KAUNAS IN NUMBERS

387,158 INHABITANTS (combined City and Metro)
The longest pedestrian street in Europe Liberty Avenue – stretching for 1.6 kilometres

1,556 CULTURAL HERITAGE OBJECTS
13 THEATRES and 4 THEATRE FESTIVALS
9 INTERNATIONAL CONTEMPORARY ARTS FESTIVALS
7 MUSIC SCHOOLS and 9 MUSIC FESTIVALS

12 UNIVERSITIES and COLLEGES
30,000 UNIVERSITY and COLLEGE STUDENTS
115 SCHOOLS, 44,257 SCHOOL STUDENTS
109 CHURCHES and HOUSES OF PRAYER

15 BRIDGES
Average monthly gross wage 696 Eur, minimum wage 350 Eur
18,549 ENTERPRISES

BC ŽALGIRIS has earned 17 Lithuanian Basketball Championship gold medals, 1 EUROLEAGUE GOLD MEDAL.

25 % of population over 60; 34 % of population under age 30
Unemployment rate 5.7 %
We truly come from a land of confusion and to borrow a verse from a Genesis song "this is the world we live in and these are the hands we’ve been given".

We are now poised to create a future for Kaunas by fully acknowledging our past and thus shaping our present. Inherit confusion, we have always been and still are at the crossroads of ideas, ideologies and systems. Think of Kaunas as of a multi-storey apartment block with shared ownership but limited responsibility and accountability. The amount of social turbulence the citizens of this City have gone through during the past hundred years could easily be enough to delete Kaunas from the political let alone cultural map of Europe. But we are still given hands to hold the City same as our two rivers do. We have learnt to live on the confluence of Europe. But we are still given hands to benefit from them. How about second-city-itis for Kaunas? We haven’t lost our sense of humour from the first round, but this time it is all about delivery for us. We haven’t lost our sense of humour from the first round, but this time it is all about delivery for us.

To put it simply: we want to create a unifying identity. Identity based on cultural story because a city, a collective of citizens essentially exists as an act of culture and through culture it speaks to itself and to the outer world.

"Story" here is understood in a very broad sense as a complex of activities which would encompass:

- Evaluation of historical legacy and re-programming certain counterproductive aspects of it e.g. dealing with confusion. Kaunas, previously been known as "temporary capital of Lithuania", should seek to become Contemporary Capital of Culture.
- Acknowledging major problems Kaunas has now with proposals of how they can be dealt with.
- Creating a scenario for the future.
- Interweaving all the above into one comprehensive vision of the past, present and future together.

Therefore, we decided to employ the world we are given: our confusion of the past and confinences of the present, and turn them into a productive consciousness of the future by creating a new story for Kaunas. And the idea of the European Capital of Culture is something we positively need to bring this story to life, because culture is the only means effectively capable of tying them into a productive consciousness.
Q2 Does your city plan to involve its surrounding area? Explain this choice.

Introducing:

Kaunas District (Kauno rajonas) – a self-governed municipality surrounding the City of Kaunas.

Kaunian (kaunietis) – citizen of Kaunas, an English term introduced by this bid for the first time in known history.

Nearly 400,000 people living in Kaunas and the District

Seniūnija (rural Seniūnijos) – an administrative division of the city or suburb, synonymous to the borough. Kaunas is divided into 11 Seniūnijos, Kaunas District – into 25.

For us the involvement of our surrounding area is not a choice. It is an inherent necessity.

Kaunas is a seat for two mayors – the City Mayor and the Mayor of Kaunas District and there is about 20 minutes driving distance between the two offices. Do they get along well? There definitely is one project they do agree on and that project is Kaunas’ bid to become the European Capital of Culture.

Kaunas City Municipality Council has voted in favour of participating in the ECoC programme together with Kaunas City on 24 March, 2016, which makes Kaunas District a part of this bid and an active participant with 87,000 residents, living in 3 cities, 10 towns and 370 villages surrounding the mother city, and thus totalling the population of Kaunas and the District a part of this bid and an active part-

The cultural field of Kaunas District is very much grass root and based on folklore and traditional approach to culture serving mainly senior citizens, who are its strength and weakness at the same time.

In December 2016 the team of Kaunas 2022 and the City municipality hosted a coach visit of the programme Culture for Cities and Regions run by the EUROCITIES network. Using this opportunity of the coaching visit, we put forward the topic of the regional collaboration and discussed it with a wide group of stakeholders in a series of meetings and workshops. It was commonly agreed between the representatives of both municipalities and their cultural centres that more focus has to be drawn to our internal communica-

Indeed, the cultural margins that separate the City and the District municipalities are somewhat hard to define. After all, practically the same population is using the same infrastructure and public services and the City is losing part of its citizens to the District as Kaunians tend to move there. However, due to a lack of political back-up, the communication and co-operation between the City and District municipalities was unsatisfactory on many levels. But recent new common projects in the cultural sector, such as establishing a common organisation responsible for the management of fortification heritage, new cycling infrastructure developments in the region, marketing actions, as well as the agreement to participate in the ECoC competition itself and its big support from the political and cultural sector in both municipalities are promising big opportunities for future new success in partnership.

Finally, in terms of National connections, it is worth mentioning that Kaunas is right in the middle of the country and over 2 million people (75 % of the population of Lithuania, including Vilnius inhabitants) can reach Kaunas within around 1 hour’s drive. So we use ECoC as an engine and meeting point for the majority of Lithuania’s population.

In summary, the geographical context of Kaunas 2022 – at community, District and National level – is to encourage and drive a much stronger focus on the decentralisation of culture from what is still a largely ‘capital-centric’ model for our country and ‘City-centric’ model in Kaunas. Stronger regional cultural infrastructure in smaller countries with culturally strong capital cities in particular is a significant European issue. So a key aspect of our programme and our European dimension is how sizeable second tier cities can be more culturally relevant on a national and international scale.
Explain briefly the overall cultural profile of your city.

Introduction

Contradictions – born from confusion and lost in confluence they remain one of the biggest obstacles to change our consciousness.

CULTURAL CONTRADICTIONS

We have a really good cultural infrastructure but are not making the most of it. Kaunas has the biggest number of museums in Lithuania (30 national, state, local and private museums and their subdivisions) but only a small fraction of the City’s population actually visit them. For example, the second largest museum in Lithuania – M. K. Čiurlionis National Museum of Art is only sixth according to visitor numbers and only 10% of Kaunas citizens have ever visited the Kaunas City Museum.

Kaunas has the largest density of heritage objects in Lithuania and just recently the City has been awarded the European Heritage Label. Kaunas is included in the UNESCO Design City Network and is now provisionally listed to be included into the UNESCO heritage list. However most of the iconic heritage sites of the City are neglected and in poor shape. Moreover, strict and sometimes irrational regulations are forced upon the most imaginative and urbanistic developments in heritage areas that are pushing business developers and architects to the verge of despair.

Kaunas is in many ways a city of contemporary culture. We have a great variety of solid international contemporary art events. The City is home to some significant events like the Kaunas Biennial – the biggest contemporary visual art biennial in the Baltic and Nordic region, Kaunas Jazz – the longest-running annual photo art festival in the Baltics, CREATiVe Live Art and the international Land Art festivals, international Kaunas Architecture Festival, KaFē and many more. On top of that, there is a number of music festivals from Kaunas Jazz (memorial of The Europe Jazz Network) and Art&Music Festivals to Pažaislis Classical Music Festival with concerts held at heritage sites: baroque monasteries, concert halls and churches across Kaunas and the District. Yet this contemporary cultural city still has no contemporary art centre and concert hall.

There is a variety of professional and amateur theatres, most notably one of the oldest functioning theatres in Lithuania – National Kaunas Drama Theatre. This theatre is among the most advanced cultural institutions of the City with facilities adapted to the broadest scope of audience, including hard of hearing and visually impaired. Aura Dance Theatre is another important institution with mutually international productions with European partners.

A project by Aura, called “Godot”, a collaboration with a Norwegian theatre company Panta Rei and the production is designed to “animate culture” to move it closer to the community. The Kaunas State Musical Theatre has built its reputation on staging musicals and operettas. The Kaunas Puppet Theatre Company has staged productions of “Dwarf Nose” and “Snow-flake” along with the local content. At the same time the theatrical community undermines a media cross losing its audiences to cinema and internet.

Along with theatre venues the centre as well as the surrounding neighbourhoods of the City have plenty of park and public spaces, but they need a serious face-lift.

Kaunas and the District also have a wide network of libraries connecting many of the City’s neighbouring places. They receive small amounts of visitors and some of the library buildings are in poor condition. Provided with a limited cultural development the current library network could be a very good basis for re-use in the public space and building for the community. A modern library is not just for books after all.

Kaunas is recognised as Lithuania’s sport capital. And not just because of the legendary Žalgiris BC – the all-important European basketball legend. There are a number of sport venues: the Žalgiris Arena where events such as the European Basketball Championship are held together with concerts by Sting, Eric Clapton, Red Hot Chili Peppers and the likes, the football stadium and the monumental Kaunas Sports Hall.

The informal children and youth education in Kaunas varies from sports to robotics classes, from computer programming to managing public spaces. There are environmental activists or an architect. Local music schools have 3,000 students involved.

However, there is still much more to be done to ensure equal learning opportunities for all citizens and especially in providing a proper offer of creative and informal education options targeted for children and adults with disabilities.

COMMUNITY CONTRADICTIONS

At the very heart of Kaunas stands an Orthodox church. Or to be more precise – it was built as an Orthodox and now serves as a Catholic church. Think of it as a good symbol of contradiction. Sometimes we say: Kaunas is Lithuania. Ethnically we are a very Lithuanian city today which was never the case before. On our route to being Europeans, it might actually be rather nice to celebrate being Lithuanian for once! At the same time the remaining Kaunas minorities are encouraged to preserve their traditions. Take local Armenians who have active folk collectives, Jews or Tatars, who have been living here for over 600 years and have since preserved their religious and ethnic traditions. Take Russians with their Pushkin High School at the very heart of the City.

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Nevertheless, Kaunas being a second city by size is only the fourth Lithuanian city according to investment, outranked even by smaller cities like Klaipėda and Šiauliai. And the truth is that large scale businesses are not so much concerned with the needs of the local population and therefore are not very socially engaged. There is also a certain lack of co-operation between business and culture people and so while the technology driven sectors are thriving in Kaunas, tourism and culture industries often lack variety and innovation.

We are committed to tackling these contradictions which mean that at the moment the sum of our cultural system is less rather than greater than its parts. Making our cultural system truly fit for purpose is central to our City’s vision and to the concept and strategy of Kaunas 2022. This application shows how we plan to do it.

The information and children’s education initiatives have emerged in Kaunas in recent years and local community centres are doing their best but a large part of the population is still quite passive and doesn’t get involved in civic activities. Besides that, the network of cultural institutions is not very experienced or effective about community involvement, audience development and outreach programmes, and can rarely accommodate visitors with special needs.

The same Orthodox/Catholic Church we have just talked about is not equipped for people with disabilities. What an irony...

After 27 years on the road to democratic society we still feel no need or are too insecure to actively participate in decision-making process. Consider this: only 31% of young adults voted in the direct Mayoral elections in Kaunas City. The research of the Civic Society Institute shows that more than half of the Lithuanian population fear they might lose their job, cause suspicion or get threats if they initiate or actively participate in civic movements. This insecurity increases and civic involvement drops around the time when citizens finish their secondary education and start working.

BUSINESS CONTRADICTIONS

CCI operators play an increasingly important role in Kaunas economy. In fact, since 2009 it grew by a whole 112%, from 966 businesses in 2009 to 2055 in 2016, and continues to do so. So, last autumn we launched a CCI survey to analyse more thoroughly the current dynamics of the sector. This research involved over 170 creative businesses. It showed that the biggest growth has taken place in IT and programming (25.5%), advertisement services (20.5%) as well as other CCI fields. Despite this and regardless of the scale of the CCI companies, the main driver of the creative industries sector remains the competition of low prices and not innovation or state-of-the-art ideas. Members of the CCI sector also agree that they are not well connected to the surrounding community (42%). But the good news is that more than 51% of the CCI members already expressed support in Kaunas obtaining the ECtG title, strongly agree that the programme would create more opportunities for their sector and are eager to become involved in the conception of the programme. They have also noticed the potential of disused buildings and spaces of the City (49%) and see Kaunas 2022 body as the potential leader in creating new creative clusters in the City.

As for the rest of the business sector, Kaunas remains one of the most important industrial centres in the country, but it is also recognised as a centre for IT and software engineering, client services and has a growing number of international companies and investors. In fact, in 2016 Kaunas District was ranked among the Best Small European Regions of the Future by FDI Magazine in the category of economic efficiency. Nevertheless, Kaunas being a second city by size is only the fourth Lithuanian city according to investment, outranked even by smaller cities like Klaipėda and Šiauliai.
Kaunas was the Temporary Capital between the two World Wars (1919–1940) after Vilnius was annexed by Poland. The reality has changed long ago, but eighty years of the pointless and counterproductive label too often attached to the City’s name still haunts minds in Kaunas and beyond.

We think it is about time to stop being temporary and become a Contemporary Capital.

For us Contemporary Capital means the City which is open, democratic and relevant to contemporary audiences, engaging and inclusive, creative and innovative. It is a City which acknowledges its complicat-ed past and its legacy, and moves towards new visions for the future. Besides, it is not the goal that is the most important. Becoming a Contemporary City is a meaningful unifying story, a myth for our City that it will be a place where we can learn and share together.

Contemporary Capital is about hope and change – things we have lost, and maybe are a little afraid of. But the sense of meeting all of the major challenges we face, like a City, as a community, as a family and as individuals are at the heart of our concept and our vision for the future. We envision a change in two directions:

**CULTURE**

We will create a new story for Kaunas. We see the idea of European Capital of Culture as a means to tackle the problem of how our City is subjected to. The past and the present of Kaunas is currently seen as a set of conflicting narratives and perceptions. So we will build a programme around a unifying story, a myth for our City that it has never had before. The myth will employ all the qualities and trivialities of the genre to appeal to the broadest possible audience from children to adults. We will present the concept of the Mythi-cal Beast – guardian of the City. It appears from ruins of the castle, from the dungeons of wartime fortifications, from fairy tales and anecdotes, from underneath the two rivers and enters our reality with street theatre performances, comic books for children, a steampunk novel, a movie, a TV show, mass celebrations and rumours of all things supernatural. It embodies and therefore justifies all cultural and identity conflicts and contradictions we used to have and still have.

The Mythical Beast will “wake up” the City. A diverse, professional and contemporary artistic programme will enter the scene after the legend will draw attention of a broad public.

**COMMUNITY**

We will create a capacity and happiness building programme for the whole City.

The programme will become an innovative learning/coaching hub to serve as open laboratory for change of the cultural landscape of our communities. It will seek to become a permanent forum for ideas and initiatives, the Fluxus Labs for a change of consciousness, a case study for Kaunas and those in Europe who want to share this experience and knowledge.

The directions above will contribute to a major shift in the identity of the City. Kaunas, currently labelling itself as well being labelled as pointess and fragmented Temporary Capital will become a Contemporary Capital. Not only a Contemporary Capital of Culture but a city that treasures its contemporary ‘Capital’ – the creativity of its citizens and entrepreneurs, the energy and innovation of its young people, the wealth and pain of its memories and minorities, the strength of its engaged and connected communities, the European-ness of its past, present and future (histo- ries). Our habit will become to care about a friend or neighbour, about others besides us, in our City, country, Europe and beyond. Care fulfils the soul and brings happiness. We will do our best to implement the vision of Kaunas to become a place for learning and happy people.

The matrix below shows the relationship between the concept and the three main challenges we face in the process of re-vamping the City and unblocking that latent creative energy, which we have translated into three programme strands: Confusion, Confluence and Consciousness.

**KAUNAS 2022: CONTEMPORARY CAPITAL**

**CHALLENGES**

- Kaunas has a unique heritage, but its citizens lack knowledge and emotional attachment to it. While Kaunasians have a backward mindedness, and are known as people who are nos-talgic for the great past they have lost, they are also prone to colossism – remembering only selected his-torical moments.

- We lack collaborative spirit and practices, a unifying narrative and also happiness.

- Kaunas feels the absence of community and lack of belief that all individuals matter.

- Weak civil engagement and participation in culture is also determined by the centralisa-tion of cultural institutions and services. Communication between institutions and common marketing strategies have not been used until recently when the joint preparation of Kaunas 2022 programme started.

**OBJECTIVES**

- To initiate international research and the establishment of an interpretation centre to showcase our recent architec-tural heritage – namely the Modernist Movement, and put it into a European/global context.

- To revive the diverse memory of Kaunas and its citizens, especially regarding an openness towards European values and multiethnicity. To reconcile the past and present to benefit the future.

- To choose happiness as a state of mind and to design our city as a place of happy experiences.

- To stimulate cross-sectoral cooperation.

- To empower the young generation and to create a platform for them to be rooted in the City as well as making Kaunas attractive for young people all over Europe.

- To empower diverse communities to celebrate and make the City a platform for cultural heritage.

- To build a collaborative network of partnerships among cultural institu-tions and individuals in Kaunas, Lithuania, the Baltic region and Europe at large.

- To turn cultural institutions towards contemporary audiences, especially working on updates for youth need and international visitors.

**METHODS**

- MODERNISM FOR THE FUTURE – a major new international research and interpreta-tion centre for the Modernist Movement.

- The DESIGNING HAPPINESS platform will focus on design for happiness provok-ing and nurturing design-thinking, design-centric culture and design-aware environment. The City itself becomes a Contemporary Art and Design Centre. Kaunas becomes an experimental site for acquiring a cultural attitude.

- The EMERGING KAUNAS platform proposes innovative tools to empower the young.

- The platform WE, THE PEOPLE through the projects as Fluxus Labs, My Courtyard Festival, Magic Carpets will decentralise cul-tural activities.

- Launching a new programme Matters: A Platform for Post-industrial Culture ena-bles stimulation of alternative cultural ex-pressions and subcultural diversity.

- The platform SHAKE IT, MAKE IT on the basis of the Tempo Academy ensures ca-pacity building of cultural operators.
Q5 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?

A cultural strategy has been a part of the Strategic Development Plan of Kaunas City Municipality until 2022 since its approval by Decision No. T-127 on 2 April 2015 of Kaunas City Municipality Council and has been implemented since. To further cement the key role of culture in our city, in mid 2016, after Kaunas was shortlisted for the ECoC title, Kaunas City Municipality started to work on a separate Kaunas City Cultural Strategy 2017–2027 document. This has now been completed, discussed widely within the sector, and was approved by Kaunas City Municipality Council on 7 February 2017.

The Cultural Strategy document corresponds to previous strategic documents of the City, but goes far more deeply into the analysis of the current cultural situation. It reveals the aims and objectives to be developed through the period until 2022 and five years beyond. The impact of the ECoC preparation period plays a key role in the document. The strengthening of community participation, outreach, capacity building for cultural sector and youth, the emphasis on European partnerships and networks, and regular evaluation ofCCI in order to boost the sector, which are main goals in our ECoC strategy, are also significant in the document. The Cultural Strategy also ensures that the urban development plan and infrastructure projects are correlated with cultural needs, challenges, and services.

Kaunas City Cultural Strategy is expressed as a clear VISION:

KAUNAS – CITY OF INCLUSIVE CULTURE, CONTEMPORARY ART AND INNOVATIVE DESIGN

The GOALS of Cultural Strategy are:

- To help staff in the cultural sector develop their skills in audience development and strengthen interdisciplinary and trans-sectorial cultural collaboration.
- To promote research, communication, showcase and proper care of Kaunas heritage, especially of Modernism architecture and culture.
- To strengthen intercultural dialogue, collective memory and intergenerational projects.
- To strengthen conditions for cultural and creative industries’ development and stimulate the growth of the design sector in the development of innovative products and services aimed at public welfare.
- To promote collaboration between the cultural sector and professionals from research, education, and social spheres in order to implement common projects.
- To promote participatory culture, decentralisation of culture, and ensuring accessibility of culture in each Seniūnija of the City.
- To ensure sufficient quality and diversity of services provided by local cultural institutions.
- To collect and analyse data on the CCI sector, community and civic initiatives on a regular basis and strengthen citizens’ participation in the evaluation of cultural services.

Cultural Strategy in action since 2017

Not only was the Strategy approved, but, moreover, additional updates for cultural involvement into economic and social sectors are already included in the Kaunas City Strategic Action Plan 2017–2019. The document is a concrete implementation plan that translates the guidelines set out in all the different strategic documents of Kaunas City Municipality into detailed actions and measures for activities. The Kaunas City Strategic Action Plan sets out short and medium-term tasks to specific Departments of the City Municipality and determines smooth implementation of long-term strategic aims.

We would like to emphasise that Cultural Strategy is already in the process of implementation from the beginning of 2017. It will ensure the cultural sector’s growth until 2027. The Cultural Strategy will be revised and reconfirmed in late 2022 together with the new Strategic Development Plan of Kaunas City Municipality 2023–2030. The legacy of Kaunas 2022 will become one of the main drivers in the upcoming 2030 vision.

Q6 How is the European Capital of Culture action included in this strategy?

The relationship between the European Capital of Culture and the delivery of Kaunas’ cultural strategy and vision is fundamental. In preparing this application and our ECoC programme we have identified three priorities which will connect the delivery of our programme to the City’s strategy and long-term vision. Those priorities are:

1) Contemporising the Cultural Offer – strengthening the quality of Kaunas’ cultural system

2) Community Participation – strengthening our model of civic society and access to culture in our communities

3) Urban Development – developing economic and public landscapes of Kaunas to encourage the settlement of cultural and creative businesses.

The following model shows the critical and symbiotic relationship between the practical delivery of aforementioned priorities and our proposed ECoC programme.
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)?

In order to ensure the long-term impact on Kaunas and Kaunas District we developed our programme in such a way that the challenges we are facing would be covered by actions in the programme in order to reach the desired results and impacts.

The table below is a continuation of the Matrix from Q4 and shows the expected cultural, social and economic/urban impact on the City if awarded the title and indicators for success related to the following question.

<table>
<thead>
<tr>
<th>PROGRAMME STRAND: PLATFORM</th>
<th>CULTURAL</th>
<th>SOCIAL</th>
<th>ECONOMIC/URBAN</th>
<th>INDICATORS FOR MONITORING SUCCESS</th>
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</thead>
<tbody>
<tr>
<td>MODERNISM FOR THE FUTURE</td>
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<td>Q8</td>
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<tr>
<td>ECoC title gives an impulse for Kaunas to proceed on active interpretation of the Modernism movement in Europe and beyond.</td>
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<tr>
<td>Modernist heritage and its usage become key elements of the City's forward looking identity.</td>
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<tr>
<td>Awareness and emotional attachment to heritage is raised.</td>
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<tr>
<td>Currently abandoned prominent Modernist buildings (Kaunas Post Office, Milk Centre, Progress Building and others) are culturally revived and are under public use. European/international audience interest is enhanced and visits triggered.</td>
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<tr>
<td>Kaunas is back on the European Culture Map, establishes itself on international creative networks, new businesses and strengthened CCI sector.</td>
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<tr>
<td>WE, THE PEOPLE</td>
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<td>Q8</td>
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<tr>
<td>Kaunas restores its status as a city of diverse subcultures. Post-industrial festival becomes an established European platform for alternative music and culture.</td>
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<tr>
<td>The first community art and activism university study programme is launched.</td>
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<tr>
<td>The diversity of citizens involved in voluntary activities grows significantly.</td>
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<tr>
<td>DESIGNING HAPPINESS</td>
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<td>Q8</td>
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<tr>
<td>The City Municipality and cultural organisations adapt design thinking methods to benefit the citizens and their feeling of Europeanness.</td>
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<tr>
<td>New and unifying narrative is created, self-esteem, happiness and community spirit of citizens is raised.</td>
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<tr>
<td>Kaunas City and District designs itself into a place of happy experiences.</td>
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<tr>
<td>Kaunas cultural organisations become physically, mentally, and linguistically accessible.</td>
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<tr>
<td>Previously discussed buildings in New Town area are creatively used by the CCI sector, especially by new generation and young businesses.</td>
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<tr>
<td>The boost of the CCI sector, new workplaces created, more young people stay in the City, self-employment is raised.</td>
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<tr>
<td>Being a site of unconventional approach towards art and design the City attracts international attention and visitors.</td>
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<tr>
<td>Rate of accessibility to cultural services;</td>
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<tr>
<td>Happiness rate of citizens;</td>
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<tr>
<td>Statistics of social business sector;</td>
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<tr>
<td>Number of CCI businesses.</td>
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<tr>
<td>EMERGING KAUNAS</td>
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<td>Q8</td>
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<tr>
<td>Cultural offer of the City and the District is reoriented towards international, contemporary and youth-inclusive cultural profile. Young generation of city activists, artists and creatives are leading cultural initiatives and are active in the civic and economic development of the City.</td>
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<tr>
<td>By 2023 The Kaunas Challenge programme becomes a self-sustaining structure that will continue youth cultural empowerment programmes based on new methods – making Kaunas more accessible and attractive for young people from all over Europe.</td>
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<tr>
<td>Safe, friendly and vibrantly active neighbourhoods and revitalised community meeting places. Community art profile recognised and established within the professional field.</td>
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<td>The first community art and activism university study programme is launched.</td>
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<td>The diversity of citizens involved in voluntary activities grows significantly.</td>
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<td>DESIGNING HAPPINESS</td>
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<td>The City Municipality and cultural organisations adapt design thinking methods to benefit the citizens and their feeling of Europeanness.</td>
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<td>New and unifying narrative is created, self-esteem, happiness and community spirit of citizens is raised.</td>
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<td>Kaunas City and District designs itself into a place of happy experiences.</td>
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<td>Kaunas cultural organisations become physically, mentally, and linguistically accessible.</td>
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<td>Previously discussed buildings in New Town area are creatively used by the CCI sector, especially by new generation and young businesses.</td>
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<td>The boost of the CCI sector, new workplaces created, more young people stay in the City, self-employment is raised.</td>
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<td>Being a site of unconventional approach towards art and design the City attracts international attention and visitors.</td>
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<td>Rate of accessibility to cultural services;</td>
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<td>Happiness rate of citizens;</td>
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<tr>
<td>Statistics of social business sector;</td>
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<tr>
<td>Number of CCI businesses.</td>
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In order to easily collect the necessary data we will also create a mobile application based on information currency and gamification.

