



KATOWICE

City of Gardens

CANDIDATE
European Capital of Culture

2016

[...] nature has never been external to social existence [...] Therefore we must work out an alternative narrative as soon as possible – a narrative that will stop treating nature as different from the world of humans.

Bruno Latour

Cities are not so sure to survive, so the main problem for urban sustainability is the sustainability of the notion of city in itself.

Manuel Castells

Application

for the Title of European Capital
of Culture 2016 – Final Selection

CHANGES SINCE THE FIRST APPLICATION

Excerpts from the first application are displayed in italic type

The key additional information and changes since the first application
are displayed in regular type

TABLE OF CONTENTS

The Table of Contents is printed on the inside flap of the front cover





Safety Last!, Fred C. Newmeyer, Sam Taylor, Germany 1923

I Basic Principles

I Why does the city which you represent wish to take part in the competition for the title of European Capital of Culture? What, for it, would be the main challenge of this nomination? What are the city's objectives for the year in question?

The decision to apply for the title of European Capital of Culture is a change from the usual course of things in the city. This is not to contradict what has happened so far, but to set the city, its space and residents in motion. The candidate city declares that it has thoroughly thought about its reality, that it respects its tradition, but also that it stands in need of a new self-image and a new language in which to present itself in public.

Katowice's candidature has become an impulse for joint actions undertaken by the cities of the conurbation in order to transform the region. The 2016 celebrations will form an opportunity for the whole region to become an important European cultural centre.

The candidature is also an invitation for Europeans to come and co-create the City of Gardens. It is a response to the identity crisis faced by cities all over Europe. It encourages people to take responsibility for their immediate neighbourhood and their fellow inhabitants as well as for global environmental problems. The concept of the City of Gardens is an attempt at a wider view of reality where culture interweaves with nature and technology. It is also an intuitive language for expressing and discussing our problems and needs.

KATOWICE AS EUROPEAN CAPITAL OF CULTURE INTENDS TO

- *Activate residents, combat various forms of exclusion, create a sense of community.*
- *Transform the communication standards between the city and its citizens: enhance the availability of information, create new participation mechanisms.*
- *Create new urban space.*
- **Prevent emigration, especially of young and educated people, by improving living conditions in the city and adjusting education endeavours to the requirements of the job market and by generating new workplaces in the creative sectors.**
- *Initiate new areas of cooperation between cultural circles and institutions (Katowice, Upper Silesian conurbation, Silesian region, Europe).*
- *Support cooperation of the city's business, scientific and cultural circles.*
- **Create a strong European cultural centre.**
- **Contribute to the discussion on the identity of European cities, working out a sustainable development model for cities and metropolises (the so-called responsible city).**

2

Explain the concept of the programme which would be launched if the city was nominated European Capital of Culture?

The C19th vision of a garden city by Ebenezer Howard was his response to rapid industrialisation processes. The English thinker posed a crucial question: "The people, where will they go?" and put forward an idea of creating a city that would combine the benefits of both urban and rural life, a place where one could work, live and rest at the same time.

Today the question may be rephrased as: "The people, where will they stay?" The vision of a garden city has by no means lost its allure, although it should be reinvented to include an altogether new lifestyle and assuming responsibility for the inhabited space rather than be limited merely to a superficial copy of certain urban development solutions.

The concept of the City of Gardens may prove a solution for European cities facing such difficult issues as the deurbanisation and fragmentation of city space, followed by the decay of the communities there. Simultaneously, it encourages thinking of a city as an element of a global organism. The slogan for the celebrations is intended to raise awareness amongst Europeans about the impact of their actions on what happens in other parts of the globe. It is an attempt to create a new awareness and responsibility for oneself and others.

Thinking based on oppositions such as civilisation vs. nature, high culture vs. mass culture and spiritual vs. material spheres, is nowadays simply anachronistic. Therefore what Europeans need is a new language enabling the discourse to express their problems. The concept of the City of Gardens inspires an audaciously fresh outlook on reality.

Our guiding thought, then, is also a possible narrative for the whole of Europe, as it is an innovative concept of sustainable development in the form of Howard's idea revisited.

3

Could this programme be summed up by a slogan?

Imagine a city that invigorates all your senses... a space where you can come across places designed specifically with you in mind... a city whose gardens take you through the entire panoply of human sensuous experience... Can you imagine it?

The City of Gardens slogan attracts attention. The juxtaposition of post-industrial Katowice with the idea of a garden seems puzzling both for residents of the region and of the whole country, thus provoking a discussion on the city and its forgotten roles. It recapitulates Ebenezer Howard's idea, reminding us about its attempted implementation in the Katowice district of Giszowiec, serves as a stimulus for the imagination, inspiring Arcadian dreams of an ideal city and has the potential to galvanise our citizens into action.

Such a motto can inspire us to reconsider the city in terms that go beyond the old clichés entrenched in our collective consciousness. The continuously transforming metropolis is a fertile ground for new ideas, a space open to innovation.

The figure of the City of Gardens, then, is an invitation to visit the public spaces and co-laborate for the sake of their development. The garden metaphor, combining usefulness and beauty, is an excellent reflection of the harmony prevalent in many areas of human endeavour. It points to the analogies between creating a city and cultivating a garden: the need for shared responsibility, patience and care. A garden is also a symbolic space, marked out yet not closed, public yet inviting seclusion and meditation.

The City of Gardens will come to serve as an example to follow for any European metropolis confronted by a need to seek out a new paradigm of urban existence.

4

Which geographical area does the city intend to involve in the European Capital of Culture event? Explain this choice.

KATOWICE

Katowice is the largest city of the Upper Silesian conurbation. It is also the seat of the province's authorities and of its most significant cultural institutions, as well as the largest academic and economic centre in the region. The city has an international airport and is ideally positioned at the intersection of the main pan-European road and railway routes. It enjoys good connections to Warsaw and other large cities. It is a two-hour car ride from: Krakow, Ostrava and Wroclaw. Katowice is not only the administrative capital of the Voivodship but also the cultural centre of the region.

METROPOLIS

The city is closely integrated into the surrounding metropolis with a population of 2 million. It takes less than half an hour to cross it east to west, driving along the motorway. Katowice is also a central node in the country's public transportation network. The cultural institutions that operate in the metropolis provide a diverse and complementary range of events. What is common to all the inhabitants of Katowice and the nearby cities is not only the fact that they are close neighbours, but also their shared heritage. These cities face similar problems, which can only be solved by means of collaboration.

WHY KATOWICE AND THE METROPOLIS?

Due to its history of heavy industry, Katowice is not regarded as an attractive place to live. The only way to break such stereotypes is to join forces to show the diversity and potential of this region. Nowadays economies rely on a network of ties between the most significant cities – those capable of attracting the best-educated people and investors. The number of links in the network determines any given city's position and potential. Therefore, an efficient communication and collaboration system should be established among all cities of the metropolis. Combining the potential of their universities, enterprises, institutions and inhabitants, Silesian cities together may come to play a significant role in the development of this part of Europe.

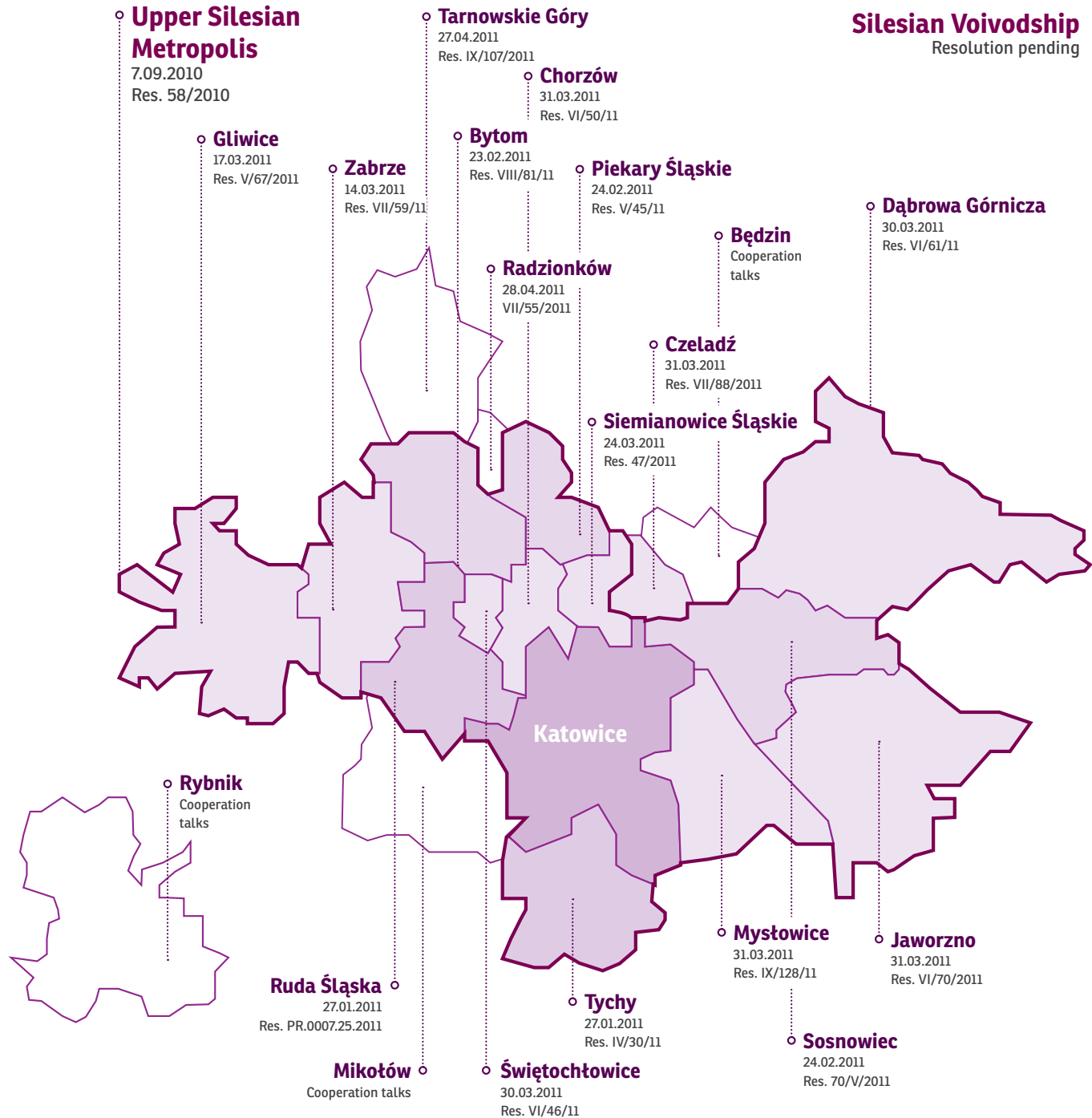
One way in which the city performance could be improved is through enhanced integration of services, leading to a more effective use of available resources. Collaboration between regional cultural institutions will make it possible to create a more attractive ECC programme, allowing inhabitants and guests to take full advantage of the diverse offer.

COOPERATION WITH OTHER CITIES IN THE REGION AS WELL AS WITH KRAKOW AND OSTRAVA WILL TAKE PLACE ON VARIOUS LEVELS

Events	The programme of 2016 celebrations will include the most interesting and the most valuable events organised by institutions working in liaison with the ECC Office. Katowice will be the main venue of the events although some of them are devised for other cities of the metropolis as an attempt to make full use of the region's potential.
Promotion	A series of events organised in other cities of the conurbation will serve to promote the celebrations there and will help involve local residents. ECC Clubs scattered across the region will also play an important role. They will become venues for cultural events and regular meetings with the residents as well as ECC information points facilitating mobility of the guests.
Cultural infrastructure	The neighbouring cities, often located several minutes away from Katowice, feature numerous cultural sites of considerable regional importance. These include renowned cultural centres, post-industrial heritage sites as well as brand new institutions. During the year of the celebrations this infrastructure will be utilised for certain endeavours and jointly planned projects.
Tourist Accommodation	The well-connected local cities will provide tourist accommodation for guests attending the celebrations. This will enhance both the capacity and variety of the offer.
Tourist attractions and heritage sites	In spite of the fact that Katowice will serve as the main venue for the celebrations, the tourist offer will encompass the whole region which abounds in cultural, industrial, religious and active tourism attractions. Visits to Upper Silesia will also be encouraged by the closeness of the world-famous Krakow and the Czech Republic. Located in the vicinity of Katowice are also two notable European heritage sites – Auschwitz and Birkenau concentration camps.
Krakow and Ostrava	Krakow, ECC 2000, will also enhance the celebrations and so will Ostrava, last year's ECC candidate and Katowice's partner city. Under the agreements signed, the cities will support Katowice's candidature. The advantages lay mainly in the location, tourist potential and the common infrastructure used daily by the residents of the above cities. A journey from Katowice to Krakow takes about an hour. Thanks to a new motorway due for opening by 2016 the journey time to Ostrava will be the same as well. Katowice as European Capital of Culture seems vital for creating a triangle of cities which may jointly play an important role as a cultural, scientific and industrial centre in this region of Europe.

5

Please confirm that you have the support of the local or regional political authorities.



6

How does the event fit into the long-term cultural development of the city and, where appropriate, of the region?

KATOWICE 2020+ CULTURAL DEVELOPMENT STRATEGY

- Strategic Goal 1** PARTICIPATION IN CULTURE – DEVELOPMENT OF CULTURAL COMPETENCES
- 1.1 Increasing the numbers of artists and audiences; participation of social exclusion groups
 - 1.2 Providing cultural and regional education
 - 1.3 Facilitating access to cultural heritage resources and cultural offer.
 - 1.4 Providing an attractive and effective cultural information system.
 - 1.5 Fostering collaboration with art schools and universities.
- Strategic Goal 2** CREATIVE CITY – VARIED CULTURAL OFFER AND ACTIVE ARTISTIC CIRCLES
- 2.1 Increasing the variety and scope of cultural offer.
 - 2.3 Creating appropriate environment for the development of creative industries and supporting innovative artistic projects.
 - 2.4 Promoting Katowice's artists and creative groups.
 - 2.5 Fostering collaboration with NGOs.
 - 2.6 Collaboration with other entities in the culture sector – public private partnership.
 - 2.7 Enrichment of the offer provided by cultural institutions and implementation of modern management methods.
- Strategic Goal 4** SYMBOLIC AND IMAGE TRANSFORMATION – KATOWICE AS A CITY OF CULTURE
- 4.1 Increasing the accessibility and attractiveness of the city space.
 - 4.2 Implementing the project of the City of Gardens.
 - 4.3 Cooperation with other cities and engagement in supra-regional cultural activity.

The ECC Office will be responsible for monitoring the strategy implementation process.

'KATOWICE 2020" THE CITY DEVELOPMENT STRATEGY

- Strategic aims**
- *Katowice as a city that supports the functional and spatial integration of various forms of activity performed by cultural institutions, academic institutions involved with the arts, and artistic circles.*
 - *Katowice as a city of many easily accessible and well-developed public spaces that offer the city's inhabitants an attractive way to spend their leisure time.*
 - *Katowice as a city of excellent conditions for the sustainable development of the whole city and a positive example of how to revitalise the city's run-down districts.*
 - *Katowice as a city offering a wide range of aesthetically appealing cultural and entertainment services available in its central space.*
 - *Katowice as a city ensuring a level of access to its public services in line with contemporary civilised standards – to all of its inhabitants, including those who require special care in virtue of their advanced age or disabilities, their marginalised or excluded status, or because of an inability to adapt socially or economically.*

- Horizontal directions**
- *The city's authorities' collaboration with cultural, scientific and business elites.*
 - *Preparation and promotion of joint enterprises undertaken by the cities of the Upper Silesian conurbation.*
 - *Development of the metropolitan identity of the city's residents, with an emphasis on historical and ethnic roots and the cultural traditions of the region.*
 - *Katowice's close collaboration with the other cities of the Upper Silesian conurbation and with Krakow and Wroclaw.*

DEVELOPMENT STRATEGY FOR "SILESIA" – THE METROPOLITAN ASSOCIATION OF UPPER SILESIA – UP TO 2025

- Vision**
- *The Silesian metropolis is a polycentric urban complex enjoying a high level of social capital. As such it aims to make it possible for its citizens to live their lives to the full, with favourable employment and living conditions, a clean environment, an innovative economy and highly efficient public services in the key areas of education, culture, health and transport.*

- Selected directions of development**
- *Creating business-scientific-cultural clusters.*
 - *Revitalisation of the city-centre areas.*
 - *Multidimensional adaptation of both post-industrial land-sites and examples of industrial architecture.*
 - *Development of a metropolitan network of active recreation areas along with pedestrian paths and cycle lanes.*

- Promoting healthy lifestyles**
- *Creating favourable conditions for the development of civic initiatives, non-governmental institutions and other entities responsible for the social economy.*
 - *An increase in the number of the university of the third age's educational institutions*

"SILESIA 2020" DEVELOPMENT STRATEGY FOR THE SILESIA VOIVODSHIP

Priorities

- *As a region, the Silesian Voivodship should enjoy an innovative economy, creating and efficiently absorbing new technologies.*
- *As a region, the Silesian Voivodship should be characterised by widespread availability of high-level regional public services.*
- *The Silesian Voivodship should function as a significant partner in creating culture, education and a European space.*

CULTURAL DEVELOPMENT STRATEGY FOR THE SILESIA VOIVODSHIP FOR THE YEARS 2006–2020

Vision

The Silesian Voivodship to become:

- *a culturally diverse region that combines various elements of different traditions and identities into a harmonious whole.*
- *a region where culture reflects and enhances fundamental civic virtues such as open-mindedness, honesty, sense of responsibility, diligence, and the social cooperation skills, and so will have a positive effect on the quality of the city's social potential.*
- *a region where culture plays an important role in the economic development, boosting the financial competitiveness of the province, creating opportunities for the social and economic development of the region, thus improving the quality of life of its residents.*
- *a region which, in an innovative way, takes advantage of the creative potential of its artistic milieus to achieve a qualitative improvement of public spaces, including public utility buildings.*

Strategic aim

- *An increase in the competence necessary to participate in culture (the audience), to manage culture effectively (culture animators) and carry out artistic work under market economy conditions (artists).*
- *An increase in the levels of participation in culture (passive – as audiences to cultural events and active – as originators of cultural content).*
- *Creating enhanced conditions for the development of creative communities and utilising their creativity.*

7 To what extent do you plan to forge links with the other city to be nominated Capital of Culture?

Projects delivered in collaboration

The programme of the celebrations includes a series of events delivered in collaboration with the Spanish partner. To date, we have signed agreements with two candidate cities: San Sebastian and Saragossa. Independently of these arrangements, we have prepared projects for one of the cities to become a Capital of Culture in 2016. Our actions will be directed at people of various social background and age groups including primary school pupils, third age citizens, etc. Moreover, the regional institutions and enterprises already existing under the auspices of ECC will be offered an opportunity to broaden their scope by including cooperation with the Spanish city. It will enable us to forge links at various levels and create foundations for a long-term cooperation between the cities and regions.

