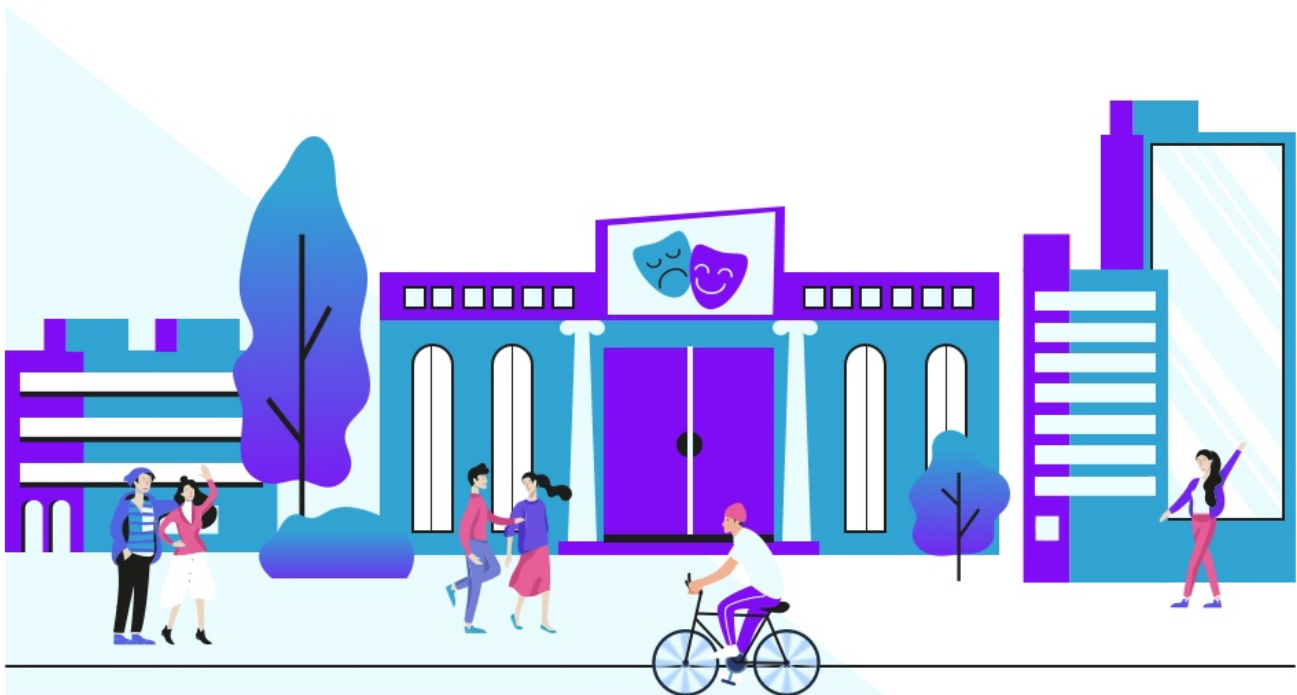
The meeting in Lithuania gathered together 25 representatives from Aveiro and Faro (Portugal), Belfast (Northern Ireland), Cluj-Napoca (Romania), Debrecen (Hungary), Dublin (Ireland), Kaunas, Klaipeda, Neringa and Plunge (Lithuania), Oulu and Savonlinna (Finland).

We invite you to read through this report for a summary of the meeting and its highlights.

More details at www.culturenext.eu

We have launched our new website!
Take a look at it:

www.culturenext.eu



THE MISSION OF THE NETWORK is to support current and former European Capital of Culture candidate cities to implement culture-led urban development programmes and policies.

