

Annex 1 to the
Call for submission of applications for the
Union action "European Capital of Culture"
for the year 2022 in the Republic of Lithuania

**APPLICATION FORM
FOR THE UNION ACTION "EUROPEAN CAPITAL OF CULTURE"
FOR THE YEAR 2022 IN THE REPUBLIC OF LITHUANIA**

All the questions and related responses must appear clearly in the application and the order of the questions must be respected both at pre-selection and final selection stages.

Candidate cities are also invited to be concise and sharp in their answers. Furthermore great care should be given to ensure maximum readability of the applications.

Introduction – General considerations

- Why does your city wish to take part in the competition for the title of European Capital of Culture?

Participation in the competition for the title of European Capital of Culture stimulated the wish to create a clear and unified image of the city, as well as the direction of cultural development. The creation of the image and its presentation on a local, republican and international level using cultural activities will be a perfect opportunity to lessen the separation between an industrial town and big cities, to encourage self-consciousness of the inhabitants, their cultural education, to promote tourism, tolerance and other positive aspects which would form the identity of the resident of Jonava on equal basis with other citizens of Europe.

- Does your city plan to involve its surrounding area? Explain this choice.

The project encompasses Jonava district: the city as well as townships and settlements in Jonava district. The surrounding area will not be involved because of the chosen concept of European Capital of Culture which is directly connected with the name of Jonava.

- Explain briefly the overall cultural profile of your city.

Jonava is known as an old multinational commercial city located at the crossing of the main roads of the country, and within a short distance from the highway St.Petersburg - Warsaw. The history of this dynamic, hospitable, tolerant, enterprising city, uniting different cultures and religions, depended on all-destroying fires and wars. In Soviet times, when a plant of nitric fertilizers was built, Jonava gained the image of an industrial city. The coming of new settlers had a big influence on the development of the city and the formation of its cultural traditions. Culture to the resident of Jonava today means a way for self-expression and leisure activities. This understanding influences the activities of amateur artistic circles and active attendance of public events. However, these are not the only features of cultural life in Jonava. As a balance for public events and popular culture, the city has a club of initiative and active people. It organizes the international art forum "Homo Ludens" (in Latin it

means "Playing Man"), different social events and artistic experiments, provokes and invites the city, which at times may seem passive, to play. The culture of Jonava today can be described as the whole of cultural activities, having such important functions as self-expression, forming of individual identity, fulfilment of the needs for different activities and ways of spending free time, seek for new creative forms and cultural activities with the help of a creative game.

- Explain the concept of the programme which would be launched if the city is designated as European Capital of Culture.

The concept of the programme of Jonava as European Capital of Culture is a programme of cultural activities uniting all people from Europe who have the names of Jonas (for men) and Janina (for women). It is a city which has become a unique Republic of Jonases where all people from Europe are welcome, and especially those bearing the names of Jonas and Janina. The latter may not only become visitors of the city and its events but, if they wish to do so, they may get the citizenship of this republic. The cultural programme introduces the creative work of all Jonases and Janinases from Lithuania and other European countries, involving local participants and foreign guests.

1. Contribution to the long-term strategy

- Describe the cultural strategy that is in place in your city at the time of the application, as well as the city's plans to strengthen the capacity of the cultural and creative sectors, including through the development of long term links between these sectors and the economic and social sectors in your city. What are the plans for sustaining the cultural activities beyond the year of the title?

At the time of preparation of the present application the strategy of Jonava district culture till the year 2026 has been approved of with a special attention paid to the development of cultural services, improvement of their quality, encouragement of community initiatives, as well as the creation of the region's image and the effectiveness of publicity. For the purpose of strengthening the sphere of culture and the cultural sector, the city is planning to encourage effective cooperation between the institutions and communities providing direct cultural services, nongovernmental organizations, owners of the objects on the list of cultural heritage and groups of different age and social status. The strategy of culture and creative activities is closely connected with the city's development, modernisation of cultural objects, establishment of new centres of culture which would stimulate activities of the inhabitants, increase the number of tourists and, at the same time, consolidate the image of the city and the growth of its economy. Solid increase of financing of cultural projects will also have a positive impact on the increase of cultural activities within the communities. For this reason, the implementation of ideas initiated by the inhabitants of Jonava, communities and nongovernmental organisations will expand the supply of cultural activities offered by the biggest operators of cultural events. This should form the opinion of the community that cultural life in Jonava depends on private initiative, therefore it is essential that more city dwellers became active creators of culture rather than its consumers.

Beyond the year of the title of European Capital of Culture Jonava will have a strong and attractive image of the city, recognizable both in the country and internationally.

Culture will have become one of the factors activating the city development and occupation of its residents and visitors. Cultural process is a continuous phenomenon which is constantly changing, therefore after the period of European Capital of Culture, the experience acquired, the work performed by the operators of cultural events as well as the cultural activation and optimism of the residents will be a perfect motive to continue and further develop the cultural life of Jonava as the unique Republic of Jonases.

- How is the European Capital of Culture action included in this strategy?

The European Capital of Culture action is included in the strategy as definite objectives and measures, implementation of which is necessary in order to become the European Capital of Culture and, first of all, to realize the goal of creating and implementing the vision of cultural development of Jonava district. Implementation of strategic objectives and becoming the European Capital of Culture will strengthen the contribution of culture to the development of the city and the whole region, will have a positive effect on the evolution of cultural identity in the process of transition of an individual from a provincial dweller to a European citizen, living and creating in the unique Republic of Jonases.

- If your city is awarded the title of European Capital of Culture, what do you think would be the long-term cultural, social and economic impact on the city (including in terms of urban development)?

The award of the title of European Capital of Culture will enable Jonava to establish the image of the district as the unique Republic of Jonases, uniting all European people sharing the same names. Implementation of the project will also strongly influence the activity of cultural life in the city, building up international cultural partnerships, will raise the people's self-esteem, showing that life in a small town may also be full-fledged and interesting from the point of view of cultural activity. The city will become a place of interest for local and foreign citizens visiting Jonava. The award of the title of European Capital of Culture will positively influence the life of the city and its district long after in the sense of cultural activities, economic growth, strengthening of tolerance and building of a stronger community. Beyond the year of the title Jonava would set an important goal to further maintain and improve its positive image, which would help attract more visitors and ensure a dynamic, interesting and versatile cultural life.

- Describe your plans for monitoring and evaluating the impact of the title on your city and for disseminating the results of the evaluation. In particular, the following questions could be considered:

- Who will carry out the evaluation?

The evaluation will be performed by a team of experts hired from national universities (e.g. higher schools from the neighbouring Kaunas).

- Will concrete objectives and milestones between the designation and the year of the title be included in your evaluation plan?

Evaluation of the period between the designation and the year of the title will include the study of factors which will be necessary in the future for the comparison of the influence of the activities of the Capital of Culture on the cultural surroundings and self-esteem of the residents. For this purpose the evaluation will be made on:

- the present situation in the supply of cultural services and their relationship with the ongoing processes in the development of Jonava;
 - the point of view of the city dwellers and their opinion about cultural differences in Europe and their future expectations regarding the European Union;
 - the opinion of the city dwellers and their possibilities to contribute to the ongoing cultural and other processes, identification of the residents' identity trying to elucidate their understanding of Jonava at present and the city they would like to live in 10 years after;
 - the attention of mass media for the cultural life, what image of Jonava is transferred beyond the city and the borders of the district, i.e. to communities of Lithuania and foreign countries, etc.
- What baseline studies or surveys - if any - will you intend to use?
- What sort of information will you track and monitor?