Don Quixote and cooperation with Simetrías Foundation

2015 it will mark the 400th anniversary of the publication of the second part of Don Quixote, while 2016 will mark the same anniversary of Cervantes' death. These facts provide an excellent opportunity for both countries to augment popular recognisability of this literary character so deeply immersed in the European culture, yet often falling prey to rash over-simplifications.

The Simetrías Foundation in collaboration with the ECC Office will encourage young people of both countries to create cultural and artistic projects connected with the characters of Don Quixote and his creator. These joint Spanish and Polish events within the ECC 2016 framework will foster the understanding of the importance of Cervantes' masterpiece in the thought and literature of both countries.

Simetrías is an international platform for social and cultural institutions based in Toledo. It is a member of Tool Quiz Network, Anna Link Network, Oracle and IETM Network (International Network for Contemporary Arts) and others.

Coordinator in Spain

Apart from the international relations manager directly responsible for contacts between Katowice and the Spanish ECC, a separate coordinator in Spain will be appointed. The person to be selected is María Ángeles Díaz Vieco, Director of the international foundation Simetrías of Toledo, Spain, who has a thorough knowledge of the local context and access to a network of local cultural institutions, NGOs and artists. She will be authorised to represent Katowice during preliminary talks with new partners as well as help in coordinating jointly delivered projects.

Promotion

Collaboration with the other European Capital of Culture will encompass promotion carried out on two main levels:

- mutual promotion within the cities (the Spanish advertise the events taking place in Katowice and vice versa),
- mutual promotion of celebrations and the ECC concept in other countries and outside the EU.

Exchange programme Starting in 2012, an exchange programme will be set up comprising working visits and residences of ECC Office employees and people working for the cities' cultural institutions and NGOs. The programme is devised to exchange good practices while at the same time enabling the participants to make personal contacts leading to joint projects with the Spanish partners. In the future, there will also be a possibility of expanding the programme to include representatives of the local authorities and entrepreneurs operating in the creative sector.

ECC Clubs During the celebration year, a Katowice ECC Club will be established in the Spanish Capital of Culture. It will lend itself as a venue for various artistic events, serve as an information point of the Polish Capital of Culture and a place for meetings and promotion of Silesian culture (music, cuisine, design). Likewise, a Spanish ECC Club will be set up in Katowice in 2012.

Spanish Week During the summer of 2016 one selected week will be dedicated entirely to the programme prepared by the Spanish Capital of Culture. The event will not only give more variety to the Katowice celebrations, but it will also help promote the ECC concept itself. The same period could see a series of events organised by Katowice in Spain.

Enhancement of the existing network of cooperation Besides making new contacts with the other Capital of Culture, the ECC Office will utilise and enhance the already existing network of connections between Katowice and Spain. The operating platforms of collaboration, exchange of good practices and flow of information include, among others: the Erasmus Programme, partnership of cities and regions, collaboration of cultural institutions, festivals and foundations.

AGREEMENTS CONCERNING COOPERATION WITH SELECTED SPANISH CITIES

Zaragoza 2016

- Bonjour Tristesse
- Desobediencia
- CAT Centre of Art and Technology
- Zaragoza Digital Orchestra
- Minimagnitudes
- Europe without the Europeans
- T1€
- Silluevesenosmojaeltrombón
- Alfíles y Peonzas
- Casa de la Danza

Katowice 2016

- Street Art Festival
- Biennial of Murals and Graffiti
- Cybergarden
- Urban Gardening
- Hortus Verus
- European Youth Week
- International Puppet Theatre Festival
- International Contemporary Dance Conference and Performance Festival in Bytom
- User Friendly Silesia
- Responsible Design
- Open the Windows

San Sebastian – Katowice

Cooperation Areas

- promotion divided into geographic interest areas: Katowice – Central Europe, San Sebastian – Western and Southern Europe, joint – other continents
- project evaluation, joint workshops and conference
- education, student exchange programmes
- mutual representatives on programme councils
- exchange and training programmes for staff of cultural institutions
- projects with entrepreneurs

Jointly delivered projects

Katowice

- Gardens of Europe, Private Garden, Sculpture Gardens
- Sports Art Centre, Sport and Propaganda
- Katowice Arts Olympics
- European Year of the Puppet

San Sebastian

- Thematic Culture Train
- Network of Cultural Parks

8

Explain how the event could fulfil the criteria listed below. Please substantiate your answer for each of the criteria (this question must be answered in greater detail at the final selection stage).

CAN YOU SPECIFY HOW THIS EVENT COULD HELP TO STRENGTHEN THE CITY'S LINKS WITH EUROPE?

The metropolis will consolidate its relationship with Europe by means of a number of enterprises undertaken together with its foreign partners. Moreover, Katowice as the City of Gardens will definitely intrigue Europeans, encouraging them to visit the region. This relationship can also be taken in more general terms – as the process of promoting an educational system that will provide the residents of Katowice with the skills needed for the development of the EU's community, so that its citizens can flourish as members of the knowledge society. Katowice, by presenting its own perspective in the ongoing discussion about Europe's cities, aims to propose a new narrative for Europe, a new way of perceiving and describing reality.

1. TO STRENGTHEN COOPERATION BETWEEN THE CULTURAL OPERATORS, ARTISTS AND CITIES OF YOUR COUNTRY AND OTHER MEMBER STATES, IN ALL CULTURAL SECTORS

Initiating new areas of cooperation among cultural milieus and institutions on a European scale is one of the key objectives of Katowice as a candidate city. The ECC programme will be delivered in close cooperation with foreign partners. We are planning to utilise contacts held by the city, regional cultural institutions, NGOs and international cooperation networks (e.g. Toolquiz), yet, most importantly, we intend to make new contacts during the delivery of the programme. The cooperation network development scheme is outlined under section I.12. Presented below are some of the projects delivered with the focus on the European dimension of the celebrations.

Baroque Factory

This is a scholarship programme for young European musicians, aimed at creating a professional Baroque ensemble. The people involved in the enterprise of different cultural identities and musical backgrounds will meet in Katowice to gain new insight into the old musical traditions of Europe. Baroque improvisation, preserving its universal character and its quality of being deeply rooted in the past, is a reflection of the dynamism and open-mindedness of the European identity.

Culture University of the Third Age

Ageing societies are one of the greatest challenges faced by Europe. The aim of the programme is to stimulate an ageing population into action and show them that, thanks to their skills and life experience, they form an important part of the developing knowledge society.

Central to the project of the University is the establishing of artistic residences and appointment of retired artists and academic teachers to a newly created post of visiting professor.

In cooperation with the Silesian University of the Third Age and its partners from other countries, they will undertake various educational and cultural enterprises.

Culture Tenement

One of the conditions for conducting creative culture-related activities is a continuing flow of people and ideas among various urban complexes. Exchange programme of the Culture Tenement will offer novice managers, curators and cultural animators the opportunity to serve an internship at one of our partners in Europe. In the course of several week-long trips, participants will learn various cultural management techniques. They will also put into practice their own ideas in cooperation with the newly met artists. Finally, the institutions taking part in the project will establish a collaborative network, while an annual conference and workshop organised in Katowice will have as its subject innovative models for undertaking educational and cultural enterprises.

2. TO HIGHLIGHT THE RICHNESS OF CULTURAL DIVERSITY IN EUROPE

Upper Silesia has always been open to new things, be it nationalities, religions or innovative ideas. The region's history, marked by several centuries of coexistence of Jews, Poles, Germans and Czechs, as well as its unique location at the intersection of routes connecting different cultural centres (Prague, Olomouc, Krakow, Vienna and Berlin) has rendered Silesia particularly sensitive to external influences and given it its cultural diversity. The cosmopolitan nature of Upper Silesia is not only part of its tradition but is also easily discerned in its contemporary character.

Hospitality

A series of events with hospitality as a focal point. This unique type of openness, marked by inviting rather than excluding, is a way to resolve problems faced by contemporary multicultural Europe. Cooperation may be established through cooking activities, by bringing up the idea of sharing a table with others and remaining open to different dishes and people (Four Tastes of the World Festival). A key condition for the coexistence of different cultural components in Europe is to maintain constant openness to the world (Open the Windows Festival showcasing artists from various continents). Equally important, especially on our ageing continent, is transgenerational continuity being the subject of the Festival of Multiple Ages. Towards the end of the celebrations, we intend to invite representatives of other candidate cities as well as past and potential capitals of culture to a meeting where they can discuss the ECC competition. The invited representatives will come to Katowice to exchange experiences concerning work carried out in preparation for the celebrations and discuss the role of culture in the development of cities.

EuroMed Festival of Mediterranean Music and Culture

The idea of the festival is a response to current social issues and a way to pursue identity in multicultural societies. By performing together, musicians from Europe, Asia and Africa negotiate different cultural values using the universal language of music. The EuroMed Music Festival has so far been organised in three cities in Eastern and Central Europe: Budapest (Hungary), Belgrade (Serbia) and Katowice (Poland). Last year's edition was incorporated into the programme of UNESCO's 2010 International Year for the Reapprochement of Cultures. In the

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coming years, the festival format will be extended to include other fields of art and the festival events will be broadcast in all the countries participating in the project.

Recycling of Ideas and Skills

Globalisation and the mass-production of goods do not favour the development of cultural diversity. Globalised communities run a risk of discontinuities in tradition as numerous skills and unique professions gradually disappear. Now, we can observe a revival of interest in the local and the idiosyncratic. This project is aimed at creating an online database of practices and skills insignificant for mass culture, yet having wide-ranging applications in a developing post-industrial society. Thanks to the engagement of the participants (schools, non-governmental institutions, designers, and internet users with their own research) from many countries, the initiative will demonstrate to people the mutual influence, and the cultural diversity of Europe. At the same time the project will have the character of ethnographic field research – something that will serve as an inspiration for European designers.

Mailing List

This project addresses the issue of Europe's multiculturalism, its guiding idea being the letter as both a communicational tool and a cultural text. First, the participants will unearth private correspondence revealing the multiculturalism of Silesia. Then, using various digital data filing and processing tools, they will examine the similarities and differences between a traditional letter, an e-mail, and a text message. The contemporary context of intercultural communication – an issue connected with economic migration – will be of importance to the project. New communication tools (e-mail, text message, social networking services) serve mainly as means of establishing and maintaining interpersonal relations. Multiculturalism manifests itself not as a threat to the community but as an important part of its identity – one created in the process of communication.

3. TO BRING THE COMMON ASPECTS OF EUROPEAN CULTURES TO THE FORE?

Responsibility

The are centred around the notion of responsibility as the key theme of Katowice's candidature and at the same time Europe's trademark worldwide. We define responsibility as working together for the benefit of the community and taking care of the environment in response to the crisis which permeates not only our continent. The slogan for the celebrations is intended to raise awareness amongst Europeans about the impact of their actions on what happens in other parts of the globe. It is an attempt to create a new awareness and stimulate long-term sustainable improvement.

Congress: Responsibility

One of the major opening events in January 2016 will be a congress attended by intellectuals from all over the world who will discuss challenges we are faced with in the C21st. The leading themes of the congress will include humanism, the process of its transformation caused by the developments in science and technology as well as an attempt to capture the contemporary system of values in Europe.

Gardens of Europe

A network of gardens will be laid out in various districts of the city, drawing on the most famous examples from the European history of art, such as the Dutch, the Italian and the English gardens. The gardens in Katowice will preserve the historical character of their precursors, yet will not be mere reconstructions of the original patterns. They will remain open to a dialogue with the city's public space and their creators. A special website will be created, as well as an audio guide providing visitors with historical facts and curiosities related to the gardens.

As a result of the development of digital technologies, the traditional book has lost some popularity as a medium for storytelling. Nowadays readers want to create literature themselves, hear the sounds of a fictitious world, touch the characters and, quite literally, immerse themselves in the reality being performed.

**Hyperbook for Kids –
a European Fairy Tale Map**

The communication revolution, brought about by the development of digital technologies, means that traditional books are ceasing to be the main medium of storytelling; the way we receive stories is also changing. In fact modern readers wish themselves to be a creative force in literature, so just reading a text is not enough anymore: they want to hear the sounds of the world of fiction, touch the characters and immerse themselves entirely in the story.

Hyperbook for Kids is a cyclical competition aimed at designers from across Europe, featuring a conference, a workshop, and a promotional campaign centred around new interpretations of the classic works of European children's literature. The 2016 edition of the competition called the European Fairy Tale Map will aim to gather together and reinterpret the fairy-tale motifs that recur in European culture and transplant them into the world of electronic media. Hypermedia will facilitate the presentation of the universality of these topoi, and in this way they will become comprehensible to children of varying degrees of cultural competence and cognitive skills (representatives of diverse cultures, members of minorities and marginalised groups, and people suffering from various dysfunctions).

Designers from all over Europe will be invited to enter the competition, its aim being to work out a mechanism of collaboration with publishers from various parts of the continent and, eventually, to implement the best ideas.

9 As regards City and Citizens, how does the city intend to ensure that the programme for the event:

1. ATTRACTS THE INTEREST OF THE POPULATION AT EUROPEAN LEVEL

City of the Future The Katowice of 2016 will not only be a city playing host to spectacular cultural events, but also an implementation of a vision of the metropolis of the future. Gardens designed by the most prominent European artists introduced along with new media creations will facilitate the creation of a new, accessible and attractive city space, as well as the transformation of the image of a contemporary city.

ECC Clubs in Europe ECC Clubs will be launched in various European cities modelled after those operating in Katowice and other cities of the metropolis. Designed to promote both the host city and the culture of the region as well as the European Capital of Culture project, these clubs will be established in cooperation with the partner cities and regions, institutions promoting Polish culture abroad, foundations and partners contributing to the delivery of particular events.

Volunteering The ECC Office, in cooperation with the regional NGOs, is developing a long-term programme for international volunteering. The invited participants will contribute to both the preparation of the ECC celebrations and the endeavours of the regional cultural institutions and NGOs. The role of the ECC Office will primarily involve support for organisations looking to obtain funding for volunteer exchange programmes, assistance in finding foreign partners and promotion of the project.

The programme will be inaugurated in May 2011 with Katowice playing host to young people coming from all over Europe to discuss the idea of volunteering. The events organised as part of the European Youth Week will include a volunteering fair and an open meeting for regional NGO representatives enabling them to make contact with foreign guests. The event will be held as part of the European Year of Volunteering 2011 organised with the financial support of the Youth in Action programme.

Welcoming City Hospitality is an inherent part of Silesian culture, which was always open to newcomers, whether those seeking employment during the first and second industrial revolutions, or those relocated from the East after World War 2. The *Welcoming City* project draws on the Silesian tradition and popular Internet services, such as couchsurfing.com or hospitality.com, which attract people offering free accommodation in their own homes. Thanks to the assistance of the residents, volunteers and NGOs, the ECC visitors will be able to find inexpensive accommodation in Katowice as well as amateur tour guides to show them around Upper Silesia. A dedicated website and verification system for checking the credibility of accommodation offers is currently being prepared at the ECC Office.

Tourism Visitors may be attracted to Upper Silesia by both the appealing programme of events and the tourist potential of the region, so far undiscovered in Europe, which features magnificent industrial monuments dating back to the first and second industrial revolutions, historic religious buildings and interesting architecture (most importantly modernist). The region hosts some important sporting events and provides easy access to the Beskidy Mountains and Kraków (both an hour's drive) as well as the Czech Republic and Slovakia.

Projects Visits to Silesia will be encouraged primarily by projects delivered as part of the ECC celebrations, which are addressed to various audiences, as opposed to groups interested exclusively in the so-called high culture. Examples include the following two enterprises:

Sports Art Centre *This unprecedented in Europe sort of facility is dedicated to the promotion of sports-related art, documentation of the history of sport, and research into its propaganda role. The Centre will gather various items of documentation, including films and newsreels, TV and radio recordings, posters, photographs, and participant's accounts.*

The institution will also coordinate numerous cultural events, such as the Katowice Arts Olympics, to be inaugurated in 2012 to mark the hundredth anniversary of the first Olympic Games Art Competition.

School Capitals of Culture *This competition will be launched to promote the ECC idea among the young inhabitants of the European Union. They will compete for the prestigious School Capital of Culture title, putting into practice their own ideas together with their peers from other countries. At first, the competition will involve schools of Katowice and of Spanish cities competing for the 2016 European Capital of Culture title. Then, pupils from other member states of the European Union will be invited to join the project as well. The enterprise will be supplemented by a workshop addressing the most crucial issues for Europe's society, such as ecology and multiculturalism. An international student exchange programme will contribute to establishing a contact network and a collaboration between the various regions of Europe.*

2. ENCOURAGES THE PARTICIPATION OF ARTISTS, STAKEHOLDERS IN THE SOCIO-CULTURAL SCENE AND THE INHABITANTS OF THE CITY, ITS SURROUNDINGS AND THE AREA INVOLVED IN THE PROGRAMME

Involvement of the residents and representatives of various communities is a complex and long-term process. To start with, presentations, meetings, events, promotional activities, debates, etc. will be launched to stimulate interest in the project. These will be followed by outlining co-operation areas, to finally arrive at the involvement of the inhabitants of Katowice and other towns and cities of the conurbation in the preparation of the programme.

Residents *Regular meetings with the city's residents will take place at the ECC Clubs located at the most popular shopping malls, clubs and cultural institutions in the region. In cooperation with a*

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student radio, a Student Project Bureau will be established to support the implementation of students' ideas (there are over 200,000 students in Silesia). Pupils, on the other hand, will be invited to join the Young Cultural Circle project. Central to the programme will be online enterprises creating a communicational platform for the inhabitants of Katowice. For instance, the Silesian Wikimap will enable people to organise themselves whenever something of importance for the local community happens, as well as to create their own pictures of Katowice and the city's agglomeration.

The inhabitants of Katowice will also become involved in the various undertakings aimed at changing the city spaces. As part of the inauguration of the city's attempt at ECC 2016, several thousand sunflower seedlings were distributed among the city's inhabitants. In the year of celebrations, the latter will join forces with the Private Garden campaign, transforming balconies, terraces, roofs, windows, housing-estate squares, and private properties into blooming mini-gardens.

The ECC programme also features a wide range of educational proposals, Musical Potlatch being one of them. Playing instruments and singing together is characteristic of the region of Upper Silesia. The continuation of the old Silesian tradition of choirs and brass bands requires a new perspective – one not restricted to the local level. Hence the mention of potlatch – a festive tribal ceremony and the oldest form of exchange of material and intellectual culture. The project will feature an annual workshop as well as a series of local, national and foreign performances (incl. guest artists from the partner cities). Katowice's public space will become a meeting place, where a dialogue between different musical traditions can be maintained.