[Read more about the network](#)

AGENDA

SEP 25TH, 2019 | KLAIPEDA

Amberton Hotel Klaipeda - 1 Naujojo Sodo St.	Arrival and welcome.
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DAY 1: SEP 26TH, 2019 | KLAIPEDA

Klaipeda Castle Conference Hall, 2 Priešpilio St.	9:30 - 10:00	Get together and have coffee
	10:00 - 10:45 Opening Session	<p>Welcome from the local hosts Where we are, small introduction about Lithuanian cities and the process of bidding; next steps and what is the current context in the city.</p> <p>Welcome and introduction of the meeting by the Secretariat Briefing about the previous meetings, updates about the network, what do we need to get from this meeting. Relevant news from members.</p>
	10:45 - 12:00 Who's Who and Who's New	<p>Who's Who: round presentation of participants Session dedicated to the participants at the meeting.</p> <p>Who's New: round presentation of new participants Session dedicated to the newcomers and guests at the meeting: presentation and Q&A.</p>
	12:00 - 13:30	Lunch
	13:30 - 15:30 Public Event	<p>Culture, driver of change - keynote speech by Jordi Pardo</p> <p>Measuring public opinion on culture development and projects - presentation by Liutauras Kraniauskas</p> <p>City culture after Lithuanian Culture Capital: voices of participants - presentation by Giedrė Strakšienė</p> <p>Moderated by Aldis Gedutis.</p>
	15:30 - 16:00	Break
	16:00 - 17:30 Working Session	<p>What's left in place after bidding for the ECoC title? The session will bring forward various examples of institutional or organisational structures which take the legacy of the ECoC candidacy after the bidding process – either for winning cities, as well as cities which haven't been selected. Representatives of different cities from the network will present their case studies, reflecting the diversity of scenarios which can be put in place and challenges that local organisations face after the bidding process. We will also extend our overview with various other examples from Europe, looking at what works and what doesn't in terms of structural legacy of the ECoC candidacy.</p>
City walk	17:30 - 19:00 Local Focus: Klaipeda	Short walk in the city, visit to the Exhibition Hall and the public art work by Portuguese artist ADD FUEL.
	19:00 - 20:00	Free Time
Frydricho Pasažas, Klaipeda	20:00 - 22:00	Dinner

DAY 2: SEP 27TH, 2019 | PLUNGE

Amberton Hotel	9:00 - 10:00	Transfer to Plunge
Public library, 7 Parko St., Plunge	10:00 - 11:00 Local Focus: Plunge	Review of Plunge district cultural field. Challenges and opportunities. Brief presentation Library takes a stroll. Plungė Public Library's innovations (3D holograms, Plungė Smart Park).
	11:00 - 13:00 Working Session	Guideline for Culture in the Cities Working session aiming at fine-tuning the proposal for an international guideline for culture as local development. Culture Next aims to formulate and promote the guidelines to local and national governments, as well as the European Commission by 2020, as a policy which can improve ECoC programmes and create new standards for the sustainability of culture-led local development. Culture Next also aims to support member cities to apply this guideline in practice on the other end of the value proposition.
	13:00 - 14:00	Lunch
City walk	14:00 - 17:30 Local Focus	Visits and meetings at Samogitian Art Museum, Public Library and the Cold War Museum (Plateliai).
	17:30 - 18:30	Free Time
Prie žiedelio, Plateliai	18:30 - 21:00	Dinner (culinary heritage) at the ethnographic ensemble on the shore of the Beržoras lake - Prie žiedelio.
	21:00 - 22:00	Transfer to Klaipeda

DAY 3: SEP 28TH, 2019 | NERINGA

Amberton Hotel	9:00 - 10:00	Transfer to Neringa
City walk	10:00 - 12:00 Local Focus: Neringa	Local visits and meetings with cultural operators at Thomas Mann Heritage and Nida Art Colony (dr. Lina Motuzienė - director of Neringa's Museums; Egija Inzule - director of Nida's Art Colony).
Neringa Municipality Hall, 2 Taikos St., Nida	12:00 - 13:00 Local Focus: Neringa	Presentation of Neringa, the UNESCO Heritage sites and discussion about the art residency programmes. (Edita Lubickaite; Lina Dikšaitė - deputy director at Curonian Spit National Park)
Kuršis, 29 Naglių St., Nida	13:00 - 14:00	Lunch
Neringa Municipality Hall, 2 Taikos St., Nida	14:00 - 16:00 Working Session	The sessions will focus on discussing the next steps for the network, future projects and collaborations, calendar update and management / administrative details for the network. Also, we will plan the next meeting and actions within the network. Working groups will be organised to follow on several topics: policy, communication, activities, etc.
	16:00 - 16:30	Closing Session
	16:30 - 17:30	Transfer to Klaipeda

SEP 29TH, 2019 | KLAIPEDA

Goodbyes and departure.