Evaluation will consist of several stages:

1. The first stage will cover the period till the designation and the year of the title.
 - 1.1. At this stage the analysis of secondary (statistic) data will be performed. Information will be tracked on the following: the number and the budget of cultural events in the city during the period of application process (one year period); the share of GNP for cultural industry, occupation of the residents in cultural and creative sectors, investment in the sphere of culture, inter-sector and international cooperation in cultural activities.
 - 1.2. Volunteering in cultural events (the number of volunteers).
 - 1.3. Survey of the city residents. Information tracked: participation of different groups of inhabitants (referring to age, education, income, etc., social demographic characteristics) in cultural events, evaluation of cultural events in the city, cultural needs, evaluation of the native town.
 - 1.4. Analysis of mass media reports on cultural events in the city (analysis of the reports in regional and national press, TV programmes during one year period prior to the designation of the title).
 - 1.5. Statistics of the flow of tourists (comparison of regional and national results).
2. The second stage of baseline studies will cover the period of the year of the title.
 - 2.1. The number and the budget of cultural events in the city during the period of the year of the title, the number of events focusing on the diversity of European cultures or connected with the subject matter, inter-sector and international cooperation in cultural activities.
 - 2.2. Volunteering in cultural events (the number of volunteers).
 - 2.3. Survey of cultural event visitors (accessibility of events, evaluation, satisfaction of expectations). The division is made between the groups

- of city residents and city visitors, evaluation of social-demographic parameters, such as age, education, income, etc.
- 2.4. Analysis of mass media reports dedicated to the Capital of Culture (analysis of the reports in regional and national press, regional and national TV programmes dedicated to the events of the Capital of Culture during one year period in connection with the title).
- 2.5. Statistics of the flow of tourists (comparison of regional and national results).
- 3. The third stage of baseline studies, covering the period beyond the year of the Capital of Culture (one year after the implementation of the Capital of Culture activities).
 - 3.1. Analysis of secondary (statistic) data. Information will be tracked on the following: the share of GNP for cultural industry, occupation of the residents in cultural and creative sectors, investment in the sphere of culture, inter-sector and international cooperation in cultural activities.
 - 3.2. Volunteering in cultural events (the number of volunteers).
 - 3.3. Survey of the city residents. The following information will be collected: participation of different groups of residents in the Capital of Culture events, publicity, accessibility and evaluation of the events, evaluation of cultural diversity and commonness. Evaluation of social-demographic parameters, such as age, education, income, etc.
 - 3.4. Analysis of mass media reports focusing on the city's cultural events (analysis of the reports in regional and national press, TV programmes).
 - 3.5. Statistics of the flow of tourists (comparison of regional and national results).

- How will you define "success"?

Criteria of success:

- Increasing number of cultural events with a bigger budget; growing share of GNP for cultural industry, occupation of the residents in cultural and creative sectors, investment in the sphere of culture, inter-sector cooperation in cultural activities.
- Increasing volunteering in cultural events (the number of volunteers).
- Increasing participation of different groups of the city dwellers and their favourable reaction to cultural events, positive evaluation of the native town, perception of cultural diversity and belonging to the common European cultural environment, establishment of a new image of the city.
- Increasing attention of mass media to the cultural life in the city.
- Growing flows of tourists in the district.

- Over what time frame and how regularly will the evaluation be carried out?

The evaluation will be carried out three times:

- The preliminary stage will cover the period from the moment of designation till the year of the title.
- After the year of the title the period of the year of the Capital of Culture will be evaluated.

- In 2024, one year after the accomplishment of the activities of the Capital of Culture, the time frame of the year 2023 will be evaluated. The dissemination plan of information on the results of evaluation will include such actions as reports in mass media, seminars, sharing positive experience, and the conference, which will be held after the year of the Capital of Culture and after finishing the last evaluation.

To get guidance for answering this question, please read the Guidelines established by the European Commission for the cities' own evaluations at the following web addresses of the European Commission and the Ministry of Culture: http://ec.europa.eu/programmes/creative-europe/actions/documents/ecoc/city-own-guide_en.pdf and www.lrkmlt.lt.

2. European dimension

- Elaborate on the scope and quality of the activities:
 - Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens;

An attempt will be made for the bigger part of cultural activities to contribute to the promotion of European cultural diversity and cultural dialogue. All big events, foreseen in the programme, will present both Lithuanian and European creative people, their works and spread the understanding of European cultural diversity.

Apart from new activities, an emphasis will be made on the activities performed by Jonava institutions, having experience in organising events which present European cultural diversity: UNESCO days' celebrations organised in educational institutions, the days of European languages, creative plain-airs, the Day of the Family. Common celebrations for people of different confessions (Catholic, Russian Orthodox and Old-Believers) are organised within the community. An active part in this field is taken by Jonava Public Library, which this year received the nomination for "The Most European Library 2015". The nomination is awarded for a meaningful activity promoting the activity of the European Parliament and other initiatives connected with the European Union. The choice of the title as a connecting element of all cultural activities will show Europeans the fact that no matter how different communities may be, it is possible to find creative people and interesting personalities, bearing the same names, in all of them at the present time and in the past. Generally it may be called pointing out and comprehending common features and similarities which are found in diversities.

- Highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes;

Cultural activities will attempt to present creative people from the region as well as from other European countries, with a special focus on national minorities which are inseparable from the history of Jonava district. However, the importance of national minorities in Jonava is actual not only from the historical point of view, but also from the present and future perspectives.

Jonava has the Refugee Reception Centre, the residents of which are introduced to the community of the city, and this activity will be developed in the future. A special focus will be made on Jewish culture, the presentation of which is planned for the whole month. Looking at the history of the region, Jewish nationality made the biggest part of the city's population, therefore, a thorough presentation of their culture is important in different aspects: cultural, educational, as well as tolerance, cooperation, etc. Nonmaterial cultural heritage is another important aspect of cultural activities. Everything what is not tangible but is passed on from generation to generation is important for the implementation of the idea of Jonava as the Republic of Jonases. An outstanding event in the whole programme of events planned for the year of the Capital of Culture will be Joninés. It is a mid-summer festival celebrated in many European countries, therefore, it will be a perfect opportunity to present the nonmaterial heritage of other nations to the city residents during the familiar and popular festival. Presentation of nonmaterial heritage will be important in other planned activities as well.

- Featuring European artists, cooperation with operators and cities in different countries, and transnational partnerships.

Name some European and international artists, operators and cities with which cooperation is envisaged and specify the type of exchanges in question. Name the transnational partnerships your city has already established or plans to establish.

Implementation of the Capital of Culture programme is inseparable from featuring European artists and the development of transnational partnerships cooperating with operators and cities in different countries. The Capital of Culture programme has a clear concept, fulfilment of which requires participation of Jonases (and Janinases) both from Lithuania and different European countries. While approving the exact year of the Capital of Culture programme, definite activities will be identified for the participation of foreign groups or individual performers, as well as activities and projects in which foreign operators must participate as partners. For the implementation of the idea of Jonava as the Republic of Jonases, the city intends to establish cooperation with European cities, the names of which are connected with the name of Jonas.

Jonava district maintains and develops a long-lasting international relationship with the following European cities: Dečín (Czech Republic), Jogeva (Estonia), Riihimäki (Finland), Kędzierzyn-Koźle (Poland), Pucioasa (Romania), Polock (Belarus), Bagrationovsk (Russia), Smila (Ukraine). In the future the city is planning to sign contracts for cooperation with two more cities: Vadul lui Vodas (Moldova) and Zugdidi (Georgia), with which the city at present has signed protocols of intentions. Cultural cooperation with the above mentioned cities is being carried out, amateur artistic groups take part in the events organised by partner cities.

- Can you explain your strategy to attract the interest of a broad European and international public?

