

APPENDIX ON CULTURAL PROGRAMME DETAILS

The concept of the programme revolves around the notion of **introducing an active and creative process and THEMATIC CLUSTERS** connected with it.

For the success of our programme we rely on the **European dimension** of its content, as follows: **BALANCING EUROPE:**

Past & future
Young & old
Democracy & Autocracy
Young & Old
Humorous & Serious
Democracy & Autocracy
Have & Have Not
City & Nature
Centre & Periphery
Local & global

Our personal life, our communities and Europe as a whole concept is all about balancing. Finding the balance and keeping it is a tough job and requires a pretty high level of social sensibility. We find this topic exclusively up-to-date and quite inevitable in the modern society we live in. What is actually to balance? Where is the balance? Does it have a different meaning for the different European countries and cities? Does it vary as an understanding in the concept of young and old, rich and poor, among traditionalists and innovators? **Do we have the culture of balancing?** The answers of all these questions we need to find out.

For a period of one calendar year the city of Gabrovo will organise a series of cultural events with a strong European dimension to help bring the peoples of Europe closer together.

The programme will be process-oriented, incorporating projects, initiatives and specific events.

This programme will be developed with all instruments of creative approach:

- performances, concerts, exhibitions, festivals,
- conferences, lectures, workshops, training programs,
- initiatives, projects, residences,
- creative policy making and administration,
- regional, national and international exchange programs, cooperation, coproduction.

UNITED COLORS OF CITIZENSHIP

Balancing Have & Have Not

Balancing Democracy & Autocracy

Citizenship as a status is the output of the exact way we have managed to balance our own life and the social reality. Share your status with the others or help them change their own status. If you strongly desire a change ask for an advice and expertise how to do that. **How culture can enhance citizenship?** This is basically the inner meaning of the united colours of citizenship. Once we truly feel as European citizens, we can claim to have a different level interaction with all that is called “law enforcement” or more specifically the central and local authority.

Projects and initiatives to be implemented within this thematic cluster will be related to:

- European policies for environment, social care and integration, healthcare, education, employment, citizens participation, energy efficiency, sustainable transportation, economic development, social progress
- Interactions among local stakeholders
- Interactions with partner cities of Gabrovo
- Interaction with candidates cities for ECoC

CLOSE AND PERSONAL

Balancing Have & Have Not

Balancing Democracy & Autocracy

This theme is included because of the powerful potential it has as far as our broader vision of culture is concerned. In that regard the relation authorities – society is reciprocal. That means that the citizens on one hand should be pro-active in public life, while the authorities need to undertake constant need assessment analysis to properly target these needs, on the other. This is equally valid for all spheres of social and economic life. Especially it is valid for culture, where the creative potential can flourish only when all basic communication channels function properly. **Do we have the right attitude to address the problems of culture bearers?**

Projects and initiatives to be implemented within this thematic cluster will be related to:

- Good governance
- Transparency of public administration
- Result oriented administrative servicing
- Civil society in action
- Public discussions
- Serve with a smile

PERSONALIZE YOUR DESKTOP

Balancing Centre & Periphery

Balancing Local & Global

Desktop personalization is a metaphorical way of sending the message that once we have decided to balance our reality and claim our citizenship status, once we have decided to establish close and personal relations with the formal structures of decision making, we have

the platform to personalize our vision for the future and set the action plan. **Do we have our action plan of the cultural strategy in place?**

Projects and initiatives to be implemented within this thematic cluster will be related to:

- Strategic urban planning as a process
- Integrated Plan for Urban Development of Gabrovo
- Cultural Strategy of Gabrovo
- Smart cities and citizens
- Projects and initiatives
- Technical University
- Business and Innovation
- Technologies and Media
- Gabrovo vision for 2021

EUROPEAN HUMOUR AND OTHER SURVIVAL TECHNIQUES

Balancing Humorous & Serious

A great part of Gabrovo inner spirit and concept of life is tightly connected with humour in all its forms: humour in jokes and verbal story-telling, humour and satire in arts, cinema, theatre and literature, self-irony as a survival technique in hard times and times of social turbulence, humour in street performances, culminating with the famous Carnival parade. Most of our annual big-scale international events and festivals are focused on humour. **Does our spiritual heritage touch many people and does it clearly send out important messages?** We believe that we can “infect” others with good mood and positive thinking, as laughter is energy and energy is a powerful driving force. Indeed it can be a survival technique and a guiding star when other lights seem to go out.

Projects and initiatives to be implemented within this thematic cluster will be related to:

- The Humour of European people as a way of perception
- Celebrations of laughter
- The Carnival and its commotion
- Humour and satire in Arts
- Housing the humour – museums of humour
- The beauty and energy of the smile
- Europe smiles and laughs
- The Architecture of humour

THE GREEN GREEN GRASS OF HOME

Balancing City & Nature

Home is where the heart is. People say that travelling is a window to the world. No matter where we go and whom we meet, we all are at home, because we share the same sky and, though diverse, nature is one continuum. The GREEN GREEN GRASS OF HOME theme aims to develop and educate an environmental-friendly attitude towards nature and to re-establish the innate relationship between men and nature. For that reason this thematic cluster is a recess and set of initiatives and events that give platform for our joint experience of the gifts of nature. **What are the barriers to outsource culture off the closed premises? Is it**

lack of adequate tourist infrastructure or a proper marketing and promotion plan?