ABOUT THE HOSTS

KLAIPEDA

Klaipeda is a city on the coast of the Baltic sea, the third largest city in Lithuania. Klaipeda is unique by its multicultural historical tradition, where German, Baltic and Slavic culture traces are originally intertwined. It is though Klaipeda that Lithuania economically and culturally interacts with Baltic countries and Western Europe.

Currently, Klaipeda stands out among other cities first of all by its port-city character, signs of port industry and maritime culture elements, open space for liberal ideas. Unique face of the city is created by the Old City with the preserved medieval street structure, traces of the fachwerk architecture, distinctive Soviet urban style, and the UNESCO-protected landscape. Abundant network of cultural institutions, independent artists, creative unions, NGOs, public institutions, art and music schools, and the University-fostered talents.

Klaipeda applied for European Capital of Culture title together with cities of Palanga and Neringa under the concept "Meeting point".

The artistic vision of Klaipeda 2022 programme was the creation of a new European cultural platform – a meeting point – both for permanent residents and temporary arriving creators, which shall inspire for challenges and reinforce the changes oriented towards the power of art and the vitality of the community. Klaipeda got into the final selection round but lost competition for Kaunas who won the title of European Capital of Culture 2022.

The meeting of Culture Next network in Klaipeda was hosted by Klaipeda Culture Communication Center.

Klaipeda Cultural Communication Center (KCCC) organizes art projects, introduces current trends of contemporary art and presents Klaipeda artists locally and internationally. The KCCC disseminates cultural information, participates in the development of creative industries, initiates collaboration among art organizations in Klaipeda, Lithuania and foreign countries. KCCC runs the Exhibition Hall, provides International Art Residency and administrates culture portal for Lithuanian audience - www.kulturpolis.lt





PLUNGE

Plungė district is located in Samogitia region (northwestern Lithuania). This district is preserving the rich cultural heritage - it is still possible to hear the Samogitian dialect and very interesting local history. Also it is still available to find traces of manor culture, old cemeteries and the landscape which is not destroyed by urbanization and particularly lively folk art tradition are still remaining here in the district of Plungė. For a long time Plungė is famous for music, theater and dance traditions.

In 2016-2017, Plungė district municipality together with Telšiai, Raseiniai and Rietavas District Municipalities participated in the application process of gaining the title „Plungė – European Capital of Culture 2022“. The main message of the application was that the universal concept of culture will attract local

and foreign tourists to come together for the big reason and single goal – to know Samogitian culture and raise awareness in Europe that different cultures near each other can be developed effectively, in that way highlighting solidarity, strength and tolerance. However the title has won the city Kaunas.

And yet the preparation for the application was fully beneficial and had changes in transforming attitudes towards the importance of culture and its ongoing maintenance and strategy development. Also opened the perception of dialogue importance between locals, artists and politicians.

Following the failure and improved perception, the Plungė District Municipal Administration is taking action to improve the Cultural Strategy and has also carried out a Cultural Field Survey to investigate residents' perceptions of the work and performance of the Cultural Institutions.

NERINGA

Neringa is located on the Curonian Spit, a narrow peninsula that separates the Curonian Lagoon from the Baltic Sea. The town of Neringa has four settlements of the Lithuanian part of the Curonian Spit - Juodkrantė, Pervalka, Preila, Nida – and is almost 50 kilometers long. Neringa currently has a population of about three thousand inhabitants.

In 2000 the entire Curonian Spit was included in the UNESCO World Heritage List as a cultural landscape object. This recognition is the best appreciation of the cultural heritage, nature conservation and infrastructure works in the Curonian Spit.

