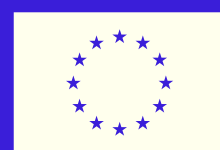




Organised by



Co-funded by the European Union

15th Culture Next  Conference  
 Bielsko-Biała    Poland  
 15—17th  of October 2025



15th Culture Next Conference

15 — 17TH OCTOBER 2025

# Conference Report

BIELSKO-BIAŁA

Poland

# Culture, Art and Wellbeing – Best Practice in People’s Engagement

The 15th Culture Next Conference took place in the city of Bielsko-Biała, from the 15th to the 17th of October, under the theme “Culture, Art and Wellbeing – Best Practice in People’s Engagement”.

Culture Next Network (CNN) together with Urban Culture Institute – City of Weaves hosted the 15th CN Conference under the theme “Culture, Art and Wellbeing – Best Practice in People’s Engagement” 97 representatives from 44 cities from Europe, Asia and Australia met in Bielsko-Biała on Thursday 16th of October and Friday 17th of October, for the time of reflection and connection – both surrounded by the city and the forest of Beskidy Mountains

During the 15th CN conference, the participants explored innovative ways to engage new audiences and raise awareness of the idea that culture can be as beneficial to health as sport.

The programme blended two keynote speeches, two panels, six projects’ presentations from other member cities, eight networking round tables with local stakeholders, well-being experiences and pitch sessions regarding the subject - Culture & Wellbeing that allows practical understanding of a variety of possibilities. Representatives from 37 European cities had the opportunity to meet local artists and cultural organizations from Bielsko-Biała and the surrounding region. And of course, participants had also the opportunity to experience firsthand some of the cultural and health-related activities, gaining a deeper understanding of their impact.

## Why Bielsko-Biała?

Bielsko-Biała, recently entitled as Polish Capital of Culture 2026, builds on the legacy of its European Capital of Culture 2029 bid, “Weaving Wellbeing”. This initiative integrates the city’s rich textile heritage with a mission to improve citizens’ wellbeing through culture. By addressing loneliness and opening the arts to new audiences, the Bielsko - Biala team aims to weave creativity into everyday life. Nestled in the Beskid Mountains, Bielsko-Biała harmoniously blends nature, sport, and the arts—synergies that will take center stage at our upcoming conference in October.

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# Agenda

## Rising awareness - culture, art and wellbeing by Christina Davis (AUS)

Davies is Director at the Centre for Arts, Mental Health and Wellbeing at the University of Western Australia (UWA), where she promotes the role of “good arts” and supports strategies to enhance wellbeing through cultural engagement.

Davies began by describing what is understood under the term Arts and Health, including both the direct use of the arts to promote, maintain, or improve health and well-being, as well as the introduction of art into everyday environments such as hospitals to improve their atmosphere and emotional impact, for instance by playing music in waiting rooms. She highlighted that art has played a role in medical environments since the Middle Ages, showing that the connection between art and healing is far from a modern invention. Despite this history, the world still faces a growing global mental health crisis, affecting societies not only locally but internationally.

During lockdowns, people were isolated at home, losing their previous routines and social connections. Davies underlined that, after this period, mental health challenges intensified significantly, revealing that traditional strategies alone - such as sport participation - were not sufficient.

We now need new, complementary approaches. Her research therefore explored the potential of the arts as a population-level mental health strategy. To do this, she and her team developed a series of health protocols based on more than twenty-five years of research, including PhD studies, systematic evidence reviews, and large-scale evaluation.

One of the most important results was the concept of the “arts-mental health dose”: approximately two hours per week of arts engagement is associated with measurable improvements in mental well-being. This dose can be fulfilled both through receptive participation - such as listening to music, attending performances, visiting galleries or reading—and active participation, meaning making and creating art.

Davies stressed that mental health is not a fixed state but a dynamic continuum that fluctuates depending on personal circumstances, similar to a sinusoidal curve. She urged listeners not to consider art as “therapy” in the strict clinical sense, because this implies that one must be ill to benefit from it. Instead, art should be open and available to everyone precisely because it supports well-being proactively rather than reactively.

The keynote then shifted to the development of the Good Arts, Good Mental Health® (GAGMH) campaign that she made in Australia. Its target group consists of adults between 18 and 65 years old. The campaign grew out of a co-design process that included six funding partners, seven universities, thirty-one project partners, and a community of more than 3,500 Western Australians.

The research confirmed that mentioning the two-hour “dose” of arts was important for understanding, although individuals preferred to determine their own way of engaging. At the time of the study, Australians participated in artistic activities more often than expected, but usually at levels below the recommended weekly threshold to achieve mental health benefits.

Davies explained that the campaign's success was achieved because the initiative was research-driven, co-designed with communities and partners, and supported by significant goodwill, including \$90,000 in free radio advertising. The campaign's positive tone encouraged people to do something enjoyable, and positioned the arts as a legitimate mentalhealth resource, similar to sport or physical activity. It allowed people to engage in art without feeling guilty or frivolous; rather, the arts were presented as something worth making time for. Importantly, she emphasized that the initiative is a healthpromotion campaign, not an arts promotion campaign. Its purpose is to highlight the wellbeing benefits of arts participation rather than to increase artistic engagement for its own sake.

Christina Davies' keynote demonstrated that the integration of arts into health promotion is not simply inspirational but scientifically grounded. With two hours of weekly artistic engagement, communities can experience measurable improvements in wellbeing. Her campaign proves that with accessible language, inclusive imagery, evidence-based messaging, and cross-sector collaboration, art can become a powerful tool in addressing the global mental health crisis.



”Arts-mental  
health  
dose”

## Agenda

### Keynote speech by Jiro Kogi, Deputy Secretary-General of the EU-Japan Fest Japan Committee)

Jiro Kogi, Deputy Secretary General of the EU-Japan Fest Japan Committee. His talk focused on the historical and contemporary connections between Japan and Europe and explained how cultural cooperation has become a bridge between the two regions.

Kogi began by outlining the origins of the organisation. Founded in 1992 by Japanese business leaders and European ambassadors, the EU-Japan Fest was established during a period of economic difficulty in Japan following rapid post-war development. At the time, international exchange was largely limited to economic collaboration, while cultural dialogue remained secondary. The organisation was created to address this gap by promoting artistic and cultural encounters across borders. Today, it operates as an international NGO that supports young people, empowers communities and artists, and helps preserve traditional culture alongside contemporary creativity.

Kogi explained that the EU-Japan Fest has long supported Japan-related cultural programmes within the European Capital of Culture (ECoC) framework — from the preparation and implementation of artistic projects to their long-term legacy. One of the most significant areas of support is mobility funding, which covers travel for Japanese or European artists engaged in creative exchange.