Different communication and marketing measures will be used to attract the interest of a broad European and international public: Internet communication (Internet website, promotion, social network, web pages, newsletters), traditional mass media and marketing (local and international mass media, different ways of advertising, etc.). The attention of international public will be sought involving citizens of European countries in the activities of the Capital of Culture and inviting them to feel themselves as citizens of a new creative and cultural country – the Republic of Jonases. The year of the Capital of Culture will offer different measures for those wishing to leave a trace in the history of the Republic of Jonases and contribute to the creation of a new cultural identity uniting residents from different countries. For example, the register of citizens of the Republic of Jonases will be improved and digitalized. Jonases and Janinases from all over the world will be able to register and get identity cards verifying their citizenship. In the near future a wall from ceramic tiles will be built for those who wish their names to be inscribed on it. Thus, a new cultural object in the city will be created and, at the same time, it will become a place of interest for Jonases and Janinases themselves and their relatives and friends from European countries. Creating and establishing the idea of the Republic of Jonases, Jonases and Janinases, as well as European cities, the names of which originate from the name Jonas (Janina), will be invited to share the information they have creating the anthem of the Republic of Jonases, symbolics, vocabulary, cuisine, etc.

- To what extent do you plan to develop links between your cultural programme and the cultural programme of other cities holding the European Capital of Culture title?

During the year of the Capital of Culture a close cooperation with another city, holding the European Capital of Culture title, is planned. In that city we plan to found a cultural embassy of the Republic of Jonases, which will have the function of disseminating information, as well as concentration of Jonases and Janinases, organising joint creative projects, exchange of communities, visits to festivals and exchange of cultural experience.

3. Cultural and artistic content

- What is the artistic vision and strategy for the cultural programme of the year?

The programme of the year of the Capital of Culture consists of events, connected with the name of Jonas (or Janina), including the forms of the name in different languages: *Gjon* (Albanian), *Yuhanna* (Arabic), *Hovhannes* (Armenian), *Iwan* (Polish), *Janis* (Latvian), *Yann* (French), *Yochanan* (Hebrew) and many others. The programme includes many mass events for different groups of the society, therefore, while organising them there will be attempts to coordinate the following aspects: interesting direction, clear and creative presentation of the theme, informative and comprehensible content of the event.

The implementation of the ideas of the cultural programme will be based not only on the names of Jonas and Janina of the creators (including forms of the names in different languages), but geography of the countries of the European Union, pointing out cities and settlements the names of which are associated with this name. For example, Ioannina (Greece), Sesto San Giovanni (Italy), Suure-Jaani (Estonia), etc. The chosen concept of the cultural programme will at some extent dictate the content of activities, therefore, the organizers will pay a big attention to its creative

presentation. During the implementation, attempts to combine the participation of professional performers with that of the representatives of amateur art will be made, involving as many different social groups as possible: schoolchildren, people with disabilities, national minorities, etc.

- Describe the structure of the cultural programme, including the range and diversity of the activities/main events that will mark the year.

The calendar of cultural activities is formed considering celebrations of equinoxes popular in Lithuania and other countries around the world, i.e. the spring equinox on 20th March and the autumnal equinox on 23rd September. These dates are the highlights allowing to divide the year into two parts: the light and the dark periods. The spring equinox opens the season when the day exceeds the night, nature awakens from its winter sleep, warmth comes together with spring bringing new life to nature. As the days become longer and warmer, people spend more and more time outside. For ancient Lithuanians it was the beginning of field works until autumn. The work was always followed by community gatherings and different celebrations. Therefore, the period beginning with the spring equinox and continuing until the autumnal equinox involves cultural activities which are usually organised in the open air and for which the feeling of collectiveness and people's relationship with material things is important (i.e. public events, children, folklore, family, music festivals, plain-airs of sculpture and ceramics, trade fairs, etc.). Every month would be different what regards the themes of events. April in the Republic of Jonases would focus on the days of culture and activities of amateur artists, in May the emphases would be made on festivals and events for families and Europe, June would be the peak of the warm season with the impressive celebration of Joninès, folklore festivals, events of the World Refugee Day, creative projects of communities, presentation of culinary heritage, etc. The month of July in the Republic of Jonases will be devoted to music. The festival City on Water is held with the special attention given to creative usage of the Neris river, presentation of world music by Jonases from different epochs. August and September are the last months of the light season of the year when it is still possible to stay outdoors for a longer time, when the creative relationship of man with material objects is strong. Therefore, during this period mass events are organised: the rock'n'roll festival "John'n'Roll", plain-airs of sculpture and ceramics, ceramic music, old trade and culture festivals, city staging, fairs and championships of pottery painting, events dedicated to the European Language Day, etc.

The second period covers the months from the beginning of the year till the spring equinox and the period from the autumnal equinox till the end of the year. Since the ancient times this period has been associated by Lithuanians with a slower speed of life, activities influencing human reasoning, connected with spiritual existence, invisible world, strongly felt atmosphere of expectation. At this time material things are of less importance. In the season when evenings become long and dark, the cultural programme will try to contribute to people's inner reflections, giving them access to other fields of human creation: cinema, theatre, art, literature, photography, etc. In January the main attention will be given to cinematography (e.g. organizing the festival of short length films "Little John on a White Horse", screened fairy tales about the third brother Jonas, etc.) and acquaintance with other European countries with the help of social dances. February is dedicated to a thorough presentation of Jewish culture and creative work. This nation is historically very important to Jonava. Until the spring equinox in March the Republic of Jonases will feature poetry and theatre

performances created by Jonases. After the autumnal equinox – in October, November and December – the programme will be continued adapting the activities to the general atmosphere of the season: slow tempo, reflection and the mood of expectation. Such events as the Earth Art Festival, common international youth and senior people photography projects, dedicated to the Day of Elderly People will be organised. A special accent is put on the iconography of St. John in the works of art and literature created by people also having the name of Jonas. The year should be crowned by the closing event of the year of the Capital of Culture – the ceremony of awards, including nominations of European Jonas (Janina).

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

(Date and place / project partners / financing are optional at pre-selection stage).

- How will the events and activities that will constitute the cultural programme for the year be chosen?
(This question is optional at pre-selection stage).
- How will the cultural programme combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions?

The objects of cultural heritage in Jonava will be used for organising different artistic events, creative experiments building installations, exhibitions in the open air in the Old Town of Jonava, concerts, different performances in churches, etc. As the attempt will be made to form the image of Jonava as a creative city where well-known spaces may be seen in a new light, projects of interdisciplinary art will be carried out. At present such projects are performed by a local artist Armantas Gečiauskas, member of Lithuanian Association of Interdisciplinary Art Creators. There is no definite time frame to be presented in the programme. The uniting aspect of the programme is creative work by Jonases, therefore the presentation will include both traditional and contemporary forms of art, trying to involve the city dwellers and guests into creative experiments.

- How has the city involved, or how does it plan to involve, local artists and cultural organisations in the conception and implementation of the cultural programme?
Please give some concrete examples and name some local artists and cultural organisations with which cooperation is envisaged and specify the type of exchanges in question.

Various educational, cultural institutions and those providing social services have contributed to the formation of the concept of Jonava as the Capital of Culture. Local artists and representatives of institutions and communities have participated in the activity of the work group, creative meetings, filled the questionnaires while making the survey of the present cultural sector. During the implementation of the cultural programme local artists, different institutions and communities will be involved in the implementation of activities. A certain part of them has already supplied their offers as to what activities they would like to contribute to. The organisation of the events of the Capital of Culture will be assisted by the biggest institution, providing cultural services – the Cultural Centre of Jonava District Municipality, Jonava District Public Library, Jonava District Municipality Theatre, Jonava Regional Museum, Refugee Reception Centre, institutions of pre-school education, youth organisations,

educational institutions, the Centre for the Disabled People, the Centre of Social Services, the Centre of the Adult Education, Janina Miščiukaitė School of Art, Jonava Centre of Physical Culture and Sports, Jonava District Municipality Pedagogical Psychological Service, the Centre of Children and Youth Comprehensive Education, initiative and creative people's club "Homo Ludens", other nongovernmental organisations. Communication will combine the implementation of general activities, exchange of ideas and suggestions, promotion of volunteering, active involvement in communication processes.

4. Capacity to deliver

- Please confirm and supply evidence that you have broad and strong political support and a sustainable commitment from the relevant local, regional and national public authorities.