We will also be able to touch happiness! We will commission an interactive design object for our public space to monitor and visualise the happiness state of the City. In co-operation and co-creation and with and for the City community this object will become an inspiring piece of art and an instrument at the same time operating as a “thermometer”, “barometer” or “hedonometer” in measuring emotional temperature and pressure of creative atmosphere in and of the Capital and of each individual, reflecting in a very visual way people’s emotions and feelings. To find the best possible idea for this project we will collaborate with other UNESCO Creative Cities in Design field, among them Saint-Etienne, Linz, Singapore, Dundee, Montreal and others. We will work together to implement an international competition emerging designers and will host an international workshop with the winners during which one project will be selected to be implemented together with the help of IT and engineering specialists.

We know we will be happy. By 2022 we will be able to prove it. And touch it.

Who When How?

Our Monitoring and Evaluation programme will be implemented by a specially selected consortium of an independent policy working in partnership with local academic institutions, Observation and dissemination of Evaluation and Monitoring results will be a responsibility of a designated ECoG team member. We will continue to collaborate with Kaunas 2022 volunteers who will be further trained to undertake some of the community based evaluation, involving local people in the process of improving the way the City works and connects.

To determine the effects of Kaunas 2022 programme on the areas set out in the previous question (see last column of the table Q7), a total of four monitoring stages are planned every two years – before (2018, 2020), during (2022) and after (2024). Each year the Monitoring and Evaluation consortium will conduct health checks of the programme including the effectiveness of working methods, outreach strategies, managerial models, economic impact of the programme, tracking communication between the citizens and the team implementing the project, evaluating citizen involvement and participation rates.

After each stage of monitoring and evaluation, we will host a public deliberation event where we will discuss the results with the citizens. We will set up a Strategic Advisory Group which will help us test and implement our future campaigns, participation models and project demos.

All monitoring and impact evaluations will play a vital role in ensuring efficiency and transparency of programme implementation and measuring its outcomes. The data will be used in preparation of the “Strategic Development Plan of Kaunas City Municipality 2023 – 2030”.

CONTREPOOR EUROPEANNESS

’I woke up one day and knew I was a Europian’ wrote the philosopher Emma-nuel Levinas in the late 70’s to his previ-ous Kaunusan teacher. But what does it mean to be a Europian today? For us and for our young generation? Or what does it mean for a Lithuanian to hear the word “Euro” address the same as the one to someone from Sweden or Britain or Por-tugal – perhaps not even the same as from someone from Romania or Poland.

The magic word for us in the context of Eu-rope is “re-connected”. The tragedy of a divid-ed Europe by the Iron Curtain transformed the way we, Lithuanians, thought and still think of Europe and of ourselves. The international isolation behind the Iron Curtain meant for us that “Europe” was the West. So for a long time we associated Europe only with Western European countries.

That was not always the case. Before WWI for many centuries for Kaunas and the cul-tural life of the City, its artists and intellec-tuals who created European and intercontinental European culture and European intellectual climate was natural and Europanness was not something that had to be illustrated.

But today Europanness seems to be a very complicated matter once again, possible European identities are still debated. The local-global nexus as well as ques-tions related to Europanness – its nature and representation – are particularly in focus. Also the issues of Europeanisation: what it is, what it means, how it is interpreted remain highly topical. So... we want to contribute to this debate of Contemporary Europanness in many relevant aspects. And maybe we are needed now just as much as we want the title for one simple reason: creating a contem-porary Europe together.

HAPPINESS, INCLUSION AND COMMUNITY

Happiness is a day out of danger. The lat-est research shows that for Lithuanians hap-piness, finliness, meaning, life satisfaction and psychological well-being, are more prone to resentment and fear, xenophobia, racism, misogyny, and other quite unpleasant phenomena that are far from being eradicated. That’s why we take the happiness indica-tor so seriously. Most of our programmes have to do with the theme of happiness in different ways – by making memorable experiences, creating a favourable and friendly city climate, building attachment to a place or designing a safe and happy environ-ment. As for example, with the platform Designing Happiness we focus on happe-ness as a day by designing coastal real home for happy people. Based on the new design-thinking approach we are ready to make Kaunas the most accessible city in Lithuania and Europe. Thus, this will not only benefit people with all kinds of disabilities or young moms with baby buggies and also city guests and for-eign tourists.

But we are concerned not only about phys-ical barriers. Cultural or psychological as well as other kinds of accessibility is our concern. How can we make European communities, artists, cultural operators and European audiences as well as Lithuanian citizens be included in Europan-ness and communication? What kind of use-ful Europan activities are suitable for different communities? How can we, as a city, as European communities, artists, cultural operators and European audiences work together and communicate? And most of all: how can we make young people and out of their niche into the core of programmes and activities? As a “second city” Kaunas encounters the challenges that many European cities share, e.g. brain drain, young people leaving, emigration to the capital, etc. We want to overcome them by creating a congenial and attractive opportunity for young people, who would see their future in this City. For that we plan to focus on young-sters with a long-term capacity building and practice-based programme. Kaunas Challenge. This project is initiated for and by our young generation will introduce a new model of inclusion for young people who are underrepresented within the audi-ence of cultural institutions and undervalu-ed in many aspects of social and econom-ic life. In addition, this programme, which will be implemented in European cultural institutions and ECoG agencies, interna-tional youth summer camps, etc., without a doubt will encourage trans-European links and future collaborative projects.

Therefore we want to strengthen the con-cept of being European, meaning always being ready to widen our Weltausanschau-ung. Built around the themes of the contem-porary and highlighting the concepts of a new cultural tempo Kaunas 2022 programme is intended to stimulate inter-cultural dialogue between local and European communities, artists, cultural operators and European audiences as well as Lithuanians. Thus our programme con-firms that culture and cultural operators so seriously. Most of our projects deal with these projects in inclusion as widening opportunities for young people to participate. For us that “Europe” was the West. So for a long time we associated Europe only with Western European countries.

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In the 1938 at the Évian Conference leaders from 32 countries refused to harbour hundreds of thousands of its citizens, not only Jewish, by forced removal or emigration. How does a place keep its memories?

The generation of Digital Nomads is a relatively new group that lives with a different kind of ‘placelessness’. What impact does the digital world have in our ways of forming a sense of place and identity?

European culture and its identity are facing enormous challenges today. Not long ago it seemed that the old antagonisms amongst European nations were in the distant past and Europe had become an open space with room for self-criticism, human rights and respect for human dignity. Sadly, the old distinctions have resurfaced – we see those walls, conflicts, confrontations, prejudices and fears are rising again.

Nevertheless, we strongly believe that Europe has the immense experience in solving similar problems that can help transform its crisis into future possibilities.

With Kaunas 2022 we want to show Europeans from humanistic and artistic culture as the ‘glue’ that can consolidate European nations, its citizens and create new bridges of understanding. Besides, the miracle of Europe is not born in big cities. It is found in these small historical cultural places. Such as Kaunas.

The Contemporary Legend

The idea of a legend or myth of the City is based on the assumption that the City can be brought back to its European identity through telling a comprehensive story instead of having a patchwork of historical events and fragments. Kaunas, as one of the new capitals of the 21st century has an outstanding opportunity to take an active part in the process of re-constructing the role of recent history, and to inspire new methodologies to integrate conservation and adaptive reuse of Modernism buildings. Kaunas 2022 events will inspire new and creative approaches towards an understanding of Kaunas Modernism as a catalyst for the future. Kaunas as a showcase of a distinctly local interpretation reflects the diversity and importance of the modernisation as universal process of human and European history.

The European Capital of Culture project is an attempt to implement a long-term strategy of how to preserve, re-value and re-connect this outstanding example of modernity living within it and with – and connecting to other cities with similar issues through projects like Kaunas Modernism 360/365 and others. We will communicate Modernism as heritage, which is close to everyday life, gives a cultural meaning to the environment where ordinary people live their lives.

Today we can state that place is a condition of memory. Memory of a place is key to an emotional understanding of the world and ourselves. Individuals as well as communities can imagine their identity only in relation to some landmarks. These landmarks help understand, justify and evaluate self-perception and the perception of the Other.

However, some intellectuals assert that a deepening crisis of place is the most profound dilemma of this century: lack of attachment to a place dismembers memory,landers, sunders relationships and promotes wasteful resource consumption. When we lose those places, we lose an essential part of our stories and ourselves.

Thus, in an age of migration ennui of placelessness becomes a common problem of contemporary Western world. For Kaunas 2022 we want to look at this aspect of contemporary life from different European angles.

Contemporary Europe faces an influx of people from different parts of the world with a possibly different sense of place and suffering from a forced displacement from their home countries. How can we as Europeans share our urban ‘memory maps’ with them?

160 are going to tell Kaunas over the past 25 years, often moving to other European countries. How do these ‘disembodied memories’ fit into the tapestry of their own hometown and into their new resident cities all over Europe and the world?

Through Soviet and Nazi occupations Kaunas and Lithuania have lost hundreds of thousands of its citizens, not only Jewish, by forced removal or emigration. How does a place keep its memories?

European Capital of Culture is neither a loss, nor a gain – project example: No Border Radio, Design category to which Kaunas belonged, will become a platform for institutional, municipal and NGO partnership through our established Design Forum, in addition to hosting international and urban interventions (European cities: Helsinki, Berlin, Bilbao, Turin, Saint-Eti
data:image/jpeg;base64,/9j/4AAQSkZJRgABAQAAAQABAAD/2wBDAAkGBx8EBSggGBQgIBwcHCxQVFcsvER crayons, pastels, hopeful knowledge, crafts, etc. It would be not only because of the causality and interdependence of these events. A continuing process of deepening evolution of the European tradition and orientation of Kaunas is needed and will be created through the legend project. Kaunas Modernism could become the first city with a post-modern mythology. The method implemented should be brought back to the local communities and also shared with other cities with a similarly fragmented historic narratives.

Connecting neighbours

Kaunas 2022 programme is going to be a platform of solid partnerships and collaborations amongst international scholars, researchers and cultural networks: e.g. International meeting of the leaders of photography institutions (100 participants, November 2017), IFFR Conference (International Federation of Theatre Research, 2022 June, up to 1000 participants), European Design Forum (July 2022, up to 100 participants), IFA Conference (International Biennial Association’s annual meeting, September 2022, 400 participants), European Capital of Culture artisticawards – project example: No Border Radio, Design category to which Kaunas belonged, will become a platform for institutional, municipal and NGO partnership through our established Design Forum, in addition to hosting international and urban interventions (European cities: Helsinki, Berlin, Bilbao, Turin, Saint-Eti
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Connecting neighbours

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Kaunas already has a rich experience of international partnership and collaboration e.g. through Kaunas Biennial (roughly 80% of the event consists of European art content), Kaunas Jazz Festival (roughly 30% European content), Aura Dance Festival (nearly 100% co-productions with European and Russian artists) and Others. The programme of Kaunas 2023 will be based on community experience amongst national and international partners, artists and cultural operators from almost 40 countries. For more information, please also see Q10.

Q10 Can you explain your strategy to attract the interest of a broad European and international public?

**European Dimension**

*International Artistic Team:* The directors, curators, and managers of the main platforms and projects are well-known and experienced professionals in the European and worldwide cultural context. They will ensure the high-profile and international content of Kaunas 2022. Public art projects and neighbourhood programmes will be used to network with communities and their networks to communicate projects worldwide - Daniele Finzi Pasca (CH) – Sochi Olympic Games open air director, invited to direct Kaunas 2022 Granda Opening Event; RSA composer and light artist Janek Gagen (GB) – will direct a Reconciliation Oratory with 30 performances from various countries; community artist from the UK and in Rotterdam and Vilnius, Natascha Stellmach – curator; theatre directors, theatre directors are already invited to participate in the programme and create new commission projects related to programme topics and problematics.

*Renaissance:* The Kaunas Art and Social Change (2017-2021) and to help twin communities in Latvia and Lithuania We, the People platform.

So what can we do in the world where Donald Trump has just become president?

Nothing.

We will not change our plans, we will stick to the two strategies we have.

And these two strategies to attract the interest of a broad European and worldwide audience are: (1) Contamination – because contaminating Europe with the virus of “contemporary art and Urban Connectors (Urban Connectors is an expert and driving force in contemporary urban Off-Axis) and others. The programme of Kaunas 2023 will be based on the common experience amongst national and international partners, artists and cultural operators from almost 40 countries. For more information, please also see Q10.

**Happy City:** We are establishing The City as Public Art and Design Centre for the art attitude and design thinking sake instead of building new facilities for contemporary arts. And we declare for the future director of Design Library Milan is director of Design Library Milano is a partner for the Future Musician Michel Levainis, the son of Emmanuel Levainis, and his wife Daniëlle Cohen-Levainis (head of the programme). The Kaunas Art Centre is under development at this time.

**Marianne in the Laboratory of Art** – an exhibition of Russian-born German expressionist painter Gabriele Münter (1897–1985) of which she was also a member. The exhibition will be initiated in the summer period 2022 (1500–3000 guests expected), The Meeting of European Mythological Beasts (20–22 May 2022, number of Beasts is still being negotiated and is currently kept under wraps.

**Impetuses of Contamination**

Kaunas 2022 programme will be accessible across the world, proposing VR based tele-education for Theatre Research 600–800 conferences in Kaunas in 2022: (1) EuroConferences in Kaunas in 2022: (1) EuroConferences in Kaunas in 2022: (1) EuroConferences in Kaunas in 2022: (1) European Ambassadors who have cultural links to our City and Lithuania – e.g. previous curators, artists, and partners of international festivals in Kaunas.

**HOT-ARIAL Balloon trip through European sky** (The Mythsical Charactor) a new legend for Kaunas City is under development at this moment. The main character of this legen...
Kaukas to highlight the legacy of Vilnius 2009 programme.

RIGA 2014

Representatives of Riga 2014 were important advisors in preparation of our project. We have already established contacts with the Mayor of Riga, Janis Laivina, the curator of Riga 2014 Roadmap programme and the team of New Theatre Riga. We are happy to express our gratitude to all Riga 2014 consultants and partners in the project We, the people. We have agreed on their further participation in the development of this part of the programme as well as the Tempo Academy training sessions for culture professionals and community leaders. They will also participate in artist residencies and outdoor city big scale events.

MATERA 2019

The partnership with Matera 2019 will include common actions in the field of design. Kaunas will join Matera’s exciting project Open Design School which will be open for citizens of all age and the aim of which is to develop local design projects. Our interest in the Open Design School in Matera will be invited to lead some workshops in Kaunas for two consecutive years. Moreover, professional expert exchange is planned within the Tempo Academy programme.

Kaunas 2022 programmes and there are some projects in these programmes that share very similar methods and visions. For example, Galway 2022 intends to set up a network of 25 cultural zones across the region (Small Towns, Big Ideas) by stimulating community-led creative initiatives and plans a series of artist residencies called Artist in Every Place. This closely relates to our plans described in the Fluxus Labs project. In 2020 Kaunas and Maastricht partners and they have contributed a lot in preparation of our bid by sharing their experiences and knowledge. We are happy to express our gratitude to all ECoC family members. Above all, we foresee a number of Vilnius based culture organisations,ings to analyse and learn from their experiences in these projects.

The project will serve community inclusion of outdoor events in partner countries. The teams will connect with partner ECoC teams. We are happy to have Gundega Galjan as an expert advisor in preparation of our programme and the team of New Theatre Riga for the artist and project selection.

The Kaunas Challenge project for youth will aim to encourage experience sharing and capacity building among ECoC cities. The practice and knowledge gained by these young leaders creating projects will be used in the implementation of their own activities in Kaunas 2022 programme and help them build their trans-European links.

ECoC Bridges is what we call a set of projects which build partnerships with other designated or previous ECoC cities. We have already established good connections with colleagues from other ECoC cities and they have contributed a lot in preparation of our bid by sharing their experiences and knowledge. We are happy to express our gratitude to all ECoC family members.

The Legacy of Temporariness conference dedicated to the Maastricht Treaty will explore the many impacts of soft culture programmes on cities, communities and civic culture. It will also look at tourism and city profile development, exploring long-lasting effects created by temporary actions. We will invite all cities which held the ECoC title from 2011—2022 to propose topics for discussion and participate in a presentation on ECoC legacy planning.

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We will use the Tempo Academy of Culture as a platform for cross-European partnerships and learning, from other ECoC cities, by organising study visits to various cities, inviting members of previous ECoC teams to hold workshops and seminars for the participants of the Tempo Academy, organise internships for young participants of the project in other ECoC cities, and vice-versa.

The team of Vilnius ECoC are our routine consultants and we hold regular meet- ings to discuss our progress from their experience. We are in co-operation with many of Vilnius based culture organisations, communities and other cultural partners. Above all, we foresee a number of joint activities with the partners of Vilnius 2009 long-term projects in the Street Music Day and The Culture Night by further extending their programme in 2022 programmes and there are some projects in these programmes that share very similar methods and visions. For example, Galway 2022 intends to set up a network of 25 cultural zones across the region (Small Towns, Big Ideas) by stimulating community-led creative initiatives and plans a series of artist residencies called Artist in Every Place. This closely relates to our plans described in the Fluxus Labs project. In 2020 Kaunas and Maastricht partners and they have contributed a lot in preparation of our bid by sharing their experiences and knowledge. We are happy to express our gratitude to all ECoC family members. Above all, we foresee a number of Vilnius based culture organisations,ings to analyse and learn from their experiences in these projects.
Our artistic vision is to become a “Contemporary Capital” where every citizen is recognised as possessing his or her own cultural capital – creative capital that contributes to the City’s image, welcome, imagination, pride in contemporaneity and diversity, and belief in the future. We want to achieve an active citizenship, which we lack rather badly today. Contemporary culture (present day culture including all its popular and community-led expressions) is above all characterised by being holistic – it’s both an attitude and a life-style, as exemplified by Kaunas’ George Maczukas, founder of the Fluxus movement. It is a whole way for citizens to look at and understand the world while being actively engaged in a neighbourhood; a way for citizens to be proud of her or his “place,” both in the neighbourhood and in the City. Recent politics in Europe and the USA has witnessed a swing to protectionism on the ground of “culture”: it’s important to stress the value and belief that a citizen can be proud of having commonality with other cultures as a way to assert their local identity.

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Our vision is that this “contemporary art” attitude and lifestyle can and will be created through every citizen’s participation in the broad Kaunas programme of 2017–2022, which includes contemporary arts and design, but reaches far more widely than design, but reaches far more widely than the City’s newfound contemporaneity. No. Instead of this we use our creative imagination to understand how the physical and emotional potential itself to be a “Centre of Contemporary Culture and Arts”, one that is dispersed across all the neighbourhoods and the District. Why construct a building when all that is needed is a change in understanding, a re-evaluation of what we have? The Fluxus Labs that will pop up in existing buildings (such as under-used schools, post-industrial sites) in each of the Seniūnija of the City and the District, will become a platform for active citizenship; discussions, creativity and programming of cultural activities in the neighbourhoods through the entire period up to 2022 and beyond. Local people will contribute to small and large scale events or infrastructures of 2022 by celebrating their own culture, using their skills and being empowered to make decisions about their environment today. The backward-minded (passive)ness of the City will change and become a true part of the European picture. Next to these foundational parts of the programme performed by Kaunas’ citizens will be others – performed by our international guest artists and personalities – high-profile conferences and European must-see exhibitions, re-invigorated Museums and Universities, engaging with the full range of Kaunas’ heritage, as well as digital tools and animations enabling citizens and visitors alike to experience that heritage as a whole as a part of what makes Kaunas contemporary.

Kaunas will have transformed itself from its former fortress-like mentality into a self-identity based on openness, an open-mindedness towards other people and ideas, experienced in the encounter of what Emmanuel Levinas referred to as face-to-face, and, thereby, also becoming a true part of the European intercultural partnership. We strongly desire to open the City to the outside, just as much as to the inside, through the influx of artists and other cultural groups from all over Europe and the world. The awakening of this generous consciousness of diversity and multiculturalism, as a strategy, will be realised through and in parallel with the process of building community-based and contemporary culture, in the Fluxus Labs mentioned above.

Strategy

What is the strategy to realise this vision? The vision is underpinned by three main values – of creative entrepreneurship, localism, and inclusivity. These values are inherent in Kaunas’ history, and can be communicated to its people today: through their re-awakening, adoption and reinforcement in people’s lives they will become the strategies for achieving the vision.

Creative entrepreneurship and active citizenship founded on localism

The development of creative entrepreneurship as the economic environment for cultural production, distribution and consumption is fundamental to the vision. The commercial production and support systems for the programme will be created within the local creative sector, to encourage emerging and established local designers, IT specialists, film and animation studios, media and press people, photographers and video makers, print design and production, architects and couturiers, interior designers and urbanists – and, yes, chefs and boutique owners. They will be asked to work with and for local communities in Kaunas to create and continue a local culture which correlates global and local perspectives.

The commercialisation of culture can be glamorous, fun and educational too: we must find a way to protect and guide this commercialisation, to ensure that the impulsive and ownership, of production and profits remain local. Commerce is a driver of the broad culture, and we must support its application to the 2022 programme while believing that it is above all shared memories and experiences that connect people, and that this should take precedence over the impulse to consume or acquire cliché’d brands created elsewhere.

There is no need or excuse to retain multinational brands (whether Disney or Starbucks) provided local artists and entrepreneurs are properly supported in their creativity. A contemporary critical attitude can also be demonstrated in a positive way in relation to the shared consumption of locally sourced and produced culture.

Investment in the development of local creative entrepreneurship need not be a heavy financial outlay. It is more about the consistent application of a value set, a mental attitude. Neither do we need to construct expensive new buildings in the city centre, a new “contemporary art centre” for instance, to encourage active citizen involvement in the City’s newfound contemporaneity. No. Instead of this we use our creative imagination to understand how the physical and emotional potential itself to be a “Centre of Contemporary Culture and Arts”, one that is dispersed across all the neighbourhoods and the District. Why construct a building when all that is needed is a change in understanding, a re-evaluation of what we have? The Fluxus Labs that will pop up in existing buildings (such as under-used schools, post-industrial sites) in each of the Seniūnija of the City and the District, will become a platform for active citizenship; discussions, creativity and programming of cultural activities in the neighbourhoods through the entire period up to 2022 and beyond. Local people will contribute to small and large scale events or infrastructures of 2022 by celebrating their own culture, using their skills and being empowered to make decisions about
Describe the structure of the cultural programme, including the range and diversity of the activities / main events that will mark the year.

The structure of the proposed Kaunas 2022 programme has three main strands: CONFLUSION, CONFLUENCE, and CONSCIOUSNESS. Each reflects the challenges, ambitions and visions of how future Kaunas could use culture to underpin a process of change. Under each of the three strands we have two platforms with their own project clusters. Many of these take as their starting point the challenges that face our City, and then go on to address these on multiple levels: with audience-focused performances and exhibitions as well as specialist-driven approaches that includes artistic expression and community activities. In this way that we want to secure a legacy that makes a real mark on our City and its citizens – achieving progress while at the same time giving everyone an enjoyable ride.

Two HORIZONTAL PROGRAMMES cross and make links among all programmes and projects: THE MYTHICAL BEAST OF KAUNAS and the TEMPO ACADEMY OF CULTURE.

The 2017–2023 programme is divided into four phases:

IGNITION (2017–2018) is dedicated to capacity building, deepening local partnerships and extending European networks.

AGITATION (2019–2020) is focused on community involvement in all processes and pilot projects with public events.

EXPLOSION (2021–2022) involves all partners and communities working to prepare and implement the programme for 2022.

LEGACY (2023–beyond) the principles of co-creation, co-working and community inclusion adjusted to the local cultural sector through the first three periods will become a sustainable model for Kaunas’ cultural development.
The Mythical Beast is an interdisciplinary project aiming at creating a unifying narrative for Kaunas.

The creation of the Beast and its story will involve citizens of all ages and from all walks of life and includes spectacular events for people from near and far away.

The Mythical Beast/Water Dragon of Kaunas will become the avatar or allegory for the City, where the Beast + Kaunas. Its story is the story of the City told allegorically, and it will become an important part of common consciousness. We feel that a European City that creates an identity-changing myth has the potential to make the news.

2017–2018 IGNITION
The preparation will see many participatory methods to get people involved in the creation of the legend. The place to involve different communities in the City into the process will be the Fluxus Labs (see programme platform We, the People).

At the beginning, we will present collaborative fiction methods on a website (participation will also be possible with offline media) to create the story and stories around the mythical creature that was the first and will be the last citizen of Kaunas.

The website will give a few guidelines and pre-settings, such as:

- the Beast is waterborne, guardian of the City.
- The City has an Accord with him. There is a secret Society of the Beast, keepers of the Accord.
- The Society celebrates the Day of the Beast every year at the confluence.
- He lives under flooded fortifications in a cave system below the City.
- So has the City. In order to renew the Accord, the Beast should be awakened and summoned.

A parallel step is to develop the physical form of the Beast project will be developed in Lithuanian and English simultaneously, making it easy for worldwide Beast Conventions to hold brainstorming sessions and consider the progress of the narrative. The project will be developed in Lithuanian and English simultaneously, making it easy for worldwide audiences to contribute.

During the agitation phase the preparation for the Days of the Beast (20–22 May 2022) takes place. Through the Fluxus Labs each Seniūnija of Kaunas and the District as well as the ethnic communities will construct a huge puppet – one of the characters that populate the Story of the Beast which will feature in a theatre show on the waterfront platform.

Professional scriptwriters will be invited to write several sets of film scripts and theatre plays from the collected written material. Some of this will be used to create the show Wake up, Beast! that will be performed as part of the opening Grand Event at the beginning of 2022. Other material will be used to create open scene-by-scene sets to invite everyone – citizens from Kaunas and the District as well as broader and people all over the world – to pick a scene and then turn it into a performing arts scene of a play, opera, musical, pantomime with their friends, colleagues, and families. The completed scene should be filmed and uploaded onto the website.

The media will be a website with many different pages and sections that can be discovered by the users of the website. The users of the website can stream single scenes and select them manually or activate a random generator that will show the scenes in order of the story in a random combination of contributions.