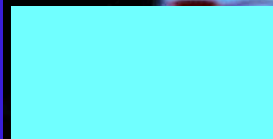
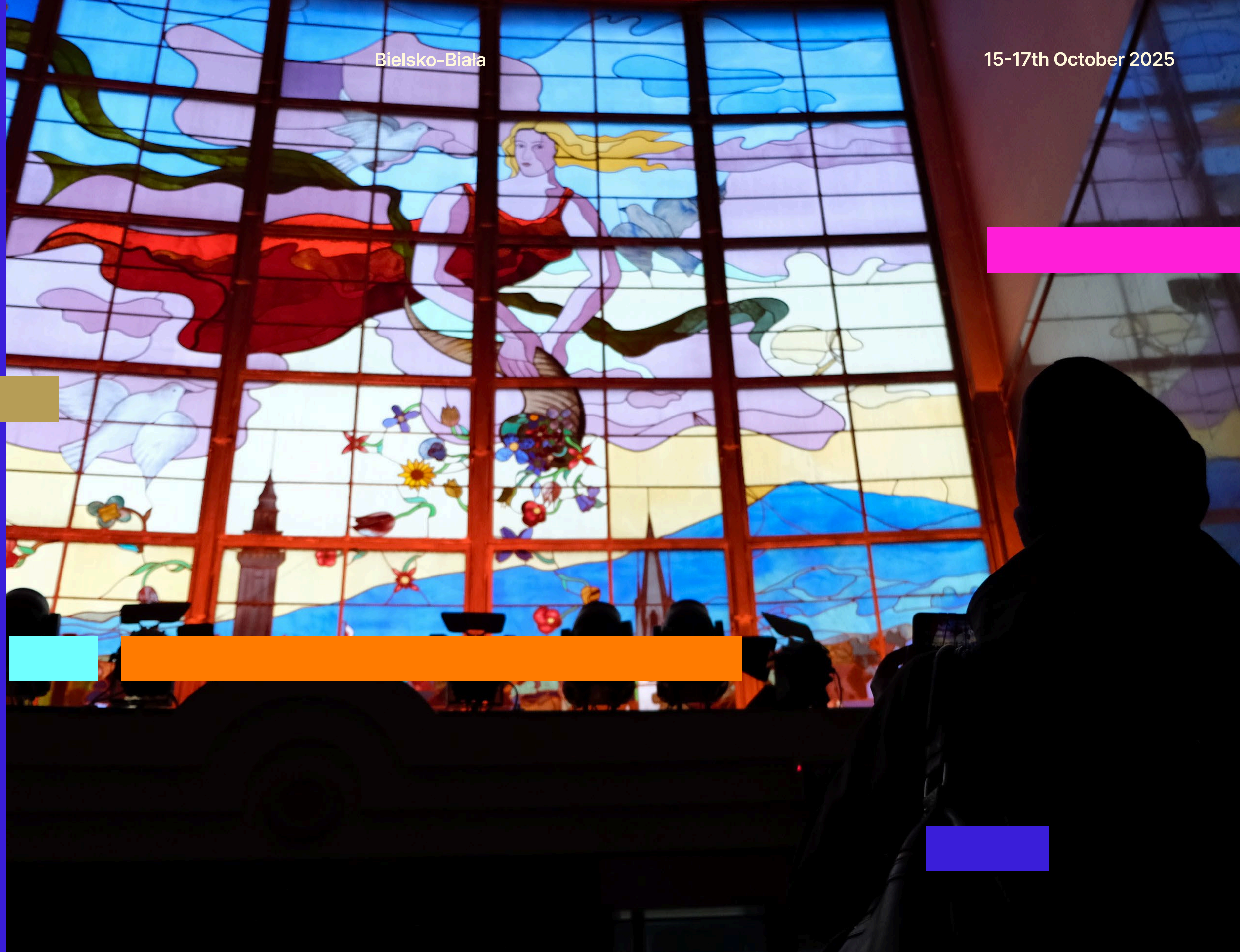
This mobility enables artists to visit future, current, and former ECoC cities for preliminary research, participation in local festivals, project development, and collaboration with cultural stakeholders. Such exchanges foster new forms of cooperation and strengthen interpersonal, artistic, and institutional ties between Europe and Japan.

In addition to mobility support, the organisation operates an online database of Japanese artists, where their work, biographical information, experience, and creative potential are presented. This platform, combined with matchmaking and networking events held in Japan, facilitates new collaborations and helps build lasting cultural networks. Kogi noted that the annual ECoC meet-ups in Japan bring together representatives from Europe, Japanese artists, and cultural professionals eager to engage in joint projects.

The EU-Japan Fest currently concentrates on four priority fields:

- youth empowerment, encouraging young people to explore the world and build a peaceful future
- nature and environmental awareness, inspired by traditional culture to create a more “nature-positive” society
- diversity and social regeneration, promoting inclusion and revitalising local communities through culture
- preservation and continuation of cultural heritage, connecting tradition with contemporary practice

Kogi also announced an important new development for future cooperation: the EU-Japan Fest mobility exchange programme, traditionally reserved for European Capital of Culture cities, will now be open to members of the Culture Next network. By extending this opportunity beyond ECoC cities, the organisation aims to broaden access to international cultural exchange, support a wider range of emerging creative initiatives, and broaden partnerships between Japan and European cities.



# Panels

## What is wellbeing for us?

### First panel

The panel, moderated by PhD Rafaela Naiva-Ganga, profesor at St. John Moore in Liverpool, brought together speakers representing different cultural, artistic, and technological backgrounds The speakers included:

- **Professor Rafaela Ganga**  
Public sociologist at Liverpool John Moores University specialising in arts, health and cultural policy, leading international research on dementia-inclusive heritage, creative ageing and the social value of culture.
- **Moa Björnson**  
Place-maker and development strategist based in Northern Norway, CEO of Træna 365 and contributor to cultural-led regeneration projects transforming remote and post-industrial places into sustainable destinations.
- **Sara Vuletić**  
International art and culture expert leading programme and partnerships for Novi Sad – European Capital of Culture and serving as UNESCO Media Arts Focal Point.
- **Paweł Dybała**  
Manga translator and assistant professor at the Jagiellonian University whose research focuses on popular culture, Japanese language, artificial intelligence and emotion processing.
- **Darren Abrahams**  
Singer, trauma-informed arts facilitator and regenerative changemaker, co-founder of The Human Hive and One World Orchestra and a practitioner of trauma-attuned arts practice.

Their varied perspectives highlighted how well-being is influenced by cultural context, community dynamics, environment, digital development, and individual experience. Darren Abrahams described well-being as a sense of safety, belonging, meaningful connection, and purpose; it's not only an individual state but also

the result of collective processes, helping communities build resilience and healthier social relationships. Sara Vuletić stressed that art contributes to the emotional and psychological well-being of individuals and communities by generating shared experiences, inspiration, and reflection, noting that cultural activity can foster empathy and provide a sense of identity.