In 2016-2017, Neringa together with Klaipėda and Palanga participated in the application process of “Klaipėda - European Capital of Culture 2022” and in the final stage was competed by Kaunas. Nevertheless the good practice and the preparation of an ambitious application led Neringa to win the title of Lithuanian Capital of Culture 2021.

Neringa municipality and Nida culture and tourism information centre “Agila” are further working to reveal the peculiarities of the resort's cultural and natural identity, encourage greater investment in culture, open up new opportunities in the field of international relations, create conditions for the development of cultural policy, creative innovation and cultural tourism.



WHO'S NEW

Kaunas, Lithuania

European Capital of Culture 2022

www.kaunas2022.eu

Kaunas was awarded the title of the European Capital of Culture for 2022. Together with various cultural organisations, artists and creatives, we develop a vast, endless and borderless programme that we call the Contemporary Capital. The entire time remaining until 2022 is a common journey of Kaunas and Kaunas District from temporary to contemporary!

This invitation to join us on our journey is also a call to start a dialogue. To speak with the history and identity of our city. Thanks to the title of the temporary capital (1919–1940), Kaunas became a modern European city. Today we have another opportunity achieved for us not by the politicians, but by professionals and enthusiasts of culture. We strive to maintain the same passion awakening a city which is modern, innovative, friendly to its residents and guests.



Savonlinna, Finland

European Capital of Culture 2026 Candidate City

www.savonlinna2026.fi

Savonlinna is the joint candidate for European Capital of Culture 2026 from the regions of Eastern Finland. The regions' central towns of Mikkeli, Kuopio, Joensuu and Lappeenranta all back the idea. At the heart of Savonlinna's application to become European Capital of Culture will firstly be stories drawing on life, past and present, in this unique lake district, the most beautiful in the world, and secondly a wide-ranging, innovative cultural programme built on them, in which everyone can participate. Water is the central element bringing together the towns involved in the project in Eastern Finland.

PUBLIC EVENT



Culture, driver of change keynote speech by **Jordi Pardo**

Jordi Pardo is an international expert in cultural projects and urban renewal, director general at Pablo Casals Foundation & founder and partner of Nartex Barcelona projects, whose keynote speech 'Culture, driver of change' will talk about how arts, culture and knowledge can be drivers of change, improving citizens' wellbeing, boosting the economy and inducing innovation, creating more attractiveness and competitiveness.

During the presentation, Jordi Pardo talked about how ECoC is an opportunity to improving access to culture, participation and creativity in cities, but also a chance to provide a better positioning and an improved competitiveness and economic growth. Based on the example of Barcelona, we learned about paths of cultural and urban development. Beside success, we are also facing urban problems and challenges, such a tourist massification, gentrification, air pollution, inequality and poverty alleviation, etc. Several key points to boost the building up and development of Culture Next have been brought to our attention: open vision, culture and city project, unity, an agenda for lobbying, local and global approach, mid-term strategy and private and public partnership.



Measuring public opinion on culture development and projects presentation by **Liutauras Kraniauskas**

Liutauras Kraniauskas is a sociologist at the Centre for Studies of Social Change at Klaipeda University, who critically explores urban communities, urban culture and post-Soviet social transformations of Klaipeda. A regular guest lecturer on subcultural studies at various universities in Lithuania and a member of the Research Council of Lithuania. He has been an expert at the European Science Foundation, COST, Lithuanian Council for Culture. He is an editor-in-chief of scholar peer-review journal Sociologija. Mintis and veiksmai.

Based on the example of Klaipeda, Liutauras Kraniauskas provided us with patterns of consumption and leisure time spending in a city aiming to become a cultural capital. Moreover, we've been able to observe the occurring changes in the public knowledge and understanding of the process. A series of answers from the local population are important to be considered when developing such a widespread project: the willingness to get personally involved, the expectations and the desired changes.