Districts

The ECC activities will be conducted within all districts of the city, with special programmes scheduled for the city's most run-down post-industrial areas. Every year, as part of the Urban Space Narratives initiative, a unique narrative of one of the districts will be created. With the use of the mental maps approach, as well as photographic, sound and multimedia documentation, project participants will define the prospects and problems of their districts. The sessions will not only involve architects, designers and sociologists, but also the residents of particular districts of Katowice. Civic interventions will assume the form of flash mobs, gala events, fairs, city games, and happenings.

To carry out the Let's Smarten up our Neighbourhood project the city's inhabitants, along with volunteers, parish representatives, non-governmental institutions, and entrepreneurs, will work out plans to transform their courtyards and immediate surroundings. Performances, multimedia projections, radio dramas, and a series of theatre workshops – Re: definition – will be organised. Artists taking part in the residence programme will also become involved in the enterprise in order to stimulate the local community to jointly work for the welfare of their neighbourhood.

The World of Culture

One of the principal aims of the proposed candidature is to initiate new forms of collaboration of cultural institutes and cultural milieu. Representatives of organizations from all of the cities of the region have been involved in the process of establishing the project guidelines. Institutions, non-governmental organisations and artists will submit proposals for activities to the Katowice ECC Office.

The educational institutions located in Katowice and other parts of the metropolis (nursery schools, primary, middle and secondary schools) will be involved in the preparations for the celebrations. The celebration programme includes several dozen educational and artistic projects aimed at children and teenagers.

A special emphasis will be put on collaboration with universities operating in the region (there are 46 of them). It will be crucial not only to tap their scientific and intellectual potential, but also to get them involved in the various planned initiatives. (Several dozen of the projects require the cooperation of Silesian universities.)

Entrepreneurs

The proposed candidature is also aimed at supporting cooperation of the city's business, scientific and cultural circles. For that reason, the Katowice ECC Office has entered into close collaboration with the Regional Chamber of Commerce in Katowice. Moreover, certain initiatives have been planned so as to directly support development of the creative economy and to involve entrepreneurs.

This long-term programme supports the enterprises within the creative industries. It aims at providing the participants of a given space with professional, organisational and content-related assistance, and at creating preferential conditions for conducting business activity. Local entrepreneurs and institutions, as well as the local authorities, will be invited to join the initiative. Their cooperation will be a modern synergy of business, science and culture, that is certain to have a positive influence on the development of both Katowice and the whole region.

Enterprise Incubator is one of institutions to be established; it is aimed at small and medium-size companies operating in the cultural and creative sectors. Culture Tenement will initiate and coordinate collaborations between local entities and European partners. Maintaining contacts with other organisations running similar programmes will allow the integration of groups and institutions. The exchange programme will also feature various workshops and training courses for people working in the culture sector.

INVOLVEMENT OF THE CITY'S RESIDENTS AND NON-GOVERNMENTAL ORGANISATIONS IN THE PREPARATION OF THE PROGRAMME

A range of mechanisms has been developed to attract the interest of the residents, institutions and non-governmental organisations and ensure their participation in the programme.

Cyclical meetings with the city's residents and representatives of non-governmental organisations

These open-format (moderated discussion) meetings, held in popular and easily accessible venues in Katowice and other towns and cities of the conurbation, are designed to enable the participants to ask questions to those responsible for the ECC programme and submit their own comments and proposals.

ECC Clubs

The clubs established in various locations across the conurbation lend themselves as venues for the ECC related meetings and discussions. They also serve as information points where one can obtain the programme of current events, submit a project proposal or make contact with

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the ECC Office staff. The clubs will also promote the idea of volunteering and receive applications from those interested in participating. They will become communication hubs designed to exchange information and ideas between the local communities, residents of the conurbation and the ECC Office.

- Competitions**
- **Open competition for NGOs to propose events to be held as part of the ECC celebrations:** to be delivered in 2012–2016. The format of the competition will be extended in cooperation with the Marshal's Office to include the regional dimension.
 - **Competitions for residents:** e.g. for allotment holders or for the most interesting home garden, etc.
 - **Student Project Bureau:** launched in 2011, the competition enables students to obtain funding for the implementation of their innovative ideas.
 - **Young Cultural Circle:** this educational project is directed at secondary school students and features a competition for the implementation of the best ideas.

Volunteering Launched in 2010, the program brings together volunteers of different ages who engage both in the implementation of projects operated by the ECC Office and in some ECC partner projects, such as OFF Festival or Tauron Nowa Muzyka festival. As new ECC Clubs emerge, local volunteering centres will be created to galvanise young people into action in other towns and cities of the conurbation. Starting in 2011, cyclical meetings for NGO representatives as well as regional and European volunteers will be organised. The first meeting, held as part of the European Year of Volunteering and delivered in cooperation with the Katowice Regional Volunteering Centre, will take place this year in May.

Submit Your Project Residents, NGO representatives and institutions interested may submit their own project proposals. A special short application form has been developed which can be submitted via the website, by post or personally at the ECC Office or one of the ECC Clubs. Following the announcement of the competition results, the winning ideas will proceed to implementation

Another mode of accepting project proposals is their direct inclusion in the programme of the celebrations following the approval of the Artistic Director and the programme department.

Cooperation with non-governmental organisations The implementation of bottom-up initiatives submitted by NGOs is one of the priorities of Katowice as candidate city, for these projects best reflect the residents' needs. The financial aspect is also important: the organisations may apply for additional funding in grant competitions and form partnerships with other entities. The ECC Office offers financial support and patronage as well as facilitates contacts between particular organisations. Currently, the ECC Office is implementing several such projects, including the volunteer-oriented European Youth Week, a project in media and intercultural education known as "Szuflada, pamięć, przestrzeń" [Drawer, Memory, Space] and an audio guide to the Jewish cultural heritage of the regions of Upper Silesia and Zagłębie Dąbrowskie

**Programme and
Coordination Board**

The new council, to be established as a non-profit service, will be appointed in the latter half of 2011. Its duties will include evaluating projects considered for implementation as well as consulting programme, promotion and social communication strategies.

The key aim of the Council's operation is to involve in the project various regional communities, including NGOs, cultural institutions and business entities. The Council's members will act as intermediaries between the ECC Office and local communities. The diversity of the Council's composition is intended to ensure a fresh view on the project as well as the exposure to new audiences, supporters, volunteers and experts.

3 IS SUSTAINABLE AND AN INTEGRAL PART OF THE LONG-TERM CULTURAL AND SOCIAL DEVELOPMENT OF THE CITY?

The ECC programme which has been implemented in Katowice since 2011, places a special focus not only on the transformation of the city space, but primarily on activating and integrating the local community and improving their living conditions. This is why education plays a pivotal role in the programme, as it provides all age groups with various skills necessary to function within the knowledge society. The proposed enterprises, which meet the standards of a modern economy valuing cultural competence and intellectual work above all else, aim to combine educational activities with the requirements of the job market. The project is implemented on a regional level by a purpose-built culture institution and its programme assumptions have been included in Katowice's 2020+ Cultural Development Strategy.

10 How does the city plan to get involved in or create synergies with the cultural activities supported by the European Institutions?

The celebrations programme stands in accordance with the European Agenda for Culture. It also conforms to the Europe 2020 Strategy, defining the need for improved EU innovation through education, use of new technologies, pro-ecological policies and combating social exclusion. Below we identify the elements of the strategy which correspond to our concept of the City of Gardens.

COMPATIBILITY WITH THE EUROPEAN AGENDA FOR CULTURE

Objective 1. Promotion of cultural diversity and intercultural dialogue

- Raising awareness, promotion of intercultural competence.
- Improving the mobility of artists and other people professionally involved in culture.
- Pursuing synergies between education and culture.
- Developing creativity of children and teenagers through their access to culture.
- Promoting digitalisation and on-line access to cultural heritage.
- Within the above defined areas, supporting bottom-up initiatives in cooperation with NGOs.

Objective 2. Promotion of culture as a catalyst for creativity

- Stimulation of creativity through forging links between art, science and economic activity.
- Rise in employment due to the utilisation of cultural potential to support creative work and innovation along with creating an environment conducive to economic growth.
- Cultural contribution to local and regional development, protection and preservation of cultural heritage, establishing cultural infrastructure and supporting cultural services.
- Support for tourism, revitalisation of urban space, small and medium sized enterprises, and development of information society.
- Incorporating creative and cultural sectors into the main stream of urban and regional development strategies in cooperation with public authorities and representatives of civil society.

Objective 3. Promotion of culture as a vital element in the EU's international relations

- Culture as a strategic factor of political, social and economic growth in both internal relations and foreign EU policies (ECC as an important means of EU promotion outside its borders, attracting the countries east of the EU).

COMPATIBILITY WITH THE EUROPE 2020 STRATEGY

The City of Gardens concept complies with the principles of Europe 2020 strategy. The European Commission emphasises in it the fundamental role of culture in long-term EU development through such leading projects as:

- Innovation Union (creative ecology, non-technological innovation).
- A Digital Agenda for Europe (media literacy, new environment for art and access to culture).
- An Agenda for New Skills and Jobs (intercultural competences and cross-disciplinary skills).

Within the priorities it is possible to indicate notions consistent with our concept of the City of Gardens:

Priority 1. Smart growth

- Innovation Union.
- Promoting cooperation between the worlds of art, science and business, media education.
- Youth on the Move.
- Intercultural education, establishing a network of international cooperation at primary, secondary and university schooling levels.
- Ageing society.
- Activation of third age citizens, transgenerational media and cultural education programme.

Priority 2. Sustainable development

- Promotion of an eco-conscious lifestyle and responsibility for the environment.

Priority 3. Development supporting social inclusion

- Undertakings directed at people affected by social exclusion, programme of cultural revitalisation of city districts, communal and educational projects.

11

Are some parts of the programme designed for particular target groups (young people, minorities, etc.)? Specify the relevant parts of the programme planned for the event.

- Children**
- Young Academy of Architecture / workshops
 - Young ECC Science Cafe / workshops for children
 - Katowice for Children / festival fringe events as part of ECC
 - European Fairy Tale Map / workshops for children
 - *School Garden – Green Classroom*
 - *naturaLIVE*
 - *Silesian Botanical Garden*
 - *European Year of the Puppet*
 - *Play Yourself Up!*
 - *May Junior Festival*
 - *Visual Arts Education*
 - *Hyperbook for Kids*
 - *Cybercity/Cybergarden*
 - *New Media Academy*

- Adolescents**
- Points of Interest Map / workshops
 - European Youth Week / volunteering fair
 - Drawer, Memory, Space / workshops
 - Digitisation of Polish German Heritage / workshops
 - ECC Football Cup / series
 - European Youth Plein Air Painting Session
 - SK Street Art Festival / concerts, murals, workshops
 - *School Capitals of Culture*
 - *Young Cultural Circle*
 - *Theatre Tenement*
 - *The Listening Workshop*
 - *Jazzed Fine!*
 - *Development Education Centre*
 - *Filmmaking Workshops*
 - *Mailing List*
 - *Reading Classes*
 - *Garden Chronicles*

- Third age generation**
- Urban Gardening / workshops, conference, exhibition
 - Supergarden / project engaging the inhabitants of the Superjednostka [Super Unit] residential block
 - A Silesian / activities within the city space, culinary workshops
 - *Recycling of Skills and Ideas*

- *Culture University of the Third Age*
- *Theatre Tenement*
- *Re: Definition*
- *Music Potlatch*
- *Mailing List*
- *New Literacy Academy*
- *User-Friendly Silesia*
- *New Media Academy*
- *Private Garden*

People suffering from physical and cognitive dysfunctions

- *Responsible Design*
- *User-Friendly Silesia*
- *New Media Academy*
- *Hyperbook for Kids*

Inhabitants of areas at risk of social exclusion

- *Hortus Conclusus / series of concerts*
- *ECC Football Cup / series*
- *Urban Space Narratives*
- *Land Art*
- *Let's Smarten up our Neighbourhood*
- *Private Garden*
- *Re: Definition*
- *Mapping Katowice*
- *Music Potlatch*

Sports fans

- *Biennial of Murals*
- *Graffiti Competition*
- *Sports Art Centre*

Entrepreneurs

- *Responsible Design*
- *User-Friendly Silesia*
- *Culture Tenement*
- *Katowriter – bookshop chain*
- *Katowice Art Gallery Network*

12

What contacts has the city or the body responsible for preparing the event established, or what contacts does it intend to establish, with: cultural operators in the city, cultural operators based outside the city, cultural operators based outside the country.

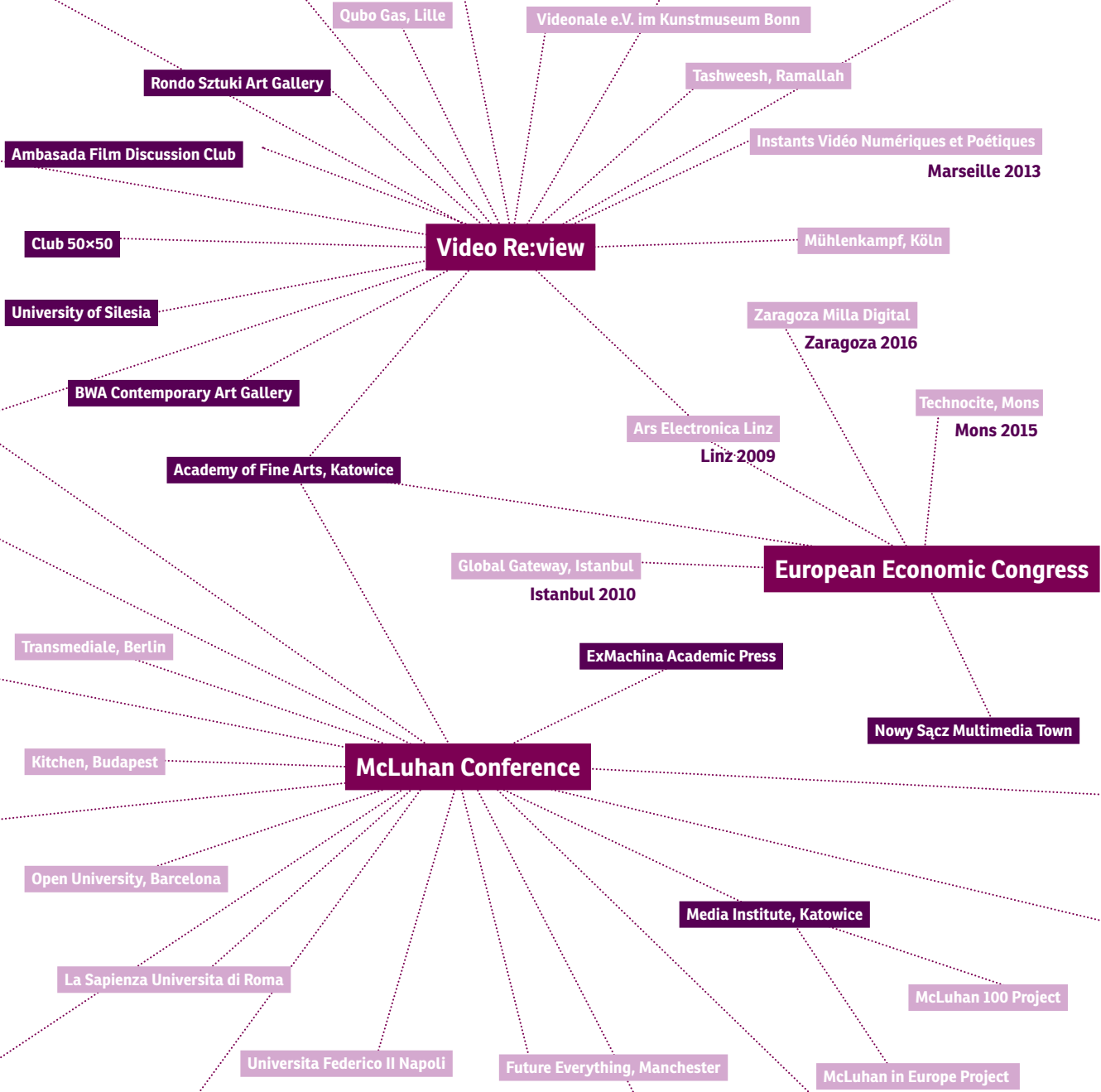
NAME SOME OPERATORS WITH WHOM COOPERATION IS ENVISAGED AND SPECIFY THE TYPE OF EXCHANGES IN QUESTION

Establishing a cooperation network, especially at the international level, is one of the key objectives of Katowice as a candidate city. The nature of these contacts depends on the character of particular projects, although central to the project are long-term relations, made at various levels (e.g. cooperation of the region and the cities, institutions, representatives of the cultural sector, etc.). Of special importance will be the contacts with the past and present ECC candidates and title holders. The cooperation network development system will be presented on the basis of a project constituting the Cybergarden programme platform. A detailed list of established and planned contacts is included in the first application form.

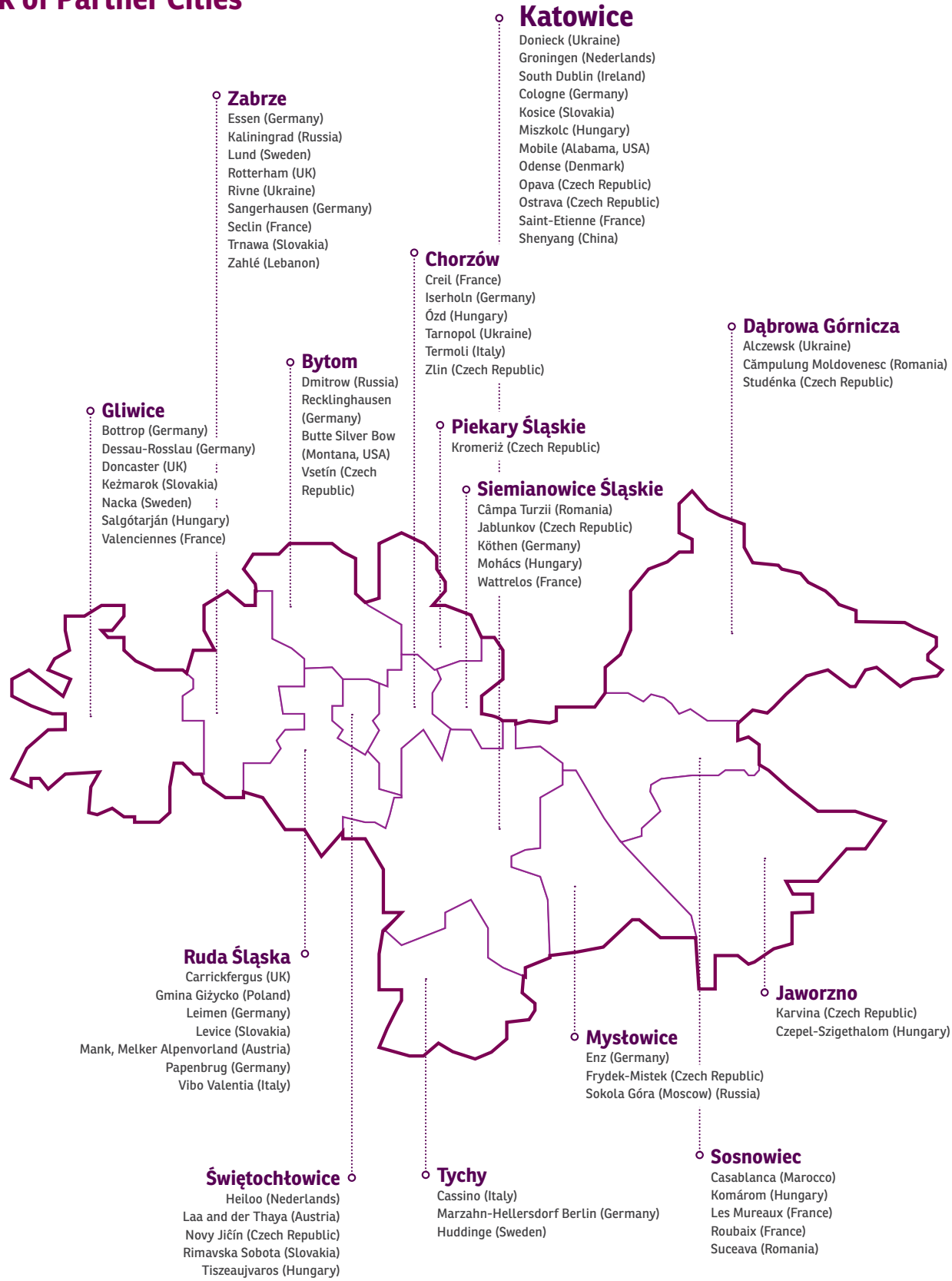
Contacts	City and Region	Domestic	Foreign
Cultural and Other Institutions	✦ ✦	✦ ✦	✦ ✦
NGOs	✦ ✦	✦	✦
Local Governments	✦	✦	✦ ✦
ECC Cities	✦	✦	✦ ✦
Universities	✦ ✦	✦	✦ ✦
Schools	✦	✦	✦
Businesses	✦ ✦	✦	✦ ✦
Artists	✦ ✦	✦	✦ ✦
Informal Groups	✦	✦	✦ ✦

- ✦ Contacts made as part of the ECC celebrations
- ✦ Contacts made as part of the Cybergarden programme platform

Cybergarden 2011



Network of Partner Cities



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In what way is the proposed project innovative?