Professional game developers will create a sophisticated computer adventure featuring the Beast and many other characters invented by the communities and individuals over time.

2021–2022 EXPLOSION
In 2021 the story of the Beast will be presented in different media and forms, like a novel, children’s comic book, movie, performing arts website described above, Museum of objects related to the Beast (like Orhan Pamuk’s Museum of Innocence), public art, ice and gardening sculptures, art installations seen in (or said to be recovered from) the Nemunas and the Neris river beds at low tide, and others.

Through activities in the Designing Happiness projects, traces of the Beast will be visible throughout the City, some visible with the naked eye, some only made visible and audible by augmented reality and digital audio functions of smartphones. Groans and roars can be heard in trees and behind bushes, huge footprints appear at impossible heights on the fortress walls, discarded scales of skin are hanging from traffic lights and someone seems to have chewed off a piece of an art installation in the form of a huge lollipop.

GRAND EVENTS
The Opening Event of Kaunas 2022 will feature a Wake up, Beast! show in which the Beast will appear in front of the citizens for the very first time – if we can manage to wake it up with light, music and noise.

During the Days of the Beast in May 2022 community members will bring their huge puppets on boats to the waterfront platform on the confluence of the Nemunas and the Neris rivers for the grand event. Artists will be invited to produce the European mythological characters – the colleagues of our Kaunas Beast (Vinčius Basilisk, Loch Ness Monster, Y Ddraig Goch from Wales, Smok Wawelski from Kraków and many others) to come to the gathering in sculptural or holographic forms, although some of them might just send video messages or be connected via livestream.

The Closing Event in December 2022 will sum up the whole point of the Beast and its story: to negotiate a friendship agreement with the Beast (the City), between its communities and our neighbours to look ahead to the future instead of only the past. The Closing Event. And They Lived Happily Ever After will see a City celebrating their newly gained Conscioussness together with the many partners and new friends from all over Europe. In the end, the Beast appears from over Alekstas hills, descends and submerges into the Nemunas river. The Beast is there to stay and guard the City.

A fictional approach can be very productive in dealing with conflicting history and narratives of the present. After all, every myth in its essence does just that. No region, no country and no city can be without contradictory views on its past and present, where even well documented events become subject to controversy. As it has always been the case, the human brain needs parables and anecdotes to provide it with comforting simplifications. The medium of a legend also plays well in the realm of memory and common self, and fosters cultural esteem for the future.

A successful myth surely stimulates a community and generates cultural activity – a beloved legend is like a nuclear power generator of culture.

The Mythical Beast of Kaunas
www.KaunasBeast2022.eu
The Tempo Academy is our answer to the capacity building and contemporyising of our cultural offer. It is a major challenge to unite the cultural sector enough to thoroughly reflect on the future and to implement real change in relation to contemporary audiences. Acknowledging this incredible chance for growth, the number of students graduating in the CCi study field in Kaunas, as well as the broad potential of the local cultural network, we want to grasp this opportunity to reboot our cultural sector and gain new knowledge. Through the Tempo Academy programme we aim to elevate our culture venues to become more fun and friendly places for a diverse range of audiences, achieve better quality in our cultural production, stimulate more collaborations in the cultural sector, and strengthen the visibility of our cultural organisations on a European level.

The Academy is a workshop-based training and networking programme, which provides training to the local cultural sector, community activists, youth and volunteers, professionals from communication, fundraising, audience development, marketing and management fields.

The training and partnership programme will run through 2017–2022. Each year the Academy will hold three thematic sessions hosted in different culture venues in Kaunas and District, for example, Raudondvaris creative incubator in the Kaunas District.

The structure of the Academy will comprise four faculties that will focus on different target groups and aims of Kaunas 2022 programme:

**THE STRUCTURE of the Tempo Academy of Culture**

- Faculty for Culture Professionals
- Faculty for Community Culture Activism
- Youth Training Faculty
- Volunteer and Welcoming Faculty

Lead advisors of The Tempo Academy: Lewis Biggs (Folkestone Triennial), Jeanne van Heeswijck (community art activist, NL), Linara Dovydaitytė (LT), Yohann Floch (arts organisations consultant, FR).

We will use the Tempo Academy as a platform for further development of the artistic programme and for knowledge exchange with guests from other parts of the programme. Many artists, curators and experts participating in Kaunas 2022 projects (including international guests) will contribute with lectures or sessions at the Tempo Academy and share their methods and practices with local cultural operators.

**FACULTY FOR PROFESSIONALS**

This section of the programme focuses on partnership based programming and audiences. It will introduce innovative and effective practical methods to examine the needs and enlarge the scope of an audience, strengthen communication, build stronger participation, partnerships and skills to work together, etc.

The target group of this faculty are the culture professionals working independently or employed by the local cultural organisations. The programme will invite participants to become involved through an open call, providing participation priority to the local partners of Kaunas 2022 programme, including international guests and professionals from communication, fundraising, audience development, marketing and management fields.

The Faculty for Culture Professionals focuses on partnership based programming and audiences, it will introduce innovative and effective practical methods to examine the needs and enlarge the scope of an audience, strengthen communication, build stronger participation, partnerships and skills to work together, etc.

**METHODS:** seminars, summer sessions, project development workshops, audience research, strategic planning, common marketing, programme and communication planning, interacting with stakeholder groups, local and international networking, study visits to other ECoC cities, employee exchange between cultural organisations, developing a new annual programming platform for local culture operators.

**SCHEDULE**

2017–2018 IGNITION
Focus topic: audience studies.

- Focus participants: accessibility managers, educators, managers.
- Stakeholder advisory groups will be created within the 20 most active participating organisations.
- Stakeholder advisory teams will provide organisations with specialised recommendations and innovative suggestions.
- Each participating organisation will be encouraged to implement their own “Access for All Development Strategy” until 2022, with consultations by the Tempo Academy experts.

2019–2020 AGITATION
Focus topic: collaborative and interdisciplinary programming.

- Focus participants: curators, artistic directors, project managers responsible for content, and other stakeholders.
- Directly related to Wake It, Shake It programme focused on new interdisciplinary and audience-oriented services, and partnership building with a strong international aspect.
- Participants will be encouraged to develop a partnership project, linking different types of cultural agents (e.g. museum + theatre, gallery + university, library + cinema, music festival + culture centre, etc.), therefore broadening the regular audience of local organisations.
- Participants will also create an annual digital Kaunas cultural programme-planning tool for local culture operators.

2021–2022 EXPLOSION
Focus topic: implementation.

- Focus participants: curators, artistic directors, volunteer managers, educators, stakeholders, communities, etc.
- Cultural institutions will become the cultural embassies of the ECoC via information points.
- Participants will collaboratively create an event programme offering high quality events and projects in different venues and public spaces across Kaunas.
- These projects will be presented in transition from 2021 to 2022 and will constitute the opening programme.

2023 and beyond LEGACY
Focus: measuring outcomes, ensuring the legacy of the programme.

- Cultural institutions will become the cultural embassies of the ECoC via information points.
- Participants will collaboratively create an event programme offering high quality events and projects in different venues and public spaces across Kaunas.
- These projects will be presented in transition from 2021 to 2022 and will constitute the opening programme.
The Kaunas Challenge project is designed for young people aged 15 to 19 and is the first programme of the Tempo Academy that has been already launched. It proposes an innovative cultural entrepreneurship-training programme led by carefully selected mentors. The programme aims to build creative and project development skills of the participants, linking them to the local cultural sector and international practice possibilities in other ECoC cities. The participants will apply acquired skills by starting their own initiatives for Kaunas 2022 programme. The programme will serve as a method to restore the intergenerational balance in the cultural sector of our City. Moreover, it will encourage youth capacity building among ECoC cities.

METHODS: workshops and training sessions, internships in local organisations, group case studies, youth summer camps, consultation sessions with mentors, international student exchanges with other ECoC cities, voluntary activities, project development and implementation in groups.

The Methodology of the project was developed by our highly experienced partner organisation VMU Business Practice Centre and consists of actions, such as capacity building through self-evaluation, and communication skills, self-learning, and intercultural competence. Their entrepreneurship laboratory involves innovative methods in linking young people to mentor, problem-solving in real life CCI setting and methodology training as well as personal improvement and one-to-one coaching.

After these steps, youngsters help future course students with their practice and skills development and become active team members of the youth platform Emerging Kaunas.

SCHEDULE

2017–2018 IGNITION
Preparation for the training programme, first two courses taught and practised in the Cultural Co-operation programme in the Seniūnijos of the City and the District.

2019–2020 AGITATION, EXPLOSION
Participants involved in the community programme We, the People contribute to the Cultural Co-operation and Fluxus Labs projects in their local neighbourhoods.

2021–2022 EXPLOSION
Mobiling, recruiting and training Kaunas 2022 volunteers; launching the grand Kaunas 2022 welcoming volunteer programme, and launching an online volunteering programme for active social media volunteering in communication and marketing results.

2022 and beyond LEGACY
The newly developed volunteer recruitment and volunteer work promotion tool will continue to function and engage new volunteers in joining cultural initiatives.

IMPACT:
Growing numbers of citizens involved in voluntary activities; more diverse citizen groups involved in voluntary cultural activities; Kaunas 2022 programme will actively involve no less than 600 volunteers of different age and abilities; culture professionals will gain skills in better volunteer inclusion and management; and a new platform for volunteer recruitment will be developed.
Projects in this strand deal with unsolved issues relating to our City’s collective memory and heritage.

Kaunas has unique heritage, but its citizens lack knowledge and emotional attachment to it. While Kaunasiots have a backward mindedness, and are known as people nostalgic for the great past they have lost, they are prone to collective amnesia – remembering only selected historical moments. To overcome this, there are two connected platforms that have the following objectives:

**Modernism for the Future:** to initiate international research and the establishment of an interpretation centre to showcase our recent architectural heritage – namely the Modernist Movement, and put it into a European/global context.

**Memory Office:** to revive the diverse memory of Kaunas and its citizens, especially regarding an openness towards European values and multi-ethnicity. To reconcile the past and present for the benefit of the future.

**GRAND EVENT: The Opening of Kaunas 2022**

**20–22 January 2022**

**WAKE UP, BEAST! – THE SHOW**

We need to wake up the Beast of Kaunas in order to renew our “contract” with it and experience the revival of the City spirit. A parade of citizens with food for the Beast in all shapes and sizes – made from various organic and inorganic matter will lure the Beast out of its nest. The Beast will make its first appearance during the show following the parade. Hundreds of citizens, children and adults alike will be involved in the realisation of this spectacular event.

**Wake up – Turn on the Light**

The Beast will be chased out of its nest by turning a dark winter night into a bright day. Hundreds of buildings and thousands of architectural details will be spot-lit during the opening period:

365 Modernist buildings (public and private) will be illuminated with 3D projections on the facades and opened up for the public during the whole weekend. The building corridors and private apartments will host exhibitions, there will be dance performances on the roof terraces or staircases, story-telling guided tours will be organised for this event. The Christ Resurrection Church will be crowned with laser beams. Architectural details (balconies, fences, various ornaments, such as rosettes, roof statues, gargoyles etc.) will be spot-lit with laser beams (by the way, Lithuania is a world leader in laser technologies) all over the City, including new residential areas.

**Wake up – Crank up the Music**

Trance music show – a live Modernism Broadcast from Kaunas through No Border Radio and through Pixel Tunnels to Europe projects.

The Confusion rock music concert will take place in Laisvės Alėja (Freedom Avenue) at the Church of St. Michael.

**Wake up – Make some Noise**

Instead of fireworks the remaining multi-storey empty ghost buildings in the City centre will be shattered to the ground by means of a controlled demolition – a symbolic end to the Soviet and Temporary past and a waking call for the Beast / the City. The show will be hosted by YouTube stars with the potential to make news worldwide.
Emotional attachment is one of the key aspects of heritage appreciation. We need to create emotional shock to wake up these places, to create new stories and new ways of forging an emotional attachment.

Kaunas’ status as a temporary capital City (1919–1940) provoked a huge construction boom: government institutions, museums, educational institutions, business offices, hotels, industrial territories, housing, etc. were built. The area of the City expanded by a factor of seven. More than 6,000 buildings from this period survive until today.

This process corresponds with huge changes in European and Global architecture. In the 1930s, in a very short period of time, the Modernist Movement became the de facto international style. The revolutionary seeds sown by Le Corbusier, Walter Gropius, Mies van der Rohe and other world-class architects and schools of architecture, found fertile soil in dozens of places around the world. The title of European Capital of Culture would be a powerful impulse for Kaunas to create a success story of its Modernist Movement inheritance, examples of which Kaunas has in abundance. However, many of these places are unloved, in very poor condition, or even abandoned. How do we change this situation? First of all, we have to build up the emotional attachment with our citizens. We have to empower small communities that already appreciate this heritage, and to coordinate and accelerate this process. In 2017 “20th century heritage interpretation and education centre “Modernism for the Future” will be established and take up this responsibility. The aim of the Centre will be to act as a mediator between heritage and different groups of society (heritage communities and those of owners, tourists, citizens etc.), and set up a strategy for explaining, interpreting and promoting the City’s modernism, and the Modernist Movement in general.

PARTNERS:
Lead project hosts: Kaunas 2022 and Modernism interpretation and education centre Modernism for the Future, Kaunas University of Technology.
Local partners: Lithuanian National Commission for UNESCO, ICOMOS Lithuania, Department of Cultural Heritage under the Ministry of Culture, Vytautas Magnus University, Kaunas City Museum, Vytautas the Great War Museum in Kaunas, NGO Ekskursas, public organisation Regional park of Kaunas Fortress.
European partners: European Association for Heritage Interpretation, ICOMOS International Scientific Committee on Twentieth-century heritage (ISC20C), The Bartlett School of Architecture, UCL, and Monitoring Group on Cultural Heritage in the Baltic States (Working Group on 20th century heritage).
Supplementary funding resources: The Centre will explore all national, regional and EU platforms for heritage and research funding: Lithuanian Science Council, Lithuanian Council for Culture, Heritage Plus Joint Call, The Nordplus programme, etc.
Budget: 2 m euros

IMPULSE
Unlike the public and civil purposes of other built heritage, such as churches or fortresses, the Modernist Movement buildings are inhabited by thousands of people in Kaunas. And more widely, millions of Europeans live in modernist buildings, including in cities such as Porto, Oslo and Mechelen.

According to the architectural critic Wayne Attoe, “Histories are constructed as sequences of deviant, ‘progressive’ building,” who asks us to take a closer look at everyday spaces. A culturally, emotionally and economically meaningful future of the Modernist Movement’s heritage is impossible without the consideration of everyday spaces. We say that contemporary heritage protection and its appreciation is not a matter of having a collection of monuments – instead, it is a matter of giving a new sense and emotion to the whole historic landscape, as marked by the Modernist Movement.
TEMPORARY CAPITAL 2022

KAUNAS MODERNISM 360/365

The core events of this period will be the opening festival of "modern lights", an exhibition and performance resulting from "Urban Landscapes of the 1930's: Explosion of the Modernist Movement; Interpret Europe Conference" with side events on the Soviet period and tsarist fortress; "Klaipėda Modernism 360/365" which will reach its peak phase with the third and biggest call for the local and international artist community to interpret heritage through the means of art.

2021–2022 EXPLOSION

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2023 and beyond LEGACY

The heritage interpretation centre will continue to work on interpretation and dissemination of the Modernist Movement’s legacy in Kaunas and Europe, and promote Kaunas as a European heritage centre. This will strengthen not only the appreciation of Kaunas Modernism and the Modern Movement, but also increase the visibility of the European Heritage Label and will support Kaunas efforts to be listed as UNESCO World Heritage Site for the Modernist Movement.

IMPACT

Awareness of the Modernist Movement and the emotional attachment to it in the City will be raised by the everyday use that the ECoC project will bring about. As a result of this, Kaunas will give impetus to proceed on the active interpretation of the Modernist Movement in Europe.

METHOD

Historic research, international conference, festival of modern lights, art and theatre projects, digital platform, education programmes, documentary, exhibitions, concerts, cinema and live performances in Modernist buildings.

PLACES

The main events will concentrate on the slope near the Resurrection Church and in Unity Square near the National Museum, but visually speaking the opening festival of modern lights will embrace the whole central part of the City. The overarching project Kaunas Modernism 360/365 will take place all around the historical parts of Kaunas and Kaunas region where a sign of Modern Kaunas will be established. It could illuminate significant monuments such as the Resurrection Church, or ordinary houses in Žaliakalnis, an industrial building in Vilijampolė or Šančiai, and may include small architectural details of the City, like the Kaunas staircase or the holiday villa in Kūlautuva in Kaunas District. The exact places will be determined based on research performed in the Agitation period.
Our City has an impressive portfolio of Lithuanian and European history and culture, but when it comes to details and facts, we self-diagnose a common amnesia about our history, especially non-Lithuanian residents’ stories. Citizens barely know where to look for heritage, and don’t realise that the City had flourished thanks to various ethnic groups and European cultures that through the centuries have contributed to its vitality. Despite this, the Lithuanian media and Kaunasians themselves have contributed much to the history and culture. We tend to have “selective memory” and focus on the importance of Kaunas in achieving national statehood in the first part of the 20th century, with the only heroes that are remembered being ethnic Lithuanians. But there were five languages on Kaunas’ Municipal seal from that period, so this blinkered memory is more than a little confusing. That’s why we aim to initiate a Memory Office platform, which will help awaken the multicultural consciousness of our City, where Jewish, Russian, Polish, German, and Lithuanian cultures and players re-appear to become the inspiration behind a common story.

Through the long term cultural projects Yiddishame Ma-me and Tear Down The Walls Kaunas will emerge as a place of reconciled memory The City will revive and strengthen its multicultural character and thereby enrich its own story.

At this specific moment in the world when histories are being rewritten to serve new ideologies and interests, and nationalism is on the rise again, we want to oppose amnesia and strengthen our sense of belonging to an open-eyed Europe by making history visible and audible, and by broadening worldviews through cultural activities.

In order to avert potential new catastrophes of humanity we need to face our history and build critical thinking in the broader community. We believe cultural activities are the most appropriate tool to reach people. Music, theatre, exhibitions, participatory projects in neighbourhoods, street arts and public events have to be enriched by relevant content of generosity, acceptance, and openness to Otherness, expressed in Emmanuel Levinas’ writings.

METHODS
Oratory, music programme Music Track, theatre plays, contemporary dance and circus programme, workshops, summer camps, translations and literature, food programme, international forum exhibitions, community projects, digital tools: apps, digital mapping, story-telling tours through the City and the District, etc.

SCHEDULE
2017–2018 IGNITION
A premiere of Shalom Bellissima in 2017; research for oratory (archives, books, personal stories, places, etc.); first meeting of Litvak Forum committee; negotiations with museums for the Marianne von Werefkin exhibition; research and IT work for digital tours on the heritage of Kaunas Jews, Russians, Germans, Poles, Armenians and others; international summer camp for children organised in 2018; photo residencies in 2017 and 2018.

2019–2010 AGITATION
Community projects and actions in Kaunas neighbourhoods in the framework of Fluxus Labs, especially in Vilijampolė (former Kaunas Jewish Ghetto); contemporary circus projects in neighbourhoods, in relation to national minorities’ topics; Café Europa discussions; street art, visual art, performance, and dance activities, bike tours, digital tours; music, visual and performance programme; photo residencies and book production.

2021–2022 EXPLOSION
Working together with Jews, Russians, Poles and new refugees in order to realise artistic and community actions in Kaunas and its surrounding area: at least two dance performances, and four theatre production co-produced with professionals and institutions from different countries. Oratory uniting more than 300 performers from at least four countries; Grand Event; comprehensive heritage mapping created and used by local community and visitors to the City; World Litvak Forum; two exhibitions installed in museum and industrial venues and educational programmes to follow. 2023 and beyond LEGACY
The mapped tangible and intangible heritage of Kaunas’ minorities will ensure a sustainable legacy for the project; summer camps and residencies will be established as long term activities of the City and the District; the oratory and theatre productions will be travelling to Israel and other countries’ festivals; personal, cultural, and business relations between Lithuania and Israel, Germany, Poland, and Russia will be strengthened to promote new projects in the future.

PROJECT EXAMPLES
@ YIDDISHAME MAME – Jews’ Story Unveiled
The Yiddishame Mame programme serves as a platform of reacknowledgment after a long silence between Lithuanian and Jewish communities that followed the horrors of the Holocaust in Lithuania. The title comes from a well-known Jewish song about family relations and reflects our aim to unveil personal stories of Jewish Kaunasians. Yiddishame Mame is the one who helps reveal the talents of her children, accompanies them to the door, kisses them on the forehead and sees them out broken-hearted until they disappear into the horizon to become big and famous abroad. They were the mothers of the world famous Litvaks (Jews with roots in Lithuania and the former Grand Duchy of Lithuania), whose experiences are depicted in the writings of Emmanuel Levinas and the painter Abi Blaust, the famous poet Lea Goldberg, the writer and renowned lecturer on anarchist philosophy, women's
The play is expected to premiere in September 2017 in Kaunas. Between 2018–2021 performances will be shown in various Lithuanian cities including Kėdainiai, Jonava, Raudondvaris, Kaltanėnai, Britninkai, Skirsniemount, Jurbarkas, Vilijampolė, and Šiauliai. It will be performed in Tel Aviv and other cities in Israel, as well as at the Mironov festival in Riga. Partner: Theatre Club, NGO.

Out of Darkness / 2021–2022

The exhibition "Out of Darkness" will be installed in one of the factories in Vilijampolė, formerly the City's Jewish Ghetto. Jenny Kagan is a British artist whose parents were rescued from the Kaunas Ghetto in 1944 and hidden in wooden boxes in a factory for nine months. She will work with local communities and archival material to create an installation with participatory elements. Workshops with communities will be organised through Fluxus Labs. Project partners: Kaunas Biennial, Folkstone Triennial.

Face-to-Face / 2017 – 2022

Following the notion of human encounters, expressed by Emmanuel Levinas as face-to-face communication, we will initiate translations and readings of Levinas literature, philosophy and poetry (E. Levinas, L. Goldberg, etc.).

A conference on Emmanuel Levinas philosophical writings will take place in May or June 2018. In 2018 an international open call for artists will be announced for a contemporary monument in Emmanuel Levinas Square in Kaunas. Implementation envisioned up to 2022.

TEAR DOWN THE WALLS – Multiculturalism of the City Revealed

The Jewish, German, Russian, and Lithuanian periods of influence in Kaunas came to an end in a confusion that often still persists. Consequently, we have the "Tear Down the Wall" programme, which will open mental spaces for discussions and co-creative practices, focusing on the Russian, Polish, German cultures, and also new comers to the City. The projects will target the topic of dissonant heritage, which includes the fortress complex from the period of the Russian Empire’s rule and the legacy of the Soviet period (1940–1990) consisting of the material and intangible emotional relics.

Café du Monde / 2018 – 2022

Multicultural discussions and food parties at local restaurants and cafes will gather local people representing various nations that have been present in Kaunas, including international students, interners, refugees, etc. The cultural programme reveals various cultures through talks, readings, live streams, quizzes, board games, games, culinary heritages. Activities will be implemented together with different communities, participants of the Emerging Kaunas and Fluxus Labs programmes.

Summer Camps and residencies for artists / 2017–2022 and beyond

International summer school for those who have family roots in Kaunas and Lithuania, but don’t speak the language and are not familiar with the cultural environment. Camps will provide separate programme for children and adults (more about this in the Emerging Kaunas platform).

In 2020 an art residency will be opened, which will be dedicated to the research of Jewish culture, history and philosophy. The residency will be hosted by one of the abandoned Synagogues in the City centre. Between 2020 and 2021 ten people from across the world will live and work in Kaunas, each for about a month. Initiated and hosted by Vytautas Magnus University and Vilnius Academy of Arts in collaboration with art schools from various European countries.

Music Track / 2017–2022

A mobile music programme curated by Zilvinas (JAY) Švarplys: Kizmek music festival, inviting musicians from Poland, Israel, and Germany, with, Russian, Polish, German, Latvian, Armenian, Romanian, and Georgian music performances. The music will be performed on international trains running between Kaunas and Warsaw, Berlin, Riga, Tallinn, and St. Petersburg.

Demolishing the Fortress Mentality / 2018–2022

Contemporary dance and circus performances directed by Israel, Russian, German, and Polish choreographers, and staged in the fortress, as well as on stages around Kaunas and Kaunas District.

Marianne in the Laboratory of Art / 2021–2022

Exhibition of the Russian-born German expressionist painter Marianne von Werefkin (1860–1938), who belonged to the expressionist group Der Blaue Reiter (Wassily Kandinsky, Alexei Jawlensky, Franz Marc, August Macke, and Gabriele Münter). Marianne von Werefkin was the sister of Piotr Werefkin – one of the last Kaunas Governors of the Russian imperial rule – who visited brother in Kaunas between 1904 and 1911. Marianne wrote to the painter Alexei Jawlensky saying that “Kaunas is the treasure for artists”. Her paintings, and letters from the archives reveal her artistic shift, and a broader social context from the beginning of the 20th century.

The exhibition will be organised and hosted by M. K. Čiurlionis National Art Museum. The main collection of Marianne von Werefkin artworks belongs to the Accora Museum in Switzerland (i Museo di Accora/Museo Castello San Materno). Experts: Dr. Mara Foliini, Prof. Rasa Žukienė, Dr. Laima Laukaitė, Osvalda Daugelis.

Digital Diplomacy

The project is based on Kaunas being at the centre of European and worldwide embassies during its period as the state capital (1918–1940) – and many eventful stories are connected to these diplomatic enclaves, especially the Jewish tragedies and the issuing of visas for their emigration. In partnership with IT companies and European embassies and consulates in Lithuania, we will revive the history of diplomacy from this period and produce virtual and augmented reality products and research-based guided tours, apps, maps and computer games. Research partners: Aust, It, States of Memory virtual archive, Excursus, and Kaunas universities.

Production partners: Sneaky Box, Cluster Blaster and other local and international IT companies will guarantee cutting edge productions that will attract the young local, national and international youth.
CONFLUENCE strand projects deal with weak cross-sectoral cooperation and the brain drain.