City culture after Lithuanian Culture Capital: voices of participants

presentation by **Giedrė Strakšienė**

Giedrė Strakšienė, PhD in Social Sciences, is a researcher at the Centre for Studies of Social Changes at Klaipėda University, Lithuania. Her research interest focuses on communication studies, science & art communication, information visualization, development of communicative competence.

Giedrė Strakšienė talked in her presentation about the impact the Lithuanian Capital of Culture on the city of Klaipėda. The research was oriented to culture actors, professional artists and project managers and was meant to look deeper into the wider effects on the city, but also to prospect the general perception of those involved. The found results of the research brought a few important aspects to be considered when talking about culture as a development factor: „Mobilizing culture is riding on a wave”, „Cultural process without a long-term value?”, „An intersection of modernity and traditions in the regional context”, „A question about benefit and what has been learned” and „Communication and cultural networking”.



Moderated by Aldis Gedutis

Aldis Gedutis is a philosopher working as a senior researcher at the Centre for the Social Change (Klaipeda University, Lithuania). One of the major fields of his interest are Urban Studies. His expertise includes Urban Culture(s), City Identities and Urban Soundscapes. Aldis Gedutis is both an author of series of academic articles and co-author of a monograph "Klaipėdos diskursai 1990-2010: sociologinė miesto tapatybių rekonstrukcija" (Discourses of Klaipeda 1990-2010: A Sociological Reconstruction of City Identities).



ABOUT THE OPEN DISCUSSION / WORKING SESSION:

What's left in place after bidding for the ECoC title?

The session brought forward various examples of institutional or organisational structures which take the legacy of the ECoC candidacy after the bidding process – either for winning cities, as well as cities which haven't been selected. Representatives of different cities from the network have presented their case studies, reflecting the diversity of scenarios which can be put in place and challenges that local organisations face after the bidding process, while also extending our overview with various other examples from Europe, looking at what works and what doesn't in terms of structural legacy of the ECoC candidacy.

The key element to build trust was our commitment, our dedication to go on with this. Everyone in the city knew that we are struggling, all our members, sponsors, the media, the international organisations. They knew our real situation, they knew that we are really motivated. This built a lot of trust and unity around this idea. Our commitment, our dedication, they were really inspirational.





The working session developed on several points revolved around the first steps and actions that organisations take right after the negative results of the ECoC bidding process. Each of the present representants discussed their specific work contexts and what challenges they dealt with across time. Ştefan Teişanu (Cluj-Napoca) brought up the local experience: „We managed to catch the momentum of bidding because we had over fifty organisations involved in the process. The mayor confirmed in the same night that no matter what happens we will continue [the project] and he will support us. We wrote a memorandum of support. We had to prove that this collective decision of going on with the project is really a commitment, not just a political statement.”

Ralph Alwani and Tracy Geraghty talked about the influence Brexit had on their bidding process and how it evolved after the sudden change due to UK withdrawing from European projects.

Another talking point was the achievement of legitimacy and the process of organisational growing. Tracy told us about initiatives that developed the legacy of the organisation she was involved in and vouched for her organisation's work.

Ştefan mentioned that one has to act and speak up in order to get the legitimacy and the power you need for your activities. You have to communicate that you have the mandate to implement this project and then you also obtain involvement in bringing this further.

The recommendations given by former applicants to future applicants were based on their experience, while a personal advice from Tracy was to build the bid around the cultural strategy of the city in real terms. Ştefan pointed out the need to involve local politicians and to show them the importance of such a project for the city they govern. Tracy mentioned the communication and its importance in order to have an impact and to make your effort as clear and well understood as possible. Ralph brought the civic engagement to our attention and its value for a cultural bidding process.

