

A person in a dark coat stands waist-deep in water at night, with their arms outstretched towards the horizon. The water reflects the warm, glowing lights of a city skyline in the distance. The scene is framed by a white geometric border consisting of a vertical line on the left and a diagonal line from the top right to the bottom right, meeting at a point on the left side.

Third Monitoring Report

Kaunas 2022
European Capital of Culture

Report

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- B. Programme
- C. Capacity to deliver
- D. Outreach
- E. Management
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An aerial, high-angle photograph of a modern city skyline. The buildings are predominantly blue and white, with glass facades reflecting the sky. A bright sun flare is visible in the lower right corner, casting a warm glow. A white diagonal line runs from the top right to the bottom left, bisecting the image. The text 'A.' is in the top left, and 'Long term strategy' is in the bottom left.

A.

Long term
strategy

CONTRIBUTION TO CULTURAL STRATEGY

The Cultural Strategy of Kaunas City envisions Kaunas as a contemporary city, where the richness of art, culture and heritage instils a sense of citizenship in residents, to encourage social responsibility, to develop creativity and ensure quality of life. The Strategy stimulates city to establish itself as a place of inclusive culture, contemporary art and innovative design – and so its return to the cultural map of Europe is ensured by a strong, young, open, and socially responsible cultural and creativity sector that collaborates regionally and internationally.

From the initial stages of the ECoC application, designation and establishment of “Kaunas 2022” organisation, the team’s daily work is based on this vision and strategy by seeking to: create conditions that build community and citizenship (programmes MODERNISM FOR

THE FUTURE, MEMORY OFFICE, WE THE PEOPLE); ensure the rights of the citizens to culture – to its accessibility and availability; ensure favourable conditions for creative business initiatives and innovation (programme DESIGNING HAPPINESS); create conditions to improve the skills of professionals in the cultural field in order to attract audiences (capacity building programme TEMPO ACADEMY OF CULTURE); encourage inter-institutional and cross-sectoral collaboration, initiatives and partnerships among cultural, educational, social and economic entities; increase the quality and availability of cultural and art services; look for new opportunities and unique vehicles for sharing culture, knowledge and experience in the city and region as well as on national and international levels (CULTURAL PARTNERSHIP PROGRAMME).

In Annex I of The First and Second Monitoring Reports, we showed up the initial activities of “Kaunas 2022” organisation filling in the lines of goals and objectives of The Strategy. When approaching the last phase of the ECoC process, we call it “Explosion” (2021 –2022), the goals and aims of the Cultural Strategy now are converted into detailed actions in “Kaunas 2022” Strategic Action plan, which contains actions of 76 programme partners (please follow updated Annex I). In order to ensure the legacy of the ECoC and therefore implementation

of The Kaunas City Cultural Strategy 2017 – 2027, “Kaunas 2022” established and run long-term projects, which are being implemented on local and international partnership-based programming (European Capital of Culture Forum, International Day of Happiness, Fluxus festival, ConTempo festival, CityTelling Festival and Design Event. More about these legacy projects you could find in Annex VIII and in section B. Programme.

MONITORING AND EVALUATION

Collecting data and monitoring the progress of “Kaunas 2022” is an essential part of preparation for the European Capital of Culture 2022. In order to monitor the impact of the European Capital of Culture in Kaunas, several layers of data collection and analysis have been established.

Internal assessment: monitoring the activity of “Kaunas 2022”.

The internal assessment serves as an inspection of progress of “Kaunas 2022” programs. It helps to evaluate if the progress of individual projects meets the primary expectations. The indicators to monitor and evaluate the performance of “Kaunas 2022” have been implemented in consultation with monitoring specialists. The involvement of partners in “Kaunas 2022” activities comes with a requirement to keep a transparent record of the indicators that are needed to measure their performance and contribution to the programs of “Kaunas 2022”: number of visitors, participants, events and other activities that are required in a creative process; reach of advertisements and other forms of communication; number of partnerships on a local and international level; and products that are created in the process. The data of indicators is collected and documented internally by specialists that ensure monitoring process.

The automatization of the monitoring system (long-term database run by Kaunas Artist’s House) was launched in 2020. The automat-

ed system ensures the smooth process of Kaunas cultural data of indicators collection and storage on a digital platform. All institutions which receive funding from Kaunas municipality budget on this monitoring platform are committed to submit the plans and reports of their activities. For others institutions the municipality offers some others incentives. This monitoring automatization platform will be one of the most important data collecting tool in Kaunas cultural area also after 2022, when the project “Kaunas 2022” will be finished. [The link to data overview from 2020.](#)

This monitoring tool is Acting as a mediator between the city municipality and the cultural field, as well as an intermediary between the cultural institutions and their audiences, the platform seeks to carry out the monitoring and analysis of cultural activity in Kaunas. By applying the indicators that are needed to assess the performance of “Kaunas 2022” in the platform, an IT infrastructure for transferring the data between “Kaunas 2022” and its partners is established.

Impact assessment: economic, social and cultural.

The outline of the research on the external impact of ECoC has been laid out after a process of preparation that involved series of discussions with researchers from Vilnius University, Vytautas Magnus University and Kaunas University of Technology. After examining research practices of ECoC and other corresponding Lithuanian research that focus on similar objectives and use related databases, number of requirements and indicators for impact assessment were adopted. The research, led by external experts, will consist of assessing economic, social and cultural impact of ECoC.

The researchers are required to adapt mixed methods of quantitative and qualitative analysis. The statistical analysis will be conducted by comparing various indicators of social, economic and cultural processes. Researchers will aim at comparing the performance of Kaunas cultural field before and during the events of ECoC. The analysis of statistical data will be supplemented by data collected from surveys and discussions with focus groups. By adding qualitative methods, "Kaunas 2022" is devoted to get a subjective view on cultural processes in Kaunas, to study the cultural satisfaction of Kaunas residents and guests, and to understand the opinion of people on subjects, such as modernism, heritage, identity, community, etc. By analysing economic, social and cultural impact of ECoC in Kaunas, the study will show how the project contributes to the development of Kaunas city and region.

Employing creative means to assess the impact.

"Emotion Reflector" is an experimental interdisciplinary project dedicated to track and reflect cultural vibrancy in Kaunas city. It is envisioned to create an interactive, inspiring urban intervention at the intersection of art and technology that would translate raw data into artistic language and reflect the satisfaction in culture. The data for "Emotion Reflector" will be collected by digital questionnaires that will also be an integral part of the assessment of cultural impact of ECoC. The project is in development stage.

Final evaluation of "Kaunas 2022".

In the end of 2023, "Kaunas 2022" will present a study of the final evaluation of ECoC. Supported by data collected in the database, the record of the performance of every programme of "Kaunas 2022" will constitute the first part of the final evaluation. The second part of the study will present the findings of the assessment of external impact of ECoC in Kaunas. It will outline 3 segments of impact – economic, social and cultural – and give a detailed analysis of different indicators that compose them. In this respect, the study of final evaluation of "Kaunas 2022" will conclude the monitoring and analysis of ECoC in Kaunas.

Some interesting statistic information of Kaunas 2022:

2017 – 2021

Kaunas 2022 in numbers

Events and activities	4320
People involved in co-creation	17 560
Participants of the events and activities	424 221
Partnerships in Lithuania	331
Partnerships worldwide	214
Volunteers	665
People reached through media	over 1,4 billion

The Kaunas 2022 title year programme will be delivered by:

- 76 Organizations with their partners (more than 230 in Lithuania and more than 210 from abroad)
- 500 producers
- 4000 artists and creators

Kaunas 2022 programme encompasses over 1000 events:

- 40+ festivals
- 60+ exhibitions
- 250+ performing art events (of which more than 50 are premieres)
- over 250 concerts

For more detailed information about monitoring and evaluation of ECoC in Kaunas, please follow this link.

A woman in a vibrant red, long-sleeved, floor-length dress is captured in a dynamic pose, leaning back with her right arm extended upwards. She is standing in a forest at night, where rain is falling heavily, creating a misty atmosphere. A bright spotlight illuminates her from the right, casting a glow on the rain and the surrounding trees. The background is filled with dark, silhouetted trees against a deep blue night sky. A large white 'B.' is in the top left, and 'Programme' is at the bottom. A white geometric line runs diagonally across the image.

B.

Programme

KAUNAS 2022 PROGRAMME CREATES CHANGE

CHANGE THROUGH **OPENNESS**: from suspicion into trust. From self-deceit into truth. From Sovietism to Europe.

CHANGE THROUGH **RESPONSIBILITY**: from helpless inhabitant into full right citizen. From “me” into “us”.

CHANGE THROUGH **ACTIVISM**: from old swamp into young river. From stopover into cosy home.

CHANGE THROUGH **OPTIMISM**: from boredom into modern forms. From abandonment into creative space.

CHANGE THROUGH **DISCUSSION**: from idol worship into co-creation. From dull avenue into cosy backyard.

CHANGE THROUGH JOY OF **LEARNING**: from empty museum into living history. From duty into joy of culture.

CHANGE **THROUGH NARRATIVE**: from “city against” into “city for”. From “once upon a time” into “ever after”.

CHANGE THROUGH **CULTURE**.

FROM TEMPORARY TO CONTEMPORARY.

On 22 September 2022, in a media conference co-organised together with Esch-sur-Alzette 2022 and Novi Sad 2022, Kaunas 2022 has publicly announced the official and full programme of Kaunas ECoC to general public, wide national and international media circle, as well as the network of European Capitals of Culture. **The Programme Book** is available online since then, and will be republished in printed format with some updates for the official opening of Kaunas 2022.

The programme comprises over a 1200 of cultural events, 60 exhibi-

tions, 250 performing art events, of which 50 are premiers, 250 concerts and 40 different genre festivals. Among participants of Kaunas 2022 programme, one can find internationally acclaimed artists, such as William Kentridge, Marina Abramović, Yoko Ono, Robert Wilson, Mirga Gražinytė-Tyla, Oskaras Koršunovas, Edgaras Montvidas, and many others. It's important to stress that each branch of Kaunas 2022 has its own prominent figures, some of whom are still on their way to international acclaim. Kaunas and Kaunas District, as one big European stage, may become their trampoline.

Since the last monitoring report, Kaunas 2022 has been progressing on developing the projects planned in the programme and with the preparation of each. The structure of the programme remained the same and is divided into thematic platforms of Modernism for the Future, Memory Office, Emerging Kaunas (youth platform), We, the People (community culture platform), Designing Happiness, Mythical Beast of Kaunas, Wake it, Shake it (platform for projects brought into the programme by partners, which are of different types, but in sync with the conceptual values and approach raised by Kaunas 2022).

With every year of preparations and results of all efforts accumulating, the vision of Kaunas 2022 project has proven itself reasonable and well thought through. We believe that the consistency of the project and successfully chosen partners, who all agreed to contribute with the best they can, lead to coherent and lasting results in activating community life, refreshing our collective memory and reconciling with our past, strengthening our emotional bonds with the city and its heritage. After presenting the long-awaited Kaunas 2022 programme to the public, we are looking forward for the title year which should become a summing up of everything we have done to the benefit of Kaunas, the Kaunas district and Europe.

WHAT IS NEW IN KAUNAS 2022 PROGRAMME?

As planned and mentioned in the second monitoring report, over 2020 and 2021, Kaunas 2022 has implemented another set of open calls for partners which brought more significant additions to the programme and some important content.

- A special open call was implemented in order to select a co-producer of the Kaunas 2022 main youth programme event on the first weekend of July 2022. As the Emerging Kaunas programme, this festival was supposed to be developed in a co-creational way, involving as much as possible the young adults and teenagers of Kaunas. After careful selection, Kaunas 2022 had decided to accept the proposal from Freimas – a small independent organization of artists, who will use this opportunity of partnership with Kaunas 2022 to establish a regular international electronic music festival "Audra". In 2022, the music programme of the festival will be organized alongside activities developed by the youth of Kaunas and comprising public talks, fashion shows, exhibitions, public art installations and more. The mentioned youth representatives are part of the wider Kaunas 2022 family, have previously attended a Kaunas 2022 mentorship programme Kaunas Challenge, and have been developing their initiatives for a significant period.

- The second public open call for partnership projects has been implemented resulting in several dozens of new projects in the Kaunas 2022 programme. This open call, focused particularly on artistic content of high international importance and artistic uniqueness has brought some interesting names and projects into the programme which are hoped to attract interest of an international audience. These new projects include a premier by Robert Wilson at the Kaunas National Drama Theatre, a performance by the Royal Symphonic Orchestra, an exhibition of works by Yoko Ono presented by the Contemporary Arts Centre, a production of Nabucco by Kaunas State Music Theatre at the Kaunas IX Fort, Kaunas 808 Orchestra - a concert of the well-known electronic music compositions performed by the Kaunas Symphonic Orchestra together with local electronic music artists, jazz programme in public spaces Jazz Stops, premier of Requiem by Andrew Lloyd Weber performed by the Kaunas Symphonic Orchestra, and many more projects, events, and festivals.

- Development of the Contemporary Myth of Kaunas Trilogy. Over the years of 2020-2021, Kaunas 2022 has been thoroughly developing the programme of the three grand events of the year 2022:

The Contemporary Myth of Kaunas Trilogy

CONFUSION (the opening) (January 22),

CONFLUENCE (mid-season event) (May 20-22),

and CONTRACT (closing weekend) (November 25-27)

(Idea - Rytis Zemkauskas, head of programme – Ana Kočegarova Maj, director – Chris Baldwin).

We have gathered an in-house events management team with some of the leading technical producers of Lithuania, event managers, as well as the main director of the events. As of today, the team is working on the detailed production of the opening event, including technical planning, public procurements, permission management, crowd management plans, artistic production of costumes, scenography, video projections, communication with partners on the weekend programme.

This trilogy of weekend long events is meant to convey the new narrative of Kaunas which is presented to the public as the story of the Kaunas Beast. We will start by waking the Beast up, encountering Him, and finish by signing a contract with Him for the better future of Kaunas. This year-long story will be full of references to the history and identity of Kaunas and Europe, as well as European values and what it means and takes to be a happy society.

THE CONFUSION

The show is being created by hundreds of performers from Kaunas, Lithuania, and abroad. A synthesis of contemporary music, gigantic video projections, and slam poetry will tell the story of a city as a living, always renewing miracle. The show calls everyone to the city's creative uprising. Kaunas will invite everyone watching the live broadcast of the opening ceremony throughout the European Union and around the world, to harness culture to create a new, post-pandemic future.

Opening Night will be the main, but not the only event. Introductory events will already begin on 19 January at the edges of the Kaunas District, each evening drawing ever closer to the centre of Kaunas, bringing together local communities, one after another, for the great Opening Night event. On the eve of the show, several of the most important visual arts exhibitions of 2022 will officially open in Kaunas: A solo exhibition by William Kentridge entitled That Which We Do Not remember;

International exhibition MoFu 360/365, dedicated to the modernist architecture of Kaunas and Europe, and exhibitions by artists from the two other European Capitals of Culture in 2022: Esch-sur-Alzette and Novi Sad.

In addition, tens of cultural organizations in Kaunas and the Kaunas District are also preparing a special programme for this extraordinary weekend, including concerts, dance performances and productions, tours, and creative workshops.

This entire opening cultural fuss will awaken the Mythical Beast of Kaunas.

And from that moment on, the excitement will begin...

THE CONFLUENCE

The Confluence is the second main event in the Contemporary Myth of Kaunas Trilogy focused on the river topic. The highlight of this weekend is a water show on a scale never before seen in Lithuania, an original production which will tell a story of rivers. The entire weekend will feature shows by acrobats, contemporary circus performers, river excursions, and musical tours to river towns and settlements in Kaunas. If the pandemic permits, we also hope to welcome guests from the other two European Capitals of Culture and also from Alytus, which carries the title of Lithuania's Capital of Culture in 2022.

For the entire weekend of Closing Ceremonies, various public spaces around Kaunas will be dotted with contemporary light installations brought to Kaunas from sister European cities and other European Capitals of Culture. On Sunday evening, we will bid farewell to our year as Capital of Culture with a magnificent audio-visual show staged at the Raudondvaris Estate, accompanied by an exhibition commemorating the year 2022.

The Ecologic Aspect. Aside from previous efforts to look for more sustainable measures to organize its activities, promotion and minimize the ecologic footprint, Kaunas 2022 has also initiated and strengthened the green topic in the artistic programme.

The festival Magenta, a new initiative within the Kaunas 2022 programme, organized by NGO Šeimos laikas, has become a platform for green ideas for the city and humanizing its urban space. The festival, which just finished its second edition, initiates green temporary and long-term public art/botanical and architectural installations and is seeking to encourage the public's attention towards the green areas and ecology of the urban space.

THE CONTRACT

The official Closing Ceremonies of the Kaunas European Capital of Culture 2022 programme will be dedicated to signing contract with ourselves and with our city – a pledge to live long and happy lives from this moment forward!

The creators of the Great Contract event are Lithuanian artists, including composer and Lithuanian National Prize laureate Zita Bružaitė, director Gediminas Šeduikis, dramatist and Gold Stage Cross winner Daiva Čepauskaitė, hundreds of Lithuania's best performers in the production of a contemporary opera composed especially for the occasion.

The Confluence weekend of the Contemporary Myth of Kaunas Trilogy will have a major focus on the rivers and riversides of the City and District. Divided from the City, they are absent from our everyday lives, although are the major reason of our cities. The main show will be telling the story of our society through the story of our relation to the rivers, and the rest of the weekend's programme will offer a great variety of events and workshops located around and focused on rivers.

Wild Bits exhibition in Kaunas. In the spring of 2022, artists from Lithuania and Estonia will meet at the Maajaam artists' residence in southern Estonia. Surrounded by nature, they'll explore the impact of technology on how we behave, think, and understand our world. Then, they'll create works of art that are meant for display in open spaces and that speak about contemporary humanity. The project is being overseen by the renowned Estonian artist Timo Toots.

CULTURAL DIVERSITY IN EUROPE, INTERCULTURAL DIALOGUE AND GREATER MUTUAL UNDERSTANDING

From the beginning of the Kaunas 2022 project, cultural, ethnic and religious diversity has been one of its key topics promoted mainly within the framework of Memory Office platform.

To engage the citizens with diversity of cultures, promote empathy and

compassion towards the Other, the Kaunas 2022 team has initiated such projects as Sites of Memory (programme book p. 76), CityTelling Festival (p. 102), Kaunas Kantata (p. 107), Out of Darkness (p. 108), storytelling programme by the citizens of Kaunas Where Can I find You? (p. 120), and many others which are already in progress.

COMMON ASPECTS OF EUROPEAN CULTURES, HERITAGE AND HISTORY

Our common modernism

One of the European narratives continuously promoted worldwide by Kaunas 2022 is that of the Kaunasian modernism. Since 2017, Kaunas has established a link with cities which share modernist heritage such as Lviv, Brno, Kortrijk, Tel-Aviv, and more. These partnerships and the activities that result from them, are aimed at strengthening the recognition of the importance of modernism and its value for the European culture and heritage, and especially in its everyday forms and lesser-known interpretations aside from the prominent and well-known architectural icons.

The peak of these efforts will soon be reached. On January 22, 2022, as an element of its official opening weekend, Kaunas 2022 will present the exhibition Modernism for the Future 360/365 at the former Central

Post Office modernist building in Kaunas. The exhibition will encompass artistic works and documentation of projects by various European artists within the framework of the same titled Kaunas 2022 project funded by Creative Europe, in which the artists look for inspiration and contemporary meanings of modernist heritage.

In September 2022, Kaunas will host one of the first visits of UNESCO experts in seeking to obtain the UNESCO World Heritage status for Kaunas modernist architecture. We believe that Kaunas 2022 does an important job of communicating importance of modernism within the local community of heritage home owners, also promotes and encourages good practices of preserving the modernist heritage. Kaunas expects to hear the UNESCO verdict in 2022, although the decision might also take longer.

EUROPEAN IDENTITY AND CHALLENGES

What is Europe? How can one become a European? Is this a cultural concept? Can Europe be conceived of as a project? Who speaks, and has the right to speak, for Europe? These and other questions relevant to the challenges faced by Europe today will be explored by an international symposium co-organised with the Vytautas Magnus University.

This two-day event will convene intellectuals, academics, artists, and politicians from around Europe and the world, and will serve as the most important and dedicated platform for discussion on Europe, its future, most relevant current topics and integration, within Kaunas 2022 programme.

EUROPEAN ARTISTS' PERSPECTIVES ON THE GLOBAL FUTURE

Since 2019, Kaunas 2022 has been cooperating with the Dresden based OSTRALE Biennale. In 2020, OSTRALE presented its edition titled *Breathturn*, co-curated by German, Hungarian, Croatian and Lithuanian curators looking at the European and global environmental, social and economic dynamics of the last decade, the imperative of contin-

uous growth and the systems that govern our world. This co-curated project will present diverse and critical perspectives of the European artists on the future of the global society and the prospects of economic and cultural shifts. The exhibition is to be presented at the Kaunas Central Post Office building in October 2022.

EUROPEAN ARTISTS AND COOPERATION WITHIN THE KAUNAS 2022 PROGRAMME

The international aspect and the European dimension have been ranked as a very high priority in the open calls of Kaunas 2022 and upon selection of partners and new projects. Therefore, the absolute majority of Kaunas 2022 projects have at least one international partner, extending the international partners list of the programme to hundreds of organisations and dozens of countries.

From the beginning of the project, Kaunas 2022 has been making efforts to maintain an active connection with other ECoC cities. It is still planned to use these particular partnerships platform on numerous occasions during the Trilogy of our grand events weekends and invite other ECoCs to present themselves with food, neighbourhood, light festivals and on the Kaunas 2022 summer stage with musical performances.