The innovative character of the project is a direct result of our adopted approach: the overall focus of the project is not only on the potential benefits of the ECC title for Katowice but also on the aspects of the project which may prove beneficial to the EU itself. The idea of the City of Gardens is Katowice's voice in the discussion about the shape of Europe and the proposed artistic, social and educational projects bring this concept to life.

Perceiving reality in a way that enables a close integration between culture and nature is of key importance to our vision. Innovation does not stem from simple defining culture and nature as mutually dependent, in opposition to their usual treatment as two separate worlds, but from the ability to represent it in a straightforward, intuitive way, in the form of the City of Gardens narrative. Our proposal is a vision of the city and reality which may be intelligible and attractive for every resident, regardless of their view of life, education and social position. Simultaneously, it is an attempt to face the key challenges looming over Western cities: assuming responsibility for the environment and counteracting disintegration of identity, defragmentation of urban community and space.

(NEW) NARRATIVE FOR EUROPE

The City of Gardens is a universal formula, which in an intuitive way represents the needs of contemporary cities. It is an attempt to translate the political idiom into everyday language. The concept enables us to talk in a universally intelligible way about the sustainable development policy, environmental efforts and intercultural dialogue.

It brings back to the city its long-forgotten roles of community building and providing places for fun and rest. While thinking about the city on the template of a garden one changes the perspective in which to evaluate social and urban development processes – it serves as a lesson in far-sightedness.

A VIBRANT ECONOMIC, SCIENTIFIC AND CULTURAL CENTRE IN EAST-CENTRAL EUROPE

Katowice lies at the centre of a metropolis with a strong economy, several dozen universities and population of almost 2 million. It is one of the most attractive investment locations in Poland. The metropolis enjoys the best transport infrastructure in Poland, with the East-West and North-South motorway interchange, an efficient railway system serving over 50% of country's traffic, and easy access to three airports, all within 100km of Katowice. Krakow, with which Upper Silesia has always enjoyed strong connections, is geographically close, as is Ostrava – Katowice's partner city and a candidate for the ECC 2015. Katowice is also no more than 600 kilometres away from Berlin, Bratislava, Budapest, Prague, Warsaw and Vienna.

Fundamental to the concept of the City of Gardens is our conviction that Katowice cannot develop without the surrounding towns and cities, as they form a node in the network of the conurbation, the region and other European centres. Thanks to the ECC title, Katowice and its neighbouring towns and cities will gain an opportunity to become a leading economic, scientific and cultural centre in East-Central Europe.

14

If the city in question is awarded the title of Capital of Culture, what would be the medium- and long-term effects of the event from a social, cultural and urban point of view?

MEDIUM-TERM EFFECTS

Community

- *New image – Katowice's inhabitants and those otherwise involved with the city value it positively, feeling that it is a place where their aspirations can be fulfilled and their ideas put into practice.*
- *Co-responsibility and participation – the inhabitants solve problems, establishing neighbourhood groups, implementing civic initiatives and supporting the projects of the local authorities and the city's institutions.*
- *Young people – creative energy and the future – the city opens itself up to initiatives proposed and developed by young people.*
- *Initiatives on the part of the third age generation – these people represent the traditional values of the region, such as a strongly defined work ethic, honesty, open-mindedness, and the ability to collaborate; they hand these values down to subsequent generations.*
- *Eliminating forms of exclusion – groups excluded until now begin to take active part in the life of local communities and the city, enjoying improved access to education and culture.*
- *City of students – students become involved in issues related to the city, helping to create positive atmosphere.*

Culture

- *Increase in competence – inhabitants of the city and the wider metropolis co-create the cultural life of Katowice.*
- *Open institutions – cultural centres are open to citizen's initiatives, as well as to new trends and artistic phenomena.*
- *Partnership network – cultural institutions, non-governmental organisations and local artists collaborate with foreign partners, developing interdisciplinary projects involving people from culture, science and business.*
- *Katowice – a fashionable cultural centre – the city attracts independent artists with many interesting artistic enterprises, attractive to a wider European audience.*
- *Discovering tradition – the citizens are aware of the multicultural history of their city, with increasing interest in the Silesian dialect.*

City

- *New identity – the stereotypical image of the city undergoes transformation.*
- *New public space – inhabitants and visitors enjoy the benefits of an attractive city space that is a flagship for the city as a whole.*
- *Atmosphere of the city – the city is vibrant, lively, diverse and open to new ideas.*
- *Accessible city – Katowice is well-suited to meeting the needs of the people with impaired mobility and of the people suffering from cognitive dysfunctions.*

LONG-TERM EFFECTS

- Community**
 - *Generating a feeling for the city – stopping the migration of residents from the city.*
 - *Open community – civic participation enables the community to become integrated and open to other people.*
 - *Sense of metropolitan identity – Katowice's residents regard neighbouring cities as partners rather than competitors.*

- Culture**
 - *New approach to culture – culture is understood as a sort of an activity having positive implications for the quality of life.*
 - *Major cultural and artistic centre – a consistently developed education strategy, combined with a rapidly developing profile in the areas of science and culture make Katowice a key centre in East-Central Europe.*

- City**
 - *Competitive metropolis – thanks to its collaboration with the other cities of the surrounding conurbation, Katowice competes with leading centres of the global economy. The metropolis attracts investors and highly-educated people to live and work here.*
 - *Model of sustainable development – the city is recognised as a centre for new technologies, scientific research, environmentally friendly solutions, clean energy and green transport.*

Do the municipal authorities intend to make a public declaration of intent concerning the period following the year of the event?

Indeed, they do, since Katowice's candidature is treated as an opportunity to create efficient city development mechanisms for the coming decades. The key projects will continue to be delivered by purpose-built institutions.

The Katowice 2020+ Cultural Development Strategy adopted in May 2011 will guarantee continued implementation of the programme after 2016, as it was created parallel to the concept of the City of Gardens. In April 2011, the Katowice ECC 2016 Office was set up as an autonomous municipal institution responsible for the programme.

15

How was this application designed and prepared?

The Programme Board prepared the key guidelines in the form of three documents created in the course of consultations with representatives of Katowice's universities, institutions, non-governmental organisations and residents in late 2009 and early 2010.

The next step was to appoint a team of experts in various fields, whose task was to specify the main guidelines and prepare particular elements of the programme. The team was nominated by the project's Artistic Director Marek Zieliński. Starting in March 2010, two groups of experts worked alongside each other, one working on the project part, the other focusing on the budget structure, application form and description of the investments.

Operators responsible for preparing the programme and the application took part in various meetings and conferences, such as:

- Celebrating 25 years of European Capitals of Culture, Brussels
- European Capitals of Culture. Impulse for changes, Katowice (attended by representatives of: Cuenca, Essen, Lille, Linz, Ostrava, Plzen, Toledo, Toulouse)
- European Capitals of Culture Beyond 2019, Brussels,
- Meeting of Polish ECC Candidate Cities, Szczecin,
- Cuenca Hacia el corazón de Europa Workshop, Cuenca
- Consultations with the representatives of the Ruhr 2010 ECC Office, Katowice

The general idea and the programme for the celebration year are based on the cultural development strategies for the metropolis and the region, city development plans and research reports. We attended meetings with people preparing the above mentioned documents including IBM managers, who advised Katowice as part of the Executive Service Corps programme in 2010.

We also used the results of students' research projects on the reception of Katowice's candidature among the city's residents. Additionally, we held consultation meetings with the city authorities, representatives of various communities, e.g. the Regional Chamber of Commerce and the institution responsible for the disbursement of European funds in the region.

During the meetings with the representatives of the so-called umbrella organisations associating NGOs we managed to outline mechanisms for cooperation with non-governmental organisations. The submission system for ideas and projects by organisations and private persons (e.g. via the Internet) was created and coordinators responsible for the programme took part in numerous meetings with the representatives of organisations submitting their projects.

In October 2010, the application in a pdf file format was made accessible to the public on our website, while in November 2010 its printed version was released in 1200 copies. While spreading through the city and the region, the document has risen discussion about the direction of city development and has become inspiration for inhabitants and representatives of institutions and NGOs submitting their own proposals of events. Many of these have been taken into account while preparing the new application form.

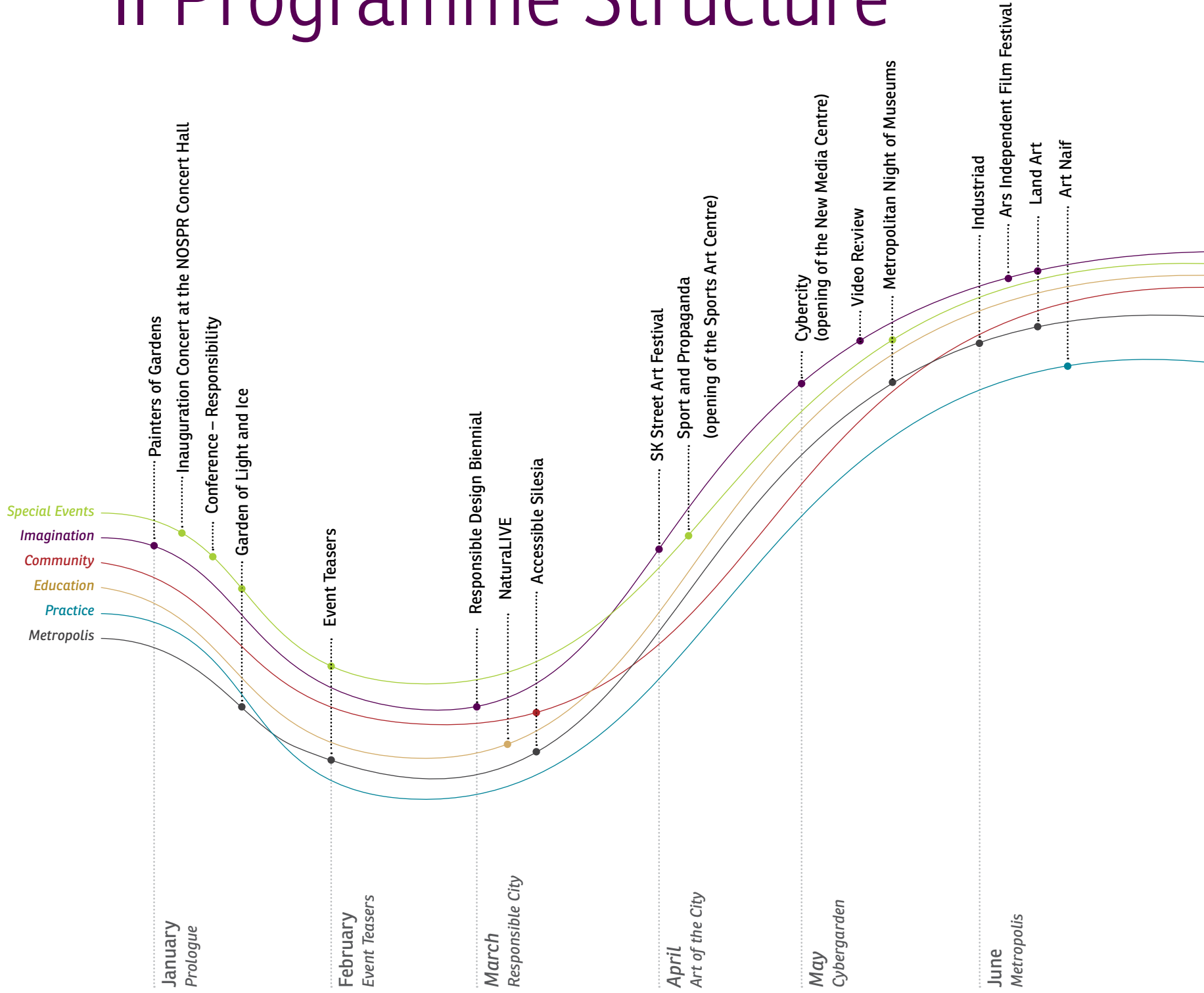
The application was designed and edited by the same team who had prepared the first edition. The text editing and graphic design were completed in the beginning of May 2011.

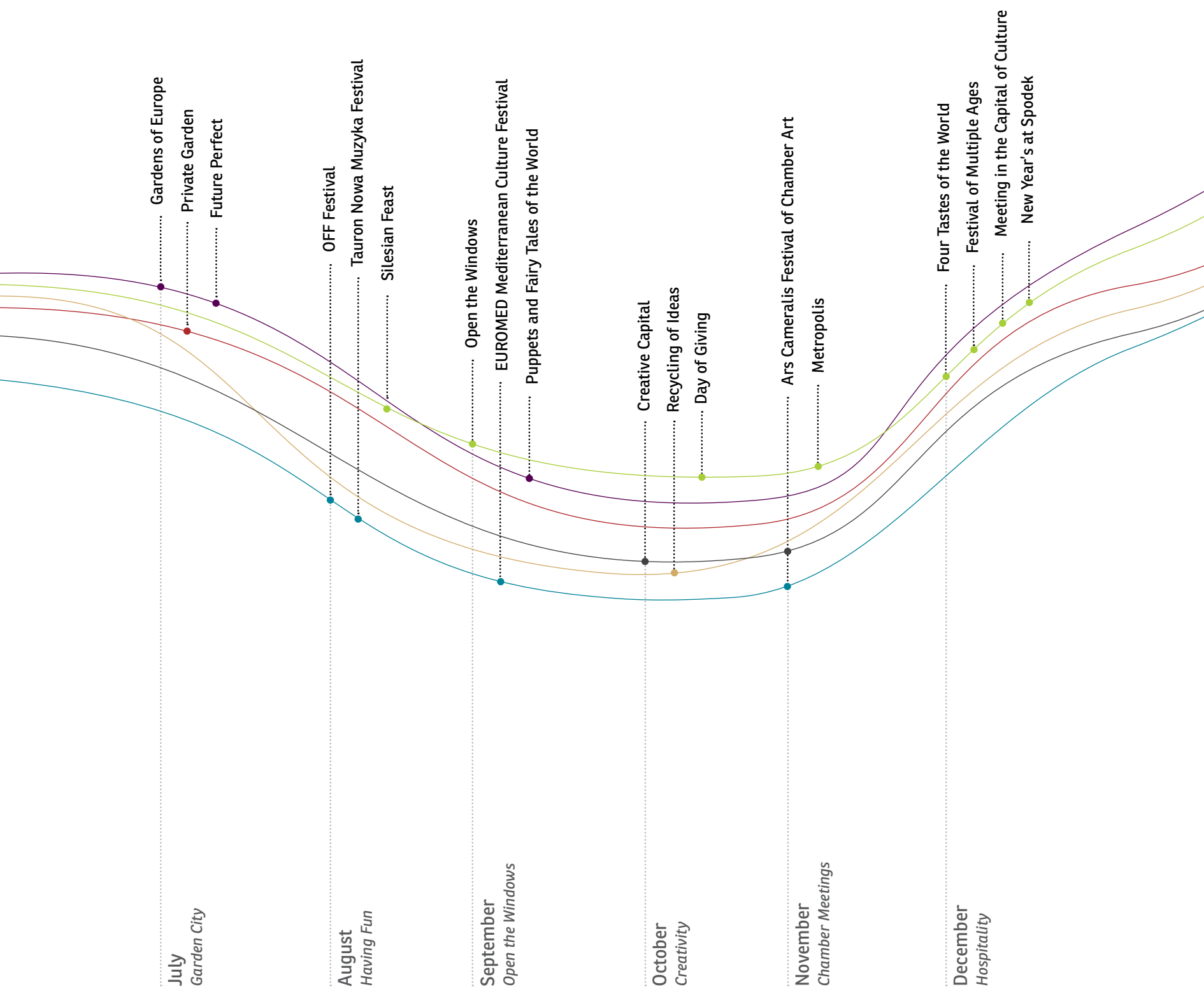




La Ilusión viaja en tranvía, Luis Buñuel, Mexico 1954

II Programme Structure





2 What main events will mark the year? For each one, please supply the following information: description of the event / date and place / project partners / financing.

JANUARY | PROLOGUE

The first month of 2016, designed as an "ice breaker", will be a spectacular inauguration of the celebrations and a symbolic opening of facilities central to the city's cultural activity. The events will be held in original settings referring both to Katowice's past and future. 2016 will be a time for artistic and tourist explorations of mine shafts, water towers, pithead buildings and other unobvious city spaces. The inauguration event to be held in Katowice's iconic Spodek arena will be broadcast via radio, TV and the Internet using webcams set up in unusual locations.