The application is supported by the Council of Jonava District Municipality, which issued Resolution No. 12TS – 331, dated 17th December, 2015 "Regarding the Approval of the Project "Jonava – European Capital of Culture 2022" for the participation in actions of the European Union in 2022 "European Capital of Culture", Council Resolution No. 1TS – 128, dated 28th April "Regarding the Approval of the Cultural Strategy of the District till the Year 2026".

- Please confirm and evidence that your city has or will have adequate and viable infrastructure to host the title. To do that, please answer the following questions:
 - Explain briefly how the European Capital of Culture will make use of and develop the city's cultural infrastructure.

During the year of the European Capital of Culture planned activities will take place in both, different open spaces within the city and district and closed spaces: libraries, museums, the Centre of Culture, art gallery, the newly built arena for sports and other events, non-cultural buildings, different objects of cultural heritage, etc. During the implementation of the programme, the chosen division of activities based on the equinoxes will make the infrastructure of closed spaces and the places in the open air equally important. In this way it will become possible to bring culture to various unexpected spaces, expanding the range of creative possibilities as well as the citizens' comprehension of creative processes. It is important to mention that recreation zones in Jonava may be easily reached by bicycle tracks, which are actively used by the city residents.

- What are the city's assets in terms of accessibility (regional, national and international transport)?

Jonava is situated in a strategic location: it is crossed by European highway E262, all regions of the country are accessible by public transport, it has the renovated bus station in the town centre, Jonava can be reached by railway, the distance to International Kaunas Airport is only 19 kilometres, and Vilnius is 100 km away.

- What is the city's absorption capacity in terms of tourists' accommodation?

According to the statistic data of 2016, provided by Tourism Information Centre, Jonava district is capable to absorb 363 people at a time. Companies of public catering (cafes, restaurants) can service 1529 clients at the same time. However, having in mind the geographical position, short distances and convenient communication, in case of a bigger demand for accommodation, guests of Jonava could use the present capacities of Kaunas and Kėdainiai cities.

- In terms of cultural, urban and tourism infrastructure what are the projects (including renovation projects) that your city plan to carry out in connection with the European Capital of Culture action between now and the year of the title? What is the planned timetable for this work?
(This last question is optional at pre-selection stage).

In connection with the European Capital of Culture city is planning to finalise construction of Jonava Sport and Entertainment Arena, to modernise Center of Culture, Regional Museum and Library. The network of bicycle routs will be further developed. Bridge for pedestrians leading to the new Sport and Entertainment Arena will be constructed, leisure zones in the city (including City Park) will be developed, and water tower will be adapted to alpinism.

5. Outreach

- Explain how the local population and your civil society have been involved in the preparation of the application and will participate in the implementation of the year.

During the preparation of the application meetings with representatives of Jonava community, working or taking an active part in cultural life, were held. At different stages of strategy preparation information was provided for the wide population through mass media. Prior to the approval of long-term cultural strategy of the district, the society was invited to actively participate in discussions in the context of "Jonava – European Capital of Culture 2022".

After forming the concept of the European Capital of Culture, Jonava district cultural, educational, training and social service institutions presented their suggestions for concrete cultural activities. In this way communities of every institution not only shared their ideas, but also evaluated their possibilities to directly participate in certain events, activities, programmes.

During the preparation of the application the city dwellers were invited to create and choose a slogan which could best represent the culture of Jonava district. The biggest number of votes was given to the slogan: "Jonava. Awake to Create". A big attention was given by the city and district community to the competition of Jonava talisman-symbol, sketches for which were presented by the residents of different age groups.

- How will the title create in your city new and sustainable opportunities for a wide range of citizens to attend or participate in cultural activities, in particular young people, volunteers and the marginalised and disadvantaged, including minorities? Please also elaborate on the accessibility of these activities to persons with disabilities

and the elderly. Specify the relevant parts of the programme planned for these various groups.

(This question is optional at pre-selection stage).

The biggest number of events of the year of the Capital of Culture will be free of charge. This way the cultural activity of different social groups will not be limited by financial possibilities, which is very actual for the unemployed and the people with the minimum or lower income: elderly, unemployed, people vulnerable to social risks, young people, disabled persons, etc.

Prior to the year of the title, programmes of volunteering and mentorship will be prepared and introduced. The attempt will be made to encourage people of different age groups to take an active part in cultural activities, communicate and become involved in the city's creative processes.

As the attention for nonmaterial heritage, the search and presentation of uniting and dividing cultural aspects is strongly expressed in the programme, direct participation of national minorities in the implementation of the activities of the Capital of Culture is planned. Jonava is not rich with impressive heritage objects, therefore revival of the city's history will be transmitted through the prism of human relations, communities and the way of life.

- Explain your overall strategy for audience development, and in particular the link with education and the participation of schools.

The aim of the strategy for audience development is to culturally activate all groups of the population, which become creators of cultural services rather than consumers. During the preparation period of the application, the majority of training and educational institutions presented their ideas and suggestions for the programme of the Capital of Culture, therefore the next step of the strategy for audience development will be the allotment of concrete activities for the institutions and communities wishing to take part in the implementation of the activities. The bigger the number of people involved in activities, the wider the audience of the events. The development of audience is a long process requiring close cooperation between communities and the institution responsible for the implementation of the project.

6. Management

a. Finance

- City budget for culture:

- What has been the annual budget for culture in the city over the last 5 years (excluding expenditure for the present European Capital of Culture application)? (Please fill in the table below):

| Year | Annual budget for culture in the city (in euros) | Annual budget for culture in the city (in % of the total annual budget for the city) |
|------|--|--|
| 2012 | 2,105,132 | 5.7% |
| 2013 | 2,135,319 | 6.3% |
| 2014 | 2,484,766 | 7% |

| | | |
|------|-----------|------|
| 2015 | 2,441,644 | 6.6% |
| 2016 | 2,502,800 | 6.9% |

- In case the city is planning to use funds from its annual budget for culture to finance the European Capital of Culture project, please indicate this amount starting from the year of submission of the bid until the European Capital of Culture year.

Jonava district municipality is planning to use funds from its annual budget for culture to finance the European Capital of Culture project. About 5,8 mln. Eur would be allocated starting from the year of submission until the European Capital of Culture year.

- Which amount of the overall annual budget does the city intend to spend for culture after the European Capital of Culture year (in euros and in % of the overall annual budget)?

The year after the European Capital of Culture year it is planned that the increase of the amount of money for culture will be 5% in comparison with the budget for culture in 2021. It should total to 3,1 mln. euros or 8% of the overall annual budget.

- Operating budget for the title year

- Income to cover operating expenditure:
- Please explain the overall operating budget (i.e. funds that are specifically set aside to cover operational expenditure). The budget shall cover the preparation phase, the year of the title, the evaluation and provisions for the legacy activities. Please also fill in the table below:

Preliminary budget, given in the table below, shows that a big part of expenditures is required at the stage of preparation for the year of the European Capital of Culture. Though the activities have to be implemented till the year 2022, their result is very important for the implementation of activities of the title year and creation of an attractive image of the city. The budget of the preparatory stage is intended to be used for the establishment of Jonava Creative Work Foundation, construction of small cultural objects in public spaces, modernisation of cultural objects and their application for the needs of professional artists, adaptation of the city spaces for cultural needs, establishment of the museum of confessions, etc.

| | Preliminary stage | 2022 | After 2022 |
|---------------------------|--------------------------|-------------|---|
| Cultural programme | 410,000 | 1,150,000 | 5% annual growth compared to the annual budget for culture before ECoC. |
| Advertising and marketing | 807,000 | 453,000 | |
| Administration | 716,800 | 259,200 | 245,000 |

| | | | |
|--------------------|-----------|-----------|---------|
| Other expenditures | 7,450,000 | 1,200,000 | 100,000 |
| Total amount: | 9,383,800 | 3,062,200 | 345,000 |

| Total income to cover operating expenditure (in euros) | From the public sector (in euros) | From the public sector (in %) | From the private sector (in euros) | From the private sector (in %) |
|--|-----------------------------------|-------------------------------|------------------------------------|--------------------------------|
| 12,791,000 | 11,606,000 | 91% | 1,185,000 | 9% |

Income from the public sector:

- What is the breakdown of the income to be received from the public sector to cover operating expenditure? Please fill in the table below:

| Income from the public sector to cover operating expenditure | in euros | % |
|--|------------------|------------|
| National Government | 2,013,000 | 48,61 |
| City | 2,013,000 | 48,61 |
| Region | | |
| EU (with exception of the Melina Mercouri Prize) | | |
| Other | 115,000 | 2,78 |
| Total | 4,141,000 | 100 |

- Have the public finance authorities (City, Region, State) already voted on or made financial commitments to cover operating expenditure? If not, when will they do so?