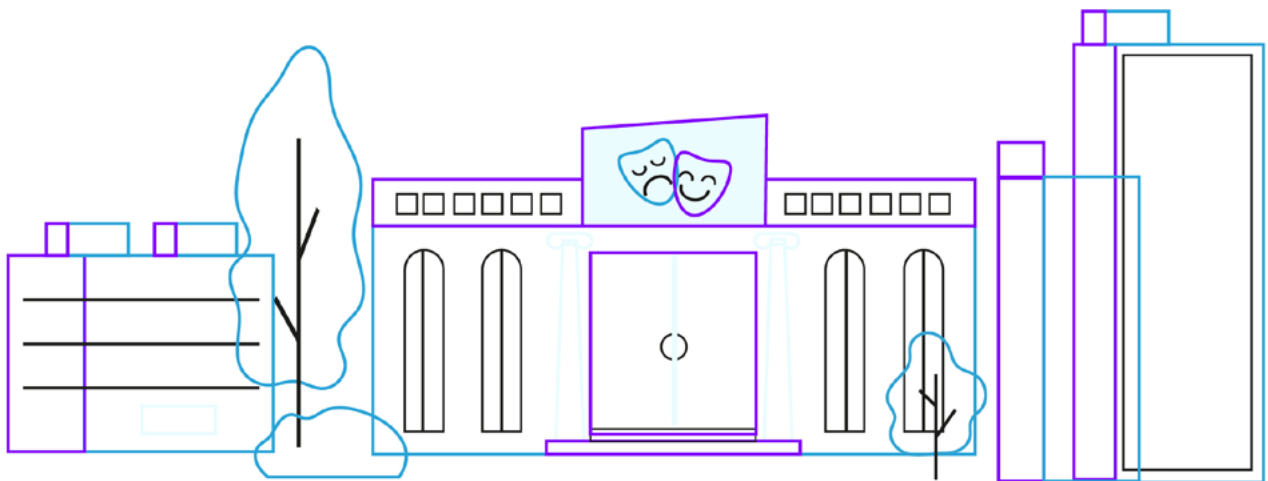
GUIDELINES

CULTURE AS SUSTAINABLE DEVELOPMENT A MANIFESTO OF THE CULTURE NEXT NETWORK

This Manifesto is a list of concrete, actionable steps our cities are committing to take in order to make culture a key factor in our local development strategies.

We commit to implement these measures by the end of 2021 and we invite all interested cities to join the Manifesto and define culture as a key strategic factor in their local development strategies.

The action points of the current manifesto contribute to the implementation of the recommendations stated in the New Agenda for Culture (2018) and the Work Plan for Culture 2019 - 2022.



CULTURE NEXT GUIDELINES FOR AS SUSTAINABLE DEVELOPMENT

City Development Plan

We have a local development plan in which culture is an integral part of the city's sustainable development. This Plan identifies the pillars of the local development strategy and reflects the role of culture in catalysing and inter-connecting them. We include culture as a key strategic factor for local development.

Cultural Strategy





We develop a cultural strategy embedded in the local development strategy and interconnected with all other components of the strategy.

Funding for Culture

Essential actions will be in relation with the following aspects and the indicators/criteria will be determined after a survey conducted by Culture Next.

CITIES FUND FOR CULTURE

CONSIDERING THAT:

-  In a globalising world, cities become strategic players. Action at the city level in tackling global challenges is more effective and immediate than measures taken at national level. Local governments have an increasing European and global responsibility and competence.
-  There is growing evidence on the impact of culture on urban development and social transformation. Cities around the world make use of culture and creativity in their strategies to generate social inclusion, urban regeneration, well-being and economic development.
-  In order to effect structural social change, local actions needs to be highly interconnected and transfer of knowledge and mobility of artists as change enablers at European and international level is crucial.
-  Currently in Europe transnational cultural cooperation is mainly defined by the priorities and policies of national and EU structures. National funding programmes and cultural institutes of Member States focus on cultural promotion and bi-lateral exchange, while the EU cooperation grants, although very important, are accessed by a limited number of organisations, require a high co-financing rate (40-50%) and involve a long selection period. Support for effective trans-national cultural cooperation needs to be immediate, flexible and to embrace new models and practices.

The Culture Next network proposes the establishing of a Cities Fund for Culture with a view to enable agile transnational cultural cooperation leading to cultural and social innovation.

The Fund is created by an annual contribution from participating cities and will be launched in a pilot form in 2020.