We lack collaborative spirit and practices, a unifying narrative and happiness also. So we need to address the challenges of **weak cross-sectoral cooperation** and **insufficient links between culture, education, business, and social sectors**. As a result young people leave the City and we need better instruments to connect with them and encourage them to stay.

The two connected platforms have the following objectives:

**Designing Happiness:** to choose happiness as a state of mind and to design our City as a place of happy experiences. To stimulate cross-sectoral cooperation.

- To convert the City into a Centre for Contemporary Culture and Art.
- To create a unifying narrative for the City and its citizens to re-emerge as a European city.

**Emerging Kaunas:** to empower the young generation and to create a platform for them to be rooted in the City as well as making Kaunas attractive for young people all over Europe.

**GRAND EVENT: 20–22 May 2022**

**THE DAY OF THE BEAST**

We need the Beast of Kaunas to show up with all of its mythological colleagues from various European cities in order to renew the international networks. The show is designed to celebrate the Story of the Beast. The narrative of the story will be created together with communities and citizens through the Fluxus Labs platform. Each neighbourhood of Kaunas and Kaunas District or ethnic communities will construct a huge puppet – a character of the Story. The communities’ members will come with these puppets on boats by the rivers Nemunas and Neris and meet on the waterfront platform on the confluence for the theatre show.

The Gathering of the European Dragons and Beasts (in holograms and sculptural forms) is envisaged to finalise the spectacular visual and sound performance on the water. The invitations to the gathering will be sent to Vilnius Basilisk, Loch Ness Monster, Y Ddraig Goch from Wales, Smok Wawelski from Krakow and many others.
Yes, we know. To design happiness might seem quite a naïve aspiration. But we have two or even three or more critical reasons to do it. Seriously. Kaunas officially strives to become a home for happy people as stated in the Strategic Development Plan of Kaunas City Municipality until 2022. (Do we have a choice to ignore this?) Secondly, in 2015 Kaunas was accepted into the UNESCO Creative City Network as a Design City, so design is our power and magic we can’t escape from. It is our future. The future still to be designed though. Thirdly, we are not afraid to be naïve. Being naïve is okay because you can always start over. The charming example of Iceland (population-wise the size of Kaunas) proves this set of mind to be so very true and right turning the country into an exceptionally creative place and, according to Eric Weiner, one of the happiest places in the world. Unbelievable! Even despite being a colder, more remote and darker place than ours. Hope is on our side. The challenge too.

How do you design happiness? Or at least how do you design for happiness? Or how do you build something to make one happy? These are our driving questions. And a first step in tackling them is to understand what happiness and design mean. But our understanding of what happiness is (and how to get it) is often misaligned with what really drives happiness. Indeed, research by Dal Gilbert and others show that we tend to go looking for happiness in a lot of the wrong places. In other words, what people think will make them happy is not, in fact, what actually makes them happy.

With this in mind we focus on design as/for/and happiness. Happy spaces make happy people, so we need to provoke and nurture design thinking, design-centred culture and a design-aware environment. The projects will approach the issue from various perspectives: design and/as art; design, comprehensive and participatory urban development strategising, and commissioned artworks.

**METHODS**

Pop-up buildings, public spaces designed for happiness, space and place making, public events, workshops and competitions, awards, training, knowledge and know-how transfer, urban renewal actions, exhibitions in public spaces, research, brainstorming, design thinking, dialogue-based aesthetic, contextual, performative design, collaborative place making strategies, participatory urban development strategising, and commissioned artworks.

**SCHEDULE**

2017–2018 IGNITION

Design Boost Workshop No. 1 to start. Research on urban area under renewal to be continued and finalised. Urban Actions get started. Pilot projects (such as Dialogue: Kaunas 18+18) to be executed. First European Design conference on accessibility organised. Design Week events to take place. Preparatory works for organising competition for Design object: Design and neighbourhoods, and various activities will be held in Kaunas and neighbourhoods, and various activities will be held in Kaunas and other public and private spaces.

2019–2020 AGITATION

Major programme events and actions to be communicated (Happy Happy Joy Joy festival, Design Hotel building process and others). Maker-space set up. 10 public art projects implemented.

2021–2022 EXPLOSION

European Design conference on accessibility is organised. International student workshop and competition (Design for All) started. Project (such as Dialogue: Kaunas 18+18) to be executed. First European Design conference on accessibility organised. Design Week events to take place. Preparatory works for organising competition for Design object: Design and neighbourhoods, and various activities will be held in Kaunas and other public and private spaces.

2023 and beyond LEGACY

Programme is designed to perform long-term legacies for the City in the physical realm by transformations made in urban spaces (Design Object: Design for All case solutions, happiness interventions, Design Hotel, Urban Action 2023 and mental/attitude level) and experience.

**PLACES**

The project will affect the public spaces of Kaunas City centre and neighbourhoods, and various activities will be held in Kaunas New Town area, Kaunas Science Island, on the riverbanks, and in other public and private spaces.

**PARTICIPATION**

Projects are designed to address the local society, neighbourhood communities, emerging design practitioners, amateur and semi-professional makers, the authorities, City planners and developers, local investors, designers, architects, urban activists, cultural and creative entrepreneurs.

**CREATIVE INDUSTRIES**

Culture and the creative industries are powerful catalysts for the urban development in the programme, which aims to balance and employ the creative economy, culture and arts, in order to give new impulses to the urban renewal process.
TEMPO is envisioned as an experimental City laboratory where ideas are sign interventions designed to make people smile, feel joyful, and overcome a core problem of cultural events (and culture in general). Happiness interventions might begin as a series of graffiti on City walls that break up an imposing superblock, investing in some quiet street or setting up a pop-up community garden. We expect the programme to be followed by franchised events such as the Happy Joy Joy Festival, focusing on how to fight social problems in a joyful, creative and economically sustainable way (designed and produced by NoPerfectEducation in collaboration with the Grameen Creative Lab).

A CYCLIST WITH ROSE by Tadas Šimkus, 2016

CONFLUENCE KAUNAS CONTEMPORARY CAPITAL 2022

Several projects make sure that Design for All is a promise that increases accessibility and services for all:.

A European Design conference will focus on accessibility for all, including the local and governmental planning authorities, professional associations, academia, non-profit and local activists.

International student workshop and competition. Students from local universities and academies under the guidance of an international team of tutors will gain knowledge and expertise in urban architectural planning, industrial and interface design.

Design Boost 5x5. A design workshop will engage five local businesses to work together with five designers to innovate and create or improve existing products.

4D (Designing Development, Developing Design), Biennial international conference focused on the role of design in developing value for social entities, technological advancement, and business creation as well as City revamping (organised by KTU Design Centre and Politecnico di Milano).

Design Thursdays. A series of continuous events to meet, discuss, and share ideas on design topics, ranging from historical perspectives to future design solutions. Various themes will be covered, and special guests will be invited to participate via the KTU Design Centre.

Annual Design Week. This will foster greater cross border direction in cooperation with our international partners, for example we plan a ‘No Randomness’ exhibition in cooperation the with the Biennale Internazionale Design Saint-Etienne.

Good Design Award. 10th anniversary celebration events in Kaunas in 2022.

BEDA Conference. Lithuanian Design Forum is a non-governmental design promotion organisation and is a member of BEDA (Bureau of European Design Associations, 46 organisation from 25 countries). Lithuanian Design Forum will organise an annual members’ conference to be held in Kaunas during the ECoC Year.

Future of the City. Exhibition and seminar held in 2022 (curated by Lorenzo Piazzini (IT) and Rūta Valyutė (LT), Design Library (Milan branch), street art actions and exhibitions. Venue – Žalgiris Arena, platforms on the rivers, KTU Design Centre – Confluence Valley.

Design training and workshops: train policy-makers and civil servants in design thinking to develop innovative policy; Design Boost Workshop will be initiated for local businesses, industries and designers in order to enable them to meet and work together; a series of seminars on service design for designers; introduce design and problem-solving to kindergartens; host design competition for primary school children (Olympics for Design); provide training for secondary school teachers in design as a problem-solving skill; seek Design stakeholders to engage with national business associations.

IMPACT
- Stimulated citizen participation, urban activism and mobilisation transforming the meaning of urban spaces
- Improved quality of urban environment and spaces
- Boost in the reuse of vacant properties by design and other culture and creative industry businesses
- Raised profile of Kaunas as a design City full of design-led events, actions and objects
- Increased knowledge of the value and impact of design, design thinking and dialogue-based approaches
- Fostering the use of design and design as strategy by local companies and businesses
- New routes with which to look for happiness in the right places and spaces

We believe in the transformative power of design to foster our City and will seek to ensure design is integrated into the way our City functions.

PROJECT EXAMPLES

- **DESIGN(ING) FOR EMOTIONS**
  The idea is to create an innovative and interactive design-architecture object, a vibrant symbol and iconic landmark to mark Kaunas as a City centre with creative people?
  **Kaunas 2022 Makerspace**
  This new collaborative space for makers will bring together people from all creative disciplines in a workshop space with machines and tools. The Makerspace will be based in one of the disused and centrally located buildings. The project will in part follow the model of the Open Design School by Matera (2019) and will have representatives from that project as mentors, workshops, tutors and exchange partners. The new space will become a platform for the realisation of design ideas for Kaunas 2022. Makers will be offered classes suited to different abilities as well as a space equipped with tools for welding, carving, electronics or even robotic programming. The space will also be used by people for the creation of a physical model of the Mythical Beast of Kaunas.

- **Design Hotel**
  The idea is to create a design lighthouse in one of the under-used interwar Modernist buildings, which will operate partly as a hotel and partly as a design culture/expo centre. The property will reflect the idea of a visionary hotelier, namely one with an original take on hospitality and cultural authenticity. It will be characterised by thought-provoking design and ground-breaking architecture – all standing for the individual, aesthetic and service-driven experiences. The objective is to operate as a hotel and an expo centre for unique design objects. The plan is to host various design workshops, symposia, educational events, workshops and the like (in connection with UNESCO Design City Network activities). There will be an open call for operators and an international architectural design competition will be organised during the Ignition phase.

- **Happiness Interventions**
  Happiness Interventions is a series of events, actions, art and design interventions designed to make people smile, feel joyful, and become more connected to the urban environment. The project is envisioned as an experimental City laboratory where ideas are generated and implemented (in a pop-up manner) by various public and private stakeholders: local communities, authorities, artists, designers, architects, urban activists and others. Happiness Interventions might begin as a series of graffiti on City walls that break up an imposing superblock, investing in some quiet street or setting up a pop-up community garden. We expect the programme to be followed by franchised events such as the Happy Joy Joy Festival, focusing on how to fight social problems in a joyful, creative and economically sustainable way (designed and produced by NoPerfectEducation in collaboration with the Grameen Creative Lab).

- **City as a Centre for Contemporary Culture, Art, and Design**
  Working in partnership with the local and national festivals and under the direction of international curator Lewis Biggs, we will re-designate Kaunas’ public spaces as a contemporary gallery for everyone visiting and living in the City. A gallery in the meaning of a playground for the mind and for the senses, a stimulus to new thinking and new attitudes for everyday: the contemporary art attitude is not just about objects, but about the recognition of meaningful identities and the possibilities between them.
  We will commission five public art or land art pieces each pre-prepared year in Kaunas and in Kaunas District by 2022 we will have changed our City. An attractive digital guide will help people find the art, as some of it will be in unusual places.

- **Design for All**
  In connection with the Tempo Academy of Culture. Of the many facets of design relevant to today’s society Kaunas would like to focus on those empowering the city to equally serve its citizens and the citizens to be able to contribute to their habitat. This means accessibility has to be put forward in all planning stages and improving of public spaces and services must be done.
Europe’s and Kaunas’ best future lies with the current generation of young people who can create a prosperous and equitable society. Our collective role is to support young people and foster their capacity to imagine and create a City where they want to live, work, marry and raise a family. This platform is a response to an increasing level of youth emigration to more vibrant and economically prosperous places across Europe. EMERGING KAUNAS is our long-term strategy to empower the young generation and by involving them in Kaunas 2022 programme we hope to create a City in which they want to stay.

As a strategy we propose cultural programmes for the young generation: from infants to young adults. We will launch many activities for children and teenagers that are directly connected to other platforms and strands of Contemporary Capital programme.

We dedicate a significant part of the programme to the young generation. More than 2,000 young participants from all over Europe will enrich the Contemporary Capital programme in the Explosion period (2021–2022) led by at least 100 young people – our Centuryans.

METHODS: capacity building programme, creative entrepreneurship laboratories, internships in local and European cultural institutions and ECoC agencies, international youth summer camps (detailed explanation in the Tempo Academy of Culture, Youth Faculty), cultural programming and producing (programmes to be developed and managed by youngsters themselves).

SCHEDULE
2019–2020 AGITATION: the centenary of Kaunas’ status as Temporary Capital: historical versus contemporary programme created and implemented.
2021–2022 EXPLOSION: programming, organising and implementing large parts of Kaunas 2022 programme and some Grand events focused on youth culture.

MEETING AND LEARNING SPACE
Innolab Kaunas is a 2,000m² space that will be opened in 2018. Services provided by Innolab Kaunas will include working spaces, entrepreneurial services, conference rooms, training programmes, an incubator programme and innovative ideas with our community in mind. In other words, it will be a cross-sectorial and complex social entrepreneurship ecosystem with innovative tailored infrastructure, focused on urban communities.

CREATIVE INDUSTRIES
In order to improve the integration of young people into the City life it’s important to promote youth entrepreneurship and innovative businesses, so this is an opportunity for the young generation to generate new workplaces in the CCI sector. A goal of the programme is to create future cultural and creative operators.

IMPACT/LEGACY
Emerging Kaunas will become a sustainable eco-system dedicated to the younger generation of Kaunas and will continue its activities long after 2022. The platform will contribute towards the successful implementation of the Youth Policy Strategy in Kaunas for 2013–2019, Kaunas City Strategy for 2015–2026, and will fulfil its goal by organising the activities required to achieve these strategic objectives. The young generation will stay in Kaunas and contribute to its cultural and economic wellbeing. They will become more satisfied with the atmosphere in the City and will have access to more creative career opportunities.

YOUTH PROJECTS’ EXAMPLES

● DANCE AND PERFORMANCE PROGRAMME FOR BABIES AND THEIR FAMILIES
Infants (0–3 years)

A dance class for children of 8–14 months and their parents or grandparents, where they explore various objects and movements. Dancers-teachers introduce them to a world of dance by practicing movements that develop coordination, balance and20 one of the things that will define the future of our world and the world of dance.

Seminars and Classes for Professionals and Parents
Choreographers give seminars to dance teachers working with children on their dance perception and education. Dance teachers
learn different dance techniques, improvisation and composition. Together they share experiences on creating dance performanc- es for children, plus seminars and classes will be combined with public performances.

Stage performances for babies

Games are more than just fun for babies and small children, and take up most of their time in the first years of their life. By play- ing they explore and learn about themselves and the surrounding world: to sit and crawl, climb and jump, grasp and drop, catch and kick, smile and frown, share and make friends, think and enjoy. Bursting with vibrant colour and delightful surprises, these inter- active performances invite young audience to explore the world around them with the help of a dancer. It will be a beautifully crafted immersive experience for the little ones where self-dis- covery and wonder await. Partner: Dance Theatre DANSEMA.

● LEARNING MUSEUM
Kindergarten age (4–6) and school age (7–10)
partnerships between museums and schools that combine object- based education with classroom teaching. Museums will develop educational materials that will be used in classrooms and will also be digitally available.

Learning Museum is a new concept for the museum, which invites the public to participate in non-conventional museum activities and to use museum spaces for different cultural, social, and edu- cational purposes.

This project will include local schools and kindergartens that will work together with one of the City’s museums to develop their own project. Under the supervision of teachers and experts, chil- dren will be encouraged to discover themes and forms of their own. Together they will carry out research, plan and display an exhibition in their own neighbourhood.

Children’s Day Interactive sessions with artists aim to bring im- aginative experiences for children through the arts. The aim of this initiative is to engage children in educational activities in the museums, to involve them in relevant discussions about the arts and history related to the issues of our times.

● LADISLAS STARIEVICH ANIMATION LAB
School age (7–10, 11–15)
Ladislas Starevich is a Russian, Polish and French stop-motion an- imator and author of the first puppet-animated film The Beautiful Lukameda (1912). Many countries share his legacy, even though they may be unaware that Starevich was born in Kaunas, grew up here, and even established the first Kaunas City Museum. We hope to revive the memory of this creative and multicultural, and to encourage explorers to the world around them with the help of a dancer. It will be a beautifully crafted immersive experience for the little ones where self-discovery and wonder await. Partner: Dance Theatre DANSEMA.

Some of the activities of the Kaunas Challenge have been de- scribed in the Tempo Academy of Culture and under #3 Youth Training Faculty. The project entails a four-month capacity building train- ing followed by a four-month entrepreneurship laboratory with hands-on experience. The two phases include e.g. personal goal planning, joint decision-making, public presentation skills, learn- ing/teaching skills, pro-active problem-solving as well as (in the entrepreneurship lab accompanied by mentors) analysing real business cases from the cultural or CCI sectors, developing possi- ble solutions during unique training courses, methodology train- ing (e.g. business model canvas, Lego Serious Play, Method toolkit, Design thinking, Points of view). The participants will closely work with mentors from companies and organisations with special training and lectures to promote youth entrepreneurship, creativ- ity, cooperation and initiative.

● NO BORDER RADIO 2022 – THE RADIO FOR INDEPENDENT EUROPEANS
Young adults / University students
This multimedia based Internet radio and media platform will be headquartered in both Kaunas and Esch-sur-Alzette and will be- come a channel for university students from various ECoC cities and allow them to broadcast information and opinions to an in- ternational online audience.

When Lithuania joined the European Union, the Lithuanian am- bassador on one occasion asked his Luxembourgian counterpart: “Do you know that I grew up listening to your radio?” This caused a surprise, but the Radio Luxembourg English service was extreme- ly popular in the Eastern Block in the seventies. Although they were broadcasting primarily to the UK, Radio Luxembourg used a long wave signal that could reach all over the world – and in fact it was the only radio station from the West that could be heard in occupied Lithuania. It was almost like a breath of fresh air, a pas- sion – people would record entire programs and share them. The station brought The Beatles, The Rolling Stones and The Doors to the Lithuanian listeners, and its programming acted as an on-air English teacher and a voice of freedom through culture.

Esch will run an English language Internet-based radio station to promote ECoC programmes of both cities in 2021–2022. Contents will include political, cultural and social items from both countries and their European partners. The programmes will be moderated/ hosted by radio presenters based in Kaunas and Esch-sur-Alzette. The programmes will be archived and rated by the internet audi- ence. During an initial period both offices will exchange cultural producers for at least a year.

OTHER PROJECTS

Kaunas 2022 projects aimed at young adults and students are de- tailed in other sections of the programme, such as Café du Monde, Flauus Labs, International Kaunas Marathon, Kite Festival, Running Dinner, and many others.
Kaunas feels the absence of community activism and lack of belief that the individual matters. Low tolerance rate pushes alternative communities and groups to feel as strangers within the City. Weak civic engagement and participation in culture is also determined by the centralisation of cultural institutions and services. Communication between institutions and common marketing strategies haven’t been used until recently, when the joint preparation of Kaunas 2022 programme started.

The two platforms address these challenges with the following objectives:

**Wake It, Shake It:** To build a collaborative network of partnerships among cultural institutions and individuals in Kaunas, Lithuania, the Baltic region and Europe at large. To turn cultural institutions towards contemporary audiences, especially working on meeting the needs of the youth and international visitors.

**We, the People:** To empower diverse communities to celebrate their culture through collaboration, co-creation and respect.

**GRAND EVENT: 20 – 22 December 2022**

The Closing Event

**AND THEY LIVED HAPPILY EVER AFTER**

The goal of this event is to negotiate a friendship agreement with the Beast, our culture community and our neighbours for future consciousness.

The main focus of the last Grand Event of 2022 is not on big concerts or parades in public zones, but on inclusive neighbourhood meetings and actions plus institutional openness for the future:

**The Home Party**

Citizens will be asked at a specific time in the evening to open the windows of their apartments and play music or sing songs of their choice as loud as they choose to. Window exhibitions, running dinner projects, living-room concerts, and poetry reading meetings will be spread in more than 2,000 private apartments in the City and the District.

**Cultural institutions run by youngsters**

The year will be concluded by the children’s programme at various cultural institutions: theatres, concert halls, Žalgiris Arena, museums, galleries and libraries. Children will participate not as audience members or visitors, but as performers, dancers, curators and artists, readers, designers, and IT specialists. The Ladislas Starevich Animation Festival will take place, children theatre festival and many other activities will encourage citizen participation and will also include teachers, parents, grandparents and neighbours.

**Community table on the street**

Contemporary Capital show held on Birštono street. Birštono street built in the Soviet time cuts the old town in two pieces thus violating the continuum of an urban landscape and symbolising fragmentation and confusion. This street will be closed for the event and will become a public and pedestrian place for one night, a place to rethink the Consciousness of the City. The show will include theatre performances and international music stars. At the climax of the show the Beast will appear from over the Aleksotas hill, descend and submerge into the Nemunas river. The Beast is there to stay and guard the City.
Our citizens and their creativity represent the cultural capital of our City, and the shift towards a forward-looking mentality is our most important need today. This community programme confirms that culture is an important part of our common identity and story, and includes each and every citizen. Furthermore, we believe that there is a significant – and so far unlocked – potential to unleash unique forms of creativity in places where nobody would expect them. We’ve already started to reveal this culture in Seniūnijos previously thought to be ‘boring’. Such as the working-class wooden housing Seniūnija of Šančiai where neighbours’ children and dogs still may turn up in ones yard and eat your pancakes just because they smell good. Or the late Soviet period concreto Seniūnija of Šilainiai, which is like a city within a city – inhabited by 55,000 people who know and care little about their neighbours. If other programme parts unite hundreds or even thousands of local, European and international artists, composers, musicians, actors and writers, “We, the People” unites hundreds of thousands of Kaunasians to act together. To create new public spaces where formerly there were none, feel responsible for our own neighbourhoods, and host events in squares, parks, courtyards, saunas, garages, and public pools.

We, The People will also be a platform for alternative culture, and various Kaunasian, Lithuanian, and European subcultures. It will seek to discuss the role and the need for an ‘alternative’ culture in the context of mainstream culture, and will explore new artistic venues to create an array of music, art and other creative content.

**IMPULSE**

With We, The People platform we aim to uncover the cultural potential and uniqueness of each of the 11 Seniūnijos of Kaunas and 26 Seniūnijos of Kaunas District, to strengthen civic participation and community involvement in decision making, and to boost active participation in culture. We aim to strengthen critical thinking, responsibility for oneself and others, and artistic/cultural attitudes, which means everybody contributing to the common cultural context. That’s how we will live together better – able to enjoy our courtyard, Seniūnija and City and the world at large.

The challenge we face here is to test and establish a sustainable model for community building, civic engagement, and empowerment far beyond 2022. The Tempo Academy of Culture is framed now to tackle this challenge and to ensure its legacy.

**METHODS**

Co-working in groups; voluntary actions; co-creation; inter-generational activities; cultural laboratories; linking local communities locally, regionally and internationally; neighbours’ days; common gardening; cooking and sharing; community sports; street dance days; artists residences at private houses and co-production with small communities; circus in the kitchen; local and international fisherman festivals, international marathon with community involvement and cultural activities along the route; creating stories and contributing to the Mythical Beast of Kaunas; costume-making workshops; big scale puppet co-creation for the summer event; youth projects on subcultures.

**SCHEDULE**

2017–2018 IGNITION

Training agents at The Tempo Academy and recruiting them into Seniūnijos. At least 20 Fluxus Labs start their initial activities. Networking with local stakeholders starts; First 8–10 Co-operations start their co-operation activities; Magic Carpets project implements 1–4 community based projects; Kaunas City and the District cultural agents get in close contact and share initiatives; fisherman festival, Flushing Cultural Meeting points, Kite Festival, etc. Industrial subcultural community starts international residencies and symposia.

2019–2020 AGITATION

At least 20 Co-operations are awarded titles and start implementing their own programme. Alto festival starts its trial versions in some City neighborhoods, Fluxus Labs become known places for discussions, meetings, making, designing, and co-creating in each Seniūnija. Industrial music festival takes place in 2020. Magic Carpet project implements 5–6 community based projects in public spaces, first My Cityyard Festival residencies and performances are implemented.

2021–2022 EXPLOSION

Fluxus Labs become platforms for community inclusion into Grand Events of Kaunas 2022 (Confusion, Confluence and Consciousness); the Legend plot is under development, large puppets, empowering individuals and strengthening civil society. Home Matters becomes an established European platform for alternative culture.

2023 and beyond LEGACY

Fluxus Labs are established as a Municipality approved model for empowering individuals and strengthening civil society. Home residencies as act as specific Kaunasian type of residential format. Matters becomes an established European platform for alternative music and culture.
FLUXUS LABS

Jurgis Mačiūnas (George Maciunas) was born in Kaunas in 1913 and he is one of the founders of the Fluxus movement, which is a name referring to his work and to the Fluxus group. The Fluxus group is a community of artists, cultural centres, abandoned schools or private garages, industrial facilities, or even at cafes. The appearance doesn’t matter – what matters is the content. The creative labor. Programma project shows the creative dimension of International Marathons and Distance Races, community centres and Seninijos of Kaunas. Various culture institutions, especially museums, music venues, folk tradi tionalists, cultural minorities, etc. International Kaunas Marathon has a growing worldwide following, with runners coming from the USA, UK, Norway, Ireland, and other countries.

IN FULL FLOW: re-engaging with the waters

Europe in the Sky

An International Kite Festival will encourage local and international kite clubs to meet on the banks of the river Nemunas near Zapyškis and Kaltavuva, in order to celebrate Europe Day (9 May 2022). Each Seninijos will create a series of kites, balloons and drones based on national symbolism. To symbolise the connection to the past, famous artworks, celebrated portraits of poets, artists and scientists will adorn the kites. We anticipate an audience of around 20,000 people for this festival for the common good. The Fluxus Labs are also the basis for citizen involvement after they have been trained by international Kaunas 2022 will create a festival spread in private spaces across the city as well as other European cities. The open call for residency places at local residential houses, flats or organisations will be announced regularly in the period between 2017 and 2022. Partner: Altto festival.