PARTNERS: Concerto Köln | Red Priest Ensemble | NOSPR Polish Radio Symphony Orchestra | AUKSO Chamber Orchestra of the City of Tychy

Garden of Light and Ice € 0,5 mln

Water towers being the symbol of the celebrations in the region will be lit up simultaneously during the official opening, thus adding splendour to the Katowice event and demonstrating the support of other towns and cities of Upper Silesia. The city's main street will be turned into an ice rink for people to skate while listening to music, admiring ice sculptures and light shows. One of the light attractions of Katowice, dubbed a Polish Las Vegas in the 1970s, will be a neon gallery welcoming journey makers who approach the city's central train station.

Painters of Gardens € 0,4 mln

Some of the most important works of European painting will be showcased in the post-mining premises of the New Silesian Museum, whose exhibition spaces are situated underground. The exhibition will be accompanied by art workshops and a competition for the world's largest painting directed at school pupils.

Inauguration Concert at the NOSPR Concert Hall € 0,1 mln

The concert will mark not only the opening of the ECC celebrations but also the opening of a unique concert venue – the new seat of the Polish Radio Symphony Orchestra (NOSPR). In order to enable all the inhabitants to participate, this unique event will be broadcast in selected spaces of the city and region.

Responsibility – Congress € 0,1 mln

A congress attended by intellectuals from all over the world to discuss challenges we are faced with in C21st. A leading theme of the congress will be humanism – the system of values of the Western culture undergoing transformation caused by the developments in science and technology.

€ 0,5 mln

FEBRUARY | EVENT TEASERS

February will be a month of announcements. The events of the coming months will be preceded by a series of previews: concerts, performances, meetings and workshops. The city life will commence to centre around the forthcoming festivals and undertakings. During one month we are going to see the hints of the most interesting features of the celebrations.

PARTNERS: Ars Electronica Linz | Transmediale Berlin | ICA – Institut of Contemporary Arts | Ars Poetica, Bratislava | Cine Foundation International | Art Connection Lille

MARCH | RESPONSIBLE CITY

Katowice puts special emphasis on the city's responsibility towards its residents and guests. The care for nature, finding its place in the urban space, accessibility of the city to people with impaired mobility – all the above features constitute a responsible city.

PARTNERS: BASZ Biennial of Sustainable Architecture of Zaragoza | Society for Responsible Design | Design Council London | Design for All Foundation | Academy of Fine Arts in Katowice | The Silesian Castle of Art and Enterprise | Silesian University of Technology

Responsible Design Biennial

€ 0,5 mln

This international biennial combined with a design fair will be the largest undertaking of this kind in Europe. The project aims to promote environmentally and socially responsible solutions in various areas of design (industrial design, graphic design, information design, new media). The events will be accompanied by innovative designs carried out in the city space.

User Friendly Silesia

€ 0,25 mln

The City of Gardens is a safe and welcoming city, also to seniors and people with physical disabilities. With that in mind, since 2010 steps have been taken to make the public spaces of the conurbation accessible to users with various disabilities. The results of long term research into the problem and some existing solutions will be presented during the biennial.

naturaLIVE

€ 0,1 mln

An educational programme which aims to promote ecological awareness through competitions and actions in the city space showing interesting ways of caring for your immediate environment. The programme events will include "flower guerrilla actions", during which flowers will be planted in unobvious sites across the city. NaturaLIVE aims to inscribe environmental awareness and eco-friendly activity in the city's identity.

APRIL | ART OF THE CITY

The city constitutes not only life and work space but also an ever changing work of art. In April, the streets and buildings of Katowice will welcome street art created by world-renowned artists and the inhabitants themselves.

PARTNERS: Fans Together Project | Graffiti-Dortmund Graffiti Community | Federación de Accionistas y Socios del Fútbol Español (FASFE) | Football Supporters Europe Network (FSE) | Fanprojekt Bochum | Academy of Physical Education | Polish Scientific Society for Physical Education | External Art Foundation

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SK Street Art Festival
€ 0,25 mln

Initiated in 2011, the festival attracts artists from across Europe who are seduced by the potential of sites offered by Katowice. The city is full of post-industrial, uncoordinated nooks and crannies which, as opposed to traditionally sedate historical centres of many European cities, offer a great setting for street artists to express themselves.

**Sport and Propaganda
(opening of the Sports Art Centre)**
€ 0,1 mln

The opening of the Sports Art Centre will be marked by a conference on relationships between sport and social discipline. This modern facility, hosting historical and contemporary sports artefacts, will serve as a research and educational centre as well as an exhibition and conference venue.

MAY | CYBERGARDEN

In order to forge its identity, Katowice wants to use the new media. Achieving this goal is rendered possible partly by the introduction of technology into the city space. Cybergarden, the heading for the May events, will bring the new dimension to the city.

PARTNERS: Ars Electronica Linz | Technocite Mons | Transmediale Berlin | Zaragoza Milla Digital | Videonale e.V. im Kunstmuseum Bonn | Instants Vidéo Numériques et Poétiques Marseille | Kitchen Budapest | Video-Forum Neuen Berliner Kunstverein | Academy of Fine Arts in Katowice | Media Institute in Katowice | Silesian University of Technology

Cybercity
€ 0,5 mln

The opening of the New Media Centre will be accompanied by a series of multimedia events in the city space. A new media garden will be created by artists from across the world, local residents and guests attending the celebrations through their participation in workshops, flash mobs and performances. The Cybergarden will come alive with LED lights, 3D holographic laser projections as well as interactive installations and visualisations shown in various parts of the city.

Video Re:view
€ 0,25 mln

The Festival, presenting the most important phenomena in video and new media art, has been delivered since 2011 in collaboration with the leading video art institutions in Europe, such as Ars Electronica Linz or Videonale Bonn. It will be one of the most notable events of the celebrations with works presented not only in museums and galleries, but also in the city on large exterior screens and in shop displays.

**Metropolitan Night of
Museums**
€ 0,25 mln

Owing to the rich diversity of the region, the local implementation of the European Night of Museums will offer a great opportunity to explore the mysteries of museums across Upper Silesia and Zagłębie Dąbrowskie.

CZERWIEC | METROPOLIS

A month dedicated to the unique specifics and the identity of the region. An opportunity for the Europeans to experience the Silesian character and for the inhabitants to rediscover it. The exploration of the post-industrial areas and the exploitation of the artistic seams of the region.

PARTNERS: UNICA (Union Internationale du Cinéma Non Professionnel) | Thessaloniki IFF | Rotterdam IFF | Berlinale | International Federation of Film Societies | Cine Foundation International | Polish Federation of Film Societies | European Route of Industrial Heritage (ERIH) | Silesian Museum | Silesian Centre for Cultural Heritage

Industriad
€ 0,5 mln

Industriad is one of the most important cultural events in the region, which is celebrated simultaneously in several dozen towns and cities of the region, forming the industrial heritage trail. Underground concerts, theatre performances in C19th factory shops or rides on narrow-gauge trains offer a unique opportunity for exploring post-industrial sites in the region.

Ars Independent Film Festival
€ 0,25 mln

This international festival of independent cinema held since 2011 offers parallel screenings in various European cities with the objective of presenting artistic European cinema and promoting the idea of film societies. The careful selection of screening venues and guests as well as film discussions and the use of new technologies are all intended to bring back the spirit of former arts cinemas and the film community built around them.

Land Art
€ 0,25 mln

A series of artistic interventions presenting the so-called land art trend, whose venues will mostly include post-industrial sites across the region.

Art Naif
€ 0,25 mln

An international festival of naive art showcasing works by artists from the most distant corners of the world in the unique post-industrial exhibitions space of the Wilson Shaft Gallery. The gallery is located in the vicinity of Nikiszowiec, Katowice's iconic, working-class, red-brick estate from the early C20th – the symbol of the city's industrial past.

JULY | GARDEN CITY

With the beginning of summer, the city will bloom with gardens – European, those known from the history of art, and the smaller ones – created by the residents. We intend to inspire the people of Katowice and the visitors alike to frequent the friendly and appealing city spaces, but also to co-create Katowice as the City of Gardens.

PARTNERS: FOAM Brussels | European Federation for Landscape Architecture | European Federation of Green Roof Associations | Creative Time, New York | Cinema Rif, Tanger | CA – Institut of Contemporary Arts | Institute of Contemporary City | Polish Association of Allotment Owners | Association of Home Gardens | National Society of Garden Designers | Foundation for Support of Ecological Initiatives | Silesian Botanical Garden

Gardens of Europe
€ 1 mln

A network of gardens in the city, bearing reference to the best known examples from the history of European gardening art such as the Dutch, Italian or English gardens. Katowice's renditions of those gardens will maintain their historical character but will not be mere copies of the time-honoured models. On the contrary, the gardens will remain open to dialogue with the surrounding space and to the interpretation of their creators, while serving as venues for picnics and other events promoting various European cultures.

Private Garden
€ 0,1 mln

The biggest project of the celebrations. Residents of the region will create their own gardens in allotments, private properties, balconies, terraces, roofs and other less obvious spaces. The project is trailed by Supergarden, a community-based project to “flower up” the biggest residential block in the city centre, the so-called “Superjednostka” [Super Unit] inspired by the famous LeCorbusier design. Patric Blanc will also plant one of his world-famous vertical gardens in Katowice.

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Future Perfect
€ 0,1 mln

Future Perfect is another project to be held in the Silesian Culture and Recreation Park, which is designed as a summary of long-standing artistic and research activities concerning a new lifestyle, shaped in opposition to the C20th models of work and entertainment. The project, dealing with such notions as leisure, death of the working man, chillout or the heritage of Modernism, will feature a range of events including exhibitions, picnics, concerts, conferences and artistic residences. In 2016, the main event will be an exhibition of public projects carried out within the duration of the programme, which will be undertaken by artists, curators and researchers from across Europe.

AUGUST | HAVING FUN

The holiday month will be marked by having fun at some internationally-renowned open air music festivals and at a traditional Silesian feast.

PARTNERS: Creative Time, New York | The Diggers, San Francisco | More Music Agency | Independent Foundation | WPKiW Silesian Culture and Recreation Park

Off Festival
€ 1,1 mln

This Poland's leading alternative music festival presents several dozen acts from cross the world and combines concerts, workshops, meetings and film screenings. OFF is held in the Three Ponds Valley, one of the largest and most picturesque parks in Katowice.

Tauron Nowa Muzyka Festival
€ 0,6 mln

The festival presents the most recent trends on the borderline of jazz, electronic and dance music at an original post-industrial venue located in the centre of the city. Tauron Nowa Muzyka is the winner of the 2010 Best Small European Festival award presented by European Festival Awards.

Silesian Feast
€ 0,05 mln

A meeting of the city's and region's residents and guests from Europe at a nearly one-mile-long table overflowing with tasty regional dishes. The food will be brought by the feasters themselves and catered by Katowice's restaurants. Furthermore, the city's restaurants and bistros will introduce traditional Silesian dishes into their menus for the entire duration of the celebration year. The feast will be held in the Silesian Culture and Recreation Park, one of the biggest city parks in Europe, and will be accompanied by a concert at the nearby Silesian Stadium and other fringe events at the amusement park, Zoo and planetarium, all located within the park's boundaries.

WRZESIEŃ | OPEN THE WINDOWS

€ 0,25 mln

The window is an important theme in the culture and art of the region. Opening the windows of a traditional Silesian working-class familok house is a symbolic opening of Silesia and Europe to the world. Works by artists from different continents is intended as an inspiration for a fresh view of reality leading to a change in the tired status quo.

PARTNERS: CCE Creativity, Culture and Education UK | Res Artis Worldwide Network of Artist Residencies | Creative Time, Nowy York | Worldwide Friends of Punch and Judy | Latin Beats, Zaragoza | POLUNIMA Polish Centre for Puppetry

**EUROMED Mediterranean
Culture Festival**
€ 0,25 mln

A creative extension of the existing music festival designed as joint music making by artists from different countries. In the celebration year, the festival's format will be extended to include other fields of art and artists from ECC candidate cities. A significant part of the festival will be devoted to Spanish culture.

**Puppets and Fairy
Tales of the World**
€ 0,1 mln

A series of events for children and adults alike. The most interesting fairy tales will come alive with puppet performances. Theatres from all over the world will come out onto the city streets and present their own adaptations of the more and less famous fairy tales. The performances will be complemented by puppetry workshops directed at educators working with the youngest.

OCTOBER | CREATIVITY

The above "catchword" signifies a time for galvanising the residents and guests into action, but also a time of intense workshop activity. October will be the month of exchanging good practices, knowledge and skills.

PARTNERS: Cologne Commons – Konferenz und Festival für freie Musik | Creative Commons Festival in Spain | Festival of Creativity and Free Culture, Slovenia | Ars Poetica, Bratislava | Wikimedia Foundation | Creative Commons Polska | New Media Foundation

Creative Capital
€ 0,25 mln

A series of meetings, workshops and lectures focused around the idea of sharing and community-based art projects. Open discussions and workshops (e.g. for software programmers, DJs and producers) will be accompanied by competitions intended to demonstrate various ways of using Creative Commons licences.

Recycling of Ideas
€ 0,1 mln

The project envisages creating an Internet database of ideas and skills which have lost their relevance in the culture of mass production, but could be applied in the broader context of the shaping of post-industrial society. Involving senior citizens, who are the source of knowledge and forgotten skills also enhances the transgenerational bonding dimension of the project.

Day of Giving
€ 0,1 mln

Intended as a celebration of giving, forgiving and giving away, the Day of Giving will be a large scale gift-giving action, when both material objects and skills will be offered for exchange. While being a great community bonding project, it also points to the importance of recycling those items no longer desired.

NOVEMBER | CHAMBER MEETINGS

In cold November, we are pleased to recommend a selection of tasteful events held in the intimacy of art galleries, clubs and concert halls.

PARTNERS: White Cube Gallery | Lisson Gallery | ARTIUM Vitoria-Gasteiz | Tonhalle Düsseldorf | Imago Mundi Foundation | Tygodnik Powszechny Foundation

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Ars Cameralis Festival of Chamber Art
€ 0,5 mln

Chamber art is synonymous with Ars Cameralis, the most important art festival in Upper Silesia, which has been building the alternative art scene in the region for years. As usual in November, Katowice and the surrounding cities will play host to a selection of outstanding artists from all over the world and present the most intriguing works by Silesian artists. The festival programme will revolve around the idea of the City of Gardens.

Metropolis
€ 0,4 mln

Organised in cooperation with numerous Polish and foreign communities, this series of meetings, exhibitions and artistic interventions aims to explore the most intriguing, but also most aggravating issues related to the city.

DECEMBER | HOSPITALITY

The category of hospitality, which is central to thinking about contemporary cities, will serve as a theme for the events held towards the end of the celebration year.

Third Age Foundation | University of the Third Age | Katowice Association for the Elderly, Disabled and Needy of Support OPOKA | Foundation for Social-Economic Development | Euro-Toques International (ETI) | Gladmat Food Festival, Stavanger | World Association of Chefs Societies | Polish Society of Chefs and Pastry Chefs | Chefs' Club Foundation

Four Tastes of the World
€ 0,2 mln

A project enabling participants to travel round the world by way of tasting traditional cuisines from particular countries. The project feasts will be accompanied by culinary workshops run by chefs from all over the world.

Festival of Multiple Ages
€ 0,1 mln

A series of meetings and workshops as well as an international conference on education and activation perspectives for the third age generation.

Meeting in the Capital of Culture
€ 0,15 mln

The invited representatives of other candidate cities as well as past and present ECCs will meet to exchange experiences concerning work carried out in preparation for the celebrations and discuss the role of culture in the development of their cities.

New Year's Eve at Spodek
€ 0,1 mln

A big party marking the end of the celebration year filled with concerts, performances and fun for all. The main events will be held at the Katowice's distinctive Spodek arena (modelled after a flying saucer).

3

How does the city plan to choose the projects/events which will constitute the programme for the year?

In order to guarantee openness and clarity of the rules for creating the programme, while avoiding an excessive number of procedures that could limit the ECC Office's work efficiency, various modes of accepting projects for implementation have been outlined.

1. Open competition for project proposals, to operate 2012–2016: NGOs, other institutions (Possibly a similar competition will be run by the Marshal's Office).
2. Other competitions: students (Students' Project Office), pupils (Young Cultural Circle), residents (Private garden, Let's Smarten up Our Neighbourhood) etc.
3. Project submission via the short form – a decision of acceptance for implementation by the Artistic Director in agreement with the ECC programme department.
4. Submission from a partner city: assessment of consistency with the concept of the City of Gardens by the programme department.

The above mechanism ensures accessibility for various social groups, NGOs and cultural institutions. The various modes of the decision making process differ according to the target group, level of funding and, quite importantly, complexity of the application (ranging from simple competitions for the residents to standard procedures applicable to NGOs and cultural institutions).

All proposals, irrespective of their submission mode, will be evaluated with regard to their conformity with the guidelines defined in the application form and other programme documents or guidelines for the particular call.





La dolce Vita, Federico Fellini, France/Italy 1960

III Organisation and Financing

1.1 What kind of structure is envisaged for the organisation responsible for implementing the project? What type of relationship will it have with the city authorities?

Legal status and formal relationships with the city authorities

The Katowice ECC 2016 Office is a local government-owned cultural institution; its relationship with the city is defined under the act on the organising and engaging in cultural activity. The statute of the institution is attached as the final section of this application.

Task teams

Due to the complex nature of the project, involving multiple partnerships and diverse activity, the organisational structure of the institution is of matrix form. The implementation of particular projects is aided by task teams appointed for the purpose. Their staff varies according to the needs and nature of the event. Each team is headed by a coordinator responsible for the accomplishment of a particular task. A solution of this kind ensures high flexibility in team building and enables temporary involvement in the project of experts, representatives of partner organisations and volunteers.

Management system

The project management plan is to be developed in 2011, it will range from identification of the key processes through to elaboration of procedures, instructions and more specific tools (formulae, spreadsheets) pertaining to them.

Special attention will be paid to:

- reporting system – central database relating to the advancement of particular projects projects, including the financial data,
- central system for risk identification and contingency plan development as well as other risk management tools (avoidance, reduction, relocation),
- accountancy – elaborate system of analytical accounts (off-balance sheets), that enable the tracing of execution of the project budget.