The financial commitment of Jonava District Municipality to cover operating expenditure is confirmed by the resolutions taken in regard to the implementation of cultural strategy till the year 2026 and approval to apply for the title of the European Capital of Culture. The Strategic Committee of the Government of the Republic of Lithuania, under the proposal of the Ministry of Culture, on 20th April, 2022 voted on the funding of the programme "European Capital of Culture 2022". The final decision regarding the amount of the financial contribution will be taken in 2017, after the selection of the city for the title of the European Capital of Culture 2022 is made. This contribution will amount up to 50% of the total estimated budget for the cultural programme, with the state share for the implementation of the programme up to 10 million euros.

- What is your fund raising strategy to seek financial support from Union programmes/funds to cover operating expenditure?
Public institution "Jonava – European Capital of Culture 2022" together with Jonava District Municipality Administration, which are responsible for the implementation of fund raising strategy, will prepare a fund raising plan and evaluate the possibilities to apply for financial support.

- According to what timetable should the income to cover operating expenditure be received by the city and/or the body responsible for preparing and implementing the ECoC project if the city receives the title of European Capital of Culture? Please fill in the table below (this question is optional at pre-selection stage):

| Source of income for operating expenditure | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 ECOC year |
|--|------|------|------|------|------|----------------|
| EU | | | | | | |
| National Government | | | | | | |
| City | | | | | | |
| Region | | | | | | |
| Sponsors | | | | | | |
| Other | | | | | | |

Income from the private sector:

- What is the fund-raising strategy to seek support from private sponsors? What is the plan for involving sponsors in the event?

The institution responsible for the implementation of fund raising strategy, will prepare and develop a fund raising plan to seek support from private sponsors. The plan will include the search for potential private sponsors, establishing relations, organising of fund raising events, communication, using mass media channels for the search of funding sources, establishing and maintaining feedback with sponsors. During the implementation of the European Capital of Culture project a wide range of marketing devices are planned to be used. It will create favourable conditions for sponsors to promote their services. The year of the Capital of Culture will allow to properly establish the image of Jonava, as the Republic of Jonases, on an international level, thus, private sponsors will be given a good opportunity to continue their cooperation with Jonava beyond the year of the project, in the further cultural and economic development of the city.

- Operating expenditure:
 - Please provide a breakdown of the operating expenditure, by filling in the table below:

Breakdown of operating expenditure

The table shows the breakdown of operating expenditure for the implementation of cultural programme in 2022.

| Programme expenditure (in euros) | Programme expenditure (in %) | Promotion and marketing (in euros) | Promotion and marketing (in %) | Wages, overheads and administration (in euros) | Wages, overheads and administratio (in euros) | Other (please specify) (in euros) | Other (please specify) (in %) | Total of the operating expenditure |
|----------------------------------|------------------------------|------------------------------------|--------------------------------|--|---|-----------------------------------|-------------------------------|------------------------------------|
| | | | | | | | | |

| | | | | | | | | | |
|---------|----|---------|----|---------|----------|---|---------|----|-----------|
| 1150000 | 38 | 453,000 | 15 | 259,200 | n (in %) | 8 | 1200000 | 39 | 3,062,200 |
|---------|----|---------|----|---------|----------|---|---------|----|-----------|

- Planned timetable for spending operating expenditure (this question is optional at pre-selection stage):

| Timetable for spending | Programme expenditure (in euros) | Programme expenditure (in %) | Promotion and marketing (in euros) | Promotion and marketing (in %) | Wages, overheads and administration (in euros) | Wages, overheads and administration (in %) | Other (please specify) (in euros) | Other (please specify) (in %) |
|------------------------|----------------------------------|------------------------------|------------------------------------|--------------------------------|--|--|-----------------------------------|-------------------------------|
| 2017 | | | | | | | | |
| 2018 | | | | | | | | |
| 2019 | | | | | | | | |
| 2020 | | | | | | | | |
| 2021 | | | | | | | | |
| 2022 ECoC year | | | | | | | | |
| 2023 | | | | | | | | |
| Later | | | | | | | | |

- Budget for capital expenditure:

- What is the breakdown of the income to be received from the public sector to cover capital expenditure in connection with the title year? Please fill in the table below:

| Income from the public sector to cover capital expenditure | in euros | % |
|--|------------------|------------|
| National Government | 3,385,000 | 39 |
| City | 2,695,000 | 31 |
| Region | | |
| EU (with exception of the Melina Mercouri Prize) | 1,500,000 | 17 |
| Other | 1,070,000 | 13 |
| Total | 8,650,000 | 100 |

- Have the public finance authorities (City, Region, State) already voted on or made financial commitments to cover capital expenditure? If not, when will they do so?

Part of the funds for capital expenditure is received from the State Investment Programme. Financial commitments of state institutions to cover capital expenditure are based on the following documents: Long-term Strategic Development Plan of Jonava District till 2021, Kaunas Region Development Plan till 2020.

- What is your fund raising strategy to seek financial support from Union programmes/funds to cover capital expenditure?

In order to receive financial support from EU Programmes, project applications will be prepared and submitted, cooperation with foreign countries will be developed while preparing joint projects.

- According to what timetable should the income to cover capital expenditure be received by the city and/or the body responsible for preparing and implementing the ECoC project if the city receives the title of European Capital of Culture? (Please fill in the table below. This table is optional at pre-selection stage):

| Source of income for capital expenditure | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 ECOC year |
|--|------|------|------|------|------|----------------|
| EU | | | | | | |
| National Government | | | | | | |
| City | | | | | | |
| Region | | | | | | |
| Sponsors | | | | | | |
| Other | | | | | | |

- If appropriate, please insert a table here that specifies which amounts will be spent for new cultural infrastructure to be used in the framework of the title year.

| | Preliminary stage | 2022 |
|-----------------------------|-------------------|--------|
| New cultural infrastructure | 3150000 | 200000 |
| Total: | 3350000 | |

b. Organisational structure

- What kind of governance and delivery structure is envisaged for the implementation of the European Capital of Culture year?

Public institution "Jonava – European Capital of Culture 2022", which, in cooperation with Jonava District Municipality Administration, operators of cultural events, communities, artists and other institutions will be responsible for the implementation of the European Capital of Culture project, will deliver the activities foreseen in the project.

- How will this structure be organised at management level? Please make clear who will be the person(s) having the final responsibility for global leadership of the project?

Director of public institution "Jonava – European Capital of Culture 2022" will have the final responsibility for global leadership of the project. Administration of Jonava district municipality will be a founder of the public institution.

- How will you ensure that this structure has the staff with the appropriate skills and experience to plan, manage and deliver the cultural programme for the year of the title?

Director and the staff of public institution "Jonava – European Capital of Culture 2022" will be chosen in an open competition, which will be won by candidates having all necessary skills and competences to deliver the project.

These two questions above could be answered by enclosing in particular diagrams, the statutes of the organisation, its staff numbers and the curricula vitae of those primarily responsible.

- How will you make sure that there is an appropriate cooperation between the local authorities and this structure including the artistic team?