Come in the open air for a cup of tea in the woods or for:

Projects and initiatives to be implemented within this thematic cluster will be related to:

- Man and nature
- Nature heritage
- Green and eco initiatives and thinking
- Herb gathering
- Eco forums and events
- Uzana resort area and the Balkan mountain

CAKE AND ALE – EUROPE EATS FRESH

Balancing City & Nature

Over the centuries, humans have shaped the crops we grow and the animals we raise to suit our needs, creating countless varieties adapted to local conditions. We decided to include food, culture and society theme to dwell upon the cross-cultural perspectives on eating behaviours, recipes and cookbooks, philosophical and religious perspectives on food and the body, social construction of culinary practices, beliefs, and traditions, politics of the family meal, psychological, cultural, and social determinants of taste, etc. Through the means of set of events we would like to discuss the different aspects of European hospitality and learn more of the great diversity of national cuisines. **Are you in need for food for thought?** Take a journey around Europe and through time. Stroll through an ancient market, cook a virtual meal, peek inside the dining rooms of illustrious and get ready for:

Projects and initiatives to be implemented within this thematic cluster will be related to:

- The art of cooking
- Food for thought
- /inter/National cuisine
- Traditional and modern in gourmet
- The culture of nourishment
- Dinning out

SATURDAY NIGHT FEVER

Balancing Young and Old

Culture, during the 18th and 19th century came to refer more frequently to the common reference points of whole peoples, and discussion of the term was often connected to national aspirations or ideals. These thematic clusters are the mere manifestation of the distinct ways that people, living differently, classify and represent their experiences in acting creatively in the field of music, literature, dance, performance, cinema and theatre. And again it is a question of balancing between feverish beat boxing festivals on Saturday night or a quiet piano impromptu on Tuesday afternoon. Our colourful even calendar has it all. **What is on your agenda? Do you have a clear vision or you need to:**

Projects and initiatives to be implemented within this thematic cluster will be related to:

- Cinema and theatre

- Festivals
- Literature
- Music and dance
- Sports
- Indoor and outdoor performances
- Spaces and places

ZOOM IN

Balancing Young and Old

Culture in relation to arts needs a more open modern debate, as well as studies and actual event manifestation for the sake of a better understanding of the place of traditional forms and the unconventional visual forms of media, communication and information in the postmodern world. **Have we deeply investigated the social and cultural shift from the verbal and textual to the visual as it has been accelerating in the past years?** Without the intention to prefer either form, we would like to equally experience both traditional forms of art and give the floor to the emerging forms of print images and graphic design, film and video in all interfaces and playback/display technologies, computer interfaces and software design, Internet/Web as a visual platform, digital multimedia, fine art and photography, architecture, design, and urban design. But to all of them we say:

Projects and initiatives to be implemented within this thematic cluster will be related to:

- Galleries
- Fine arts
- Exhibitions
- Plain – airs
- Contemporary forms of art
- Photography
- Sculpture
- Architecture

WELCOME AND WELGONE

Balancing Past & Future

Gabrovo is a city with hundreds of years of history and a cultural heritage that embraces ancient civilizations. Visitors will find much to interest them in the town's history, culture, ethnography, religion, architecture and arts. Unique archaeological sites abound throughout the area – ancient settlement mounds, sanctuaries and tombs, remains of Roman cities, Byzantine and Medieval fortresses, architectural reserve, ethnographic complex, churches and monasteries, among many others. **How can add to European cultural tourism being one of the largest and fastest-growing global tourism markets?** Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness. We believe cultural tourism matters will bring Europeans closer together by highlighting the richness and diversity of European cultures and raising awareness of their common history and values.

Projects and initiatives to be implemented within this thematic cluster will be related to:

- Tourism
- Traditional and interactive museums
- Places of interest
- Marketing of destinations
- Integrated tourist product

These thematic clusters and their overlapping realms will be brought to live together with the potential of the existing cultural structures and institutions that shape Gabrovo's cultural climate, offering to them a larger amount of opportunities.

The program will be process-oriented, incorporating projects, initiatives and specific events.

The activities, going on throughout the whole year, will take place in and outdoor, following the seasons and their characteristic weather conditions and using them for specific events. A significant part of the program will be carried out in public space, open air and in unusual, as well as private locations, in order to reach and involve all citizens and to truly turn the whole city into the Cultural Capital.

Being still in the phase of collecting and combining the ideas, visions and wishes of the citizens, as well as the business and cultural operators, may they be institutional or independent, authority linked or nongovernmental, we think it premature to fix main events at this point. Nevertheless we have developed the concept and the thematic clusters which give the overall framework of the events.