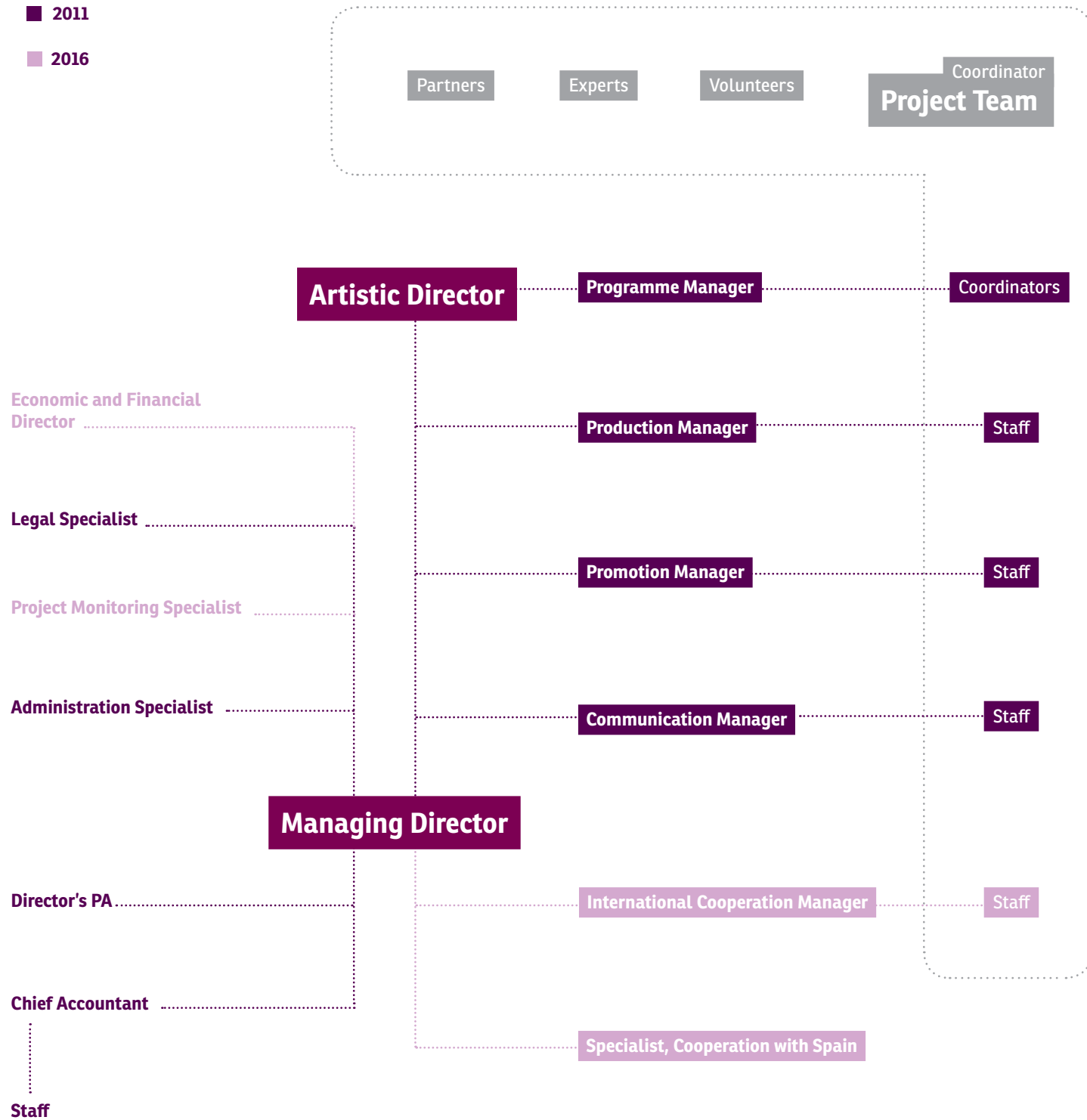
The management system will be integrated with the project monitoring and evaluation system. This solution will permit us to adjust the structure to the current needs of the project, it will also ensure ongoing exchange of experiences and analysis of the successes and failures of the project.

Training programme

In view of the character of the project and the long-term nature of its delivery the ECC Office will establish a purpose-built training programme for their staff and other persons involved in the delivery of the project. The programme will comprise issues relating to project

■ 2011

■ 2016



management, making provisions for specific aspects of managing cultural events, enterprises financially supported through public funding and cross sector consortiums. Visits to foreign institutions as well as consultations with teams operating the ECC projects in the past years will constitute an important element of the programme. It will be implemented in cooperation with the Spanish partner.

STAFF

Marek Zieliński
Artistic Director

Originator of the slogan and the concept of the City of Gardens; graduate of the University of Silesia in Katowice, since 1994 Director of Ars Cameralis Silesiae Superioris – voivodship -owned cultural institution organising various artistic events, mainly in Upper Silesia, with its main undertaking – the interdisciplinary festival of chamber art – Ars Cameralis; creator of Upper Silesian culture presentations displayed in North Rhine-Westphalia, Bratislava, Moscow, EXPO in Hanover and Saragossa and other places.

Piotr Zaczkowski
Managing Director

Graduate of the University of Silesia in Katowice, culture expert; lecturer of journalism and cultural studies; former artistic coordinator of in Teatr Śląski (Silesian Theatre) and literary director of Teatr Dzieci Zagłębia (Children's Theatre of Zagłębie), contributor to various magazines and newspapers such as "Gość Niedzielny", "Śląsk", "Echo Miasta", "Wiadomości Rudzkie" and Radio Plus Katowice; author of books, editor of several artistic publications.

Karol Piekarski
Programme Manager

Graduate of the University of Silesia in Katowice, culture expert, doctoral student working on a dissertation concerning cultural changes connected with the development of new media, coordinator of various international scientific, artistic and social projects; member of a non-governmental organisation promoting the multi-cultural heritage of Upper Silesia.

Aleksandra Matuszczyk
Production Manager

Graduate of the University of Silesia in Katowice, culture expert; post graduate studies in public relations; former director of the Promotion Department of the Upper Silesian Culture Centre, co-organiser of many festivals (incl. Cult Film Festival, Summer Theatre Garden) and concerts (incl. Jazz and Beyond Series), initiator and organiser of Codes of Culture – series of meetings concerning aesthetics and culture.

Mirosław Rusecki
Promotion Manager

Philosophy graduate of the University of Silesia in Katowice, marketing and public relations expert; former spokesperson of various cultural institutions (Silesian Theatre, Children's Theatre of Zagłębie, Musical Theatre in Gliwice) and schools (Academy of Fine Arts in Katowice), author of promotional and information campaigns for numerous festivals and cultural events.

Anna Ochlińska
Communication Manager

Graduate of the University of Silesia in Katowice, culture expert; 2005–2011 she worked at the Culture Sport and Tourism Department of the Municipal Office in Ruda Śląska responsible for city cultural events (incl. House Summer Session, International Brass Band Festival) and others.

María Ángeles Díaz Vieco
*Specialist in International
Relations (Spain)*

Director of Simetrías International Foundation operating in the field of planning and management of international cooperation projects within the domain of culture and creative economy working in various European regions, Africa and South America; former director for cultural and social projects in the Government of Castilla-La Mancha, former senator and councillor of the region.

EXPERT SUPPORT

The scope and importance of the project as well as the diversity of the undertaken activity require temporary involvement of a group of experts in various fields: programme (e.g. experts developing the celebration programme), management, cooperation with the ECC in Spain etc.

Selected experts:

Stanisław Ruksza

Art historian, exhibition curator, author of texts on contemporary art, since 2006 associate at Centre for Contemporary Art Kronika in Bytom, since 2008 art director there, member of the editorial board of *Krytyka Polityczna*, curator of a series of exhibitions (incl. Catholics in Kronika, Alternatiff turistik, Museum of Unnatural History, Kronika's Alphabet in Berlin); resident of apexart in New York.

Przemysław Sottysik

Culture science student at the University of Silesia in Katowice, 2008–2010 director of cultural board at Egida Radio, president of the Polish Forum for European Education Association, initiator and co-creator of Ambasada Film Society, organiser of the 6th edition of kilOFF Independent Film Festival, originator and coordinator of Ars Independent Katowice International Film Festival.

Marta Piastowska

Graduate of Romance studies at the University of Silesia in Katowice, involved in the development of international cultural projects; coordinator of TOOL QUIZ, trans-regional project; ECC Office's specialist responsible for finding Spanish partnerships and delivery of promotional events (*European Capitals of Culture. Impulse for change* conference, the *City of dreams* conference, *Dreamers* installation, exhibition and performance by Carlos Saura, Woody Allen's concert).

Jan Oslislo

Graduate of the University of Silesia, culture expert, early music enthusiast, music journalist, publicist; culture manager experienced in projects executed in Silesia, Brussels, Vienna and Venice; former staff member of the International Cooperation Section at the Regional Chamber of Commerce in Katowice; co-organiser of JAZ Festival of Improvised Music (Zabrze).

Gwendolenn Sharp

Comparative literature major at UQAM Canada, post graduate in literature and civilisation as well as international relations and intercultural cooperation at French universities; sport events organiser, ECC Office's cooperator responsible for event and conference organisation, author of the *Closed garden* project – a series of concerts staged in detention centres in Silesia.

Damian Wtosek Culture science student at the University of Silesia in Katowice, 2007–2010 editor of cultural board at Egida Radio, author of radio programmes dedicated to cinematography and jazz music; co-creator of Ambasada Film Society, coordinator of the 6th edition of kiLOFF Independent Film Festival; originator and coordinator of Ars Independent Katowice International Film Festival.

Anita Skwara Graduate in Polish philology at the University of Silesia in Katowice, 1985–2009 associate at the Department of Film and Media Studies of the University of Silesia, in 1995 received PhD in humanities at the Polish Literature Institute of Jagiellonian University in Kraków; since 1994 member of the Circle of Film Critics of Polish Filmmakers Association, artistic director of the REGIOFUN International Film Festival.

ADVISORY BODIES

Programme and Coordination Board The new council, to be established as a non-profit service, will be appointed in the latter half of 2011. Its duties will include evaluating projects considered for implementation as well as consulting programme, promotion and social communication strategies. The key aim of the Council's operation is to involve in the project various regional communities, including NGOs, cultural institutions and business entities. The Council's members will act as intermediaries between the ECC Office and local communities. The diversity of the Council's composition is intended to ensure a fresh view on the project as well as the exposure to new audiences, supporters, volunteers and experts.

ECC Media Board The Board, which is composed of representatives of the most important media operating in the region, plays an advisory role in creating the information policy of the event. At the local level, the Board contributes to enhancing residents' involvement in the celebrations, while also promoting the event internationally. The fact that a significant portion of the local media is associated with international media corporations facilitates the process of building the project's information network across Europe. The Board also plays an important role in launching the programme of workshops and visits to the region of foreign journalists.

ECC Media Board Composition:

- Dariusz Kortko – Editor-in-Chief in Gazeta Wyborcza's Katowice Office
- Zenon Nowak – Head of Polskapresse's Prasa Śląska Office
- Tomasz Ciesielski – Head of TVN24 Katowice Office
- Marek Sygacz – Polsat TV, Katowice Office
- Jerzy Nachel – Director, Editor-in-Chief of TVP Katowice
- Jacek Tomaszewski – Leader of MMSilesia.pl
- Jacek Filus – Management Board Member for Programme Policy, Editor-in-Chief of Polish Radio Katowice
- Piotr Czakański – Vice President of Radio eM, President of eM Media Group

1.2 If an area around the city is involved in the event, how will the coordination between the authorities of the relevant local and regional authorities be organised?

Social Communication Manager	Since April 2011, a staff member at the ECC Office has been charged with the responsibility of cooperation with the cities of the conurbation. The coordinator maintains contacts with the representatives of the city councils, the Metropolis, Marshal's Office and regional NGOs, while also supervising ECC Clubs and taking care of the promotion of the events and establishing communities focused around the ECC idea in the cities of the region.
Coordinators	They support projects delivered in cooperation with particular cities in the region, participate in meetings with officials and residents and are responsible for animating activities of regional ECC Clubs in close cooperation with local cultural communities.
Operational group	The group will consist of representatives of the cities, the Silesian Metropolis and the Marshal's Office appointed to coordinate the implementation of the programme. They will represent their cities/institutions during working meetings and define the principles of cooperation. The meetings will be held as often required.
ECC Clubs	The clubs will play an extremely important role in coordinating the events as regards the NGOs, volunteering and the residents' involvement. They will become the candidature's information centres, project submission points and venues meeting the ECC Office representatives. Built around existing institutions, they will bring together the local communities involved in the ECC celebrations.

1.3

According to which criteria and under which arrangements has or will the artistic director of the event been chosen? What is or will be his/her profile? When will he/she take up the appointment? What will be his/her field of action?

Since the commencement of our pursuits as a candidate city for the ECC title, all the programme decisions have been made by Marek Zieliński, who devised the concept of the City of Gardens. He was appointed artistic director in consideration of his knowledge and competence as well as the bold vision of the city development and the ECC celebrations, and, last but not least his extensive experience in the organisation of master-class artistic events which he has gained as the director of Ars Cameralis Silesiae Superioris in over a dozen years of the existence of this cultural institution.

Marek Zieliński has held the position of artistic director in the newly formed cultural institution Katowice ECC 2016 Office since 1 May 2011:

- the current artistic director is the originator of the concept of the City of Gardens,
- his achievements so far have shown that he performs his duties in a competent and professional manner,
- the independence of the artistic director is necessary condition for the project's success (as indicated by e.g. the Palmer Report and the Selection Commission's recommendation).

The artistic director is autonomous in his decisions concerning the delivery of the ECC programme and selection of staff.

2.1 What has been the usual annual budget for culture in the city over the 5 year?

Year	Budget Funds	Current Expenses	Capital Expenses
2007	€ 7 842 015	€ 6 995 560	€ 846 455
2008	€ 9 793 490	€ 7 926 792	€ 1 866 699
2009	€12 910 095	€ 8 533 525	€ 4 376 570
2010	€ 17 984 679	€ 10 639 841	€ 7 344 838
2011	€ 45 405 199	€ 11 519 518	€ 33 885 681

2.2 Please explain the overall budget for the European Capital of Culture project (i.e funds that are specifically set aside for the project). Please fill in the tables below.

	Operating expenditure (OPEX)	Operating expenditure (OPEX)	Capital expenditures (CAPEX)	Capital expenditures (CAPEX)
ECC Budget	€ 40 590 000	6,72%	€ 563 875 221	93,28%

In case the city is planning to use funds from the usual annual budget for culture to co-finance the ECoC project, please indicate the amount which will be taken from the usual annual budget for culture from the year of the submission of the bid to the ECoC year included: **€ 26 369 850**.

	From the public sector	From the public sector	From the private sector	From the private sector
ECC Budget	€ 602 465 221	99,67%	€ 2 000 000	0,33%

INCOME FROM THE PUBLIC SECTOR

National government	—	—	—
City	€ 420 137 660	69,74%	secured
Region	€ 20 611 038	3,42%	secured
Region	€ 9 415 000	1,56%	planned
EU	€ 152 301 523	25,28%	planned
Other	—	—	—

Detailed information under point 2.5

2.3 Please explain the operating budget for the ECoC project. Please fill in the tables below

	OVERALL OPERATING EXPENDITURE					
	Programme Expenditure	Programme Expenditure	Promotion and Marketing	Promotion and Marketing	Wages, overheads, administration	Wages, overheads, administration
€ 40 590 000	€ 29 355 000	72%	€ 4 829 000	12%	€ 4 406 000	11%

	PLANNED TIMETABLE FOR SPENDING OPERATING EXPENDITURE					
	Programme Expenditure	Programme Expenditure	Promotion and Marketing	Promotion and Marketing	Wages, overheads, administration	Wages, overheads, administration
2011	€ 2 692 500	79,42%	€ 334 000	9,85%	€ 363 500	10,72%
2012	€ 3 267 500	79,89%	€ 384 000	9,39%	€ 438 500	10,72%
2013	€ 3 267 500	79,89%	€ 384 000	9,39%	€ 438 500	10,72%
2014	€ 3 780 000	80,17%	€ 434 000	9,20%	€ 501 000	10,63%
2015	€ 3 873 750	78,81%	€ 446 500	9,08%	€ 594 750	12,10%
ECOC year	€ 12 473 750	71,73%	€ 2 846 500	16,37%	€ 2 069 750	11,90%
2017	—	—	—	—	—	—
later	—	—	—	—	—	—

2.4 Overall capital expenditure.

TOTAL CAPITAL EXPENDITURE (without shares and/or stocks)	€ 563 875 220
Including:	
Funding of new cultural infrastructure or upgrading existing facilities (including museums, galleries, theatres, concert halls, arts centres etc)	€ 297 890 072
Urban revitalisation (renovation of squares, gardens, streets, public space development etc)	€ 18 165 569
Infrastructures (investment in the underground, rail stations, dockyards, roads etc)	€ 168 003 063

The funds disbursement schedule is included under point 2.7b

2.5 Have the public finance authorities (city, region, State) already voted on or made financial commitments? When will they do so?

The presented budget is reliable as it is based on conservative assumptions and consistent with the plans and declarations of the city and voivodship authorities. In comparison with the first application, it demonstrates the advances made on the project. The amount allocated for the delivery of the project will be increased in subsequent years to include contributions made by the cities of the region which support Katowice's candidature, resources acquired from EU structural funds after 2013 and subsidies obtained as part of grant competitions announced by foundations and other entities.

The decisions concerning the financing of the project are included in the following documents:

CITY:

Resolution ref. V/30/11 of the Katowice City Council of 31 January 2011 concerning long-term investment projects – current expenditure on projects co-financed from structural funds and other EU budget resources. Schedule 3a.

Resolution ref. V/30/11 of the Katowice City Council of 31 January 2011 concerning long-term investment projects. Schedule 4.

Resolution ref. V/30/11 of the Katowice City Council of 31 Jan 2011 concerning long-term investment projects – current expenditure. Schedule 5.

REGION:

A resolution to grant financial support of PLN 25 million will be adopted at a meeting of Silesian Regional Assembly on 18 May 2011.

Resolution ref. III/53/5/2010 of the Silesian Voivodship Assembly of 7 July 2010 concerning long-term investment programme for the Silesian Voivodship for 2010-2012 and beyond 2012. Schedule 2.

Budget Resolution ref. IV/4/2/2011 of the Silesian Voivodship Assembly of 14th January 2011 concerning the budget for cultural institutions for 2011 – Katowice.

Resolution ref. IV/4/1/2011 of the Silesian Voivodship Assembly of 14th January 2011 concerning current long-term investment projects of the Silesian Voivodship 2010-2011 | Schedule 2.

The above mentioned documents are available for viewing in the Public Information Bulletins of the City of Katowice and the Silesian Marshal Office.

2.6

What is the plan for involving sponsors in the event?

Economic Partners The Katowice ECC Office aims to enhance and consolidate the network of links among various milieus with special focus on encouraging entrepreneurs and business organisations to support the creative sector. Social involvement as well as care for the environment and culture are central both to the Corporate Social Responsibility policy and the concept of the City of Gardens. Finding business partners to sponsor high profile artistic events and selected social projects will have positive long-term effects on the quality of life in the city.

Sponsorship The ECC Office has prepared a sponsorship scheme for business entities wishing to become involved in the project of the City of Gardens, where potential sponsors can choose a suitable support model. In view of the spectacular character of the events and high cost of the 2016 celebrations, sponsorship funds will be used mainly in the celebration year.

1. Strategic Sponsor for European Capital of Culture 2016

Negotiations with selected potential sponsors, to be attended by the Mayor, will be initiated once the title has been awarded.