Our partnerships with the two closest ECoC partners – the sister cities of Esch and Novi Sad have also been progressing well. With each of these cities, over 20 partnerships have been formed, connecting local culture organisations and thus, contributing to possible future partnership maintenance between the three countries. These are projects such as exchange of jazz musicians (“Jazzxchange”), literature writers (Kaunas Literature Week), and exchange of prominent contemporary art exhibitions which will start as early as the opening of Kaunas 2022 programme on the 22 January 2022.

INVOLVEMENT OF LOCAL ARTISTS AND CULTURAL ORGANISATIONS

After summarizing the results of the preparatory years, Kaunas 2022 concludes that the various projects of the programme have brought together over 3000 artists, who were invited to produce new works for the projects of the ECoC in Kaunas. As of today, we can say that the opening night of Kaunas 2022 alone will involve as many as 300 artists from Lithuania and other European/world countries.

We are especially proud that in many new production cases the artists in Kaunas 2022 programme are working inclusively cooperating with local communities. The model has been developed over several years of preparation for Kaunas 2022, and has proved crucial in developing participatory artistic practices in Lithuania, as it was not customary to the local arts scene before.

The international connectivity of Kaunas 2022 with partners in Europe has also created new and additional opportunities for local artists. For example, the Kaunas 2022 involvement with the OSTRALE Biennale

has resulted in 11 Lithuanian artists being presented at this exhibition. Also, Lithuanian artists could participate in international exchange with Kortrijk, Brno, Tel Aviv and Lviv within the framework of the Modernism for the Future 360/365 Creative Europe project and produce new works with local artists. A group of artists, including singers, film makers, poets, writers, photographers, sound artists were presented internationally during Kaunas 2022 promotional events in other European cities.

As for the partner organisations of Kaunas 2022, today there are 76 official partners listed in the official Kaunas 2022 programme book along with hundreds of projects coproduced together with them. The list includes every significant culture institution of Kaunas, some of Lithuania, small NGOs, and newly established organisations, made possible with the support of ECoC. They all share the ECoC budget part of approximately 7 million Eur and add around 1.5 million Eur to the programme of Kaunas 2022 using different other resources.

COMBINING LOCAL CULTURAL HERITAGE AND TRADITIONAL ART FORMS WITH NEW, INNOVATIVE AND EXPERIMENTAL CULTURAL EXPRESSIONS

Contemporising Heritage

A big part of the “Kaunas 2022” programme is built on the idea of creative heritage interpretation. This artistic strategy helps us explore the unseen perspectives on the local treasures, forgotten stories, find their links with other European cultures, and inspire interest within the young audience in the local heritage and traditional arts. The artistic heritage projects within the “Kaunas 2022” programme have a goal of creating a link between the historic and contemporary ideas and strengthening the emotional ties of people with local traditions and heritage.

Many of such projects revolve around the modernist heritage and were mentioned above. “Kaunas 2022” has been inviting contemporary artists – film makers, designers, musicians – to interpret the ideas and heritage of modernism in their works. On top of that, the “Kaunas 2022” open calls had a special subtopic inviting partners to submit their ideas of contemporary heritage interpretations, such as contemporary dance tours in heritage sites (AURA theatre), site-specific world music festival, artistic visual arts residency programme by Kaunas Photography Gallery and many more.

Moved by Modernism

Modernist heritage is an inspiration for contemporary art. We invite artists to become the interpreters of modernism, and take creative contemporary approach to the modernist heritage and its history. Together with more than 300 local and international partners (private house owners, artists, culture institutions etc.) Modernism for the Future programme has been working with more than 70 artistic residences and events for 2022. The main artistic project - 45 minute film KLOSTĖS (The Folds), involving different age and interest groups (at least 500 people throughout the period): Kaunas video and audio students, volunteers, residents of modernist buildings, creative writing enthusiasts, etc. was launched. Two-month residencies took place in Kaunas in 2020 and 2021 (Irish artists had worked in Kaunas even under Covid restrictions), which included more than 500 local population and about 100 professionals to contribute to its production. The film will be premiered at international festivals early 2022 and presented to European Capital of Culture audiences in the middle of 2022. **For more information.**

In search of local stories and culture

Similarly, the approach working within the local communities is also based on exploring the local identities and making creative contemporary interpretations. The project “Contemporary Neighbourhoods” is a good illustration of this approach. This project invites all towns and villages in the Kaunas District to apply for a year-long title of a Contemporary Neighbourhood. The selected winning communities receive the mentorship of “Kaunas 2022” curators in the process of discovering their identity, traditions, bringing together the local citizens, and creating site-specific artistic programmes. The process of this project involves a stage of community meetings to explore the local challenges, relevant topics and cultural highlights. Later, the curator suggests a list of artists and creative paths which is discussed with the local communities. After the elaborate research and talk phase, local and international artists are invited to create a unique public art project, involving the local community and its traditions, and presenting the place to a wider audience. This project has brought not only some memorable artistic results, but also a long-lasting social effect on the sites of the programme and their communities. The artistic outcomes in the “Contemporary Neighbourhoods” include a subjective atlas, photography exhibition, audio walks, two specially produced live performances, based on local stories and involvement of local community and artistic collectives, documentary, sculptures, public installations, and more... They have shown in a new light the local creatives, like polyphonic singing collectives, choirs, musicians, collectors and never seen treasures owned by them. These projects brought to life abandoned spaces, turned the public's attention to forgotten towns, their stories and heritage.

This project is about seeking change through culture. And that's the essential purpose of Kaunas 2022. From June to September 2022, Kaunas 2022 will invite everyone to feel the strong pulse of community and creativity in the Kaunas District and attend the main Contemporary Neighbourhoods events in which the results of all co-creative efforts of local communities will peak and be presented to the public.

Preparing for the future

Although the title year is yet to come, the participants of the Kaunas 2022 programme have already started to think about the continuity of their creative activity. Kaunas 2022 team is very happy to report, that new organisations have started to be formed as an outcome of the project and as a way of ensuring the longevity of it.

A youth group, who once were the first participants of the Kaunas 2022 mentorship programme Kaunas Challenge, have recently started an organization with the same name. Since 2021, they will take over the management of the mentorship programme for youth of Kaunas, as well as organize other cultural activities. More about Kaunas Challenge: <https://kaunas2022.eu/en/kaunas-challenge/>

Kaunas 2022 team members behind the We, the People – community culture programme, have recently established another NGO named Community Laboratories. As soon as Kaunas 2022 project ends, they plan to continue offering mentorship for community projects, help in developing community culture activities in Kaunas City and Kaunas District, organize competitions for community initiatives, and share the experience with other cities in Lithuania and Europe.

NGO Modernism for the Future, titled after one of the pillar platforms of Kaunas 2022, has also been established by the initiators of the programme in order to continue related activities in the future.

Aside from these few initiatives, Kaunas 2022 has ignited other new associations, NGOs, informal communities and initiatives, promising and motivated. Kaunas 2022 team hopes these organisers and creative leaders will be the key to a successful long-term result of the project, ensuring the vision of the project continues to live in the activities of multiple culture organisations.

All programmes presented in Programme Bidbook in 2017 are well developed and ready for full implementation in 2022.

Programme book is available in printed version and **online**.

For main highlights of the programme please follow **Annex II**.

A woman with long dark hair, wearing a yellow long-sleeved shirt and green pants, is walking a tightrope. She is holding onto a rope with her right hand. The tightrope is suspended between two points, and she is walking across it. Below her is a large red structure, possibly a bridge or a building. The sky is blue with some light clouds. The image is framed by a white border that has a diagonal line running from the top right to the bottom left.

C.

Capacity
to deliver

The ECoC continues having broad and strong political support and a sustainable commitment from the local, regional and national authorities.

The “Kaunas ECoC” programme continues to have broad support of local and national authorities. The “Kaunas 2022” team cooperates closely with local governments in Kaunas and Kaunas District as well as the Ministry of Culture and has regular meetings with mayors and deputy mayors of Kaunas and Kaunas District during which key points and challenges of the build-up process are addressed. Representatives of all above-mentioned stakeholders are present at The Board which meets 2-3 times per year to consult and monitor the process of ECoC 2022.

In 2019, Kaunas City Municipality has established The Workgroup members of which represent all related departments of the municipality – Cultural Division, Culture Heritage Division, City Management Division, Legal and Consulting Division, and members of the City Council, Vice Mayors, Administrative Director and Vice Directors. The

group has become a regularly working team for urgent decisions and practicalities.

In late 2019, “Kaunas 2022” organisation prepared a detailed action plan for 2020-2022 (regularly updated) which contains all parts of the programme, including projects of 76 partners. The strategic action plan is confirmed at The Board level and by General Meeting of Stakeholders. The budget needed for implementation is confirmed by Kaunas City Council, Kaunas District Council and State Government. In 2021 all three main stakeholders took an action and readapted budget plan according to Kaunas 2022 needs, transferring 720 000 EUR into 2021 year from 2022 budget.

Kaunas 2022 budget is stable and provided to implementing institution following planned schedules.

STATUS OF INFRASTRUCTURAL DEVELOPMENT

Most of the projects related to infrastructural development that were listed in the Kaunas bid book are meeting their planned schedules or are slightly late but scheduled to be finished on time and before 2022. The progress of main infrastructure projects is described in a table provided in **Annex III**.

Since we are putting the programme of 2022 in place, we know that a lot of the programmed events will take place in unusual venues such as modern architecture buildings (public and private), post-industrial venues, public spaces of the city and district. All programme partners are responsible and capable to implement their programmes either in their own facilities (theatres, museums, galleries, university halls) or in the above-mentioned public and private spaces, the owners of which are being contacted and invited to participate at the programme. Kaunas City and Kaunas District is capable to implement the “Kaunas 2022” programme within the existing infrastructure and the listed renovations serve more to economic efficiency, aesthetic appearance, and accessibility improvements.

Stage and performing arts programme

Kaunas city has a very comfortable and, in many ways, adaptable Žalgiris Arena (audience capacity up to 20 000), which is internationally recognised for its operational success in sports and culture events. The Arena will be used for several Grand Events in 2022. The stages of Kaunas National Drama Theatre, Vytautas Magnus University and Kaunas Culture House, and Culture Centre Girstutis are capable to host small to medium scale stage events (audience capacity up to 700). The lack of stage art programme of middle-size events (audience from 2000 to 3000) will be solved by the Sports Hall (the first dedicated basketball hall in Europe, built in 1939) - it will be reconstructed and converted into a multifunctional hall for sports, culture, arts, fairs, education, etc. The reconstruction is reaching its finish in 2021. Renovation of Cinema Centre Romuva (with stage extension adaptable to performing arts as well) is about to be finished this year.

Kaunas District is proud to open the Saint John Church in Zapyškis after its reconstruction. It will provide to various cultural events, such as concerts, theatre performances, exhibitions. The surroundings of

the church also went through infrastructure improvements in order to have a possibility for outside gatherings and events in the open air and on the riverbank. This venue and the surroundings will play a big role in the program of 2022.

At the same riverbank in Zapyškis a new infrastuctural project is planned and now is under development – a cultural ship Nemuno 7. The astonishing conversion of excavator ship into cultural hub and floating garden will invite artists for residencies, visitors for exhibitions, concerts, conferences, celebrations. The inauguration of this amazing and functional landscape design object is planned for 2 May 2022.

As already mentioned above, a big part of the performing arts programme will be implemented in the open air / public spaces, starting with the trio of Grand Events and not excluding the ConTempo – contemporary performing arts festival, established in 2019 in order to become annual international event in Kaunas and Kaunas District, mainly implemented in public spaces, parks and squares, and private courtyards of citizens.

Public art programme

Kaunas City and Kaunas District have a lot of public squares and parks for massive events, stage arts, visual art programme, which are already used for many activities of “Kaunas 2022” and will be used for the main programme in 2022. This applies to the Laisvės Alėja (a broad pedestrian street which connects the new town to the old town), Vienybės

and Nepriklausomybės squares, the Santakos park, the Nemunas Island, the Raudondvaris Manor Park, many riverbanks in Kaunas and Kaunas District, etc. These and many other places are ready to be used for public events and contemporary art interventions.

Visual art programme in-house

Even though we had a huge infrastructural challenge due to delayed reconstruction of Žilinskas Art Gallery, we managed to find the venues for our visual art programme entries such as Kaunas Biennial, William Kentridge personal exhibition, Kaunas Photo festival, Marina Abramović personal exhibition and others. The venues include the newly built

Basketball House and other currently vacant spaces such as Kaunas Post Office building and few more. The other departments of M.K.Čiurlionis National Art Museum (Kaunas Picture Gallery and Čiurlionis Gallery) will host William Kentridge, Marina Abramovič, and Yoko Ono exhibitions.

Legacy projects (infrastructural)

Kaunas municipality is working on a new post-industrial area (outside city centre) conversion into innovative creative industries lab and area. The project is part of the Horizon 2020 programme under the title “Collaborative Production for the Circular Economy: A Community Approach”. This process will go beyond 2022 and possibly will ensure the legacy of creative initiatives that “Kaunas 2022” is energising among the creative sector during preparation and implementation of the title period.

The Science Island (Science Museum) construction processes are behind the planned schedule but going to be opened late 2022 or in 2023. We do not have necessity to have special programme parts there, but if finished on time it could cover some of the visual art programme needs before the science museum's permanent exposition equipment will be produced and installed.

The Concert Hall has no confirmed funding yet and most probably the project will follow the Science Island's construction; it means the implementation will happen far beyond 2022.

A low-angle photograph of a person in mid-air, performing a pole vault. The person is wearing a white t-shirt and dark pants, and is barefoot. They are holding a long, light-colored pole that curves upwards. In the background, there is a large, dark, textured wooden structure, possibly a bridge or a large sculpture, against a clear blue sky. The image is framed by a white border that is partially cut off by the top and right edges.

D.

Outreach

Since the beginning of the project, participatory aspect was at the core of every Kaunas 2022 programme. To develop a sufficient network of artists, contributors, organisations, interested in participatory culture practices, we had to convince many people and learn a lot (we still are). We launched special faculty within the Tempo Academy of Culture, within which special trainings for culture organisations, as well as creative practitioners were held to convey the modes of work, we were trying to introduce and inspire new community (art) initiatives.

A few years after we can summarise interim results:

More than 3000 events and activities, plus 1316 community events and initiatives took place from 2017 until October 2021, 17 560 participants took active role, 424221 audience members attended, 45 community culture agents joined the extended team after our special course, more than 200 artists were involved in co-creative projects with local communities, 520 professionals were involved in audience development courses, mentorship, and trainings, more than 200 young people trained and empowered to co-create within their age community, more than 700 volunteers of various age are incorporated in events management. Not only community programme We, the People, but each platform of Kaunas 2022 has its own co-creation methodology and communities they operate with(in):

- Emerging Kaunas platform works with hundreds of teenagers and young adults offering them special training course aimed at developing their personal and team skills and encouraging them to initiate new cultural projects (programme book, p. 156).

- Moreover, Kaunas 2022 has designed and dedicated a special space in the heart of Kaunas Old Town for creative events of the Emerging Kaunas youth group, where many events have already taken place and more are planned in 2022 (programme book, p. 155).

- Within the same platform of Emerging Kaunas, following examples of several other ECoC projects, we have developed offers for our local schools, which we call the European Capital of Culture Classes. Different organisations of Kaunas have suggested ideas for a school class format which introduces different artistic genres to different school age audience (programme book p. 159).

- Modernism for the Future platform works with the inhabitants and owners of the modernist heritage by inviting them to join specially designed restoration workshops, interviewing them to hear interesting stories, involving them in creative processes with contemporary artists.

- Memory Office works with numerous ethnic and religious communities of Kaunas and Kaunas District, as well as the newcomers of Kaunas, making their identity and their most interesting stories and heritage visible to many locals.

- Our volunteering programme puts a special focus on involving senior age citizens in volunteering activities.

We work and continue to offer different trainings every day. In 2021, Kaunas 2022 was offering a special open series of lectures and discussions Creativity and Dialogue: Changes in Communities, on the topic of creative practices for developing communities which proved to be attractive (**the recordings can be found here**), and had organized the second Community Forum which presented inspiring community initiatives and their leaders.

Over the preparatory years, Kaunas 2022 has become a laboratory for participatory culture practices and knowledge centre for local and European culture activists. This is what we had aimed at from the beginning, realizing that there were not enough examples or creative communities, on which we could build our participatory programme. Today we can enjoy the results of tested and successful projects developed as part of Kaunas 2022, such as:

FLUXUS LABAS – a network of creative laboratories in the micro districts of Kaunas City, which introduce previously non-existent cultural activities and bring together the locals for common artistic activities and results.

CONTEMPORARY NEIGHBOURHOODS – a programme designed for Kaunas District, which aims to highlight the uniqueness of local towns, bring together their communities, and address local challenges through creative activities.

MY COURTYARD – an open call and community initiative-based programme inspiring slight changes in the local neighbourhoods which make the rundown courtyards of apartment buildings cosier.

Other open calls, organized to select and mentor local community initiatives aimed at bringing together locals.

Apart from the above-mentioned efforts, Kaunas 2022 has also been trying to address the accessibility of culture topic, namely raising discussions around audiences with physical disabilities and other groups who suffer exclusion in this regard. Among the measures taken by Kaunas 2022, we can mention:

- Audience development training course as a part of Tempo Academy of Culture. Aside from introduction to the general concept of audience development, this course has a special focus on the topic of accessibility. It introduces the challenges to participate in culture experienced by diverse groups of society, as well as ways to improve the accessibility of cultural services.

- Kaunas 2022 in collaboration with design agency "Critical", has produced an online culture accessibility guide "Kaunas for all". This is the first publication of its kind dedicated to cultural organizations, objects managers, and event organizers to make cultural objects and events more accessible for all social groups, especially those with special needs. **The guidebook can be found here.**

- The Kaunas 2022 open calls had a priority for projects improving the accessibility of culture for all. As a result of the open call and the above-mentioned accessibility promotion methods, several culture institutions have become study cases and test grounds for improving the accessibility. For example, the Historical Presidential Palace (history museum) is preparing a new exposition specially for the ECoC year, which will have special layers designed for visually impaired visitors and visitors with hearing disability; the Kaunas Chamber Theatre has been introducing the earlier mentioned signage system in their premises, as well as developing content adapted for special audience groups, including small children.

Kaunas 2022 has developed a partnership with Kaunas Deaf Youth Organization and has appointed Paulius Jurjonas, the head of this organization as one of the ambassadors of Kaunas 2022. This partnership results in adaptation of Kaunas 2022 events and content for people with hearing disability. For example, as part of Kaunas 2022 official opening programme, this organization is producing a theatre performance which will be shown during the opening weekend and tells a story of girl with hearing disability. Moreover, the main opening show will include sign language which will be included as an artistic element of the script.



E.

Management

“Kaunas 2022” organisation. No changes of the governance, management and administrative structures happened in the “Kaunas 2022” organisation from its establishment.

The public, non-profit “Kaunas 2022” Institution was established immediately after securing the ECoC title, on 6 April 2017 by the Kaunas City Municipality, the Kaunas District Municipality, and the independent culture association Kultūros tempo akademija (Tempo Academy of Culture), which united the core bidding team for the Kaunas European Capital of Culture programme.

The governance system explained in detail in the First and second Monitoring Reports stays the same. The “Kaunas 2022” organisational structure is graphically explained in the table provided in **Annex IV**.

“KAUNAS 2022” TEAM AND STAFFING PLAN.

The “Kaunas 2022” operational team consists of 3 departments: Administration, Creative Programme, and Communication and Marketing, led by heads of departments who report to the Head of the Organisation.

As of 30 September 2021, the Institution has **71 employees**, led by art historian and critic Virginija Vitkienė, PhD. The Institution succeeded in preserving the entire “Kaunas 2022” bidding team which was a crucial advantage in transition to the ECoC delivery phase and now serves as guaranteed continuity of the programme vision and established partnerships. The team is currently bigger than was anticipated in the bidding phase and will grow over 80 full-time employees in 2022, but much smaller number of individual service providers will be onboard than expected five years ago.

The Creative Programme department, led by Ana Kočegarova-Maj, has 13 programme curators and 23 coordinators who are responsible for the implementation of 8 Kaunas ECoC programmes, international relations, grand events, Kaunas District programme. One extra curator is dedicated to technical side of public events, and he will have a team of 6 technical coordinators until end of this year. The curators form the Programming team meeting weekly to monitor the progress of the programme and ensure cross-platform cooperation. Ana Kočegarova-Maj delegated her previous responsibilities on international projects to curator of international relations and the last year was focused on programming of the Contemporary Myth of Kaunas Trilogy - grand events of 2022. Rytis Zemkauskas, being a writer and an author of the concept of new myth of Kaunas, has a role in our team as a guardian of narrative and script writer of the Contemporary Myth of Kaunas Trilogy. He is working on preparation of scripts and messages which would unite hundreds of events into a story-telling experience for Kaunians and guests of the title year programme. A strong curatorial team composed of Viltė Migonytė Petrušienė, Daiva Citvarienė, Donata Jutkienė, Rytis Zemkauskas, Greta Klimavičiūtė-Minkštienė, Aurelija Prašmuntaitė,

Gediminas Banaitis, Lukas Alsus, Aistis Lansbergas, Dovilė Butnoriūtė in close collaboration with designated coordinators (1–4 at each platform) lead platforms and programmes of “Kaunas 2022” and work daily on capacity building, research, planning, organising, and implementing programme parts. They also facilitate discussions, hold meetings, and visit regularly partner institutions to develop the programme together.