The panel collectively noted that improving well-being often requires focus, prioritization, and sometimes even the temporary exclusion of certain influences. At the same time, inclusion, accessibility, and active engagement are crucial elements in building healthy communities. True fulfillment and success, they emphasized, should not be equated with constant productivity or measurable achievement, but rather with balance, emotional stability, and meaningful human connection.

Another important topic raised concerned the challenges of researching mental health across different countries. In many contexts, including parts of Central and Eastern Europe, access to sensitive data and the implementation of large-scale studies remain limited by systemic barriers. Even with strong research teams, obtaining the necessary permissions and community trust can take months.

The conversation then turned toward the digital dimension of well-being. The speakers highlighted that, in an era of rapid technological progress and constant connectivity, digital platforms can serve as valuable tools for raising awareness about mental health and sharing strategies for coping. But on the other hand, they warned that excessive reliance on online communication and long-term isolation from physical social contact can negatively affect both psychological and physical health.

The role of family and early upbringing is really important in shaping wellbeing. The panelists emphasized that children's emotional and psychological development depends heavily on the presence, stability, and involvement of their parents or caregivers.

The discussion also touched upon the relationship between well-being and work. Participants underlined that the nature of one's job has a major influence on mental health. For this reason, creating workplaces grounded in respect, safety, and mutual understanding was identified as a key condition for collective wellbeing.

Concluding the discussion, the panel agreed that if we truly want to build a culture based on care, respect, and shared responsibility, we must first embody these principles in our everyday actions. Only by living according to the values we promote can we create social and institutional structures that genuinely support wellbeing on both individual and collective levels



**...creating workplaces grounded in respect, safety, and mutual understanding was identified as a key condition for collective wellbeing.**

## Panels

# ECoC Programme: Bringing Cultures to People

### Second panel

The panel, moderated by Rarița Zbranca (Programme Director, Cluj Cultural Centre), gathered experts working at the intersection of arts, health, wellbeing, and cultural development. The speakers included:

- **Rarița Zbranca**  
Cultural expert and Programme Director at the Cluj Cultural Centre with 25 years of experience in arts management and policy and initiator of the international Inner Space arts and wellbeing programme.
- **Christina Davies**  
Associate Professor at the University of Western Australia and Director of the Centre for Arts, Mental Health and Wellbeing, internationally recognised for her award-winning research and the Good Arts, Good Mental Health® campaign.
- **Karilė Mozeritė**  
Education, Visitor Experience and Volunteer Coordinator at MO Museum in Lithuania, leading educational and wellbeing initiatives that use art to support personal growth and social connection.
- **Edyta Ruta**  
Coordinator of the Culture and Health programme and international relations at the Urban Culture Institute – City of Weaves in Bielsko-Biala, Poland, and co-author of the city's European Capital of Culture 2029 bid.
- **Hannah Farley**  
Principal Officer in Culture Programmes at Leeds City Council, leading creative health policy development and the Leeds Arts Health and Wellbeing Network.
- **Kathryn Cops**  
Documentary and audiovisual arts professional with over 20 years of experience in human-interest television and currently works with the LOV2030 team on regional and European Capital of Culture collaboration.