Living Room Cinema

Various short film series, artistic videos social documentary or contemporary video installations will be screened in private houses. Hosts with the right equipment and who are willing to share their living rooms with neighbours will get a pack containing a DVD player, a TV and a hard drive to save films in a pizza box and will be able to order a free pizza from the closest pizza restaurant. This innovative method is currently used by Kau nas 2022 and will be expanded. Residents will be able to watch films, listen to music and have fun with friends. The project will be linked closely to the Modernism For the Future project Kaunas Modernism 360/565.

CULTURAL CO-OPETITION

Each Seninijos of the City and the District will have the opportunity to join a three-month Cultural Co-opetition. The project is led by Kaunas Biennial (Lithuania). Emphasis will be on ‘art ci ate curator at MOMA NY on Fluxus (also curator for Yoko Ono – Historical Perspective: will reveal the objects and “relics” of the Fluxus ideology – rather aptly the term “Fluxus” means change. It is not surprising to say that Lithuanian independence belongs partly to the Fluxus ideology – rather aptly the term “Fluxus” means change. It is not surprising to say that lithuanian independence belongs partly to the Fluxus ideology – rather aptly the term “Fluxus” means change.

MATTERS: Post-Industrial Culture Festival

An itinerant music and art festival in the laboratory of life: the persistent goal of the majority of Fluxus artists and the Silverman Collection of Fluxus. Emphasis will be on “art ci ate curator at MOMA NY on Fluxus (also curator for Yoko Ono – Historical Perspective: will reveal the objects and “relics” of the Fluxus ideology – rather aptly the term “Fluxus” means change. It is not surprising to say that Lithuanian independence belongs partly to the Fluxus ideology – rather aptly the term “Fluxus” means change. It is not surprising to say that Lithuanian independence belongs partly to the Fluxus ideology – rather aptly the term “Fluxus” means change. It is not surprising to say that Lithuanian independence belongs partly to the Fluxus ideology – rather aptly the term “Fluxus” means change.

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A series of initiatives, new projects and experimental models in this programme will be introduced in order to shake up the existing cultural landscape. We’ll encourage our cultural institutions, municipal and public organisations, together with residents of Kaunas and the District to create a collaborative network of partnerships, to improve the quality of their services and work as a networked civil society institutions that enhance the importance of the City and empower its residents and visitors. We invite them to enable members of different communities to have access to the “working memory” of the City and to embrace a modern concept of bonding heritage. Besides this, we encourage agents from our cultural life to establish a cross-sectoral communication not only amongst local and national museums, cultural, educational and research institutions, but also amongst partners in the Baltic and Nordic regions of Europe, and other countries, in order to share innovative practices.

**IMPULSE**

Kaunas has a large network of galleries, theatres, libraries, archives and universities – in fact the largest number of museums and libraries in the country per capita are located in Kaunas. Our cultural tally is made up of 13 theatres, 17 cultural centres and more than 30 libraries, plus the State Philharmonic orchestra and a variety of international festivals and events (from contemporary art to cinema, jazz to design) take place in the City and the District.

Despite our rich cultural life we are witnessing institutional reticence, civil weakness and a lack of visitors, as well as the centralisation of cultural activities. With this programme we want to shake up our cultural sector, energise our museums, theatres and libraries, and make the delivery of culture more contemporary and accessible.

**PARTNERS:**


Partners: Kaunas Cinema Centre Romuva, Kaunas City Museum, Kaunas District Museum, Gallery Meno parkas, Kaunas Photography Gallery, Gallery POST, Creative Space Kabintas, Gallery Baltas, Gallery Mero ferma, VMU Art Gallery 101, Vytautas Magnus University, Kaunas University of Technology, Kaunas Bou- nel, Kaunas Photo, Kaunas Jazz, Pulainis Classical Music Festival, Kaunas Culture Centre Tado rooma, Kaunas Culture Centre-Garable, Puloin Theatre, AAT Artine Arena theatre, Teatras, Baltic circus, Dramatama Drama Theatre, Kaunas Choreography School, local cultural centres and libraries in each Seniūnija, and CCI companies.

European partners: Network of European Museum Organisations, Musée national de la Résistance (Esch-sur-Alzette), Brokentalkers (IE), Nofitstate Theatre (UK), The New Theatre Institute of Latvia.

Supplementary funding sources: Creative Europe, Ministry of Culture, local businesses, and crowdfunding.

Budget: 2 m euros
METHODS
The basis of this programme will be initiated and produced during the Tempo Academy of Culture seminars and workshops, based on principles of consultation, collaboration, partnerships, and outreach projects.

Collaborations and partnerships with communities will raise the visibility of cultural offerings and services; new strategies for building audiences and improving the museum/theatre/library-going experience will be created. Groups of local cultural institutions will be encouraged to form marketing partnerships to generate joint advertising, collaborate on admission fees to offer joint tickets, and to build purchasing co-operatives to reduce operating costs.

SCHEDULE
2017–2018 IGNITION: consultation
Gather feedback from a cross-section of communities, use capacity building models and starting the dialogue amongst cultural institutions and different communities. Universities of Kaunas together with artists and CCI sector will be invited to engage in new research fields: audience development research, create new social engagement tools, initiate new models of experience design for museum displays and online exhibitions.

2018 – 2020 AGITATION: collaboration and partnerships
Partners always bring fresh perspectives, so during the workshops and seminars at the Tempo Academy of Culture we will encourage new collaborative networks and partnerships, so as to initiate new models for creative interdisciplinary projects, communication and audience development strategies. The collaborative relationship with community partners will be attained through our community network, youth board, volunteer programme, ambassadors (people who go on to champion and advocate the work of the organisation), stakeholders and critical friends (people who will inform our practice, including the development of new programmes and displays). For example, a group of stakeholders (community activists, artists, students and cultural workers) will work on a particular cultural organisation to identify barriers that prevent individuals participating in culture and help them to improve their accessibility (physical, social, cultural, and intellectual).

2021–2022 EXPLOSION: outreach and inreach projects
New collaborative and participative approaches to working with communities produced new outreach and inreach projects, introduced to local and international audiences to turn cultural spaces into sites and platforms where art, music, dance, science, and audience experiments meet. Presentation of the Culture Road, which will open the doors of cultural institutions to the public and will introduce exciting events; every institution and event will be connected by digital stories.

The final project of this phase will include most of our cultural institutions and a group of teenagers, who will acquire their knowledge and new creative ideas at different institutions – music and art schools, kindergartens etc. This project will motivate all kinds of communities, from children to the elderly, to create their own museums and share them with others. This project will produce a big network of travelling ‘mini-museums’ and link different communities all over the City. The project will also include a Mobile Museum, an exhibition installed in a bus that will drive across the country.

PARTNERS ON SITE
It is another platform that will be created in different Seniūnijos of the City and the District. Community groups and members of the public will have the opportunity to present their own events or displays to tell their stories. In collaboration with local community centres, libraries, cultural centres, festivals etc., cultural institutions will work with their communities and neighbourhoods to co-curate a project to present some aspects of their own culture.

The cultural institutions will move away from their fixed spaces and will travel to Seniūnijos and rural areas and will work with their new partners on site.

Urban Stories. Collaborative cross-sectorial projects that museums will develop together with experts from different disciplines and leaders of community groups. These projects will link the methods of museum and heritage workers, anthropologists,... - the EOCG programme will be sustained by new transformative experiences through culture and newly formed partnerships, new models of cooperation, joint communication and marketing strategies.

IMPACT
This programme will encourage our cultural institutions to constitute new collaborative networks and partnerships and to introduce new models for creative interdisciplinary projects. These projects will decentralise our cultural activities, open up cultural institutions to different communities, make them more accessible to people and more visible in our City. They will wake people up to the stories of our City.

PROJECT EXAMPLES

DOCUMENTARY THEATRE
This project aims to break traditional theatre methods by adding community art strategies to create a new way of art communication. Different social minority and disadvantaged groups will be included in a collaborative creative process and debates about relevant issues in today’s world. All of the performances will be presented in public spaces such as factories, parks, schools and markets.

TRAVELLING MUSEUMS
The project is based on the idea of remaking a concept of a museum as a solid institution. This project suggests that everyone can create a museum and that a museum can be flexible. Our museums will prepare several exhibition kits that will travel to those who don’t or can’t visit them – community centers, schools, kindergartens etc. This project will motivate all kinds of communities, from children to the elderly, to create their own museums and share them with others. This project will produce a new wave of buildings or sites that have been lost.

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The cultural institutions will move away from their fixed spaces and will travel to Seniūnijos and rural areas and will work with their new partners on site.

In addition, libraries will prepare long-term reading programmes and open dedicated bookshelves of original books by well-known Lithuanian writers together with their translations into European languages.

Museum Theatres – collaborative projects introducing new ways of storytelling. Museum objects, history, arts and theatrical techniques (historical characters, puppetry, movement and music) are going to be used for educational and entertainment purposes.

Libraries on the Move. The project will unite more than 30 municipal library points around the City and the District. Libraries are still very vibrant places, especially for the older generation, who use them as meeting points and communication hubs where people improve their IT skills (use computers, Internet and Skype). In most cases our libraries are already developing innovation advocates, they organise annual robotics and information technology events, and a new wave of co-working spaces is spread around the libraries.

In this programme we’ll encourage our libraries to introduce new services to young audiences in order to expand their potential to work in digital and innovation fields. As future centres for education and networking, libraries will develop wider networks with IT and CCI sectors.
<table>
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<tr>
<th>Event Name</th>
<th>Description</th>
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<tr>
<td><strong>WAKE UP THE BEAST! The Opening of Kaunas 2022</strong></td>
<td>A once in a life-time experience for trance and rock music fans with spectacular hologram projections featuring the New Kaunas Legend on the riversides and... wait for it! A real life demolition of the ghost building in the City centre.</td>
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<tr>
<td><strong>CITY CROWN: Festival of Modern Lights</strong></td>
<td>A true royal celebration of 365 heritage buildings lit and opened for visitors throughout the City featuring different scale artistic events. On top of that we want to show off our best - Modernism festival with exhibitions and events with the unique culture and spirit of the 1930's.</td>
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<tr>
<td><strong>INTERNATIONAL FISHERMEN FESTIVAL</strong></td>
<td>This will be the place to be in summer with a variety of events on offer, such as a fishing championship in the rivers Nemunas and Neris, market, open kitchen and street theatre show, windsurfing workshops and concert on the water - everyone will find something they like and enjoy.</td>
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<tr>
<td><strong>KAUNASIAN WINTER ATLANTIDA</strong></td>
<td>Z Let it go! Let it go! Z A jam-packed event featuring unmissable tours crossing the frozen Kaunas Sea, photographs displayed in frozen ice, ice surfing and sleigh championships.</td>
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<tr>
<td><strong>MATTERS: Post-Industrial Culture Festival</strong></td>
<td>Industrial, local and international music alongside performance art, extreme art, body art, video art, cyber art, and transdisciplinary experiments taking place in post-industrial sites. The audience will discover a different side to Kaunas!</td>
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<tr>
<td><strong>THE BEAST (CITY) DAY</strong></td>
<td>A roaring and eye-catching musical parade of puppets produced by local communities followed by a theatre play suitable for all ages on the waterfront platform on the Nemunas river. The Beasts from all over Europe are invited!</td>
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<tr>
<td><strong>FLUXUS FESTIVAL</strong></td>
<td>For fans of George Maciunas and Fluxus art we have a historical Fluxus exhibition, a participatory programme in Fluxus Labs and a very unusual musical parade on Laisvės avenue, where the musicians will play from hot air balloons, rooftops and windows of the buildings.</td>
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<td><strong>MUSIC TRACK</strong></td>
<td>A mobile music programme, involving musicians from Poland, Israel, Russia, Latvia, Armenia, Romania, etc. The music will be performed on international trains running between Kaunas and Warsaw, Berlin, Riga, Tallinn, and St Petersburg and in special stops.</td>
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<tr>
<td><strong>CONFLUENCE CULTURETHON</strong></td>
<td>This is where sports and arts intersect: a full marathon followed by community based arts programme and sports film repertoire.</td>
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<td><strong>LITVAK WORLD FORUM</strong></td>
<td>Exhibitions of renowned Litvak artists, Israel/Lithuanian dance and music programme, exhibition of scientific and creative innovations at the National Science Centre), reconstructed Yiddish Theatre performances, conference.</td>
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<tr>
<td><strong>MY COURTYARD FESTIVAL</strong></td>
<td>My Courtyard Festival: contemporary circus, dance, performance in neighbourhoods, private houses and yards.</td>
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<tr>
<td><strong>AND THEY LIVED HAPPILY EVER AFTER: the Closing event</strong></td>
<td>Music and theatre festival, performed by children and teenagers, screening of the films produced in the Animation Laboratory, public dinner event in the City centre, theatrical and musical performances with the appearance of the Kaunas’ Beast, finished with a 24-hour touring cultural party - the biggest party in town!</td>
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The current programme is based on research that has been carried out by the Artistic Team and has been developed with more than 100 completed proposal forms from Kaunas and Lithuanian cultural organisations and artists. Before announcing an open call for ideas in October 2015, Kaunas 2022 team analysed the context of the local, national and European culture activities and included the main topics and objectives for programme preparation as guidelines. We now have a programme which is a clear and reason based framework for activities, but further content will still need to be created together with local and international cultural institutions, practitioners, artists, communities, NGOs and creative industries sector.

The Tempo Academy of Culture will serve as the main platform for new programme initiatives and new partnerships to emerge. Representatives of the sector will work together regularly throughout 2017–2022 in order to programme and implement long-term projects dedicated to audience development and revitalisation of institutions (Wake It, Shake It). The Tempo Academy will provide capacity building courses for community activists and mediators in 2017 and 2018, after which the programme in each Seniūnija of the City and the District will be further developed and implemented in partnership with communities and various stakeholders (We, The People, Participation of schools, ethnic minorities, the elderly and families with children will also be developed in cooperation in the framework of The Tempo Academy).

Some of the programme projects will use open calls for local and international artists, namely Kaunas Modernism 360/365, Magic Carpets and My Courtyard Festival. These three projects are focused on boosting the local artists’ scene by creating a platform for their collaboration with international artists and local communities.

We still have topics that are important both at local and European level – e.g. the Lithuanian language (one of the oldest in the world, proto Indo-European language) or the Singing Revolution topic, which will be developed into detailed international programmes and projects during the run-up years.

To ensure the information and openness of the programme we proceed with a questionnaire on the Kaunas 2022 website (www.kaunas2022.eu) where anyone is welcome to propose an idea, activity or partnership in some existing programme strand or new initiative. This online questionnaire will be active until the end of 2017 (during 2018–2021 the main platform for programming will be The Tempo Academy of Culture).

Kaunas 2022 team will continue organising meetings with different organisations, business sector and communities to explain objectives of the programme and possible ways of participation (we have had more than 700 meetings with groups and individuals so far between January 2015 – February 2017). Facebook, Instagram and other social networks are used regularly to update followers with the latest information and invitations.

After the bid book hand-in deadline in February 2017, Kaunas’ bid will be published online. Everybody who has an interest to participate in the preparatory process and implementation may apply referring to six special platforms and two horizontal programmes or directly to a particular project.

The main aims and requirements for new project proposals and participation are based on a set of criteria that corresponds with our challenges and objectives as well as with basic requirements for a European Capital of Culture programme including a European dimension and European partners. But we really believe that a contemporary mindset and art thinking will only be achieved for many if we can make our programme fun and exciting for everyone.

Each project selected for the inclusion in the programme should meet some of these requirements:

- European dimension and Europe-related topics,
- European partnerships, international exchange of ideas and producers,
- Memory projects,
- Heritage bonding projects,
- Strengthening of the cultural and creative industries sector,
- Design for All (accessibility for all) initiatives,
- Fostering art thinking or art attitude in playful and imaginative ways,
- Contributing to the happiness and enjoyment of many,
- Appealing to basketball fans as well as notorius couch potatoes,
- Contributing to the story of the Mythical Beast of Kaunas,
- Decentralisation of culture, community building and broadening the accessibility of cultural production,
- Ensuring possibilities to local community members to participate in creative processes,
- Interdisciplinary and inter-institutional partnerships,
- Collaboration between art and science practitioners.

The combination and necessary interdependence between old and new is embedded in the field of tension of CONTEMPORARY VS. TEMPORARY. With the concept and slogan of Contemporary Capital there is simply no other choice except to create, present and participate in the latest and innovative cultural activities. Our whole artistic vision hinges on this. Our aim is to create an art attitude in people by picking up from where people are already confident about culture – popular culture, social media, traditional art forms, and sports. As we have said before: it is, above all, shared memories and experiences that connect people – and the whole point of our programme is to give the citizens of the City and our visitors some meaningful shared memories and experiences (in whatever contemporary package they might come) and revive those that have been lost.

Innovations work both ways for us – the latest technologies and tools (especially used for communication and information) and a new approach towards traditional cultural forms and how they are presented. We have many contradictions. This is not one of them.

A new approach to what we call traditional

- Platforms like Wake It, Shake It and We, the People transcend approaches to traditional art forms and involve the community into new and experimental ways of using their traditional skills and crafts unlocking creativity, engagement and social art.
- In Digital Diplomacy project we transplant the stories of Kaunas as a temporary capital and temporary centre of diplomatic missions from all over the world into augmented/digital reality and initiate an online-based heritage mapping project, which also contains live meetings and story-telling events.
- Traditional events like Kaunas Hanseatic Days based on medieval culture or folk dance and song festivals will be enriched by updated content.

- The Mythical Beast, a traditional figure and story will emerge through traditional artistic forms and will also be celebrated with the use of the latest technologies: traces of the Beast in the City made visible and audible by augmented reality, a theatre performance combined with 3D visuals and 70 holograms, and many more.

- Latest technologies will be used to animate cultural heritage objects and stories around them – audio-visual routes through the City, animation films, animated heritage videos and digitised comics will be accessible via Kaunas 2022 online platform. Augmented reality products, which extend traditional approach to environment will enrich Digital Diplomacy, and other projects. VR products will allow local audiences and distant visitors to explore the architectural and urban heritage of the City.
- Pixel Tunnels to Europe project will ensure the sharing of traditional and street culture, dance, drawing, pantomime, etc. with other European cities by using live digital broadcast channels in public spaces.
- We will initiate the digitisation of museums, but not just for purely technological or archiving reasons. The main aim is to animate museums and their collections, and to connect museums with communities. Museums will have to leave behind the ‘traditional’ (inreflective) ways of just preserving and presenting content, open their collections and staff (human resources) to communities, bring parts of the collection outside the museum, encourage communities to create their own exhibitions and present their own culture as intangible local and European heritage (Rethink Culture).
- City as Public Art and Design Centre: contemporary murals, street culture, temporary sculptures, installations and street performances will interrupt the traditional way of living, consuming and using the City’s environment.
- 40 Fluxus Labs spread in Kaunas and the whole country, in schoolchildren and non-professionals, local and foreign artists, traditional culture elements and ‘arty’ ways of using their traditional skills will enrich Digital Diplomacy, and other projects. The story-telling course will be one of The Tempo Academy of Culture courses, during which several unique ‘talking heritage’ programmes will be created.
Q16 How has the city involved, or 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.

The initial idea of applying for ECoC title was raised by the local cultural operators and introduced to the local administration, which later provided the requested support. Kaunas 2022 bidding team consists of culture professionals who represent a variety of culture fields including visual and performing arts, literature, heritage and architecture, philosophy, contemporary arts, etc. The idea which came up by working together was voiced to a wide audience including local artists and artists during many public meetings that raised a lot of interest and generally showed big support from the local cultural community.

At the end of 2015, Kaunas 2022 bidding team announced an invitation to share ideas and suggestions on themes, projects, creative partnerships for Kaunas 2022 programme, which at the end of 2016 the invitation resulted in more than 100 proposals from different NGOs, communities, public institutions, artists from Kaunas City and the District. All of the suggestions were considered, discussed and developed further during more than 70 individual and collective meetings, and thematic working groups to merge all of the proposals into a coherent and solidarity programme.

Group workshop sessions involved representatives from the local theatre, music, museums, art, literature, architecture, educational and sports sectors. Projects in the current Creative City Capital programme involve over 150 local cultural operators and individuals who are the strength of our bid and a high guarantee of the programme’s quality production, long-standing European scale and dynamic nature. The meetings will be implemented.

Some of the examples of partnerships with local cultural organisations are listed below.

Kaunas Film Centre Romuva is the oldest functioning cinema theatre in Kaunas established in 1939 just before the war with the most modern trends and technologies of that time. It is an inspirational example of the first Pan European project, which today represents the non-commercial, alternative film culture and has become one of Kaunas’ benchmark spots.

ACTIONS ENVISAGED:

- Ladislav Starevich Animation Laboratory will include animated storytelling workshops for children aged 7–15 and will involve over 500 school students, who will develop their own animated films in groups accompanied by professionals. During the proposed Ladislav Starevich festival of all the newly produced films will be screened to a wide audience at the film centre Romuva.

- A film repertory dedicated to subcultures, minorities, ethnic cultures involving communities in the creation of the repertory based on their collective memory, history and relevant topics (Year Down the Walls project).

Established in 1921, the M. K. Čiurlionis National Museum of Art has turned into one of the oldest and largest art museums in Lithuania. It is the best place in Lithuania to become acquainted with the development of Lithuanian and international art history and culture, from ancient times to the present day. The museum has 10 locations in Kaunas that include everything from impressive ancient, classic and modern art displays, four historic house museums and even one of a kind doll collection.

ACTIONS ENVISAGED:

- The Museum will host a special exhibition of the Russian born expressionist painter Marie von Werefkin who lived in Kaunas and the Blue Reiter painter group that she belonged to.

- An exhibition of Litvak (Jews with roots in Lithuania) artists will present famous École de Paris painters and sculptors with the Jewish Lithuanian origin. The exhibition will include works by Jacques Lipchitz, Marc Chagall, Arbet Blatas, Theo Tobiass, Max Band, Emanuel Mand-Katz, Pinchus Kremegne, Michael Kikoine, Jacques Missene, Ossip Zadkine, Simon Glazer and others.

- The Museum will also participate in the production of new public art installations based on the works by the famous Lithuanian artist M. K. Čiurlionis.

- The Museum will become one of the core members of the Tempo Academy and Wake It, Shake It programme in which new collaborative interdisciplinary productions such as the Travelling Museum and the Learning Museum will be implemented.

Based on the proposal received from the independent artist collective Daina Pupevčiūtė and Vaidas Tam ševičiūtė, Kaunas 2022 will support the development of a new international platform Ma tlers for thinkers, artists and activists of the industrial (sub)culture. The festival programme will involve local sound artists (like Arma, Artūras Bumšteinas, Body Cargo, Budris, Extravaganz, N.O.D., Ganner Machine, Gimy Giesmen), visual artists (Danis Žiura, Gabrielė Gervickaitė, Saltmina, Danis Kseninas) and thinkers (Audronė Žukauskaitė, Južius Dabriakovas and others). It will aim to culturally re-activate the former industrial sites and humanise the operational industrial areas in our neighbourhoods.

The participation of Kaunas’ festivals and their operators is essential for Kaunas 2022 programme because of their high potential to implement the ECoC programme with local cultural operators and broad European partnerships.

- Kaunas Biennial will facilitate a science and art programme (Designing Happiness), collaborate with the National Science Centre, and lead international residencies for artists Magic Carpet. The Biennial has contributed to the Tempo Academy (2017–2022) by suggesting a broad spectrum of European level partnerships and will help in developing them further. The Biennial team will curate the Reorientation Gallery Project (composed by Philip Miller).

- Kaunas Photo Festival will develop a year-round programme of indoor and outdoor photographic exhibitions and installations, organise artist residencies for the Fluxus Labs project. The festival will work in collaboration with the Street Art Festival Nykody, Media Art Festival Centras, the proposed Post-Industrial Culture Festival MA TTERS and Lithvak Forum.

- Kaunas in Art Festival (summer period), led by Meno parkas gallery and co-curated by Krzysztof Stanislawski (PL), will organise artist residencies and special events within the festival will be held in some of the residential neighbourhoods of Kaunas (community projects).

- Palais des Beaux Arts Music Festival (summer period) will spread its geographical location to a wider area covering the Kaunas District. Organisers of the festival have been invited to participate in the development of the main outdoor events.

- The Kaunas Jazz Festival (April) will organise special concerts at the Kaunas Symphony Hall. Special events within the festival will be held in some of the residential neighbourhoods of Kaunas (community projects).

- Puppet Theatre Festival organised by the Kaunas State Puppet Theatre is held May–July every year. The festival coincides with one of the main outdoor events of Kaunas 2022 programme dedicated to the Kaunas Legend (20–22 May 2022). The organisers of the festival will be directly involved in implementing a unique animus puppetry workshop in different neighbourhoods across Kaunas and directing the performance in a special parade that will tell the Legend of Kaunas.

- Baltic Watercolour Biennial Baltic Bridges (autumn period) will show the best examples of works on paper by artists from the Baltic and Nordic countries. It will connect with the Confluence programme strand by dedicating an exhibition, special outdoor events and workshops to the riverside topic.

- Each year AURA Dance Festival (October) presents a high-profile international dance programme. The festival will contribute to Yūdišia Mame by staging dance performances in collaboration with Israel-based choreographers such as Renana Raz, Yossi Berg and Oded Graf on the local history of the Holocaust at the IX Fort Museum. The organisers of the festival will also produce dance tours directed by international choreographers in public and industrial spaces, as well as heritage sites unveiling hidden places of Kaunas.

- Puppet Theatre Festival organised by the Kaunas State Puppet Theatre is held May–July every year. The festival coincides with one of the main outdoor events of Kaunas 2022 programme dedicated to the Kaunas Legend (20–22 May 2022). The organisers of the festival will be directly involved in implementing a unique animus puppetry workshop in different neighbourhoods across Kaunas and directing the performance in a special parade that will tell the Legend of Kaunas.

- The Bard Festival Akacijų Aleja is an open-air event that takes place in a small town of Kulaivutė in the Kaunas District each year, attracts thousands of people and has a long standing history. For 2022 the Festival will extend its international profile by inviting bard music performers of other European countries.

