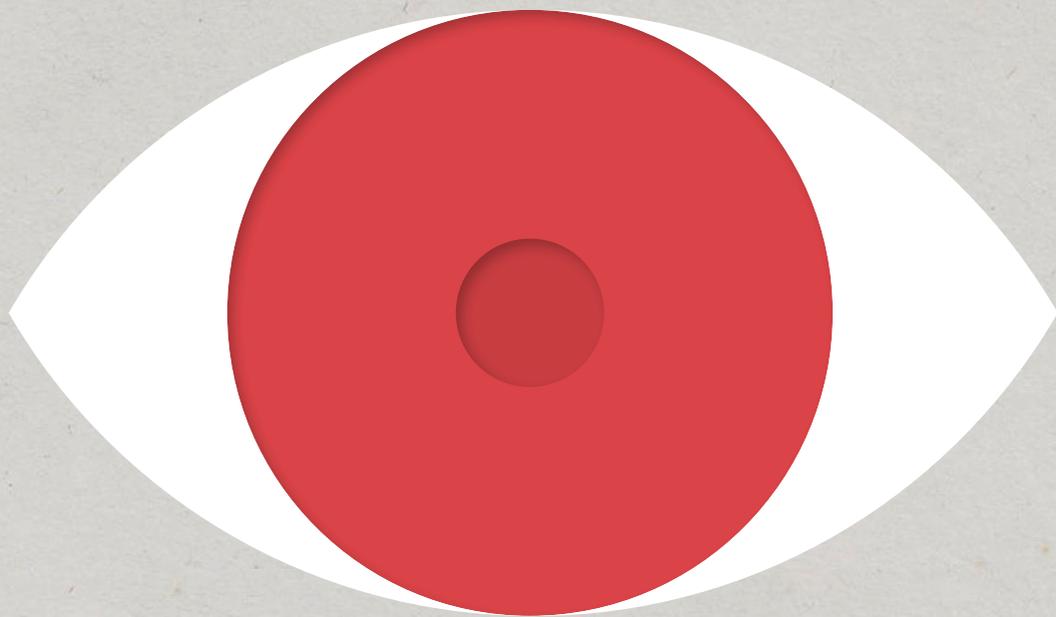
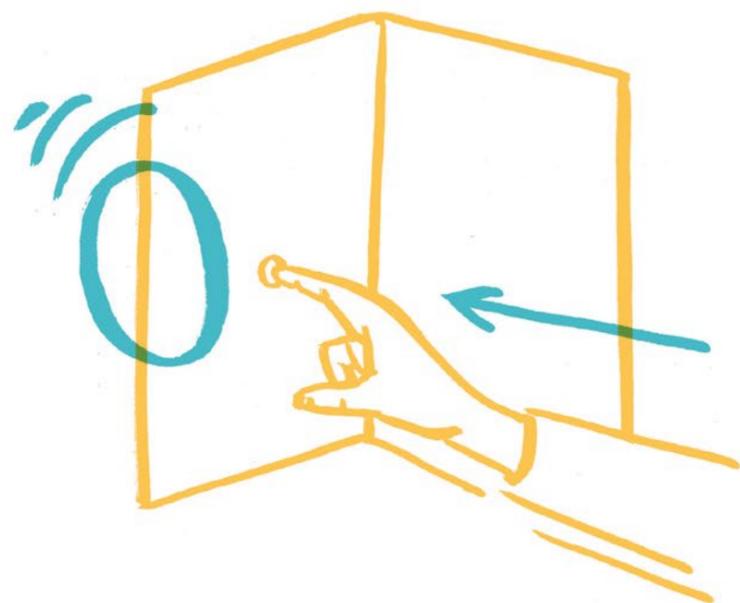


# Broumov 2028



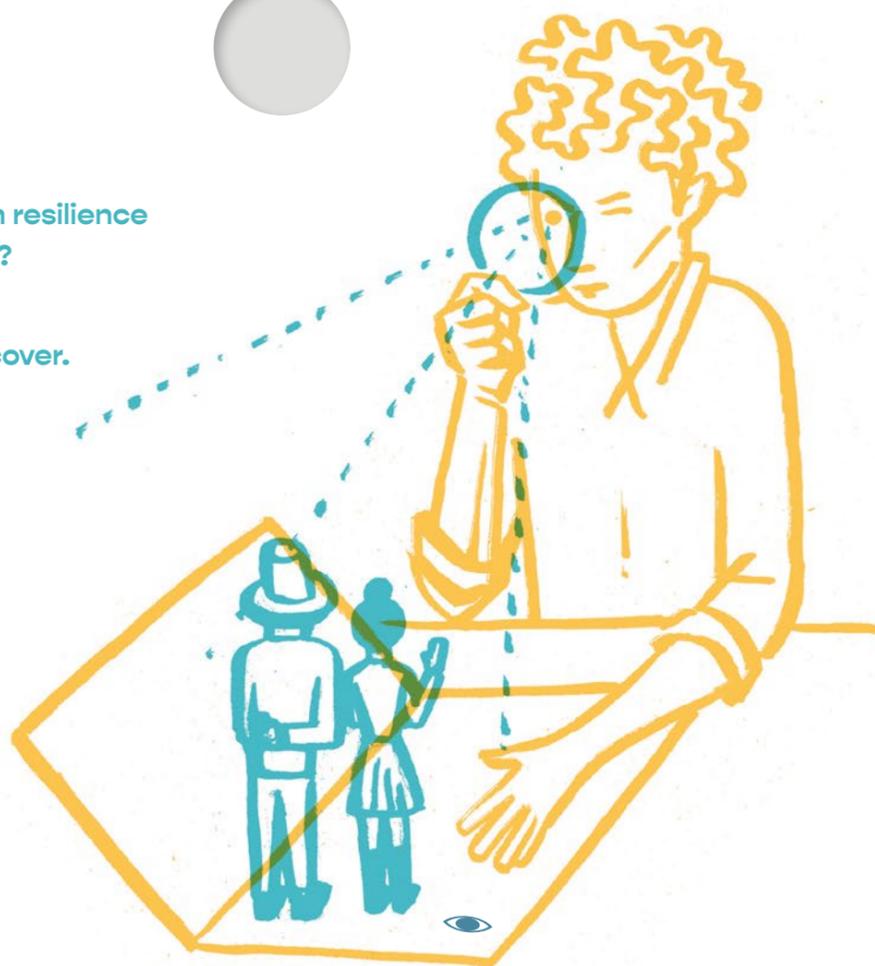
## A Creative Pilgrimage

European Capital of Culture — Candidate City



Curious about our view on resilience  
in European communities?

Put your creative pilgrim  
glasses on  and discover.



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### List of acronyms

**BBC** – Broumovsko Business Club  
**BRDA** – Broumov Regional Development Agency  
**CDC** – Character Development Center  
**CS32** – Cultural Strategy 2022–2032  
**CSR** – Corporate Social Responsibility  
**EAFRD** – European Agricultural Fund for Rural Development  
**ECCB** – Educational and Cultural Centre Broumov  
**ECoC** – European Capital of Culture  
**ECVA** – European Character Virtues Association  
**EFBCC** – Endowment Fund Broumov – City of Culture  
**ERDF** – European Regional Development Fund  
**HKR** – Hradec Králové Region  
**ICFB** – Investment Club Fund Broumovsko

**ICOM** – International Council of Museums  
**INTERREG** – Central Europe with an emphasis on cross-border cooperation programs  
**KPI** – Key Performance Indicators  
**MOME** – Moholy-Nagy University of Art and Design (HU)  
**MRDCZ** – Ministry for Regional Development of the Czech Republic  
**M&E** – Monitoring and Evaluation  
**NGO** – Non-Governmental Organisation  
**SCBR** – Strategic Council for the Broumov region  
**SDG** – Sustainable Development Goals  
**WCCM** – World Community for Christian Meditation  
**WHO** – World Health Organization  
**WWII** – World War II



# The Story

It is the wildness of nature around us that has shaped our culture of resilience and trust in living communities in Europe. The Broumov region, called Broumovsko in Czech, is a place where life can be tough and pure at the same time. Which, in turn, has strengthened our alliance with nature and the landscape. Up to 30% of Europeans live close to the countryside like this. Although Broumovsko is perceived as a rough place to live in both Czechia and Poland, we firmly believe that our relationship towards nature has the inner power to overcome challenges and heal Europe from within.

Nature and Culture converge in many ways that span values, beliefs and norms as well as practices, livelihoods, language and knowledge. As a result, we get to experience the mutual feedback that exists between cultural systems and the environment, with a shift in one often leading to a change in the other. Thus, we take Broumov's resilience and living community as inspiration for this bid and a source for experimentation in our artistic and cultural programme.

As the size of a city is not an indicator in the ECoC competition, Broumov is applying as a small small European city on a geographical peninsula surrounded more by Poland than Czechia. The city is separated by the sandstone walls from the Czech side and embraced by Poland's rich forests and lowlands. Located in a protected landscape area, but also often stigmatised and struggling with economic and social problems, Broumovsko aims to survive for the next generations and to become a pleasant place for living together.

How do we do that? We aim to connect ourselves with Europeans through our concept called **Creative Pilgrimage** and, all together, turn the huge European public space into a place of well-being and good neighbourhood relationships.

As a creative pilgrim, one is led to discover one's own creative power to do anything; even things that once seemed impossible. **Creative Pilgrimage is a call to action** – but it is an action taken deliberately at a slower pace, with more consciousness, more mindfulness, and more connections.

## What do we aim to achieve with the ECoC title?

- Build capacity for resilient and living communities as well as civic societies in terms of connection, cooperation, creative entrepreneurship, and other areas.
- Share experience and inspiration in being resilient and having a proactive attitude across Europe.
- Help to create a cultural citizenship which spans borders and empower Europeans to participate.
- Strengthen the cultural and artistic community in terms of regional, national, cross-border, and international cooperation and co-creation, especially in relation to places that inspire mindfulness, develop sustainable cultural tourism with emphasis on slow cultural tourism and natural reserves.
- Generate a European profile to attract impact investment as well as people with a creative, youthful, and open-minded attitude.

As one of 2028's European Capitals of Culture, Broumov plans to inspire Europeans and their communities not to be afraid to dream big and act local. Surrounded by human-made borders and coping with the boundaries of its social and cultural past, Broumov is eager to share its extraordinary natural landscape, cultural heritage, and its bottom-up city experience with many Europeans to help them overcome obstacles and work towards a unified Europe, one day at a time.



# Introduction

## Q1

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

The Broumov region, or so-called **Broumovsko**, is a **European watershed** saturating two major streams of water – it belongs partly to the Baltic Sea (Stěnáva River Basin) and partly to the North Sea (Metuje River Basin). The unique geological structure of the territory has led to the emergence of significant aquifers, which are an important **natural reservoir of drinking water** and are protected by law as a **protected area of natural water accumulation**. For this reason, the region is sometimes called “the roof of Europe”.

**Extensive forests, hills, meadows, sandstone rocks.** Lots of places to hide, to be alone in and with nature, to **listen to the silence** that has charmed the Benedictines many centuries ago. Places from which you can see the horizon, **places to contemplate**. To meditate on yourself, life, space, and the future. With an area of 17 square kilometres, the ADRŠPACH-TEPLICE Rocks are among the largest rock cities in Central Europe. Together with the Broumov Walls, they are exceptional in their relief and climate, allowing unique flora and animals to thrive. Broumovsko is considered a natural treasure and a **source of healing inner power**.

**Water management** is a fitting metaphor for what is happening around us – in Broumovsko as well as in similar places throughout Europe. In the short span of the **20<sup>th</sup> century**, much of the region’s human and cultural capital has been washed away. While agricultural engineers designed technologies that **drained the landscape** and gradually reduced its fertility, the geopolitical conflicts drained it of its historic **wealth of people and cultures**. The statistics are relentless: so far, people have been leaving Broumovsko as fast as the water left the soil.

Before people drained the cultural and natural landscape of its resources, Broumov was the product of the great building and development **boom of the Baroque era**. The Benedictine order’s influence merged with Italian, German, and Czech architecture in close connection with Silesia (today’s Poland). In the 14<sup>th</sup> century, the **monumental Benedictine monastery** with a library and the third oldest grammar school in Czechia were built, becoming a **source of knowledge, inspiration, and economy for the wider area**. The Cemetery Church of St. Mary, **one of the oldest preserved wooden buildings** in Bohemia, and a **network of baroque churches** were artfully set in the middle of the landscape basin, which in its layout and significance far exceeds the borders of the region.

After World War II, Broumovsko – just like the majority of the Czech borderland – **lost almost all of its German-speaking Czech inhabitants**. According to official statistics, this meant **more than 23,000 people** in the region only, with over 2 million Czech Germans having been forcibly evicted from the whole of former Czechoslovakia. Unofficial figures, which include refugees, are closer to 3 million. With this, the border region lost its traditions and family narratives, but it also offers space for creating a new identity with a respect for the former inhabitants.

Today, while large cities are growing even larger, **small towns and regions across Europe are losing their energy and spirit**. Take Broumovsko for example: even though it is surrounded by 70% by Poland, the potential of mutual connections keeps slipping through our fingers.

We have already made significant changes on the way to a sustainable cultural development of the region, which started 16 years ago with the revitalisation of the Broumov Monastery. But our capacities and possibilities have reached our limits. For Broumov and its surrounding area, ECoC is the much-needed **call for action**.

In order to once again become a resilient European society with living communities, we should enhance diversity and incorporate Broumovians’ three vertical principles of **Impact, Culture and Community** in the future development. The principle of Impact rises from **Impact investment** – a type of investment with an intention to generate positive environmental and social impact alongside financial return. It is the pragmatic determinant of our project. We do not waste tangible nor intangible resources and competencies just to show off.



The principles of Impact, Culture and Community stand firmly in dialogue with our ECoC concept.

Our values include Culture, Communities, Responsible Pragmatism and Protection of Nature. In order to survive the upcoming decades and its challenges, we feel the need for a **stronger connection to the European cultural and creative arena**, as well as a **deeper and more authentic connections to ourselves, our communities, and the nature** that surrounds us.

As the European Capital of Culture, Broumov and its surroundings would be able to **inspire other small areas on the periphery** and encourage them **to dream big and step out into the world together**. That’s why Broumov should be considered for the European Capital of Culture 2028.

## Q2

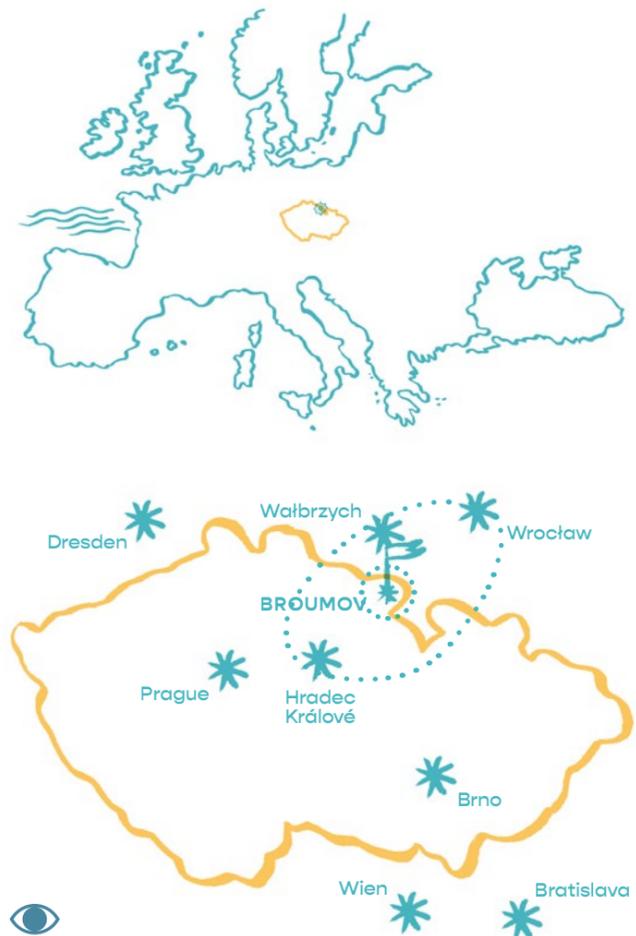
### Does your city plan to involve its surrounding area? Explain this choice.

A Polish-Czech connection is so close yet still far. At the same time, Broumov, the cultural heart of its natural surroundings, suffers a disconnect from the Hradec Králové Region (HKR) and the rest of Czechia. Still, the region possesses enough inner power to call upon building connections – and a stronger Europe.

As early as in the 13<sup>th</sup> century, when the Benedictines came to Broumovsko, they called it the **Godforsaken Land**. An area characterised by tough mentality with a soft core, as well as its humming waterfalls and its large forests with wolf packs and mushroom fields, the Broumovsko's spirit has undergone many changes through the centuries.

Having been predominantly populated by Czech Germans until the early 1950s, all that was left of the region a mere few years later was an abandoned baroque landscape with classicist farmhouses, an architectural phenomenon of the late 19<sup>th</sup> century.

But even totalitarian regimes were unable to put the land's spirit to rest, let alone erase its cultural and natural diversity across forests and borders. Nowadays, this unique, if forgotten, Central-European area is **surrounded by 70% by Poland**, defined by its extraordinary heritage, and on its way to **reconnect with Europe's other natural treasures**. Thanks to ECoC, our environment will finally be able to reunite with its peers.



Although the state border opened with the end of the communist era after the Velvet Revolution in 1989, when it comes to **openness and connections between the region and the surrounding Polish area**, both are **still facing their limitations**. This is especially true about the Czech side, although we daresay that the cultural sentiments of both nationalities are being underestimated.

Certain amenities are easier to access in Poland than in Czechia. Among Czechs, it is popular to shop for groceries or even specialty items, such as building materials or windows, on the Polish side of the border. Certain services are considered physically closer or simply better in Poland – for example, a swimming pool. Similarly, Polish hair stylists and opticians are often deemed better and cheaper than the Czech ones. But the borders and barriers caused by cultural differences and stereotypes still remain. Step by step, we have begun to work on these barriers and re-create functional personal connections. It becomes clearer and clearer that without **strong cross-border cooperation** and partnerships on a daily basis, we cannot build the resilient and living communities to survive the global changes to come.

We plan to build capacity to solve regional problems; however, **the closest regional administrative governance is currently in the HKR**. Therefore, Broumov's candidacy (Broumovsko with 22,000 inhabitants) is a joint effort of the larger area of the HKR (550,000 inhabitants) in a strong partnership with the Polish region (1,630,000 inhabitants) – a long-standing puzzle of personal interactions. Families living on both sides of the borders, business interests in terms of economy of scale and slow tourism, interaction with social services and their joint communities. All these relations focus on the purpose of cooperating further. The connection works organically, and simultaneously, the intention of its deepening is rooted in development of strategic documents on both sides of national borders.

Bidding preparations have initiated Broumov's significant involvement in developing the HKR's cultural and tourism-oriented strategy (Q5, Q6). The HKR supports Broumov's ambition to become a significant regional as well as national cultural centre and an inspiring case study for other small cities. Broumov and HKR's strategies complement each other, making it possible to develop future synergies.

## Q3

### Explain briefly the overall cultural profile of your city.

Although there are similar abandoned, nature-surrounded cities like Broumov in Europe, each with their unique profile, our social and cultural environment and economic partnerships have not been sufficiently maintained for many years.

In the last 16 years, the city chose to put care into its culture again. The revitalisation of the Broumov Monastery was the accelerator of this transformation and cultural development. With the establishment of the Broumovsko Organisation for Destination Management, natural heritage tourism began to develop. Since then, perception of the region by locals and outsiders has improved and the number of business units has slightly increased. However, depopulation and negative economic indicators remain and therefore, Broumov has reached a point where it desperately needs new connections

and impulses. Its interaction with the outside world is what can and will accelerate its inner power.

Broumov is a city with vast natural and cultural heritage that lives and has been built in a European context. Its region cannot be understood or grasped without revisiting the **arrival of the Benedictine order more than 800 years ago**. The order brought the German language, mentality and population, spreading its spiritual and material influence onto the landscape.

The **Broumov Monastery** was crucial in establishing the town as a centre of culture and education. Among others, Arnošt of Pardubice – the first archbishop of Prague, diplomat and adviser to Holy Roman Emperor Charles IV – studied at the local monastery school. In 1624, it was transformed into the monastery grammar school, where the Benedictines passed on their knowledge, making it the third oldest grammar school in Czechia. Its graduates include significant personalities such as Alois Jirásek or Bohuslav Balbín (both important writers of their eras, as well as historians and advocates of the Czech language). Alois Rašín, who drafted the country's first constitution in 1918, was another alumnus of the school. Today, the **Broumov Grammar School** continues its tradition as the only high school in town.

Baroque architects Kilian Ignaz Dientzenhofer and Christoph Dientzenhofer designed the so-called **Broumov Group of 11 churches connecting the region and the reconstruction of the monastery, both the church group and the monastery now labelled National Cultural Heritage**. The Benedictines were present in the Broumovsko until the end of WWII, when German members of the order were expatriated and settled in Rohr, Bavaria. During the **communist era**, the monastery lost its main purpose of a spiritual centre of culture and education for its wider area. From 1950 till the end of the communist regime, it served as an **internment camp**, first for monks and then for nuns from various orders. The Benedictines have never returned to the monastery.

**The revitalization of the monastery** was initiated by a local NGO, the Broumov Region Development Agency (BRDA). Much of the revitalization took place in 2014 and 2015 and included not only the repair of damaged parts of the monastery and its garden, but also the restoration of frescoes and furniture in the library or the construction of facilities for educational and cultural events and organisations. Nowadays, **the Cultural and Educational Centre Broumov** is a significant institution with a wide range of programme.

Former **Benedictine cells** have been converted into **experiential accommodation**. Guided tours of the historical interiors include unique pieces like a copy of the **Codex Gigas** – called the **Devil's Bible**, it's the largest preserved illuminated medieval manuscript in the world, created in the 13<sup>th</sup> century. The original used to be kept in the Broumov monastery in the 16<sup>th</sup> century.

In the monastery's refectory, a copy of the Shroud of Turin from 1651 is on display. It's the only true copy with the inscription **"EXTACTUM AB ORIGINALI"** (derived from the original) in Europe north of Alps and it was rediscovered in the monastery in 1999.

The Broumov Monastery offers many facilities to host a wide range of events such as exhibitions, art programmes, conferences and festivals, both indoor and outdoor. The **Drevník Hall** is a multifunctional modern building which can host 300 people. The **House Gallery** hosts exhibitions of contemporary art. The **Lapidarium Gallery** focuses on **children** with the aim to introduce them to and engage them with contemporary art.

We coordinate a successful project of **international literary residencies** in the Broumov monastery in cooperation with the Czech Literary Centre, the House of Literature in Wrocław and the Goethe-Institut. We have started a **musical residency** project – **Hortus Musicalis Broumov**, which includes exchanging experience in this field with Norwegian partners.

Along with the monastery, **The Cemetery Church of St. Mary**, founded in the 13<sup>th</sup> century, is another architectural landmark. Rebuilt in 1459 after it was burnt down by the Hussites, it is **the oldest preserved example of folk wooden architecture** in the Czech Republic.



The Municipality of Broumov runs various cultural institutions. The city's cultural organisation, the **Information and Tourism Centre Broumov**, organizes traditional and historical programmes such as the Broumov Guitar Music Festival, Small Summer Outdoor Theatre Festival for children, screenings and talks in the municipal Conference Hall, balls at the Cultural House Strelnice, exhibitions at the Lokart Gallery or local St. Wenceslas Celebrations. The **Municipal Theatre in Broumov** has since its beginning been connected to opera and amateur theatre associations of former German speakers. The tradition of amateur theatre in Broumov has been preserved to this day. The **Broumov Library** goes beyond book lending, organising workshops, talks, readings and lectures for different age groups. The **Elementary Art School** offers music, painting, theatre and dance classes to children. Both institutions are part of a unique national network of public libraries and public art schools. The **Ulita Youth Club** offers leisure activities for children and adults.

Besides the municipal cultural operators, the following events and organisations are essential as well: the **Symposium of Illustration**, the **"Broumov Discussion" conference**, the **"Treasures of Broumovsko" Music Festival**, an **international piano competition called "The Broumov Key"**, or the **Police Symphony Orchestra** from the town of Police nad Metují. The historic spiritual legacy of the Benedictine order is continued by the Centre for Character Development as well as the WCCM (World Community for Christian Meditation).

**Along with institutional culture, there is a new trend** of emerging informal cultural, creative and community centres or unconventional accommodation such as in a former church, or on the popular **Broumov-type farms**. These classicist farms are a unique European architectural phenomenon, which originated as a specific element of local architecture in the second half of the 19<sup>th</sup> century. These days, they act as **microworlds of authentic alternative culture**.