The Creative programme team has a full independence for artistic content within the financial framework confirmed annually by the financial stakeholders and following aims and goals expressed in the Strategic Action Plan confirmed by The Board of organisation. Inside the organisation the curators confirm the contents of the main events and activities with the Head of Programme and Director of the organisation. The Creative Programme team, which is composed of 40 people now, will grow up to 50 later this year, employing additionally technical coordinators and exhibition coordinators (a big scale exhibition in non-museum space will be opened in January). The graphical plan of the structure of Artistic Programme Department is provided in **Annex V**.

The Marketing and Communication department covers the above-mentioned tasks of organisation, which includes private sponsorships among its responsibilities. 15 employees are implementing the strategy of international and local communication of the goals and achievements of the project, as well as taking care of the integration of private sponsorship providers into the programme of cultural events. The department is fully skilled and has designated persons in both ar-

teas – marketing and communication. It also has 2 designers employed and is working with a lot of external service providers in order to ensure accessibility to information, openness to participation and visibility of the results of the programme. During the 2019, the strategic plan for local and international communication of the title year programme was prepared and the team is ready to follow the calendars. Growth to 16 employees is envisioned for 2022.

The Administration team has 18 employees: head of administration Živilė Stankevičienė, finance manager with two assistants, public procurement team with lead person and 4 specialists, 2 monitoring specialists, 3 administrators, personnel specialist, an assistant manager, and a logistics manager. Aside from ensuring successful delivery of the programme, the department also communicates to the financing institutions, preparing monthly, quarterly, and other financial and activity reports and plans. The administration team members have high competences from previous work experience in advanced business and/or public sector. Growth to 20 employees in the Administration department is envisioned for the period of 2022.

The “Kaunas 2022” staffing plan is described in the table provided in **Annex VI**.

Administrative challenges

In the first monitoring report we expressed our concern regarding the legal rules for financing the “Kaunas 2022” organisation through re-application system every year. It caused until now extremely late (end of March) transfer of money to the institution's accounts. With the help of Kaunas City Municipality, which also distributes State Government fund, in 2020 we applied for the 3-year period which had to ensure the smoother finance flow in the beginning of 2021 and 2022. But it was not a case in the beginning of 2021. Finances reached Kaunas 2022 account late March 2021.

Kaunas 2022 re-finances partner institutions (76 in total) those taking a big administrative load on its shoulders. We must lead and administratively control partners financing them in quarters (it means – regular checks of achievements and progresses they have done before money transfers, loads of planning and reporting papers, protocols) and many more functions like those of public fund administration. We expect much bigger support from Municipality side, as well as extra human resources to manage such a huge partnership process.

CURRENT FINANCIAL PROJECTIONS

Our current financial projections are pointed out in the tables:

Income to cover operating expenditures	Bidbook		Current situation of	
	%	€	%	€
City	40	12 000 000	39.92	11 975 163
National Government	33.33	10 000 000	33.33	10 000 000
Region	13.33	4 000 000	12.77	3 836 000
EU (with exception of Melina Mercouri Prize)	6.67	2 000 000	3.03	908 079
Private	6.67	2 000 000	0.51	153 597
Total	100	30 000 000	89.58	26 872 839

Operating expenditures	Programme		Promotion		Administration (+ all salaries)		Total	
	€	%	€	%	€	%	€	%
Bidbook	19 500 000	65,00	6 000 000	20,00	4 500 000	15,00	30 000 000	100,00
Current situation	16 788 529	62,47	5 127 178	19,08	4 957 132	18,45	26 872 839	100,00

A public funding is secured at this stage. The only short-term cuts from both municipalities were made during 2020 and were related to Covid pandemic crises. State policy in pandemic situation is keen to support culture even more than in economically stable times. In 2021 all three stakeholders agreed to transfer 720000 EUR from 2022 to the last quarter of 2021, because we asked for this reallocation, when facing need of pre-payments for Opening event which planned for 19-23 January 2022.

Private sponsorship goal for 2 m euros is reached if we count contributions of media partners. But in parallel we are working to ensure financial support for at least 1 m euros in upcoming two years.

We have already secured 908 078,73 EU from various EU funds. Adding the expected EU-Japan Fest co-financing to Asian representation and our partners applying to various EU funds for special co-productions for 2022, we will reach planned amount of 2 million. We strategized our operational budget so that all main programme parts are secured by guaranteed funding and are not dependant on non-guaranteed parts. The extended explanatory text on European partnerships and funding can be find [here](#).

Please follow the table of the European Funding results in **Annex VII**.

MARKETING AND COMMUNICATION

The Marketing and Communication department covers marketing and communication tasks as well as fundraising needs of organisation. 15 employees are implementing the strategy of international and local communication and marketing of goals and achievements of the project, as well as taking care of the integration of private sponsorship providers into the programme of cultural events. Head of department Mindaugas Reinikis has come from business background with more than 20 years of experience in managerial positions. The department is fully skilled and has designated persons in both areas – marketing and

communication. It has two in-house designers, creative director, and is working with a lot of external service providers to ensure accessibility to information, openness to participation and visibility of the results of the programme. During the 2020, the team was following the strategic plan for local and international communication of the title year programme. Bid for international communications agency is ongoing, it will be used for strengthening both subdivisions – marketing and communication - by extra skills and contacts needed for media campaigns of the title year.

“Kaunas 2022” has developed its Communication & Marketing Strategy that supports “Kaunas 2022” program in achieving its goals during the 2018–2023 period. It involves 4 stages:

- **Ignition 2017-2018**
- **Agitation 2019-2020**
- **Explosion 2021-2022 (current stage)**
- **Legacy 2023**

The main idea of our communication activities is to promote the shift of Kaunas **from temporary to contemporary** capital. Two targets – local and international – are at the core of the communicative messages:

1. for local citizens – we want to ensure that the city fully recovers its sense of belonging to Europe, takes everyone on board and everyone's effort is needed. So, the internal message remains: **FROM TEMPORARY TO CONTEMPORARY**.

2. for Europeans – Kaunas revitalizes European mythology, offers a unique transformative personal journey, serves as a case study of cultural approaches and European values. So, the message is: **Co-Create, Co-Celebrate. Kaunas is becoming the biggest European stage.**

Our communication campaign consists of four main elements:

- **communication of image (branding);**
- **communication of programmes and events.**
- **international communication.**
- **communication of Kaunas Mythical Beast.**

COMMUNICATION OF KAUNAS MYTHICAL BEAST

Communication of Kaunas Mythical Beast is one of the most powerful tools at the disposal of the team. The book "Tales of the Beast of Kaunas" is published in Lithuanian and English. The Hebrew, Russian, German, Ukrainian translations of selected parts of the book are already done and will be published as separate books. Several more languages translations are on the way. The book is a communicative and handy educational tool for ongoing workshops, presentations, community building and introductory events for all age groups. The book presents "Kaunas 2022" program and values in a form of tales. It introduces the whole new concept of Kaunas – attractive, mysterious, rich in vertical context, it suggests ways of dealing with complicated history and present. The whole new world is created on a basis of existing stories and legends, and ideas. "Tales of the Beast of Kaunas" is basically "Kaunas explained" to itself and to the outer world.

The whole new set of characters is introduced with the help of the book and the Princess with her "army" has already participated in Rijeka carnival in a form of a costume show produced by one of Kaunas District communities. Lithuanian national radio broadcast made sound recorded tales for children. Also these tales and their audio records are used for various events, excursions and other activities dedicated to Kaunas Beast.

Simultaneously the **website** is relaunched and serves as additional tool for workshops, gathering information, archived stories, stories contributed by community members as was initially planned, promotion of the book and Kaunas 2022.

The Image of the Beast is officially set and is copyrighted by "Kaunas 2022". Merchandize including pandemic masks, shirts, bags, stickers and posters is being produced and will accelerate. There are murals with the Beast planned ongoing drawing and story-telling competitions and workshops. Cases of unauthorized usage of the image build up which means that the Beast is on its way to become an icon.

The Mythical Beast is officially asleep now and does not appear "in person". This is to build anticipation because the Beast and stories connected to Him will be extensively used in the Contemporary Myth of Kaunas Trilogy – the grand events of the Title year. By the way – from now on the Beast has its own personal perfume - a limited edition will be available, and a special Beast Scent point is being installed at our head office.

"KAUNAS 2022" OWN CHANNELS AND IMAGE COMMUNICATION

We actively use our own platforms such as www.kaunas2022.eu, www.forumas.kaunas2022.eu, www.modernizmasateiciai.lt, www.visikaipvienas.lt, www.kaunolegenda.lt, www.dizainaskaune.lt (Total 300 000 visitors in 2020) and related social network channels (Facebook, Instagram, LinkedIn, etc.) in two languages mainly. In 2020, "Kaunas 2022" made 562 (Facebook) and 59 (Instagram) posts and produced/published 86 videos in social media (Facebook and Youtube). Our Facebook posts in 2020 reached 1 901 317 people. In 2021, "Kaunas 2022" made 434 (+ various campaigns) Facebook posts, 167 (+ various campaigns) Instagram posts and 1800+ Instagram Stories. All social media posts (Instagram, Facebook, LinkedIn) are bilingual (Lithuanian & English).

Our posts on social media channels (Facebook & Instagram) reached 8 002 935 in 2021 so far. In 2021, we gained 3 443 (23 373 in total) new Facebook followers and 1808 (8 660 in total) new Instagram followers.

To keep in line with "Kaunas 2022" visual identity and recognisability, we have strong inner monitoring for any kind of logo usage, regularly update our merchandising, produce common style of all related websites and events. For 2021 and 2022 we have distributed the visual identity signs to our programme partners, and, till the opening of 2022, we are making the city and district branding visible.

MEDIA PARTNERS FOR LOCAL COMMUNICATION

Kaunas 2022" has signed partnerships with the main media partners for local communication:

Official broadcaster of whole programme:

LRT – national TV, radio, and online portal (www.lrt.lt);

15 min – one of the most visited news portals in LT (www.15min.lt);

"Kauno diena" regional newspaper and online portal (www.kaunodiena.lt), which covers the reach of audiences in both city and district but is also well read in other cities of Lithuania.

Kaunas Pilnas Kultūros – the most popular free culture magazine, that can be found either in public places of Kaunas and other biggest Lithuanian cities (published in Lithuanian and English).

"Žmonės" – a group of popular magazines and online platforms.

We have also reached an agreement with National News Agency ELTA (www.elta.lt), most popular and biggest news portal DELFI (www.delfi.lt).

And number of niche outlets.

SPECIAL INTEGRATED MARKETING CAMPAIGN “WE GREW UP”

In Spring we've implemented a large-scale multi-channel local integrated marketing campaign “MES IŠAUGOM” („We Grew Up “). It was dedicated to Lithuanian audiences with the goal of raising awareness that Kaunas grew from temporary to contemporary. It was important to reach the communities, the people of Kaunas districts, to show the projects real diversity. We have chosen the way to create the most real, authentic, informal portrait of Kaunas, with real street poetry (slam) and real story of this city. For the TV video advertisement, the most characteristic images and archival materials of Kaunas were selected. It is decades of life, memories, nostalgia of the city and its people, and at the same time an understanding of the way, what Kaunas was and what has become now - the European Capital of Culture.

Key visual of this campaign with the copy „WE GREW UP “became an outdoors and digital campaign. And the result – a huge amount of earned media. Prime time TVC premiere on national TV, news, articles, interviews, and initiated discussions about Kaunas identity and the ways to represent it.

Multi-channel campaign scope and results:

- 15'300 s. TV clip airtime on national TV
- 2'970 s. radio clip airtime on national radio
- More than 20 ad placements in newspapers and magazines
- More than 185 000 radio clips broadcast on Spotify
- More than 335 000 TV clips broadcasts through out of home screens
- More than 2,15 million TVC broadcasts on YouTube and video on demand platforms
- More than 17,4 million banner ad shows on main national news sites and through Google

The campaign received a very positive response on social media and the impact was felt through multiple metrics: 2x growth of followers on social media, 4x growth of newsletter audiences, 8x increase of people signing up to volunteer, 12x increase of direct flow to the website. And the most important - more people proud of Kaunas, more diverse communities involved and aware about Kaunas – European Capital of Culture 2022.

And finally, campaign also got **international recognition** in the small countries Marketing awards „BestBaltic“ and received **gold medal in the Integrated Marketing Campaign category**. In addition to this, it was awarded Bronze for Film craft in Lithuanian creative marketing awards ADC.

COMMUNICATING RESULTS

We communicate our program results to local and international audiences through regular visual reports, as this of 2020:

RESULTS OF 2020

We regularly provide the reports online.

REACH OF AUDIENCE

Reach of audience in 2019, by statistics of Mediascope Agency, which uses the Gemius methodology, was more than 576 million. In comparison to 2018 (365 million), the audience reach increased by more than 60 %. By September 2021, the reach of audience is counted to 1,4 billion (numbers grew up 250% in 1,5 year). The highest reach numbers are covered by internet and TV. Having the statistics and tools to analyze the best reach, we adapt our communication strategy towards the effort to inform and include as many target groups as possible through different channels.

INTERNATIONAL COMMUNICATION STRATEGY IS BASED ON:

1. Partnerships with LT-based tourism agencies such as “Kaunas IN” (municipal agency for city promotion) and “Travel Lithuania” (National Tourism Board www.lithuania.travel), participating in tourism fairs and having common communication campaigns (5 fairs in 2021 and 5 in 2022; 4 campaigns each year).

2. Having communication campaigns and cultural collaborations among various Kaunas city and Kaunas district networks and participations in processes: UNESCO Design Cites network, UBC network, New Hanseatic League network, European Heritage Label, UNESCO World Heritage Label networks, etc. (special season and proposal to participate in grand events is being prepared).

3. Cultural production (exhibitions, stage art performances) export to other ECoCs and other European cities, as Kortrijk, Tartu, Novi Sad, Esh-sur-Alzette and others).

4. Visits from international media journalists were organized not just for groups at an International Media event, but also for individual visitors.

5. Partnership with Esch-sur-Alzette 2022 and Novi Sad having common international communication campaigns. We've prepared a joint video.

6. Communication campaigns by partner JCDecaux internationally – outdoor advertising in various European cities.

7. Communication agency service will cover the target countries: Latvia, Estonia, Poland, Belarus, Russia, Germany, UK, Norway, Denmark, Finland, Israel, etc.

All preparational steps (public procurement procedures, contracts) are being finalized, main actions internationally planned for November 2021 and 2022.

TOURISM STRATEGY

We've developed our target markets. Those are cities which:

- have direct flights to Kaunas or Vilnius
- are within 5-6 hours' drive from Kaunas
- Kaunas has already been in longer partnership with
- Kaunas 2022 twin cities, UNESCO Creative Cities, UBC and other networks' cities

Working closely with KaunasIn (municipal agency for city promotion) and Travel Lithuania (National Tourism Board) as well as with number of partners, such as Lithuania national stand in DUBAI World EXPO, we are sure that our efforts will give positive results attracting tourists not just from our region, but from distant countries as well.

PRIVATE SECTOR FUNDING

Our goal for private sponsorship is 2 M EUR, which we expect to cover by combining money flow and in-kind income. Our media partners bring enormous financial input through in-kind sponsorship, which alone will reach from 1 to 3 M EUR in-kind.

Considering the circumstances, we have changed our tactics and are not looking for a general sponsor for 1 M EUR support. Instead, we attract more smaller players to the field. Constant contacts and negotiations are in full swing, as the title year approaches, more businesses are expressing their wish to join.

In the spring, we have organized special campaign to attract sponsors "We'll employ your brand". It went both outdoor and had become digitally viral.

Regular events attract small scale inputs from 5 to 10 private sponsors each time.

KAUNAS FLUXUS AIRPORT

We have successfully lobbied to change the name of Kaunas International Airport to Kaunas FLUXUS Airport this September. This remarkable achievement was made possible with the help of our private and public-sector sponsors and partners. Kaunas based company IMLITEX has financed the project, as Lithuania Airports (state owned company) backed the idea and made happen.

Also, with our long-term partner KAUTRA (coach company) we have organized a special song-music-light bus, going around Kaunas courtyards and districts bringing joy and happiness at Christmas time.

We are creating "Friends of Kaunas2022" club for partners and sponsors, we do share and exchange ideas, news, and updates constantly with our partners and sponsors.

Regular meetings with regional and national level business and other organizations, such as Chambers of commerce, Rotary and alike always happening. We do have strong bond with Lithuanian Marketing Association (LiMA), where Head of department has quarterly presentations.

VISIBILITY OF ECO C AS EU INITIATIVE

Kaunas 2022 communication since its first steps in 2015 (preparatory phase) clearly expresses that ECO C is an EU initiative, and it is a project which displays variety and richness of European culture. The flag of the EU is present at our office and in all branding of events locations, the logo of EU is inseparable part of every communication means we use. We are proud to be a flagship project of European culture.

OUR CONTINGENCY PLANNING CONSIDERING DIFFERENT DEVELOPMENT SCENARIOS OF THE ONGOING PANDEMIC

In the last two years of activity, the Kaunas 2022 organization has been subjected to the same type of challenges as the rest of the sector and has been experimenting with different event and activity formats which corresponded the health and safety regulations dictated by the pandemic. The second monitoring report by Kaunas 2022 mentioned several projects, such as **Culture to the Courtyards** (adapted later in several other cities in Europe), which were initiated as a form of continuing activities which would consist of public safety measures.

Since then, culture sector has been returning to its more active state and at least in Lithuania, can perform in a relatively normal way. However, some safety rules proposed by the Lithuanian national government must be met, one of which is absence of the most sensitive unvaccinated part of the population in mass gatherings and closed spaces, which has now become the universally adopted rule in Lithuania and requires the organizers to take care of the thorough registration of the event visitors.

Even though the culture sector in Lithuania is now allowed to operate as it used to, Kaunas 2022 do understand a worsening of the pandemic situation is still a possibility, as well as the renewal of restrictions imposed on culture sector. Furthermore, despite the easier regulation of the sector, we as organizers feel the responsibility to ensure our events not just comply with the official regulations but offer maximum security for the audience.

How are we planning our future events in the light of the uncertainty during coronavirus?

- The projects have been discussed with all 76 partners of the program and contingency plans were estimated. In case of new regulations, each project is planned to be discussed with the organizers in order to find the best scenario of the project. Our goal: the most value for the audience with the least loss of quality and international dimension of the content.

- The events planned by Kaunas 2022 have a contingency plan which is built on the experience of regulations which had been previously introduced in Lithuania. For example, one of the most massive events planned in the Kaunas 2022 program – the official opening on 22nd January 2022, has several scenarios. The first is based on a presump-

tion of more strict regulations than are currently applied for events. In this scenario, we plan to use such safety measures as a verification of the covid vaccination certificate and registration of the audience members, division of the audience into small 500 person sections and re-introduction of face masks. If the event regulations remain as they are today, some of these measures might be withdrawn. If the event regulations become stricter, and as a result any mass audience event is not possible to organize, the main show of the opening night would be moved indoors and limited to TV broadcast. Apart from the main show, which is planned for mass audience, Kaunas 2022 is also planning a series of events in the central part of the city which will include a wide variety of smaller scale activities. In case of strict event safety regulations, some of these events have a very high chance of being implemented in any case. For example, part of the events is design exhibitions in shop windows, light installations and sound installations in public spaces, an urban game, etc. Each of these open air initiatives can be realized even in case of total event restrictions.

- Following the recommendations of experts after the second monitoring, Kaunas 2022 in cooperation with Impact Foundation, has been organizing new trainings within the Tempo Academy of Culture framework. One of the main trainings of the last year was specifically focused on audience development in the pandemic times and offered a specially prepared course of lectures, which included topics such audience development and accessibility, adjusting the activity in the light of pandemic regulations, mastering the online tools such as SEO and WEBmaster sessions. Led by Agata Etmanowicz, the cycle of seminars attracted over 180 participants representing different culture organizations not only from Kaunas, but all Lithuania, and offered a present of a thorough online accessibility audit and SEO recommendations from experts of online technologies.

F.



Legacy
plans

During past months Kaunas 2022 has negotiated intensively the Legacy plans with all project stakeholders and partners.

During the past months Kaunas 2022 has negotiated intensively the Legacy plans with all project stakeholders and partners. As of today, it is highly probable that the organization Kaunas 2022 will be reorganized, municipal stakeholders will step out at the end of 2023. However, the institution will continue its activities as NGO, gathering its budget for networking among other ECoC cities and ensuring Capacity Building for local cultural sector and internationally by applying to various national, municipal, and international funds.

Even though Kaunas 2022 organization will become a vanishing mediator, no project will be left aside, because all newly born initiatives have their owners. The long term and continuity of recently born festivals and activities are ensured by at least 40 organizations. Some of them are established particularly to run projects after 2022. For example, youth organization „Emerging Kaunas“ was established to run capacity building program, which is run here in Kaunas since 2017, and is based on tutoring and training in practice, collaborating with local cultural institutions. Some other institutions were born to be hosts of such festivals as ConTempo (international stage art festival) or Fluxus festival – it will be run by association titled „Community Laboratories“. New organization was established this year by current Kaunas 2022 team members, Community platform leaders, to keep their competences in use. They are invited regularly to share experiences and practices to many places in Lithuania and abroad, currently they are working on methodology, which will be published in both languages – Lithuanian and English later this year.

Kaunas 2022 is preparing a set of open-source methodologies, follow-

ing four faculties of Tempo Academy of Culture program: Communities, Youth, Cultural professionals, and Volunteering/Hospitality. Hope we will contribute with experienced knowledge sharing. In 2023, we will publish a rich set of methodological material to be shared worldwide.