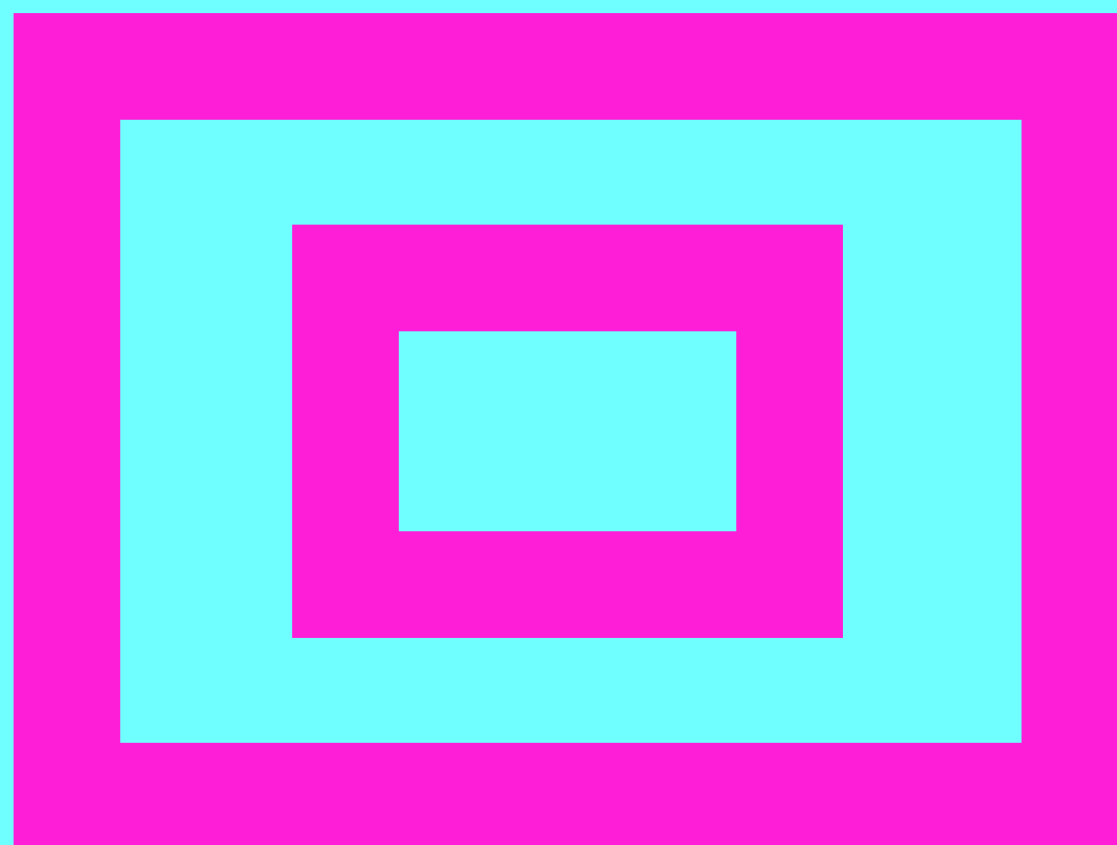
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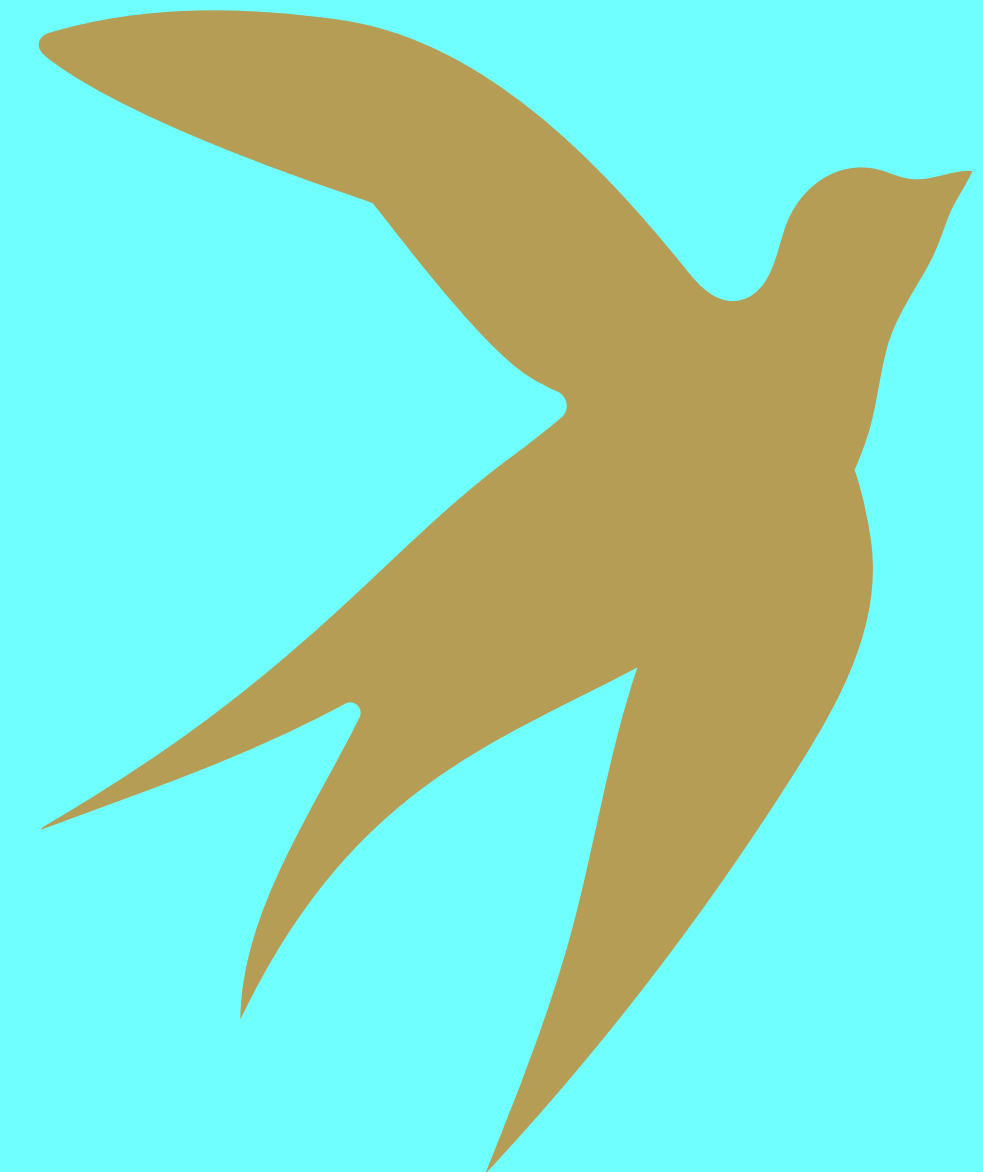
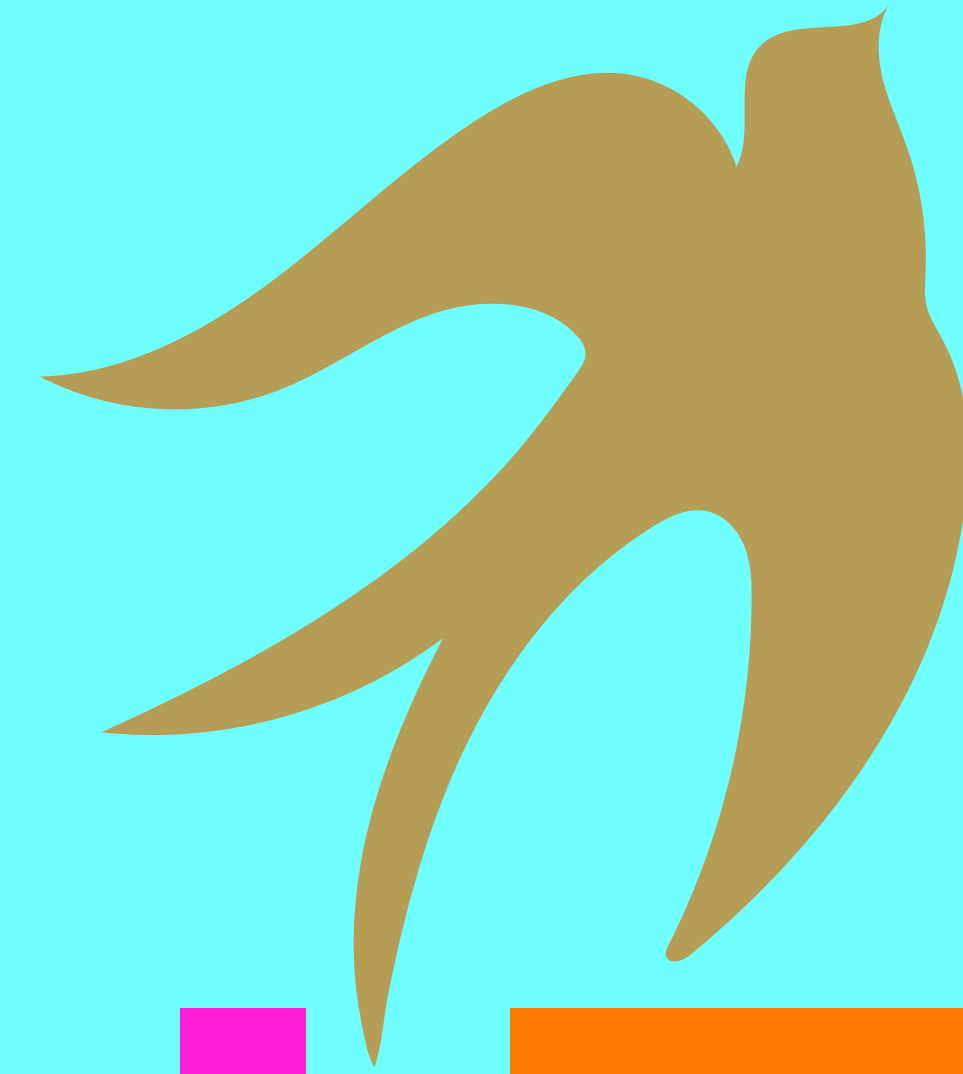
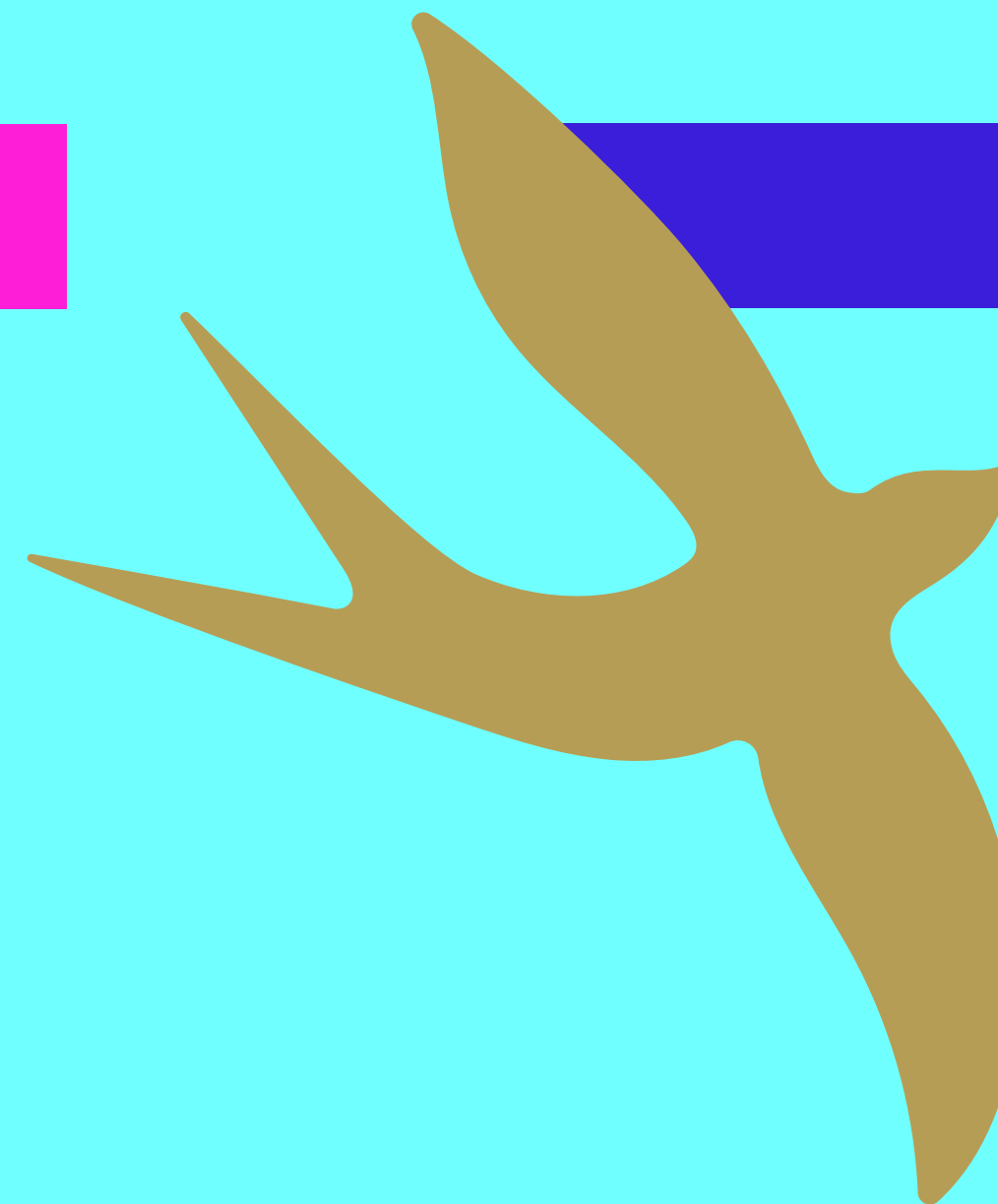
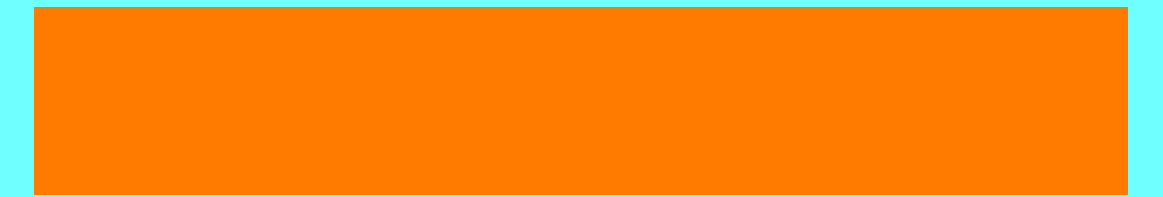
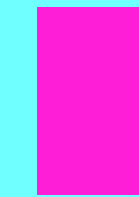
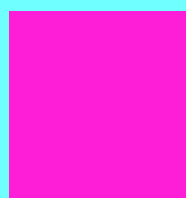
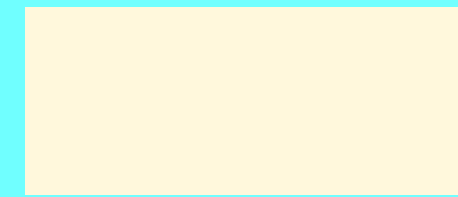
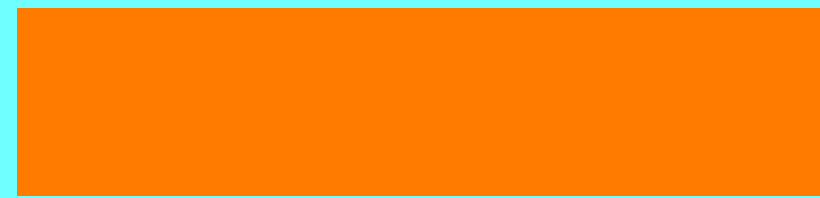
For this reason, panelists argued that education systems should sustain artistic development throughout adolescence and adulthood as cultivating creativity across a lifetime supports mental wellbeing, encourages confidence, and helps communities remain adaptable.