Broumovsko has a *genius loci*, deeply affected by the region's rich historical heritage, the Benedictine influence, and a significant, almost complete, exchange of inhabitants after 1945 which **interrupted historical tradition, rituals and identity**. Since then, the population has been decreasing and aging, the same as in most of the Sudetenland all over Czechia.

The vast majority of Broumov's current inhabitants are **Czech**, some of them with **Czech-German roots**. There is also a significant **Romani minority** as well as a small group of Dutch and other migrant nationalities. As a result of the war in Ukraine, the area has embraced Ukrainian refugees, with 600 of these newcomers settling in the Broumovsko and about 15,000 in the HKR, bringing in a new opportunity of further cultural diversification (Q18).

In general, the region faces long-term social issues. A significant number of locals cite loneliness, social decline and the existence of excluded areas, which are referred to as **socially excluded locations**, as parts of the problem. Also, according to research done during the bidding phase, the absence of systematic support of excluded minority groups such as Romani people is perceived as the main deficit. Broumovsko is also affected by the post-industrial era – large textile factories, which employed most of the locals, could not compete with manufacturing in Asia, and went out of business. This is one of the reasons why unemployment and the number of people living in or prone to poverty as has the number of foreclosures and debts. Moreover, almost 24% of Broumov's inhabitants are facing **at least one execution order, mainly due to multiple minor consumer loans and a system that supports executors over debtors**. The number of entrepreneurs is low as well as value added job opportunities. The population's education level is relatively low. Only 5.6% of Broumov's inhabitants have reached university education, which is significantly less than average in the HKR and less than 50% of the whole country.

In addition to the existing social struggles, the region needs active **young people**, be it those who return home after their studies, or brand new Broumovians coming from other regions and countries. There is a **lack of cultural offer for youth**, no appropriate facility, café, or club for them to meet, talk and socialize. Traditionally, the **wider community of citizens tends to forget about youngsters**, which is one of the reasons they lack motivation to return after their studies elsewhere. The possibility to move to Broumov isn't something well-known among potential young newcomers either.

Broumov is beginning to understand that it needs and deserves to welcome new people who will bring new stories and experience, a vibrant energy and ideally a willingness to take risks. **New settlers** coming to the region are essential, as they have been for ages. They are often active and vibrant citizens able to change their own and others' mindsets by getting involved in community-building activities – such as the successful **renewal of St. George's pilgrimage tradition, a revival of an old German custom in a contemporary way**. **Activities like this help reactivate family narratives and thus cultivate the social fabric**, even bring in new energy to be constructively self-critical. Research done for The Cultural Strategy 2022–2032 (CS32) shows that among the people who are the least active in the community and cultural life, there is a significant number of older residents compared to newcomers.

Although the **natural heritage** is extraordinary and perceived as the greatest value by international visitors and locals alike,

the communist regime's industrial-scale agricultural style, drainage regulation, large-scale fields and collectivization of the agricultural landscape resulted in dry, slowly dying landscapes. Not only physical landscapes, but also mental ones. Moreover, traditional crafts and landscape care know-how, which had been passed down from generation to generation, disappeared with the expulsion of Czech German inhabitants after WWII. Now, the landscape needs healing and there are bottom-up ideas emerging, including the **Living Water** movement, which was awarded the national **SDG Award** in the "Public Administration" category in 2020 and **selected for the worklist of EU's 15 best-practice projects focused on adaptation to climate change**. The organisation cooperates with a wide range of local and international partners and works with volunteers to implement, develop and deliver a know-how of retaining water in the soil, restoring the hydrological regime and reducing dryness.

The **sand rock panoramas**, a symbol of today's Broumovsko, are slowly getting damaged by mass tourism and the **baroque landscape** with its architectural landmarks lacks the appropriate care and financial support. This heritage **needs to be safeguarded** and sustained for the generations to come.

Although there is a potential for development, **limited or missing capacities** are the main barrier. In our opinion, the forced centralization of self-governing economic and social systems during the communist era is one of the main reasons. Above all else, the region misses expertise in organisation, problem solving, building of emotional and social relationships, internationalisation through specialisation. Creative skills related to land preservation and storytelling are crucial as well. While this shortage of personal capacities and expertise needs to be solved, there is also a lack of systematic support for civic associations' activities or smaller cultural entities.

The programme is our answer to all of these potentials and issues.



Bigboš 2022, ©Tomáš Hejzlar

## Q4

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

Our concept is called Creative Pilgrimage, which represents the unique state of mind of conscious creative connectedness. We believe in Europeans' ability to transform themselves into creative pilgrims and join us in setting out on a journey of mutual understanding and enrichment.

Creative Pilgrimage is deep-rooted in our regional cultural tradition of the Benedictine monks as well as Broumovians' inherent connection to nature and a specific flow of time. These qualities inspired us to create this pan-European call to action:

**Let's all step together into the conscious and flexible mindset of a creative pilgrim, connect with ourselves, the places where we live, and the people around us.**

This is the path to a strong Europe of the future with resilient and living communities, where **diversity** is not only encouraged, but **celebrated**, too.

With our programme, we invite European creative pilgrims of all kinds on a journey through *land, time* and *mind*, which gave us the symbolical inspiration for three thematic areas called: 1. The Healing Landscape, 2. Memories Are in the Making, and 3. Being the Source of Creativity and Kindness.

Each of the thematic areas arises from strong local and regional characteristics and interconnects with pan-European topics. While creating our programme with the local community (Q13) and our national as well as international partners (Q14), we always put our Broumovians' three vertical principles of **Impact, Culture** and **Community** on one bowl of scales and see if each one of them is represented, forming a balanced combination.

### 1. The Healing Landscape

Not only a European but also a global issue in the relationship between human and nature, water resilience will become an ever more pressing issue. In our programme we offer a concept of solutions to return water to the landscape, helping it heal. We encourage the creation of rural and urban "water communities". And we address conservation agriculture as well as slow and sustainable cultural tourism.

### 2. Memories Are in the Making

Europe's rich and turbulent past is our source of knowledge and creativity for the future. Our ability to find our identity, to learn, to connect generations, to draw humbly but also critically on our historical legacy depends on our ability to communicate. In our programme we aim to cultivate different forms of non-violent cross-generational and intercultural communication, explore the pushing of boundaries and de-peripheralization in offline and online spaces, and address the adaptation of cultural heritage to the needs of 21<sup>st</sup> century communities.

### 3. Being the Source of Creativity and Kindness

Good neighbourliness and cooperation in Europe imply cultivating the good in us. In our programme, we therefore focus on character development which includes promoting respect, empathy, inclusion and self-esteem. We pay special attention to the youth, creating safe spaces for them, as well as to giving a voice to marginalised and disadvantaged groups and supporting women of different ages and nationalities to become more visible and be heard in the public space. We are also looking for solutions leading to better governance.



# I. Contribution to the long-term strategy

## Q5

**Describe the cultural strategy that is in place in your city at the time of the application, including the plans for sustaining the cultural activities beyond the year of the title?**

Culture connects us to ourselves, others and the landscape around us. A cultural area offers opportunities for recreation, but also for its inhabitants' community life. A cultural ecosystem prevents the isolation of the individual and increases social cohesion. In short, **culture can become the engine of the city and its region**. It can accelerate transformation, inspire and encourage people and strengthen their relationship to their home. It can turn the place where we live into a place where we live actively, moreover in a protected landscape area. The partnership between humans and nature is essential for resilient European communities like ours. This is our journey.

Broumov's **Cultural Strategy 2022–2032 (CS32)** is an **umbrella strategic document** which defines the town's interests and ambitions concerning the development of culture, arts and creative areas beyond the ECoC title year.

The vision of CS32 is for the Broumovsko to become a regional and cross-border cultural leader and the cultural centre of the Hradec Králové region (CZE) and the Wrocław and Wałbrzych counties (PL).

**This is the first time** a strategic culture-oriented document of this kind is being developed for the town of Broumov, and it's thanks to the ECoC. But although it is a part of the ECoC application, its primary purpose is that of a strategic documentation of the city's concept of culture. There are no other towns in the HKR of similar or bigger size with a strategic document focused specifically on cultural development – in this sense, Broumov's strategy may serve as inspiration for other municipalities in the region and beyond. **The nearest municipality with a comparable strategy is the larger region's capital, Hradec Králové.**

CS32 guarantees the long-term sustainability of the ECoC and its impact. Subsequently, the ECoC will guarantee the implementation of the strategy and its long-term sustainability as well.

The document is a set of various strategies developed recently that are interconnected and that support each other:

- **Integrated Strategy of Urban Development of the Broumov City Centre** (2020)
- **Concept of Culture of the Broumov region** (2021)
- **Tourism Development Strategy of the Broumov Region 2028** (2020)
- **Strategy for the Development of Culture, Cultural**

**Heritage and Cultural and Creative Industries of the Hradec Králové Region 2022–2030** (2021)

- **Intelligent Nowa Ruda 2030 strategy** (2020)
- **Development Strategy of Lower Silesian Voivodeship 2030** (2018)

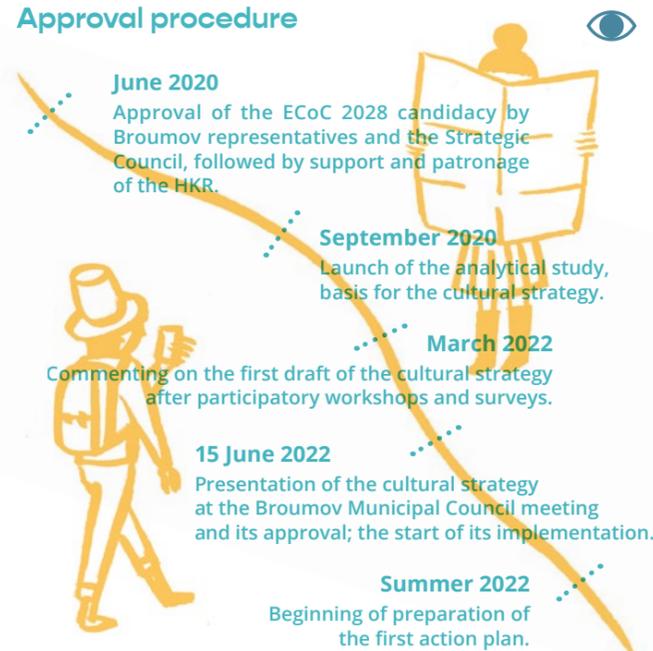
## Methodology

The processing of CS32 was conceived participatively, with the active involvement of urban and cultural development experts. It was created in a series of workshops with 12 different groups of politicians, public administrators, artists, cultural, social, environmental, tourism and educational operators, representatives of young generations as well as elderly citizens, active citizens and entrepreneurs.

**CS32 is based on:**

- an analysis of previous strategic documents,
- 300 responses in a questionnaire for the inhabitants,
- 47 structured interviews with local and national experts and stakeholders (250 hours of interviews),
- 4 all-day workshops with 47 participants in the focus group with a goal to identify needs and develop a proposal analysis,
- and a large contribution of the Broumov 2028 team, both to the process and content.

## Approval procedure



## The 10 principles of cultural development:

1. Continuously collect **quantitative and qualitative data** with focus on detailed audience feedback. ECoC is the accelerator and valuable reason to make the debate as concrete as possible.
2. Actively **communicate** with the target audience and generate debate about successes and failures. ECoC improves our communication sensitivity and skills.
3. Actively **involve** inhabitants in the **co-creation of culture and community**. ECoC serves as a pretext to talk about cooperation in straightforward terms and exclude the usual ego-driven and historical tensions.

**4. Support innovation** and innovative thinking. This is not easy since the expectation is that people in culture are used to new thinking except when it's about their own sector and topics. ECoC's innovative culture is not afraid of **experiments, new approaches** and procedures even in traditionally conservative rural areas like ours.

**5.** Develop **capacity building** of key actors from public administration employees, farmers and forest keepers to tourist guides, teachers or businesspeople to volunteers. The times are changing, bringing along new possibilities. It is crucial to **be open to learning and getting inspired**. ECoC is the nudge to work with people from different backgrounds and listen to each other.

**6.** Constantly develop **networks and partnerships**. Share from the local level to the **international**. ECoC brings motivation to work with the Polish as our peers and other Europeans as our main inspiration, audience and work friends.

**7. Cooperate and co-create** with **international partners** with special emphasis on the **cross-border** links. ECoC is a reminder to practise European values in our networks.

**8. Integrate culture** into other **municipal policies**. Culture is a part of life and society, and it is interconnected with the **economy, urban and environmental** areas. ECoC is the argument to see culture as one of the main motors behind how citizens and visitors experience our natural resort, the city and the wider transnational region.

**9.** See CS32 **as a compass** setting the direction for the future, in which ECoC plays an important role.

**10.** Implement CS32 **step by step** and hand in hand with the ECoC strategy and programme.

During the bidding process, we have localised each SDG to our operational objectives that will contribute to meeting them. The SDGs together with our indicators will be our key performance indicators (KPIs) which we will use for monitoring and evaluation.

## Strategic goals for the natural resort, the city and the region

### Lively cultural area.

## Operational goals and its localised SDG goals

- Culture operators engage in active collaboration and co-creation on local, national, cross-border and international level. <sup>16 17</sup>
- An appropriate offer of cultural events which interconnect the local and international is provided. We target our European peers and design programmes available for all age and social groups. Nobody is overlooked. <sup>4 5 10 17</sup>
- Local citizens participate in cultural activities, are open to experience diversity and new forms of artistic expressions. <sup>4 10 11 16 17</sup>
- Public space is renovated, revitalized and keeps being developed. <sup>11 13 15 16</sup>
- The Broumov city centre is lively even after 4pm. <sup>16</sup>

### Socially coherent and community-oriented area.

- Social diversity and openness are seen as valuable European assets. <sup>1 4 5 10 11 16</sup>
- Young people are involved and supported in the city, but also in cross-border and European life. <sup>4 11 16 17</sup>
- Returning and new inhabitants are actively supported. <sup>8 16</sup>
- International mobility and exchanges are enhanced. <sup>16 17</sup>
- There is a strong sense of belonging to European culture. <sup>4 5 10</sup>

### Area contributes to the experience of the landscape.

- The region is becoming a European leader in bottom-up movement for water retention in the landscape. <sup>6 13</sup>
- Natural heritage is a source of European spiritual development and well-being. <sup>3 15</sup>
- Educational support of responsibility in relation to nature and the landscape. Individuals, business groups, schools and artists come to experience mutual healing between humans and nature. <sup>3 4 6 11 13 15 16 17</sup>
- A sustainable cultural tourism is being developed, making the region a destination for cultural tourism on national and cross-border levels. <sup>11 12 16 17</sup>
- The area is an inspiration of good practise as an environmentally respectful ECoC. <sup>13 16 17</sup>

### History is a source of inspiration for the future.

- Cultural heritage and architecture are nurtured, renovations are sensitive and historical buildings are appropriately used. <sup>7 11 13</sup>
- The locally connected European history is being promoted in an engaging way and education stimulates the citizens' relationship to their home. Technological and creative solutions are involved to connect history and contemporary artistic expressions. <sup>9 11 12 16 17</sup>
- Spiritual heritage is the source of European spiritual development and the development of future resilient communities with significant inner power. <sup>3 11</sup>

### Space for connection and a flow of creativity and innovation.

- The destination is being promoted, creative innovation developed and fostered by connecting intellectual, technological and creative capital with local operators to attract new talents. <sup>4 5 8 10 11 12 16 17</sup>
- Capacity is being built for resilient communities in terms of connections, cooperation, creative entrepreneurship and other sectors. <sup>8 16 17</sup>
- New opportunities for local creative food and craft produces are supported and provided. <sup>2 8 17 17</sup>
- Opportunities are created and space provided for the promotion of impact investment. <sup>8</sup>

## Q6

### Describe the city's plans to strengthen the capacity of the cultural and creative sectors, including through the development of long-term links between these sectors and the economic and social sectors in your city.

Close cooperation and partnership bringing mutual benefits among municipalities, local NGOs and the private business sector are crucial for small European communities to survive watershed moments. We do not view capacity building only as a set of programmes and activities, but as a cornerstone of the development and preparation of the entire Broumov 2028 concept.

Although some capacity-building programmes such as the Amos Educational Fund, Art Residencies, Symposium of Illustration, or Living Landscape are already operating in Broumov, we plan to focus primarily on the topics of regional **cultural development, impact economy and work with the youth**.

The thematic categories of Broumov 2028's capacity-building programmes are:

- **Cultural development**
- **Social and environmental development**
- **Community development**

#### Cultural development

Here, our goal is to increase internal and external capacities within the development of cultural and creative industries in the Broumovsko through education in key areas that affect this development directly as well as indirectly. We would like to offer a structured and systematic support to local administration, but also to local cultural and artistic organizations, individual actors and tourism representatives to deliver more effective work, but above all to better understand both local and European cultural policies and structures. This should lead to increased constructive support of professional and amateur club activities and individual community leaders. Capacity-building programmes in this area consider participatory budgeting, active and inclusive placemaking and urban development, all leading to the enlargement of available inclusive public space.

The development and cultural planning primarily lack industry-oriented personnel, including capacities in cultural management, cultural policy, strategic planning, creative industries and more within the Broumov Office, but also the surrounding municipalities.

In this category, emphasis will be placed on interdisciplinary, inclusive, accessible and sustainable projects able to create new jobs, prevent the brain drain of intellectual capacities from the city and the region, and attract new settlers.

**Partnership of the Strategic Council for the Broumov Region (SCBR), Municipal Associations of the Broumovsko and Policko and the Centre for Investment, Development and Innovation of the Hradec Králové Region.** When the idea of Broumov's candidacy was born, it was obvious that ECoC is an enormous project for one town only; therefore, the **intersectional SCBR** was estab-

lished and approached for support. The SCBR consists of representatives of key regional players: regional municipalities of Broumov, Teplice nad Metují and Police nad Metují, the Broumov Regional Development Agency NGO, the Broumovsko Business Club and the Organisation for Destination Management of the Broumov Region.

The plan is to develop closer cooperation of the **SCBR** with three additional regional organisations: the **Municipal Associations of the Broumovsko and Policko**, which unites 22 municipalities, and the **Centre for Investment, Development and Innovation of the Hradec Králové Region**. The SCBR is a platform for partnership of the Broumov area with its environs and for multidisciplinary collaboration. The success in this area depends on the capability to strategically collaborate. We are convinced that no one can guarantee the development of our region from the outside, and it needs to be us who face the challenges of today's world. We are going **to join efforts** with nearby municipalities and push forward our priorities with the regional and state institutions. All our activities are directed towards our shared goal: improved quality of life in this region and its social, economic and cultural development. We aim to show a way in which regions that are not very densely populated can deal with contemporary trends.

The SCBR will contribute to Broumov 2028 in a range of activities such as developing the European Fund Office to support operators in applying for European funding opportunities (Q32), monitoring and evaluation of Broumov 2028 (Q9) and a capacity-building programme (Q6, Q11).

We also believe that Europe needs a **stronger municipal administration and more supportive environment toward creative administrators**. Therefore, our project called "The Creative Bureaucracy Festival and Bootcamp Goes Natural" (Q11) aims to build on the support and capacities of European small towns and their administration.

#### Active cooperation with the HKR on development of culture and cultural tourism, cross-border cooperation and internationalization

During the bidding process, we have established a strong partnership with the Hradec Králové regional government to create support, develop already existing synergies and simply join forces. Representatives of the Hradec Králové regional authorities and region-funded institutions contributed to the creation of the CS32. In addition to this, representatives of the Broumovsko and ECoC team were actively involved in the HKR's strategic creation, resulting in a close involvement of the region in the ECoC project. Links that have already developed will go beyond the title year. Our common aim is to strengthen the cultural sector, build on capacities and develop cultural tourism with emphasis on cross-border cooperation and internationalization as part of **Academy of Cultural Management** and **Academy of Slow Cultural Tourism (Q11)**.

#### The Cultural Strategy 2022–2032 (CS32)

The group of participants in the strategy creation process represented a broad concept of culture. This will improve the quality of life in Broumov and its region, especially as the strategy has been made interdisciplinary and interdepartmental. Contributions to its creation were provided by dozens of representatives of **cultural, educational, social and environmental**

**institutions** as well as **politicians**, representatives of the **business sector** and of **marginalized and disadvantaged groups** (Q5). This collaboration has strengthened connections among these segments – something that will be both needed and accelerated by the ECoC. The implementation of the strategy will support their long-term relations in the future as well as their cooperation on the given measures.

The **Endowment Fund Broumov – City of Culture (EFBCC)** was established in 2020 by the City Council together with a local NGO organisation, the Broumov Region Development Agency, to prepare the candidacy and delivery for the ECoC. We see our great strength in this connection between the city council and a local NGO, opening up space for other partnerships. At the same time, the EFBCC institution will play a significant role in the CS32 implementation to ensure its sustainability even after the title year (Q34).

We also plan to support and develop the following institutions:

Strengthen and institutionally stabilize the **Educational and Cultural Centre Broumov**

Strengthen and develop the **Museum of the Broumov Region to meet the demands of 21<sup>st</sup> century**

Provide stable support and conditions to already existing institutions such as the **Library or Elementary Art School, both members of national public networks**.

#### Social and environmental development

The ECoC will **promote impact economy** and its influence on the sustainable development of the Broumovsko and similar European regions where impact communities, environments and culture matter. ECoC will aim to increase private **impact investments** in the region by linking different sectors, such as designers and CEOs, through a variety of events and initiatives (Academy of Slow Cultural Tourism, Jatka ^ Foodhub, MLýN Creative Centre, Broumov 28 Community Club or Broumov a Million Times) as part of the capacity-building programme.

#### Fostering cooperation among local professionals and national and international leaders

Broumov's candidacy has initiated an innovative approach to the creation of the city's visual identity. The local graphic designer Jakub Šleis co-created the identity with the leading Czech graphic design studio, Studio Najbrt. The motivation was to foster local capacities and to maintain a high quality of upcoming visual outputs, which will be created exclusively by a local designer in the future. This type of co-creation will be developed further as part of the programme. As part of ECoC, Broumov is going to capitalize on its partnership with numerous experts and consultants (such as Advisory Board, Q32), emphasizing capacity building and the use of know-how and experience obtained from European partners and through membership in the European Networks.

#### Working retreat offer

European places that are, like Broumov, surrounded by wild nature and far away from the hectic city vibe, offer unique opportunities to find peace, focus and inspiration for creative endeavours. Therefore, we plan to promote our region as a unique destination for remote work in the creative sector – hence our **working retreat offer**.

#### Multidisciplinary and interdisciplinary cooperation

We aim to create conditions to foster multi- and interdisciplinary cooperation and to motivate local operators and entrepreneurs to get involved in interdisciplinary projects as a potential source of innovation. Activities and infrastructure such as a coworking space, the MLýN Creative Centre, a volunteering programme, its corporate link and workcamps, infrastructure for working retreat stays or the European Fund Office will help to strengthen cooperations.

#### Community development

This area focuses on the development of empathy in terms of coexistence of diversified cultures and efforts to motivate young people to live in the region. Our goal is to initiate the so-called Urban Takeover – participation in creating a public space which aims to tie communities with the main actors in the city, in the regions and, above all, increase the participation of young people in decision-making processes as well as informal and non-professional activities. Capacity-building programmes will support the coexistence of original inhabitants and new settlers and strengthen the financial, moral and systemic support of excluded locations. Improving the quality of data collection, interpreting them and implementing them into participatory planning (We Love Broumov(sko)) are also essential elements. Examples of our programme meeting this goal are: the Coordinator of Local Participation, ONSTAGE, cross-border workcamps, the volunteering programme.

#### Focus on youth

Small European regions need active young people. We will concentrate on supporting the youth in actively engaging in the public life, sharing, travel, and gaining experience. During the bidding phase, we already involved local youth in decision-making workshops and processes, especially when creating cultural strategy, visual identity or marketing strategy. The plan is to involve young people in decision making even more, in the ECoC team as well as in terms of preparation and delivery of the ECoC title year. Already existing activities such as Be the Decision & the Change and Amos Educational Fund aim to be evolved with the ECoC title and new ones such as the Student Parliament, Healing School Camps or Erasmus for Young Entrepreneurs be implemented (Q19).



## Q7

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

The ECoC as a smart solution in the area of culture development was made part of the CS32.

The EFBC was established to prepare the candidacy for the European Capital of Culture. At the same time, the CS32 supports the city's sustainability even after the candidacy as measures for the coordination of culture players have been introduced.

During the candidacy, cross-border partnerships with municipalities, institutions and individuals will be boosted. This will result in an overall development of the city, not only in terms of culture. The goal is to build a good neighbourhood and an "active border" – the vicinity of the border area provides precious opportunities for sharing experience and creating emotional cross-border relations to support loyalty and solidarity.

Broumov 2028's projects contribute to the meeting of CS32's Operational and Strategic Goals.