During preparation years several long-term initiatives were born, and we are sure they will continue after 2022:

- European Capital of Culture Forum
- International Day of Happiness
- Courtyard Festival
- Fluxus festival
- CityTelling Festival
- Contempo – stage art festival,
- Design Event
- Landscape design festival Magenta
- Kaunas Literature Week
- Contemporary Neighborhoods (Kaunas District program)
- and others.

HOW WILL FINANCIAL SUSTAINABILITY BE ENSURED?

KAUNAS CITY MUNICIPALITY has its own tool – program to finance independent cultural initiatives „Initiatives for Kaunas“, where all organizations running festivals and initiatives, will apply starting from 2023. Before the European Capital of Culture year, it was an annual budget of 600 000 EUR approximately on this program. Counting new 11 festivals established and bunch of other projects, it would be reasonable to allocate 1 M EUR for cultural projects in the city annually.

KAUNAS DISTRICT MUNICIPALITY is developing a program through which the sustainability of Contemporary Neighborhoods would be assured. Municipality sees the title year as a platform for start regional development through contemporary culture.

LITHUANIAN STATE GOVERNMENT is also contributing to Kaunas 2022 legacy, while working now on the conversion of previous Kaunas Central Post Office building into International Modernism Centre. The Feasibility Study just recently commissioned by Culture Ministry proves the long-term effect of such a center which activity would start in 2023, according to schedule suggested by study. In upcoming months, the main decisions will be made at the State Government

level. This process was only possible because of the networks and capacities generated by Kaunas 2022 Modernism for The Future team, impressive international network, and range of activities from heritage community to international conferences and Creative Europe artistic projects for interpretations of modernist architecture through arts of various media.

PARTNERS – CULTURAL SECTOR. The legacy to run European level programs will also be sustained, because majority of partners strengthened their international co-production element (which was a condition to become a program partner). A lot of organizations have already applied to various international funds, and shared budgets with other organizations. Let us give you an example. Kaunas National Drama Theatre until this year had not one single international co-production in repertoire. For 2022 they present 7 premiers, 5 from which are co-produced with theatres from Luxembourg, Germany, Scandinavian countries. It is an enormous jump in thinking and then acting for both – administration and creative staff of the theatre.

For more detailed legacy planning please follow **Annex VIII**.

ANNEX I KAUNAS CULTURE STRATEGY 2017–2027 AND KAUNAS 2022 ACTIONS

PRIORITY AREAS, AIMS AND OBJECTIVES OF KAUNAS CITY CULTURAL DEVELOPMENT

1. PRIORITY AREA. ENHANCEMENT OF THE QUALITY OF CULTURAL SERVICES	
	Kaunas 2022 actions (2017 – 2021) / Contribution to the Strategy
1.1. AIM	Enhance the quality and competitiveness of cultural services in local and international contexts
1.1.1. OBJECTIVE Ensure the provision of variety and quality of services provided in the city by cultural institutions.	<p>In 2019 Open call for partnership activated more than 100 organisations to propose projects. 64 organisations with approx. 100 projects were included in the Strategic Action Plan.</p> <p>In 2020 Kaunas 2022 launched a second open call, after which the pool of 76 organisations are contributing and sharing common budget to European Capital of Culture programme. They also are networked to more than 250 other local organisations and 213 cultural organisations from abroad. See: Kaunas 2022 Programme Guide: kaunas2022.eu/en/programme/</p>
1.1.2. OBJECTIVE Improve professional art and culture activities, ensure continuity of projects significant for local identity as well as international ones, and increase competitiveness on regional, national and international levels.	<p>The condition for partners' projects for ECoC programme was European approach and collaboration, increased accessibility, sustainable actions with long term legacy impact.</p> <p>All Kaunas 2022 initiated festivals have their legacy organisations and producers, what ensures the continuity of the professional arts activities.</p>
1.1.3. OBJECTIVE Design programmes for the development of cultural employees' skills in the areas of audience development, local and international partnerships, participatory culture, dialogue, and application of innovations.	<p>TEMPO ACADEMY OF CULTURE, launched in 2017 has 4 informal faculties for:</p> <p>1. Community activists / facilitators 6-month training courses for community activists (Fluxus Labs' Agents). 2017–2018 course was in two parts – public lectures (250 total attendees) and deep training course (20 persons, 8 of them appointed as Fluxus Agents); 2018–2019 course is based on introductory course (3 lectures, 150 attendees) and application/selection procedure (44 applied, 22 accepted).</p> <p>3-month training course for community activists (Fluxus Labs Agents). 2019–2020 people invited to participate from already existing formal or non-formal community organizations (20 people participated from 8 different communities). The topics of community arts, co-creation, creative processes, community needs, and impact measurement. The course was finalized by the action plan for community engagement in cultural activities.</p> <p>9-month training course for the Creative, Cultural and Community Enterprise Development Programme (20 people from 8 different communities). Topics: developing and refining vision, mission, and values; leadership and communication development; funding and finance; setting up and delivering community projects – a 'how-to' approach.</p>

2. Culture professionals

THE EUROPEAN CAPITAL OF CULTURE FORUM forumas.kaunas2022.eu/en/ annually offers a programme of talks, discussions and practical workshops on the impacts and innovations of culture for the local and international culture professionals. At each event, around 450-600 people representing different creative fields meet in one place to listen, network, build new knowledge and skills in fields related to audience engagement, strategic planning, cross-sectorial and international cooperation, and more.

In September 2021 the ECoC Forum hosted more than 130 foreign guests, mainly representatives of European Capital of Culture Family Network. Forum became a platform for extensive presentation of the methods of Kaunas 2022 programme preparation and announcement of the programme highlights. All 7 sessions are available on Forum website:

forumas.kaunas2022.eu/en/

AUDIENCE DEVELOPMENT PROGRAMME (2018–2021) for culture professionals launched in autumn 2018; each year at least 10 organisations go through a course having group seminars and personal tutorship (international lecturers and tutors).

3. Youth training and empowering

Kaunas Challenge Youth education program: 1 season duration: 6 months, meeting every second Saturday.

Kaunas Challenge:

Program season III (October 2018 – May 2019) consisted of:

35 participants of the program; 180 hours of training and additional team meetings; 12 new partners for the program; 4 project ideas for Kaunas 2022 platforms; 4 final projects; 2 “Kaunas challenge” customized trolleybuses; 2 team-building hikes; 15 individual sessions with mentor; creative writing workshop.

Program season IV (October of 2019 to May of 2020) consisted of:

35 participants of the program; 215 hours of training and additional team meetings; 4 hours of open seminars with guest lecturers; creative theatre workshop, team-building hike; 2 visits to cultural institutions (Kaunas symphony orchestra and Kaunas artists house); 25 individual sessions with mentor; 5 project ideas for Kaunas 2022 platforms; 5 final projects.

Program season V (October of 2020 to May of 2021) consisted of:

35 participants of the program; 215 hours of formal training and additional team meetings; 3 hours of open seminars with guest lecturers; creative theater workshop – online; Team-building hike; 1 visit to cultural institutions: collaboration with „Herojaus“ school, online during quarantine; 26 individual sessions with mentor; 5 project ideas for Kaunas 2022 youth co-creation festival; 5 final projects.

Program season VI (October of 2021 to May of 2022)

35 participants of the program gathered for upcoming training in practice.

4. Volunteering and Hospitality programme

In 2018 our first edition of capacity building programme for cultural institutions was launched. 12 organizations (24 participants) joined an „Audience Development“ programme designed especially for Kaunas 2022 in 2018/2019. The topics of strategic planning, audience research, accessibility and working for/with audiences were addressed. The programme was finalised by audience research projects and new initiatives, dedicated to the new segments of audience and the topics of accessibility.

1.1.4. OBJECTIVE	<p>2017-2018: Kaunas Challenge program season III (2018 October - 2019 May) and season IV (2019 October – 2020 May). During and after the courses young people were encouraged to create and implement their artistic and cultural activities, to lead youth events, meetings.</p> <p>Tempo Space: In 2018 Kaunas City municipality provided few facilities to Kaunas 2022. One of it in the Kaunas Old Town is dedicated to youth activities, meetings and workshops.</p> <p>International Youth Camp 100 First Times (with 100 participants from various European countries) was implemented in summer 2018.</p> <p>2019-2021: Kaunas Challenge ALUMNI CLUB projects, led by youth:</p> <p>MASS- journal about subcultures in Kaunas, 2nd edition: view.joomag.com/mass-2/0437833001568374829?short Newer wet – project that aims to use new technique of street art, using paints that reveal picture only after rain: www.youtube.com/watch?v=j0_N7kdgX-aU</p> <p>LOŽĖ – project gathering community of youngster who would like to develop public speaking skills and share their stories with others: https://loze2022.wix-site.com/loze</p> <p>PDF – one song festival presenting young underground music creators and performers: www.facebook.com/events/334566190780630/</p> <p>MINDFAQ- mystery detective stories solving events series, where young people gather to spend time meaningfully and also to develop their critical thinking skills.</p> <p>eNDė – project, that aims to connect different skilled young people to each other and provide tutoring services using principle young people to young people: www.facebook.com/eNDė.edu/</p> <p>TEMPO SPACE was repaired and employed for Youth meetings, educational program “Kaunas Challenge” and various Youth and Community workshops. In 2019 March we released open call for young creators to represent their art, ideas, research to the wider public at Tempo. In 2021 summer period Tempo Space was used regularly for Kaunas youth curated exhibitions, discussions, meetings, workshops, preparations for festivals, such as PerKūnija2021 and Fluxus festival.</p> <p>2020 – 2021 several open calls were inviting young people to join curatorial team of European Youth Festival for 2022. The astonishing programme was developed under the title Contemporary City Festival AUDRA (29th June – 3rd July 2022).</p> <p>In June 2021 Kaunas Challenge Alumni club members and newly formed group of curators were fully responsible for pre-ECOC year Youth festival PERKŪNIJA, implementing more than 30 cultural events through the City and Kaunas District in 3 days: kaunas2022.eu/perkunija/</p> <p>Partner institution Kaunas Chamber Theatre held practical courses for emerging theatre producers, who are now coordinating a part of AUDRA festival – theatre part. Partner Pažaislis Festival with Maltese partners is producing Kirana, a children’s opera, which will be premiered in June 2022.</p> <p>And many more.</p>
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1.2. AIM	Enhance inter-disciplinary and inter-sectoral collaboration of culture
<p>1.2.1. OBJECTIVE</p> <p>Increase quality and availability of educational services provided for various age groups by cultural institutions and events.</p>	<p>2017-2018: Audience development programme for local cultural sector with focus on new methods to attract young audiences: 5-month course for 25 culture workers from Kaunas District (May – October); 1-year audience development mentoring programme for 12 Kaunas and Kaunas District institutions (started October 2018; second cycle starts March 2019); Dance Theatre performance for babies (0–4 years) and their families: production and touring. Production by the skilled company Dansema (Vilnius) includes a workshop and capacity-building programme for local dancers/performers).</p> <p>2019-2021 Based on Dansema methodology dance workshops for 8–14-month babies were organized in Kaunas city and the region. In 2019 participated: 50 babies and 51 parents. Also, 13 choreographers successfully participated at capacity-building programme, and they were certified to continue their work with infants and their families, according to Dansema methodology. New theatre performance, based on creative workshops with babies and their families in Kaunas and it's region, was released: Watchmaker. It is included in regular Dansema dance theatre repertoire: dansema.lt/en</p> <p>Kaunas2022 together with 5 partner organisations creates ECoC classes, which are going to be held in schools of Kaunas city and the region from 2021. ECoC classes include environment, theatre, contemporary art, literature, animation and other fields hands-on learning practices.</p> <p>Antanas Martinaitis Art School in 2020 May holds Competition for students, based on the Mythical Beast fairy tales' book. All works are going to be exhibited at official Kaunas legend website: kaunolegenda.lt/en/</p>
<p>1.2.2. OBJECTIVE</p> <p>Encourage development of educational cultural programmes that are integrated into general education school curricula and implementation thereof in museums, theatres, libraries and other informal environments.</p>	<p>2017-2018: Intersectoral meeting with education and culture departments of Kaunas city municipality during ECoC Forum (May 2018).</p> <p>Visiting schools and involving their communities in the Kaunas 2022 network through co-organising of some programme events (Youth program, “School ambassadors”)</p> <p>In partnership with Junior Achievement Lithuania, we encourage to integrate financial literacy, project management and creativity into general education curricula.</p> <p>2020-2021: In 2019 and 2020 we encouraged 40 „School ambassadors” to participate within the program.</p> <p>2019 November – December Kaunas 2022 organized 10 Junior Achievement creative workshops in 10 Kaunas region schools. 178 students attended. Also, 9 teachers from Kaunas region got certified to work according to Junior Achievement methodology.</p> <p>Special educational programmes for school children are under preparation now for the main programme of 2022 (museum, theatre, stage art festival proposals will be sent to schools in early 2022).</p>

1.2.3. OBJECTIVE	2017-2018 Initiation of Round Tables (programme Wake it, Shake it) for development of cooperative projects; 2 cases running through autumn 2018. Activities of Fluxus Labas (community programme) are based on networking across the sectors.		
Promote cooperation among culture, education, science, social service, and business sectors, implementing joint projects designed to increase the well-being of city residents.	2019-2021 The International Day of Happiness Kaunas 2022 initiated an annual celebration of the International Day of Happiness (a UN initiative) which promotes the societal wellbeing factor as opposed to the commonly prioritised aim for an economic growth. Each year the celebration highlights a particular aspect related to the quality of life and invites different organisations to join this initiative by proposing their way to celebrate it. In 2019, The IDH highlighted accessibility as a key value in developing equality and access to public service. In 2020, the IDH was organised under the quarantine rules. Its programme was adjusted and offered a programme of online cultural productions for the audience at home. In 2021 IDH was still run on the quarantine mode, but many artistic performances took place in the open areas of the city, live broadcasting to national TV and news portals was ensured. www.laimesdiena.lt/en/home-en/		
	Event statistics		
	2019: 130 organisations co-organising the event; 160 events; 36500 participants; 20 sponsors.	2020: 91104 engaged audience 160 organisations co-organising the event (before the start of the quarantine); 15 organisations co-organising the event online (after the start of the quarantine)	2021: 145 organisations co-organising the event 140 events/activations 30000 engaged audience 1 million audience reached through media
	ConTempo – a new festival which was launched in 2019 in order to fill in the gap of international performing arts offer and a platform for cooperation between performing arts organisations of Kaunas. The performances are mainly shown in the public spaces of Kaunas City and District, engaging new audiences in top quality artistic activities ticket-free. In 2019, the Festival mainly showed international productions, but from 2020, the Festival involves more local performing arts organisations each time, provoking new forms of activities in the local theatres, public performances and connecting them with new audiences. www.contempofestival.lt/en/		
	CityTelling festival (2019-2021) has involved more than 20 new partners from cultural institutions (such as Kaunas City Museum, Kaunas City Symphony Orchestra, 3 different theatres, etc.) to ethnic communities (Muslim, Russian Orthodox, Evangelical Lutheran and Jewish communities). istorijufestivalis.eu/en/		
Fluxus Festival (2019-2021) has involved more than 50 formal and non-formal community organizations and amateur art groups. Courtyard festival (2017-2021) has already involved more than 60 partners and participants from cultural institutions, social, education, business, tourism, and community organizations. www.facebook.com/kiemusvente/			
Kaunas Literature Week – is an international literature festival run by Vytautas Magnus University from 2021. literaturossavaite.lt/			
And many more.			

1.3. AIM	Enhance the image of Kaunas as a city of modernist heritage, contemporary culture and design on the international level
<p data-bbox="145 236 338 260">1.3.1. OBJECTIVE</p> <p data-bbox="145 292 555 459">Participate in, and initiate, activities of international networks (New Hanseatic League, UNESCO Creative Cities Network, twinning cities, etc.), encourage cooperation of local cultural organisations with foreign partners.</p>	<p data-bbox="620 236 723 260">2017-2018</p> <p data-bbox="620 263 2056 486">ARCHITECTURE OF OPTIMISM, a travelling exhibition with catalogue produced in collaboration with Lithuanian National Commission for UNESCO. kaunas2022.eu/en/exhibition-architecture-of-optimism/ Curators: Prof. Giedrė Jankevičiūtė, Dr. Marija Drėmaitė, Dr. Vaidas Petrulis (Kaunas 2022). Exhibition travelled: 14 Feb – 18 March 2018 / Vilnius National Gallery; April 2018 / UNESCO Headquarters in Paris; April 2018 / Milan, Lombardia Headquarters; May 2018 / Auditorium Parco della Musica Arts Centre Roma; 28 May – 16 June / National Library of Estonia, Tallinn; 28 June – 3 Sept 2018 / Architecture Museum, Wrocław; Sept – Oct 2018 / National M.K. Čiurlionis Museum of Art, Kaunas; 15 Nov – 15 Dec 2018 / BOZAR Arts Centre, Brussels, 15 February – 17 May / City Museum, Gdynia, 24 September – 23 October / Gallery Maison de L'Architecture, Grenoble. Link to publication: issuu.com/lapaspublishinghouse/docs/architecture_of_optimism-kaunas_phe</p> <p data-bbox="620 518 2083 774">INTERNATIONAL FORUMS organised since 2018 is dedicated for the creation of networks of modernist cities. In 2018 (11 September) the topic of the forum was “The Value of Modernist Architecture as a Cultural Heritage: A Central and Eastern European Perspective”. It brought together more than 10 European cities and sites of Modern Movement architecture: Brno, Gdansk, Krakow, Birmingham etc. The forum discussed the potential of this heritage in shaping contemporary urban identity, its preservation and its use for tourism. More information: https://forumas.modernizmasateiciai.lt/en The theme of the 2019 forum was “From Modern to Contemporary: 20th Century Architectural Heritage Practices Based on the Tel Aviv Document for Cities of Modernism”. Based on the initiative of Tel Aviv in 2018, the Kaunas Forum discussed practical aspects of the implementation of the document, proposed measures for the preservation of the modernist heritage – innovative development strategies for urban areas with important 20th century heritage. 15 participants from Tel Aviv White City Center, UNESCO World Heritage Center, Kaunas City Municipality, Bartlett School of Architecture, Politecnico di Milano, Getty Foundation, Berlin TU, ICOMOS Germany etc. shared their experience.</p> <p data-bbox="620 805 730 829">2019-2021:</p> <p data-bbox="620 833 2038 917">Kaunas 2022 programme Modernism for the Future is taking part in the international networks since 2018 and already involved more than 100 new partners (institutions and professionals) from Europe and worldwide: London, Asmara, Berlin, Brazil, Gdynia, Le Havre, Rabat, Chandigarh, Tel Aviv etc. Since 2019 Kaunas modernism also became a member of international networks:</p> <ul data-bbox="620 949 1489 1117" style="list-style-type: none"> - EUROPEAN HERITAGE DAYS: europeanheritagedays.com - JOINT PROGRAMMING INITIATIVE ON CULTURAL HERITAGE AND GLOBAL CHANGE: Heritage Research Matters

	<p>Kaunas 2022 programme Designing Happiness represents Kaunas at UNESCO Creative Cities network – Kaunas as UNESCO Creative City of Design: www.designcities.net/</p> <p>Kaunas 2022 is applying to organise a subnetwork meeting of UNESCO Creative Cities of Design in 2022 in Kaunas during Kaunas Design Festival. Design program is now communicating with each City of Design trying to find possible cooperation for 2022. For example, Kaunas and Kortrijk (Belgium) is working on 5 joint projects (5x5 methodology, exhibition, K-Totem and others) with the help of the Flemish government, Department of Foreign Affairs.</p> <p>Kaunas 2022 regularly represents Kaunas cultural sector in cities networks such the ECoC, UNESCO creative cities network and introduces many other new opportunities for Kaunas based artists and organisations to partner with other European cities and networks. For example, together with 8 more ECoC cities, Kaunas entered the ECoC Tandem programme run by the European Cultural Foundation by supporting the participation of 3 cultural organisations from Kaunas and Kaunas District, all of which have successfully developed at least one strategic partnership with other ECoC city-based partners.</p> <p>The Assembly of International Design Networks is planned for 14th of 2022 to take place in Kaunas. The Steering Committee consists of representatives of these international networks: UNESCO Creative Cities Design Category, iCO-D, Beda, EIDD, and local networks as Lithuanian Design Association and Lithuanian Design Forum. The Assembly will host more than 200 design professionals from all around world to tackle topics of sustainable, green and happy cities we dwell.</p> <p>Due to active participation at European Capital of Culture Network (more than 30 active cities), Kaunas 2022 announces more than 10 open calls for creative co-operation annually.</p>
<p>1.3.2. OBJECTIVE</p> <p>Encourage initiatives of young artists and creators, support cultural events and phenomena for/by youth.</p>	<p>MODERNISM FOR THE FUTURE</p> <p>Since 2018, we opened the social network of modernist heritage www.modernizmasateiciai.lt and the profiles of 365 modernist buildings was created, some of them has videos with house owners: modernizmasateiciai.lt/gydytojo-p-gudaviciaus-namas/. Together with the owners of the buildings we regularly organise creative workshops (on heritage restoration methods, for example), excursions, meetings and other practical activities.</p> <p>ARTISTIC MOVIE</p> <p>Modernist heritage is an inspiration for contemporary art. We invite artists to become the interpreters of modernism, and to take a creative and contemporary approach to the modernist heritage and its history. Together with more than 300 local and international partners (private house owners, artists, culture institutions etc.) we started to work with more than 70 artistic residences and events for 2022. The main artistic project - 45 minute film KLOSTĖS (The Folds), involving different age and interest groups (at least 500 people throughout the period): Kaunas students, video and audio students, volunteers, residents of modernist buildings, creative writing enthusiasts, etc. was launched. Two months residencies took place in Kaunas in 2020 and 2021 (Irish artists worked in Kaunas even under Covid restrictions), which included more than 500 local population and about 100 professionals to contribute to its production. www.klostes.com/home The film will be premiered at international festivals early 2022, and presented to European Capital of Culture audiences in the middle of 2022.</p>

INTERNATIONAL CONFERENCES

International conference held 12–13 Sept 2018 at Žalgiris Arena in Kaunas involved more than 40 experts and professionals from abroad and more than 300 local participants. Presenters analysed modernist architecture phenomena worldwide – in Kaunas, Tel Aviv, Ankara, and many European cities. Representatives from the UNESCO commission, other modernist UNESCO sites, and partner institutions were present: Prof. Mart Kalm (Tallinn Academy of Arts), Prof. Matthew Rampley (University of Birmingham), Vendula Hnikova (Czech Academy of Arts), Ines Weizman (Bauhaus-Universität, Weimar), Michał Wisniewski (International Cultural Centre, Krakow), Bilge Imamoglu (TED University, Ankara), Mark Crinson (Birkbeck University of London), Edward Denison (The Bartlett School of Architecture, UCL), Mike Turner (UNESCO Heritage adviser), Sharon Golan Yaron (The White City Centre, Tel Aviv), Tarik Oualalou (Architecture office OUALALOU+CHOI), Parta Mitter (University of Sussex), Prof. Giedrė Jankevičiūtė (and others).