- Representatives of these and other prominent festivals in Kaunas will participate in the Tempo Academy and Wake It, Shake It programme by not only joining the training sessions but also sharing their practices and partnerships.

Finally, should our Application succeed, Kaunas 2022 plans to involve as many local artists and performers as possible in the Kaunas Labs programme and three Grand events of Kaunas 2022 mobilising thousands of local young talents and professionals. For example, the Liberty Music Parade on Liberty Avenue in celebration of the Beast Day will involve more than 2000 participants, including local and national music collectives and performers (orchestras, choirs, singers, soloists) who will play and sing European authors’ compositions about freedom through the windows of the Liberty Avenue. The same weekend digital artists will introduce their work in a form of outdoor animated 3D projections and Kaunas State Puppet Theatre directors and actors together with their international partners will participate in a specially created large-scale puppet performance on the story of The Beast.
Kaunas’ initiative to bid for the ECoC title was introduced and developed by a group of independent representatives of different culture fields based in Kaunas. From the very beginning the initiative has enjoyed the unanimous political support from the major political parties. In spring 2015 the previous Kaunas City Council voted to accept the new Kaunas City Strategic Plan for the years 2015–2022 in which the aim of securing the European Capital of Culture title for 2022 is declared as a stepping stone to unite Kaunas culture operators and citizens as well as to optimise cultural infrastructure and achieve better quality cultural service.

After the election in spring of 2015 the current municipal government has been actively supporting the implementation of this strategy and providing Kaunas 2022 bidding team with all required support.

On 15 March 2016 the City Council voted and unanimously agreed to provide the requested budget of 12m Euros for the ECoC programme (Kaunas City Municipality Council decision n. T-78, March 15, 2016) and the District Council has shown the same support when they agreed on participating in the ECoC programme together and to support Kaunas City and also proposed budget of 4m Euros for the programme by voting on March 24, 2016 (22 votes for, 0 against and 3 abstained).

On 7 February 2017 the City Council voted and reconfirmed the City’s application for the final stage of the competition, including the updated programme structure, management model, and the previously approved budget, and showed support of all political parties.

The National Government has made a commitment regarding their financial contribution on 20th April 2016 with an official decision of the Strategic Committee to support the National Government to support up to 50% of the cultural programme budget of any selected city, however, no more than 10m Euros in total.

There are plenty of unique heritage buildings around the City which lack attention but could be creatively incorporated into Kaunas 2022 programme. Building on the new Kaunas Cultural Strategy and in order to make better use of these buildings, Kaunas municipality has undertaken the task of creative adaptation of heritage objects.

Since March 2017 the municipal cultural organisation Menininkų namai is responsible for registration of disused heritage buildings and negotiating their potential cultural use (artistic hubs, artist studios, startup spaces, alternative event spaces, etc.) with building owners. For example, the Central Post Office building, one of the most important heritage jewels of Lithuanian Modernism. In 2015 Kaunas Biennial opened their main exhibition in this disused building and attracted thousands of culture and art lovers. More events of Kaunas Design Week, as well as the AURA Dance Festival were held in an important historic building Kaunas Drama Theatre to develop one of their buildings into a black box stage for emerging artists. The proposal is being discussed on local and state levels trying to find possibilities to attract funding.

— Considering the large variety of contemporary art events and festivals in Kaunas, the City does not have enough contemporary exhibition spaces for visual arts. However, the Development Plan of Integrated Territories of the Culture Ministry includes renovations of the main exhibition spaces at M. Zilinskius Gallery (subunit of the M. K. Čiurlionis National Museum of Art), which is planned to begin in 2018.

Other important infrastructure objects include the National Kaunas Drama Theatre and Vytautas Magnus University Grand Hall, both of which can fit large audiences and are often used for theatre and music festivals. A network of libraries and community centres around the City and the District area provides a good basis for outreach and community involvement programmes and a variety of public spaces, squares and parks offer great settings for open air public events and parades.

Q18

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.

Q17

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 general offer of spaces and cultural infrastructure for events in the City is already extensive. Existing gaps are addressed by an Urban Development Plan (2013–2023) that the City Municipality is currently implementing.

However, the existing cultural infrastructure needs to be used more effectively and therefore, our main urban development priorities are retention and functional extension. Consequently, capacity building and institutional renewal programmes such as Wake It, Shake It, the Tempo Academy and Designing Happiness are also key methods in making our cultural infrastructure serve our population more effectively and support our key values.

EXISTING INFRASTRUCTURE

The Žalgiris Arena is built on Nemunas Island in the very centre of the City in 2011. It can fit up to 20,000 viewers and was voted the best arena by the managers of the Euroleague clubs in 2016. Explicitly well designed acoustics, the most modern technology inside the arena allow hosting of top scale events. The arena will be used for our main events, especially during our cold seasons.

Most of the local cultural venues provide not only effective basis for cultural events but also a chance to study the local character of Modernist architecture and interiors:

— Kaunas State Philharmonic hall which was built in 1928 and hosted one of the first European Men’s Basketball Championships will be converted into a multifunctional events space by 2018. We plan to use this space for contemporary circus and dance performances;

— Kaunas Sports Hall which was built in 1939 and hosted one of the first European Men’s Basketball Championships will be converted into a multifunctional events space by 2018. We plan to use this space for contemporary circus and dance performances;

— Another important location for Kaunas 2022 programme is the Renaissance Raudondvaris Manor. Today it is one of the most modern and popular venues in the Kaunas District which also houses the Kaunas District Museum. An exhibition of antique and rare prints as well as international Kaunas 2022 opening and closing dinner meetings are foreseen to take place here.

The visualisation of Science Island by 1st Place Winner SMAR Architecture studio (ES/AU).

n
— Kaunas State Drama Theatre and Vytautas Magnus University Grand Hall, both of which can fit large audiences and are often used for theatre and music festivals. A network of libraries and community centres around the City and the District area provides a good basis for outreach and community involvement
an exposition of the latest scientific exhibit-its, provide educational programmes for different audiences and create a platform for scientific research. The temporary ex-
hibition and event space will feature not only scientific but interdisciplinary exhibitions on innovative explorations and will be directly linked to the ECoC programme via Memory Office, Designing Happiness, We, the People and other projects.

The reconstruction of the S. Darius and S. Girėnas Stadium is an important project for the sports community of the county at large. However, the reconstruction will also extend the function of the stadium via Memory Office, Designing Happiness, We, the People and other projects.

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

By Car
Kaunas is situated in the centre of the country and is one of its most important logistic intersections. In fact, within one-hour drive Kaunas can be reached by 2 million people, that’s 2/3 of the Lithuanian population. Kaunas is served by a number of major motorways. European route E67 is a highway running from Prague in the Czech Republic to Helsinki in Finland. Kaunas, Riga, and Tallinn, known as the Vistula basin between Warsaw and Tallinn (670 km). It is the most important road connection between the Baltic States. Kaunas is also linked to Vilnius in east Lithuania and Kaipėda on the Baltic Sea via the A1 motorway, and Daugavpils (Latvia) via E262 (A6) highway. In total Kaunas is connected with other cities via 17 motorways of national significance.

By Plane
Just 14 km outside the City is Kaunas Airport that can be reached by bus, (from the city centre in a bit more than half an hour for the price of 1 euro) or taxi (for an average price of 18 euros). At the moment, Rynaij and Wizair are the two main airlines operating at Kaunas airport, which has recently gone through a major development project. The companies offer 19 destinations across Europe. There is no doubt that Kaunas airport is an important asset in seeking to attract tourists from Europe. However, nearly 80% of all airway passengers reach Lithuania through Vilnius Airport (100 km distance from Kaunas) which is another important access point to Kaunas. Trains and buses take passengers to Vilnius Airport in 1.5 hours (average cost of 6 euros by train and 12 euros by bus).

By Rail
In 2015 an important railway infrastructure build, Rail Baltic, was completed in Kaunas. The project will link Finland, the Baltic States and Poland and also improve the connection between Central and Northern Europe and is being implemented in sections. Since the summer of 2016 the new railway allows passengers to travel between Białystok (PL) and Kaunas and in 2019 the new railway is planned to reach the northern border of the country and will be continued further north. Kaunas can be accessed by railway from other major Lithuanian cities, such as Vilnus, Kaipėda and Šiauliai.

By Ship
Kaunas has five passenger ferries on the rivers. However, the waterway routes and water tourism is developing very slowly mainly due to lack of self-serving interest and tourism infra-
structure. We are negotiating with the tourism departments of Kaunas City and the District Municipalities on possibility to reopen the water route to Nida, develop more attractive water routes and provide a bigger offer of such services to tourists.

By Public Transport
Kaunas is a compact City and nearly any cultural site can be reached using public transport which takes passengers from the City centre to the its outskirts in less than 30 min for a price of under 1 euro, so that the transport even from the most remote areas to the centre is affordable for the locals. Kaunas public transport system was awarded the EU CIVITAS Award for modernisation of the transport system, thus many of the public bus stops have digital information screens announcing departure, arrivals and delays and individual routes can be planned using a special mobile app.

Alternative Transportation
In 2016 a new low cost city car rental self-service, Citybike, was launched, allowing anyone with a valid driver’s license to rent a car by using a computer/mobile app for any period ranging from a couple of minutes for a short drive through the city centre to a weekend rental for longer trips.

Since 2010 the Municipality has been ex-
panding the network of bike roads seeking a new self-service bicycle rental system, which allows anyone to rent a bike in special bicycle stands located in different places around the City.

In 2020 a newly constructed wire cable ferry over the Nemunas river will connect Kulautuva and Zapyškis resort towns. It is bound to become a tourist attraction.

By 2022 Kaunas will open a new pedestrian cable car over Visintin street, which will take passengers to Vilnius Airport in 1.5 minutes for the price of 2 euros. The cable car will directly link the ECoC programme to the airport.

Accommodation capacity
According to official statistics, there are 60 hospitality businesses in Kaunas City: 28 hotels, 4 motels, 2 camping parks, 6 hostels, 1 sanatorium/rehabilitation centre and 42 private accommodations. In 2015 there were in total 1,235 hotel rooms in Kaunas and 2,450 beds. Based on the ho-
est occupancy statistics for 2015, which range between 41% and 62.5% depend-
ing on the season, the accommodation ca-
pacity fully meets current needs and would consequently suffice even if the influx was more than doubled at the peak during the busy seasons. The types of hotel accom-
mmodations vary from 1 to 4 star hotels, with several of the latter offering high-end luxury suites.

Kaunas District can offer another 16 ac-
mmodation places with 720 beds and another 23 rural tourism accommodation sites in close proximity to Kaunas City with possibility to explore local cuisine, eth-

ic traditions and architecture, and enjoy calm nature surroundings or active forms of tourism.

Kaunas is very affordable in overnight stays and charges an average price for accommodation in a centrally located hostet being just 10 euros per night. Many of the universitie’s accommodation offer in-
expensive accommodation for young trav-
elers in the summer, during the student holidays. There are many other accommo-
dation options in Kaunas like AirBnB offer-
ing over a hundred of private apartments for rent and even one thousand hosts on CouchSurfing platform.

and speaking of TEMPORARY struc-
tures we will explore other alternative ac-
commodation concepts and novelties in a dedicated project under our design topic. Together with young design and architec-
ture practitioners we will initiate some temporary accommodation structures of-
tering tourists not only acceptable value but an extraordinary experience too. We want to take advantage of our spaces and buildings which are neglected or inefficient as well as set up experimental environmentally friendly structures like transparent bubbles, tree houses or reused environmentally friendly structures like

The visualisation of Science Island by 1st Place Winner
SNARK Architecture studio (EUSA).
The projects listed below include the new construction of a multi-heritage National Science Centre, Athletics Stadium and, for the most part, reconstruction of existing public buildings and spaces. These constructions are ongoing and having in mind the risk of not completing them on time, it would still be possible to host the planned programme parts in all of these spaces. It is also worth mentioning here the Kaunas 2022 Outreach programme. The programme provides partial financial support to private heritage building owners for reconstruction of the exteriors and has been running since 2015. Since many of the projects in our programme are related to our Multi-heritage, this public investment makes a significant contribution to the programme and the opportunities of cultural activities in these heritage sites. Each year the budget of the Heritage Renovation Programme is increased. In 2016 400,000 euros was allocated to the needs of this programme and 22 owners were sponsored. In 2017 the Municipality increased the budget of the programme up to 1 m euro, thus aiming for an even bigger improvement in heritage renovation. The projects mentioned in the table below include only the ones that are confirmed by main financing bodies, are relevant institutions and are listed in the Urban Development Plan of Kaunas, Development Plan of Integrated Territories of the Culture Ministry and other strategic documents.

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Object</th>
<th>Time period</th>
<th>Planned budget</th>
<th>Funding sources</th>
<th>Connection with the programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Construction of National Science Centre on Nemunas Island</td>
<td>2016–2018</td>
<td>23,076,500</td>
<td>EU, SIP, KCMA, PF</td>
<td>Memory Office, Liberal Forum, Exhibition, Science+Art</td>
</tr>
<tr>
<td>3</td>
<td>Modernisation of Kaunas State Puppet Theatre</td>
<td>2016–2018</td>
<td>2016,000</td>
<td>ITDP: EU, MC</td>
<td>Theatre Flux Festival; Workshops for the parade of puppets; Festival for the families and infants, Litvakiaščinė Animation Laboratory</td>
</tr>
<tr>
<td>4</td>
<td>Modernisation of Kaunas State Music Theatre</td>
<td>2015–2018</td>
<td>4,982,000</td>
<td>ITDP: EU, ITRF conference</td>
<td>Theatre Flux Festival, ITRF conference</td>
</tr>
<tr>
<td>5</td>
<td>Actualisation of Kaunas Film Centre Romva</td>
<td>2016–2018</td>
<td>1,505,309</td>
<td>ITDP: EU, MC, EC</td>
<td>Litvakiaščinė Animation Laboratory, Cof de Monde, special European cinema repertoire during the build-up and in 2022</td>
</tr>
<tr>
<td>6</td>
<td>Reconstruction of cultural part of NGO Girtsutis cultural and sports centre</td>
<td>2016–2018</td>
<td>1,345,312</td>
<td>ITDP: EU, KCMA</td>
<td>Theatre Flux Festival, Fluxus Labs</td>
</tr>
<tr>
<td>7</td>
<td>Infrastructure modernisation in Kaunas Culture Centre Tautas namai</td>
<td>2016–2018</td>
<td>1,027,512</td>
<td>ITDP: EU, KCMA</td>
<td>Fluxus Labs; Main spot for City events preparation (rehearsals and meeting point), Tempo Academy workshops, Kaunas Choliness programme, on its improvement. The extensive citizen survey involved almost 1,300 participants and covered all of the 11 Seniūnijos in Kaunas and citizens from different Seniūnijos in the Kaunas District. It served as a check-up of the cultural climate across these different neighbourhoods in the City and beyond, helped to identify their creative and community potential and start a discussion with local activists. The survey was mostly implemented during open-air community gatherings which will be used to create a community platform and to-test and public discussions to happen between the Kaunas 2022 team and the citizens.</td>
</tr>
<tr>
<td>8</td>
<td>Actualisation and modernisation of Kaunas District Library</td>
<td>2016–2020</td>
<td>4,988,000</td>
<td>ITDP: EU, KCMA</td>
<td>Fluxus Labs, Wake &amp; Shake it library programme; Tempo Academy; Intergenerational activities</td>
</tr>
<tr>
<td>9</td>
<td>On-going reconstruction of Laivės alėja (Freedom Avenue) (6 stages)</td>
<td>2015–2021</td>
<td>23,248,641</td>
<td>SIP, KCMA</td>
<td>Main space for outdoor events – the opening, closing events, the Mythical Beast of Kaunas and Modernity for the Future festivals and other festivities of the year.</td>
</tr>
<tr>
<td>10</td>
<td>Construction of wooden amphitheatre next to Kaunas Castle</td>
<td>2015–2016</td>
<td>150,000</td>
<td>EU, KCMA</td>
<td>Open-air venue for the The Beast Day celebrations, youth summer camp events and other activities.</td>
</tr>
<tr>
<td>11</td>
<td>Development of Nemunas Island into a multifunctional leisure space</td>
<td>2015–2016</td>
<td>5,000,000</td>
<td>ITDP: EU, KCMA</td>
<td>Main space for outdoor events – the opening, closing events, the Mythical Beast of Kaunas Festival and other festivities of the year.</td>
</tr>
<tr>
<td>12</td>
<td>Athletics stadium</td>
<td>2016–2017</td>
<td>9,325,963</td>
<td>SIP, KCMA</td>
<td>Kaunas Marathon</td>
</tr>
<tr>
<td>13</td>
<td>Refurbishment of S. Dainio &amp; S. Geitien scéne stadium tribunes, playground and ground floor</td>
<td>2016–2018</td>
<td>14,118,000</td>
<td>ITDP: EU, ITDP through MIA</td>
<td>Main hub for the project Kaunas Challenge</td>
</tr>
<tr>
<td>14</td>
<td>Reconstruction of Kaunas Sports Hall and conversion into a public multifunctional leisure</td>
<td>2016–2018</td>
<td>5,000,000</td>
<td>ITDP: EU, KCMA</td>
<td>Theatre Flux Festival (circus and dance performances), Modernity for the Future educational events.</td>
</tr>
</tbody>
</table>

### Public spaces

- **On-going reconstruction of Laivės alėja (Freedom Avenue)** (6 stages)
- **Construction of wooden amphitheatre next to Kaunas Castle**
- **Development of Nemunas Island into a multifunctional leisure space**

### Sports and active leisure infrastructure

- **Athletics stadium**
- **Refurbishment of S. Dainio & S. Geitien scéne stadium tribunes, playground and ground floor**
- **Reconstruction of Kaunas Sports Hall and conversion into a public multifunctional leisure**

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**Q19**

**Outreach**

Explain how the local population and your civil society have been involved in the implementation of the year's activities.

**a) The Cultural Co-operation**

This programme will invite each Seniūnija to develop their specialisation as the Capital of Culture on a smaller scale and thus build a stronger cultural identity of their area. It is meant to ignite a positive neighbour- hood cultural competition for the title of the Kaunas Community Capital of Cul- ture on a smaller scale and thus build a stronger cultural identity of their area. It is meant to ignite a positive neighbour- hood cultural competition for the title of the Kaunas Community Capital of Cul- ture on a smaller scale and thus build a stronger cultural identity of their area. It is meant to ignite a positive neighbour- hood cultural competition for the title of the Kaunas Community Capital of Cul- ture on a smaller scale and thus build a stronger cultural identity of their area. 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neighbourhoods in Kaunas, accompanied by local and international artists and directed by some of Europe's best professionals, which will take place on 22 May 2022.

c) The Tempo Academy of Culture

Members of Seniūnijos communities will also be able to take part in the Tempo Academy. The course will train new community agents who will then be able to join the Kaunas 2022 programme.

The Tempo Academy will particularly aim at creating stronger links between culture institutions and local communities. Thus, the Academy will feature a new project for the culture stakeholders. The programme aims at promoting better understanding of the needs of different cultural groups and should result in new innovative culture practices. It aims to encourage people to feel that they are part of cultural institutions and that culture is for everyone.

Citizens will also be encouraged to attend and interactively participate in different culture and arts courses, including social design and innovation, participative culture and arts, community arts, etc. to learn different artistic languages and the importance of creativity in everyday life.

Q20 How will the title create in your city new and sustainable opportunities for a wide range of activities, in particular young people, and volunteers, the marginalized and disadvantaged, including minorities?

As well as the programmes in Q19 which address the City's challenges our local culture institutions face in connecting their audiences we are also giving particular attention to some specific groups where we feel it is important to invest more.

The Kaunas 2022 programme will alert to local institutions to focus their attention on the audience and start acting to ensure equal rights to culture. How are we going to achieve this?

The following areas are specific priorities for us:

1. People with disabilities
2. Our Minority Communities
3. Elderly
4. Volunteers
5. Young people

1. Accessibility for All

In, the People activities, people with disabilities will benefit directly from Designing Happiness programmes, particularly the project. Design for All the aim of which is to maximise accessibility to cultural heritage sites, providing smart decisions for infrastructural renewal and informational gaps. By 2020 we will have developed a culture accessibility plan, adopted by many local cultural organisations, that will cover design and smart technology-based actions to ensure physical and intellectual access, as well as representation and inclusion.

As envisioned in our Cultural Strategy, the main culture venues will have the necessary infrastructure for visitors with disabilities to access all the permanent collections, which will be held in main museums and some other cultural venues. The National Kaunas Drama Theatre programme of 2018–2022 and beyond will visibly increase the inclusion of disabled persons. Since 2016 they have initiated signing for people with hearing impairments, and for 2022 they will create special performances dedicated to visually impaired, which will be interpreted to the theatre story through sound and tactile participation. Special tactile-visual-sound installations are planned in the visual arts section and a special programme the Museum for the Blind will introduce the audience to unconventional forms of contemporary art.

2. Ethnic Minorities of Kaunas

One of our success criteria for the programme is the inclusion and participation of ethnic minorities which may only account for 6% of the population of Kaunas, but are very proud of their heritage, family archival material to better understand some of the most intimate periods of the City's past. These memories will be brought to life by digital and innovative technologies in the form of virtual and augmented reality tours and they will be published on an already existing virtual interactive platform Sites of Memory (www.amintintvietas.lt), that serves as a digital free archive of Kaunas.

Our libraries will facilitate special foreign language and computer courses that will be taught by school and university students, thus stimulating intergenerational communication. The new language skills will serve perfectly in the contemporary circus programme, where locals, including seniors, will be able to host the visiting circus and performance artists to introduce them to local ways of living and participate together in the creation of new artistic works.

4. Our Volunteer Programme is described in detail under the Tempo Academy of Culture A dedicated Volunteer and Welcoming Faculty within the Tempo Academy will be responsible for training volunteer managers, attracting new volunteers to the programme and assigning different tasks, as well as giving special hospitality and welcoming courses to the citizens and the hospital community.

5. Our work on young people is included in Q21 where we have a set of complementary strategies for young people and schools.
Firstly, the strategic level. Over the last couple of decades, the arrival of digital technologies brought constructive disruption to the cultural sector everywhere which continues to face an inevitable need for a makeover. Attendance at many cultural venues has declined in many countries across Europe, not only due to economic reasons, but also as a result of a lack of interest.

In order to sustain themselves, cultural institutions have to gain a deeper understanding of their audiences, particularly Generation Z, and to co-operate in finding new models that work within the context of our changing society. The most successful have done that and are flourishing. Less successful have not and are struggling. So the extensive consultation with our people and our communities – just the start of an ongoing process – will continue throughout our build-up so our activities really deliver innovative and practical responses which help us solve that inherent contradiction in our cultural system – lots of culture but where is the audience?

To put it in simple terms we want to wake up and shake up our culturally sleepy suburbs. To get them to move

- from beer and basketball to museums and Modernism;
- off the couch and into creativity;
- to “culturalise” the curriculum;
- and to put a smile back on the face of Kaunas culture.

Contemporary Capital will help us develop a new kind of relationship with the breadth of culture that Kaunas has to offer. Most of our work has been explained more fully in the previous questions and sustainability. Our programme where we show how projects like our Museum sector are aiming to revitalise its offer to people who are still sat on the sofa watching TV. So we are at the same time waking up our audience and shaking up the sector because we need to do both.

We are also absolutely clear on the importance of a similar initiative to reverse the current lack of significant cultural engagement in schools and with young people as shown below.

TOWARDS A NEW CULTURAL EDUCATION

Kaunas has a lot of young people living here. We want them to grow, develop and stay in Kaunas. So to create the natural connection between culture and community in its widest sense we need to start early – with children from kindergartens and young people from primary and secondary schools. We plan a programme of cultural education which makes active cultural participation as natural as learning to read and write. To discuss and better identify needs and challenges of this programme we invited the teachers, students and directors of local schools to a series of meetings to connect them to our 2022 programme. We also spoke extensively with young people and with youth organisations.

We also complement our schools programme with an extensive project suite from our Emerging Kaunas platform for young people and their families. This includes:

The Kaunas Challenge

The programme is designed and modelled for school students aged 15-19 (we call them Centurians since they will reach adulthood with the centenary of Lithuania as a modern state) with different cultural backgrounds and educational profiles and is meant to provide them with cultural entrepreneurship, teamwork and creativity skills. The project was launched in 2016 and is integrated with other flagship projects of Kaunas 2022 programme.

Young families

There are some special projects in plan for the youngest ones aged 0-7 and their families that include a dance and performance programme with a dance class for 8-14 month old babies that will stimulate learning and socialising as well as a whole event programme for families with small babies. This will feature participative art installations, interactive storytelling, theatrial performances, special music performances, etc.

Children of school age

For children between 7 and 14 we have projects such as the Ladislas Starevich Animation Lab dedicated to the famous Kaunas-born pioneer of animation. It will take young participants on a story trip where characters will be invented, drawn, animated and animated by young people themselves with guidance from graphic design, animation and IT experts, and presented on a big screen during the final event. The project will involve over 300 participants from different schools across the Kaunas City and the District.

The project Travelling Museum is devoted for the same audience. It will introduce children to the concept and creation of a museum collection which they will be filing up themselves by contributing objects they find interesting or extraordinary. It will also provide stories that make these objects special for them. The project will run in co-operation with the Kaunas Museum of Children’s Literature and M. K. Čiurlionis National Museum of Art.

And finally...

The artistic programme platform Emerging Kaunas will become a key factor in the co-operation with schools and reaching out to the young. It is planned as a sustainable eco-system and will continue its activities long after 2022. The platform will strive to contribute towards the successful implementation of the Youth Policy Strategy in Kaunas. The sustainability of Kaunas 2022 programme will greatly depend on the audience development we pursue in Emerging Kaunas (youth platform). We, the People (community platform) and Wake It, Shake It (cultural networking platform).
Q22 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)?