#### Strategic goals for the natural resort, the city and the region

#### Broumov 2028 projects contribution

##### Lively cultural area.

- Mushroom Talks (Flagship)
- Be RéflexiF (Flagship)
- Be the Decision & the Change
- Academy of Cultural Management
- Give Us a Chance!
- Creative Pilgrims' Festival
- The Art of Resilience
- Illustrious Symposium of Minds and Fullness
- Volunteering programme

##### Socially coherent and community-oriented area.

- Be RéflexiF (Flagship)
- Give Us a Chance!
- Be the Decision & the Change
- Character Education Matters
- Healing School Camps
- Be a Hero Like Emerich!
- Stories from the Caravan
- The Power of New Rituals
- Volunteering programme

##### Area contributes to the experience of the landscape.

- The Last Drop?! (Flagship)
- Healing School Camps
- Culture as a Source of Renewable Energy!
- Listening to the Water
- Walking Meditations
- Academy of Slow Cultural Tourism
- The Adventurers of Everyday Life
- Volunteering programme

##### History as a source of inspiration for the future.

- Ponder through Timeless Connection
- MonaStories
- East-Former West Dialogue
- Dream Hunters and Memory Collectors
- The Land in Between
- Touch/ Feel/ Baroque/ Now
- The Power of New Rituals
- Be a Hero Like Emerich!
- Stories from the Caravan
- Volunteering programme

##### Space for connection and flow of creativity and innovation

- MLyN Creative Centre
- The Creative Bureaucracy Festival and Bootcamp Goes Natural
- Illustrious Symposium of Minds and Fullness
- Jatka ^ Foodhub
- European Fund Office
- Broumov a Million Times
- Broumov 28 Community Club
- Volunteering programme

## Q8

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

#### Cultural impacts

Culture is the driver of our development. The preparation phase helped us to identify the planned impact of the ECoC year. We see a region where connections, communication, coordination and cooperation of local cultural operators improve. Together, we will create an environment of sharing and support, open to cross-border and international connection, production and co-creation.

Citizens from different age and social groups get the opportunity to participate in the cultural programme as co-creators and the audience is diversified, barrier-free and able to experience new forms of artistic and cultural expression. Audience development won't be limited by the Czech national borders. The language barrier in cultural offer decreases thanks to more information, subtitles or translations to Polish-, German- and English-speaking audience being provided. International partnerships, projects and networks become the new normal.

#### Image impacts

Broumov's ECoC journey changes the stereotypical image of the city and its region as an abandoned, stigmatised, small area on the periphery, where nothing of importance is happening. The ECoC helps to change its destiny, and subsequently the destinies of similar small European cities, by increasing its self-confidence and the locals' sense of belonging in the European context. We are small but still important for Europe and we are not afraid to become an inspiration to other small cities.

In our region, we sometimes hear people say: "It's a great idea/project, BUT it's not possible to do it here, it won't work here," etc. With the Broumov 2028 project, its monitoring and its evaluation process, we hope to obtain data that can change the answer to: "Yes, it is possible here and it's going to work out."

#### Social impacts

Enhanced social cohesion of the region creates a strong and resilient European community. Local citizens participate in public life. More and more people from different age groups take part in the events or projects organised by informal groups to increase their quality of life. People are interested in volunteering and actively participate. They care for each other, are open to understanding each other and even to the unknown. The sense of belonging to the European culture and citizenship increases. Young people are returning to the region after their studies, internships or work experience abroad.

#### Economic and urban impacts

The project provides a range of economic benefits. The ECoC generates a national and international profile attracting impact investors, creatives and new residents. Impact investment further contributes to urban and regional development (Q38). Cooperation on the cultural programme creates more high-value-added jobs. Regional entrepreneurship is fostered by capacity-building activities. EU projects contribute to the increase of local revenue. Cultural tourism sector grows,

together with local commerce and services. Intersectional cooperation provides new opportunities for fundings in the cultural sector.

#### Environmental impacts

The entire region is currently known mainly for its breathtaking natural heritage, but after the ECoC year, it becomes a slow-tourism, culture-driven destination where sustainability matters. Our cultural programme is inspired by and delivered with a respect to our vast natural heritage. With the cultural and artistic projects healing us, the citizens, we are able to heal our landscape in return.

The project fosters individuals' responsibility towards the environment and the climate change. Communities are involved in sustainable and environmental volunteering activities. We become an example of European best practice in applying water retention in the landscape model, climate change education and volunteering. We aim to share our learnings and know-how with the rest of Europe.

## Q9

### Outline briefly the plans for monitoring and evaluation.

Monitoring and evaluation (M&E) of culture in Czechia are absent in areas like ours. Being the pragmatists we are, the ECoC bidding process motivates us to join forces with more experienced European colleagues and learn from them as well as from previous ECoC's experience in a customized model for natural areas that can be shared with others.

According to the national statistical measurement of the quality of life in municipalities, Broumov is evaluated as one of the **worst places to live in the country**. Unfortunately, the statistical ranking, when not developed carefully, can **lead to stigmatisation and negatively impact people's self-confidence, trust, mental health and well-being**. Every year so far, there have been **mistakes identified in analysed data**, and their effects cannot be underestimated, especially if followed by strong medialisation.

In small and stigmatised cities, where the impacts matter even more, an appropriate M&E system is critical. This need was recognised as an opportunity by our partners and our approach has a potential to become a legacy of Broumov 2028, helping other similar regions in Europe that struggle with this phenomenon.

**Reflection, Celebration and Learning** are the three pillars of our monitoring and evaluation approach, along with standard M&E methods and tools such as Hussey's EASIER model. All of this is going to be developed with partners, experts, consultants, artists and citizens.

**Reflection** provides a moment to slow down, to create a safe space in which we can open our minds, talk, share experiences, provide feedback – and also identify and gather meaningful data from a wide range of stakeholders. Collection of qualitative and quantitative data is the first principle of our CS32 strategy. Artists walk consciously together with the Broumovians in the pilgrimage, develop feeling maps, ask questions and listen to the landscape and each other's needs. Reflection builds on soft, difficult-to-measure, authentic indicators (e. g. quality of life from the local perspective, relations between old and new settlers, openness to the unknown) alongside with

measurable impact indicators. In complex projects such as the ECoC, reflection is necessary and a useful tool to engage the general public as well as artists, academics and experts. It comes naturally to the region with its natural beauty, too.

Czechs, but of course not only them, tend to be rather critical and not adept in celebrating our successes. We often lack positive self-image, choose striving for perfection over celebrating progress, are afraid of making mistakes instead of seeing them as learning lessons. To help break the cycle, we have implemented **Celebration** in the incremental project cycles. The celebration takes a form of community festivities, creative teambuilding events and appropriate dissemination of achievements, in particular within the Broumov 2028 team, but also together with its partners and stakeholders.

In order to work with this characteristic, confidence in a more-or-less stable system is needed. Celebration promotes successful outcomes on our journey and underlines the positive attitude of **Learning** from our mistakes. Failing is as important as success in moving forward, experimenting and building a resilient society. Since we live close to nature, this is a commonly felt attitude in our region, which we want to leverage.

## Methodology

The ECoC evaluation is a methodology with the following building blocks:

- **Digital tools and creative evaluation methods developed with artists and citizens**
- **The Liverpool Impacts 08 model, modernised through follow-up ECoC groups and working groups**
- **ECoC's own system of reliable and self-explaining indicators**

Different sets of studies on the theme of our ECoC candidacy, specific locations and research on the impact of flagships and campaigns will be analysed. In the centre of it all, there is digitally collected management information that generates real-time reports.

In addition, digital tools (for example Google Analytics, GPS data, mobile apps, online surveys, gamified data collection, media monitoring tools, creative and interactive digital tools for evaluating and disseminating outputs) are used as well as an updated version of the Liverpool Impacts 08 model. The basis of Broumov 2028's evaluation plan is meeting localised SDGs (Q5). We plan to use either quantitative or qualitative research, or a combination of both.

To ensure independence, transparency and avoiding any conflict of interest, an independent organisation, the EFBC, is responsible for the development and implementation of the M&E strategy. We plan to closely cooperate with these institutions as well: the **Strategic Council for the Broumov Region together with the Broumov City Council, the Regional Government of Hradec Králové (CZ), Wrocław and Wałbrzych Counties (PL), University of Hradec Králové (CZ), University of Wrocław (PL) and a network of universities in the ECoC cities, peer organisations and consultants from Timisoara (RO), Novi Sad (RS), Krakow and Wrocław (PL).**

We plan to allocate around 1% of the operational budget, i. e. 200–400K EUR. The results are an essential element of the communication strategy.

## Preliminary indications selection and its localised SDGs:

### Europeanness indicators:

- Number of EU co-operations and projects <sup>16</sup><sup>17</sup>
- Number and diversity of European themes <sup>16</sup>
- Participation in EU networks and platforms <sup>16</sup><sup>17</sup>
- Co-operation of Broumov 2028 with other European countries <sup>17</sup>
- European media coverage
- Cross-border connections <sup>17</sup>

### Cultural indicators:

- Coordination and communication among local cultural players
- Number of local public participation in the cultural events
- Increased number of broad visits to the cultural events
- Strategic goals of CS32
- Cooperation among schools, children in cultural programme <sup>4</sup>
- Increase of cross-border cultural connections and audience development

### Community indicators:

- Accessibility of community activities for minority groups <sup>1</sup><sup>5</sup><sup>6</sup>
- Participation of young people in public life and the cultural programme <sup>4</sup>
- Number of people participating in the participatory budgeting of the We Love Broumov(sko) microgrant programme <sup>11</sup>
- Interest and involvement in volunteering
- Civic sector involved in the delivery of Broumov 2028
- Application of Social design
- Participation of municipality administration on capacity-building programme

### Creative indicators:

- Development of cultural tourism (cooperation and networks)
- Length and number of tourists' visits (domestic and international)
- Number of new entrepreneurs and new working possibilities
- Working retreat stays
- Cross-sectoral cooperation
- Increased impact investment in the region

### Environmental indicators:

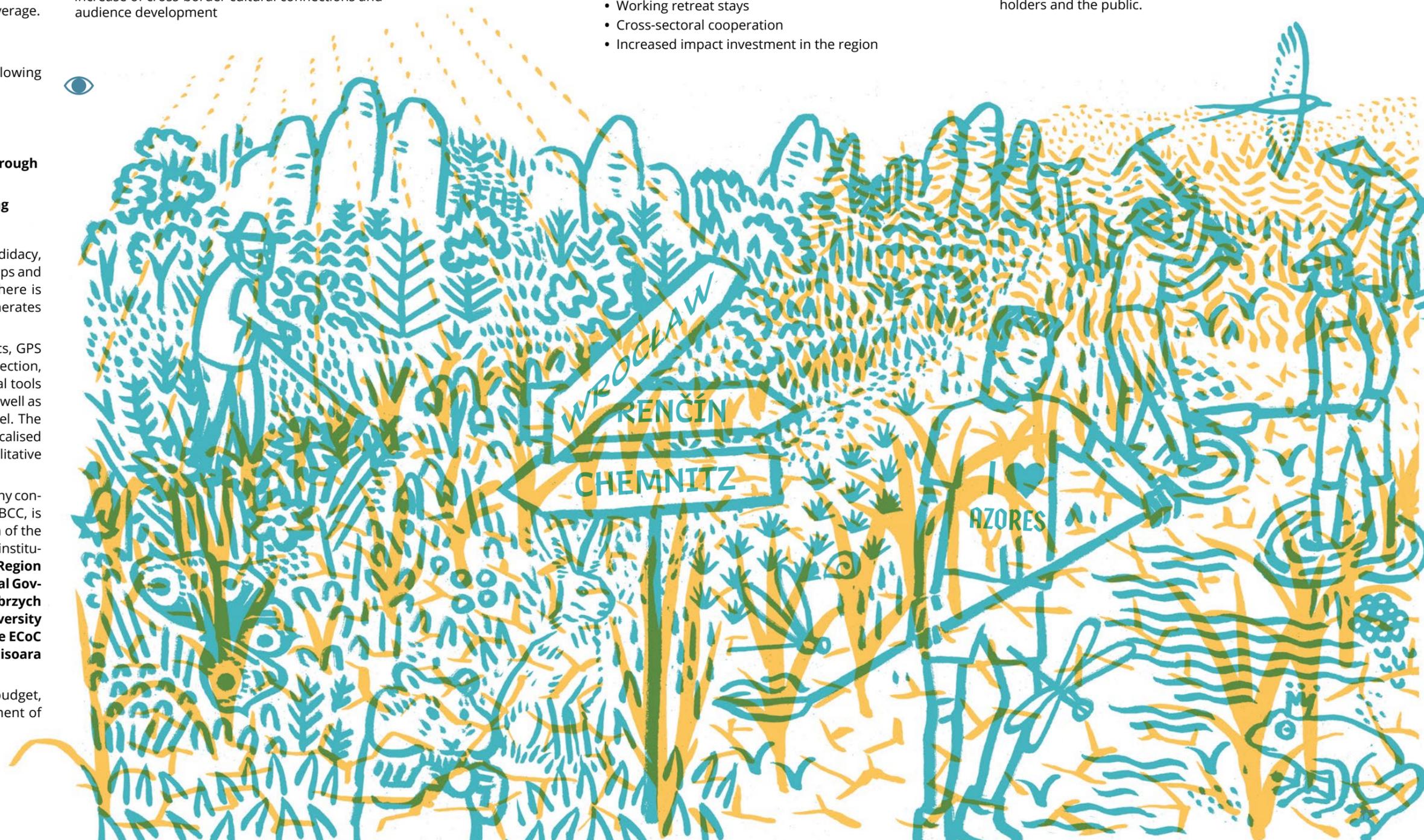
- Environmental sustainability of the cultural programme
- Awareness of the theme of retention of water in the landscape

Impact matters for Broumov 2028 and CS32; therefore, the M&E process is divided into **two main time periods**:

1. The evaluation process covers 2023–2029 for immediate assessment as part of ECoC – to demonstrate immediate assessment to local authorities and submit the evaluation reports by 31 December 2029, to the European Commission, followed by a dissemination of data and reporting to stakeholders and the public.

During this first period, a regular yearly assessment will be conducted, starting in 2023, to evaluate preparation for the title year and to learn from the experience.

2. To evaluate the long-term impacts, we cover the period of 2028–2032. Inspiration from Liverpool 2008 and Turku 2011 will be taken into account. Long-term impact and outcomes will be also shared and communicated with authorities, stakeholders and the public.



# II. Cultural and artistic content

## Q10

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

**Set out on a journey – through land, time and mind! Move and live slowly and consciously to become a source of new ideas and joy.**

**Explore your “inner living room”, discover your creativity, perceive your surroundings from a new point of view and find new paths on which you can connect with others.**

**Be a Creative Pilgrim!**

**That’s our call to action for all Broumovians and any other European who visits us virtually or in person, who connects and relates with us digitally or mentally, who shares our spirit. We believe everyone can become a creative pilgrim, regardless of each of us being at a different point in our journey through life.**

“Move further and faster” – for a long time, this used to be the motto of the globalized world. But what does this type of movement bring to us? Is it sustainable? And how does it affect small cities and rural areas in Europe? Our artistic vision of **Creative Pilgrimage offers an integrated way of thinking and living in the resilient Europe of the future.** It is deeply rooted in our regional cultural tradition of the Benedictine monks – combining the Broumovians’ inherent connection to nature, the places’ specific flow of time and unique network of Czech hiking trails. Actually, one of the oldest hiking trails in Czechia is in the Broumovsko, where signs carved into a rock in the end of the 19<sup>th</sup> century have been preserved to this day.

Facing another wave of environmental, economic and social challenges in Europe, we do not pretend to have a magic wand in our pilgrim’s knapsack to solve even some of these problems. However, we aim to spread the healing legacy of Creative Pilgrimage across the whole Europe with our candidacy, a legacy that is going to be much more needed than ever before. Let us redefine together the idea of pilgrimage for the 21<sup>st</sup> century as a complex approach to life.

### Creative Pilgrimage...

... gives us time to **slow down** and form our **critical thinking** as a cornerstone of democracy and European cultural citizenships.

... encourages us to face social problems like **stigmatization, life on the periphery, poverty, unemployment, low education or discrimination.**

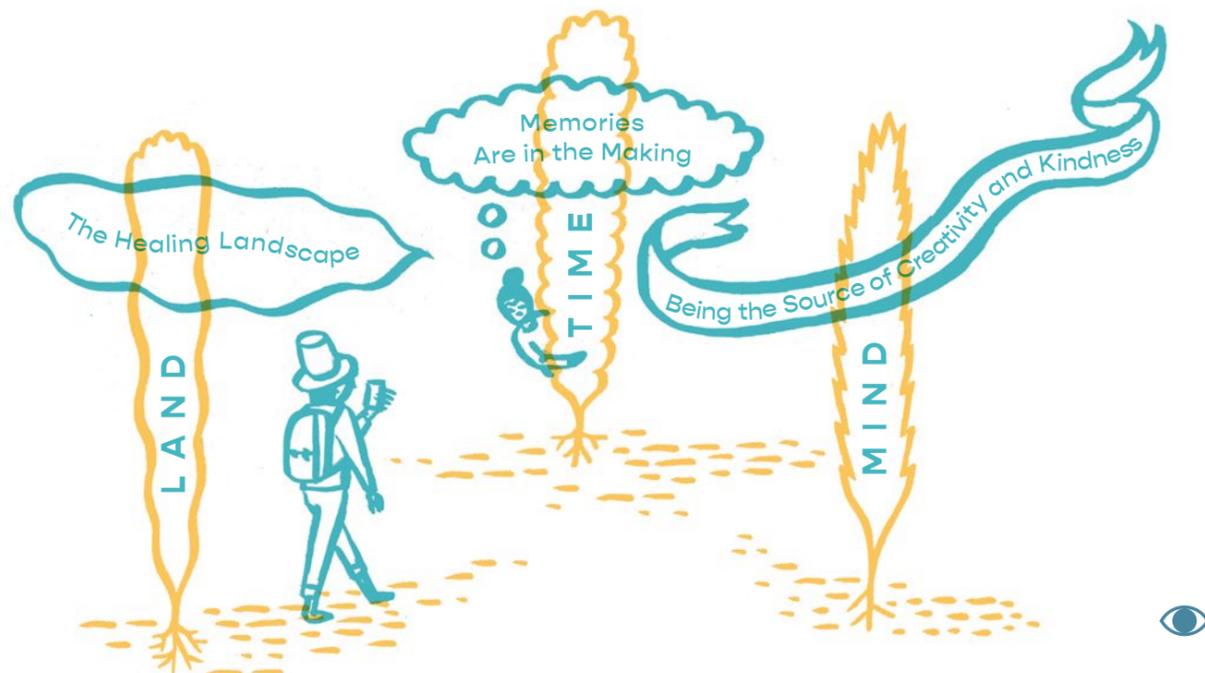
... is our response to the **potential overtourism** mashing protected areas like our region, but other types of places as well. It cultivates our notion of our surroundings as a commitment for the future and encourages us to seek new solutions leading to **slow and sustainable cultural tourism.**

... invites us to experiment and find sustainable and healthy **interconnections between the worlds of art and business.**

... guides us to personal **well-being**, nurtures and strengthens our character, openness towards **diversity** and helps us work on better **neighbourhoods**, not only in local communities, but in the whole of Europe.

This integrated kind of pilgrimage includes not only physical, but also mental and virtual movement, meaning it can be applied in various aspects of life on the way towards a humble humanity in a resilient Europe. In rural areas, time flows differently, and at a point in history when Europe is running out of time because of climate change, we come to offer our deliberate slowness as a platform for developing creative solutions. **Let’s take your next step with the spirit of Creative Pilgrimage!**

**Our structure for the Creative Pilgrimage has three themed programme areas:**



It is a creative journey through land (The Healing Landscape), time (Memories Are in the Making) and mind (Being the Source of Creativity and Kindness).

Each of these areas arises from strong local and regional characteristics and interconnects with European topics. All projects are designed with a respect for rural locations and the needs of small, small cities and metropolitan parts.

The flagships, which make up the central idea of our three programme areas, were born out of a simple yet fundamental question: What are the three needs of a pilgrim, ensuring their journey continues resiliently?

First, it is undoubtedly **drinking water**, which is why we work on returning water to the landscape and creating rural and urban “water communities”. The second need of a pilgrim is **community**. No matter how long they walk alone, they will always feel the need to stop, share, communicate, exchange experiences, immerse themselves in the social environment, hear people’s stories and get to know the living memory of a place. Therefore, our second thematic area focuses on time and communication. The third basic need of a pilgrim is a **sense of safety** and the knowledge that somewhere near, there is a refuge and there are people willing to listen and help. And it is the creation of safe spaces as well as the nurturing of mental well-being, the “inner living room”, that the last thematic area is dedicated to.

Our Creative Pilgrimage is not a linear journey from 2022 to 2029. It’s about finding the creative mindset and consciously staying on this journey.

## Q11

Give a general overview of the structure of your cultural programme, including the range and diversity of the activities/main events that will mark the year.

### 1. The Healing Landscape

#### FLAGSHIP: The Last Drop?!

**You have reached our first programme area and before you begin exploring it, you might search for some fresh water. But what if the surrounding landscape is dry, what if the city streets are scorched by the sun? With this project, we bring Europe’s attention to free access to fresh water both in the city and the countryside – an essential human right. Standing on the “water roof of Europe”, we have already started a water-resilience movement to raise some European awareness and reduce the ecological footprint. Most of our region is located in a natural reserve, therefore our main focus in the first area is on the landscape that heals others while also being healed. We plan to spread and share our scientific, cultural, and personal know-how and thus contribute to the European Water Scarcity and Droughts policy. In order to heal the nature and allow us Europeans to be healed, in the first area we focus on slow and sustainable cultural tourism as well as sustainable food production and agriculture in rural areas. Likewise, we want to bring the idea of The Healing Landscape into national and European arts and culture.**

For 2028, we initiate the creation of European “**water communities**”, which map publicly accessible sources of drinking water in rural as well as urban areas and make elimination of water scarcity and caring for available water resources a natural part of every European’s life, rather than the unattainable goal of a small group of environmentalists (see Q14).

We inspire the local urban communities and support them in working towards creating freely accessible fountains in their neighbourhoods. In collaboration with urban architects, designers and artists, valuable objects are created to complement street furniture, serving both people and animals. As the first step, we aim prepare a freely accessible manual on how to initiate the creation of a drinking fountain and how to implement this project in a participatory way. In this way, we want to promote consumption of unpackaged water and thus reduce the use of plastic, as well as motivate citizens to take care of their public space and support the creation of new communities.



Our next output is the promotion and expansion of an innovative, data-based methodology of water retention in the soil (an awarded project which is unique on the European level) whose goal is to create resilient landscapes and renew the small water cycle. By 2028, we want to expand the methodology of the **Living Landscape project** to our neighbouring countries and increase the number of existing volunteers – regional environmental coordinators – who are the leaders of the local resilient communities. Thanks to the ECoc, this network would disseminate the idea of personal responsibility for the place where we live, but above all the urgent need to collectively care for the planet in the advancing climate crisis.

**Led by:** Broumov 2028, ECCB (CZ), Living Water (CZ); **Potential partners:** Clermont-Ferrand 2028, Bastia 2028, Ponta Delgada – Azores 2027 (PT), Charles University (Faculty of Mathematics and Physics, CZ), EU Missions in Horizon Europe, Aqua-Terra Nova B.V. (NL), CzechGlobe (CZ), Artist and Climate Change Organisation (US), Climate Stories Project and Climate Acts™ Projects, Julinka Association (CZ); **Timeframe:** 2024–2028

## Walking Meditations

Nature is not just an area for fun, play and relaxation, it is also a point of learning and a creative space that induces meditative states of mind and helps ascertain who we are. It functions as a platform for cultural transformation and exchange. We have started compiling a **network of innovative and immersive cross-border artistic trails** that combine natural sciences, music, literature, landscaping and land art to offer an integrated perspective of our surroundings and resettle the role of humans in the natural ecosystem. We aim to shape the trails thematically to emphasize diversity, fragility and irreplaceability of these places and encourage Europeans to think about their future. Let us connect water springs and the biggest producers of bottled water like the local Natura (Coca-Cola), the Polish city of Wałbrzych, the Austrian mountain range of Schneeberg with its "Imperial Spring" or Vichy, France. Or the wooden Church of St. Mary in Broumov, the oldest one of its kind in Central Europe, with the oldest medieval sacral buildings in Norway, latest modern wooden temples in Finland and Ukrainian wooden churches. During the preparation stage, we plan to organize a **European open call** or an international landscape architecture competition. With our ECoC partner, the candidate city of Braga 2027, we aim to organize an exchange programme for writers as part of their project called Write the Ways. We would also like to host a second edition of the Paradise Lost conference, a part of the **Braga'27 Decolonising Nature project** set in the UNESCO heritage Sanctuary of Bom Jesus and dedicate to it one of our cross-border trails.