LOCAL FOCUS: EXPLORATION TIME

One of the main scopes of the meeting is exploring the local context of the hosting city. Exploration tours, visits to hotspots and venues in the city, as well as meetings with relevant local actors are organized under the coordination of the local host, in order to create a more real connection with the city we are visiting.

With the kind help of our local hosts from Klaipeda, Plunge and Neringa, we have the chance to connect with the local cultural scene, visit some landmark places and get to know more in-depth the cultural life of the three cities.

Here are some highlights from our exploration visits:



No	NAME	COUNTRY	CITY	ORGANIZATION
1	Anne Rännäli-Kontturi	Finland	Oulu	Oulu 2026
2	Mirja Syrjälä	Finland	Oulu	Oulu 2026
3	Henri Turunen	Finland	Oulu	Oulu 2026
4	Reko Tammi	Finland	Savonlinna	Savonlinna 2026
5	Gábor Gődény	Hungary	Debrecen	VisitDebrecen
6	Franciska Papp	Hungary	Debrecen	VisitDebrecen
7	Tracy Geraghty	Ireland	Dublin	Dublin City Council Culture Company
8	Ignas Kazakevicius	Lithuania	Klaipeda	Klaipeda Culture Communication Center
9	Ona Bajoriniene	Lithuania	Klaipeda	Klaipeda Culture Communication Center
10	Indrė Jočienė	Lithuania	Klaipeda	Klaipeda Culture Communication Center
11	Inga Norkuniene	Lithuania	Klaipeda	Klaipeda Culture Communication Center
12	Vida Saukaliene	Lithuania	Plunge	Administration of Plunge district Municipality
13	Gintarė Gurevičiūtė	Lithuania	Plunge	Public library of Plunge district Municipality
14	Narūnas Lendraitis	Lithuania	Neringa	Neringa Municipality (Vice Mayor)
15	Edita Lubickaite	Lithuania	Neringa	Nida Culture and Tourism Information Centre Agila
16	Ana Čižauskienė	Lithuania	Kaunas	Kaunas 2022
17	Agnė Burovienė	Lithuania	Kaunas	Kaunas 2022
18	Aldis Gedutis	Lithuania	Klaipeda	Klaipėda University
19	Liutauras Kraniauskas	Lithuania	Klaipeda	Klaipėda University
20	Giedre Strakšienė	Lithuania	Klaipeda	Klaipėda University
21	Lina Dikšaitė	Lithuania	Neringa	Curonian Spit National park
22	Lina Motuzienė	Lithuania	Neringa	Thomas Mann Museum
23	Egija Inzule	Lithuania	Neringa	Nida Art Colony
24	Ralf Alwani	Northern Ireland	Belfast	Urban Scale Interventions
25	Bruno Inácio	Portugal	Faro	Câmara Municipal de Faro
26	José Pina	Portugal	Aveiro	Câmara Municipal de Aveiro
27	Corina Bucea	Romania	Cluj	Cluj Cultural Centre
28	Ștefan Teișanu	Romania	Cluj	Cluj Cultural Centre
29	András Farkas	Romania	Cluj	Pont Group
30	Jordi Pardo	Spain	Barcelona	Nartex Barcelona

Culture Next
candidate cities network
6th meeting

Oulu, Finland
March 12th – 14th, 2020



Culture Next is a network founded in 2017 by ten European cities, current and former candidates to the European Capital of Culture title. The mission of the network is to support cities to implement culture-led urban development programmes and policies, building on the experiences, participatory processes and collaborations established during the preparation for the ECoC bid.

It aims to gain wider European acknowledgement of culture as sustainable development and to extend the existing European cultural cooperation frameworks. The network also contributes to the ECoC programme legacy, by facilitating the implementation of more ECoC programmes throughout Europe.

The programme of the network focuses on capacity building for member organisations, organizing conferences and annual meetings, and developing a platform for promoting member cities, as well as facilitating collaborations among them. Also, the network aims to become a voice in shaping European cultural policies.