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual budget for culture in the city (in €)</th>
<th>Annual budget for culture in the city (% of the total annual budget for the city)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>11,640,263</td>
<td>5%</td>
</tr>
<tr>
<td>2013</td>
<td>10,770,447</td>
<td>5%</td>
</tr>
<tr>
<td>2014</td>
<td>9,866,920</td>
<td>4.2%</td>
</tr>
<tr>
<td>2015</td>
<td>11,107,500</td>
<td>4.4%</td>
</tr>
<tr>
<td>2016</td>
<td>14,500,000</td>
<td>5.29%</td>
</tr>
<tr>
<td>2017</td>
<td>16,646,400</td>
<td>5.53%</td>
</tr>
</tbody>
</table>

The figures include maintenance expenses for cultural infrastructure as well as operating budgets for cultural activity. They do not include some major infrastructure projects that were and are being funded by different sources.

Most of the sums are allocated to organisations and individuals through a list of funding programmes:

**Adaptation of public spaces to cultural functions:**
For example, in 2014 one of the main tourist attractions in Kaunas Šv. Arkangelo Mykolo (St. Michael the Archangel’s) Church was granted financial support to integrate cultural, touristic and social educational functions. Another heritage building was restored and converted into an arts incubator as well as heritage restoration of the two towers of Kaunas Šv. Franciščiaus (St. Francis's or Jesuit) Church.

**Strengthening the City’s image.** The programme supports:
- annual and biennial international culture, art, and music festivals,
- youth projects.

The nurture of common culture of the population. The programme supports:
- strengthening of accessibility to culture through professional arts,
- continuity of traditional / ethnic culture and intercultural dialogue,
- creation of new culture services and products for community inclusion,

**Programme for municipal cultural organisations:**
Apart from the support fund mentioned above, the yearly budget sums include partial costs of 17 municipal cultural institutions including Kaunas City Museum, Kaunas Dance Theatre Aura, Kaunas City Symphony Orchestra, Kaunas City Public Library of V. Kudirkos, Kaunas Chamber Theatre, Kaunas Culture Centre “Tautos namai”, Concert Institution Kauno Santaka, NGO Arkomas, NGO Culture and Sports’ centre Girstutis, NGO Kaunas Small Theatre, Kaunas Film Centre Romuva, NGO My Theatre, NGO President Valdas Adamkus’ Library, and municipal organisations Theatre Projects and Ažuolyno Metikulijų Čirkas. The sums do not include some major infrastructure projects that were or are being financed from the municipal and national budget and/or with the help of European structural funds and programming expenses which are allocated through different municipal and/or state funding programmes.

The annual cultural budget for the City has been growing for the past few years and has reached one of the highest percentages devoted to culture among all municipalities in Lithuania. Apart from the listed numbers, Kaunas cultural operators are receiving financial support from the national culture budget, including the funding programme of Lithuanian Council for Culture which co-financed Kaunas cultural projects with 2.4m euro in 2016. Kaunas is also home to Kaunas State Musical Theatre, National Kaunas Drama Theatre, Kaunas State Puppet Theatre, M. K. Čiurlionis National Museum of Art, and many other cultural institutions which are supported from the national budget.

Q23 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.

None of the funds will be withdrawn from the City's annual cultural budget.

The regular State funding for Kaunas-based national institutions and competitive co-financing of NGOs' cultural projects by the Lithuanian Council for Culture are also not included in planned budget for Kaunas 2022 programme.

30 m euro budget allocated through 2017–2023 is planned as extra financing for the unique programme of Kaunas Contemporary Capital 2022.

Q24 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 culture budget in Kaunas Municipality is one of the highest percentages among Lithuanian municipalities and has been annually increasing for the past three years. We intend to continue in this direction and would like to achieve an increase in the annual culture budget by 1.5% of the City’s budget by 2023 (that would increase it to a total of 7.03% of the overall annual Kaunas budget). Taking the overall 2017 Kaunas budget as a reference point, the rise in percentage we are aiming for would mean an annual increase of the budget for culture from 16,466,400m euros (2017) to 20,930,193m euros (2023).

The extra funding will be used to strengthen new priorities, laid out in the new Cultural Strategy, which include participatory culture, capacity building of culture professionals, revitalisation of cultural heritage objects, partnerships with educational institutions, etc. Current descriptions of regular cultural financing programmes have already been updated according to the new priorities and the budgets of related financing programmes, like the heritage renovation programme, were raised.

Above all, the ECaC programme will directly involve many of the current local operators which will significantly add to their annual budgets in the period between 2017–2023. We also believe that Kaunas 2022 programme will allow local organisations to build more partnerships and gain more international experience which will encourage them to participate and become leaders in European projects and attract funding from more diverse funding sources.

Q25 Please explain the overall operating budget (i.e. funds that are specifically set aside to cover operational expenditure).

**INCOME TO COVER OPERATING EXPENDITURE**

From the public sector: 93.3%

<table>
<thead>
<tr>
<th>Finance</th>
<th>From the public sector (in €)</th>
<th>From the public sector (in %)</th>
<th>From the private sector (in €)</th>
<th>From the private sector (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total income to cover operating expenditure</td>
<td>30,000,000</td>
<td>28,000,000</td>
<td>2,000,000</td>
<td>6.7%</td>
</tr>
<tr>
<td>From the public sector</td>
<td>28,000,000</td>
<td>93.3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Q26** What is the breakdown of the income to be received from the public sector to cover operating expenditure?

<table>
<thead>
<tr>
<th>Source</th>
<th>Income in €</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Government</td>
<td>10,000,000</td>
<td>33.3%</td>
</tr>
<tr>
<td>City</td>
<td>12,000,000</td>
<td>40%</td>
</tr>
<tr>
<td>Kaunas district</td>
<td>4,000,000</td>
<td>13.3%</td>
</tr>
<tr>
<td>EU (with exception of the Melina Mercouri Prize)</td>
<td>2,000,000*</td>
<td>6.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>28,000,000</strong></td>
<td><strong>93.3%</strong></td>
</tr>
</tbody>
</table>

*Here we are calculating funds that are fed into the programming together with partners like universities, theatres, museums and other cultural organisations applying for additional EU funds to finance co-productions of Kaunas 2022 projects.*

Kaunas 2022 organisation was established at the beginning of 2017. However, according to the regulations new institutions are not eligible to apply to main European funds for the first few years. Therefore, the Artistic Team of Kaunas 2022 and the main cultural operators/partner organisations will initiate, lead and partner in international projects to apply for EU funding. They all have considerable expertise in various European Union sponsorship programmes. In the first stage of preparation, Ignition phase (2017–2018) the programming fund will be partly raised by partner organisations and Kaunas City Municipality. Kaunas 2022 will be able to apply to European Funds as the main organisation starting from 2019. If applications are successful, the EU sponsored activities throughout the official Kaunas 2022 organisation will be held between 2020 and 2023. We know that applying to any EU fund doesn’t guarantee sponsorship, so we only may count on our previous experience and percentage of previous successful applications.

In the first preparatory years several Kaunas cultural operators (Kaunas Biennial, Kaunas Photo Gallery, Kaunas Mincio parks etc.) will apply to the Creative Europe programme in two strands: Cooperation projects and European platforms.

The last call and deadline of the 2013–2016 applications for the European Platform was delayed by more than half a year, Kaunas Biennial together with other 13 European organisations will submit a project proposal and is applying to Creative Europe Platform strand (deadline is April 2017). The project-in-spect will include emerging artists from more than 14 European countries and will seek to re-approach public space, which closely relates to our Contemporary Capital concept of encouraging the civil society and the 11+ programme. In case Kaunas Biennial is successful in its application, the project will be financed by the EU in 2017–2020 (up to 500,000 euro each year shared among the partners) and would serve as an international platform for artist exchange, who will create new pieces of art in specific city-specific environments in Kaunas and beyond, working closely with the local communities. Thus, Kaunas 2022 concept will be spread through 14 European countries accumulating 100 project related artists and helping to broadly open cultural services to the communities in Kaunas and beyond.

**Q27** 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 commitments of both municipalities constitute more than half of the project’s budget from the public sector (16m of the total 30m euros).

The National Government confirmed its financial contribution to the project of up to 10 m euros to either City securing the 2012 title. There are no regional authorities in Lithuania that provide funding.

**Q28** What is your fund raising strategy to seek financial support from Union programmes/funds to cover operating expenditure?

Kaunas Photo Gallery is going to apply to the Small Cooperation projects strand in 2017 with a proposal for a photographic residencies programme the outcome of which will be several photo books with images, analysing features of a contemporary city.

For translations envisioned for Kaunas 2022 programme we will apply to Creative Europe: Literary Translations strand (2019–2020). This funding will also be relevant when applying to the translation of several Emmanuel Levinas and Leo Goldberg’s poetry books and some other publications into Lithuanian language.

Kaunas 2022 will also apply to Creative Europe programme MEDIA, specifically to the strand Development of video games (in 2019) with the aim to make a real impact on usage and appropriation of heritage. On the basis of our cultural heritage we wish to bond together our history, present and future by using the latest technologies, games and other new forms, attractive for the young generation. The application will be prepared in partnership with the Design Cities of UNESCO Creative City Network, which Kaunas is a member of since 2015. The MEDIA programme will also be relevant when applying for funds for a documentary film Urban Landscapes of 1930s: Explosion of Modern Movement.

During the first years of preparation (2017–2018) Kaunas Municipality will apply to the Creative Europe strand Europe for Citizens. The Municipality may apply to these programmes with a clear vision of renewing partnerships and twinning of communities from two twin cities and some of the other ECGC cities around Europe. Between 2019–2023 Kaunas 2022 organisation may apply to these funds for extra sponsorship for distant travels and cultural exchanges of communities.

Our partner universities regularly use the EU funds for research and studies, especially helpful for the Emerging Kaunas programme, which is based on students’ initiatives and programming the City’s future. LLP programme funding is used to support Universities of The Third Age.

**Horizon 2020**, which is a research-based funding opportunity will be used by our academic partners, who will be initiating research projects on Kaunas architecture, urbanism, public art and community art. Universities will initiate professional conferences in the context of Kaunas 2022, also on Design Forum Wlinius University will organise an international conference on the topic of Creative Cities with extra focus on the Creativity Index of Kaunas as well as post-conference publications. For these activities, directly linked to the programme, universities will apply to Horizon 2020 and to the Research Council of Lithuania, which administers European funds for research e.g. ERA-NET Co-fund Smart Urban Futures and similar strands. Besides these fundamental funds Kaunas 2022 organisation will apply with special projects to the European Foundation (when the activity is clearly linked to cultural innovation in the European context), Mondiala Foundation (when the activity involves Dutch artists such as Jeanne van Heeswijk or diplomatic heroes, like consul Jan Zwartendijk who saved thousands of Jews, issuing transit visas to Japan in 1940; Chiune Sugihara saved around 2,000 Jews, issuing transit visas to Japan in 1940; http://www.sugiharahouse.com). Japanese sponsorship will serve as big support to our Digital Diplomacy programme which will commemorate and actualise those historical moments in Kaunas in the context of the Jewish history (Yiddishe Mame project).

We are in close partnership with Creative Europe Desk in Lithuania - an office which provides all needed information and support for researching the EU funding opportunities and schedules.
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?

<table>
<thead>
<tr>
<th>Source of income for operating expenditure</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022 ECoC year</th>
<th>2023</th>
<th>Later</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU*</td>
<td>500,000</td>
<td>500,000</td>
<td>500,000</td>
<td>500,000</td>
<td>500,000</td>
<td>2,000,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Government</td>
<td>500,000</td>
<td>500,000</td>
<td>1,000,000</td>
<td>8,000,000</td>
<td></td>
<td>10,000,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>474,400</td>
<td>1,000,000</td>
<td>2,400,000</td>
<td>2,400,000</td>
<td>3,903,600</td>
<td>1,103,000</td>
<td>219,000</td>
<td>12,000,000</td>
<td></td>
</tr>
<tr>
<td>Kaunas District</td>
<td>310,000</td>
<td>594,000</td>
<td>739,000</td>
<td>1,037,000</td>
<td>1,320,000</td>
<td>4,000,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsors</td>
<td>50,000</td>
<td>200,000</td>
<td>750,000</td>
<td>1,000,000</td>
<td></td>
<td>2,000,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>474,400</td>
<td>1,310,000</td>
<td>2,144,000</td>
<td>4,339,000</td>
<td>5,687,000</td>
<td>14,723,600</td>
<td>219,000</td>
<td>30,000,000</td>
<td></td>
</tr>
</tbody>
</table>

*without the Melina Mercouri Prize

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

Each year Kaunas City and the District attract a steadily growing amount of international and local investments mostly based in client service, production and digital technologies. However, charity and culture organisations find it challenging to attract partnership with businesses due to weak connections between culture and business sectors. Nevertheless, we hope Kaunas 2022 programme will have a lasting legacy of strengthening these links.

We will start our fundraising campaign as early as 2017 by establishing an advisory group for sponsorship which will include representatives of business companies (Global Lithuanian Leaders, Rotary clubs and new partners). We will also form a sponsorship and fundraising team, who will work with the advisory group and will be responsible for analysing big data, providing the potential partners with unique proposals, managing sponsorship projects, monitoring the return of the partners’ investments, managing integration of sponsors in our marketing campaigns, etc. Our proposal inventory for potential sponsors will include marketing offers such as audience involvement, artist support, original content, integration with our digital marketing, hospitality and special events. The sponsorship projects will fit into a Kaunas 2022 membership club with special offers, discounts, events from Kaunas 2022 organisations and our partners to its members.

Responsible Kaunas business network

We will organise an issue-focused network of socially responsible businesses and offer a number of practical ways to work together and take action to help tackle some of the key issues facing the local communities. And we have already started a campaign to invite local businesses to join the programme by contributing to the initiatives in their neighbourhoods. For example, we will invite members of our business network to host some of the artist residencies. The employees of the companies will be able to participate in the conception and implementation of the projects by the artists in residency that will be contributing to their local neighbourhood environment. Thus, the programme will aim not only at strengthening the links between businesses and local communities but also at fostering a more creative working environment and family activities for the employees of our sponsors.

And some of the businesses have already agreed to co-operate with us. We have signed a partnership agreement with eight Rotary and Rotaract clubs in Kaunas that connect more than 200 socially active leaders from different fields of economy who have agreed to support the implementation of the programme. It is envisioned that each of the eight clubs will act as a patron of community projects in different neighbourhoods of Kaunas. We have also agreed on partnership with the Hotel Association in Kaunas and the digital technology cluster Blaster, as well as some other private companies. We are working to extend the network and mobilise more businesses through our programmes from small enterprises to international companies.

Global support for Kaunas 2022

We are working internationally to mobilise the vast Lithuanian diaspora abroad to support the programme and engage in raising funds. Given the positive support we have already received from Lithuanians abroad, we are very positive about the possibilities of fundraising within the community. We are also very proud of our partnership with Global Lithuanian Leaders, a high impact, non-profit Lithuanian platform connecting international professionals building global opportunities for Lithuanian economy (connects 700 members from almost 40 countries around the world). By involving the members of the GLL community we hope to attract more opportunities for creative partnership with the global Lithuanian business community.

Small businesses

Small businesses are vital to Kaunas 2022 programme and will be encouraged to get involved in the programme on different levels. Each willing enterprise will be able to receive marketing offers as well as a special banner/sticker announcing its contribution to the programme by agreeing to accept promotional Kaunas 2022 project material (posters and event programmes) or giving special discounts for participants of Kaunas 2022. They will also be able to contribute by hosting events in special event programmes such as Café du Monde.

Individual contributions and crowdfunding

To generate additional private support for specific projects of the programme we are going to use crowdfunding tools which among many projects will include the following:

- The project Kaunas Challenge will have a special training course for youth within the Tempo Academy on creating crowdfunding campaigns (how to create a good promo video, an appealing description of the project, raise visibility of their campaign, etc.). The skills young people will acquire in this course will later be applied in their own projects within the Kaunas Challenge project to raise additional sponsorship;

- The crowdfunding method will also be applied in the Fluxus Labs and Modernism for the Future programmes. Their websites will feature a crowdfunding platform. It will serve as a tool for communities to collect donations and mobilise the residents of their neighbourhood to contribute to the improvements of their living environment, revitalisation of public spaces, reconstructions of public heritage assets, ecological or artistic projects in the area. In exchange for their donations, contributors will get rewarded by being invited to a series of cultural events set up in the refurbished buildings and public spaces during the ECoC year as well as offering incentives such as special places where all the names of the donors are inscribed as part of an artwork or display within the space.

Pixel Tunnel to Europe

We are planning to build a two ended “screen” tunnel in the city centers of several European cities. A round shaped projection that shows e.g. Esch in Kaunas and Kaunas in Esch in real time. When somebody looks at the screen in Kaunas, s/he sees somebody in Esch looking at Kaunas and vice versa. If visitors want to send a message or greeting to the other city they can do it by buying a pixel from the screen. Contactless credit cards or mobile paying systems can be used.

Each year Kaunas City and the District at

*without the Melina Mercouri Prize

Finance

Kaunas Contemporary Capital 2022

Finance

Kaunas Contemporary Capital 2022

Every EU* 500,000 500,000 500,000 500,000 2,000,000

National Government 500,000 500,000 1,000,000 8,000,000

City 474,400 1,000,000 2,400,000 2,400,000 3,903,600 1,103,000 219,000 12,000,000

Kaunas District 310,000 594,000 739,000 1,037,000 1,320,000 4,000,000

Sponsors 50,000 200,000 750,000 1,000,000 2,000,000

Total 474,400 1,310,000 2,144,000 4,339,000 5,687,000 14,723,600 1,103,000 219,000 30,000,000

*Pixelmator will be invited to sponsor the Pixel Tunnel. Through this project every citizen can contribute and crowdfunding the project with an “instant gratification”.

The commercialisation of the Beast character: gamification, 3D printing, books, merchandising. The new cultural legend of Kaunas will include a set of unique crafted characters which will be used for merchandising. For example, computer games and apps will be developed. An open collaborative platform will be created where everyone can customise their favourite character from the Mythical Beast story and buy a personal 3D printed model. Income from the attractive merchandise will be used to support community participation projects, such as puppet theatre productions for the Grand Summer Show. It is worthwhile mentioning, that recently (November 2016) the Lithuanian State Government started working on the Pogramon Law which still doesn’t exist in Lithuania. This law is supposed to be approved by 2018 and will bring very positive changes in fundraising from the private sector not only for big projects such as ECoC or the Centenary celebration, but also to small cultural enterprises and NGOs.
**Q31** Please provide a breakdown of the operating expenditure, by filling in the table below:

**Breakdown of Operating Expenditure**

<table>
<thead>
<tr>
<th>Programme Expenditure (in €)</th>
<th>Programme Expenditure in % of Total Programme Exp.</th>
<th>Programme Expenditure (in €)</th>
<th>Programme Expenditure in % of Total Programme Exp.</th>
<th>Wages, overheads and administration (in €)</th>
<th>Wages, overheads and administration in % of Total Programme Exp.</th>
<th>Total of the Operating Expenditure (in €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>19,500,000</td>
<td>65%</td>
<td>6,000,000</td>
<td>20%</td>
<td>4,500,000</td>
<td>15%</td>
<td>30,000,000</td>
</tr>
</tbody>
</table>

**Q32** Planned timetable for spending operating expenditure:

<table>
<thead>
<tr>
<th>Timetable for Spending</th>
<th>Programme Expenditure (in €)</th>
<th>Programme Expenditure in % of Total Programme Exp.</th>
<th>Programme Expenditure (in €)</th>
<th>Programme Expenditure in % of Total Programme Exp.</th>
<th>Wages, overheads and administration (in €)</th>
<th>Wages, overheads and administration in % of Total Programme Exp.</th>
<th>Total of the Operating Expenditure (in €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>294,400</td>
<td>1.52%</td>
<td>60,000</td>
<td>1%</td>
<td>63,000</td>
<td>1.40%</td>
<td>419,400</td>
</tr>
<tr>
<td>2018</td>
<td>856,050</td>
<td>4.39%</td>
<td>120,000</td>
<td>2%</td>
<td>180,000</td>
<td>4%</td>
<td>1,156,050</td>
</tr>
<tr>
<td>2019</td>
<td>1,677,000</td>
<td>8.6%</td>
<td>120,000</td>
<td>2%</td>
<td>360,000</td>
<td>8%</td>
<td>2,157,000</td>
</tr>
<tr>
<td>2020</td>
<td>2,659,800</td>
<td>13.64%</td>
<td>1,200,000</td>
<td>20%</td>
<td>630,000</td>
<td>14%</td>
<td>4,489,800</td>
</tr>
<tr>
<td>2021</td>
<td>3,550,950</td>
<td>18.21%</td>
<td>2,400,000</td>
<td>40%</td>
<td>990,000</td>
<td>22%</td>
<td>6,940,950</td>
</tr>
<tr>
<td>ECoC Year</td>
<td>9,907,950</td>
<td>50.81%</td>
<td>1,620,000</td>
<td>27%</td>
<td>2,142,000</td>
<td>47.6%</td>
<td>13,669,950</td>
</tr>
<tr>
<td>Later</td>
<td>464,100</td>
<td>2.38%</td>
<td>420,000</td>
<td>7%</td>
<td>90,000</td>
<td>2%</td>
<td>974,100</td>
</tr>
<tr>
<td>Total</td>
<td>19,500,000</td>
<td>100%</td>
<td>6,000,000</td>
<td>100%</td>
<td>4,500,000</td>
<td>100%</td>
<td>30,000,000</td>
</tr>
</tbody>
</table>

**Q33** What is the breakdown of the income to be received from the public sector to cover capital expenditure in connection with the title year?

<table>
<thead>
<tr>
<th>Income from the public sector to cover capital expenditure</th>
<th>in €</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Government</td>
<td>28,078,939</td>
<td>29.08%</td>
</tr>
<tr>
<td>City</td>
<td>30,699,988</td>
<td>31.80%</td>
</tr>
<tr>
<td>EU (with exception of the Melina Mercouri Prize)</td>
<td>37,775,587</td>
<td>39.12%</td>
</tr>
<tr>
<td>Total</td>
<td>96,554,515</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Note:** The table does not include sums which are not yet allocated or confirmed but are still at a planning stage for the development of infrastructure. In Kaunas City it relates to: Kaunas Concert Hall, Stage Art Incubator (black box), museum renovation for contemporary art needs (Kaunas Picture Gallery). Budgets of these infrastructural improvements are supposed to be combined from all of the three sources mentioned in the table above. We believe the ECoC title will become a real driving force in solving these infrastructural challenges, especially when applying for the National Governmental support, which has previously bypassed Kaunas too often.

In Kaunas District the planned (but not yet confirmed) financial support for the infrastructure adds up to a total of 18,969,028 Euros from the public sector which includes funding from the District Municipality 5,320,697 Euros (18.56 %), State budget 5,784,786 Euros (30.5 %) and 9,663,545 Euros (50.94 %) from the EU.

**Q34** 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?

All of the projects listed in this section have been voted on by all of the relevant authorities.

We excluded those projects which are planned to be implemented in the Kaunas District. The District’s plans for infrastructure were prepared by the Municipality’s Investment Division and are being submitted to different EU funded investment programmes related to integrated urban development (for parks and public spaces), actualisation of culture heritage (for cultural objects), rural area renewal and have yet to be confirmed.

The largest part of the City’s infrastructure projects are or will be financed by the State Investment Programme (SIP) and/or Integrated Territory Development Programme (EU funding). The finances for these projects are secured, they are listed in the budgets of the mentioned programmes and approved by the Lithuanian Parliament, Prime Minister, Ministers and other responsible authorities. Kaunas City Council has secured finances for partial funding of these projects by voting on these investment programmes. EU support is also planned to be used to cover part of the expenditure (12.5 m Euros through the Ministry of Education and Science of the Republic of Lithuania) for the new construction of the National Science Centre. Projects will also include investments from private investors.

**Q35** What is your fund raising strategy to seek financial support from Union programmes/funds to cover capital expenditure?

We excluded those projects which are planned to be implemented in the Kaunas District. The District’s plans for infrastructure were prepared by the Municipality’s Investment Division and are being submitted to different EU funded investment programmes related to integrated urban development (for parks and public spaces), actualisation of culture heritage (for cultural objects), rural area renewal and have yet to be confirmed.

The largest part of the City’s infrastructure projects are or will be financed by the State Investment Programme (SIP) and/or Integrated Territory Development Programme (EU funding). The finances for these projects are secured, they are listed in the budgets of the mentioned programmes and approved by the Lithuanian Parliament, Prime Minister, Ministers and other responsible authorities. Kaunas City Council has secured finances for partial funding of these projects by voting on these investment programmes. EU support is also planned to be used to cover part of the expenditure (12.5 m Euros through the Ministry of Education and Science of the Republic of Lithuania) for the new construction of the National Science Centre. Projects will also include investments from private investors.
**Q36**

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?

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>3,841,101</td>
<td>15,898,293</td>
<td>12,210,561</td>
<td>2,912,816</td>
<td>2,912,816</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Government</td>
<td>1,390,900</td>
<td>13,997,059</td>
<td>11,662,927</td>
<td>514,026</td>
<td>514,026</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>5,335,945</td>
<td>7,646,369</td>
<td>7,233,052</td>
<td>4,806,702</td>
<td>3,310,215</td>
<td>2,367,705</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private sponsorship</td>
<td>72,500</td>
<td>1,636,796</td>
<td>1,636,796</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Q37**

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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Object</th>
<th>Time period</th>
<th>Planned budget, €</th>
<th>Funding sources¹</th>
<th>Executor²</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Construction of National Science Centre on Nemunas Island</td>
<td>2016–2018</td>
<td>23,076,500</td>
<td>EU, SIP, KCMA, PF</td>
<td>MES / KCMA</td>
</tr>
<tr>
<td>2.</td>
<td>Construction of wooden amphitheatre next to Kaunas Castle</td>
<td>2017–2018</td>
<td>150,000</td>
<td>KCMA, EU</td>
<td>KCMA</td>
</tr>
<tr>
<td>3.</td>
<td>Athletics Stadium</td>
<td>2016–2017</td>
<td>9,525,963</td>
<td>SIP, KCMA</td>
<td>KCMA</td>
</tr>
</tbody>
</table>

¹ Abbreviations:
- EU – European Union
- MEP – Ministry of Education and Science
- SIP – State Investment Programme
- PF – Private funding
- MES – Ministry of Education and Science
- KCMA – Kaunas City Municipality Administration

**Q38**

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

The Statute of an administrative non-profit body Kaunas 2022 was confirmed in February 2017 by two co-founders: the Kaunas City Municipality and the association of The Cultural Tempo Academy, which unites representatives of Kaunas cultural sector.