**Led by:** City of Broumov and ECCB (CZ); **Potential partners:** Mountains of Literature Festival (PL), Olga Tokarczuk Foundation (PL), City of Nowa Ruda (PL), In Situ Contemporary Art Foundation (PL), House of Literature Wrocław (PL), Czech Literary Centre (CZ), Organisation for the Destination Management of Broumovsko (CZ), Broumov 2028 (CZ), World Trails Network, Braga 2027 (PT), Ponta Delgada – Azores 2027 (PT), WCCM (GB); **Potential participating artists:** Małgorzata Lebda (PL), The Berg Orchestra (CZ); **Timeframe:** 2023–2027

## Listening to the Water

What do we discover when we try to trace the sounds of human activity interfering with the natural water cycle? Europeans are proud of their natural heritage and diverse water resources, but they are often unaware of how human activity is disrupting the water cycle in the landscape. We aim to use the power of music and sound to raise awareness of this hidden threat. Our project primarily focuses on new forms of **water music** – various **music-and-sound art performances, soundwalks, or even long-term sound installations** – connected to a specific site in the region and related in particular to climate crisis. Among other endeavours, the project is developing the concept of the Concert for the Wildlife, the winner of Prix Europa Best Radio Programme 2021, or a Dutch project named The Elfbergenpad and the Art of Hiking. We envisage an environmental open-air festival with the programme stratified into several seasons based on different aspects of the water cycle in nature. The show will be accessible only by bike or on foot, with negotiable live transmissions. It is about the uniqueness of the moment and offering exclusive space for concentration.

**Curated by:** Ladislav Železný (CZ); **Potential partners:** World Listening Project (US), Euroradio Ars Acustica Group (EBU), Blaues Rauschen Festival (DE), In Situ Foundation (PL), Sanatorium of Sound, Sokołowsko (PL), RurArtMap (CZ), Czech Radio (CZ), Náchod Art Gallery (CZ), Living Water (CZ), Czech Tourist Club (CZ); **Timeframe:** 2024

## Healing School Camps

Schoolchildren across Europe are increasingly falling into **the trap of the digital world** exacerbated by the covid pandemic. They are struggling to cope with the consequences such as shortened attention span, anxiety and loss of social contacts. As an ideal place for the widely spread traditional Czech concept of **outdoor school camps for primary and secondary schools**, Broumov is planning to reverse this trend and promote the concept of **healing school camps**. Together with skilled environmental lecturers from the **Maiwald Academy Broumov** and the **Children's Gallery Lapidarium**, we seek to create a space for environmental education on a national and cross-border level. In reaction to the EU Initiative for Sustainability and Environmental Awareness in School Education, we want to organize ecology-themed **children-for-children-campaigns** during these school camps.

**Led by:** Broumov 2028; **Potential partners:** ECCB (CZ), Municipal Library of Broumov (CZ), Broumov Grammar School (CZ) and network of primary and secondary schools across Europe; **Timeframe:** 2024–2028

## The Adventurers of Everyday Life

A creative pilgrim – being a true European – knows that even a small adventure around their familiar grounds, such as putting themselves in the shoes of a blind person and experiencing a blindfolded trip, can be a transformative experience. Such is the essence of **microadventures** pioneered by the British traveller Alastair Humphreys, a winner of the National Geographic's Adventurer of the Year award. He inspired Viktorka Rys, a young traveller from Broumovsko, who promotes ultralight and flight-free travel. Together, we want to create a Czech-English **mobile app, a social network for European microadventures** where people from all over the world can share their experiences, rate microadventures and invent new ones (Q15). The goal is not only providing everyone with eco-friendly outdoor activities, but also raising awareness of the everyday challenges faced by **people with disabilities**, whose representatives we want to involve in inventing new microadventures. For **2028**, we are planning a one-day **Europe-wide challenge to connect different communities in the cities**.

**Project by:** Viktorka Rys (CZ); **Potential partners:** European Disability Forum (EU), World Federation of Independent Scouts, YMCA, Alastair Humphreys (UK), The Adventure Travel Film Festival (UK), CODA (Child of Deaf Adult) Organization (CZ), Czech Union of the Deaf (CZ), DownSyndrom (CZ), Anna Kuchařová (CZ), Asistence o.p.s. (CZ), Ramus (CZ); **Timeframe:** 2026–2029

## Jatka ^ Foodhub

All around Europe, we can find desperate places marked by animals' suffering caused by humans, such as slaughterhouses. Our goal is to start writing the stories of those places. That is why we are going to focus on one of our main investment projects: renovation of the old industrial building of the former Broumov Slaughterhouse. We aspire to create a shared **community maker space for local food producers with the emphasis on vegetarian and vegan products seasoned with herbs grown in our nature reserve and sweetened with honey from local beekeepers**. We are aware that the offer of vegetarian and vegan products is already commonplace in European capitals. In small cities they tend to be available on a more limited basis. We see this as a great opportunity for change. We want to develop new ways to savour Broumovsko and the surrounding region and connect with the developed agrotourism hot spots in Poland as well as other European countries. In cooperation with our partners

**Clermont-Ferrand 2028 and Ponta Delgada – Azores 2027** we aim to initiate a network for European rural and mountainous regions called **the Massive Forum** (Q14). There we share our practices of sustainable agriculture and responsible land development not only in nature reserves but also across specific places in Europe. Secondly, we plan to start an **educational and gardening programme for schoolchildren** focused on responsible diet and encouraging them to experience the magical story of vegetables grown from seed to plate.

**Led by:** BRDA (CZ); **Potential partners:** Municipal Association of the Broumov Region (CZ), Local Action Group Broumovsko (CZ), Clermont-Ferrand 2028 (FR), Ponta Delgada – Azores 2027 (PT), Company Drink – Kathrin Böhm (UK), The Association of the Private Farming of the Czech Republic (CZ), Tartu 2024; **Timeframe:** 2027–2029

## Academy of Slow Cultural Tourism

Our main capacity-building programme for the development of sustainable and slow cultural tourism focuses on the **relationship between culture and nature**. Cultural tourism has become the most significant and fastest growing segment in the tourism industry; however, this concept is little known or developed on either side of the border in our territory. Our candidacy offers a unique opportunity to change this situation and develop **authentic forms of meaningful cultural experiences** based on the concept of Creative Pilgrimage in cooperation with experts from other ECoC cities. Our goal is to connect, encourage peer-to-peer learning, build on our capacities, share know-how, educate institutions, businesses and cultural actors working in the tourism field and promote the idea of slow cultural tourism.

**Outputs:** workshops, professional trainings, networking activities, hackathon

**Led by:** Broumov 2028; **Potential partners:** HKR (CZ), European Grouping of Territorial Cooperation ESÚS (PL/CZ), Gmina Nowa Ruda (PL), Organisation for Destination Management of Broumovsko (CZ), Nova Gorica 2025 (SI), Eleusis 2023 (GR); **Timeframe:** 2024–2028



# 2. Memories Are in the Making

## FLAGSHIP: Mushroom Talks

**Did you know that mushrooms are able to communicate with each other using up to 50 "words"? Buried in the forest litter or sprouting from trees, fungi might come across as silent organisms, but as research suggests, they might very well be first-rate communicators and interconnectors. And this is precisely the skill we need to cultivate in Europe: open, respectful, non-violent communication. It is a skill that can help us create communities which we want to be part of and moments in the present which we will be happy to remember. The motif of our second area is communication, taking place both in real time and across the ages. We are interested in the legacy of the past for the future, as well as the adaptation of historical cultural heritage, especially sacral, for the needs of the 21<sup>st</sup> century. Thanks to the mycelium – the web-like structure from which they grow –, mushrooms have the ability to send and receive messages among each other, but also trees and other plants. To us humans, they offer an overview of our past and the possibility of a more symbiotic future.**

We live in a world where violence has become more and more socially accepted and normalised. We dedicate the year 2028 to **Lightness in Connection**, which includes cross-generational and intercultural connections and engagement, non-violent communication, and respectful communication in virtual space. In Europe we need to foster and share strategies for connecting across the boundaries of age, race, class, or gender. Open and respectful communication is the basis for working and living together in resilient communities. We want to promote and spread ideas and techniques related to non-violent communication via a digital campaign and through a network of local libraries (see Q14). Workshops are created using a range of artistic approaches.

We would like to use the **potential of Broumovsko** and its Polish-Czech surrounding region as a place for **artist residencies** (Q14c) and continue to develop existing programmes and strengthen their international and multidisciplinary character. We organize hybrid meetings (both online and offline) with research institutions that deal with human and artificial communication in the digital era with focus on popularizing, researching and overcoming the **algorithmic bias**, i. e. artificial intelligence unfair behaviour.

Inspired by the concept of nonviolent communication dance floors, an approach developed by Bridget Belgrave, we promote **dancing in public** as a way of embracing **the wisdom of the body** in movement and raising awareness of emotions inside us, enabling us to communicate better. The idea of the **Moving Street** project is based on the tradition of swing dancing popular in our region, which we are now reviving in Czech-Polish cooperation. With the help of digital technologies, we plan to connect teachers with non-professional dancers and people interested in dance across Europe. The digital platform also becomes a stage where dance groups of children from socially disadvantaged backgrounds involved in the international transfer project called **ONSTAGE** can showcase their talent.

We support the mission of **The Fungi Foundation**, which offers a free mycological curriculum to bring fungi education to children around the world. Their unique educational

resources deepen our understanding of the interconnected ways in which fungi live and thrive throughout our world – in the soil, trees, air and water, and even inside our bodies. We find the techniques of **teaching science, technology, engineering, and mathematics using fungi** to be highly inspiring. These are the areas of study that future citizens need to understand in order to become creative and valuable members of society, which is why we want to promote them and develop them further.

**Led by:** Broumov 2028; **Potential participating Artist:** Eva Kotátková (CZ); **Potential partners:** The Center for Nonviolent Communication, Cross-Generational Engagement, Museum für Kommunikation Frankfurt (DE), Serpentine Galleries (UK), Czech Mycological Society (CZ), Fungi Foundation (US), Neo-Socratic Dialogue (CZ), ONSTAGE (CZ), Kontrapunkt (CZ), TANEC Praha (CZ), a network of regional and national city libraries and elementary art schools; **Timeframe:** 2024–2028

## MonaStories

Four former monasteries and churches in North-East Bohemia (Broumov, Neratov, Nové Město nad Metují, Opočno), cultural heritage sites which do not serve their religious purpose anymore, get a chance to connect with peer monasteries in Belgium, Estonia, Portugal, Romania and Slovakia. The goal is to discuss, develop and promote the new role of monasteries for the 21<sup>st</sup> century as vivid cultural and community centres. For Broumov 2028, we intend to **create an international network** of such **transformed monasteries**, facing similar problems, and open the opportunity to share experience and examples of good practice (Q15). All four places will be connected to Via Sacra, a 550-kilometers-long Czech-Polish-German pilgrimage trail. Secondly, together with our partners, the **Rudolfinum Gallery** and **Dominikánská 8**, we want to elaborate on an existing exhibition, the **Ora et lege** project in the Broumov Monastery. The goal is to promote the dialogue between contemporary **fine art and sacral spaces** and organize an **international colloquium** on the topic. In our efforts, we want to join forces with our **ECOC candidate partner Braga 2027** and their project **Supracasa**. We want to jointly develop art residencies and exhibit the artworks created within them in the Czech and Portuguese churches involved in the project.

**Led by:** ECCB (CZ); **Potential partners:** Braga 2027, ACCR (FR), Rudolfinum Gallery (CZ), Dominikánská 8 (CZ), Broumov Monastery (CZ), Nové Město nad Metují, Opočno and Neratov (CZ), Otvor Dvor (SK), HKR (CZ), Bishopric of Hradec Králové (CZ), Benedictine Archabbey of St Adalbert and St Margaret in Prague (CZ); **Timeframe:** 2024–2028

## Dream Hunters and Memory Collectors

“The realms of superstition, fortune-telling, presentiments, intuition, dreams, and the inner life of a human being... all this is the hardest thing to film,” world-famous Polish director **Krzysztof Kieślowski** (1941–1996) once said. After his death, our Polish border partner, the In Situ Contemporary Art Foundation (a participant of the **Wrocław 2016 ECOC**), managed to collect his scripts from all over the world and set up an archive, yielding a surprising find of several dozen so far unknown and never realised scripts. Together, we explore Dream Hunters and Memory Collectors, and creative potential for future Europeans by opening this **extraordinary cultural heritage** to the public and offering it as a source of inspiration for the European community of young filmmakers. Kieślowski’s legacy has a great potential to reach out to committed young artists to express themselves on contemporary issues. We want to **digitize the unrealised scripts, have them translated, and organize an international competition for young screen-**

**writers and directors** to create distinctive works of art based on Kieślowski’s work characterised by spiritual resonance, emotional weight, and soulful humanism. The idea is to give his work a brand new face by initiating new audio-visual works such as short or animated films. This is made possible thanks to the regional artists’ residency programmes.

**Led by:** In Situ Contemporary Art Foundation (PL); **Potential partners:** FAMU (Film and TV School of Academy of Performing Arts in Prague, CZ), ECCB (CZ), Czech Television (CZ); **Timeframe:** 2025–2027

## East-Former West Dialogue

Although the world has been united by digital and technological advances, the ongoing war once again highlights the cultural division of the East and the West. Regardless of digital technology, it is important to remember that Broumov is closer to Kyiv than Paris. From this position, we find it inspiring and essential to ask: Where is the West in the East, now that we are hybrid? And how is the West present in the Eastern nature? We see our position at the centre of Europe as a great obligation to become mediators and initiators of discussion through art on whether the divide between the East and the West is becoming more of a media label and an argument used by populists, or if it is something that truly springs from the people.

Since the 1970s, the topic of cultural relationship between East and West has been permanently established not only in the academic environment, but especially in the cultural mainstream, and it has been a subject of public debate. What do contemporary artists make of these dynamics? The multi-year project **Former East and Former West** (Maria Hlavajova, Simon Sheikh, BAK Utrecht) has been dealing with this binary opposition’s transformations since 1989. In collaboration with the **Náchod Art Gallery** that has managed and expanded its collection of modern, historical, and contemporary art from Eastern Europe since its foundation in the 1960s, we plan to organise **an exhibition, a conference**, and other accompanying events in the borderlands of Czechia (Kladsko Borderlands) and Poland (Lower Silesia) which have long been marked by social transformations and distinctive geography.

**Led by:** Náchod Art Gallery (CZ); **Potential participating artists:** Henrik Ekessiö (SE), Nongkran Panmongkol (SE/TH), Joakim Stampe (SE); **Potential participating curators:** Alexander Peroutka (CZ), Martin Schibli (SE), Gregor Wroblewski (SE); **Potential partners:** Annika Lundgren (SE/DK), Tegen 2 Gallery (SE), Swedish Arts Grants Committee, PALS Stockholm, National Gallery Prague (CZ); **Timeframe:** 2026–2028

## Ponder through Timeless Connections

Europe is a place of discontinuities caused by conflicts, shifting borders, and resettlement. The ECOC is a great excuse to dig deeper into family archives and transform the exploration of the past into an adventure for everyone. By 2028, together with our partners **Time Machine Česko** (CZ) and **Hradec Králové University** (CZ), we intend to complete a participatory interdisciplinary project which **processes the history of the Křínice village, establishes its virtual archive and creates a 3D model of its historical development** that opens the experience to a wider audience. This village conservation area serves as an example of ways to process the history of uprooted European borderland regions, overcome feelings of injustice, enrich collective memory and coin a new pan-European identity. The project envisages the involvement of thousands of residents of the Czech-Polish-German border area contributing with old family photos, letters and diaries, sharing their memories and personal stories. We aim to find a connection between former residents and their families,

restore the injured links among Czechia, Germany and Poland, re-establish friendships and strengthen mutual understanding. In **2028**, we plan to organise expert walks for the general public, an alternative history storytelling festival and land art interventions based on personal stories collected during historical research.

**Led by:** Time Machine Česko (CZ); **Potential partners:** Time Machine Organisation (AT), University of Hradec Králové (CZ), Heimatkreis Braunau/Sudetenland e.V. (DE), ICARUS – International Centre for Archival Research (AT), Prozeta (CZ), Bigboš Křínice (CZ); **Timeframe:** 2023–2028

## The Land in Between

Like many other places in Europe where national boundaries have been shifted and populations exchanged, Czech borderland is a specific territory – a land in between. In order to understand its past and future challenges, together with **two leading Czech universities** and their science faculties, we aim to launch a unique comprehensive research project on the natural, geographical, demographic, socio-economic, urban and cultural development of the borderland during the 19<sup>th</sup> and 20<sup>th</sup> centuries. The **outputs** in the form of maps or databases are available to the general public and experts. At the same time, our partner, the DRAK Theatre, plans to prepare a **Czech-Polish co-production** of a puppet show for children and young people using documentary theatre techniques which make cross-border encounters accessible even to the **youngest viewers**.

**Led by:** Charles University (CZ), Palacký University Olomouc (CZ); **Potential partners:** DRAK Theatre and The International Institute of Figurative Theatre (CZ), Puppet and Actor Theater in Wałbrzych (PL); **Timeframe:** 2023–2027

## Touch/ Feel/ Baroque/ Now

A baroque landscape with its valuable monuments is an important ingredient of our region’s identity. In Pilsen 2015, the regional baroque programme was a crucial element of the legacy which we want to carry forward. The baroque era offers topics that we find extremely inspiring and relevant nowadays – such as the tension between the sacred and the profane or deepening social division. Instead of being a historical backdrop, we want the era to become an active component of immersive art projects. Given our location in the nature reserve and our interest in mobile forms of culture suitable for decentralized areas, which we share with our **ECOC partner Clermont-Ferrand 2028**, we plan to organise cultural events that are accessible to the general public in the country while promoting our historical heritage, especially in hybrid forms. In cooperation with France’s leading festival of religious music in **La Chaise-Dieu**, we want to further develop the international potential of our well-established, both locally and nationally well-attended classical music festival, **Treasures of Broumovsko**, carried out in Broumov’s unique group of churches.

In the Broumov Monastery garden with its unique genius loci, we aim to set up a mobile summer stage called the **Cultural Green Stage Garden**, which can host various artistic and cultural events. The stage will be made from waste and residual materials from regional industrial companies, and an international open call will be launched to seek the best design.

To reinterpret the baroque while combatting current high levels of intolerance and xenophobia, we plan to facilitate an **interreligious dialogue**. In 2024, a new **small-scale oratorio** is to be composed combining baroque minimalism with parts of an original libretto inspired by the controversial case of Simon Abeles, a Jewish boy who wanted to convert to Catholicism and died a violent death in 1694.

**Promoted by:** Broumov 2018; **Opera project by:** Jakub Čermák (CZ) and Tomáš Hanzlík (CZ); **Potential partners:** Clermont-Ferrand 2028 (FR), La Chaise-Dieu Festival (FR), Treasures of Broumovsko Music Festival (CZ), National Theatre (CZ), Hradec Králové Philharmonic Orchestra (CZ), Klicpera Theatre (CZ), ECCB (CZ), Ensemble Damian (CZ), Valdštejnské imaginárium (CZ), Theatrum Kuks (CZ), Venuše ve Švehlovce (CZ), Depresivní děti touží po penězích (CZ), Roman-Catholic Parish, Deanery of Broumov (CZ), Geisslers Hofcomedianen (CZ); **Timeframe:** 2024, 2025–2028



at our place. 2018. © Marek Kučera

## Turn It Upside Down

Our geographical location can sometimes make us feel like we are living on an island in the middle of an ocean made of forests. What if we get inspired by creativity of a contemporary circus, moreover from a vastly remote area? We have teamed up with our peers from the other side of the planet to create a Czech-Australian show that combines **contemporary circus and opera music** with equal participation of artists from both countries. The world premiere is going to be held in 2023 at the **Adelaide Fringe (AUS)**, the Czech premiere a few months later in Broumovsko. Thanks to our local partner **UFFO Trutnov**, our region has become a place of progressive development of contemporary circus art which attracts a wide audience as well as foreign artists. Building on this foundation, we would like to open a Czech-Australian circus school in the future to show that contemporary circus has its justification outside the big centres and can open up new opportunities for talented young artists in different disciplines

**Project by:** UFFO Trutnov (CZ) and Cirkidz (AUS); **Potential partners:** Network of regional elementary art schools (CZ); **Timeframe:** 2023

## The Power of New Rituals

After the forced resettlement of more than 20,000 Germans from Broumovsko alone, people's ties to the land were broken and old customs were forgotten. And yet, in today's uncertain times, we are hoping that the renewal of old traditions and rituals as well as the invention of new ones could give us a sense of stability. Together with our partners such as **Ewa Żurakowska**, a Polish artist, musician, and theatre-maker whose artistic work overlaps with anthropology, we plan to delve into folk memory, open-air museums, archives and books and revive old rituals through cross-border projects in collaboration with other artists, giving these rituals a new meaning for the present. Folk festivals such as the very popular Czech Carnival – “Fasching” – or the widely celebrated midsummer festivities of Saint John's Eve in Poland, thus become an opportunity to meet with cross-border neighbours, while also highlighting pressing social issues. The magical dimension of rituals offers a free, safe space to step out of one's usual roles and see reality with new eyes.

**Led by:** Ewa Żurakowska (PL); **Potencial participating artists:** Lucie Fryčová (CZ), David Helán (CZ), Zdeňka Morávková (CZ); **Potential partners:** Palace Gorzanów Foundation (PL), Náchod Regional Museum (CZ), Podorlický skanzen Krňovice (CZ), Heimatkreis Braunau/Sudetenland (DE), Krkonoše Museum – Four Historical Houses (CZ); **Timeframe:** 2026–2028



## Be a Hero Like Emerich!

An all-round sportsman up until old age, symbol of fair play, promoter of hardening, vegetarianism and stays in nature, rescuer of Jews during the Protectorate, owner of the first sports-equipment shop in the country, the proud and indomitable spirit of the Broumovsko: Czech German **Emerich Rath** (1883 Prague – 1962 Broumov). An inspiring, but little-known personality of our region, whose German origin disqualified him in the public gaze during the communist regime. In his honour, **cross-border Junior and Senior Sports Games are organised** with our Czech-Polish partners from **Euroregion Glacensis**. Mixed-generation teams will compete in disciplines devised by senior citizens themselves to match their physical abilities; a celebration of active old age, contributing to greater intergenerational understanding. 2028 will be the 120th anniversary of Rath's first marathon at the London Summer Olympics. The last time he wished to participate in the Olympics was in 1960 in Rome, and even though he was already 77 years old, Rath planned to cycle there from Czechoslovakia. However, the communist authorities did not allow him to go

at the time. Let's put his idea into action and organise a **Virtual** (and “offline” bike-packing) fundraising **ride Broumov – Rome**. Rath spent the rest of his life in Broumov in undignified conditions. We, on the other hand, want the city to become a friendly place for the elderly. Therefore, as part of the virtual ride, individuals and entire teams can collect points for kilometres accumulated through their own physical activity on an online platform. The proceeds will go to a selected project dedicated to elderly care and well-being.

**Promoted by:** Broumov 2028; **Led by:** City of Broumov; **Potential partners:** Euroregion Glacensis (CZ/PL), Gmina Nowa Ruda (PL), Redpoint Team (CZ), Goethe-Institut (CZ), Štěpán Stránský (CZ), Dolomites (IT), ČEZ Foundation (CZ), Czech and Polish senior and youth clubs in HKR; **Timeframe:** 2027–2028

## 3. Being the Source of Creativity and Kindness

### FLAGSHIP: Be RéflexiF

**Can you remember a place where you felt safe for the last time? What did it look like? What were the objects in it, people, colours, smells? A key step towards creating resilient European societies is the ability to self-reflect and develop our superpowers in a safe space. Such safe spaces enable us to take a journey inward and discover our own sources of creativity and kindness, which we can use to co-create resilient and living communities. That's why we focus on the war in Ukraine, energy insecurity, the growing gap between the poor and the rich, pandemics: as always, Europe is facing many crises at the same time, and it would be a wasted opportunity not to use those crises for the good. Imagine where Europe would be without women of all ages and origins, and young people in particular, who, with their resilience and inner power, are able to provide increasingly vulnerable groups with special care and attention they deserve. That is why we dedicate the third area to them. We feel the need to strengthen their self-confidence and presence in the public space and to give them the opportunity to co-create it. Therefore, we put emphasis on the care of both internal and external “living room” spaces. The Europeans need to realise that public space in the countryside means something else than in urban areas.**

Our main goal is to create a network of **women-only maker spaces** – based on an innovative social design methodology devised by our **partner project FRUSKA (HU)** – as well as a borderless platform to share creative ideas. As a city with minority issues, we want to put special emphasis on engaging women from marginalized and socially disadvantaged groups in our project called **Make(he)r space**. During our feeling maps and discussions with locals (Q17), we identified yet another specific marginalised group: teenagers with a huge power of creativity. Being extremely vulnerable, their essential need is to have a safe space in the city where they can meet, chat, and share their desires and dreams. In cooperation with a network of maker spaces and with local teenagers themselves, we want to build **modifiable meeting points in the public space**. These points serve as a platform where young people may discuss topics related to **mental health, equality in relationships, gender empowerment, (sexual or gender) identity or body positivity**. We aim to strengthen the role of already existing public institutions such as libraries and promote them as safe spaces as well. In order to promote

**diversity, self-love and appreciation of others**, we plan to draw inspiration from the US programme, Drag Queen Story Hour, and organize a series of readings for children (3–11 years) in libraries, led by drag performers and highlighting books that advocate **empathy and inclusion**.