All 21 speeches are published on the Kaunas 2022 YouTube channel: [Modernism for the Future | International Conference 2018](#)

Summarizing video:

www.youtube.com/watch?v=Y5lDaAFR_hc

Conference website:

konferencija.modernizmasateiciai.lt/en/

On 22 Sept 2022 a second edition of the conference is planned:

Modernism for the Future. Interpretations, an international conference

Organizers: Kaunas University of Technology Faculty of Civil Engineering and Architecture

Partners: Detmolder Schule für Architektur und Innenarchitektur (Germany), DoCoMoMo, Bartlett School of Architecture, UCL (United Kingdom), Sciences Po Urban School (France), University of Dubrovnik (Croatia), Arts and Restoration Department (Croatia), Vilnius University

SUMMER SCHOOLS

The 2018 Summer School “Towards Modernity: The Historical Cityscape of Modernism and its Value” invited 20 international participants to prepare experimental scenarios for the future development of Kaunas New Town Quarters. The ideas were to come up with suggestions for creating modern spaces with new emotional connections while preserving the character of the place.

Organised with Bartlett School of Architecture (London) - Edward Denison, Hannah Corlett, Sabine Storp, Stefana Gradinariu and Office de Architectura (Kaunas) - Jautra Bernotaitė, Paulius Vaitiekūnas, Andrius Ropolas, brought 40 international participants from Latvia, Estonia, Germany, USA, Great Britain, Turkey, Italy etc. As a result, 50 local people were engaged, 1 exhibition (in 2018) and 1 book (in 2019) was published. More information:

mokykla.modernizmasateiciai.lt/en/homepage-en-2/

mokykla.modernizmasateiciai.lt/en/

www.facebook.com/watch/?v=2092021874380025

The 2019 Summer School “Future Retreat”, held in Kaunas and Kačerginė, brought together 18 international students and professionals of architecture, history, heritage, sociology and related fields to explore the historical significance of Kaunas city resorts, its cultural identity and potential for future development. More information: modernizmasateiciai.lt/en/portfolio-item/summer-schools/

	<p>In 2020 instead of the school (because of Covid restrictions to travel) Kaunas 2022 partnered with Architektūros fondas for programme “Building narratives”: futurearchitectureplatform.org/programme/94/building-narratives/</p> <p>In 2021 Summer School was implemented online by partner Kaunas Technological University (KTU Architecture and Urbanism Research Centre) Vasaros mokykla: RE-TOPIA: optimistiškai tarp praeities ir ateities</p> <p>MoFu 365/360 – Creative Europe project (residencies and exhibition on artistic interpretations of modernist architecture) 2020 -2022 is dedicated to artistic interpretations of modernist architecture by leading a Creative Europe project Modernism for the Future 360/365. Five countries are involved in this residency based and various artistic media enhanced project: Lithuania (Kaunas), Ukraine (Lviv), Check Republic (Brno), Belgium (Kortrijk), and Israel (Tel Aviv). The final results of the residencies will be presented at international exhibition opened in iconic Kaunas modernist architecture building – Kaunas Post Office in January 2022. modernizmasateiciai.lt/en/portfolio-item/mofu-360-365/</p>
<p>1.3.3. OBJECTIVE</p> <p>Conduct research and other preparatory work in order the modernist architecture and urban planning of Kaunas to be on the UNESCO World Heritage List and awarded the title of European Capital of Culture 2022 as well as to ensure smooth participation in these programmes.</p>	<p>Since 2018 Modernism interpretation centre (special programme of Kaunas 2022 for professionals) started workshops, forums and other smaller scale event aiming to integrate into international professional networks (i.e. Baltic Region Heritage Committee (BRHC, JPI CH, etc.), to develop cooperation with international institutions (i.e. Bartlett school of architecture, DOCOMOMO Germany, The ICOMOS Twentieth Century Heritage International Scientific Committee etc.) and to share international experience with local professionals. From 2019 institution 'Modernism interpretation centre' (MIC) was established by Vaidas Petrulis (Head of KTU Architecture and Urbanism Research Centre) to provide all activities mentioned above and became a partner of Kaunas 2022.</p> <p>From 2017 Kaunas City Municipality started the preparation process of UNESCO World heritage nomination. The programme of “Modernism for the future” acting in this process as a partner responsible for communication issues with local community via events and meetings (communication plan is in the process). In 2019-2021 five restoration workshops were held during the European Heritage Days (in cooperation with The Department of Culture under the ministry of Culture in Lithuania).</p> <p>Starting from 2021 KTU Architecture and Urbanism Research Centre took over organisation of international Summer School for architecture professionals and enthusiasts, which helps to grow international partnerships needed for modernist architecture and heritage topics to be analysed and presented locally and internationally.</p>
<p>1.3.4. OBJECTIVE</p> <p>Establish the position of Kaunas as a city of design, develop a targeted policy of design promotion in the city, focus on design culture and design-based thinking on all levels: creativity, production, business, politics, education, and encourage integration of social design into cultural and creative sectors.</p>	<p>Membership. In 2018 Kaunas 2022 became a member of EIDD Design for All Europe. In September board members of EIDD (Pete Kercher, Onny Eikhaug, Pepetto Di Bucchianico, Nuno Sá Leal, Jasmien Herzsens, Terhi Tamminen, Markus Haas, and Josyane Franco) met in Kaunas. The annual meeting coincided with the presentation of results and feedback provided to participants of a 4-month Design for All workshop led by Pete Kercher about improvement of accessibility to Ch. Sugihara House Museum which annually accepts up to 17 000 visitors.</p> <p>Designing Happiness program is working on final programme of new design event – Kaunas Design Festival. It is planned as multidisciplinary design event (pre-edition in 2020, start on October 2022). Main goals are to consolidate Kaunas as city of design and to strengthen image of Kaunas as city of design (political, socio-cultural, socio-economic goals). Target audience: designers, creatives, companies, industries, start-ups, cities, regions, policy makers, communities, cultural institutions. Planned activities: expositions, conferences, meetings, workshops, actions. Among other international events it is planned to organise worldwide spread design communities to meet in Kaunas in 2022: EIDD, UNESCO Creative Cities of Design, BEDA, iCO-D at the Assembly of Design Networks (14th October 2022).</p>

2. PRIORITY AREA. INCREASE IN THE AVAILABILITY OF CULTURE, STRENGTHENING COMMUNITY-LED AND CIVIC MINDED SOCIETY

2.1. GOAL

Increase participation of citizens in culture and ensure availability of culture

2.1.1. OBJECTIVE

Increase the inclusion of city residents into the cultural life of the city, encourage decentralisation of culture and ensure opportunities for participation in culture in every elderate (local administrative unit, seniūnija) of the city.

2017-2018

Community programme WE, THE PEOPLE

Kaunas 2022 since its establishment made big efforts and real achievements raising community activism and social awareness through the network of Fluxus Labas (Creative Community Laboratories). Starting in 2018, 8 Fluxus agents were contributing their time to networking in the neighbourhoods of Kaunas city and District. From April to October 2018, they contacted more than 100 people in person, made a list of local contacts, researched existing activities in the communities and invited people to join more than 90 events which were attended by 3,600 people. The second cycle of training of Fluxus Agents started in October 2018 and continued until April 2019. 9 new agents joined the Kaunas 2022 team after the course. The main goal for the years 2018–2020 is networking and acknowledgement of existing initiatives and talents inside communities, raising self-awareness of local creatives and activists.

2019-2021

FLUXUS LABS – are the hubs of communities spread through Kaunas cities' neighbourhoods. It aims to involve local people to act actively in cultural community activities and to cherish their own culture. In 2017 – 2018 17 Fluxus agents were working in different elderates (local administrative units). In 2019 15 creative community projects, 270 creative workshops with community members, and 55 community meetings were implemented; during all kinds of activities 4235 active participants were involved and 2967 observers; Fluxus agents worked together with 26 artists and 13 partners from different sectors (business, social, education). The methodology of how Fluxus agents work with communities and the concept of Fluxus laboratories is planned to become a legacy of the project.

In 2019 we launched 2 new projects: Community Initiatives and Fluxus Courtyard. These projects aimed to work with already established communities and to support their projects and to find new ones, who want to participate in Kaunas 2022 Community Cultural program and to try out our methodology working with communities. Community initiative project: 5 community projects were supported (29 community events, 1184 participants, video:

www.youtube.com/watch?v=gu5ByTJavPw;
www.youtube.com/watch?v=FYbWQrR8zI4;
www.youtube.com/watch?v=g6K8VB1DQEM;
www.youtube.com/watch?v=yOKWudoW_2k;
www.youtube.com/watch?v=j3hgYGwVs-s).

FLUXUS COURTYARD project: more than 10 community arts projects were implemented in 2019–2021, causing sincere and visible changes at citizens courtyards: www.youtube.com/watch?v=-fwPJMkCIU

FLUXUS FESTIVAL

Started in 2018 with 1500 participants, 29 community organizations involved in the preparation of the festival, video: www.youtube.com/watch?v=KZHVpMjJGps), the same day as a festival we organize COMMUNITY FORUM, during which we had 7 speakers and 118 participants); Backyard festival (1000 participants and 45 partners involved, video: www.youtube.com/watch?v=l276YwhgOAg). These festivals are planned to become a legacy of the project.

Fluxus festival grew up into massive celebration – a City Carnival, beloved by citizens with bigger and bigger attention and participation.

2021 event: www.visikaipvienas.eu/fluxus-festivalis/

	<p>UPYNĖS</p> <p>Initiative “Upynes” aims to revive riverbanks for cultural and community activities. During 2019 2 feasts, 3 creative workshops in which participated 270 people.</p> <p>Subculture program for industrial music Matters organized the symposium, during which 13 different events were organized and 413 participants were involved.</p> <p>In 2020 till May we organized project Quarantine Community Initiative project (5 online projects) and Culture in the Courtyard project, during which we organized 17 different performances (dance, music) in multi-apartment building courtyards (approximately 800 people were reached). These initiatives were implemented as a reaction to COVID-19 and quarantine restrictions for cultural and community events (video: www.youtube.com/watch?v=psh-zAD9ZC8&t=0s).</p> <p>Total amount of directly reached population through Kaunas 2022 programme from 2017 until now (October 2021) is counted for more than 790 000 people, who took place at 1100 community events, and other 3000 events and activities. kaunas2022.eu/en/fluxus-labs/ www.facebook.com/FluxusLabas/</p>
<p>2.1.2. OBJECTIVE</p> <p>Ensure availability of cultural institutions, and the services they provide, to all residents and guests of Kaunas (including all groups challenged due to disabilities, health problems, social, economic and other issues).</p>	<p>2018</p> <p>In September 2018 Kaunas 2022 team members participated in the meeting of the Kaunas City Municipal Committee regarding adaptation of cultural events to the needs of people with disabilities. Kaunas 2022 has invited different organisations representing people with disabilities to cooperate in ensuring better accessibility to cultural offerings – and initial meetings with representatives of these organisations have taken place. The aim of this cooperation is to prepare accessibility plans for cultural institutions and Kaunas 2022 events, and to promote enhancement of accessibility in the city. Kaunas 2022 Marketing and Designing Happiness teams were working on the preparation of such a plan.</p> <p>Support for inclusive participation and co-creation in cultural events was also embedded in Fluxus Labas activities (for example, the Šančiai festival in a private courtyard). All Kaunas 2022 events and activities have been and continue to be free of charge.</p> <p>2019-2021</p> <p>As member of “Design for All Europe” (EIDD) (since 2018), “Kaunas 2022” was taking an active role to promote design for ideas – design for human diversity, social inclusion and equality – and aims to enhance accessibility and enable all people to have equal opportunities to participate in every aspect of society and in culture in particularly. In 2018-2019, the programme “Designing Happiness” held 3 strategic design-for-all workshops collaborating with experts of the EIDD network and international partners. Based on partnerships with local and international accessibility experts, a set of accessibility improvement guidelines for the cultural sector has been published for free use in 2019.</p> <p>ACCESSIBILITY GUIDE is a toll to understand a Design for All concept. It is useful for any kind of organisation or company which provides service to society members at any city or country worldwide: kaunas2022.eu/en/accessibility-guide/</p>

<p>2.1.3. OBJECTIVE</p> <p>Enhance community culture and amateur art, encourage cross-cultural dialogue, variety among subcultures, include of ethnic communities and youth in the creation and consumption of art, raise awareness of the importance of memory and cross-generational projects.</p>	<p>2017-2018 MEMORY OFFICE activities are based on collecting the personal memories of local people: holocaust survivors, members of ethnic minority communities. This is a link to videos of these stories: www.atmintiesvietos.lt/en/kaunas-2/interviu-su-tautinemis-kauno-bendruomenemis/ From November 2017 Kaunas 2022 was preparing a book on Kaunasian Jewish Culture. The book was published at the end of 2020. An English translation is envisioned for 2021.</p> <p>Kaunas 2022 initiated and launched a new festival, the CityTelling Festival. The first edition took place in autumn 2019. The Festival is based on interdisciplinary artistic approaches towards local history and memories as well as cross-generational projects.</p> <p>2019-2021 A book on Kaunas Jews is produced by Kaunas 2022 and published in Lithuanian language on 2021. The English edition is getting ready for 2022.</p> <p>To address the topics of ethnic and cultural diversity we launched a new initiative – a CITYTELLING FESTIVAL (see: istorijufestivalis.eu/en/) which aims to reveal the diversity of the past life and to encourage dialogue between different communities in the city. Annually about 30 to 50 different events are being organised, around 20 organisations and communities are involved. Most of the projects involved the stories of multi-ethnic history and of the WWII (Kaunas Ghetto, “Wolf kids”, etc.). Muslim, Russian Orthodox, Jewish communities and Kaunas expats not only became participants but also active organizers of the festival events. The festival is planned to become a legacy project involving ethnic and cultural minorities of the city and their diverse stories (video: www.youtube.com/watch?v=rmAckMoLieM).</p> <p>CityTelling Festival in 2022 will consist of various exhibitions, theatre and music performances, Kaunas Kantata (Phillip Miller, Jenny Kagan) new production included, and World Litvak Forum (29-30 September 2022), which will become a platform for memory topics, raise of awareness and reconciliation with historical past for the sake of future.</p>
<p>2.1.4. OBJECTIVE</p> <p>Ensure information and availability of cultural knowledge for all citizens and guests of Kaunas.</p>	<p>2017-2018 The communication and marketing department of Kaunas 2022 was working according to strategic communication plan, spreading information about Kaunas 2022 events and partners’ initiatives through the most accessible media channels: 4 National TV and radio (LRT) channels, news portals 15min.lt and kaunodiena.lt, national magazine IQ, the most popular social networks (Facebook, Instagram, YouTube), and others. The monthly culture magazine Kaunas Full of Culture (10,000 printed copies, plus online version) and the national news portal 15min.lt have a special Kaunas 2022 chapter.</p> <p>2019-2021 Main local media partners and channels: LRT – national TV, radio, and online portal (www.lrt.lt); 15 min – one of the most visited news portals in LT (www.15min.lt); “Kauno diena” regional newspaper and online portal (www.kaunodiena.lt), which covers the reach of audiences in both city and district, but is also well read in other cities of Lithuania. Kaunas Pilnas Kultūros – the most popular free cultural magazine, that can be found either in public places of Kaunas and other biggest Lithuanian cities (published in Lithuanian and English; “Žmonės” – a group of popular magazines and online platforms.</p>

	<p>In spring of 2021 Kaunas 2022 marketing team implemented an extraordinarily successful, large scale multi-channel local integrated marketing campaign "MES IŠAUGOM" ("We Grew Up").</p> <p>Campaign received a very positive response on social media and the impact was felt through multiple metrics: 2x growth of followers on social media, 4x growth of newsletter audiences, 8x increase of people signing up to volunteer, 12x increase of direct flow to the website. And the most important - more people proud of Kaunas, more diverse communities involved and aware about Kaunas – European Capital of Culture 2022.</p> <p>Campaign also got an international recognition in the small countries Marketing awards "BestBaltic" and received Gold medal in the Integrated Marketing Campaign category. In addition to this, it was awarded Bronze for Film craft in Lithuanian creative marketing awards ADC. Main video of the campaign: Kaunas išaugo ir žengia į Europos kultūros sostinės metus</p> <p>The first INTERNATIONAL PRESS EVENT – The announcement of Kaunas 2022, Novi Sad 2022 and Esch 2022 programmes, took place in Kaunas on 22nd September 2021. It gathered to Kaunas more than 30 journalists from Europe and even more from Lithuania. Together with around 100 ECoC network guests, the event was visited by 300 people. The live broadcast attracted more than 8000 viewers. The link to the Press Event is here: www.youtube.com/watch?v=ao_Kz-_cURo</p> <p>Broad international communication campaign of European Capital of Culture Programme will be started in November 2021.</p> <p>Kaunas Programme is announced on website: kaunas2022.eu/en/programme/</p>
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2.2. GOAL	Increase citizen participation in the assessment of cultural services
2.2.1. OBJECTIVE Encourage organisation of civic society and youth, encourage local communities and individuals to participate in volunteer-based programmes, in cultural management and in planning of city development	<p>2017-2018</p> <p>The youth programme Kaunas Challenge, launched in 2017, includes young people (15–18 years old) in analysing the profiles of local cultural institutions and providing expertise about their generation's needs and expectations regarding the proposals of cultural institutions.</p> <p>Kaunas 2022 also gathers community voices and comments on cultural accessibility through Fluxus Labas activities, which have just started this year and are in progress until 2022 and beyond. The Fluxus Labas initiative is based on volunteering for the community and promotes the concept of social usefulness as a way of co-living and co-creation.</p> <p>2019-2021</p> <p>In 2019 Kaunas 2022 started a volunteering program. It is designed to encourage the citizens to become creators and ambassadors of their city through volunteering in cultural activities and to increase professionalism in volunteering practices in the cultural sector. Since the beginning of the program in February 2019, more than 1000 volunteers of different ages and skills registered to help during events and online. The volunteering program offers different trainings for volunteers about tour guiding, hospitality, accessibility, etc. Here is a link to the volunteer's guide from the most recent training: kaunas2022.eu/wp-content/uploads/2020/03/Savanoriu-Leidiny-V5_WEB.pdf</p> <p>As for October 2021 we have more than 670 active volunteers and one more campaign for new ones is upfront. We expect for more than 1000 volunteers to join various events in 2022.</p> <p>kaunas2022.eu/tapk-savanoriu/</p>

2.2.2. OBJECTIVE	<p>2017-2018</p> <p>Kaunas 2022 launched its Monitoring and Evaluation programme by creating a monitoring plan and by preparing evaluation models with local universities for external evaluation of the social and economic impact of the ECoC project on Kaunas and District.</p> <p>Kaunas 2022 regularly collected all factual data about methods, events, participants, groups of people included in the programme, cultural partnerships, etc. which will be later used to evaluate the cultural impact of the ECoC programme on the local cultural scene.</p> <p>2019-2021</p> <p>Monitoring the activity of Kaunas 2022:</p> <p>The data of indicators for assessing the performance of Kaunas 2022 is gathered and documented internally by specialists that ensure the monitoring process.</p> <p>By the end of 2020 Kaunas 2022 partner Kaunas Artists House launched the automatization of the monitoring system. By applying Kaunas 2022 indicators to a digital platform of cultural operators in Kaunas, an infrastructure for transferring the data between Kaunas 2022 and its' partners is established. Data is collected and stored to the database by the partners, creating a faster means for accessing data and evaluating the progress of each Kaunas 2022 program. The database also provides a tool to explore the data. The link to data overview from 2020: 2020 m. Kauno kultūros lauko analizė</p> <p>Assessing the impact of ECoC:</p> <p>In order to assess the external impact of ECoC, a public tender has been issued to invite research teams to participate in the analysis of the impact and conduct research. The external company is already working in stages of assessing economic, social and cultural impact of ECoC.</p> <p>The researchers are required to adapt mixed methods of quantitative and qualitative analysis. The statistical analysis will be conducted by comparing various indicators of social, economic and cultural processes. Researchers will aim at comparing the performance of Kaunas' cultural field before and during the events of ECoC. The analysis of statistical data will be supplemented by data collected from surveys and discussions with focus groups. Broad surveys will be implemented starting from October 2021 until March 2023, and results of the evaluation of the impact of Kaunas 2022 will be presented to stakeholders in July 2023.</p>
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3. PRIORITY AREA. DEVELOPMENT OF CREATIVE INDUSTRIES AND SUSTAINABLE CITY MANAGEMENT