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2. Sponsors for the Project of the City of Gardens

These sponsors are already sought at the competition stage among local companies which demonstrate consistent involvement in the improvement of the local economic environment and urban infrastructure. Sponsors participating in the program of the City of Gardens may choose one of the following strategies:

- supporting social and educational project blocks (image promotion),
- sponsoring selected artistic events (brand promotion among selected targets).

3. Supporting Sponsors

Their cooperation with the Katowice ECC 2016 Office will comprise financial support, barter, support in kind or provision of services. A supporting sponsor may work jointly with the Katowice ECC 2016 Office on particular events. The sponsor's name and logo will be displayed on the promotional materials of the project sponsored.

4. Business League for ECC

The League members declare support for the Katowice ECC 2016 Office by providing the Office with annual donations of several hundred zlotys each. The scheme is directed at the micro, small and medium enterprise sector. The list of the League members will be displayed on the ECC website and selected promotional materials. At the same time, they will be able to distribute their own promotional materials during the jointly organised events.

2.7

According to what timetable should the income be received by the city and/or the body responsible for preparing and implementing the ECOC project if the city receives the title of European Capital of Culture?

INCOME TO BE USED TO COVER OPERATING EXPENSES

	2011	2012	2013	2014	2015	2016
EU	—	€ 125 000	€ 125 000	€ 250 000	€ 375 000	€ 2 500 000
National Government	—	—	—	—	—	—
City	€ 3 050 000	€ 3 250 000	€ 3 250 000	€ 3 625 000	€ 3 700 000	€ 8 925 000
Region	€ 340 000	€ 715 000	€ 715 000	€ 840 000	€ 840 000	€ 5 965 000
Sponsors	—	—	—	—	—	€ 2 000 000
Other	—	—	—	—	—	—

INCOME TO BE USED TO COVER CAPITAL EXPENDITURE

	2011	2012	2013	2014	2015	2016
EU	€ 62 304 800	€ 59 428 694	€ 18 388 029	€ 8 805 000	—	—
National Government	—	—	—	—	—	—
City	€ 125 480 998	€ 92 256 078	€ 44 720 978	€ 36 898 976	€ 48 865 380	€ 46 115 250
Region	€ 15 782 369	€ 4 828 669	—	—	—	—
Sponsors	—	—	—	—	—	—
Other	—	—	—	—	—	—

2.8 Which amount of the usual overall annual budget does the city intend to spend for culture after the ECoC year?

On the basis of the culture development strategy adopted by the city, it may be assumed that the amount will not be less than the city's expenditure on culture in 2016 (not inclusive of special funds allocated for the delivery of the ECC celebrations).





Fiddler on the Roof, Norman Jewison, USA 1971

IV City Infrastructure

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

Lying at the intersection of the major road and railway routes running North to South and East to West, the metropolis boasts one of the country's finest transport systems. The A4 motorway provides access to the nearby cities of Kraków, Opole and Wrocław and to the Polish-German border. The A1 motorway, currently under construction, will soon link the metropolis with the north of the country, and with the Polish-Czech border.

Expressways provide connections to the Silesian Voivodship as a whole and to the individual cities of the conurbation, as well as giving access to the international Katowice-Pyrzowice airport and a link to the Polish capital, Warsaw.

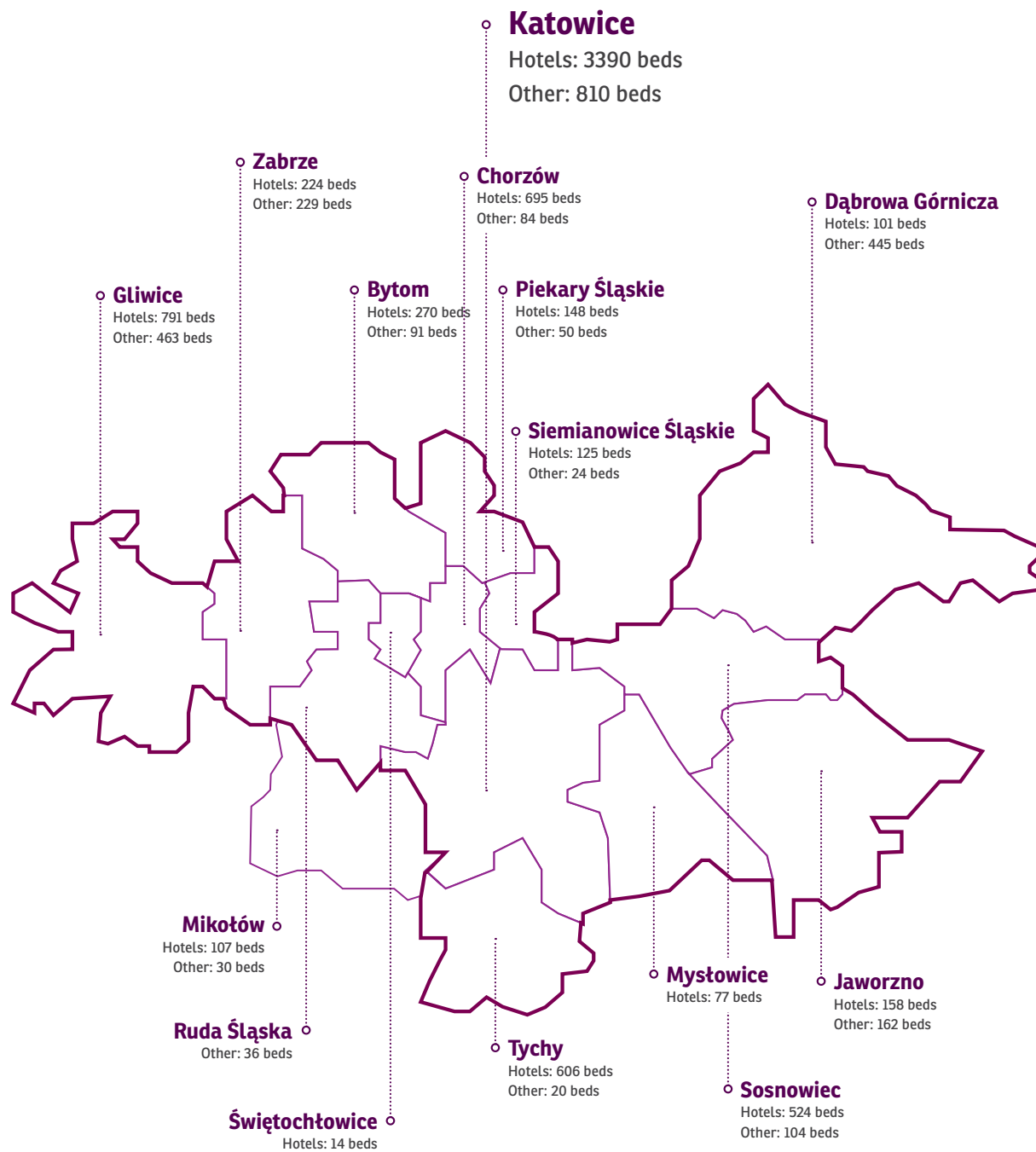
Katowice has railway connections to all the major cities in Poland, including very good ones to Warsaw (a dozen or so train services daily), and also international links to Berlin and Hamburg (Germany), Budapest (Hungary), Prague and Ostrava (Czech Republic), Minsk (Belarus), Kiev and Lvov (Ukraine), Moscow (Russia), Vienna and Villach (Austria) and Žilina (Slovakia).

The city also boasts well-developed air connections. The Katowice-Pyrzowice airport, one of the three largest in Poland, is easily accessible from Katowice and operates regular flights to several dozen European cities. The maximum distance to the two other international airports in the region is 100 kilometres, and getting from Katowice's city centre to Kraków-Balice airport only takes about 45 minutes. By 2016 the A1 motorway will be in place, making it possible to reach Ostrava in less than an hour.

Furthermore, the programme of the celebrations includes two projects, namely User Friendly Silesia and Responsible Design, which aim to adjust the city space and public transport to the needs of citizens with cognitive and mobility impairments.



2 What is the city's absorption capacity in terms of tourist accommodation?



3 What projects are to be carried out between now and the year for which the city is applying for the title of European Capital of Culture in terms of urban and tourism infrastructure, including renovation? What is the planned timetable for this work?

The most important investment projects comprising the development of the city centre along with the central railway station and a cultural and scientific complex, have been detailed in the application form for the first stage of the selection process.

SELECTED INVESTMENT PROJECTS IN KATOWICE

Investment	Expenditure until 2010	2011	2012	2013	2014	2015
Seat of the Polish National Radio Symphony Orchestra	€ 2 414 590	€ 32 496 454	€ 32 261 656	—	—	—
International Congress Centre	—	€ 18 069 274	€ 37 174 631	€ 18 057 563	—	—
Modernisation of the Spodek arena	€ 28 131 662	€ 9 538 238	€ 2 500 000	€ 1 250 000	—	—
Modernisation of the Youth Palace	€ 214 537	€ 1 958 306	€ 4 412 168	€ 1 296 269	—	—
New Silesian Museum	€ 14 739 104	€ 40 938 098	€ 25 390 592	—	—	—
Extension of the Rondo-Rynek zone	€ 7 299 268	€ 12 062 749	€ 14 356 158	€ 7 757 910	€ 21 536 483	€ 25 454 313
Radio and Television Department of the University of Silesia	€ 19 250	€ 350 000	€ 650 000	€ 1 250 000	—	—
Extension of the Silesian Philharmonic Hall	€ 4 490 570	€ 3 378 691	—	—	—	—
A transportation system connecting the new cultural facilities	—	€ 13 031 468	€ 12 912 295	€ 7 726 244	€ 7 774 994	—
Conversion of the Silesian Theatre building	€ 856 218	€ 1 336 024	—	—	—	—

The list of documents securing the funds for the above investment projects is included under point III 2.5.





Zelig, Woody Allen, USA 1983

V Communication Strategy

I What is the city's intended communication strategy for the European Capital of Culture event?

The communication strategy is consistent with the areas and target groups defined herein. It refers primarily to the events planned for 2016, but also to fostering social dialogue around the ECC idea. The implementation of the strategy will be supervised by the communication and promotion managers.

THE KEY COMMUNICATION OBJECTIVES INCLUDE

- at the global level: promoting the ECC brand and European culture,
- at the European level (with special focus on the neighbouring countries and Spain): promoting the key ECC events and encouraging visits to Upper Silesia,
- at the national level: building a positive image of Katowice and the region in the context of broadly defined culture and inviting participation in the celebrations,
- at the metropolitan/city level: reaching the largest and most diverse possible group of residents and securing their acceptance for the project through demonstrating measurable benefits, as well as involving residents in the celebrations.

The communication strategy at the European and global levels will be implemented in cooperation with the partner centres in the Upper Silesian conurbation, the Spanish Capital of Culture and the city of Kraków under the umbrella slogan of "From One Capital of Culture to Another".

THE COMMUNICATION STRATEGY COMPRISES THE FOLLOWING KEY STRANDS

- utilising the potential of persons, communities and institutions involved in the ECC project ("We Are All Ambassadors"),
- tightening and formalising contacts with the media, including mutual responsibilities and benefits ("Unity Above Divisions"),
- expanding and diversifying target groups ("to Convince the Unconvinced, to Activate the Inactive"),
- special treatment of socially sensitive groups ("Culture as Important as Bread").

WE ARE ALL AMBASSADORS

Internet and Internet Communities

The Katowice ECC idea was instantly and enthusiastically received by large numbers of people. The communication strategy envisages maintaining and utilising that involvement in order to create a PR network whose members will act as voluntary and trustworthy ambassadors of the ECC idea.

To this end new media will be used as a natural communication tool of young people. On Facebook, apart from the "Europejska Stolica dla Katowic" [Katowice ECC 2016] page ("Liked" by 12631 users), the ECC idea is promoted by several dozen profiles and pages, including Metropolia Silesia [Upper Silesian Metropolis], Stowarzyszenie Moje Miasto [My City Association], Kocham Śląsk [I Love Silesia], Kocham Katowice [I Love Katowice], Rozkręcamy Katowice [Stirring up Silesia], Kato or Emma Pak Śląsk [Emma Pak Silesia]. Members of these communities not only demonstrate great involvement in distributing information on the events, but also evaluate and create Katowice's new cultural reality. The Upper Silesian Metropolitan Union will launch a new website to be called "Pełnia Kultury" [Culture to the Full] in autumn 2011, which will be dedicated to the ECC in the celebration year.

Furthermore, a competition for a foreign language blog will be launched, intended for foreigners residing in Katowice or the Metropolis, pupils of bilingual secondary schools, students and other people fluent in foreign languages. Their contribution is intended as citizen reports that will cover the events in a somewhat less formal way than the traditional media.

Ambassadors Beyond the Internet

The ECC ambassadors also reach beyond the Internet to attract people who are not new media users, with special focus on personal contacts. Since May 2011, workshops and placements have been organised for foreign journalists, NGO representatives and volunteers. Besides, a network of ECC Clubs has been developed since April 2011 in many towns and cities of the conurbation, which serve the purpose of information points distributing event programmes, receiving project proposals, enabling contacts with the ECC staff, and lend themselves as venues for meetings and discussions concerning the ECC idea. These clubs are intended to initiate local projects, activate local communities and promote the ECC idea in local media.

Ambassadors Worldwide

The ECC idea will be promoted worldwide thanks to the involvement of regional institutions (city authorities, schools, universities, cultural institutions) which have foreign partners. Long-standing city partnerships are thought to be of special importance, as the towns and cities of the Upper Silesian Metropolis maintain partnerships with 71 foreign centres, 59 of which are located within the EU. Outside the EU, the towns and cities of the Metropolis have partners in US, Russia, Ukraine, China, and Morocco, where the ECC Clubs will be established to promote the city, the culture of the region, as well as the ECC idea itself. The partner cities will also participate in certain projects delivered as part of the ECC programme, e.g. the youth-oriented School Capitals of Culture

"Study in a European Capital of Culture" campaign will be launched in cooperation with the regional universities' foreign relations departments. Meetings and workshops for several hundred foreign students studying in Katowice will be organised in partnership with the Polish section of the Erasmus Student Network. The ECC Office will then offer placements to a dozen

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or so of them. A selection of students will be given an opportunity to run the multilanguage ECC blog thus distributing information among foreign students. Katowice will also be promoted abroad by students awarded foreign scholarships or placements in other EU countries, e.g. as part of the Erasmus scheme.

UNITY ABOVE DIVISIONS AND THE ECC MEDIA BOARD

The majority of the local and regional circulation media, though competing against each other on a daily basis, unanimously stand behind Katowice ECC efforts. The two largest regional circulation dailies "Gazeta Wyborcza" and "Dziennik Zachodni" participate in creating ECC-related events and galvanising local communities and authorities alike. The last two years have seen the publication of over 400 articles and features on Katowice as a candidate for the European Capital of Culture. TVP Katowice (regional channel of the Polish public broadcasting corporation) and Radio Katowice run cyclical programmes on the ECC. In cooperation with TVP and the authorities of the Metropolis a "Television ECC Club" has been launched, whose presenters auditioned out of crowds of young ECC enthusiasts.

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TVP and TVP Kultura Patronage

The ECC Office has received the declaration of the Polish public broadcasting corporation on assuming corporate patronage over the Katowice ECC celebrations. The thematic channel TVP Kultura will provide wide coverage of the ECC events.

ECC Media Board

The Board, which is composed of representatives of the most important media operating in the region, plays an advisory role in creating the information policy of the event. At the local level, the Board contributes to enhancing residents' involvement in the celebrations, while also promoting the event internationally. The fact that a significant portion of the local media is associated with international media corporations facilitates the process of building the project's information network across Europe. The Board also plays an important role in launching the programme of workshops and visits to the region for foreign journalists.

ECC Media Board Composition

- Dariusz Kortko – Editor-in-Chief in Gazeta Wyborcza's Katowice Office
- Zenon Nowak – Head of Polskapresse's Prasa Śląska Office
- Tomasz Ciesielski – Head of TVN24 Katowice Office
- Marek Sygacz – Polsat TV, Katowice Office
- Jerzy Nachel – Director, Editor-in-Chief of TVP Katowice
- Jacek Tomaszewski – Leader of MMSilesia.pl
- Jacek Filus – Management Board Member for Programme Policy, Editor-in-Chief of Polish Radio Katowice
- Piotr Czakański – Vice President of Radio eM, President of eM Media Group

Pact for ECC

The local media will also participate in the "Pact for ECC" concluded by major players, including "Dziennik Zachodni" with its free weekly magazine "Echo Miasta", Katowice edition of "Gazeta Wyborcza" with its free daily "Metro", TVP Katowice (regional channel of the Polish public broadcasting corporation), private regional TV station "TVS", public Radio Katowice and Radio Piekary broadcasting programmes in Silesian dialect. TVP Kultura, the national TVP thematic channel, will provide advertising and coverage of the more important events. Smaller, local media will be involved in the projects through the ECC Clubs operating in the towns and cities of the Metropolis.

The ECC Office will provide the media with ongoing access to information on ECC events, offer an agreed number of free tickets to circulate among their readers/viewers/listeners for ticketed events and ensure promotion of the media at event venues. Media communication will also be carried out using standard methods, i.e. by purchasing advertising space and time. The media will also help promote the ECC among business organisations and institutions.

Workshops for Foreign Journalists

The ECC supporting media will engage in organising workshops for foreign journalists. The ECC Office will host professional journalists from various European countries as well as citizen journalists using primarily new media. Apart from a classic study tour during which they will be shown around Katowice, introduced to the history and tradition of the region, as well as encouraged to participate in the celebrations, the journalists will also spend several hours in the local editorial offices as an opportunity to work alongside their Polish colleagues and exchange professional experiences.

It is also the ECC Office's intention that the 23rd World Forum of Polonia Media, associating around 150 Polish journalists from over 30 countries, should be held in Katowice in 2016. Polish community journalists, who have paid regular visits to Poland since 1993, have contributed greatly to the cultivation of links between Poland and the Polish communities abroad.

TO CONVINCe THE UNCONVINCEd, TO ACTIVATE THE INACTIVE

Young web-savvy citizens are those who demonstrate the most active involvement in the ECC idea, although the programme of the celebrations targets a wide range of different groups. The strategy enables equal information access to various social groups and galvanising community participation. An important role in this respect will be played by traditional media, which cater to an older group than the average Internet user.

People who do not take initiative in seeking information on the project should be reached in their "natural habitats". That is why an agreement will be signed with the Chamber of Small and Medium Business, which associates over 300 enterprises in Katowice alone, including bakeries, confectioneries, hairdressers', beauticians', tailors', household appliance/TV repair shops, etc. All these points will display ECC posters and flyers containing information on particular competitions and events held as part of the ECC celebrations.

Happenings trailing selected ECC events will be organised in the region's largest retail centres, which attract hundreds of thousands of customers each weekend. Of importance will also

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be the special events of more playful nature, such as the Silesian Feast to be held in the popular Silesian Culture and Recreation Park, or the Private Garden project, during which the residents themselves will transform the Katowice into a huge garden.