Secondly, we want to give voice to the youth and hear their vision for the future. In 2028, we plan to dedicate the annual conference **Broumov Discussions**, which traditionally brings together philosophers, political scientists, economists, sociologists, and other personalities from various fields to the topic of **“The Art of Resilience”**. It will cover three main areas: the resilience of individuals; the resilience of nature; and the resilience of current communities. Beside the main conference panels, we plan to organize a series of side events, including workshops for students from other European countries, informal meetings and a cultural program. Also, a fund should be put in place to send people from the wider region to other European countries on the condition that they organize an activity, e. g. a masterclass, after they come back.

Thirdly, we want to experiment with the traditional form of the **REGIONS International Theatre Festival Hradec Králové**. In the spirit of our **decentralization and mobility** mission, we plan to transform it into a series of performances in unusual sites in public areas with a piece of art such as a kind of sculpture (material, sound or digital) or intervention at their core. The series is going to travel from one city to another and transform with each performance. The final sculpture can travel even further through the digital space and become an inspiration for other productions and artworks.

**Promoted by:** Broumov 2028; **Potential partners:** MOME (HU), FRUSKA (HU), České Budějovice 2028 (CZ), Ponta Delgada – Azores 2027 (PT), European Generation (EU), Eliška Knotková (CZ), DRÁK Theatre and The International Institute of Figurative Theatre (CZ), Klicpera Theatre (CZ), Kontrapunkt (CZ), Broumov Discussions (CZ), One World Festival Police nad Metují (CZ), HateFree Culture (CZ), Konsent (CZ), Prague Pride (CZ), Architektky (CZ), LAIVA (CZ), BCB Koupálo Janovičky (CZ), a network of regional primary and secondary schools (CZ); **Timeframe:** 2024–2028

### Creative Pilgrims Festival

This new format of a **travelling festival** is primarily focused on activation of regional independent cultural operators and diverse groups of regional audiences. European rural areas like

ours face the challenges of mobility, accessibility and diversity of the cultural programme offer. For that reason, we plan to organise an annual **street neighbourhood festival** including concerts, performances on **temporary and mobile outdoor** stages, audio walks, bicycle trips, picnics, public readings in parks, cinema screenings on abandoned and empty buildings, urban art workshops for all age groups (including the elderly) to promote freedom of expression as well as workshops for young cultural promoters. It is our intention to host this festival at a different location each time and to co-produce it with a smaller, independent and/or young creative regional association. **Citizen participation** is always a challenge in European small cities, as the majority audience tends to be more conservative and often distrustful of new programmes. Festival preparation therefore involves cooperation with local community leaders and authorities such as teachers, librarians, members of civic clubs and associations, leisure educators, operators of popular businesses and sports venues, or social media influencers. Our goal is to **introduce and share the legacy of Broumov 2028** with different communities around the region, celebrate diversity, dive into the underground and alternative currents that flow through our region, discover new talent and co-create the Creative Pilgrims' identity together.

In 2023, we aim to set out on our first multi-day **cultural pilgrimage from Broumov to Prague** (part of the Polish-Czech **East Bohemian Route of St. Jacob's Way**, over 260 km in total). The route is divided into individual shorter sections, making it accessible for parents with little children, less active elderly citizens or wheelchair users. In order to intermingle people from different interest groups along the sections of the route, we plan to co-create the form of the pilgrimage itself together. Our pilgrimages will be a space for diversity, enrichment, sharing knowledge and building friendships. Our aim is to culminate the festival in **2028** with the second edition of Braga 27's **European Day of Pilgrimage**, an international outdoor event.

**Led by:** Broumov 2028; **Potential partners:** Ulteia (CZ), Czech Tourist Club (CZ), Broumov Information Centre (CZ), BCB Koupálo Janovičky (CZ), Valdštejnské imaginárium (CZ), Bastion IV Artistic Colony (CZ), NUUK (CZ), Jirásek's Hronov (CZ), Museum of Paper Models in Police nad Metují (CZ), Municipal Associations in HKR (CZ), Centre of Creative Activities Hradec Králové (CZ), Braga 2027 (PT); **Timeframe:** 2023–2028



## Be the Decision & the Change

With the start of our candidacy, we have renewed the We Love Broumov(sko) **microgrant programme**, which aims to support the development of the city and region as a place where communities co-create their public space. In 2021, we already supported various community projects (the renewal of small baroque monuments, building of ponds, renewal of the local community Festival of St. George pilgrimage, stone balancing). With our **Polish partner, the Wrocław Institute of Culture**, which also runs a grant programme for local community development and urban regeneration, we aim to prepare joint calls (2026–2029) for projects that foster cross-border neighbourhood relations and create vibrant communities. A newly established **Microgrant Academy provides the know-how, networking and support to cross-border applicants and others**.

The project also supports the ideas of children and young people up to the age of 26. We see the importance of giving voice and space to the youth to put their ideas for the public space and community life into practice, which is why we will re-launch the **Student Parliament** (Q19, Q35).

**Led by:** Broumov 2028; **Potential partners:** Wrocław Institute of Culture (PL), Agora CE (CZ), BRDA (CZ), Broumov Grammar School (CZ), Spolka (SK); **Timeframe:** 2021–2029

## Give Us a Chance!

Thanks to the **ONSTAGE** project (Q18) within the URBACT network, we can establish leisure-time performing arts clubs for children from disadvantaged families. Taking into account that **not all the Europeans have the same starting line**, we aim to create coherent communities where **everybody gets the chance to experience a sense of achievement and feel accepted and supported**. With the ECoC title, we aim to create an **international platform** of cities which run similar projects or initiatives as the ONSTAGE programme, so that children from different parts of Europe can connect.

**Led by:** Broumov 2028; **Potential partners:** Trenčín 2026 (SK), Brno 2028 (CZ), ECoC Candidate Nitra 2026 (SK), Elementary School and Practical School Broumov (CZ), Elementary Art School Broumov (CZ), Začít spolu (CZ), Džas Dureder (CZ), Broumov Grammar School (CZ), Children's Home Broumov (CZ), Educational and Cultural Centre Broumov (CZ), Police Symphony Orchestra (CZ), Horus Musicalis Broumov (NOR/CZ); **Timeframe:** 2022–2025

## Stories from the Caravan

Olga Tokarczuk, a Nobel Prize winner and a resident of our region on the Polish side of the border, set her novel House of Day, House of Night in this area. In the novel, she wrote that “each of us has had two homes – one actual home with a fixed location in time and space, and another one that is infinite, with no address and no chance of being immortalized in architectural plans – and we live in both of them simultaneously.” This idea inspired us to begin **collecting our neighbours' stories** about their relationship to their hometown. We started in 2022 with a marginalized group of Romani, some of whom are members of Broumov's old neighbourhood and remember the town before its economic decline. Together with our **partner, Braga 2027, we have mutually strengthened our projects** and their **Neighbourhood on the Road** project, opening the doors for us to share these stories with other ECoC partners to connect the Romani community across Europe. We aim to translate the stories and invite European performing artists from areas such as pantomime, contemporary dance or busking to get inspired by the oral history and turn it into performance.

In the second step, we want to organize a **travelling storytelling festival** on the topic of seeking and finding home with a special focus on joint meetings of the youngest children and senior citizens. This will also create an opportunity to step out from our usual perspective and look at the topic of home through the eyes of different groups of people such as Ukrainian war refugees, the homeless, digital nomads or expats. The festival is going to take place in a caravan, symbolizing the constantly moving Europeans who voluntarily or involuntarily leave their old homes and look for new ones.

In the third step, the project returns back home to Broumovsko. An exhibition including a school campaign will teach children and youth to blur the distinction between “us and them” and to cultivate sensitivity to the **dangers of xenophobia and its threat to democracy in Europe**.

**Led by:** Broumov 2028; **Potential partners:** Braga 2027 (PT), České Budějovice 2028 (CZ), Post Bellum (CZ), Romea (CZ), Kher (CZ), Museum of Romani Culture (CZ), Probuď (CZ), TisícíHRAn (CZ); **Timeframe:** 2022–2026

## Illustrious Symposium of Minds and Fullness

What colour is your current mood? What shapes do your anger, anxiety, or surprise take? Be present, aware of change, curious and kind – these are the mystical qualities associated with the concept of mindfulness, which help you to open up, **explore your personality and express it** with a pencil, crayon, marker, airbrush, spray or chalk. In line with our third pilgrimage area, we plan to promote the approach of mastering a slower and better-quality life in conjunction with artistic activities and link it to the international art residency and exhibition programme of the **Symposium of Illustration** held in the Broumov Monastery. We see great inspiration in the work of illustrators as quiet, patient observers of the outer and inner worlds. Throughout the symposium, we aim to engage the general public through art workshops, meditations, yoga sessions and mindful art walks. Together with European urban sketchers, illustrators and painters, we aim to promote the concept of **mood diaries** and encourage everyone to join in. These activities do not have to be limited to Broumov; anyone can join the symposium online and offer an art or meditation activity after consulting with the artistic board. On **September 12, 2028**, we plan to celebrate the **Mindfulness Day** together across Europe by launching a digital campaign showing the way to well-being.

**Led by:** Czech Illustrators (CZ) and LUSTR (CZ); **Potential participating artist:** Ewa Żurakowska (PL); **Potential partners:** ECCB (CZ), Institute of Anxiety (CZ), Pałac Gorzanów Foundation (PL), Urban Sketchers Prague (CZ), České Budějovice 2028 (CZ); **Timeframe:** 2028

## MLýN Creative Centre

Being a place on the periphery, we are aware of how difficult it can be to overcome the ideological and geographical barriers that unnecessarily divide European societies: centre/periphery, city/rural, East/West. For this reason, it is extremely important that meeting places for artists and creatives are established in remote locations such as Broumov as well. This enables us to learn how to shift our perspective and discover the potential of such places. Part of our plan to achieve this state is the creation of a new space for **art, research, meeting and coworking** in Broumov to encourage a dialogue between Czech and international artists. Our intention is to collaborate with leading institutions and professional organizations universities or arts associations, including independent ones, to cultivate interdisciplinary approaches. We seek **to reach out to Broumovians** as well, planning to organize public meetings, exhibitions, and workshops together with residents. As far as artist residencies are concerned, we will draw on our own long-term experience (Q3). Similarly, thanks to our experience with the extensive renovation and revival project of the Broumov Monastery, we know that it is not enough to repair a building; it's important to breathe meaningful life into it. And that is what we want to do in the case of MLýN.

**Led by:** ECCB (CZ); **Potential partners:** University of Hradec Králové (CZ), Academy of Fine Arts in Prague (CZ), Leveld Kunstnartum (NO); **Timeframe:** 2026–2028

## Academy of Cultural Management

Rural and remote areas across Europe are often struggling with the lack of educated and well-networked cultural managers. But their role and impact on local communities is essential, which is why we place great emphasis on their education. In order to successfully develop our legacy, we need to ensure that **artists' and cultural workers' careers are sustainable** and their salaries appropriate. Our intended main capacity-building programme is the result of mapping needs, knowledge, skills via questionnaires, surveys and discussions with local artists, creatives, cultural operators, managers and community leaders. In order to extend the impact and sustainability of this programme, we also cooperate with the HKR government to meet its cultural strategy goals. The main strand of action is to increase competences and skills of professional cultural managers with emphasis on **strategic planning, audience development, internationalisation and social design**. In addition to these, we plan to organise experience-sharing and networking workshops as well as international study visits for cultural operators and specialists from cultural institutions such as museums, libraries or galleries. We plan also connect them with social, environmental, technological or business innovators (Q6).

**Led by:** Broumov 2028; **Potential partners:** HKR (CZ), The Arts and Theatre Institute (CZ), ECCB (CZ), Tomas Bata University (CZ), ECoC candidate cities and experts; **Timeframe:** 2024–2028

## The Creative Bureaucracy Festival and Bootcamp Goes Natural

Creative European minds are now needed more than ever in public sectors to build resilient communities. The forgotten and overlooked bureaucratic heroes need to be support,

celebrated and connected. Creative Bureaucracy Bootcamp creates opportunities for European administrative workers to connect – either digitally or in person – with their European peers, including those from small town administrations. The Bootcamp provides space for creativity and building capacities. As an output, we plan to organize a conference, hackathon, series of workshops and off-stage creative activities.

**Led by:** Broumov 2028, BRDA (CZ); **Potential partners:** Creative Bureaucracy Festival (DE), Czechia Digital (CZ); **Timeframe:** 2025–2029

## Character Education Matters

Totalitarian societies tend to control education and shape individuals in their own image. Our concept of Creative Pilgrimage seeks to draw attention to these dangers through artistic expression. In conjunction with European creatives and artists, it aims to bring integrated approaches both to the **education of children and lifelong learning programmes** (Q15). Caring for the character of the educated is just as important as caring for the character of the educator. These are the key tasks for our partner, the **Character Development Centre (CDC)**, which has been operated since 2021 by Prof. **Jan Hábl**, philosopher of education specialising on character development and an expert on the work of the great European humanist Jan Amos Comenius. In cooperation with **Jubilee (University of Birmingham)**, CDC aims to direct its activities on the development of human potential in its entirety, which is why it has co-founded the **European Character Virtues Association (ECVA)**. Currently, CDC is working on a platform that **brings together international organizations focusing on ethical and character education**. In the coming years, CDC plans to focus on education and training activities on all levels of school education, work with parents, the general public, and experts. It also pilots its own character programmes and teaching materials (e. g. **interactive textbooks for secondary schools**). In **2028**, CDC aspire to host the annual ECVA conference in Broumov, strengthening its position of a European leader and source of inspiration in the area of character education and development.

**Led by:** Character Development Center (CZ) and BRDA (CZ); **Cooperation Partners:** Jubilee Center for Character and Virtues at University of Birmingham (UK), Tranava University (SK), University of Hradec Králové (CZ), Cyril Mooney Education (CZ), Pangea Foundation (CZ), Etická výchova (CZ), Otevřeno (CZ), Deutsches Hygiene-Museum in Dresden (DE); **Timeframe:** 2021–2029

## Culture as a Source of Renewable Energy! (Vision on the opening ceremony)

The concept of generating renewable energy from startup ideas around the main festivals and cultural events in the region is one of the key elements of the upcoming years. Our goal is to cumulate those ideas, creating a large opening event as a display of the relationship between culture and nature. Through our candidacy, together with our local and European partners, we aim to explore new ways in which culture can contribute to creating sustainable communities and how it can follow the principles of sustainability, including sustainable energy. Together with our regional partner, the **Police Symphony Orchestra**, made up of young and enthusiastic musicians and singers, and one of the biggest rock festivals in the country, **Rock for People**, we want to launch a series of multi-layered cultural events (concerts, workshops, exchange forum, digital campaign). These could potentially culminate in 2028 in our opening ceremony. Since many of the initiatives have been communicated to a large public, we aim to build



on that attention and enforce it. In alignment with our main theme, we plan to search for renewable energy sources for culture and apply the principles of sustainable growth, whether it is Rock for People's use of a hydrogen generator, capping visitor numbers or the development of new hybrid formats of cultural events. The project also includes a capacity-building programme for young producers.

**Led by:** Police Symphony Orchestra (CZ); **Potential partners:** Czech Railways (CZ), Harmonic Progression (EU), Rock for People (CZ), MycoMedica (CZ), Czech National Symphony Orchestra (CZ); **Potential Participating Artists:** David Ostružár (CZ), Tomáš Klus (CZ), Zaz (FR); **Timeframe:** 2024, 2026, 2028



## Q12

**Explain succinctly how the cultural programme will combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions?**

Broumovsko's significant historical heritage is currently rather difficult to access for the general European public. It remains partly unknown even for inhabitants because of the historical twists and turns of the 20<sup>th</sup> century. Let alone that it is digitally accessible. Europe, in turn, can be known by its places of unknown wildness where, the search for identity stands ground in many overlapping layers of history, nature, stories and long-standing connections. Therefore, we emphasize a participatory approach to explore, challenge and overcome our past. Like in our project **Ponder through Timeless Connections** focusing on traditional architecture and living in the former Sudety area. This project connects preserved village monument zone with family archives and the modern digital technologies of the **Time Machine Organisation**.

its baroque heritage, as a symbol of Broumovsko, plays an important role in several of our projects including contemporary art exhibitions and presentations in sacral spaces. While this is common in European cultural centres today, in traditionally conservative rural areas across Europe it poses a particularly sensitive issue. We have chosen to see baroque as a source of learning and inspiration. In projects like **Ora et lege** or **MonaStories**, we aspire to find ways to develop audiences and pathways between church leaders on one side and the arts and cultural community on the other side. We also plan to share experience in adapting the (former) religious cultural heritage to the needs of local communities in the 21<sup>st</sup> century.

Our region is usually associated with and presented in the context of extraordinary natural wealth. Based on our surveys, there is a significant segment of locals as well as visitors who prefer outdoor activities, care less about cultural offer and have a rather superficial understanding of cultural heritage. **Walking Meditations** and **Listening to the Water** are projects that combine pilgrimage, sound and visual art, literature, natural sciences and humanities to offer an immersive experience of the relationship between human and nature.

Small European towns in rural areas have very traditional public spaces that are often not inclusive. Thanks to our Hungarian partners at **MOME (HU)** and their project **FRUSKA**, we are able to use their innovative methods and start transforming public spaces and relationships in the city using **social design** in long-term projects described in our flagship project, **Be RéflexiF**. We believe that it is this interdisciplinary artistic approach that opens the way to greater social cohesion.

Facing the geographical challenges and distance from bigger centres, we plan to create new forms of cultural offer. Together with our partner, the **REGIONS International Theatre Festival Hradec Králové**, we want to experiment with this format and transform it into a travelling small-scale site-specific festival that reaches the audience in their place of residence.

## Q13

**How has the city involved, or how does it plan to involve, local artists and cultural organisations in the conception and implementation of the cultural programme?**

The involvement of local artists and cultural institutions in a **participatory way** was the starting point and key condition for us with regard to the sustainability of the entire candidacy. We believe in Broumovsko as a place with a strong growth potential, full of entrepreneurs who are about to set on their Creative Pilgrimage. **In planning for each of the projects, we have involved a local artist or cultural actor to organically interconnect them with the European partners.**

Thanks to the **year-and-a-half-long participatory process** of creating the CS32 (Q5), we have gained an overview of the cultural scene of the place, the needs and problems of its actors, and activated them to further cooperation.

This was accompanied by **dozens of online and offline meetings and discussions** with local actors and cultural institutions over the preparation of the programme. We made sure that everyone who was interested was provided space for co-creation. This process was supported by meetings of cultural actors organized by the regional authorities. At the same time,

we have also started intensive networking with **local partners on the Polish side** of our region.

We are able to support our existing local partners and find new ones thanks to the **new subsidy programme** of the HKR, which requires **innovative projects and international cooperation, adding plus points for youth programmes**. This grant programme starts in 2022 and continues until the sustainability year.

Below are selected examples of the involvement of local artists and cultural organisations in our programme. For many more, see Q11.

The special edition of the **Broumov Discussions 2028**, titled **The Art of Resilience**, involves the **Broumov Grammar School** and the renewed **Student Parliament** among others.

**Treasures of Broumovsko**, a traditional regional festival of classical music, provides space within the **Touch/ Feel/ Baroque/ Now** programme to students of the regional network of **Elementary Art Schools**. In addition to top-level professional musicians, new young talent can be introduced.

One of our key local cultural actors, the **Educational and Cultural Centre Broumov**, is the promoter or main partner of several projects, e. g. **MLÝN Creative Centre**, **MonaStories** or the **Illustrious Symposium of Minds and Fullness**.

Our project with Time Machine Česko **Ponder through Timeless Connections**, is connected to the regional **University of Hradec Králové**. The largest local music event, **Bigboš Křínice**, helps activate locals to share their memories, photos and family artifacts as part of the project.

As a leader in cross-border cultural activities for senior citizens, the **Broumov Information Centre** is an indispensable partner

in projects such as **Walking Meditations** or **Be a Hero Like Emerich!**

Children- and youth-oriented multi-year programme **Healing School Camps** involves the local Maiwald Academy with **Children's Gallery Lapidarium** among others.

Regional artists like musicians Petra Soukupová and Karolína Soukupová, Štěpán Příbyl, Eva Kroupová, painter, graphic artist and poet Jiří Mědílek, painter and graphic artist Michal Burget, writer Hana Lundiaková, photographer Alena Hlaváčová, artistic blacksmith Ondřej Klír, sculptors Eva Kešnerová and Markéta Škopková or the local musical ensemble, **Police Symphony Orchestra**, were able to find their place in projects like **Creative Pilgrims Festival**, **Give Us a Chance!** or **Culture as a Source of Renewable Energy!**

Thanks to the new director of the regional **Art Gallery Náchod**, curator and artist Alexander Peroutka, we have discovered the potential to connect the local and European dimensions in the programme called **East-Former West Dialogue**.

Broumov-based **Character Development Center** is, together with The Broumov Regional Development Agency, the initiator of the European Character Virtues Association – a part of the **Character Education Matters** programme.

We have been cooperating with a number of local clubs, associations and creatives for a long time. And we are extremely pleased that a local graphic designer is involved in **Broumov's new visual identity** (Q6) and the visual identity of events organized under our auspices. Similarly, **our application** is designed by a local award-winning graphic design and illustration studio, **UPUPÆPOP**.



# III. European dimension

## Q14

Give a general outline of the activities foreseen in view of

a) Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens

b) Highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European theme

*Our strategy is to start construction of most parts of the programme with key European themes on the forefront: these are the themes of **water resilience, slow and sustainable cultural tourism, lightness in connection and safe spaces for living and creation, all routing from our small resilient and living community and contribute to future strong Europe.** By putting these themes in the heart of the programme, the ECOc cannot be executed without these themes and our Impact Culture Communities principles.*

Living in the big centres does not necessarily offer a greater quality of life compared to areas like ours with their proximity to the nature – and during the Covid-19 pandemic, this was a case made for this in Europe. Now it is a time for small natural places like ours, wherever they are in Europe. Broumovsko used to be an important European centre in the Benedictines times, and we aim to follow the Benedictine tradition: be responsible for the place where we live and experiment.

### Water resilience

Access to drinking water is the basic need of every European Creative Pilgrim. Mapping water resources in cities and the landscape as well as its protection and retention are the way towards making drinking water accessible to everyone. Broumovian bottom-up movement called **Living Water (CZ)**, selected for the worklist of EU's 15 best-practice projects focused on adaptation to climate change, aims to encourage an international debate about water restoration in the countryside, grounded on our side in a unique volunteering programme (Q19). **The Last Drop?!** is our project dedicated to the water resilience theme.

### Slow and sustainable cultural tourism

Tourism accounted for 3.9% of the EU's GDP in 2018 and is one of the fastest growing sectors in the world. However, this rapid growth comes with a negative impact on the climate (8% of global greenhouse gas emissions). Inspired by the Benedictines, we believe in **slow and sustainable cultural tourism** that is conscious and respectful to our natural and cultural heritage and to our future. **Academy of Slow Cultural Tourism** builds on capacities and promotes this approach. The **Walking Meditations** project is being developed to promote the concept of environmentally friendly Creative Pilgrimage, be it physical or digital, replacing extensive mass tourism.

### Lightness in Connection

Cultural and social gaps, unfair algorithms and the future of hyperconnected world. **We need to discover our own ways to deal with different kinds of connections and nurture non-violent communication** – across borders, between cultures, majorities and minorities, online and offline. Whether it is finding inspiration in other species' communication (**Mushroom Talks**) or thematizing, studying and cultivating the phenomenon of character formation (**Character Education Matters**), these are topics and projects that will be shared and needed across Europe even more in the future.

**Be the Decision & the Change** is a microgrant call prepared together with Wrocław Institute of Culture (PL), serving as an example of how to support cross-border neighbourhood relations and create vibrant communities regardless of borders.

However, we tend to set up borders in our minds as well – they are especially visible between representatives of majority and minority groups. Projects like **ONSTAGE, Give Us a Chance!** and **Stories from the Caravan** uncover this topic, focusing on the Romani people in the case of Broumov as well as our European peer Braga (PT).

As a local member of the Time Machine Organisation (AT), we do not want to hide or forget our recent history and the many Czech Germans who were part of it. Invigorating European history with the big data of the past, **Ponder through Timeless Connections** creates capital for future generations and for the preservation of collective memory.