Speakers stressed that cultural and wellbeing initiatives require persistence. Building environments where culture is accessible and actively offered to communities is challenging, yet essential. Sharing experiences among institutions, experts, and citizens strengthens projects and helps mobilize people toward common goals. The ECoC framework can serve as an important platform for this collaboration, demonstrating how cultural programming can elevate public health, strengthen identity, and bring people together.

A key message was “don’t take no for an answer” when advocating for culture-based wellbeing programmes. Cultural initiatives should be accessible to everyone, regardless of age, background, or belief system.

The discussion concluded by underscoring that cultural engagement is not only a matter of enjoyment, but a healthy behaviour. Much like physical activity improves physical wellbeing, participating in the arts supports emotional resilience and social cohesion. For this reason, local governments and European cultural programmes should incorporate wellbeing-driven cultural strategies. By doing so, they can ensure culture remains a central pillar in sustainable development, healing, and community flourishing.



# SDG Lab Bielsko-Biała: From Concept to Dashboard

In 2025 the SDG Lab moved from “the SDGs thing” into a clearer, more structured phase: a city-led innovation lab for measuring and communicating the cultural impact of European cities through the lens of the SDGs and the emerging Culture 2030 / SDG18 agenda.

The Lab now operates as both a learning community and a product development environment for Culture Next, with strong interest from cities inside and beyond the network. During the CN Conferences, the cities that are participating in SDG Lab are meeting together with Whitepapers that is facilitating the process during Day 0. The in-person Lab in Bielsko-Biała shifted from conceptual work to hands-on product co-design. More specifically:

## Clarifying the Purpose

The SDG Lab is now framed as a “playground for cultural measurement”:

- A space to test tools, break them, improve them.

- Focused on making the impact of culture visible and credible, especially to non-cultural departments and politicians.

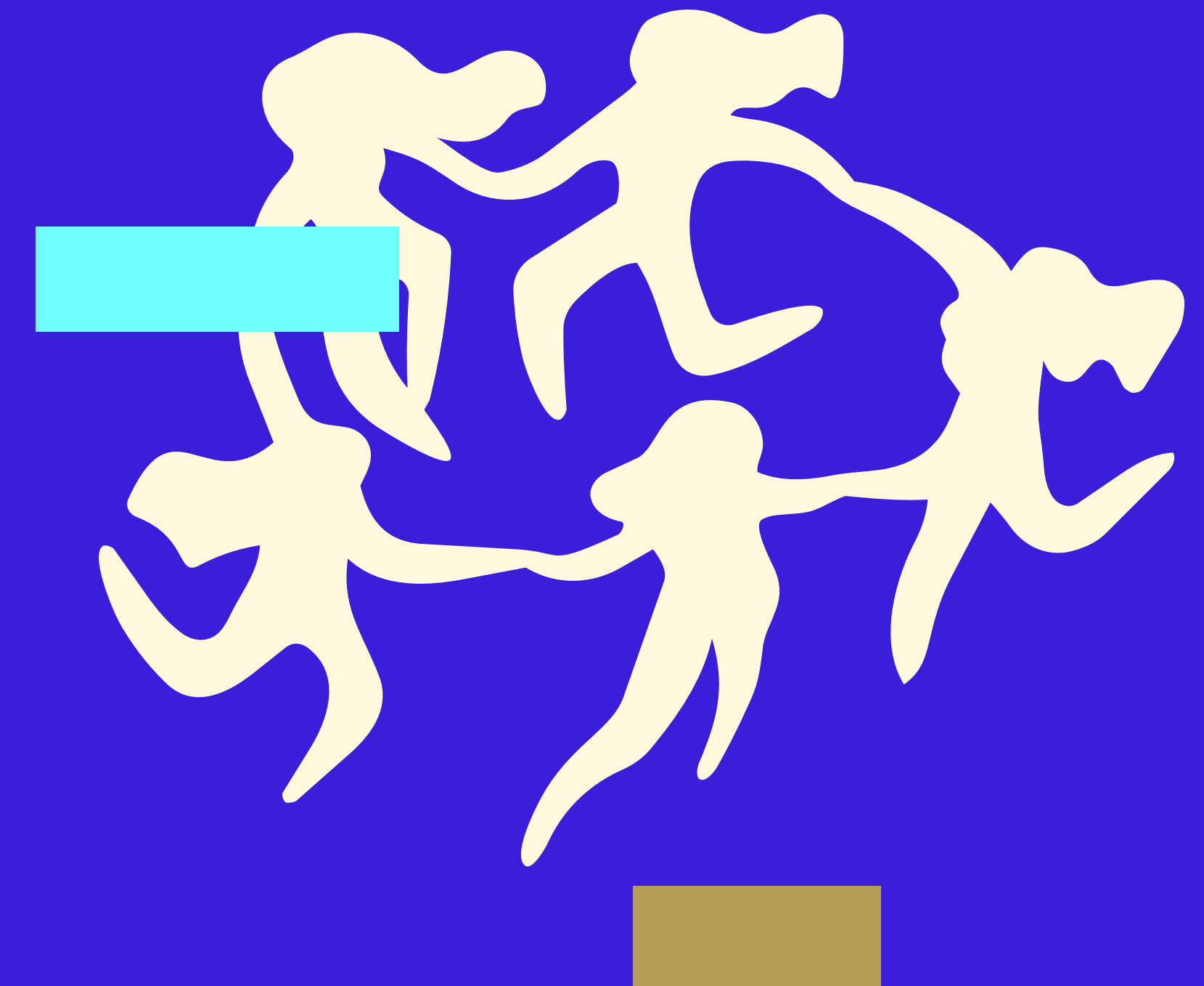
## **The mission:**

- Link local cultural projects to SDGs and the emerging Culture 2030 Goal.
- Provide usable tools and stories rather than yet another theoretical Framework.

## Where We've Come From

### **The Lab's journey to date (summarised for participants):**

- Mapping how cities currently measure: revealing huge variation and little comparability.
- Analysing 30+ ECoC bid books, identifying 3,000+ indicators, but only ~10% with baseline data.



# SDG Lab Bielsko-Biała: From Concept to Dashboard

- Creating a shared Culture Next framework:
  - **6 themes:**  
Economic, Social, Governance, Infrastructure, Vibrancy, Perceptions & Image.
  - **26 priority indicators**  
(with a smaller core of 18 for the joint dataset).
- Developing a glossary so common terms (participants, attendees, etc.) are aligned.
- Experimenting with AI tools to connect data, strategy and storytelling.

## Tools Tested in Bielsko-Biała

### Citizen Q&A Widget

- An AI chat tool embedded in a city's website, drawing only on official documents.
- Enables citizens to ask questions about the cultural strategy and programmes and projects.

- Already being tested or piloted by cities like Leuven, Novi Sad and Brno.
- Outputs anonymised, network-wide insights into what citizens actually care about.

### Cultural Dashboard Builder (Dashboard V1/V2)

- Secure document library where cities upload Cultural strategies & Evaluations
- The dashboard then auto-generates:
  - **SDG alignment views**
  - **Thematic maps across the 6 Culture Next themes,**
  - **Early data diagnostics (gaps, inconsistencies)**
  - **Comparison options with peer cities.**

By the end of the Bielsko-Biała workshop, every participating city had:

- **A starter dashboard showing initial SDG links and thematic contributions.**
- **A clearer understanding of data gaps and narrative gaps.**
- **Concrete feedback on what worked, what broke and what needed re-thinking.**

# Cities' presentations

Young and cities' representatives took the stage to present good practices and concrete examples of youth engagement in the cultural sector at the local level. It was a moment to gain inspiration and insight into the value of intergenerational collaboration.

Ten initiatives were showcased including youth-led projects, advisory councils, and cross-generational partnerships.

## 1. Odessa

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"Museums for the mental health and living memory of the cities and their micro communities" - presented by Iana Boitsova & Olena Iliasova

## 2. Bad-Ischl Salzkammergut

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"Triennale legacy festival" - presented by Christina Jaritsch

## 3. Bielsko-Biała

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"Vibeyt - an app for newcomers" - presented by Paweł Kotla

"Cultural diplomacy & Beskid Classics" - presented by Ahmed Subaru





# Culture Next Network Internal Sessions

Day 2 is always dedicated to updates on the network's future activities, thematic working groups, mobilities, conferences, membership, missions, decision making etc.