The appropriate cooperation will be ensured by:

- periodically organising meetings between the institution, responsible for project delivery, and its partners,
 - clearly defining the spheres of responsibility,
 - responsibly planning the time of implementation of activities, based on the collectively prepared and definite timetable of implementation of concrete activities.
- According to which criteria and under which arrangements have the general director and the artistic director been chosen – or will be chosen? What are – or will be – their respective profiles? When will they take up the appointment? What will be their respective fields of action?

The general director and the artistic director will be appointed after the announcement of an open competition, during which the most suitable candidates, having necessary competences, will be chosen. Preparations for the competition will be made immediately after getting information about the submission of the application for the second round of selection for the title of the European Capital of Culture. While preparing the selection criteria for the position of the general director, attention will be paid to the following:

- competences and skills of the candidate to initiate and develop projects, knowledge in the fields of communication and marketing, management and finance;
- knowledge of legal acts of the European Union, Lithuania as well as local law;
- personal skills (education, activity, knowledge of foreign languages, sense of responsibility, effective time planning ability, experience in delivery of cultural, creative and other projects).

All these personal features will be directly connected with the functions indicated in the profile, i.e. initiating and delivery of projects, implementation of communication and marketing strategy, work with the strategy of fund raising from private investors, cooperation with EU and local institutions, organising and coordinating the work of the institution, in this way ensuring effective and timely implementation of the Capital of Culture activities.

The profile of the artistic director will include the candidate's capabilities to ensure a high cultural level and compliance with the concept, as the most important responsibilities and field of actions, coordination of cultural activities, cooperation with different social groups (elderly people, disabled, national minorities, refugees, etc.), institutions, communities, nongovernmental organisations. The general director and the artistic director will take up the appointment commencing with the year 2017, after the confirmation regarding designation of the title of the European Capital of Culture is received, and after the public institution is established.

c. Contingency planning

- Have you carried out/planned a risk assessment exercise?

At the time of applying for the title the following risk factors have been identified:

- 1) possible changes on the political level, which might interfere with the continuity of planned activities;
- 2) shortage of qualified specialists for the delivery of activities;
- 3) unproductive cooperation between persons directly responsible for the creative side of the project and politicians;
- 4) overall pessimism and apathy of the population.

- What are the main strengths and weaknesses of your project?

The strength of the concept of Jonava as the European Capital of Culture lies in its clarity, which will make the work of *purification* of the programme easier and enable to distinguish between a great number of ideas suggested for implementation. A big advantage is the fact that the project organisers focus less on the quantity of events for the title year but more on the establishment of an attractive image of Jonava and transmission of a clear message to other European countries. This will have a long-term positive benefit both for the audience of the events, as well as for the country population and further cultural development of the city.

Weaknesses of the project might be the underdeveloped infrastructure of the district regarding accomodation of the guests and lack of experience absorbing bigger numbers of visitors coming for a longer stay.

- How are you planning to overcome weaknesses, including through the use of risk mitigation and planning tools, contingency planning etc.

In order to ensure a smooth absorption of guests for a longer time, accomodation capacities of neighbouring cities may be used, i.e. to provide information about possibilities to stay in Kaunas, Kėdainiai (cities within 30 km distance from Jonava) and supply necessary services of public transport.

Weaknesses, which may arise under the influence of the factors mentioned above, will be overcome:

- 1) signing contracts which will assure the continuity of the activities in case of changes in the political position;
- 2) involving new specialists of the cultural sphere and improving the qualification and motivation of the present employees;

- 3) clearly defining the spheres of activities and responsibilities of persons, responsible for the creative part and those who are responsible for taking political decisions;
- 4) ensuring effective presentation of information about the project, its benefits and opportunities, and encouraging active involvement in the activities both as spectators and participants.

d. Marketing and communication

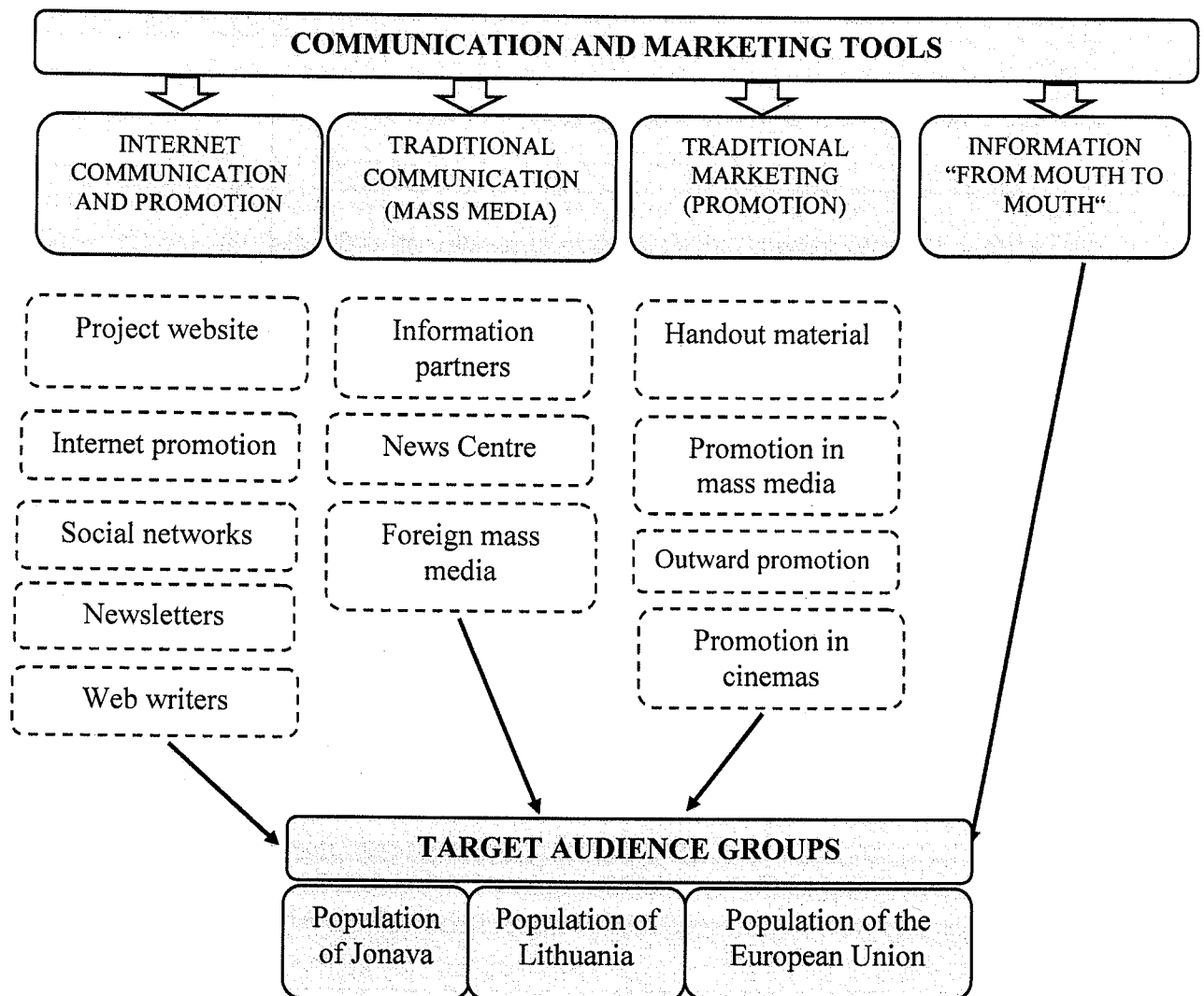
- Could your artistic programme be summed up by a slogan?

During the preparation of the application, the community of Jonava chose a slogan which, in its opinion, best represents the expected cultural changes. The slogan "Jonava. Awake to Create" reflects the wish of the population to initiate novelties in cultural life and pass from the passive into the active phase. For the description of the artistic programme it is intended to apply this slogan creatively, i.e. to use the phrase "Jonava. Awake to Create" as a constant expression, adding corresponding extensions, specifying different periods of the implementation of the cultural programme. For instance, changing the extension every month, in May, when the events will be connected with the European Union, the programme would be defined by the slogan "Jonava. Awake to Create Europe in Us". Definite formulations and ways will be determined by the marketing programme of the year of the title and its implementation.