Another way of promoting the event is through a project comprising a series of events promoting the Katowice ECC in European capitals, that will include artistic events and activities in the city space consistent with the concept of the City of Gardens. The project enables an exchange of artists and undertakings thanks to which the people of various European countries will gain an opportunity to present their acts as part of the Katowice ECC event. The so-called Mobile Garden plays a similar role as it presents artistic events in various cities, thus offering an attractive meeting space. Mobile Gardens will be employed to support the ECC Clubs and events presenting the City of Gardens in European cities.

CULTURE AS IMPORTANT AS BREAD

Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

Universal Declaration of Human Rights, Article 27.1

Especially valuable potential culture consumers are found among socially excluded people, who, for reasons beyond their control, remain socially inactive. Such exclusions are most often attributed to economic reasons, but one should not forget about exclusions resulting from limited access to information and culture, e.g. the so-called "digital exclusion" consisting in the lack of ability to use digital forms of communication. In Katowice and the Metropolis, this is especially true of seniors, the poor, and homeless and ethnic minorities, especially Romani people. The Katowice ECC project envisages gradual inclusion of these groups into social and cultural life of the city through the implementation of long-term educational and community building projects (e.g. Let's Smarten up our Neighbourhood, Urban Space Narratives, ECC Clubs) which enable local communities to focus around projects that are important for them, e.g. revitalising their neighbourhoods, organising local festivals or creating meeting places for young people. It will be important to recruit opinion leaders, who at a later stage would act as local animators cooperating with the local ECC Clubs. For instance in April 2011, graffiti and beat boxing workshops for young people and a hip hop concert were held in the Bogucice district as a tribute to Magik, the tragically deceased local hip hop artist and also as an opportunity to establish a closer cooperation with the local community centre, with the result of extending the ECC fan base by including new communities, e.g. that of football supporters.

2 How does the city plan to ensure the visibility of the European Union, which is awarding the title?

The announcement of the award of the ECC title to Katowice will be accompanied by releases on the project's idea, its history and originator, to be issued both in the traditional media and the Internet. All the promotional materials will bear the EU logo. The websites of prestigious and trustworthy institutions involved in the ECC project (ECC Office, Katowice City Hall, Silesian Marshal's Office, Silesian Voivodship, Upper Silesian Metropolitan Union, partner towns and cities and several dozen institutions supporting the project) will contain clearly visible promotional information (description and logo) concerning the role of the European Union in animating culture through the ECC title. Each advertising campaign in the local, regional and national media will incorporate information on the European Union as the entity awarding the ECC title.





The Straight Story, David Lynch, France/USA/UK 1999

VI Evaluation and Monitoring

I Does the city intend to set up a special monitoring and evaluation system: for the impact of the programme and its knock-on effects? for financial management?

The programme comprises a series of activities of both infrastructural and artistic nature. As a complex project, to be delivered over a period of several years, it requires well-considered monitoring (control) and evaluation (assessment) system. According to the declarations made at the preliminary stage of the selection process, the experiences and models adopted by the former European Capitals of Culture will be used (e.g. the Impacts 08 programme implemented by Liverpool).

Project management system

It is of vital importance that the assessment and control process should be integrated into the main management system of the long-term undertaking, that is the project of the City of Gardens. Both monitoring and evaluation shall be incorporated into organisational processes and interconnected with the objectives of particular artistic projects.

A team of external experts working in close cooperation with the ECC Office will be entrusted with the task of developing an appropriate operating model. Integration of management and control systems will facilitate the development of data collection tools necessary for ongoing management of the programme, including finance and risk management.

Monitoring and evaluation system

The structure of the monitoring and evaluation system requires a specialist, working within the structures of the ECC 2016 Office, who will perform ongoing monitoring of the projects in progress. The final evaluation of the results and the long-term effect of the programme will be carried out by a professional team external to the ECC Office. This solution will render the evaluation ever more credible while at the same time enabling the use of quantitative data obtained during the monitoring process.

Development and implementation of the system

The initial version of the monitoring and evaluation system including all the necessary procedures, instructions and tools for obtaining and storing data will be developed in 2011, whereas its implementation is planned as soon as 2012. An inherent part of the system will be a set of indicators serving to execute the programme control and assessment processes. A relevant catalogue will be developed by an independent professional team in cooperation with the ECC Office staff and representatives of partner institutions and organisations. In view of the intricate matter of defining reliable indicators needed for valid evaluation of cultural events, careful examination of the system's functionality is planned. Full implementation of the system

will proceed after all necessary modifications have been introduced. It should be noted that the system thus outlined will continue for a minimum of 12 months after the celebration year in order to determine at least the short-term effects of the ECC programme. The funds necessary for the development and implementation of the evaluation and monitoring system have been included in the budgets for particular years of the duration of the programme and should constitute no more than 1–2 per cent of the total project delivery cost.

Projects monitoring, task team, project management

The programme monitoring carried out from the project's commencement is a tool for ongoing inspection of particular parameter changes and their respective results, a solution designed to yield information on the punctuality, cost structure and effects of particular activities. Each project will be supervised by a purpose-appointed project team (consisting of a coordinator and executives along with external experts/assistants as necessary). The coordinators will be individually responsible for the accomplishment of each project. Outlining each project's expected and precisely defined results will enable the definition of objective, measurable criteria for success. It will also facilitate tracing the dynamics of the particular indicators, and thus supply means to identify and evaluate the potential risk of failure. A systematically conducted, ongoing data analysis will enable proper planning of corrective actions and successful use of experience in the execution of subsequent projects. A central, continuously updated database with data concerning the progress in implementation and results of each activity will provide the required information flow. This way, the monitoring system will be directly interconnected with the planning procedures, and this, in turn, is a key condition for the efficient management of any programme of such complexity. A well operating project monitoring programme will also provide data indispensable for providing the public with prompt and reliable information on the latest developments of the project.

Post-completion evaluation

Post-completion evaluation of the celebration programme will be carried out on the basis of research concerning the effects of the project in a wider social, economic and institutional context. The objectives which were intended for the ECC celebration year (with particular focus on the identification of key success and/or failure factors) will be analysed together with the project's effect on the development of the city and the region. Gaining knowledge on the efficiency of actions taken by the ECC Office and its partners will also be of importance. An in-depth analysis of selected aspects, such as the efficiency and strength of partnerships, development of institutional potential and the image change will enable the assessment of long-term and wide-spread effects of the programme. The efficiency evaluation of the implemented programme management system will furnish local and regional authorities involved in the delivery of the programme with information important for managing cultural events organised after the celebration year.

Funds management

In view of the multiple sources of financial support and the complexity of legislation applicable to funds administrators, a separate funds management system has been devised. Due to the fact that the budget will be supported financially and materially by self-government entities external to the City of Katowice as well as private sponsors, non-governmental organisations, and through funding under EU structural funds and European programmes, it is necessary to introduce a decentralised budget management system. It will be based on agreements, signed

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within the framework of each project with particular partner organisations, to determine the scope of activities and the planned expenditure. They will also include reporting obligations, especially the obligation to submit information (in the form of official statements) regarding the amount of funds allocated to a particular project. The Financial and Economic director of the ECC Office will be responsible for ongoing control of the programme's financial plan.

The management of funds, directly supervised by the ECC Office, will be based on an ongoing control system utilising spreadsheets integrated into the accounting system. The above-mentioned Economic and Financial director will be responsible for this task in close cooperation with the chief accountant.





Le Voyage du ballon rouge, Hsiao-hsien Hou, France 2007

VII Additional Information

I What, in your opinion, are the strong points of the city's application and the parameters of its success as European Capital of Culture and what, on the other hand, are its weak points?

STRONG POINTS

- *The perception of the idea of the City of Gardens on the part of the inhabitants of Katowice is positive. The city's candidature lives up to their expectations since they see it as an opportunity for changes in the city space as well as for boosting its cultural and social life.*
- *The slogan chosen for the celebrations is daring and provocative and yet, at the same time, simple and intelligible, which makes it easy not only for the audiences of the artistic events, but also for the city's entire community to identify with it.*
- *The programme of the celebrations is well balanced and, by relating to the region's uniqueness and local traditions, shows Katowice's importance in Europe. It promotes active and environmentally friendly lifestyles, while advocating sustainable development of the city centre and Katowice's districts. The implementation of the project of the City of Gardens commenced in 2011 and is scheduled to continue after the year of the celebrations.*
- **The continuity of the project is secured through the already established institutions: the city institution of culture Katowice ECC 2016 Office, set up on 1 April 2011, and those to be established by 2016: the Culture Tenement, New Media Centre, Sports Art Centre.**
- **The programme is aimed at various target groups, with special emphasis on their educational and communal needs, which are central to the idea of European integration.**
- *The project platforms are open, which enables easy inclusion of new events in the programme. The structure of the application makes it possible for the inhabitants to suggest initiatives, as part of the funds is allocated for projects to be implemented by students and non-governmental organisations.*
- *Representatives of Katowice's cultural, educational, scientific and business circles will become involved in the delivery of the programme.*
- **The project constitutes an inherent part of the development strategy of the city, the Silesian Metropolis and the Silesian Voivodship. Katowice's candidature enjoys the support of the local and regional authorities.**
- *The financial guidelines for the programme have been realistically outlined.*
- *The idea of the City of Gardens is universal, thus offering European cities a proposal for development.*
- *Infrastructure investments implemented by the end of 2016 will enhance the delivery of the ECC celebrations programme.*

WEAK POINTS

- *The programme of the celebrations was prepared under a tight time schedule.*
- *The analyses and assessments of the quality of cultural life in the city used for developing the programme require elaboration.*
- *Some of the presented projects are only partly consistent with the concept of the City of Gardens.*
- **The tourism potential is not taken full advantage of in promoting the image of the region; the issue requires additional promotional activity.**
- **Due to the industrial heritage of the region and difficult social and economic circumstances of a large proportion of its inhabitants, an important part of the project during the 2011–2015 period focuses on social and educational issues at the expense of spectacular artistic events.**

2 Does the city intend to develop particular cultural projects in the coming years, irrespective of the outcome of its application for the title of European Capital of Culture? Please comment.

Katowice is aware of the fact that the transformation process is not limited merely to establishing new cultural infrastructure and introducing changes in the city space. That is why the programme features several dozen projects, the implementation of which will start in 2011, regardless of the fate of Katowice's candidature. They will all be supervised by the city institution of culture Katowice ECC 2016 Office established for this purpose on 1 April 2011. It is of vital importance that our concept of the City of Gardens has been incorporated into the 2020+ cultural development strategy for the city, which will greatly facilitate the ability to obtain financial support for the implementation of the project.

From 2011 onwards, the projects implemented will mainly feature educational and community involvement initiatives aimed at galvanising the city's residents into action and providing them with the skills necessary for full participation in contemporary society. These will be accompanied by public meetings, conferences and workshops for cultural activists to help them develop and deliver particular elements of the programme. The Katowice festivals, which are also carefully nurtured and developed, may become important events on a European scale.

PROJECTS DELIVERED FROM 2011

Garden City

- *Responsible Design / workshops, activities within the city space*
- *Sculpture Gardens / activities within the city space*
- *Indunature / activities carried out as part of the Industriad campaign*
- *Urban Space Narratives / activities within the city space*
- *Public Transport Timetable for the Visually Impaired / pilot project*
- *Hortus Conclusus / series of concerts*
- *Urban Gardening / workshops, conference, exhibition*
- *Supergarden / project engaging the inhabitants of Superjednostka [Super Unit] residential block*
- *Private Garden / competition for allotment holders*
- *Spaces of Culture / activities within the city space*
- *Let's Smarten up our Neighbourhood / activities within the city space*

Community and Education

- *ECC Clubs / discussions, meetings, concerts*
- *Young Cultural Circle / competition*
- *Student Project Bureau / competition*
- *Culture University of the Third Age / workshops, lectures*
- *Breaking Katowice Down / urban game*

- *Perspectives of Cultural Education / workshops*
- Young Academy of Architecture / workshops
- Points of Interest Map / workshops
- European Youth Week / volunteering fair
- A Silesian / activities within the city space, culinary workshops
- Volunteering / series of activities to promote volunteering
- NGO / series of activities to promote NGOs
- Drawer, Memory, Space / workshops
- Digitisation of Polish German Heritage / workshops
- ECC Science Cafe / workshops for children

- Sport**
- *Sport and Social Discipline / conference opening the project*
 - Sports Comic Book / series
 - ECC Football Cup / series
 - Cycling outings, city bike rental

- Theatre**
- *Re: Definition / theatre workshop project for the socially excluded*
 - Katowice for Children / festival fringe events as part of ECC
 - European Fairy Tale Map / workshops for children
 - Summer Theatre Garden / festival

- Music**
- Baroque Factory / workshops
 - Music Potlatch / network of orchestras
 - Youth Orchestras
 - OFF Festival
 - Tauron Nowa Muzyka / festival

- Cinema**
- Ars Independent Film Festival

- Visual Arts**
- *Artistic Residences*
 - European Youth Plein Air Painting Session
 - SK Street Art Festival / concerts, murals, workshops

- New Literacy**
- Literary Campaign / festival
 - Comic Book Series
 - Poetry in the City Space / series of activities

- Cybergarden**
- *Accessible Silesia / activities in the city space*
 - *Video Re:view / festival*
 - McLuhan in Europe 2011 / conference inaugurating the Media Institute
 - New Media Academy / workshops

3

Please add below any further comments which you deem necessary on the subject of this application.

STATUTE OF THE INSTITUTION OF CULTURE KATOWICE ECC 2016 OFFICE

SECTION I

■ General provisions

Article 1 Katowice ECC 2016 Office (hereinafter called "ECC Office") operates on the basis of the Act of 25 October 1991 on organising and engaging in cultural activity (Journal of Laws of 2001, No. 13, item 123, as amended), the Act of 8 March 1990 on the local self-government (Journal of Laws of 2001, No. 142, item 1591, as amended) and this statute.

Article 2

1. The ECC Office is a local government cultural institution.
2. The ECC Office is a legal entity entered into the register of cultural institutions kept by the City of Katowice.
3. The City of Katowice is the founding body of the ECC Office.

Article 3

1. The ECC Office operates in the Republic of Poland and foreign countries.
2. The registered office of the ECC Office is located in the City of Katowice.
3. The ECC Office uses an official stamp with the following wording: "Katowice 2016 Biuro ESK" and the address of the registered office.

SECTION II

■ Scope of activity

Article 4

1. The statutory activity of the ECC Office comprises:
 - a) organisation of cultural activity;
 - b) submission of an annual activity plan to the founding body;
 - c) implementation of the "City of Gardens" programme;
 - d) development, coordination and implementation of the strategy and the project plan for Katowice as a candidate for the European Capital of Culture 2016;
 - e) acquisition of partners for Katowice as a candidate for the European Capital of Culture 2016;
 - f) development of the formal application, as required by the European Capital of Culture 2016 selection procedure, pursuant to Decision No 1622/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Community action for the European Capital of Culture event for the years 2007 to 2019 and to the Pre-selection Report by the Selection Panel concerning the designation of the European Capital of Culture 2016 of 15 November 2010;
 - g) cooperation with artistic, scientific, business communities, cultural institutions, non-governmental organisations and other entities as well as with the self-government of the City of Katowice;

- h) cooperation with the former and current European Capitals of Culture and other cities in the Republic of Poland and abroad;
 - i) promotion and dissemination of the "City of Gardens" programme and of the concept of European Capital of Culture as well as cultural promotion including ongoing contacts with the media and maintaining a website;
 - j) organisation of publishing, training, educational activities;
 - k) organisation of artistic events, conferences and seminars;
 - l) production and development within the statutory activity of: films, multimedia projects, educational and advertising materials, with emphasis on production and co-production of films, videos and television shows;
 - ł) acquisition of funds to support artistic, educational and community projects including subsidies and grants from government and European funds;
 - m) initiation and coordination of research into culture and monitoring of the cultural status of the City of Katowice.
2. The ECC Office performs its tasks either independently or in cooperation with other entities including foundations, associations, cultural institutions, universities and schools of all kinds.

Article 5 The ECC Office may engage in profitable economic activity in order to finance its statutory activity; the above includes the use of the ECC Office assets.

SECTION III

■ Managing and Advisory Bodies

- Article 6**
1. The ECC Office is managed by the Managing Director, who represents the institution outside and is responsible for effective delivery of its statutory activity, appropriate use of assets and available funds.
 2. The Managing Director of the ECC Office is appointed by the Mayor of Katowice pursuant to the requirements of statutory law.
 3. The ECC Office's Artistic Director is appointed by the Director of the ECC Office following consultations with the ECC Office's Programme Board. The Director of the ECC Office enters into a legal relation with the Artistic Director, which forms the basis for the Artistic Director's duties.
 4. The Programme Board is an advisory and consultative body for the activities relating to the development of the application submitted by Katowice as a candidate city for European Capital of Culture 2016.
- Article 7** The Managing Director, on behalf of the employer, i.e. the ECC Office, will carry out all actions required by the labour law with respect to the employees of the ECC Office relating.

SECTION IV

■ Structure of the Institution

Article 8 The internal structure of the ECC Office is stipulated by the organizational regulations granted by the Managing Director, following consultations with the founding body, trade union organisations and artists' associations operating within the ECC Office.

SECTION V

■ Assets and Funds

- Article 9**
1. The economic and financial regulations controlling the ECC Office are stipulated by the act on organising and engaging in cultural activity, the public finance act, the accountancy act and other mandatory regulations as well as internal ordinances of the Managing Director.
 2. The ECC Office manages its own assets and runs its own financial activity according to the principles of efficient use. The financial activity of the ECC Office is based on an activity plan approved by the Managing Director according to the amount of annual subsidy from the founding body.
 3. The financial plan and financial report must be submitted to the founding body.
 4. The annual financial report is subject to approval by the Mayor of Katowice.
 5. The assets of the ECC Office are employed for the purpose of reaching its statutory objectives.

- Article 10**
1. The ECC Office covers its operating costs and liabilities from its own revenue-earning activity.
 2. The revenues of the ECC Office include:
 - a) subsidy from the City of Katowice;
 - b) subsidies and grants from government and European funds;
 - c) revenues earned under statutory activity;
 - d) funds obtained from natural and legal persons, including inheritances, gifts and bequests;
 - e) revenues from business activity performed in support of statutory activity, including the use of the ECC Office assets;
 3. The amount of the annual subsidy by the City of Katowice to the ECC Office is determined in the budget resolution of the City of Katowice.

- Article 11** The ECC Office is liable to cover financial loss.

CHAPTER VI

■ Final Provisions

- Article 12**
1. Any amendments to the Statute of the ECC Office shall be made by its founding body in accordance with the procedure used for its establishment.
 2. Merge, division or liquidation of the ECC Office may be carried out by the founding body pursuant to the requirements of statutory law.
 3. Any issues not settled in this statute should be resolved pursuant to applicable regulations of the act on organising and engaging in cultural activity.
 4. The statute of the ECC Office becomes effective as of the day of its enactment.

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