Moreover, there were organized separately the following sessions dedicated to the mobilities programme and therapy sessions:

## Mobilities programme

Session dedicated to match making full member cities for the CN mobility programme. The open call was launched.

## Therapy sessions

This session included four groups for networking, sharing and support. The groups were divided as follows:

- **Bidding cities**
- **Cities in their implementation phase**
- **Cities in their legacy phase**
- **Cities that were not awarded the title**



## Parallel programs

**This session included four groups for networking, sharing and support. The groups were divided as follows:**

### City Guided Tour

On the first day, the participants had the opportunity to get to know the city of Bilesko - Biala. The guided tour was led by probably the most history-obsessed person in this city, Kuba Krajewski

### Artistic intervention - Concert with local choir

Bielsko Psychiatric Center – Olszówka and the Waldorfissimo choir organized a series of meetings and group singing sessions, enabling 50 local citizens with mental health issues to experience the positive impact of singing together on improved well-being and a reduced sense of isolation.

### Cold water dipping (for the brave!)

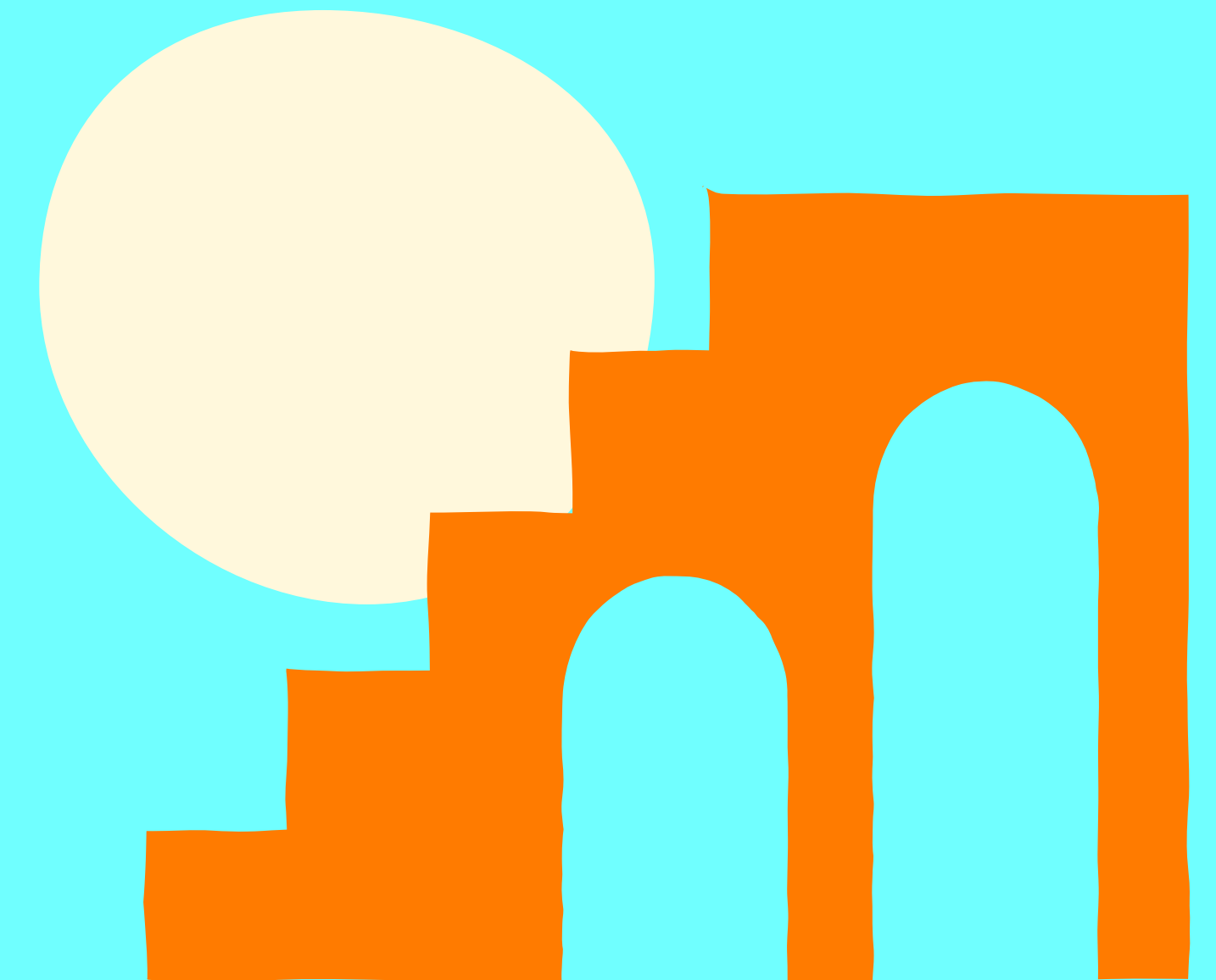
Jakub Krajewski led the brave members of Culture Next Network to a cold spring in the mountains where they could experience cold water dipping and its positive effect on our nerve system.

### Jogging team

Another opportunity for the participants was to go jogging at 7 a.m. in the forest on one of the local trails. The group was led by Edyta Ruta who - in her free time - does mountain marathons. The next CN goal is to have a half-marathon in the 16th CN Conference in Larnaka.

### Architecture walk

Part of the group went for an architecture walk around the city led by Ewa Trzcionka, NEB specialist and leader of Zielone Konie Foundation. Also there was an opportunity to visit a branch of the Beskid Library adapted to work with children with special neurological needs.



# Wellbeing experience sessions

## Photo Walk - Inez Baturo

(FotoArtFestival - Fundacja Centrum Fotografii)

Raising awareness of surroundings and how photography can lock participants in the moment.

## Forest Bathing -Katarzyna Khana

Through this session the participants could immerse themselves in the forest and feel it with all their senses beyond the time.

## Breath and movement - Karol Pruciak

The breath and movement session gave the moment to the participants to take control over their body.

## Relaxing concert - Magdalena Karasiewicz

The sessions focused on healing sounds and relax.

## Singing for health - Daren Abrahams

The magic of singing that allowed participants to regulate their mood and make them happy.



# Participants



The 15th Culture Next Conference, hosted in Bielsko-Biala, Poland, brought together 97 participants in total; from across 43 European cities, 1 participant from Australia, 3 participants from UK and 1 participant from Japan, as well as 20 local participants from the city of Bielsko - Biala and the region, for two dynamic days of dialogue, exchange, and cultural strategy.