- What is the city's intended marketing and communication strategy for the European Capital of Culture year?

(in particular with regard to the media strategy and the mobilisation of large audiences. At the final selection stage, consideration must be given in particular to the partnerships planned or established with the written press and the audiovisual sector with a view to ensuring media coverage of the event and of the plans relating to this strategy).

There are different measures foreseen in the strategy of marketing and communication for audience mobilisation. The audience consists of 3 groups: Jonava residents, the population of Lithuania and the wide audience of the countries of the European Union. A special attention in the process of communication is given to the dwellers of Jonava, who are active participants of the process. For this purpose it is planned to establish the News Centre, the purpose of which will be to ensure a constant flow of information from Jonava. With the help of the local community (regional television, radio and the written press journalists, volunteers) a certain information (news) centre will be created to share video, audio, photo content and textual information with mass media in Lithuania, as well as the EU countries and representatives of other target groups mass media sector. Information material will be prepared in the Lithuanian, English, French and German languages. Such big scale campaign will be organised with the assistance from the local community volunteers. This will also be a perfect means of education for senior schoolchildren. The scheme of tools used in the strategy of marketing and communication is given below.



- How will you mobilise your own citizens as communicators of the year to the outside world?

A big attention will be given to dissemination of information “from mouth to mouth”. Jonava city and district citizens will be given an important role in the process of communication – they will become project ambassadors. Therefore, apart from being simply informed about the ongoing events, they will be involved in the creative process of information content.

Citizens of Jonava (in the wide sense) are invited to register themselves in the register of the citizens of the Republic of Jonava and get a certificate of “citizenship”, inscribe their names on the symbolic wall of the “Republic of Jonases”, built from ceramic tiles bearing the names and surnames of the citizens of the republic; to take part in the making of the film “People of Jonava Tell about Their District” (the present and former citizens of Jonava); to share photos with views of digital sculptures in the neighbourhood in social networks or snapshots from the events taking place in the

city; to create symbols of the Republic of Jonases (from the anthem, vocabulary to souvenirs); to offer special food recipes characteristic of the district, etc.

International experience shows that involvement of the community into activities, the process of content creation have a unifying effect and stimulate the feelings of commonness and pride of the native land. At the same time, the good news is spread widely among the closest people around, friends and acquaintances who live in other parts of the country or beyond its borders. Involving all world "citizens of Jonava" into this communication process will make a wide "word of mouth" campaign indeed. It is worth mentioning that "the good news" spread by the people themselves is considered the most trustworthy source of information. Recommendations received from friends and acquaintances are trusted by more than 90% of people worldwide (Nielsen, 2013).

- How does the city plan to highlight that the European Capital of Culture is an action of the European Union?

During the implementation of the activities of the European Capital of Culture, our city will highlight them as the action of the European Union in several ways:

- organising information events at the preliminary stage of the year of the title and after the implementation of the activities beyond the year of the title;
- organising events dedicated to commemorate important events of the European Union (e.g. the Day of Europe, Day of European Languages, World Refugee Day, etc.); inviting representatives of EU institutions to different ceremonies of the year of the title;
- spreading information in different means (printed matter, special promotions, etc.).

Additional information

- In a few lines explain what makes your application so special compared to others?

The application of Jonava stands out from the others with the idea to create a unique Republic of Jonases, the only republic of this kind in Europe and the world, and to closely connect the concept of the European Capital of Culture with the name of the city. It will bring our land with its culture closer to all creative people of Europe, find new links among diverse cultures, which may be united by one name, at the same time playfully create and establish an attractive image of the city for ourselves and others. In Latin the words *res publica* mean a public affair. In 2022 all Europe will find out about the new republic in Lithuania where CULTURE and CREATIVE WORK will become the most important public affair!

- Add any further comments which you deem necessary in relation with your application.

Annexes of the application include logo of Jonava – European Capital of Culture 2022, a cycle of cultural programme and visual materials presenting character of Jonava culture.