### Safe spaces for living and creation

Europe has – and is going to have – the need for **secure places for individuals and communities to speak, to act openly and to demonstrate solidarity** not only in moments of crisis, relating to inequalities between big centres and peripheries, political conflicts, energetic insecurity, climate change and pandemics. The flagship project, **Be RéflexiF**, opens a discussion about the creation of safe spaces for disadvantaged groups, especially youth across Europe.

In Europe, there are many old sacral buildings which have lost their original purpose, often desolate or searching for an adaptation to the needs of 21<sup>st</sup> century communities. Projects like **Touch/ Feel/ Baroque/ Now** and **MonaStories** aspire to connect all Europeans with the legacy of diversity in the art of baroque period, transforming religious buildings into spaces for new cultural and creative activities.

You can find detailed information about the projects mentioned above in Q11.

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

*Our strategy is to work with whatever creative and impactful methodologies to encourage and welcome people, organisations, pilgrims and institutions to set out on journey together. These methods embrace exchange of crafts people, public administrators, artistic expressions and their creators, stimulate co-productions on common themes and campaigns, develop together slow tourism and cooperation between creative industry people and startups around the themes of nature, culture and well-being.*

Since far most of our programme has key European themes as its starting point it therewith encourages intercultural dialogue, and welcomes common aspects of our European

cultures. We below express how this works through examples of initiated or planned partnerships in specific projects.

Broumov and the surrounding region offer specialized conditions for **artists in residence** and international creative professionals. In addition to the already established ones, there are: **Literature House in the Broumov Monastery, Hortus Musicalis Broumov, Symposium of Illustration** in Broumov, **UFFO Trutnov, Valdštejnská Lodžie** in Jičín, **Comœdien-Haus** in Kuks and **DRAK Theatre** in Hradec Králové which regularly host artists from abroad. During the candidacy, we have already established a closer cooperation with international residency programmes in the nearby Polish region. Our goal is to develop long-term partnerships and interconnect with institutions like **AIR Sokołowsko (PL), Palace Gorzanów (PL)** or the **Artist in Residence Programme AIR Wro (PL)**. In Broumov, we have been applying our three vertical principles of Impact, Culture and Community long before bidding for ECOc. One of the conditions for artists coming to residence, for instance, is that they must “always give back” to the local society and environment. With the help of ECOc, our plan is to extend the variety of residencies, sharing of knowledge and coworking capacities in the project of **MLýN Creative Centre**.

Broumov has a **Polish twin city, Nowa Ruda**, as well as a **German one, Forchheim**. We are connected with Nowa Ruda (17 km from Broumov) through a **pilgrim trail and other community and culture-oriented projects** as well as projects focusing on intercultural senior citizen community visits. Forchheim (450 km from Broumov) shares its Sudetenland history with Broumov. **Das Braunauer Heimatmuseum** based in Forchheim preserves the memory of former German-speaking Broumovians and it is also a place of student exchange programmes.

Broumov operators are already part of the following **international networks and platforms**, among others: Trans Europe Halles, European Network of Cultural Centres, Time Machine Organisation, The World Community for Christian Meditation, Via Sacra, co-founding member of ECVA (European Character Virtues Association), or RURITAGE (Heritage for Rural Regeneration). The ECOc is an opportunity to join additional international platforms such as RES Artists, New European Bauhaus, ICOM, or become a member of the Pact of Skills (Creative Skills Europe). We also organize cultural events and cross-border community meetings within the Regional Association Euroregion Glacensis, which unites Czech borderlands of Bohemia, Moravia and the Polish county of Kłodzko.

### The Healing Landscape

#### The Last Drop?!

This flagship focuses on two main activities, the first being the creation of cross-border and international partnerships to extend and develop the partly volunteer-based, partly expert-based **Living Landscape project**. The project is going to become a part of the EU Missions In Horizon Europe and cooperates with Aqua-Terra Nova B.V. (NL).

The second range of activities is planned to lead to the creation of European “water communities”. Our ECOc partners should be Clermont-Ferrand 2028, Bastia 2028, Ponta Delgada – Azores 2027. We intend to cooperate with the global Artist and Climate Change organization and their Climate Stories Project and Climate Acts™ Projects for our potential opening programme, **Culture as a Source of Renewable Energy!**

### Walking Meditations

One of our international, cross-border projects, which also involve the Mountains of Literature Festival (PL) organized by the Olga Tokarczuk Foundation (PL). The participation of European artists and landscape architects will be ensured through an international open call. We intend to become a member of the World Trails Network and organize in 2028 World Trails Conference related to the topic of artistic trails.

### Listening to the Water

This one-year environmental concert series curated by **Ladislav Železný (CZ)**, the author of a Prix Europa 2021 winning project, will cooperate e. g. with the World Listening Project (US), Blaues Rauschen Festival (DE) or the experimental music festival, Sanatorium of Sound (PL), with the support of the Euroradio Ars Acustica group operating within European Broadcasting Union.

### Memories Are in the Making

#### Ponder through Timeless Connections

A project led by Martina Bolom-Kotari – archivist, historian and the current Head of the Department of Auxiliary Historical Sciences and Archive Studies at the Hradec Králové University. Together with her team, she has established Time Machine Česko (CZ), which is a founding member of the Time Machine Organisation (AT). ICARUS – International Centre for Archival Research is a partner of this project as well.

#### Together We Can Make the World Better

The leader of this project, Centro Teatro dei Navigli (IT) will cooperate with our local partner, **Geisslers Hofcomœdianten (CZ)**, and with Waggonhalle Kulturzentrum (GE) as part of their Creative Europe application.

#### East-Former West Dialogue

Our partner, the Náchod Art Gallery (CZ), has built this long-term international exhibition project in cooperation with their Swedish partners: Tegen 2 Gallery, PALS performance art platform and individual artists and curators like Annika Lundgren, Martin Schibli, or Joakim Stampe.

#### Touch/ Feel/ Baroque/ Now

Our main local partner, the classical music festival **Treasures of Broumov**, intends to cooperate with the partner of Clermont-Ferrand 2028 ECOc candidacy – France's leading festival of sacred music in La Chaise-Dieu (FR).

### Being the Source of Creativity and Kindness

#### Be RéflexiF

In the third flagship, we focus on women of all ages and nationalities as well as the youth. We want to interconnect creative space, design education and social design, the latter represented by the FRUSKA programme, launched by Budapest-based MOME (HU). Together with our partner, the **Broumov Discussion (CZ)**, we have set “**The Art of Resilience**” as the main topic for 2028, targeting younger debaters and participants. Therefore, we want to interconnect with the European Generation student association (EU) and especially with their European Youth Debate programme.



## Character Education Matters

The key partner of this project, **CDC (CZ)**, is a co-founding member of **European Character Virtues Association (EU)** with more than twenty potential cooperating partners. They are already partnered with the Jubilee Center for Character and Virtues at the University of Birmingham (UK) and with the Trnava University (SK).

## Be the Decision & the Change

Our next cross-border project aims at interconnecting the local community-based microgrant programme, our local partner BRDA (CZ) and a similar cultural organisation, the Wrocław Institute of Culture (PL), encouraging co-creation regardless of borders. To raise awareness about participatory city planning, we cooperate with the Slovak organisation Spolka as well.

Many more potential participating artists are mentioned under specific projects in Q11.

## Q15

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

Our strategy is built on our 4 European themes of **water resilience, slow and sustainable culture tourism, safe spaces for living and creation** and **lightness in connection**. It reflects our small city experience, but aims to share know-how and inspiration, which are certainly not small on the scale of the European themes (Q14).

We encourage Europeans and international public to **become Creative Pilgrims** and set out on the journey with us. This means **moving and living slowly and consciously, becoming a source of new ideas and joy** (Q10). It doesn't matter if you are a French artist, a teen from Portugal with a budget too small to buy a flight ticket, a small city in Hungary, or a digital nomad from Poland. We encourage and connect communities, allowing everybody to join the movement and participate on our programme – even without having to travel across Europe to visit the region in person, but still **helping each of us to create a local impact of our own**.

## Water resilience

In the spirit of our “set out on a journey” call, in 2028, we invite all Europeans to help us **map the available pools, springs and public fountains with drinking water** and create a platform that enables their adoption and the creation of caring communities. As a part of the **The Last Drop?!** programme (Q11), we plan to launch **a campaign to restore natural springs** and invite creative pilgrims from across Europe to taste them and share their experience with us. We are interested in everyone's stories connected with natural springs or town fountains – did you discover a spring with an unusual name, throw a coin in for a wish that later came true, or had your first kiss there? **A database of stories shared in digital forms** can become inspiration for further artistic development. Through the **Living Landscape** project, new data-based methodologies of retaining water in soil are already being shared around Europe, while a **network of community leaders and volunteers** is being developed in the Czechia and will be extended abroad.

## Slow and sustainable culture tourism

Slow and sustainable culture tourism guides creative pilgrims through Europe – calling on everybody to explore with stillness. **A special campaign is aimed at the youngest Europeans**, supporting sustainability and environmental awareness in school education and promoting the concept of **Healing School Camps**. By co-creating a campaign BY the children who participate in these camps FOR those who might join the next time, we want to encourage the younger generation to identify with the issue of slow and sustainable culture tourism. **The Adventures of Everyday Life** include a development of an **extensive international digital application that will unite the community of microadventurers** (currently divided mainly between local Facebook groups), a platform providing a space to create and share, but also to promote the idea of slow and sustainable tourism and the concept of microadventures on a larger scale. We plan to cooperate with European social media influencers who might reach not just to young Europeans but also to middle-aged audience and families.

## Safe spaces for living and creation

What is needed for resilience to find and grow its roots? Safe spaces, where we can meet, cultivate open discussion, creativity, kindness. Together with Azores 2027 (PT), we aim to spearhead **a campaign that reaches out to small cities across Europe** to ask what safe spaces mean to them and how they can participate in creating safe spaces for young communities in their public space. In cooperation with MOME (HU) and their FRUSKA project, we plan to empower socially excluded women to join **the international network of women's maker spaces**. It is a space that encourages online dialogue, sharing of local activities through various formats (videos and podcasts) and cross-border exchange. The **Be RéflexiF** project serves as inspiration on how to use design tools to **empower disadvantaged teenagers** (Q11), providing them a digital platform to get inspiration, connect with others and create their own spaces. The European youth are encouraged to participate in exploration of future resilient communities through the international hybrid conference, **Broumov Discussions: The Art of Resilience**.

## Lightness in Connection

Ways of dealing with different kinds of connections and nurturing non-violent communication are explored through **international artistic research** and engagement of diverse communities. We want to promote and spread the ideas and techniques of non-violent communication with the help of a digital campaign as well as a network of local libraries and focus on the popularization of algorithmic bias (**Mushroom Talks**). Together with our partner, Braga 2027 (PT), and their Neighbourhood on the Road project, we share the **Stories from the Caravan** with other ECoC partners to connect the Romani community across Europe and bring its stories to the non-Romani majority using storytelling to lighten the connections between those groups. **CDC** became the co-founding member of **ECVA** and helps us to connect with students, teachers and parents through Europe (UK, DE, PL, SK partners) and promote the lightness in communication as a part of developing our character and overcoming the heritage and possible threat of totalitarian societies.

Overall, international networks and platforms, cooperation with partner cities, Czech Tourism, Czech Centres, KHK Tourism Office and ambassadors will be also used to attract European and global public.

## Q16

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

In the preparation phase we have investigated opportunities for links with a range of ECoC cities and set the following criteria for selecting our potential partners (and their projects):

- Already existing historical links or similar geographic conditions of remote and/or rural mountainous region:** Wrocław 2016, Bodø 2024, Tartu 2024, Bad Ischl 2025, Braga 2027, Ponta Delgada – Azores 2027, Bastia 2028, Bourges 2028
- Significant themes overlapping, in addition to point a):** Tartu 2024 (Lake Peipus Arts Route), Chemnitz 2025 (maker-space.eu), Trenčín 2026 (Aqua Vitae, World Music Fusion), České Budějovice 2028 (Rooms of Requirement, Storyland, Womenpedia)
- Potential for sustainable cooperation beyond the title year:** Wrocław 2016 (Wrocław Institute of Culture), Eleusis 2023 (Laboratory of Cultural Tourism Planning), Nova Gorica 2025 (The Experience Factory), Oulu 2026 (Art and Nature Trails)

Below, we briefly present some of the possible collaborations we have discussed with our ECoC partners:

## Braga 2027

At the cultural and artistic programme level, we have actively started to network and create opportunities for future exchanges. With regard to our main mission of spreading the idea of Creative Pilgrimage, we have connected to **Braga 2027**, in whose programme the topic of pilgrimage is essential as well. In 2028, we intend to host the second edition of Braga 27's **European Day of Pilgrimage** in Broumov. We also share a focus on the disadvantaged Romani minority and an aim to interconnect it with the majority, which is why we plan to exchange the outcomes from our oral history and storytelling project **Stories from the Caravan** and Braga's **Neighbourhood on the Road**. Braga will potentially invite a **Romani-Czech musician or band** to their opening event, **New Temples**.

## Clermont-Ferrand 2028

During our several online and in-person meetings with the representatives of **Ponta Delgada – Azores 2027 (PT)** and **Clermont-Ferrand 2028 (FR)**, we agreed on a common trilateral development of the idea of **Massive Forum – a network for European rural and mountainous regions**. This vision, initiated by Clermont-Ferrand, aims for cultural devices and solutions tested in the Massif Central to be readjusted and implemented in territories with similar reliefs and contrarities. As a first step, the network plans to exchange good practices and other means to be shared (files, equipment, etc.) around cultural devices such as **artist residencies**. Among other common points of these mountainous or isolated territories in Europe, ecological resources and natural heritage can create a bond, a common pride, which we endeavor to cultivate and magnify. It is therefore a question of agreeing to write a **common charter** and putting restrictive protocols in

place (to protect the environment) that also offers plenty of creative space for all the **actors wishing to organize cultural events in mountainous territories preserved in Europe**.

We intend to share our practices of **sustainable agriculture and responsible land development**. Together, we want to set up a tour for **young farmers** and students in the agricultural sector: in collaboration with the Erasmus+ programme and Interrail, the professionals of tomorrow are able to discover new practices and bring their own knowledge and experience. This would contribute to sharpening a European feeling, which is considered by these populations as the prerogative for urban centres and higher education graduates.

## Ponta Delgada – Azores 2027

As we bilaterally agreed, we see a potential for collaboration in Ponta Delgada's **Terra Incógnita** project crossing with our Walking Meditations project. Further collaboration can be developed through the focus on women and gender equality of our flagship **Be RéflexiF** and Ponta Delgada's project **Island of Women**; at the same time, Ponta Delgada's **All the Mermaids Have a Fishtail** can be connected to our project **Give Us a Chance!** focusing on group music education for children from socially disadvantaged families. Eventually, Azores could be a partner for our vision of exchange programmes for participating children.

## Bourges 2028

During our preparation phase, we have already connected to Bourges 2028. They are the “smallest” ECoC candidacy in France. Similarly, we are the smallest in the Czech Republic. We have begun linking our high schools to build future exchange programmes for students and potentially involve them in our planned **Healing School Camps**. Based on this, we are able to plan the engagement of enthusiastic French students in our annual international **Broumov Discussion** conference, opening the topic of **The Art of Resilience** in 2028. Together, we want to address the issue of the youth leaving the respective regions.

## Wrocław 2016

We are in close contact with the Wrocław Institute of Culture and in the first stage of planning our common microgrant call as part of the **Be the Decision & the Change** programme, which strives to financially and methodically (via **Microgrant Academy**) support borderless projects. These projects strengthen cross-border cooperation, build close relations between Czechs and Poles and create resilient and vibrant communities regardless of national borders.





# IV. Outreach

## Q17

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

Starting the candidacy during the Covid-19 pandemic was a source of real transformation – it reminded us on the Broumov 2028 team of the importance of activation. Our approach is to build spaces where, together with our neighbours but also with temporary residents, we can debate and actively co-create the place we live in. In the framework of the ECoC, we motivate people to start moving and set out on a journey. **Each of us is a creative pilgrim and co-creator of their community, regardless of age, gender identity, sexual orientation, religion, skin colour, education, social class or type of disability.**

We live near the national borders that have grown through us, transforming into borders that we create in our minds. Our goal is reducing such borders to mere lines drawn on maps, while also building the so-called **active borders** to support our common identity and cooperation with Europe, especially with Poland. We plan to regularly provide information on ECoC to our Polish neighbours and create opportunities to meet and participate on the culture and community as co-creators. The same with our new Ukraine residents; although we do not know how long they will stay, we need to create conditions for them to be able to participate in Broumovsko – **our common home**. Romani people have lived here since the end of WWII, but unfortunately, they often do not feel welcome by the majority. Our activities aim to lead to **Broumovsko becoming a place where everyone feels at home, forms a valuable part of the community and has friendly relations with their neighbours.**

Most old houses in the region have typical sculptural chairs at the entrance door, traditionally called “snails”. That’s where daily conversations between family members and neighbours used to happen and where family stories were told for hundreds of years before the WWII came and broke the tradition, disconnecting people and communities. Following the new settlement after 1945 as well as the recent arrival of Ukrainian refugees, we can say: “We are all newcomers here, but we want to learn from the history.” **Ponder through Timeless Connections** gives us chance to dig deeper into family archives, overcome the injustice and enrich our memory. We realize that even though we know each other, we don’t really know much *about* each other. This challenges us to try and live together instead of staying anonymous and isolated.

We have already embarked on the challenge and so far, we have been learning not only from successes, but also from our mistakes. The following bullet points are a summary of **our good practice for other pilgrims to build a resilient and living community:**

- We cannot improve the place we live in without people and their ideas, without **transparency** and without building **trust in participatory processes**.
- Especially people from marginalized and disadvantaged groups need to become an active part of the solution-finding process, **be the co-creators of change**.
- We need to create accessible safe spaces, both online and offline. **We must support solidarity, humanity and social cohesion** as values which are shared among people (and across the borders) and embedded in all activities.
- Our approach is to be close to the locals as well as temporary residents and move to **places where they live, work or spend their leisure time**. We come to them, and we spend time among them.
- We must create a **closer connection and cooperation with Polish neighbours** to build a resilient, living community and active borders.

The Locals need to be included in the monitoring and evaluation part of the ECoC project. During the Reflection phase, necessary feedback is gathered from them, followed later by the Celebration of successes or communicating our Learning from mistakes. We are not afraid to share our progress and encourage others to do the same.

Apart from face-to-face talks, media – such as information portals, regional and national newspapers and radios, social media and websites –, are means to inform and involve a wider range of people and to develop a sense of belonging with the candidacy.

Our **4-step strategy** called “**Set out on a journey**”, which outlines a process to involve as many local individuals and actors as possible, is working and we believe that it can become an inspiration for our European family, applicable elsewhere.

Let’s discover the strategy together!

### **Step 1: What’s burning? – look for common topics**

The topic of **Lightness in Connection** is crucial for the resilient and living community and the first step to building it. Our superpower in Broumovsko is **talking face to face** and then building on the outcome. Since autumn 2020, when the candidacy was launched, we have been openly talking with more

than 2500 people, plus 300 institutions and associations from the wider cross-border region. The position of **Local Participation Coordinator** was created in 2020, giving us the opportunity to be in daily contact with people and stakeholders, ask them questions, spend time with them and gather information directly from the source.

Everyone we spoke to was asked the open-ended questions: *What is the biggest issue here? What needs to be improve? We have also carried out two surveys on the future of the region with more than 600 answers and a “feeling map” with more than 200 answers from different social groups such as elderly citizens, children, youth or the Romani minority. We have visited all of Broumov’s schools to present the candidacy and asked their students: How do you see the future and what needs to change?*

The answers varied depending on social status and age. The majority sees the poorly integrated Romani minority as the main topic. On the other hand, for Romani people, the biggest issues are presented by limited job opportunities, lack of decent housing, and their being invisible (or visible only in a bad light). Young people are dissatisfied with the facilities – a lack of places to meet and cultural programmes for their age group.

### **Step 2: This is it! – inform locals**

We have organized several community events, attended by approx. 1,500 locals. The goal was to come directly to the locals, introduce ECoC, provide more information and inspire people to take part in the candidacy. We came to locations such as playgrounds, pubs, main squares, schools, kindergartens, swimming pools, etc. Together with local ambassadors, we planned events to create opportunities for dialogue, sharing, co-creation and fun. During summer 2022, Broumov 2028 also opened its door in the Monastery Café and moved its office to the region, welcoming everyone who would like to know more or actively engage. Good coffee or tea and discussion about the future of the region have proven a successful combination for sharing and initial engagement.

We also inform about the candidacy through regular posts on social media, in newspapers and on the local radio (Q34). Up until now, we have reached 22,136 people in Broumovsko and nearby regions through 5 different campaigns on social media, connected with 827 followers on Facebook (33.4% locals and HKR), 211 on Instagram (29.5% locals) and 204 through our series of newsletters. Our journey is just beginning, the numbers are growing every day and by activities like **Creative Pilgrims Festival** they will increase even more. In the future, **The Healing Points** (Q35) are going to become places where Czech and international pilgrims are able to get information about ECoC as well as starting points for their mobilisation and deeper participation.

### **Step 3: Be ready! – mobilise locals**

This is the most important phase of the strategy, and we believe that common and widely shared topics are **the engine to ignite the spark of engagement**. A uniting topic for all local groups is the **emphasis on nature and its protection** – this is the main area around which we want to activate people. We work extensively with locals to let them know about ways to get involved and accompany them to the starting line.

In this phase, we have kickstarted a diverse collaboration and networking activity with local organisations, cultural actors, interest and leisure groups (**Women’s Union, Disabled Peo-**

**ple’s Union, Romani associations like Džas Dureder, etc.**). We jointly implement events and activities, placing great emphasis on local capacities. Our aim here is not to create plenty of new projects, rather to interconnect, expand and improve the existing ones.

The community of co-creators and movers who have already joined us has a crucial role as a “source of inspiration” for those who are not yet active, but also when it comes to spreading information about ECoC. Sharing personal stories is a way to inspire and motivate new people to join our pilgrimage and something we are going to build upon during our ECoC’s pilgrimage.

### **Step 4: Set out on a journey with us! – actively engage locals**

We are still at the beginning of this journey, but we are positive that it is the right direction since hundreds of people have already joined us. Our aim is to create space for people to get engaged and become community co-creators. One example of how to support this type of engagement is the **We Love Broumov(sko)** microgrant programme (Q11). An exceptional added value of the project is that the winning ideas of associations and individuals are decided by the general public through online voting – this is thanks to cooperation with digital-participatory method Decision21. Broumovians are the ones who decide on the redistribution of the allocated money in the form of grants. As a basis for new ideas from the public, as well as artistic interventions, we have created a feeling map and collected suggestions from various groups of residents. All supported projects are based on a wide public involvement and on voluntary work as well. **The volunteering programme** (Q19) also contributes to the overall engagement of locals in various fields based on their area of interest.

In a survey conducted during the creation of CS32, we found that 60–70% of locals are not used to attending any type of cultural programme. By 2028, we want to flip that number – after 2028, 70% of locals should participate in cultural programmes and be active in the community.

This bid is written after hundreds of hours spent with locals and stakeholders, as well as people who visit the region temporarily as cottagers or tourists. It is also informed by insights gathered through workshops, focus groups and the feeling map, plus consultations with external experts and international partners. Having spent hours consulting with a range of international and national experts in community building and participation, we have also formed new partnerships which are further described in the cultural programme (Q11).

What gives us energy and enthusiasm is the **natural flow of encouragement we have been getting during our candidacy**. We were able to turn most of the distrustful and sceptical views into support by spending time explaining and communicating what ECoC is all about.

We want to inspire locals to ditch flying to the foreign lands for once, connect with their roots and look for adventures in their own environment. To sit on the “snails” again, relax, listen to the stories of our families, neighbours, temporary residents and European pilgrims, and discover the adventures together. To build new **resilient and living communities** and create new traditions in harmony with nature. And to **become a source of inspiration for other pilgrims across Europe**.



## Q18

### Explain how you intend to create opportunities for participation of marginalised and disadvantaged groups.

Broumovsko and the bordering area of Poland are together on the periphery, suffering by high numbers of debt and foreclosures, unemployment and low education level (Q3). A lot of the social issues can only be addressed by the state at the systemic level, but there is still a lot we plan to do at the regional level, directly in the place we live in, but also internationally. These topics are not only typical of Broumovsko and its Polish neighbours; they are also spanning borders and common to most of Europe's peripheries. **Let's de-peripheralise together.**

We aim to take part in improving the situation of marginalised and disadvantaged people by connecting and sharing examples of good practice with different stakeholders across the Czech Republic and internationally. We are going to use a new method called **"transversal collaboration", invented by Glopolis (CZ), Open Society Fund (CZ, SK) and Niok Foundation (HU)** to create a platform for joint planning to improve the situation of the Romani citizens in Broumovsko and in Europe. The method has the ambition to overcome deeper gaps in society and we want to explore it with various partners from Czechia and abroad. Transversal collaboration is about listening to and understanding the diverse spectrum of needs, views and ways of working and considering them in a joint development of a way forward or a solution. Additionally, we plan to use other approaches and methods such as **Community Planning Marathon** and **Social Hackathon** to work on the solution as well as joining **the URBACT network**.