- **97 total number of participants**
- **59 female participants**
- **36 male participants**
- **1 non binary participants**
- **1 participant prefer not to disclos**

### Participating cities:

Bad - Ischl Salzkammergut, Austria  
Bielsko-Biała, Poland  
Bradford, United Kingdom  
Braga, Portugal  
Brno, Czechia  
Broumov, Czechia  
České Budějovice, Czechia  
Chemnitz, Germany  
Cluj, Romania  
Debrecen, Hungary  
Donostia/San Sebastián, Spain  
Dublin, Ireland  
Elefsina, Greece  
Faro, Portugal  
Ghent, Belgium  
Galway, Ireland  
Jerez de la Frontera, Spain  
Kortrijk, Belgium  
Larnaka, Cyprus  
Las Palmas de Gran Canaria, Spain  
Leeds, UK  
Leeuwarden, The Netherlands  
Lemessos, Cyprus  
Leuven, Belgium  
Lublin, Poland  
Matera, Italy  
Namur, Belgium  
Novi Sad, Serbia  
Odesa, Ukraine  
Oulu, Finland  
Oviedo, Spain  
Rzeszów, Poland  
Timisoara, Romania  
Trencin, Slovakia  
Uppsala, Sweden  
Zalău, Romania  
Žilina, Slovakia

### Participants/Speakers from other cities:

Bihorel, France  
Bodó, Norway  
Brighton and Hove, United Kingdom  
Elefsina, Greece  
Liverpool, United Kingdom  
Perth, Australia  
Tokyo, Japan  
Vilnius, Lithuania

## Bielsko - Biala team has selected multiple sites in Bielsko-Biała and surrounding mountain locations for the conference.

### Venues:

#### Day 0

SDG - Fablab in Winter Palace - Regional Development Agency  
Culture Next Network Management Meeting  
Bielsko-Biala team's office  
Official Reception in the evening - Hangar - Areaclub  
Bielsko-Biała

#### Day 1

Morning - City Hall - Pl. Ratuszowy 1  
Afternoon - Szyndzielnia Mountain Shelter (PTTK)  
Dinner - Bar pod Dębowcem

#### Day 2

City Library - Książnica Beskidzka  
Lunch - Nas-troje restaurant

### Food:

#### Day 0

Lunch - Parkowa A'petite  
Reception dinner - Cafe Maria catering in Hangar

#### Day 1

Lunch - Szyndzielnia Mountain Shelter (PTTK)  
Dinner - Bar pod Dębowcem

#### Day 2

Lunch - Nas-troje restaurant

### Logistics:

Bielsko - Biala team booked accommodation for 240 nights in total, having Ibis Styles (Żywiecka 93) as the main conference hotel. The team preferred to book a hotel that can accommodate everyone, even though compromise with location and standard needed to be made. Moreover, there were options of additional hotels' recommendations such as Qubus Hotel – corporate style, inside a shopping centre (Mostowa 2) and Ventus Rosa Aparthotel – steps from the main square (Piwowska 6).

#### By air

Airport	Transfer options	Notes
Kraków (KRK)	Conference shuttle (recommended) Train to Kraków Główny + bus	Widest choice of flights
Warsaw WAW (Okęcie)	Direct train to Bielsko-Biała (≈ 3 h 30 min)	Good if you plan to visit Warsaw or Lublin
Katowice (KAT)	Train to Katowice Główny, then onward train	Close, but connections may require a change

#### By train

Travellers from Czechia or Austria can check services to **Český Těšín** (Czeski Cieszyn). A conference shuttle will cover the final leg to Bielsko-Biała.

### Inside Bielsko - Biała:

Bielsko - Biala team used a dedicated bus that served all main conference events. The bus worked well as it gave balance between fee and convenience as the hotel was situated outside the city centre, but on the other hand the participants didn't have the chance to walk around and feel the city as much as it was needed.

### Practical Information:

**Language** – Polish; basic English is widely understood in most situations.

**Currency** – Polish złoty (PLN). Card payments are accepted almost everywhere, even for small amounts.

**Time zone** – Central European Time (CET)

# Communication & Media

The Culture Next communication efforts surrounding the 15th Conference in Bielsko-Biala generated a significant increase across all social media indicators, reflecting heightened interest from members, partners, and the wider European cultural community.

## Social Media Performance

### Instagram

Between 1 September and 31 October 2025, the Culture Next Instagram account recorded substantial growth:

- 22.8K views — a remarkable +218% increase
- 4K reach — up +156%
- 517 content interactions — up +55%

These results reflect strong engagement with the conference-related content, including announcements, behind-the-scenes materials, testimonials, and updates from the Bielsko-Biala programme.

### Facebook

Facebook performance also showed solid and consistent growth during the same period:

- 11.5K views — an increase of +102%
- 3.5K viewers
- 498 content interactions — up +78%
- 53 link clicks — up +140%
- 1K page visits
- 35 new followers — up +40%

This confirms that the conference captured the attention of both long-time members and new audiences across Europe.

# Numbers

34.3k

combined views

4k

reach on social media

1015

content interactions on social media

3.5k+

individual viewers

1k+

website visits

35

new followers

# Conference Communication Outputs

## Testimonial Series

A dedicated testimonial series was produced on site in Bielsko-Biała, featuring representatives from multiple sectors:

- public policy experts in mental health
- artistic directors and cultural strategists
- leaders of member organisations
- specialists in community engagement and creative development

These interviews contributed to a valuable post-conference communication package and will serve as long-term promotional material for the network.

## Extended Aftermovie

An extended aftermovie was produced, capturing the atmosphere, highlights, and key messages of the conference. This was used across the Culture Next digital platforms and future promotional materials.

## Media Coverage

The conference received extensive media attention in both local and national outlets from several member cities across Europe. The most significant coverage came from Rai Italia, one of the most prominent public broadcasters in the European Union. A special feature was aired within the well-known programme Paparazzo, produced directly on site in Bielsko-Biała, with two special correspondents dedicated to the event. This represents one of the most visible media appearances in the network's history.

## Website & Digital Development Announcements

During the conference, the Culture Next team presented several key updates and future developments for the network's digital ecosystem:

- the latest improvements to the official website, enhancing clarity, navigation, and accessibility
- the strategic plan to transform the ECoC Archive on culturenext.eu into the most comprehensive and authoritative archive in the European Capitals of Culture field
- the preparation of a new line of Culture Next merchandise, supporting both visibility and community identity across the network

# Conclusion

The communication activities around the Bielsko-Biała conference significantly strengthened the visibility of Culture Next across Europe. With increased social media engagement, high-quality multimedia production, and exceptional international media coverage, including Rai Italia, the event marked an important milestone in the network's ongoing mission to share knowledge, build connections, and shape the future of the ECoC community.



## Contact information

[hello@culturenext.eu](mailto:hello@culturenext.eu)

[www.culturenext.eu](http://www.culturenext.eu)

[https://www.facebook.com/  
CultureNextNetwork](https://www.facebook.com/CultureNextNetwork)

Network secretariat:

Cluj Cultural Centre

Fluieraşului street no 3,  
Cluj-Napoca, Romania, 400073

**CULTURE  
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