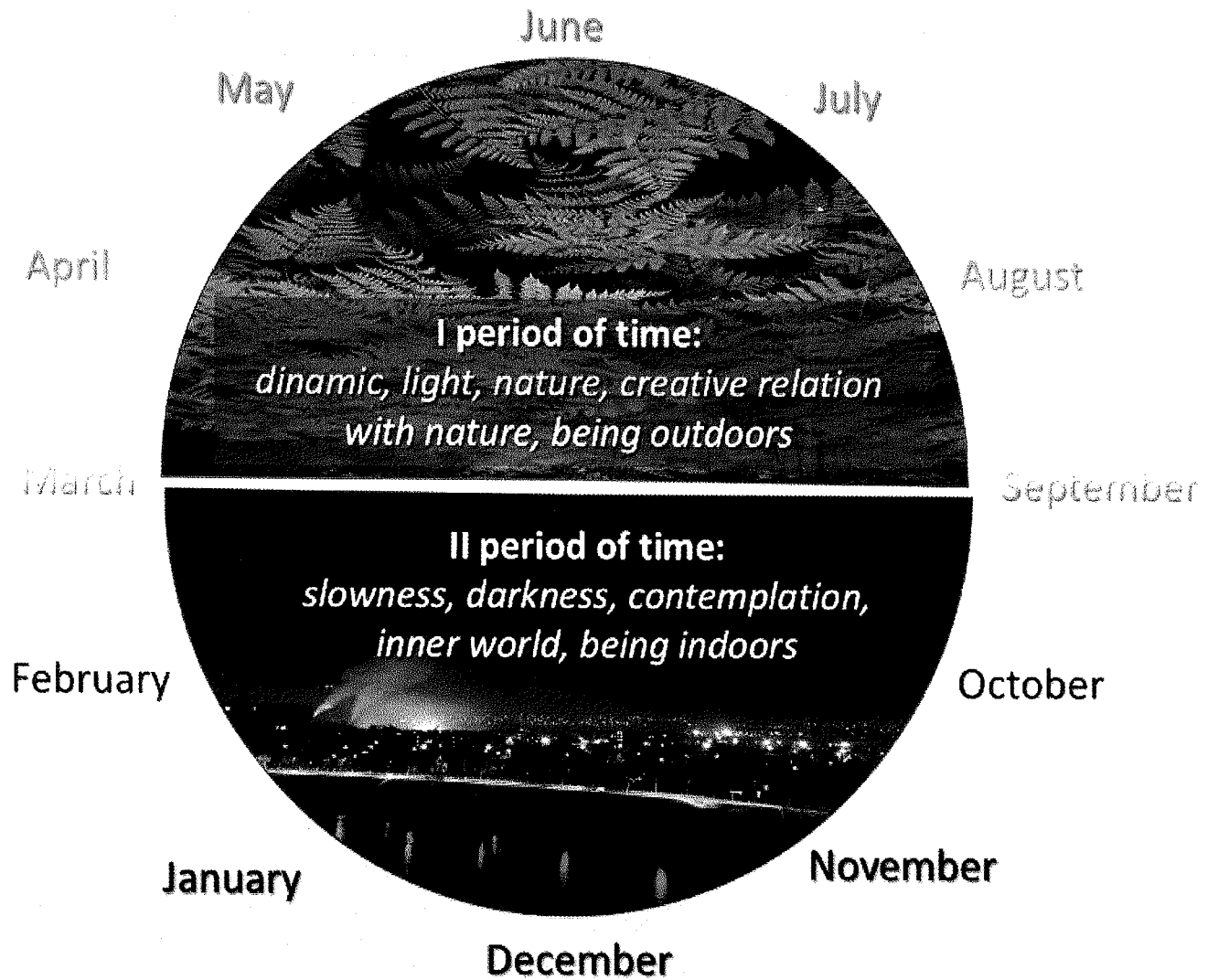


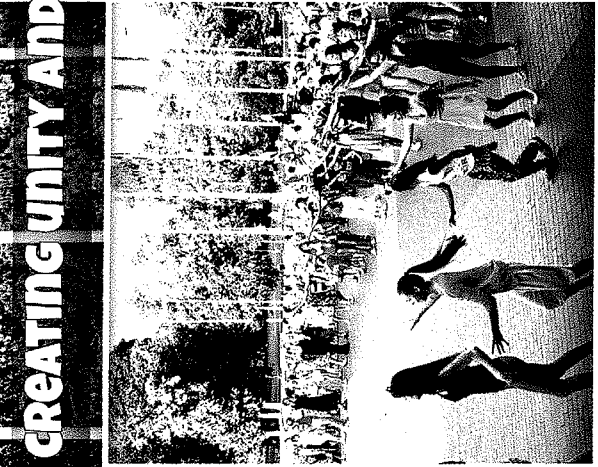
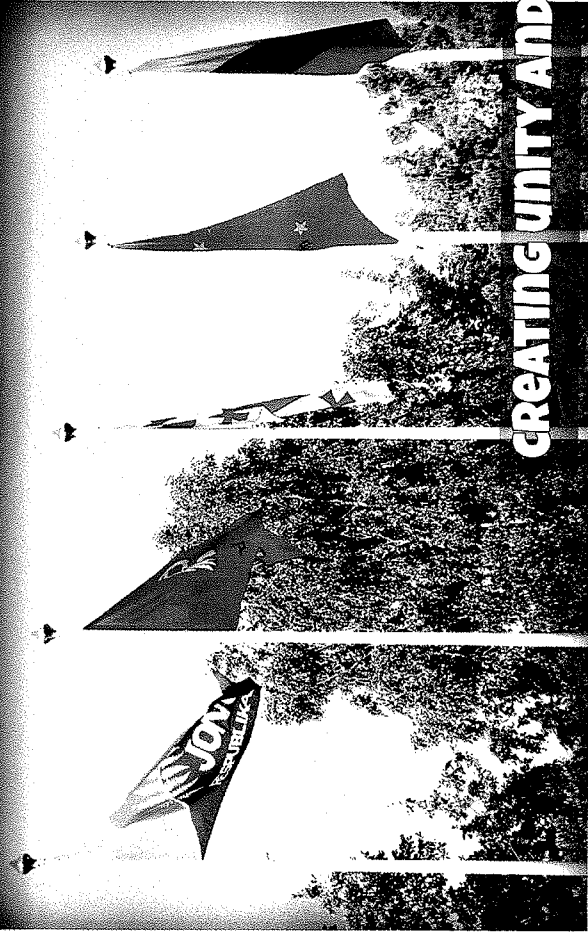
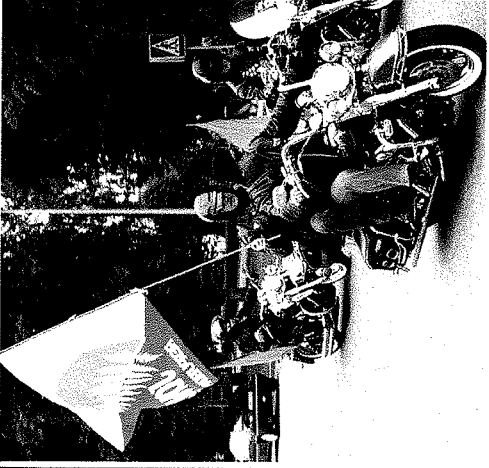
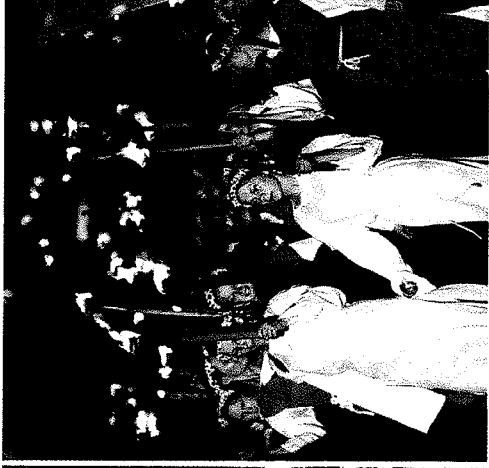
Jonava European
2022 Capital
of Culture

CANDIDATE
CITY

Republic of Johns:
*looking for
tomorrow,
remembering the
past*

*Program of cultural
activities is divided
according to
autumn and spring
equinox*



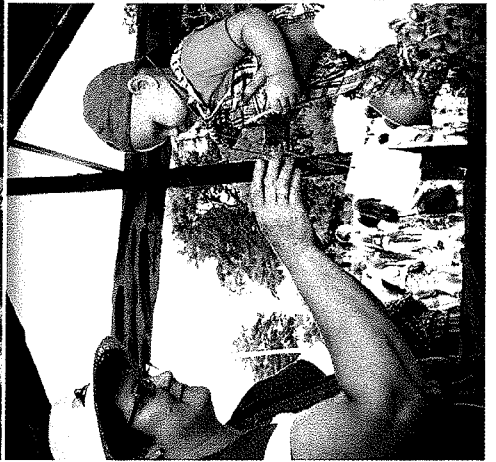


CREATING UNITY AND COMMUNITY

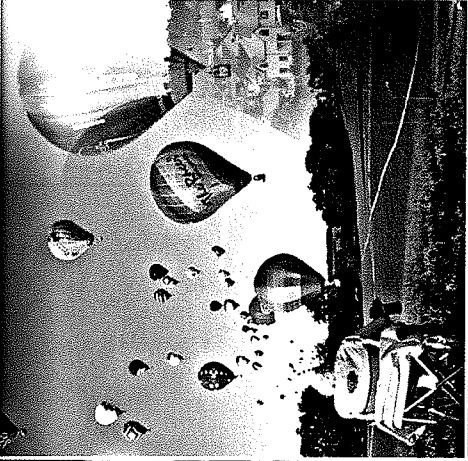


WHERE FRIENDSHIP AND HOSPITALITY THRIVE

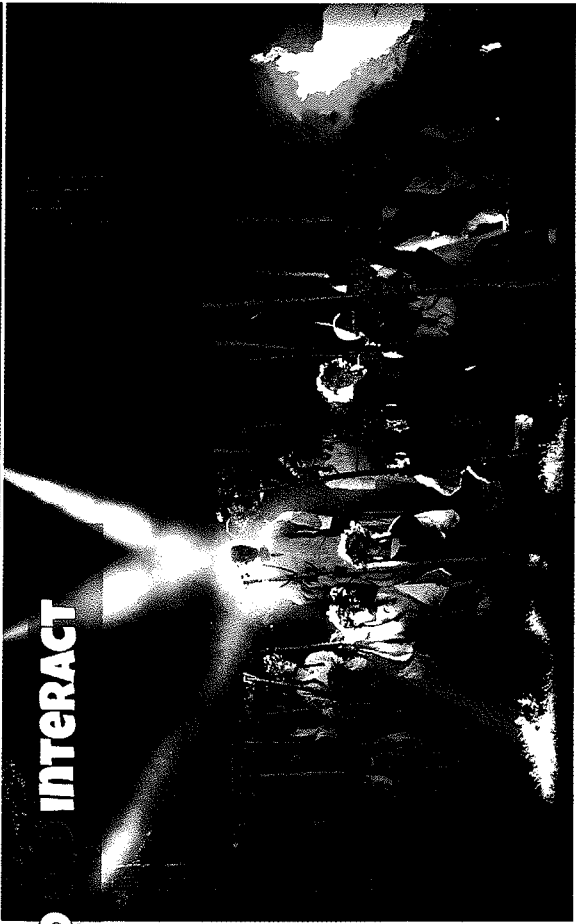




A LAND OF JOHNS AND JOHNAS!



WHERE AND



INTERACT