A good example of how to cooperate with various partners and stakeholders, including Romani citizens, is our European project, **ONSTAGE (Q11)**. Created from the bottom up with the involvement of many cultural and educational institutions and Romani NGOs, it is a prime example of building social cohesion. The project uses the El Sistema teaching method, which is based on group learning. In the Broumovsko, the group includes children from excluded localities, Romani children, as well as children representing the majority, so that during the teaching process they have an opportunity to connect, get to know each other and build friendships. We were selected to

represent the ONSTAGE project at the URBACT City Festival in Paris (June 2022). Thanks to this opportunity, we have the chance to share our experiences, meet new potential partners and get inspiration for Broumovsko.

Both the recent Covid-19 pandemic and the war in Ukraine have demonstrated the strengths of the Czech nation: improvisation and **extremely strong solidarity** in moments of crisis. Specifically, in Broumovsko, a barter system has proven useful in terms of offering and exchanging goods, services and help. We want to build on that solidarity and ensure that it is long-term and does not affect only one group of the population or those who currently seem to be "the most in need".

### Marginalized groups

#### Romani minority

Just like small towns in general, our fellow citizens with the Romani background suffer being marginalized on a national as well as European level. We aim to help create a better image of Romani people in the eyes of the majority. We aim to take actions that promote their **destigmatisation and lead to an understanding of Romani culture** through supporting Romani leaders – increasing the capacities and skills of people who are the movers and shakers in their community as well as encouraging the community to organize different events and projects to introduce their culture and heritage.

We plan to create a space to solve issues together and improve the situation of Romani people in Broumovsko, but also in other European places – **this is our contribution to addressing European themes, with the Romani minority being one of the various minorities living and sharing similar topics across Europe**. We aim to openly discuss all related issues and challenges and involve Romani people as co-creators in finding the solution.

We have already established a close cooperation with Broumov's Romani community and motivated its members to be a part of the solution. Local Romani representatives are currently bringing to life two community projects supported by the **Via Foundation**. The first one, called "We are bROMov", includes organizing a festival of Romani music, dance and culture (July 23, 2022, approximately 450 visitors) and processing the stories of Romani contemporaries into an outdoor exhibition that

will be launched in autumn 2022 in the monastery garden and then moved to other villages. Through this project, we are giving Romani leaders a chance to become the ones who motivate other Romani people to get involved and organize more events for their own community, but also for the general public. The next project, named **Stories from the Caravan (Q11)**, is based on telling the life stories of Romani people among others. The ideas for both projects came directly from the community and both are run by Romani leaders. **Broumov 2028's role here is to give them the opportunity to be seen and heard.**

### Disadvantaged groups

Broumov 2028 aspires to open up space for dialogue on tolerance and **give voice to everyone, because we are one community; we are all on a pilgrimage together.**

#### People with disabilities

A communication methodology will be prepared to ensure all materials meet the requirements of all groups – e. g. **easy-to-read versions**. Facilities for the hearing impaired will be provided in all cultural places and the venues will be wheelchair accessible. **The volunteering programme (Q19)** offers opportunities for personal assistance, creating space for people with disabilities to participate in cultural and public life, as well as to establish new relationships through assistance. Through the project called **The Adventurers of Everyday Life (Q11)**, Broumovsko will become a place for barrier-free adventures with people with disabilities as co-creators, giving everyone else the opportunity to discover their world.

#### Elderly people

As much as the region needs more active youth, we cannot forget the older generations, who make up a large part (in some places even the majority) of the population. The trend – not only in Czechia – is to retire to the countryside, where many are looking for a quieter life.

We plan to create a space where different generations can meet, with a cultural programme that is rich and interesting regardless of the visitors' age or other characteristics. Older generations get the chance to teach the younger ones about traditions, customs or stories that would otherwise be forgotten. In turn, young people can teach their elders how not to get lost in modern technology. **The volunteering programme (Q19)** helps forge new friendships and better understanding among different groups. Another important direction of our activities is creating space for inter-generational meetings through specific projects, for example **Be a Hero Like Emerich, Stories from the Caravan**, or **Lightness in Connection (Q11)**.

#### Socially excluded groups

In Broumovsko, we are facing many social issues (e. g. uprooting, unemployment, low level of education), which are the main barrier preventing people from participation in public and cultural life, leading to socially excluded locals losing their voice. Social exclusion affects many people across the age spectrum and places of origin. Single mothers and people facing foreclosures are extremely affected by social exclusion, with 24% of the region's inhabitants facing at least one execution order and many families living in poverty or on the verge of poverty.

We aim to ensure that nobody is excluded from cultural life. The price of a ticket cannot prevent people from joining a

cultural event. As part of the **Creative Pilgrims Festival**, we plan to offer a sufficiently diverse and rich cultural experience without having to pay an entrance fee. We plan to bring culture to socially excluded localities in the region, just like we have already done with some of the community events.

#### LGBTQIA+ community

The fact that representatives of the LGBTQIA+ community are not visible in Broumovsko and other similar European small cities does not mean that they are not here. With the help of sensitive language and accessibility, we want to create a safe space for LGBTQIA+ people when they wish to be seen or heard. Through the flagship project, **Be RéflexiF**, and the involvement of drag performers, we plan to educate (not only) children to be respectful and accepting and open to "otherness". Because **each pilgrim is unique in their own right**.

## Q19

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

In recent years, Broumovsko has seen an expanding group of active citizens who devise and implement various projects to revitalize the region. But there are still many who do not participate in community life at all, and these are the people we want to focus on. Our aim is to inspire them, offer them space for their own activities and the opportunity to get involved in existing ones. Simply put, to **set out on a journey with us** as co-creators (Q17). All cultural programme and projects provide possibilities of civic engagement, and actively support it. **Creative Pilgrims Festival** is a fantastic example of how we involve as many people and communities as possible to co-create Broumov 2028 and the place we live in. **Everyone can be a Creative Pilgrim!**

The sense of belonging and identification with Broumovsko and Broumov 2028 will be promoted through the creation of the Broumov 28 Community Club, connecting local residents and entrepreneurs as well as enthusiasts and entrepreneurs from outside who want to build a relationship with our region and contribute to its development (Q26).

### The volunteering programme – Light the Spark

Volunteer work is the main direction of our participatory approach, which is why we aim to add **educational trainings in volunteering** as part of regular civic education at Broumovsko's schools and create a **volunteering programme with the motto "Light the Spark"**. In the co-creation, we plan to involve locals, especially the youth, who are the main participating group. The programme provides wide opportunities for people to **invest their free time** and help the region become a better place for living. Moreover, it is a source of acquiring new skills and work experience that can prove useful when looking for a job in the future. The programme focuses on youth, corporations and businesses (so-called **corporate volunteering**), but also unemployed people who can build their skill sets and experience through volunteering. At the same time, corporate volunteering has become very popular in Czechia during last years with an emphasis on company culture focused not only on profit, but also impact (Q26).



The programme includes **(cross-border) workcamps**, which provide an opportunity to establish new friendships across the borders – especially with Polish neighbours, but also internationally thanks to collaboration with **INEX Association**. Workcamps will be organised in cooperation with local community movers, for example with the aim to renovate churches, pilgrimage trails or community venues. The volunteering programme is just beginning, but we have already had very good experience with the **Living Landscape project (Q11)**, as part of which hundreds of volunteers across Czechia dedicate their spare time to protecting our water and natural heritage. Living Landscape is our strong partner and its focus on nature and water protection leads us back to the strong topic around which we want to engage people.



### Youth as a creative engine

Across Europe, many places similar to Broumovsko suffer an exodus of youth. The crux of the matter is often the fact that younger generations get overlooked in such places and there is little understanding as to how much the given region needs and deserves them. Teh ECoC is our chance to change this mindset, one that has been building up for years. Since young people truly are our future, how do we embrace them and how do we help them embrace the area? Our strategy to involve the youth begins with deeper cooperation with schools and leisure clubs, but also creating safe spaces with young people and for them (Q11).

A lack of high schools and universities is typical for Broumovsko, similar to the lack of adequate employment opportunities. Young people, especially high school students, tend to be active and spend a lot of time doing extracurricular activities (e. g. sports clubs, scouting, playing a musical instrument). However, there is a lack of cultural activities aimed at them (discos, clubs) and of volunteering opportunities. Thanks to many hours of discussions with young people, our cooperation with Theatre Faculty of Academy of Performing Arts in Prague (DAMU) students who conducted **20 interviews with youth coming from Broumovsko** and our presentation of the candidacy in schools, we have discovered that local youth's biggest problems include not feeling sufficiently listened to and involved in the functioning of the city and region. Nobody has really cared about their opinions before the ECoC. Broumov 2028 **gives voice to young people** and creates opportunities to involve them in the direction of the region and city with the goal of making them, in turn, more attractive to the young. And we are already doing it, for instance through the project **The Adventurers of Everyday Life**, which itself began as an idea of a young woman, the project's leader Viktorka Rys (Q11). Her project is part of

Broumov 2028's cultural programme and hopefully an inspiration for others to join the candidacy with their own ideas.

In our capacity-building strategy, we describe opportunities for the youth, such as internships for students, Erasmus+, Erasmus for young entrepreneurs, which are supported and promoted as part of Broumov's candidacy.

We are already in close contact with all schools and leisure clubs in the region and after the data collection phase, we want to deepen our cooperation even further. Broumovsko has networks of primary schools and high schools – all will be involved in ECoC. We have already started to cooperate with schools in Broumov, namely three elementary schools (one of them with more than 75% Romani students) and one high school. There is also a children's home with 50–60 children with whom we cooperate. In addition to a regular contact and keeping each other informed, we want to develop the following activities with young people as co-creators across the whole region and beyond:

- Renewal of the **Student Parliament** and its close links with city councils – young people have the opportunity to present their ideas at city council meetings in different cities of Broumovsko.
- A column in the town hall newspapers and regional periodicals – an opportunity to bring young people's perspective to everyday issues.
- Support for youth activities, e. g. in the framework of a special **grant call for young people** in the **We Love Broumov(sko)** microgrant programme, participation of youth representatives in the programme evaluation committee and specific communication strategy to reach and attract them.
- **Healing School Camps (Q11)** – an example of bringing children and teenagers closer to the wilderness, environmentally educating them and building their closer relationship with nature. This project aims to become a lab for community grant ideas as part of the We Love Broumov(sko) microgrant programme, which will then be implemented by the children to protect water, fauna and other aspects of nature. **The Art of Resilience (Q11)** aims to give youth representatives an opportunity to be a part of the discussion on current topics as well as part of the audience and co-creators.
- **Cooperation with French candidate city Bourges 2028** – our first common activity was a call for a painting on the theme of peace with ceremonial exhibitions in both Broumov and Bourges to celebrate the European Day and European Neighbours' Day. We also connected schools in Broumov and Bourges to discuss a language-learning collaboration (for example via correspondence or exchange stays). We intend to create more opportunities for a deeper cooperation and networking with schools in other European cities and countries as well.

Some young people are already volunteering for the candidacy by participating in workshops and helping us with the organization of community events. On the ECoC team, there are two representatives of youth who specialize in communication and production. Young people's voices and opinions matter to us, which is why we regularly consult all of our materials, ideas and outputs with them. **Broumov 2028 is a journey to a better future with the youth and for them.**

# V. Management

## FINANCE

### Q20

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

Year	Annual budget for the culture in the city (in euros)	Annual budget for the culture in the city (in % of the total annual budget in the city)
2019	206,623	6.74
2020	156,988	5.97
2021	102,712	6.95
2022	241,916	5.15

### Q21

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

The city does not plan to use funds from its annual cultural budget to finance the ECoC project. Bidding process expenditures have been and will be additional to the annual cultural city expenditures. Alongside the city's funding, the HKR, Ministry of Culture and several private sponsors have contributed financially to the bidding process.

### Q22

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

In order to meet the Impact principle of our ECoC project and its legacy, the city plans to increase the annual cultural spending to up to 10% of the annual city's budget after the ECoC delivery. It represents up to 450,000 Euros.

### Q23

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

Income to cover operating expenditure	In €	In %
From the public sector	20,880,000	93.7
From the private sector	1,400,000	6.3
<b>Total</b>	<b>22,280,000</b>	<b>100</b>

### Q24

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

Income from the public sector to cover operating expenditure	In €	In %
National Government	12,960,000	62.07
City	820,000	3.93
Region	3,000,000	14.37
EU (with exception of Melina Mercouri Prize)	600,000	2.87
Other (project support from the public institutions)	3,500,000	16.76
<b>Total</b>	<b>20,880,000</b>	<b>100</b>



## Q25

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

In August 2022, the city of Broumov committed to a financial contribution of 0.82 million euros to cover operating costs for the years 2023–2029. Operating expenditure for 2023 was allocated regardless of progression to the final selection.

The Hradec Králové government has already been financially involved during the bidding phase by supporting the preparation expenditures in 2021 and 2022, the grant programme in 2023, personal capacity building of cultural tourism, and it plans to be involved in some projects regardless of progression to the final selection (Q36). The support and involvement of the regional government have been strong from the beginning, and we have been communicating regularly. Financial commitment was preliminarily proposed, so it is agreed that a final financial commitment is foreseen in the final selection.

During the bidding process, all bidding cities have communicated together with the Government of the Czech Republic through the Ministry of Culture to encourage the Government in making a decision about national contributions. Openness to supporting the winning bid by 20 million euros was demonstrated by the representation on several occasions.

## Q26

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

Our fundraising strategy is based on several key pillars. In the first place, we would like to establish close cooperation with local investors and offer them impact investment opportunities. The existing Investment Club Fund Broumovsko (ICFB) plays an important role in this part of the strategy. We would also like to cooperate with various companies with established corporate volunteering programmes. It is a great opportunity to involve new people in the project while offering them a break from their day-to-day work and a chance to enjoy new experiences in an energetic environment. Another point of our strategy is the establishment of the Broumov 28 Community Club, through which we plan to connect small and major donors. Last but not least, we would like to help the inhabitants of Broumov as well as outsiders to obtain financing for their creative community projects in our region through existing crowdfunding platforms.

**Courageous communities and individuals need to be supported to build a resilient Europe.**

During the bidding process, we have involved entrepreneurs, owners of local businesses and associates in the Broumovsko Business Club (BBC) in the creation of a new cultural strategy. The key outcome is that in order to be economically relevant, we need to become an attractive investment destination for supporters. This needs to be backed in terms of service, placemaking and attitude. The BBC members have invested in culture development in the last 20 years, and they hold

a firm belief that this approach can change the environment in Broumovsko. The candidacy is the natural next step for regional development and target for investors' support. When talking to entrepreneurs and representatives of business sectors outside of the Broumov 2028 area, these investors have provided significant financial support, but also non-financial aid in terms of sharing their expertise or networks, and many intend to provide additional support in the future. This kind of enthusiasm and cooperation need to be extended even more; it shows that the **Broumov candidacy has the character of a love brand, not only from the perspective of the Broumov 2028 team, but also many other supporters and admirers of the region.** (Q33) They understand the candidacy's potential and possible impact on Broumovsko as well as the urgency of rural cities coming together.

With the ECoC project, we intend to accelerate current local practices and develop new opportunities to trigger sustainable long-term connections between the economic, cultural and environmental sectors as outlined briefly in the strategy chapter. The strategy is built on the following pillars:

### Support from local investors

In European areas like ours, where financial return on any investment is very weak if any, mainly because of size or distance, we recommend **promoting and targeting investors who seek social and environmental impact.** Therefore, in our fundraising strategy, we reach out to sponsors through the promotion of impact investment and its opportunities. The starting point is a gradual and thorough cooperation with the **ICFB.** This group of entrepreneurs is currently a regional leader in the field of impact investment and together, we aim to build on its existing experience and develop a **synergy partnership** by connecting the business sector with the cultural, social, environmental and creative sectors (Q6). Through such partnership, we will be able to connect to other entrepreneurs who can provide the energy and sponsorship needed for ECoC Broumov 2028. A digital platform under the auspices of ICFB or BBC, called **Broumov a Million Times**, would connect potential users, visitors, citizens and authentic pilgrims with specific service providers and storytellers. With the help of such platform, those interested in impact investing would be able to contribute in a much easier way.

### Corporate volunteering

**Expertise, experience and responsibility are valuable assets** to support the Broumov 2028 projects. We intend to target companies or self-employed experts to **support us non-financially** as part of their corporate volunteering programme or **CSR activities.** We welcome employees (IT specialists, marketers, strategists, creatives, etc.) to volunteer in the ECoC project or donate their goods. For us, this is a great opportunity to build capacity, but also gain new know-how or consult in fields that we are not familiar with. To the volunteers, it provides a naturally energetic environment off the beaten track, where unusually healthy connections and relationships can be formed. We believe that this approach helps develop openness, intersectoral cooperation, and that it is beneficial for both parties. Corporate volunteering is a part of **the volunteering programme** (Q19). Additionally, we plan to connect with the Vodafone Foundation and their Different Year project which offers the services of a fully paid expert for one year.

### Broumov 28 Community Club

The Broumov 28 Community Club is above all built on the principle of co-branding and codevelopment. All enthusiasts who wish to actively participate in ECoC Broumov 2028 with a wider social and environmental impact in mind can join this club – a place for both entrepreneurs and ordinary citizens who would like to contribute in an organic, “wild” manner. Membership in the club will be conditioned by an entrance contribution of 2800, 280, or 28 euros. Given the selected amount, the contributors will be divided into the **Forest, Tree and Flower membership groups**, thus receiving certain privileges or rewards from other members of the group. In this approach, new experiences are the basis of a deeper understanding between business and civic partners in the cross-border region. There is also added value in the fact that thanks to **a care programme for our donors**, a community of **partners can be built, emphasising the relation between people and landscape.**

Potential rewards include access to VIP events, meetings with VIP guests, lower entry fees or even a partnership with ECoC, associated advertising at various events, etc. For businesses, another way of joining the Broumov 28 Club could be possible – a promise to allocate a small percentage from every transaction for the entire period of 2023–2028 to the support of Broumov ECoC 2028. These entrepreneurs would receive the designation “We support Broumov 28”. This way, residents and tourists alike would be able to easily find out who supports the ECoC and decide to provide their own support. On this

project, we aim to cooperate with the most successful Czech donation platform, Darujme.cz run by the Via Foundation, through which all contributions will take place. Together with the foundation, we plan to cooperate on bringing innovations to the platform, creating new possibilities for fundraising in the coming years.

### Crowdfunding for great ideas

We would like to conclude cooperation with existing crowdfunding platforms in Poland, Slovakia and of course the Czech Republic, helping the inhabitants of Broumovsko as well as outsiders **to obtain financing for their creative community projects** in the region. Many people have great ideas, but they often struggle to find ways to fund them. This activity builds on the **Give Us a Chance!** project and is designed for those who have already received a community grant but want to develop further and learn how to work with other sources of funding. As part of this project, we plan to offer all those interested in carrying out a creative project help **with the promotion of their startup** or project on crowdfunding platforms. We are interested in attracting entrepreneurs from different corners of the world, from Africa to the Balkan states, and learn from their entrepreneurial spirit. We believe that this is a great way to involve residents in cultural events and at the same time promote cultural diversity. Also, this way, we could learn more about the various ideas and projects from the minds of the citizens, which could be selected and modified into official ECoC projects in cooperation with the organizers.



## Q27

Please provide a breakdown of the operating expenditure, by filling in the table below.

Operating expenditure	In €	In %
Programme expenditure	14,704,800	66
Promotion and marketing	3,119,200	14
Wages, overheads and administration	3,564,800	16
Other*	891,200	4
<b>Total</b>	<b>22,280,000</b>	<b>100</b>

\*Other - Unexpected expenses and expenses for monitoring and evaluation.

## Q28

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

Income from the public sector to cover capital expenditure	In €	In %
National Government	13,778,250	20.19
City	7,799,550	11.43
Region	11,015,000	16.14
EU (with exception of Melina Mercouri Prize)	28,912,000	42.36
Other	6,740,000	9.88
<b>Total</b>	<b>68,244,800</b>	<b>100</b>

## Q29

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

Capital expenditures are covered from a range of sources and are at different stages of development. Our capital projects are feasible and incorporated in the strategic development of the city and region. The cities of Broumov, Police nad Metují and Teplice nad Metují have already financially committed to cover their capital expenditure. Municipal projects to be co-funded by regional/national/EU funds are planned to be submitted in the programme period 2021–2027. Particularly the new upcoming subsidy title of MRDCZ called “Economically and Socially Threatened Areas” supports regions like Broumovsko. Involvement of national resources is thus expected through cities or support of investing entities. Direct government investment cannot be assumed because the state does not own necessary assets in the region.

In general, financing larger infrastructure projects in small cities is complicated, because the geographical remoteness or smaller community typically results in a negative Cost-Benefit analysis, and cohesion criteria are not often taken in account. Therefore, capital investment covered by the Impact investors represent an important contribution for our ECoC projects such as the **MIÝN Creative Centre** that is planned to be open by 2026 and the **Jatka ^ Foodhub** by 2027.

## Q30

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

European sources can play a big role in financing projects in the region. As the biggest barrier we see our volatile absorption capacity. This is associated with the organization of administrative and self-governing agendas in Czechia as we mention in other places. We are aware that obtaining EU funding is a very difficult process for cities and regions like ours. Many of them believe they don't even have a chance to get such funding. Therefore, we will ensure that potential EU funding and programmes are made accessible by setting up shared **European Fund Office** – 2 full-time positions that will advise applicants during the whole application process starting from 2023 and not concentrating only on capital fundings but also EU funds to cover operational expenditures. One advisor will focus on Broumov and the surrounding area, and the other on the rest of the Hradec Králové Region. The European Fund Office will most likely become a part of the Strategic Council for the Broumov region organisation. As part of our fundraising strategy to seek financial support from EU programmes and funds to cover capital expenditure, we need to build on capacities to analyse European funds, identify possible future sources (in the 2021–2027 period) and prepare for co-financing in our region.

These include mainly the ERDF (European Regional Development Fund) and its INTERREG Central Europe with an emphasis on cross-border cooperation programmes, EAFRD (European

Agricultural Fund for Rural Development), Creative Europe, Erasmus +, Invest EU, Europe for Citizens, Horizon Europe, the LIFE programme and others. We also plan to submit an application for Czech Republic's Recovery Plan.

## Q31

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

See Q38



# ORGANISATIONAL STRUCTURE

## Q32

Please give an outline of the intended governance and delivery structure for the implementation of the European Capital of Culture year.

The Endowment Fund Broumov – City of Culture was co-founded in 2020 by the city of Broumov and the Broumov Regional Development Agency (Q6). An endowment fund is a legal form in Czechia, one that can be defined as an independent entity of a financial nature, established to support activities and projects benefiting the public. If Broumov is chosen as the ECoC 2028, this entity will organise and implement the ECoC independently.

### Supervisory Board

EFBCC is headed by a supervisory board comprising of representatives of the Broumov City Council, Strategic Council for the Broumov Region, Hradec Králové Regional Government, the Government of the Czech Republic, Polish partners, and sponsors of Broumov ECoC 2028. The Supervisory board makes resources available for the framework. The Supervisory Board will also choose a chairperson.

### Committee

The Committee oversees and advises the implementation of the ECoC project and makes sure that the framework is followed by the management. Managing and Creative Director are members of the Committee together with a Polish partner, an ECoC expert, the Mayor, an entrepreneur and a person with artistic and cultural background, relations to media and international understanding.

### Advisory board

The Supervisory Board can count on the assistance of an Advisory board consisting of specialists from many different fields on an on-and-off basis. They can provide solicited and unsolicited insights. The Advisory Board essentially functions as a constant digital table of consultants with an international approach, who can share their experience and energy not only in terms of culture but also of social aspects, business, education, tourism, sports, environment or urban development. The role of European cultural experts is to safeguard the purpose of the ECoC and act as a sounding board, as we wish to develop a programme worthy of international level. Since we are building on former ECoC cities' experience, we would like to invite their representatives to join our advisory board. The Chair of the Advisory Board is a member of the Board of Directors.

### Managing Director (CEO)

Together with the Creative Director, the CEO oversees the management of the organization. Their role is to co-develop strategy planning and supervise its implementation and coordination. The CEO is responsible for budgeting and is in charge of all aspects of the programme including legal ones. Several departments answer to the CEO: Marketing & PR, Administration & Finance, HR, IT & Risk Management, Fundraising & Sponsoring and the volunteering programme. The CEO will be elected by an international selection procedure, in which experience with European cultural programming and an entrepreneurial spirit are key. We are aware that this role implies many responsibilities. That is why we will ensure to elect a competent person who can become the face of the team without putting themselves first. The ideal candidate is expected to have patience to guide, coach and mentor, to respect the team spirit and to have experience with large scale-media and event management.