The spirit and ethos which has served us well so far in the development of this Application will be central to our organisational model, independent professionals working with the complete support of the Municipalities. Connected but independent.

The Artistic Director is hired by the approval of the Supervisory Council and has a right of final decision about the artistic programme. The Artistic director is responsible for the overall programme and its integral parts: capacity building and cultural education, partnership building, planning and implementing of projects and grand events as well as community outreach. Communication and marketing are also managed in coherence with the artistic vision of the Artistic Director. Together with the General Director the Artistic Director is responsible for the local, national and international representation of Kaunas 2022.

There are a lot of decisions which will have to be made in agreement between the General and Artistic directors. The consensus of both should be found in decisions on the artistic programme when it relates to budget amendments and communication strategies.

The support of the City and District Municipality is expressed in being part of the main funders and founders represented in the Supervisory Council of Kaunas 2022. It comprises seven players from all walls of the City: Kaunas Municipality, the association Cultural Tempo Academy, Kaunas District Municipality, the National Government and independent experts from cultural, economic and social spheres. The Supervisory Council organises open calls for the General and Artistic Director positions, selects and confirms the candidates. The council members gather at least twice a year for approving (1) year activity and budget plan and (2) report on implementation of the plan and budgetary balances. The information exchange meetings between Kaunas 2022 Council and Kaunas 2022 team will be held regularly in order to ensure smooth communication among all partners of the project. The Supervisory Council members also advocate Kaunas 2022 interests for fluent flow of finances from the committed parts: City and District Municipalities, government and private sector.
The GENERAL DIRECTOR is the person having the final responsibility for global leadership and financial stability of the project. The Artistic Director has a final decision for the cultural content of the programme following the financial and time- manageable framework decided in consensus with the General Director.

ARTISTIC DEPARTMENT

The ARTISTIC DIRECTOR will work with a Curatorial Team, which consists of professional managers in specific cultural and educational fields: music, architecture and heritage, theatre, contemporary dance and circus, visual and public arts, literature, communication, life-long learning, etc. They will be networked to manage single projects under the guidance of Platform Leads to work closely with the Curators and Platform Leaders who will follow and up -día to support the artistic vision of the programme following the financial and time- manageable framework decided in consensus with the General Director.

COMMUNICATION DEPARTMENT

Beside the programme the Artistic Director will be working in close collaboration with the Communication department and Communication Manager. The Communication Manager’s responsibilities cover internal and external communication, PR, press, marketing, monitoring procedures and evaluation. Communication and marketing strategies have to consolidate the main concept of Contemporary Capital and to support the artistic vision of the programme, that’s why the Communication Manager will also report to the Artistic Director. Some of the services, such as international media communication, branding, etc. will be partly or fully subcontracted. Public relation managers will be working to supply local, national and international media with information. We will have the Persuaders in Kaunas 2022 team as well. This person will be available for appointment at any organisation, group or community to answer any question Kaunasians want to know about the programme and managerial issues. He or she will meet various people in formal and informal environments, private houses, parks to discuss and to propose forms of participation.

In order to provide objective monitoring and evaluation, an external evaluation system is provisioned (see also Q8), however there will be one person employed in the administration department for monitoring and evaluation, and will be responsible for collecting data and providing all information to external experts, funders and citizens. In addition to the two annual reports to Kaunas 2022 Supervisory Council, the General and Artistic Directors will also report annually to Kaunas cultural sector at the annual Culture Forum which will be managed by the newly established association The Cultural Tempo Academy.

ADMINISTRATION DEPARTMENT

The Administration Manager is responsible for human resources (employment, timesheets, work conditions and safety) and administration (contracts, services, production, rent, venues, utilities, transport, etc.) for Kaunas 2022 programme. Some of the services will be subcontracted, such as audits, facility care, transportations, travel planning, etc. The main task of the administration department will be to organise public procurement procedures for goods and services, organise all productions needed for the programme: building stages, waterfront platform, costumes, public sculptures and Happiness Hedonometer, publishing books, producing and hanging street posters and banners, video advertising, organising safety for public events, etc.

FINANCE DEPARTMENT

The GENERAL DIRECTOR plays a crucial role in ensuring a fluent flow of the planned grants from both municipalities involved in the project, as well as State funding and is responsible for additional fundraising from private sources and the EU funds. Finance managers will be responsible for annual budgeting, reports and audits. Fundraising managers will be working with the General and Artistic Directors and Communication Manager in order to look for specific sponsors for different programme parts. They will also be responsible for applying to various local, national, EU, and international funds for co-funding of the programme.

KAUNAS 2022 EMPLOYMENT DEMAND AND DRAFT SCHEDULE

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>General Director</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
</tr>
<tr>
<td>Artistic Director</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
<td>FT / 1 P</td>
</tr>
<tr>
<td>Curators</td>
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<td>FT / 2 P</td>
<td>FT / 4 P</td>
<td>FT / 4 P</td>
<td>FT / 4 P</td>
<td>FT / 4 P</td>
<td>FT / 4 P</td>
</tr>
<tr>
<td>Platform Leaders (5 platforms)</td>
<td>PT / 6 P</td>
<td>PT / 6 P</td>
<td>PT / 6 P</td>
<td>PT / 6 P</td>
<td>FT / 6 P</td>
<td>FT / 6 P</td>
<td>FT / 6 P</td>
</tr>
<tr>
<td>Project Managers</td>
<td>SE / 10 P</td>
<td>SE / 12 P</td>
<td>SE / 15 P</td>
<td>SE / 20 P</td>
<td>SE / 20 P</td>
<td>SE / 30 P</td>
<td>SE / 10 P</td>
</tr>
<tr>
<td>Community Agents for Fluxus Labs (residencies trained at Tempo Academy)</td>
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<td>SE / 20 P</td>
<td>SE / 30 P</td>
<td>SE / 40 P</td>
<td>SE / 40 P</td>
<td>SE / 40 P</td>
<td>SE / 10 P</td>
</tr>
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<td>Administration Manager</td>
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<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>Logistics</td>
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<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>Human resources</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>Financial managements</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>Communication and PR</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>Persuaders</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>Marketing</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>Fundraising</td>
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<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>Evaluation and Monitoring</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
<td>PT / 1 P</td>
</tr>
<tr>
<td>POSITIONS PER YEAR</td>
<td>5 FT</td>
<td>8 FT</td>
<td>11 FT</td>
<td>14 FT</td>
<td>17 FT</td>
<td>20 FT</td>
<td>23 FT</td>
</tr>
</tbody>
</table>
Since the beginning of programming and lots of international meetings and discussions, Kaunas 2022 project has received a lot of interest. This is also the case in people wanting to become part of the team. A number of experienced independent cultural professionals in Lithuania and some international cultural leaders who have worked at a very high level, including the delivery of major components of other ECoC projects or major Creative Europe projects have expressed a strong interest in joining our team or in working with us.

If the title is awarded to Kaunas 2022 an open international call will be announced to fill the positions of the General Director and Artistic Director with clear requirements in terms of appropriate education, skills, and experience for organisations in cultural context (more in Q42).

Marketing, communication and finance professionals will be selected by the General Director through a public tender. The requirements for these positions will be complex, valuing education, international experience and motivation. Lithuania and especially Kaunas has a huge potential of experienced culture managers, marketing and finance professionals, because of the rich networks of cultural institutions and the academic environment with big numbers of graduates in CCI professions. Many people have signalled their interest to work for this project already and we have compiled a CV database at Kaunas 2022 office.

The Artistic Director will gather an Artistic Team. He/she will propose the curators to lead horizontal programmes and grand events, also the Platform Leaders to start Ignition initiatives. Some internationally recognized artists, composers and directors have already been invited and have kindly agreed to contribute (if the title is awarded) to Kaunas 2022 with certain productions, which will be discussed and contracted to professionals from all over Europe and beyond (see also Q19). Local and international open calls for artists are planned and significant contributions from partner organisations are provisioned in each platform. Those activities will be coordinated by the team of Curators.

In addition to internationally recognized cultural producers Kaunas 2022 also aims to boost the potential and skills of local cultural operators, youth and emerging artists. Our vision is to create a network of cultural operators, youth and emerging artists. This capacity building programme is a must to enter a Project Manager or Community Agent position. The Tempo Academy and its practice in Kaunas are an extension of these main characteristics:

- Strong skills in communication, marketing, and fundraising.
- Capacity in managing complex human resources.
- Flawless reputation in previous international projects.
- Experience in leading international artistic and/or cultural projects.
- Research and/or practice based knowledge on audience development, community involvement, and participatory culture.
- A prepared strategy for the implementation of the programme detailed in the bid book.
- Experience in leading capacity building programmes.
- Knowledge of the local cultural scene in order to be able to lead networking among local cultural institutions and individuals.

The General Director will be accountable to the Board of Kaunas 2022, which will include also the members of Kaunas City Municipality and Kaunas District Municipality (including either Mayors or their representatives) and a National Government’s representative. The regular meetings of the Board and the Artistic Team should become the platform for exchange of the current and relevant issues of the project.

During the preparation of this bid, the artistic team was working regularly and very productively with Kaunas City Municipality and Kaunas District Municipality Vice Mayors of Kaunas, the Cultural Department, the Community development department and a lot of permanent staff members of the Culture, Communication, and Tourism Departments in Kaunas and Kaunas District Municipality were and are continuing to enrich the Kaunas 2022 programme by commissioning research documents, integrating ECoC aims into the city's strategic documents, promoting infrastructural decisions related to culture objects and programmes, and working in close relation with the Lithuanian Culture Ministry regarding UNESCO Heritage Site nomination for Kaunas Modernist Architecture, etc.

In case Kaunas wins the title, we would like to proceed our communication based on the existing model: one of the Vice Mayors will be the official contact and representative of the programme on the local and national level. Regular meetings (once a week) will be provisioned in a schedule of the Vice Mayor, the Head of Culture Department and representatives of the ECoC artistic team.

The requirements for the General Director will be an extension of these main characteristics:

- International experience in long-term cultural projects in the scale comparable to ECoC.
- Knowledge and expertise in European and national cultural strategies and policy.
- Strong skills in communication, marketing, and fundraising.

The General Director and the Artistic Director will be announced if Kaunas is awarded the title. The competition for these positions will be announced in late June 2017 and the results are expected in autumn 2017.

The General and Artistic Directors will start their work in Kaunas 2022 office within 2017 in order to prepare a clear action plan for 2018 - 2023.

In 2015 Dr. Virginija Vitkienė was appointed as the Artistic Director for the preparation of the Kaunas 2022 programme and ECoC title bid book. If Kaunas receives the title, an open call for this position will be announced internationally together with the call for the General Director’s position. The current Artistic Director will be able to take part in the open call.

If for any reasons changes occur in the positions of the General or Artistic Director during the preparation and implementation period, an open international call under the above mentioned requirements will be announced within one month after the resignation of the previous director and the new Director will be selected and confirmed by the Supervisory Council of Kaunas 2022.
We have carried out a risk assessment exercise.

**STRENGTHS:**
- Ensuring legacy of long-term need-based programmes that are interlinked with the strategic development plans of the City.
- Programme as a capacity-building platform for the whole cultural sector. Many projects aimed at renewing the offer and methods in the cultural sector.
- Strong commitment to the development of civic and community culture as well as diversity.
- Through, long-term preparation for the project and open and inclusive preparation process.
- Young people oriented programme that includes youth as active contributors and ensures training for the upcoming generation of culture producers.
- Improving representation of the youth’s needs in the cultural services of the City.
- Sufficient capacity for welcoming visitors and well-developed cultural network.
- A variety of cultural services, creative, innovative and IT potential, easy accessibility for visitors, sufficient tourism infrastructure.
- Strong regional support for the programme. Big support network and high participation of culture and community organisations, and both City and District Municipalities.
- Realistic budget for ECoC project voted upon and confirmed by the Kaunas City, Kaunas District and the National Government.
- Experience and networks. A solid, highly experienced team with a big support network and high participation of culture and community organisations with strong international orientation.

**WEAKNESSES:**
- Weak bonds between local cultural organisations and the public. The cultural institutions lack interest from the younger audience, underdeveloped traditions of inclusive participation of the audience, community-based arts and culture productions, centralised culture.
- Underdeveloped community culture and civic participation, difficulties mobilising citizens to interact and contribute to cultural actions.
- Underused innovativeness and the potential of academic and creative industry fields.
- Young people leaving the City, lack of qualified young professionals and difficulties in attracting them to work in Kaunas. Ageing of culture professionals.
- Cultural and community infrastructure requires reconstructions.
- Weak popularity of the City among the local and international tourists.
- Weak volunteering traditions.
- Underdeveloped traditions of private sponsorship and relations between cultural and business sectors.
- Insufficient partnership among cultural and educational institutions.
- Bad publicity and pessimism about the ECoC after the first project Vilinus 2009.

The major risks have been grouped and are included in the following Risk Matrix.

<table>
<thead>
<tr>
<th>Risk</th>
<th>Probability</th>
<th>Body responsible for control of the risk</th>
<th>Contingency/Risk management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial:</td>
<td>Medium</td>
<td>General Director, Supervisory Council, Monitoring team</td>
<td>Detailed budget structure is in place approved by the City and District Municipalities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Detailed and transparent financial planning and public accountability.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Financial monitoring and evaluation scheme and Supervisory Board.</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>Kaunas City and District Mayors, General Director</td>
<td>Clear partnership terms and responsibilities and high accountability of project partners to the ECoC body.</td>
</tr>
<tr>
<td>Political:</td>
<td>Low</td>
<td>Kaunas City and District Mayors, General Director</td>
<td>Voted Council support from the Kaunas District Municipality and Kaunas City Municipality. ECoC included in the main strategic plans of Kaunas City Municipality and supported by main political parties and movements. The support of ECoC programme has been expressed by the Culture Minister of Lithuania. Recommendations of all aforementioned political bodies have been taken into account forming main administrative, managerial, financial decisions.</td>
</tr>
<tr>
<td>Bad publicity:</td>
<td>High</td>
<td>Kaunas 2022 team, Communication Manager</td>
<td>– Communicating clearly the aims and priorities of Kaunas 2022 programme to the public.</td>
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<td>– High publicity and transparency through active public communication, encouraging locals to actively get involved in planning and contributing to the programme.</td>
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<tr>
<td>Managerial:</td>
<td>Medium</td>
<td>General Director, Administration Department</td>
<td>– Managerial structure foresees a team of experts for each part of management.</td>
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<td>– The Tempo Academy (2017–2021) will incorporate professionals in the organisation of the ECoC year.</td>
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<td>– Involving students and youth in voluntary programme.</td>
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<td>– Youth-friendly environment by fostering young initiatives through open calls.</td>
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<td></td>
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<td></td>
<td>– Attracting qualified professionals from other regions.</td>
</tr>
<tr>
<td>Cultural Connectivity:</td>
<td>Medium</td>
<td>Artistic Director, Tempo Academy, Curatorial Team, General Director</td>
<td>– Involving culture operators in programming of Kaunas 2022 at an early stage (over 85 local organisations are already involved).</td>
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<td></td>
<td>– Network building for collaborative projects, marketing and communication actions, focussing on community involvement projects and stakeholders’ research.</td>
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<td></td>
<td>– Active involvement of local operators encouraged through additional funding from Kaunas 2022 budget to create new ideas and projects for the programme.</td>
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<td></td>
<td>– Setting up a volunteer centre for mobilising citizen groups for volunteer activities.</td>
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</table>

Our programme slogan is made-up of two keywords, that reflect the core definition of Kaunas’ identity. They talk about the most important shift that the City faces in the next decade.

KAUNAS 2022. Contemporary Capital.

The slogan clearly reveals and indicates the transition from “temporary” to “contemporary.” A small difference of three added letters is actually a giant leap in the image of the City (in Lithuanian also: Laikinoji sostinė). Kaunas, which for the past eighty years has been pointlessly labelled and mocked as a “Temporary Capital,” re-invents itself as a contemporary city in the context of Europe. This is the point at which European Capital of Culture meets, inspires and helps Kaunas to find a new self-identity.

All of the artistic programme in its essence is a translation of the concept and slogan into action. The programme is cutting edge, contemporary, oriented towards European values and constructed to leave a long-lasting productive legacy.

In English “contemporary” might be associated with contemporary art and evokes the opposite to inclusiveness and openness. However, in Lithuanian the word just means “something that is happening in the present” – we use it every day and nobody is afraid of it.
What is the city's intended marketing and communication strategy for the European Capital of Culture year?

Marketing and communication

Our marketing and communication strategy is built around a roadmap made of three essential elements: the place we are, the nation we hope to be, and how to get there.

What we are: a temporary capital.
No city in Lithuania has more stereotypes about itself than Kaunas does. And most of them are highly critical and non-productive.

What we want to be: a Contemporary Capital.
We can create a destination for parallel trends like a young look and feel of the City and a growing line-up of arts and science activities mixed with a blend of community arts and traditional crafts and knowledge – and encourage people who live here.

How to get there: by waking up the City.

The Mythical Beast has a key role in our programme as well as in our marketing and communication plan.

A number of advertisement teams have already confirmed their participation with Kaunas, including Rio Olympic Games visual identity authors from Sao Paulo and some of the best local and national agencies.

STAGES, TARGET AUDIENCES, CHANNELS AND PARTNERS

Like our programme, our communication strategy goes through four stages.

IGNITION (2017–2018), Agitation (2019–2020), Activation (2021) and Legacy (2023 and beyond). Each of them will focus on a specific target group and activities will be adapted to different stages and different audiences.

IGNITION 2017–2018
This early phase is key in the transition from the bidding to the preparation phase to the moment of a created and maintained. New target groups will include:
- the abundant communities of sport and leisure fans, senior citizens, people who live in remote areas, residents of dorm-towns and sleepy Seniūnijos, business, youth and families, public servants.
- the local visitors, tourists, digital tourists.
- the media.

AGITATION 2019–2020
At this second stage we will continue with communication on the local level at full throttle but will also focus increasingly on the national and international level.

Focus target group: Lithuanians in the entire country.
We intend Kaunas Contemporary Capital of Culture to become a celebration for the whole country. Kaunas is mostly associated with a mono-national, deeply Lithuanian narra- tive. However,Kaunas is also a “City of Lithuania” - perhaps understandable since our country has been unable to live its national identity for so long. We need strong storytelling practices (e.g. in the programme platform Memory Office) to return the erased multicultural history to Kaunas identity. Jewish heritage is one example worth reviving, celebrating and using the Modernist architecture is another, as well as creating “new Goldmann” or Emanuol Levinas for a commun- ication of multicultural and multinational pride throughout the country.

Channels and partners (examples)
National project: organizing an agreement for a long-term partnership with the Lithuanian National Radio and Television (LRT) in terms of regular col- laboration with Culture LRT channel for coverage and broadcasting. Also national TV and radio programmes and TV stations (such as DW and other) for exchange of cultural programmes, which will be used in the negotiations of the cultural programme Europe-wide.

The project will work as a marketing tool and help to announce the artistic pro- gramme in many cities across Europe.

Kaunas Digital Games. We are commission- ing computer games on Kaunas and the Lithuanian National Radio and Television (LRT). Each of them will be based on Kaunas and will be released on the Kaunas Digital Games, Digital Diplomacy platform in Paris and Matka in Helsinki.

LEGACY (2023 and beyond)
We will continue beyond 2022 to ensure that the evaluation and monitoring results are distributed in a meaningful and useful way to benefit both the current and future cultural and social activities. The hedonometre will continue to receive and send updates until the next generation is launched or until it indicates perpetual happiness of Kaunasians. Some of the projects, espe- cially the Empo Academy of Culture, the community-driven projects of the People as well as Emerging Kaunas are created as long-term development tools and need not have a ‘sell-by-date’. Communication and marketing will continue through the creat- ed digital transmission ‘K’ and the Kaunas Biennial and its platforms. The Mythical Beast is there to stay and set- tles into becoming the long-known symbol of Kaunas.

Q47
KAUNAS AS HOSTS FOR EUROPE – HOSPITALITY SPIRIT AWAKENED

The inclusion of citizens in Kaunas City and District from all walks of life will be the basis of a citizen-led communication to the outside world. The citizens are our media group. No money can buy the enthusiasm and love that a convinced participant and citizen can radiate to the outside – to friends and family at home and abroad, to business or university partners in Lithuania and far beyond, through social media and word of mouth. It is legendary for human communication that a single message or post can reach viral dimension which reaches more people than any expensive campaign. Raising the happiness factor through design is another driver for enthusiasm and communicative citizenry. Our community involvement projects in We, the People and Emerging Kaunas target exactly this communicative aspect as a positive side effect. The direct involvement and participation of many local people and communities in Co-operation, the Tempo Academy and Fluxus Labs will therefore be a great marketing tool as well – and one which people will be able to share with their friends and networks.

VOLUNTEERS’ PROGRAMME. The Tempo Academy of Culture has a special Volunteers’ programme for Kaunasians involving different generations and communities in all phases and actions of the project, including communicating the event. The hospitality course and the knowledge on the main spots and parts of the programme will be taught at the Tempo Academy and Fluxus Labs. There will be a great marketing tool as well – and one which people will be able to share with their friends and networks.

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

GLOBAL KAUNASANS – CITIZENS ABROAD

You can leave Kaunas, but Kaunas never leaves you. Under this motto we will build a strong PR campaign around the theme that every former emigrant can now be an ambassador for Kaunas 2022. There is a growing number of initiatives aimed at closer involvement of the émigrés into the domestic affairs of Lithuania since the overwhelming majority of them have retained their citizenship. Organisations like the Global Lithuanian Leaders, Global Lithuania Network, World Lithuanian Community, World Lithuanian Youth, World Litvak communities and their branches in Israel and the USA are influential organisations which at the same time closely cooperate with the governmental programme launched in 2012 and called “The Global Lithuanian”. As well as Latvia, Norway, Ukraine, Spain, Sweden and Denmark.

Some of the members of our team are already well connected to those organisations working on “Lithuania as a Social Network” concept. Our aim is to cooperate with the above mentioned organisations and to appoint motivated ambassadors (many of whom are originally Kaunas citizens) to spread information about our programme in their countries of residence and into their international networks.
TEMPO KAUNAS CONTEMPORARY CAPITAL 2022

Marketing and communication

Q49 How does the city plan to highlight that the European Capital of Culture is an action of the European Union?

First and foremost: on the 7 February 2022 it will be a 30 year anniversary of the Treaty of Maastricht. This means it’s 30 years since the European Union was born. The Treaty on European Union was signed in Maastricht in the Netherlands. It is a major EU milestone, setting clear rules for the future single currency as well as for foreign and security policy, and closer cooperation in justice and home affairs. Under the Treaty, the name ‘European Union’ officially replaces ‘European Community’. The Treaty has set criteria for new member states like Lithuania to join in Kaunas (if awarded the European capital of Culture title) will mark this day with a special event held simultaneously in the European Parliament (with the help of Lithuanian MEPs) and the City of Kaunas.

Kaunas will host the conference “After Maastricht. The Legacy of Temporariness” with special focus on the European dimension and the situation and problems of the EU. The fact that Lithuania and Kaunas remain pre EU could be a good opportunity to organise an important forum for the EU itself raising crucial questions with the participation of influential politicians and thinkers. The forum has every chance to become a central event of the year for the EU intellectuals and policy makers thus effectively putting Kaunas on the European political map. By inviting representatives from other cities which hosted the ECoC program and those yet to become European Capitals of Culture as well as members of the relevant EU institutions we will develop a discussion on the legacy of the ECoC program on many different levels and areas.

Other measures will include:

- A hand-over of the title from the 2021 ECoC cities Elefsina (Greece), Timisoara (Romania) and Novi Sad (Serbia) and a hand-over to Hungary and the UK ECoC 2023 cities during the opening and closing ceremonies of Kaunas 2022 program will be organised. We will invite representatives of these cities as well as representatives of the EU institutions to participate in the programme and open the four highlight events.
- We are in partnership with the Kaunas Europe Direct information centre (that belongs to a Lithuanian network of 9 Europe Direct centres), which provides information and literature on the EU, mediates with other EU services and organises public events in Kaunas and the District. We will continue by working together to promote understanding of the ECoC program and its coverage through media, press and other information tools using regional, national and international dissemination networks.
- In 2023 we will celebrate the Europe Day with a focus on the European identity and accentuate the origins of the program by organising a series of events dedicated to the topics of European identity. The International Kite Festival in Kaunas District on the same day will also focus on the celebration of the union and diversity of the European Union countries.
- Other forms of communication will include the EU logo in communication of Kaunas 2022 programme, Kaunas Contemporary Capital website, social networks and mobile application, in printed and media advertising, billboards and posters, flags and signage at programme venues.

Q50 In few lines explain what makes your application so special compared to others?

We do not feel we are in a position to tell what makes our application special among other applicants.

But we can tell what makes Kaunas a special applicant.

Kaunas is a second city and everyone living in Gothenburg, or Birmingham, or Tartu, or Plovdiv, or Krakow, or Cluj, or Marseille, or Milan, or Cork or any other second city of the EU member states can relate to that. That makes quite a club... Being a second city is probably the most complicated cultural phenomenon in terms of identity. The inferiority complex is inherently there, the questions of distribution of wealth, potential, accessibility of culture, regional development are always there. In this respect we are special by being exemplary.

There is one more field where we are special in being exemplary.

Kaunas has entered the European Union as the most euro optimistic among the big cities of Lithuania. In the referendum on 10–11 May 2003 Kaunas had come in the first place among big Lithuanian cities with a staggering 94.96% “yes” vote. The City still remains euro optimistic, which makes Kaunas a perfect laboratory for ECoC project and a perfect ground to test drive cultural initiatives for the future EU.

Kaunas was a temporary capital of Lithuania between the two World Wars. In this respect, the City has performed its duty for the Country, stood tall in tumultuous years and then became a donor of every possible potential and strength to a reappearing Vilnius. It has been left neglected, mocked by still being called “temporary” and to its own devices since.

This City having preserved its knightly virtues deserves better.

Q51 Add any further comments which you deem necessary in relation with your application.

In loving memory of a member of our team, a man of honor and inspiration to every one of us, professor and friend Leonidas Donskis (1962 – 2016).