3.1. GOAL	Enable collaboration between business and cultural sectors
3.1.1. OBJECTIVE Encourage and motivate local enterprises to contribute to activities of the cultural and creative sector	<p>2017-2018 A marketing plan and individualized partnership proposals to more than 15 business companies have been prepared and co-operation for long-term activities pre-discussed. Kaunas 2022 has already collaborated with more than 70 small, medium and large-scale business partners from media, production and IT technologies fields. The total amount of cash and in-kind support for the project in 2018 was 83,000 Eur.</p> <p>2019-2021 From 10 to 30 stakeholders, depending on the size of a particular event, usually contribute to Kaunas2022 events. For example, in 2019, 10 information partners, 17 (5 of them were business partners) smaller partners and 3 large-scale sponsors contributed to the „Citytelling Festival“. One of the major events „International Day of Happiness 2020“ involved 5 information partners, 3 large-scale and 6 smaller partners. One of the main sponsors of „Kaunas 2022“ was very strongly involved and highlighted during the project “Culture to the Courtyards”, as well as the title of „project presents“ was received by the national television.</p> <p>For each event, according to its content, Kaunas 2022 integrates the most suitable business and information partners. Usually in the artistic part of the event, except the involvement of small creative businesses, 10-20 small business enterprises contribute to the creation, production and launching of an advertising campaign. They are IT service companies, photographers, videographers, souvenir production companies, freelance artists, printers, broadcasters, etc.</p> <p>About 200 000 Euros were saved in the organizational budget because of the involvement of information and media partners' involvement in 7 integrated communication campaigns through 2019-2021.</p>
3.1.2. OBJECTIVE Encourage business investment in the use of heritage buildings as well as in sustainable and responsible use of heritage sites owned by institutions	<p>2017-2018 Initial contacts with residents and owners of modernist buildings have been established. Examples of good heritage preservation practices and private investments are publicly promoted in order to communicate the values of modernist heritage and to encourage other owners or investors to explore the opportunities of this cultural phenomenon of Kaunas.</p> <p>2019-2021 To support heritage interpretation activities, as well as to invest in restoration of buildings, Kaunas City Municipality planned to maintain the current level of yearly financial allocations (30,000 EUR in 2015, 400,000 EUR in 2016, 1 million EUR in 2017, 667 088 EUR in 2018, 544 46 EUR in 2019). Some of the good examples of the restoration inspired to apply for this programme more actively: Ką nuveikė Kultūros sostinė 2020-aisiais: daugybė iššūkių ir naujų idėjų</p> <p>In 2020 more than 60 buildings got the support for restoration (855 000 EUR).</p>

	<p>Seeking to promote the heritage of modernism and make it more attractive to the local business sector together with partners Kaunas 2022 create interdisciplinary projects. This is becoming an impressive way to rethink the value of this heritage among the local stakeholders. For example, the project DANCE + CITY with Dance theatre Aura was presented together with the national broadcaster (LRT):</p> <p> www.youtube.com/watch?v=_q8BSvk25OM www.youtube.com/watch?v=i08VKCQ_kuw www.youtube.com/watch?v=BNTLgzyz9pY www.youtube.com/watch?v=gQxF7EXSdR8 www.youtube.com/watch?v=4zVjhXSHaCQ </p> <p>One of the most exciting examples of encouragement of business investments into heritage lays on permanent partnership with private owners of modernist apartment / ambassadors of Kaunas 2022 (through 2018-2021). In 2021 fully renovated apartment (1929) was officially opened as Art Deco Museum: www.artdecomuziejus.lt</p>
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3.2. GOAL	Improve the conditions for the development of cultural and creative industries in Kaunas
3.2.1. OBJECTIVE Promote development of the design sector, of innovative design products and of services for the well-being of society.	<p>2017-2018 From June to September 2018 the Kaunas 2022 team invited Fionn Dobbin for the creative workshop UNHIDE KAUNAS, which served as a generator of concepts for innovative design for the Kaunas and Kaunas District design sector in order to make an impact on the well-being of society.</p> <p>2019-2021 Designing Happiness program launched a new website dizainaskaune.lt particularly dedicated to design sector. Main mission and goals are to consolidate design community, promote design culture, to inspire and interest sharing design news and good practices, inform about open calls and main events from Lithuania and world-wide, to inspire and develop cross-sectoral cooperation. Target audience is design community, creative industries, businesses and industries as well as general society. The map of main subjects of design field in Kaunas and Kaunas design ecosystem will be present in the website and will be constantly updated. It will be open and friendly for feedbacks from users to be shared.</p> <p>A Landscape Design Festival MAGENTA was started in 2020 by partner Šeimos laikas, which in 2021 took its second edition: landscapedesignfest.eu</p>
3.2.2. OBJECTIVE Create favourable conditions for the establishment of creative businesses in Kaunas.	<p>2019-2021 In collaboration with Kortrijk (Flanders) city (partnering through UNESCO Creative Cities network) Kaunas 2022 together with Lithuanian Architecture Union, Kaunas Branch launched the programme 5 x 5.</p> <p>From 2021, Designregio Kortrijk rolls out the 5X5® method in Kaunas. Project merges business companies with design teams for development of new products and services. Five Lithuanian companies are selected by open call and designers designated to work for one year together. The results of the project in Kaunas and of the Flemish companies can be seen in an exhibition within the framework of Kaunas European Capital of Culture 2022</p>

3.2.3. OBJECTIVE	<p>2017-2018</p> <p>2017 Interreg Europe project "Sustainable Tourism for Attractivity of Riverside Cities (STAR Cities)" was launched together with Val-de-Marne tourism board in Paris, Lazio region and Municipality of Rome, Hamburg, Romanian Ministry of Tourism and NECSTouR – the Network of European Regions for Competitive and Sustainable Tourism.</p> <p>The UNHIDE KAUNAS workshop developed several tourism ideas which will be used by Kaunas 2022 and partner organisations: Bed&Culture hospitality model, Culture Taxi car service and Culture Consierge hotline information, promotion of ecological food from Kaunas District through souvenir packages for Kaunas tourists, etc.</p> <p>2019-2021</p> <p>The ideas which were developed during workshop were deconstructed into an action plan which leads to launch in 2022. 2020 was dedicated to planning, strategy and the search for necessary partners. In 2021 strategic plan for tourists' proposals was developed and started to be implemented. A hospitality package for European Capital of Culture guests consists of three proposals: Bed & Culture, Culture Ride, and Culture Host.</p>
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3.3. GOAL	Ensure maintenance and sustainable use of the urban infrastructure and cultural heritage
<p>3.3.1. OBJECTIVE</p> <p>Develop and improve the public infrastructure of culture, ensuring the preservation, maintenance and promotion of cultural heritage and buildings and their updated use for the cultural needs of society. Promote the city's image and tourism.</p>	<p>Based on partnerships with local and international accessibility experts, a set of accessibility improvement guidelines for the cultural sector has been published for free use in 2019.</p> <p>Several cultural institutions are co-financed for infrastructural improvements for accessibility. All major Kaunas 2022 events have requirements to ensure or improve accessibility for all participants.</p>
<p>3.3.2. OBJECTIVE</p> <p>Create favourable conditions for the establishment of creative businesses in Kaunas.</p>	<p>Full year round in 2022 Kaunas 2022 will be holding exhibitions, discussions and other events in Kaunas Post Office building, which is abandoned modernist heritage venue, now looking for new usage possibilities. We will also adapt a lot of currently abandoned venues and buildings for temporary events of Kaunas 2022 programme.</p> <p>In 2021 Kaunas 2022 team and other partners contributed to the Feasibility study for this particular building and together with State Government three proposals for revitalisation of the building are prepared for Governmental decision.</p> <p>A study is presented here: Kauno centrinio pašto įveiklinimo galimybių studija</p>

<p>3.3.3. OBJECTIVE</p> <p>Improve the infrastructure of public city spaces, especially riverbanks, adapting them for recreational needs of city residents, for cultural entertainment and for creative businesses.</p>	<p>2017-2018</p> <p>The DESIGNING HAPPINESS programme has a special branch/series of workshops including participation of local and international experts aiming to improve accessibility of the city and Kaunas District.</p> <p>The S.T.A.R. Cities project was granted Interreg Europe funding and project activities started. The project will promote sustainable tourism development in riverside areas in 5 European Cities, including Kaunas.</p> <p>In a special programme about riversides – Upynės – in cooperation with the local NGO sector and local waterways authorities, Kaunas 2022 is promoting the actualisation and animation of riversides in Kaunas City and District. One of the recent initiatives involves the purchase of a small ship to be used for community activities on the riverside in Kaunas.</p> <p>2019-2021</p> <p>Partner organisation Ars Futuri together with OSTRALE Contemporary Art Centre (Dresden) cooperated in the development of the 13th OSTRALE Biennale. The Biennale, co-curated by German, Hungarian, Croatian and Lithuanian curators, will travel from Dresden to Kaunas in 2022 and will be shown in Kaunas Post Office building and site-specific settings near Nemunas river, using shipping containers and post-industrial sites, humanising the industrialised riverside areas and highlighting forgotten parts of the city's landscape. A subtopic of the relation between cities and rivers will be tackled in the works of the Biennale.</p> <p>A second grand event CONFLUENCE (20-22 May 2022) will be dedicated to the topic of rivers, with more than 50 initiatives to celebrate river city identity.</p> <p>2017 Interreg Europe project "Sustainable Tourism for Attractivity of Riverside Cities (STAR Cities)" was launched together with Val-de-Marne tourism board in Paris, Lazio region and Municipality of Rome, Hamburg, Romanian Ministry of Tourism and NECSTouR – the Network of European Regions for Competitive and Sustainable Tourism. From 11 to 13 September 2019 the second Interregional Learning Session of STAR Cities took place in Kaunas (50 participants). Three-day event was placed under the theme of "Locals & Communities", 8 good practices were presented in Kaunas, Zapyškis, Kulautuva etc.</p> <p>The special programme of Kaunas 2022 - UPYNĖS is a part of STAR Cities project. UPYNĖS unites various organisations and independent initiatives (TĖKA, community activists from Kaunas and Kaunas District, Kaunas district tourism and business information center, etc.), representatives from the fields of culture and art who carry out their activities among rivers and riversides. In 2019 the idea of mobile pavilion on the riverbanks was developed after the meetings with local stakeholders (6 meetings, 50 participants). The object itself is dedicated to collect artefacts brought by local people, related to the history of their riverside territory, authentic experience. The construction was installed in 5 different places in Kaunas and Kaunas District, e.g.: www.visikaipvianas.eu/2019/09/14/nemuno-istorijos-panemuneje/.</p> <p>The programme development is also announced on official Interreg Europe website: UPYNĖS project: www.interregeurope.eu/policylearning/good-practices/item/5486/www-upynes-lt/</p> <p>ZAPYŠKIS CHURCH RECONSTRUCTION: www.interregeurope.eu/policylearning/good-practices/item/5482/reconstruction-and-adaptation-of-zapyskis-church-for-cultural-purposes/</p> <p>MODERNISM FOR THE FUTURE: www.interregeurope.eu/policylearning/good-practices/item/5483/modernism-for-the-future/</p> <p>Community programme FLUXUS LABAS: www.interregeurope.eu/policylearning/good-practices/item/5484/fluxus-labas/</p> <p>Community initiative LET'S CELEBRATE RIVER: www.interregeurope.eu/policylearning/good-practices/item/5485/sveskime-upe-let-s-celebrate-the-river/</p>
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The Kaunas 2022
programme is
DELIVERED by:

76

Organizations
with their
partners
(more than
210 from
abroad)

500

Producers

4000

Artists and
Creators

In 2017-2021 we
have already
REACHED:

3002

Events and activities

331

Partnerships in Lithuania

1318

Community initiatives
and events

214

Partneships
worldwide

665

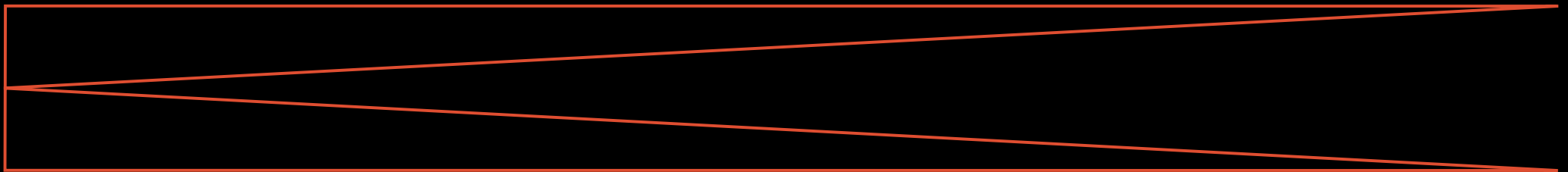
Volunteers

424 221

Participants and live
audience

1,4
billion

People reached
through media

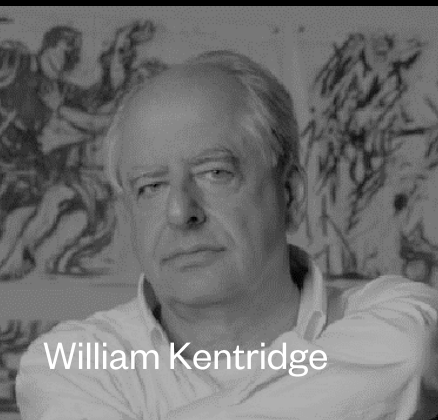


Kaunas 2022
programme
encompasses
over 1,000 events

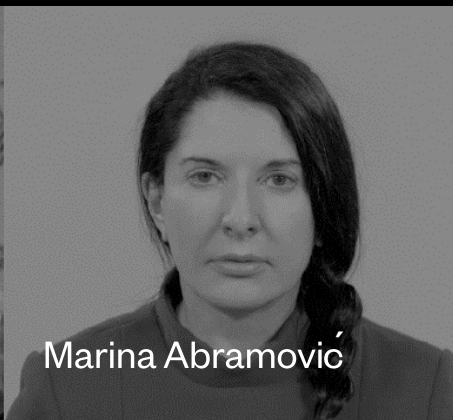
1000=

40+ festivals, 60+ exhibitions,
250+ performing arts events
(of which more than 50 are
premieres), and over 250 concerts.

World-famous
names in the
Kaunas 2022
programme:



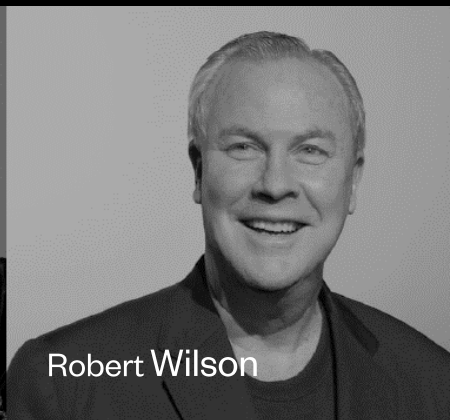
William Kentridge



Marina Abramović



Yoko Ono



Robert Wilson



Mirga Gražinytė-Tyla



Modestas Pitrenas



Edgaras Montvidas



Oskaras Koršunovas



Christian Boltanski



Shary Boyle



Janet Cardiff



George Bures Miller



Jonas Mekas



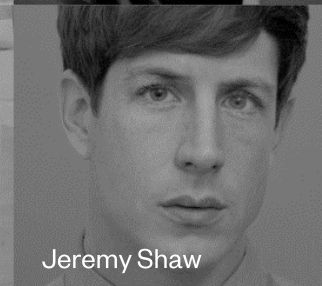
Lina Lapelytė



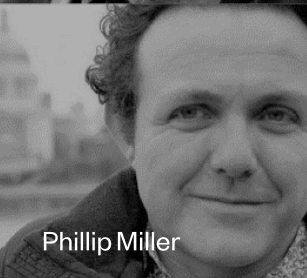
Pakui Hardware



Jeremy Shaw



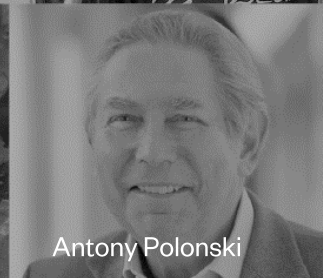
Paulius ir Savjonė Stanikas



Phillip Miller



Jenny Kagan



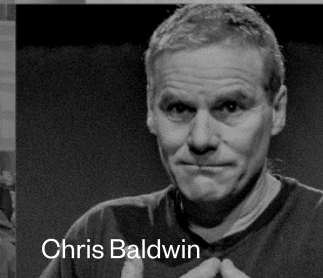
Antony Polonski



Boris Gibé



Olivier Grossetête



Chris Baldwin



Jon

Kaunas 2022

European Capital of Culture

Official programme announcement

Modernism for the
Future 365/360

International
Day of Happiness

International
Literature Week

European
Capital of
Culture
Forum

Audra
Contemporary
City Festival

Fluxus
Festival

Contemporary
Neighborhoods


ConTempo
Festival

Magenta
Festival

CityTelling
Festival

Kaunas Design
Festival

HIGHLIGHTS of the Kaunas 2022 programme:



5 Nov 2021 – 23 Jan 2022

International exhibition “MagiC Carpets Landed”

Organized by Kaunas Biennial
Exhibition curator: Benedetta Carpi de Resmini (Italy)
Project manager: Neringa Kulik
Participants from over 20 European countries.

12 Nov 2021 – 20 Feb 2022

13th Kaunas
Biennial “Once
Upon Another
Time... gyvenojie
jau kitaip”



Kaunas
biennial

Curator: Josée Drouin-Brisebois (Canada)

Artists: Christian Boltanski (France), Shary Boyle (Canada),
Janet Cardiff and George Bures Miller (Canada),
Douglas Gordon (United Kingdom), Jonas Mekas, and others.

20 Jan – 30 Nov 2022

William Kentridge's exhibition “That Which We Do Not Remember”

Organized by Kaunas 2022

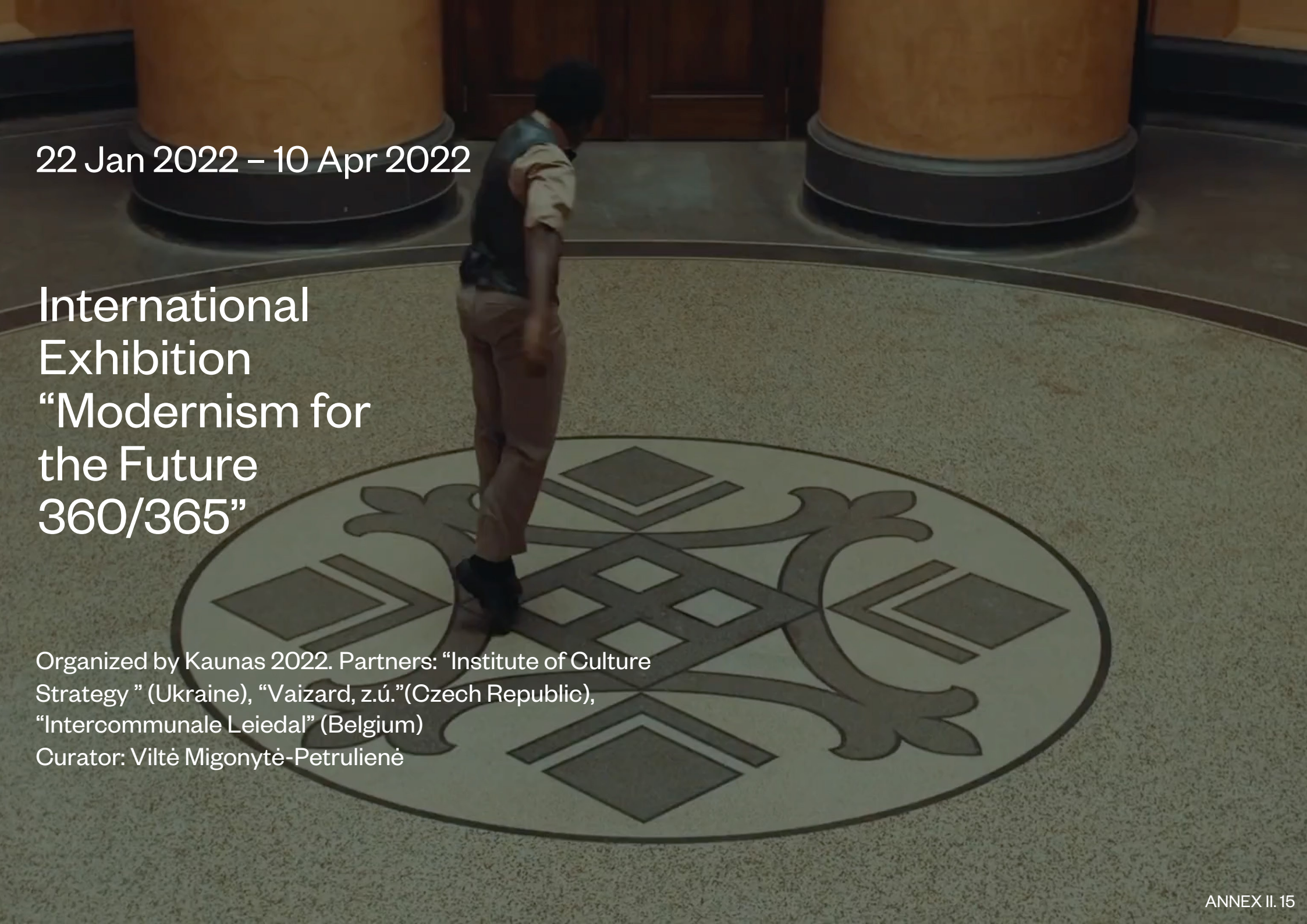
Partner: M. K. Čiurlionis National Art Museum

Curator: Virginija Vitkienė

9 Sep – 4 Dec 2022

Yoko Ono's
retrospective
exhibition “The
Learning Garden
of Freedom” and
installation “Exit It”

Organized by Contemporary Art Center, Vilnius
Curators: Jon Hendricks, Kęstutis Kuizinas

A person is standing on a large, circular floor graphic that features a complex, symmetrical geometric design. The person is wearing a light-colored shirt, a dark vest, and light-colored trousers. They are looking down at the floor graphic. The background shows a museum hall with large, cylindrical columns and a wooden door.