Though probable projects have been invented already we would use this creative process not in an appropriate and responsible way by pouring them into fantasy products before fully developed.

Existing events that are cultural assets of Gabrovo and characteristic for town and area we decided not to mention in order not to declare them main event before putting them into relationship and context with major projects to be developed.

Out of these reasons the question of main events will be answered if Gabrovo is selected to continue into the second stage.

APPENDIX ON FINANCE

This appendix provides some further details on the funding strategy for the project application and the potential economic impact of planned investments.

The Gabrovo Municipality has a long-time experience in attracting and managing EU resources. Up to now the Municipality manages infrastructure projects amounting to 98 mln. EUR.

It should be self-evident that Gabrovo municipality and all other organizations leading and supporting the candidacy will define a long-term funding and multi-fund systematic strategy to ensure financial sustainability.

The funding of the project will necessarily be based on the combined use from a number of sources:

- local public funds
- national European funds
- private funds

As for the local public funds, the project will make use of the culture budget quotas of Gabrovo municipality already committed in support of the ECoC project. The following tables show the percentages of the annual budget allocated to culture from Gabrovo municipality over the past 5 years, which will give a clear idea of their funding capacity.

Year	Usual annual budget for culture in the city (in EUR)	Usual annual budget for culture in the city (in % of the total annual budget for the city)
2009	2,535,130	13,77%
2010	2,394,603	15,20%
2011	2,271,755	14,78%
2012	2,282,114	15,32%
2013	2,333,119	15,24%

The budget for culture includes resources for organizing exhibitions and events, administrative expenses of the culture institutions, capital expenses for maintenance of the culture infrastructure, etc. Sports and tourism expenses are included in the budget.

The total sum planned by Gabrovo municipality to co-fund the ECoC project for the period 2013 – 2020 amounts to **6 000 000 EUR**.

Moreover to achieve the overall objectives of the ECoC project we have also considered the sums for the implementation of **infrastructural projects** already underway for Gabrovo municipality a total of **205 183 109,94 EUR**.

In subsequent project phases and when planning new works, the requirements of the ECoC project will be followed as well as EU 2014 – 2020 funding programme criteria, which are currently being defined.

All infrastructure projects connected with the candidacy will be coordinated by Gabrovo municipality, while the related funds will be managed directly by the respective authorities.

As to the National and European Funds, the main funding instruments for our project will be:

- Funds from the **EU 2014/2020** funding programme in the framework of Europe 2020 strategy
- Directly managed European Funds as: **Horizon 2020** /research and innovation/, **Digital Agenda** /digital technologies/, **Creative Europe** /culture, creativeness, audio-visual/, cross-border **Cooperation**
- Structural Funds and Cohesion Fund
- **Public-private partnership /PPP/**, with reference to the various forms of cooperation for the integration of public and private resources to ensure the financing, design, construction and management of public works or the provision of a service.

Another important financial source is private involvement in the ECoC project. We can estimate all from Gabrovo 2019 Membership fees, sponsorships, co-productions and co-marketing of events and from ticket sales and cultural services will amount to **6 300 000 EUR**.

This will also include the funds and the value of in-kind activities and services by a wide range of local operators. A great number of local organizations from different sectors have expressed their willingness to contribute.

It should be noted that this amount represents the sign of the willingness of **citizens and local entrepreneurs** from a variety of economic sectors to **act together** to implement ECoC.

Therefore, their engagement is also likely to **generate** significant **network economies** and consequent multiplier effects on the local economy. The ECoC project, at this early pre-selection stage, has already allowed to set up important economies, thanks to the active participation of local entrepreneurs.

With regard to the **potential economic impacts** arising from investments into the ECoC project, in terms of multiplier effects on the local economy and production of added-value and new jobs, we have considered the cost/benefit ration of similar projects.

In particular, should the project be implemented as conceived, that is to say if the investment in infrastructural projects already funded, **205 183 109,94 EUR** and the investments for the

year 2019 amounting to **42 000 000 EUR** are confirmed, then the impact on the local economy is likely to be as reported below.

Economic impacts arising from investments in infrastructure

A detailed financial analysis will be worked out for the next application phase, when the event program will be carried out.

Considering the types of **infrastructural projects**, the economic impact on the related economic sectors /mainly construction/ is characterized by a **GDP activated** per euro spent equal to **0,32** which would correspond to a total added-value of **6 565 859,2 EUR** and to **1 120** new jobs, of which 62% would be full-time.

Hence, given the above assumption an investment of **42,000,000 EUR** in cultural initiatives will generate an additional tourist spending and increase of the domestic consumptions as well as new job opportunities.

The assignment of the title European Capital of Culture would significantly increase the attractiveness of the town of Gabrovo and municipality as a whole, with a corresponding influx of tourists into the area, as indeed has generally occurred to previous ECoC title holders. So we presume it would be reasonable to **expect** for the year 2019 a **significant increase** of the tourist flow with **triple effects** on added-value and employment compared to 2013.