22 Jan 2022 – 10 Apr 2022

International Exhibition “Modernism for the Future 360/365”

Organized by Kaunas 2022. Partners: “Institute of Culture
Strategy ” (Ukraine), “Vaizard, z.ú.”(Czech Republic),
“Intercommunale Leiedal” (Belgium)
Curator: Viltė Migonytė-Petrulienė

Premiere: July 2022

“Klostès”
(The Folds) – film
by Aideen Barry

Director: Aideen Barry
Actors: kaunasians
Organized by Kaunas 2022



A photograph of Marina Abramović's performance 'Memory of Being'. Two figures, a man and a woman, are dressed in white shirts and dark trousers. They are both holding bows and arrows, aiming them at each other. The woman on the left is holding a bow with a red and white patterned body. The man on the right is holding a bow with a yellow and red patterned body. They are standing in a minimalist, light-colored space. The background is a plain, light gray wall.

Mar – Jul 2022

Opening: 30 March

Marina Abramović exhibition “Memory of Being”

Organized by Meno Parkas Gallery

Partners: Znaki Czasu (Poland), Marina Abramović Institute
(United States), Moderna Museet (Sweden), Louisiana
Museum of Modern Art (Denmark).

Curators: Wacław Kuczma, Dorota Kuczma, Arvydas Žalpis



Apr – Aug 2022

Exhibition “Kaunas-Vilnius: Moving Mountains”

Organisers: MO Museum, Kaunas City Museum.
Team: Ernestas Parulskis, Inga Navickaitė-Drasutė,
Julijonas Urbonas, Justina Juodišiūtė, Kęstutis Lingys,
Kotryna Lingienė, Miglė Survilaitė, Rasa Žukienė,
Tomas Vaiseta

25 Apr 2022 – 1 May 2022

Days of Japan in Kaunas “WA!” and exhibition of Japanese and Lithuanian contemporary textile art




Organized by Kaunas 2022. Partners: “Azija LT”, Kaunas Dance Theatre "Aura", "Cultural and Organizational Ideas", "KyūmeikanKendo", Kaunas Biennial, Balta Gallery, Meno Parkas Gallery, International Textile Network Japan, Lithuanian Artists' Association, Tama Art University (JP), Kaunas Faculty of Vilnius Academy of Arts

Programme's partner: EU-Japan Fest



Events dedicated to KAUNAS SPRING



12 May 2022 – 31 Aug 2022

Exhibition “1972: Breaking through the Wall”

Organized by Kaunas 2022

Curator: Rasa Žukienė

Partners: Kaunas County Public Library, Kaunas IX Fort Museum,
Kaunas City Museum, Lithuanian National Museum of Art, MO
Museum, National M. K. Čiurlionis Art Museum, Library-Museum of
President Valdas Adamkus, Vytautas Magnus University,
Alexandre Vassiliev's Foundation, Embassy of the Czech Republic
in Lithuania

13-15 May 2022

Theatre and rock opera plays dedicated to Romas Kalanta

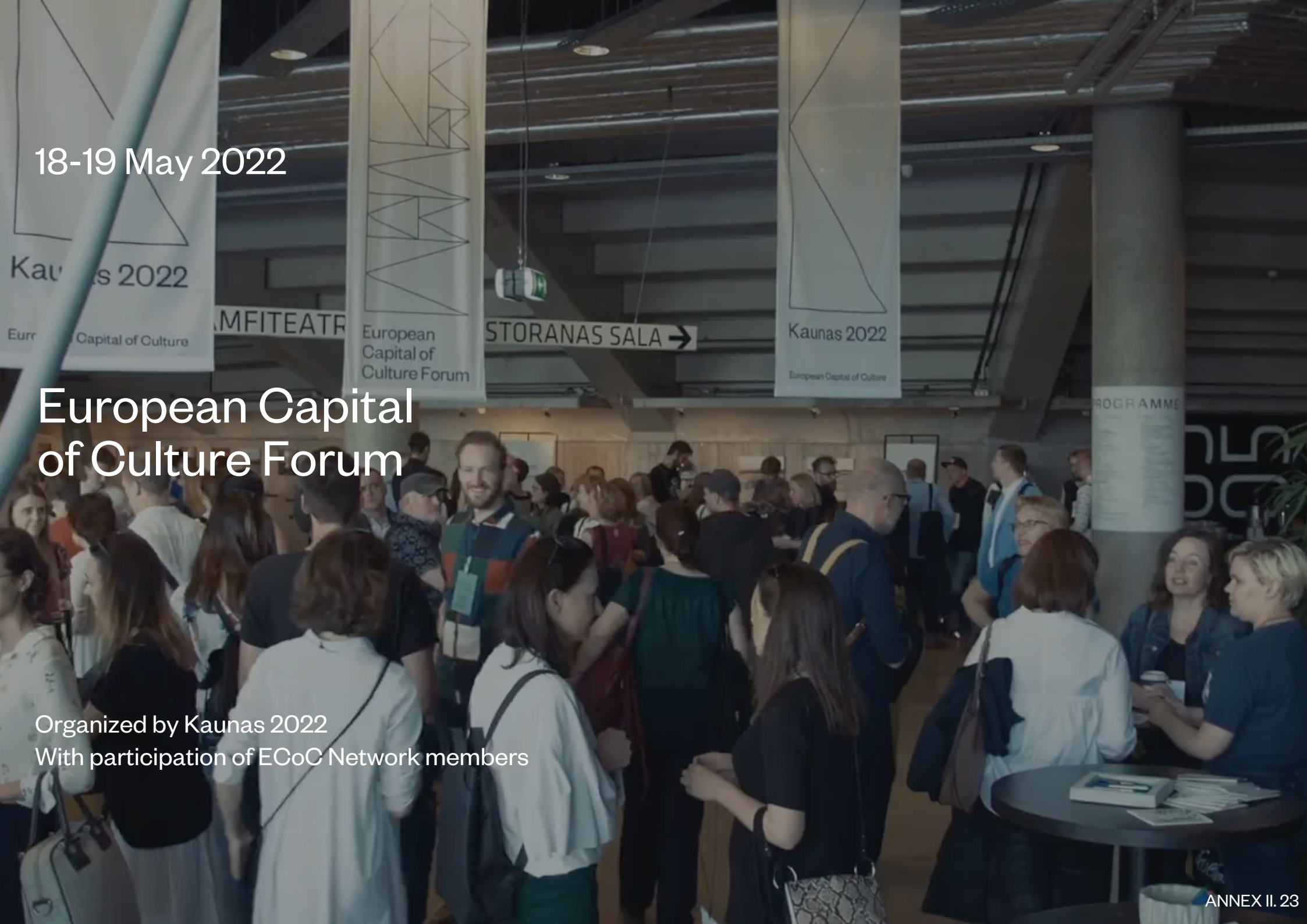
Organized by Kaunas National Drama Theatre,
Director of theatre play: Kamilė Gudmonaitė
Kaunas State Musical Theatre
Director of rock opera: Kęstutis J. Jakštas




18-19 May 2022

European Capital of Culture Forum

Organized by Kaunas 2022
With participation of ECoC Network members





1 June – 10 Sep 2022

The “Contemporary Neighborhoods” festival and programme in Kaunas District

Organized by Kaunas 2022.

Partners: Kaunas District cultural organizations
and communities

Opening 22 May 2022

Nemuno7, the great ship of culture

Concept: Gediminas Banaitis
Curator: Asta Ivanauskienė
Organizer: Ars Futuri

NEMUNO-7



29 Jun – 3 Jul 2022

Contemporary City Festival “Audra”

Organized by the International Art Creators Association "Freimas",
"Kylantis Kaunas"

Partners: Pažaislis Music Festival, Gamers Dance Studio,
Kaunas City Chamber Theatre

Curators: Aurelija Prašmuntaitė, Mantas Pakeltis, Žilvinas Širka



21 Jul – 30 Nov 2022

CityTelling Festival

Organized by Kaunas 2022 with contribution of numerous partners
Curators: Daiva Citvarienė, Justina Petrulionytė-Sabonienė



4 Aug – 30 Oct 2022

Jenny Kagan's
exhibition
“Out of Darkness”

Organized by Kaunas 2022

Based on artists' family story escaping Kaunas Ghetto

A photograph of an older man with white hair and glasses, wearing a dark suit, light blue shirt, and patterned tie. He is seated and speaking into a small microphone clipped to his lapel. He is holding a piece of paper in his hands. The background is a dark, textured wall.

29 – 30 Sep 2022

World Litvak Forum

Advisory Board: Prof. Antony Polonsky (PAR, GB),
prof. Peter Salovey (US), prof. James E. Young (US),
prof. Tsvia Walden (IZ), Zev Krengel (PAR),
prof. Šarūnas Liekis, Darius Degutis, Miša Jakobas, Gercas Žakas.

30 Sep – 1 Oct 2022

Kaunas Kantata

Authors: Philip Miller (PAR), Jenny Kagan (UK)
Artistic director of music: Karolis Variakojis
Director: Chris Baldwin
More than 300 musicians on stage



5 – 28 Aug 2022

International Festival of performing arts “ConTempo”

Organized by Kultūros platforma
Artistic director: Gintarė Masteikaitė

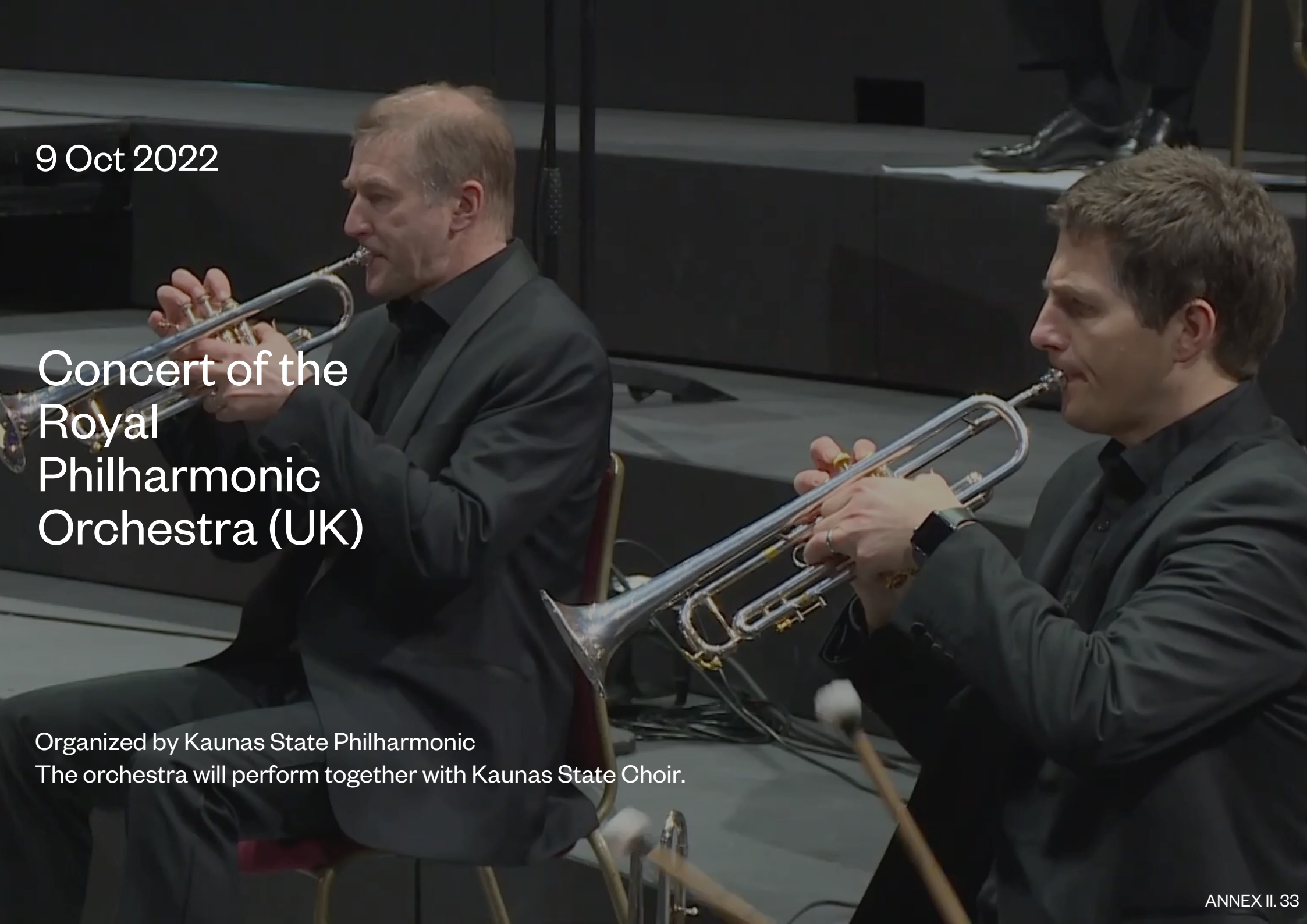
10 Sep 2022

Fluxus Festival (Community festival)

Organized by Kaunas 2022

Curators: Simona Savickaitė, Greta Klimavičiūtė-Minkštimienė

Partners: over 50 organizations and community initiatives

A photograph of two male trumpet players in a concert hall. They are both wearing black suits and are seated, playing their trumpets. The player on the left is slightly behind the player on the right. The background shows the dark, tiered seating of a concert hall. The lighting is focused on the players, creating a professional and artistic atmosphere.

9 Oct 2022

Concert of the Royal Philharmonic Orchestra (UK)

Organized by Kaunas State Philharmonic
The orchestra will perform together with Kaunas State Choir.



Oct 2022

Kaunas Design Festival

Good Design awards ceremony and winners' showcase

Lithuanian design exhibition:
From Temporary to Contemporary

Kaunas-Kortrijk partnership programme:
5X5® Design Programme and K-Totem,
a spatial sculpture

Partners: Lithuanian Design Forum, Designregio Kortrijk (BE)



13–14 Oct 2022

Assembly of International Design Networks

Organized by Kaunas 2022, Lithuanian Design Forum,
Lithuanian Design Association.

Partners: UNESCO Cities of Design Network, ico-D (International Council of Design),
BEDA (Bureau of European Design Associations), EIDD (Design for All Europe)

The Contemporary Myth of Kaunas TRILOGY

20-22 January 2022

From Temporary to
Contemporary:
THE CONFUSION

20-22 May 2022

From Temporary to
Contemporary:
THE CONFLUENCE

25-28 November 2022

From Temporary to
Contemporary:
THE CONTRACT





The Contemporary Myth of Kaunas Trilogy FROM TEMPORARY TO CONTEMPORARY

Over 100 events during three major weekends:

20–22 January 2022

20–22 May 2022

25–28 November 2022

Organized by Kaunas 2022

The idea: Rytis Zemkauskas

Project lead: Ana Kočegarova Maj

Director: Chris Baldwin

20 – 22 Jan 2022

The Contemporary Myth of Kaunas Trilogy: THE CONFUSION

Organized by Kaunas 2022
with participation of numerous partners and artists

A person is walking a tightrope high above a city. The person's legs and feet, wearing dark boots, are visible as they balance on the thin wire. The city below is a dense urban landscape with many buildings, seen from a high angle. The image has a slightly desaturated, artistic feel.

20 – 22 May 2022

The Contemporary
Myth of Kaunas
Trilogy:
THE CONFLUENCE

Organized by Kaunas 2022
with participation of numerous partners and artists



25 – 27 Nov 2022

The Contemporary Myth of Kaunas Trilogy: THE CONTRACT

Organized by Kaunas Santaka with partners.
Composer and art director: Zita Bružaitė

Full programme:



kaunas2022.eu/en/programme/

ANNEX III INFRASTRUCTURE: LIST OF PROJECTS AND THEIR STATUS

Nr.	Object	Scheduled end	Planned budget	Funding sources*	Connection with the programme	Project status (2018)	Project status (2020)	Problem solving plan
Culture infrastructure								
1	Construction of National Science Centre on Nemunas Island	2021	22 990 000,00 €	EU, SIP, KCMA, PF	Not connected	Institution established; public procurement for concept and exhibition development in progress; detailed architectural project in progress.	Technical project is ready, funding contract is ready, procurement for construction is ongoing. Expected opening 2023 I/IIQ	
2	Modernisation of M. Žilinskas Art Gallery	2020	4 923 369,00 €	ITDP: EU, MC	Not connected	Not started	1st stage of renovation (economic effectiveness) started in 2021.	William Kentridge exhibition and contemporary art programme takes place at other National museum facilities
3	Modernisation of Kaunas State Puppet Theatre	2020	2 831 510,82 €	ITDP: EU, MC	International Puppet Theatre Festival; Special theatre productions on Kaunas Mythical Beast story; workshops for the parade of puppets;	Reconstruction in progress	The stage and hall reconstruction is finished, a second phase of other part of the building will be finished till 2022	
4	Modernisation of Kaunas State Music Theatre	2020	4 799 260,31 €	ITDP: EU, MC	Repertour programme, special production on the Memory topic for 2022	In progress	Implemented.	
5	Actualisation of Kaunas Film Centre Romuva	2019	2 322 686,72 €	ITDP: EU, MC, EC	Ladislav Starevich Animation Laboratory and International Festival of Animation; Café du Monde, special European cinema repertoire during the buildup and in 2022 (in collaboration with VideoFormes / France).	Reconstruction in progress	Construction implemented, estimated end of works at 2021 IV Q	
6	Reconstruction of cultural part of NGO Girstutis culture and sports centre	2019	1 312 960,00 €	ITDP: EU, KCMA	ConTempo festival, European Youth Season - stage programme	Reconstruction in progress	Implemented.	
7	Construction of M. K. Čiurlionis Music Hall	2022	30 000 000,00 €	KCMA, other resources	Not connected	Winning architectural proposal selected, preparation for public tender for architectural competition in progress	Contract for detailed architectural plan is signed. Implementation is on delay due to economic situation, end of construction date is undetermined	
8	Reconstruction of the 6th Fort	2021	1 570 260,00 €	EU, KCMA, State funding	Tear Down the Walls . E-Forts International conference and events	Public tenders for construction work in progress	In progress	

Nr.	Object	Scheduled end	Planned budget	Funding sources*	Connection with the programme	Project status (2018)	Project status (2020)	Problem solving plan
Community infrastructure								
9	Reconstruction of the Kaunas Culture Centre "Tautos namai"	2019	1 470 849,00 €	EU, KCMA	Performing arts programme; residencies and productions with Esch-sur-Alzette2022; spaces for rehearsals and preparation for the big events	Reconstruction in progress	Indoor renovation is implemented. Façade reparation works ongoing, estimated end at 2021 IV Q	
10	Actualisation and modernisation of Kaunas District Library	2020	4 998 000,00 €	ITDP; EU, KCMA	Not connected	Not started	In progress. Estimated finish in 2023	
Community infrastructure								
11	On-going reconstruction of Laisvės alėja (Freedom Avenue) (6 stages)	2020	23 248 641,00 €	SIP, KCMA	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	Reconstruction in progress	Implemented	
12	Construction of wooden amphitheatre next to Kaunas Castle	2018	110 000,00 €	EU, KCMA	Open-air venue for the The Beast Day celebrations, youth summer camp events and other	Implemented	implemented., plus additional part is implemented	
13	Development of Nemunas Island into a multifunctional leisure space	2020	8 500 000,00 €	ITDP; EU, KCMA	Main space for outdoor events – the opening, closing events, the Mythical Beast of Kaunas Festival and other festivities of the year	Funding application in progress	Construction is taking place. Expected end of project 2022 IV Q	
Sports and active leisure infrastructure								
14	Athletics stadium	-	-	SIP, KCMA	Not connected	Postponed due to investments in the refurbishment of the stadium (see below)	Postponed	
15	Refurbishment of S. Darius ir S. Girėnas stadium tribunes, playfield and ground floor	2020	4 983 715,00 €	SIP, KCMA, ITDP through MI	Not connected	In progress	Construction is ongoing, expected end of construction 2022 II Q	
16	Reconstruction of Kaunas Sports Hall and conversion into a public multifunctional centre	2020	9 431 093,00 €	ITDP; EU, KCMA	ConTempo - international contemporary stage art festival, Reconciliation Cantata, Modernism for the Future educational events, Festival of Lights	Application for funding in progress	Implementation is ongoing, expected end of construction 2021 IV Q	

* Abbreviations:

EU – European Union

SIP – State Investment Programme

KCMA – Kaunas City Municipality Administration

MES – Ministry of Education and Science

ITDP – Integrated Territory Development Plan

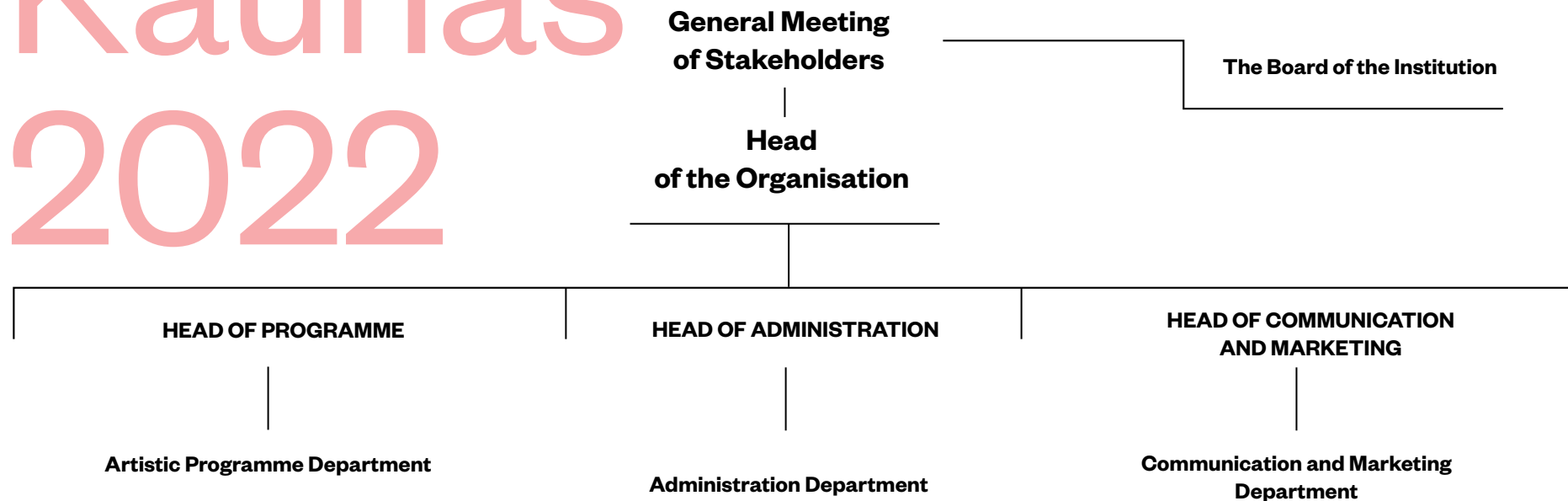
MC – Ministry of Culture

MIA – Ministry of Internal Affairs

PF – Private funding

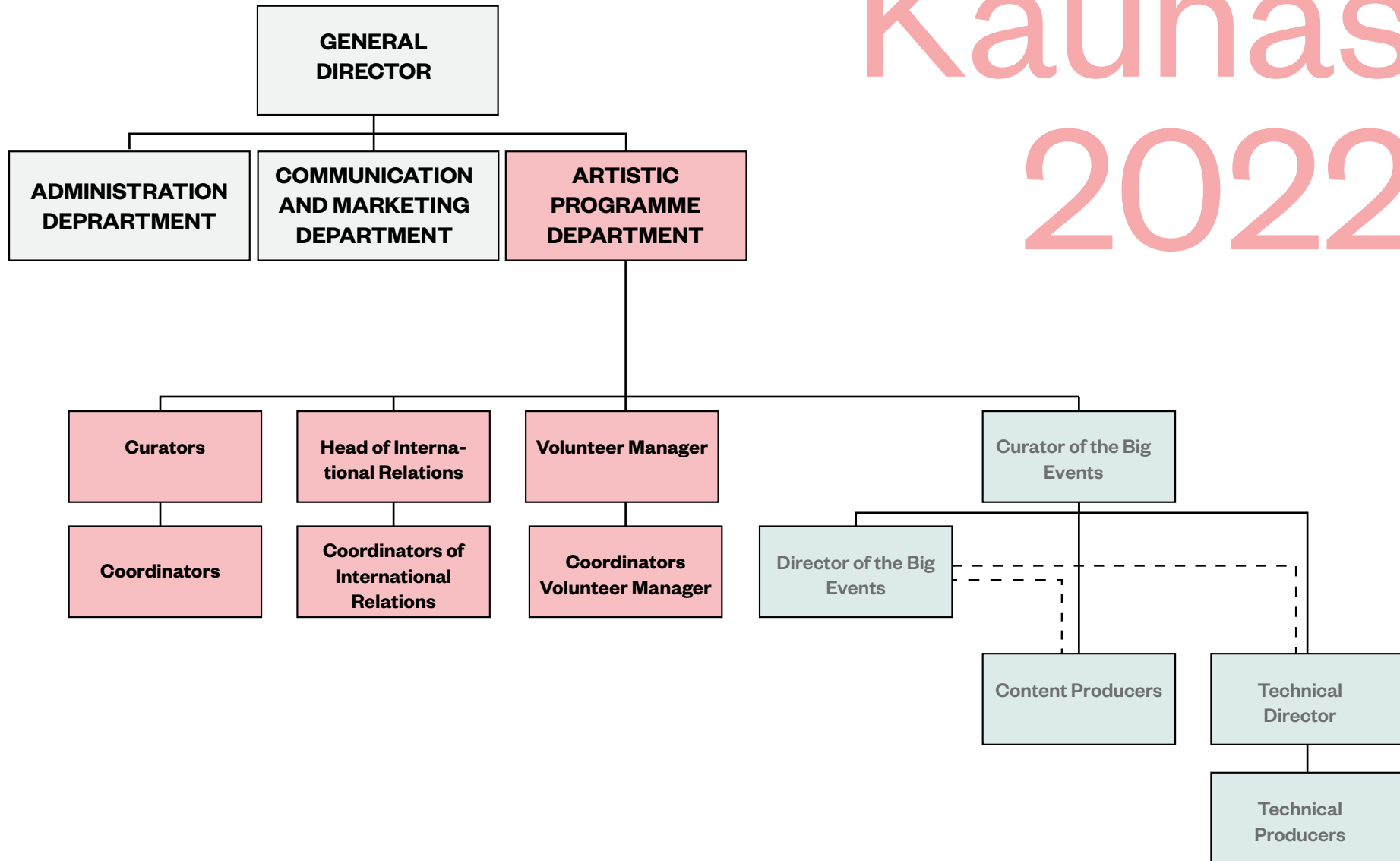
ANNEX IV KAUNAS 2022 ORGANISATIONAL STRUCTURE

Kaunas 2022



ANNEX V STRUCTURE OF ARTISTIC PROGRAMME DEPARTMENT

Kaunas 2022



ANNEX VI KAUNAS 2022 STAFFING PLAN

No.	Position	2018	2019	2020	2021* Till the end of a year	2022	2023
1.	Director / CEO	1	1	1	1	1	1
2.	Head of Creative Programme	1	1	1	1	1	1
3.	Curator (Head of Creative Programme)	5,5	8	8	11	11	2
4.	Coordinator of Programme	3	10	14	20	20	2
5.	Volunteer manager		1	1	3	3	1
6.	Curator of International Relations			1	1	1	1
7.	Coordinator of International Relations			1	2	2	1
8.	Technical curator			1	1	1	
9.	Technical coordinator			1	6	6	
10.	Exhibition coordinator				7	7	
11.	Head of Administration	1	1	1	1	1	1
12.	Head of Finances	1	1	1	1	1	1
13.	Finance Manager				1,5	1,5	1
14.	Head of Public Procurement		1	1	1	1	
15.	Public Procurement specialist	1	1	3	5,5	5,5	1
16.	Human Resources specialist				1	1	1
17.	Monitoring manager		1	1	1,5	1,5	1
18.	Administrator		1	2	3	3	1
19.	Assistant		1	1	1	1	1
20.	Project manager (production, implementation)	0.5	1	1	1	1	1
21.	Cleaner		1	1	1	2,5	1
22.	Head of Marketing and Communication	1	1	1	1	1	1
23.	Curator of marketing		1	1	1	1	1
24.	Marketing manager	1	2	3	4	4	1
25.	Curator of communication	1	1	1	1	1	1
26.	Communication projects' manager		2	3	6	6	1
27.	Designer	1	2	2	2	2	1
	Total positions	18	39	51	86,5	88	25

Volunteers

No.	Position	2018	2019	2020	2021	2022	2023
34.	Volunteer	30	100	200	700	1000+	40

ANNEX VII EUROPEAN FUNDING

The team is actively looking for new partnership possibilities, funding opportunities and relevant support programmes for additional funding. Total confirmed budget from various EU funds up to this date is **908 078,73**

Programme	Project name	Duration	Project participant	Project budget, Eur	"Kaunas 2022" programme funding, Eur
Interreg Europe/ STAR Cities	Sustainable Tourism for Attractivity of Riverside Cities	2018.06 - 2020.05	Val-de-Marne Tourism Board, France; NEOSTouR-Network of European Regions for Sustainable and Competitive Tourism, Belgium; Lazio Region, Italy; Roma Capitale-Municipio IX, Italy; City of Hamburg, Germany; Regional Development Agency of the Ljubljana Urban Region, Slovenia;"Kaunas 2022", Lithuania.	1178 339,00	128 805,00
Creative Europe/ Platforms	Magic Carpets	2017.08 - 2021.10	Kaunas Biennial (Kaunas / Lithuania) - Coordinating Entity; EVA International - Ireland's Biennial (Limerick / Ireland); Folkestone Fringe (Folkestone / United Kingdom); Ideias Emergentes (Porto / Portugal); Jam Factory Art Centre (Lviv / Ukraine); KUNSTrePUBLIC - ZK/U (Berlin / Germany); LAB 852 d.o.o. (Zagreb / Croatia); Latitudo SRL (Rome / Italy); META Cultural Foundation (Bucharest / Romania); New Theatre Institute of Latvia (Riga / Latvia); Novo Kulturno Naselje (Novi Sad / Serbia); Openspace Innsbruck (Innsbruck / Austria); Prague Biennale (Prague / Czech Republic); Tbilisi Photo Festival (Tbilisi / Georgia); Trempolino (Nantes / France).	2 400 000,00	350 000,00
E-marketing of priority tourism development regions	E-marketing housing for cultural and natural heritage objects in the lower reaches of the Nemunas	2018.12 -2021.06	Kaunas City Municipality, Lithuania; "Kaunas 2022", Lithuania	243 969,73	243 969,73
Creative Europe	European Outdoor Arts Academy: School of Participation	2019.10 - 2021.04	Walk the Plank, United Kingdom FONDACIJA NOVI SAD 2021 - EVROPSKAPRESTONICA KULTURE, Slovenia; uniT - Verein für Kultur an der Karl-Franzens-Universität Graz, Austria; Municipal Foundation Plovdiv 2019, Bulgaria; Coventry City of Culture Trust, United Kingdom; Limerick City and County Council, Ireland; Institute for Contemporary Art [Aré, ArmeniaTartu City Government, Estonia; "Veszprem Balaton 2023", Hungary, "Kaunas 2022", Lithuania.	325 000,00	41 278,00

The Nordic Council of Ministers secretariat/ Nordic Council of Ministers Office in Lithuania	Urban Sports Culture (USC), No.	2020.03 – 2021.01	NGO Active youth Lithuania; NGO GAME, Denmark; NGO Girls in sports, Sweden; Lithuanian sports university, Lithuania; Umea School of sports science, Sweden; "Judėk sveikai", Kaunas city municipality, Lithuania; NGO We do democracy, Denmark; NGO Fryshuset, Sweden	79 330,00	16 152,00
Creative Europe/ Culture	Modernism for the Future 360/365	2020.10 - 2022.05	Municipal Institution "Institute of Culture Strategy", Ukraine; Vaizard, z.ú., Czech Republic; INTERCOMMUNALE LEIEDAL, Belgium.	334 200,00	105 000,00
Creative Europe/ Culture	Flowing connections FLOC	2020.09 – 2023.05	Ostrale – Centre for Contemporary Art, Germany; Art Quarter Nonprofit KFT, Hungary; Slobodne Veze, Udruga za Suvremene Umjetnicke Prakse, Croatia	332 108,00	22 874,00
Total:				4 892 946,73	908 078,73

Currently applied and waiting for results for the amount of 159 250 Eur:					
Programme	Project name	Duration	Project participant	The project funding will contribute to the "Kaunas 2022" programme, Eur	
Creative Europe/ Culture	FOMA	2022-2023.02	Atuul (Germany); Contineo (Macedonia) DOCOMOMO (Germany), Kaunas 2022 (Lithuania)	32 000,00	
Creative Europe/ Culture	European Triennial of Modernism	2022-2025	Lithuania - Kaunas 2022, "Ekskursas", Kaunas city municipality Germany - Bauhaus-Archiv / Museum für Gestaltung Berlin, buschfeld.com / Tautes Heim, Klassik Stiftung Weimar, Kunstbibliothek – Staatliche Museen zu Berlin / Preußischer Kulturbesitz, Landesdenkmalamt Berlin, Stiftung Bauhaus Dessau, visitBerlin GmbH, weimar GmbH, zukunftsgeraeusche GbR / BHROX bauhaus reuse	127 250	
Total:				159 250	

More about these projects:

kaunas2022.eu/en/about-the-project/european-funding/

ANNEX VIII KAUNAS 2022 – EUROPEAN CAPITAL OF CULTURES LEGACY / ACTIVITY CONTINUITY PLAN

KAUNAS 2022 – EUROPEAN CAPITAL OF CULTURE: METHODS FOR LEGACY ASSURANCE	MEASURES	RESPONSIBLE PARTY
Include continuity assurance to the Kaunas City Strategic Plan, which is currently being updated, by providing specific measures for continuity of activity	Kaunas City Strategic Plan: continuity of cultural activities, promotion of tourism, improvement of the accessibility of infrastructure, assurance of continuity of community initiatives	Kaunas City Municipality Administration, Strategic Planning, Analysis and Programme Management Division
Ensure co-funding of activities successfully implemented in the context of Kaunas 2022 in 2023 – 2030	Initiatives for Kaunas and other measures (for budgetary institutions)	Division of Culture of Kaunas City Municipality

PROJECT	ORGANIZATION IN CHARGE OF CONTINUITY ASSURANCE
Day of Happiness (March 20) brings together more than 100 cultural, educational and business organizations to create pleasant experiences for others on a certain commonly agreed topic.	VšĮ Kaunas 2022
European Capital of Culture Forum is organised every year in May (before Kaunas Days). It is an event for cities from all over Europe seeking to become ECC and already preparing for being ECC, where experts share experience and plan joint international projects. Forum is a platform for the development and networking of cultural professionals.	VšĮ Kaunas 2022 and association Kaunas Tempo Academy of Culture
Literature Week is an international event for writers and literary figures, which is open for public, and where people can meet with book writers, participate in book presentations as well as creative writing workshops.	Vytautas Magnus University, Faculty of Humanities
Contemporary Art Festival AUDRA (based on the Youth Festival) is a musical event, intended for the regional audience of the Baltic Sea cities.	VšĮ Freimas /VšĮ "Kylantis Kaunas"
Literature Week is an international event for writers and literary figures, which is open for public, and where people can meet with book writers, participate in book presentations as well as creative writing workshops.	Vytautas Magnus University, Faculty of Humanities
Contemporary Art Festival AUDRA (based on the Youth Festival) is a musical event, intended for the regional audience of the Baltic Sea cities.	VšĮ Freimas /VšĮ "Kylantis Kaunas"
Kaunas Challenge is a programme for youth motivation and practical training aiming at motivating school-age people to get to know Kaunas and its culture as well as to offer their initiatives to the city.	VšĮ Freimas /VšĮ „Kylantis Kaunas“
Tempo Space / Initiative More Tempo at Daukšos g. 34 is an infrastructure for youth, volunteering and community initiatives as well as events and exhibitions. A daily space operator is required. It can include Kaunas Challenge, Fluxus Labas programme and volunteering laboratories.	VšĮ "Kylantis Kaunas" (VšĮ Emerging Kaunas)

<p>Fluxus Labas is a continuity of community initiatives ensuring connections between artists and communities in urban neighbourhoods and courtyards. Activities include trainings necessary for more active involvement of the communities, programmes for experience exchange and methodological consultations.</p>	<p>VšĮ "Bendruomenių laboratorijos" (VšĮ Community Laboratories) In cooperation with different urban communities, community centers and neighbours.</p>
<p>Fluxus Festival culminates annually as a carnival type climbing to Paroda Hill in Fluxus style with a community creativity programme in Žaliakalnis.</p>	<p>VšĮ "Bendruomenių laboratorijos" (VšĮ Community Laboratories)</p>
<p>Contemporary Performing Arts Festival ConTempo is a breath-taking, audience-engaging event, 90% of which takes place in public urban spaces. The festival happens in the end of August and attracts performing artists from all over the world.</p>	<p>VšĮ "Kultūros platforma" (VšĮ Cultural Platform)</p>
<p>MAGENTA is a Landscape Design Festival, which annually brings the green design objects, discussions on green city as well as long-term and short-term installations in the urban spaces back to Kaunas.</p>	<p>VšĮ "Šeimos laikas" (VšĮ Family Time)</p>
<p>CityTelling Festival is an event, which each year brings together around 20 cultural institutions and private initiatives to recall the personalities or events that tell stories about Kaunas in various forms of art (such as, exhibitions, concerts, theatre, dance performances, storytelling, performances, street art, etc.).</p>	<p>VšĮ "Atminties vietos" (VšĮ Memory Places), in cooperation with Kaunas City Museum and other partners</p>
<p>Modernism for the Future www.modernizmasateiciai.lt is a platform that brings together the community of modernism, promotes engagement of Kaunas residents in an understanding of the rich heritage of modernism, its nurturing and responsibility for its condition. Activities are based on creative workshops, artistic interpretations as well as connections between professional art and heritage professionals. The programme is implemented with a large number of partners.</p>	<p>VšĮ "Modernizmas ateičiai" (VšĮ Modernism for the Future)</p>
<p>Assurance of co-funding of long-running festivals taking place in Kaunas (i.e. Kaunas Jazz, Kaunas Biennial, Kaunas Photo, Circulation, Pažaislis Music Festival, etc.).</p>	<p>Division of Culture of Kaunas City Municipality</p>
<p>Assurance of project co-funding of NGOs and associations operating in the field of professional art in Kaunas (Kaunas Photography Gallery, Meno Parkas, etc.).</p>	<p>Division of Culture of Kaunas City Municipality</p>
<p>Long-term communication strategy of Kaunas City, as the European Capital of Culture, to strengthen the attractive image of the city as well as international and local tourism.</p>	<p>VšĮ Kaunas In, Kaunas Full of Culture (Kaunas Artists' House), Division of Foreign Relations of Kaunas City Municipality</p>

GOVERNMENT OF THE REPUBLIC OF LITHUANIA	INPUT OF THE GOVERNMENT OF THE REPUBLIC OF LITHUANIA	MINISTRY OF CULTURE OF THE REPUBLIC OF LITHUANIA
	<p>An architectural centre in Kaunas Central Post Office.</p> <p>After the completion of the feasibility study of currently abandoned Kaunas Central Post Office building, the institution will possibly be established in an iconic Kaunas modernist heritage building. The state funded institution would ensure a successful continuity of the networking and cultural activities launched in Kaunas by programmes Modernism for the Future and Designing Happiness. It would ensure wide-range of activities both at the national and international level, mobilizing professionals, proclaiming and interpreting heritage, organizing exhibitions, discussions and field research. The institution, in cooperation with the Division of Cultural Heritage of Kaunas City Municipality, could become a site manager in the UNESCO Creative Cities Design Category Network and in the UNESCO World Heritage Network, if Kaunas receives this title in July 2022.</p> <p>One of Kaunas Tourism Information Centres could be established here. Approximate schedule: 2023-2025 renovation of the building 2026 – institutional activities</p>	<p>A specially established state (budgetary) institution.</p> <p>Concerning the co-funding of the project activities and city participation in the international heritage-related networks, “Initiatives for Kaunas” programme could be addressed.</p>
KAUNAS DISTRICT MUNICIPALITY	ASSURANCE OF CONTINUITY OF KAUNAS DISTRICT MUNICIPALITY ACTIVITIES	DIVISION OF CULTURE, EDUCATION AND SPORT OF KAUNAS DISTRICT MUNICIPALITY
	<p>Continuity of the model of Contemporary Neighbourhoods by providing annual funding to each cultural centre for inviting artists from Lithuania or abroad to create art relevant to the local community.</p> <p>Following the methodology, it is to be prepared by 2023, based on the actual practices of Kaunas District.</p>	<p>Cultural Centres of Kaunas District Municipality</p>

	Ensure the sustainability of the existing, evolved and emerging festivals by providing funding mechanisms in the budget.	Division of Culture, Education and Sport of Kaunas District Municipality
	Assurance of the project Nemunas 7 activities, using it for the purposes of international tourism, awareness and cultural diversity: creative residencies, workshops, conferences, exhibitions, development of sustainability and ecology topics.	VšĮ "Ars Future"
	Sustainable funding of budgetary institutions of Kaunas District in order to strengthen professional art programs and application of modern communication / public involvement methods in institutions.	Division of Culture, Education and Sport of Kaunas District Municipality
	Long-term communication strategy of Kaunas District, as the European Capital of Culture, to strengthen the attractive image of the region as well as international and local tourism.	Kaunas District Tourism and Business Information Center