### Creative Director

The Creative Director oversees the cultural programming and engagement part in close cooperation with the members of their team. They act in the framework defined in the Bid Book. In the implementation as such, they can act independently and with conceptual freedom. The Creative Director is responsible for programme planning and ensures that the activities are relevant for both international and local cross-border audiences. In the implementation, they are supported by Cultural Programming consisting of curatorial and special projects and production sub-teams. The curatorial team is a group of experts in fields such as nature, quality of life, spirituality, literature, music, theatre, fine arts, digital technology, new media, architecture, design and urbanism. Capacity Building, Audience Development, Cross-border Regional Connections, Participation and Digital Wizards all work under the Creative Director's supervision. Like the CEO, the Creative Director will be elected in an international selection process.

**European Fund Office** – regardless of the ECoC title, we plan this department to be a part of the Strategic Council for Broumovsko, therefore it is not included in the organisational structure (Q30).

**Monitoring and evaluation** – to ensure independence and transparency and avoid any conflicts of interest, an independent organisation will be responsible for the development and implementation of a monitoring and evaluation strategy, therefore it is not included in the organisational structure (Q9).

# CONTINGENCY PLANNING

## Q33

What are the main strengths and weaknesses of your project? How are you planning to overcome weaknesses identified?

### Strengths

#### Courage and determination

We are one of the smallest cities to ever apply for the ECoC, so even applying requires a great deal of courage and determination. It is the courage of all Broumovians, tired of always ending up in the last places in the rankings, who are – despite a number of unfavourable economic and social conditions – determined to change the standard of living in Broumovsko.

#### Strong regional and national political support

We have had the full support of the city management, the entire region, and the national government from the very beginning of our project.

#### Strong network of Broumovsko supporters and lovers

During the candidacy, we have found plenty of locals as well as outsiders who already see Broumov as a city of culture, one that matters. They support us in our pilgrimage by their expertise and services which they have provided pro bono or as sponsors. We are proud to have developed this network of Broumovsko's supporters and lovers, and we plan to extend it further.

#### Cultural and natural heritage in the region

Our candidacy takes place in a region with a strong cultural as well as natural heritage which has shaped the locals and can inspire other creative pilgrims across Europe. In return, they are invested in protecting this heritage and values. Broumovsko is a place which you cannot pass unmarked. We are proud to belong to this unique environment, and the ECoC boosts those feelings even more, enabling us to share them with others.

#### Broumov's focus on culture

For the past 15 years, Broumovsko has been betting on culture and working to transform the region through culture. With the help of the ECoC, our goal is to support and accelerate this transformation.

#### Poland being a stone's throw away

Some might say that Broumov is situated at the end of the world, but the opposite is true. Being located near Poland, Broumov has a huge potential to develop cross-border cooperation and active borders. As soon as we open the borders in our minds – we will no longer be at the imaginary end of the world.



## Weaknesses

### Distrust and scepticism to the ECoC competition by some Broumovians

#### Solution:

- **Active** listening, caring and sharing with Broumovians supported by clear and open communication and transparent processes are all parts of our daily work and a pillar of our Outreach programme (Q17) as well as projects such as the Creative Pilgrims Festival, Stories from the Caravan or Ponder through Timeless Connections (Q11) which invite locals to become co-creators of Broumovsko's future. Broumov's candidacy is an open participatory process, actively offering Broumovians the possibility to contribute to it.

### Limited civic engagement

#### Solution:

- We have created a 4-step strategy to increase engagement (Q17).
- Residents' needs have been our priority since the beginning of the bidding process.
- The position of a Local Participation Coordinator has been established.
- We regularly communicate with locals using online and offline channels
- Projects enhancing co-creation and community building (Q6) are planned; we approach people in their neighbourhoods. Therefore, we believe that we will gradually increase their trust and willingness to participate.

### Limited local personal capacities and expertise in internationalization

#### Solution:

- From the very beginning, external experts have been involved in the entire process, supplementing the missing capacities. We also plan to create a strong capacity-building programme. We are ready to get inspired by others, and we are actively looking for such opportunities.
- We have strong connections with the Hradec Králové region and the cross-border area, and with Europe as a source of external capacities.

### The lack of universities, university students and returning university graduates

#### Solution:

- Cooperation with a range of national and European universities and faculties on projects such as Character Education Matters, Ponder through Timeless Connections or Make(he)r space.
- The ECoC will increase the number of jobs offers with higher added value and encourage entrepreneurship in the region. Job offers will be following trends such as remote work, digital nomadism, IT and digitalization, part-time jobs, etc.
- The cultural programme and venues will be focusing on the interests of youth; young people will be its co-creators.
- Through education and work with the youth, ECoC will foster a stronger attachment to the region they come from and pride in being part of its development.

### Current strong political support may change due to political cycles or external uncertainties in terms of economy, energy, health or security

#### Solution:

- Integration of the ECoC project in the strategic development of the city and region.
- Intensive work to gain Broumovians' support.
- Maintaining a strong partnership and dialogue with the political representation.
- Developing a project management approach that can adapt to the situation.

## MARKETING AND COMMUNICATION

### Q34

#### Please provide with an outline of the city's intended marketing and communication strategy for the European Capital of Culture year.

**Creative Pilgrimage** (Q4) starts with a **connection** – something that's a prerequisite for any successful communication strategy. With the idea of **connecting in order to encourage** at the core of our own pilgrimage, Broumov 2028's marketing and communication strategy builds on 3 principles: **Space to Create Space, Experience, Openness and Trust**. We inspire individuals, communities and cities in Europe, telling them: Don't be afraid. Don't be afraid to dream. Don't be afraid of challenges. Don't be afraid to use your own potential.



#### Who do we encourage?

On the Creative Pilgrimage, there's no target audience, but **fellow pilgrims**. The ones who have already joined the journey and the ones we encourage to do the same:

- **Governance and municipalities:** small small cities, politicians, tourism participants and NGOs
- **Locals:** culture participants, non-active citizens, potential citizens

- **Temporary citizens:** young entrepreneurs, digital nomads, art & culture creators
- **Tourists:** nature-based, cultural, cross-border

**We aim to leave no one out** – no one has to be afraid to become a creative pilgrim. Therefore, it is necessary to communicate on many levels and through channels that reflect the needs of our fellow pilgrims. Within Europe, we place **special emphasis on communication with Polish and German pilgrims**, given our shared history, heritage and the geographical location of the region.

#### Why do we encourage?

To prevent losing direction in watershed moments. To stay creative and kind even when the circumstances are not. To speak up about our problems and failures. To build trust and respect. To dream big and believe in humanity. Without encouragement, all of this would be almost impossible.

As a small small city heading into something which may seem impossible to achieve, we need a good dose of courage – and we are ready to spread it further around Europe to **support the movement of impact culture communities**.

#### How do we encourage?

We encourage **through the creative pilgrim mindset**, connecting with ourselves, places we live in, and the people around us (Q10). Courage is built through space (land), experience (time), openness and trust (mind).

##### 1. #DoNotBeAfraid of space.

As a city providing space to create space (defined identity of Broumov, Q6), we encourage:

- **Governance and municipalities:** to systematically support those who want to take care of the space
- **Locals:** to not be afraid to see space as an opportunity and to open it up for the outer world
- **Temporary citizens:** to not be afraid to use the space for their visions and ideas
- **Tourists:** to explore more than a beautiful landscape – slowly, sustainably and long-term
- Special emphasis on projects: Walking Meditations, The Adventurers of Everyday Life, Jatka ^ Foodhub

76% of Czech citizens occasionally go out to the countryside, digital nomads are searching for quiet places to focus on their work, artists for spaces to create and get inspired. And most people living in Broumovsko value their privacy within the peaceful landscape but on the other hand "suffer" from unused space, hopefully waiting for change. **Our goal is to use digital forms, social media and public space to create a platform for discussion on how we explore and use the space that's given to us.** From reviving a dead city centre to methodical support for European areas to retain water in the landscape.

##### 2. #DoNotBeAfraid to share your experience

As a city with important cultural heritage, painful historical crossroads, temporary social problems, but also the courage to use our potential to build a better future, we encourage:

- **Governance and municipalities:** to support and believe in culture as an important game changer
- **Locals:** to share their experience with the rest of Europe and open up to the experience of other fellow pilgrims
- **Temporary citizens:** to become a part of Broumov, learn from its experience and use theirs to create new cultural and community-based projects with impact
- **Tourists:** to find common ground with locals, explore in depth and with courtesy
- Special emphasis on projects: Mushroom Talks, The Last Drop?!, Creative Pilgrims Festival

Being digital means staying connected and informed – but are we capable of processing all the information we receive? When we encourage fellow pilgrims to dare to share or speak up about their fears, it also includes **learning to develop a hate-free environment**, in which they can share their experience and also **slow down and find a balance** between real life and life on social media. Our goal is to cooperate with psychologists, sociologists and artists to help us process fears and emotions, creating a platform that gives people courage.



### 3. #DoNotBeAfraid to open up and trust

We wander through the Creative Pilgrimage with open hearts and lightness in communication, nurturing creativity and building connections on trust. We encourage:

- **Governance and municipalities:** to undertake responsible actions, encourage the smallest, listen and create opportunities for participation, think globally and act locally
- **Locals:** to open to other fellow pilgrims and each other, build trust among nations, majorities and minorities, but also neighbours and families, to engage in the ECoC programme
- **Temporary citizens:** to connect with local people, culture and nature, to participate in the day-to-day life and create positive impact (Q8)
- **Tourists:** to become slow culture tourists, explore sustainably, look further and actively listen
- Special emphasis on projects: Be ReFléxiF, Stories from the Caravan

We focus on building safe environments where each of us can open up and search ways to building trust through art and

culture. Special attention is paid to **growing non-violent communication, safe spaces, contact campaigns and content created for and by fellow pilgrims**. Our communication will spring from stories and encourage fellow pilgrims to actively listen in order to cross cultural and language barriers and support mutual understanding.

## Q35

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

Another important communication goal is to be immediately recognised as a European Capital of Culture, highlight the fact the EU is not afraid to support cities like Broumov and similar (rural) areas in using culture and creativity as a tool of sustainable development and development of impact culture communities.

**1. Creative Pilgrimage through Europe:** Our Creative Pilgrimage starts with the **Healing Points journey**, providing Europeans with a safe space to slow down but also to learn about Broumov 2028. We plan to set up small rooms in the public spaces of 9 different European cities between 2025–2028. This campaign will also inform about the project's connection to the EU and highlight key topics shared by Broumov 2028 and the EU, leading towards a resilient future for our communities.

**2. #DoNotBeAfraid to connect:** It's very common that small communities on the periphery and rural areas feel disconnected from the EU and its government, missing a sense of belonging. We encourage them, helping locals overcome their fear of being European and at the same time helping European governance to connect and listen to the smallest among us. We want to support the participation of European politicians in Broumov 2028's programme (Broumov Discussions and the Student Parliament) and the Education for Citizenship through cooperation with European schools and universities.

**3. Co-created welcome spots:** With local communities, we aim to co-create welcome spots in places through which fellow pilgrims arrive – bus and railway stations, parking areas – all the way from Hradec Králové to Broumov. The goal is to use this communication as a tool for connecting the community and creating a positive impact on public spaces without producing visual smog. The EU symbols will be incorporated into the spots.

**4. EU logo** will be placed on both online and offline promotional platforms and materials.

**5. Promoting EU among partners:** With numerous partners being involved in the project, we are also able to promote the awareness of the EU patronage (including its logo in partners' newsletter, venues, communication channels as well as providing detailed news to our partners).

# VI. Capacity to deliver

## Q36

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

### Local support

The idea of Broumov's candidacy was initially supported by the **Strategic Council for the Broumov region** (Q6) followed by the Broumov City Council in June 2020. The **Cultural Strategy 2022–2032** was **unanimously approved** by the City Council in June 2022. In December 2021, the **Endowment Fund Broumov – City of Culture** was established by the city and Broumov Region Development Agency to prepare the candidacy. Representatives of the city have **participated actively** in the series of CS32 workshops, cultural events or promotional venues during the bidding process. In August 2022, the Pre-selection Bid-book was presented to the City Council. The city confirms the importance of the candidacy as an accelerator of future development through culture, hence the local political support is strong across political parties in the region.

### Regional support

On 18<sup>th</sup> of June 2020, the Hradec Králové Regional Government granted a patronage over the Broumov candidacy, and the support by the regional council was declared on 21 June 2021 followed by financial support of the bidding phase in 2021 and 2022. Strong support and acknowledgment of ECoC's importance have also been declared in the **Strategy for the Development of Culture, Cultural Heritage and Cultural and Creative Industries of the Hradec Králové Region 2022–2030 (2021)** since the beginning of our ECoC journey. This was followed by financial support of the bidding phase, active involvement of HKR's representatives in the project preparations, realization or financial commitments to activities such as the grant programme for projects to be realized in 2023 in relation to our candidacy, support of cultural tourism in the region, monitoring and evaluation, and capacity-building projects. These activities were initiated during the bidding phase and are planned to be realized regardless of progressing to the final selection.

### National Support

All Czech ECoC candidates communicate together regularly with the national public authorities to agree on support and sustainable commitment for the awarded city. The goal is to deliver a project that will meet standards of the European Capital of Culture action.

## Q37

Please confirm and provide evidence that your city has or will have adequate and viable infrastructure to host the title. To do that, please answer the following questions:

a) Explain briefly how the European Capital of Culture will make use of and develop the city's cultural infrastructure.

### Traditional cultural infrastructure

Our region offers traditional cultural venues described in the cultural profile, which we plan to use for the ECoC delivery (Q3). The ECoC has accelerated future infrastructural development of **Municipal Library, Elementary Art School** and **Museum of Broumovsko** in upcoming years (Q6).

### Revitalized, informal and alternative spaces

Alongside already existing cultural spaces **revitalized historical buildings or brownfields** of a former **slaughterhouse** will be used for creative activities of the Jatka ^ Foodhub project, a **former monastery mill** will serve as the MLýN Creative Centre, and a **former granary** will be transformed into the Špejchar Creative and Community Centre. **Broumov Farms, former industrial buildings, former military fortress, former parish buildings or partly-abandoned churches** already serve as informal alternative culture hot spots. Their vibe has the potential to attract European alternative and underground cultural scene. **Broumov Airport hosts large-scale** events such as concerts and will be used for ECoC opening – Culture as a Source of Renewable Energy.

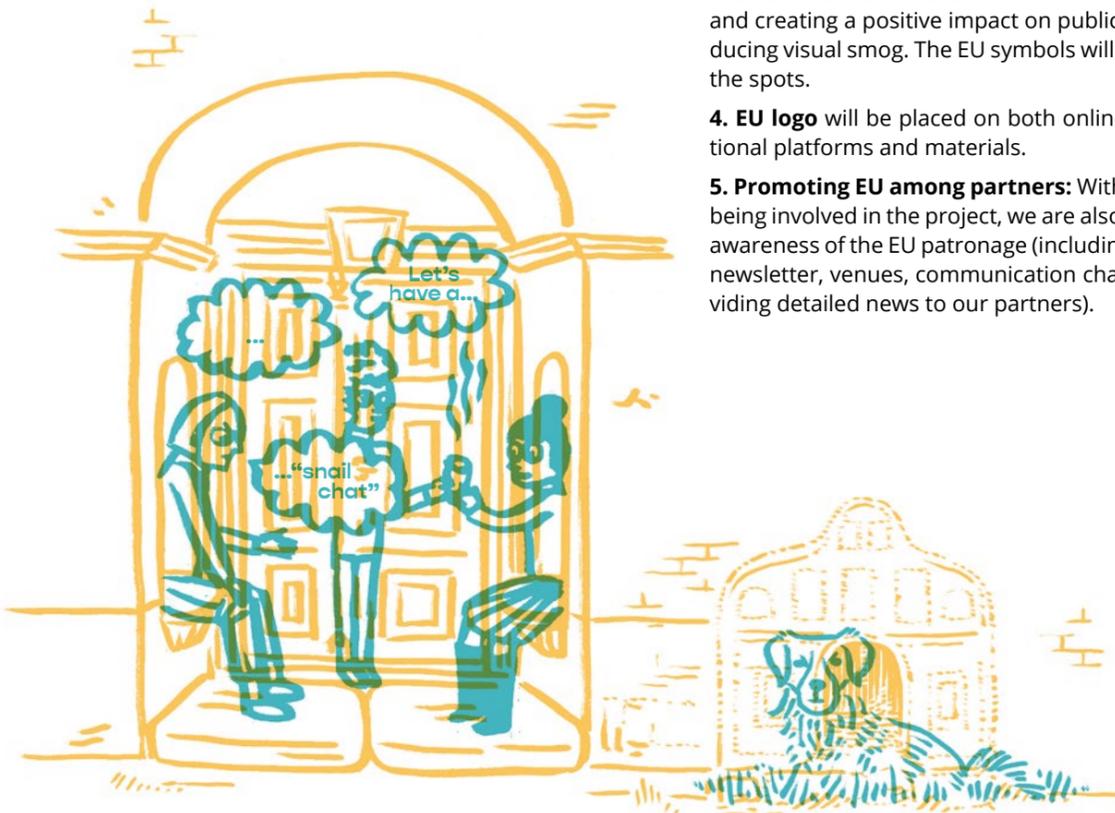
### Public urban infrastructure

Our programme will go out into the **streets**. **Non-conventional and abandoned urban spaces** and empty **green city areas** will serve to living community projects as Give Us a Chance! and Stories from the Caravan. **Temporary and mobile outdoor stages** will populate the region. The REGIONS International Theatre Festival Hradec Králové will go on its own pilgrimage in the region's cities, towns and villages and utilize abandoned or shabby public spaces to point out their future potential.

In the flagship project, Be RéflexiF, we plan to use **urban public spaces** selected by the youth. Together with artists, these places will be transformed into safe spaces for informal gatherings and leisure. The public **outdoor sport and cultural centre, Koupálo Janovičky**, will serve as a space for teenager-focused activities or various concerts, workshops, outdoor cinema, etc.

### Baroque landscape as cultural infrastructure

**Monasteries in Broumov, Neratov, Opočno and Police nad Metují** as well as other partner monasteries will be the key actors of the MonaStories project. The **Broumov monastery is a crucial cultural hub** consisting of a wide range of multifunctional spaces – thus, it can host all sorts of indoor and outdoor events, exhibitions, conferences, concerts, workshops, theatrical performances or festivals from our ECoC programme. For example, the **Drevník Hall, Abbot's halls**, and the **Drawing Room Hall** are multifunctional spaces to host



conferences as part of the Jatka ("Slaughterhouse") Foodhub and The Art of Resilience projects, but also various concerts, workshops, performances and educational activities from the programme. The **Literary House** hosts international literacy residencies, the **Gallery House** is intended for contemporary art exhibitions, the **Scriptorium** and the **Lapidarium Children's Gallery** are used for exhibitions and educational activities for children and youth. An **upcycled mobile Cultural green stage** called **the Garden** will be created to host outdoor cultural and artistic events. The **Broumov group of churches** will serve as a unique baroque background for music festivals, exhibitions of contemporary fine art and performances.

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

**Plane distances**

- 60 — 75 min.  
Hungary, Poland, Slovakia
- 80 — 90 min.  
Belgium, Denmark, Italy, Sweden, Croatia
- 100 — 110 min.  
France, Italy, Latvia, Great Britain
- 120 — 130 min.  
France, Switzerland
- 140 — 150 min.  
Ireland, Spain

**Train distances**

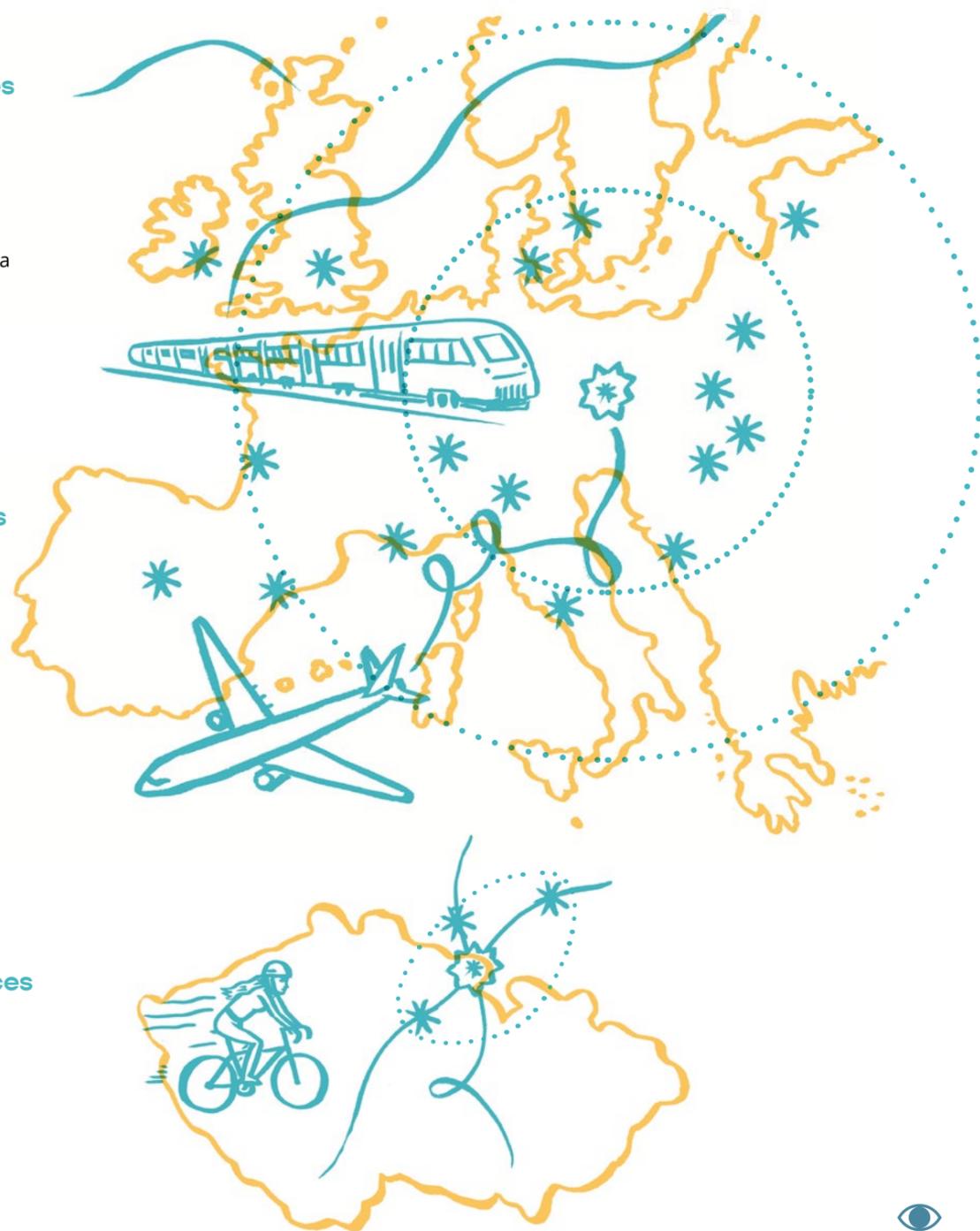
- Prague (CZ)  
225 min.
- Wrocław (PL)  
140 min.

**Car distances**

- Wrocław (PL)  
120 min.
- Prague (CZ)  
165 min.
- Katowice (PL)  
195 min.
- Dresden (D)  
215 min.

**Bicycle distances**

- Wałbrzych (PL)  
150 min.
- Hradec Králové (CZ)  
330 min.
- Wrocław (PL)  
570 min.



**Nature as cultural infrastructure**

The region's **former Benedictine trails, deep forests, fields, rocks, ponds and meadows** will help grow and enhance our ECoC programme – namely projects like Walking Meditations, The Last Drop?! or Listening to the Water (Q11). Natural landscape offers us a **borderless** infrastructure for connection and cultural expression.

**Virtual landscape**

We plan to use the virtual landscape as a cultural infrastructure as part of our digital activities, including projects like **Ponder through Timeless Connections, The Adventurers of Everyday Life, Make(he)r space or The Last Drop?! (Q15).**

**c) What is the city's absorption capacity in terms of tourists' accommodation?**

Almost 86,000 beds in 1,615 accommodation facilities are available for creative pilgrims. We can facilitate sleeping in a wide range of adventurous housing facilities. For example, Broumov Monastery offers unique accommodation in the newly renovated Benedictine cells. Other interesting options include a number of renovated traditional Broumov type homesteads from the 1850s or accommodation close to animals on one of the local farms. Glamping, couch surfing or sleeping under the trees are all possible, of course with respect to the nature and locals.

Since Broumovsko is well-known for its amazing nature and landscape and used to a lot of tourists interested in-camping, there are also 8 camps and autocamps withing the closest area. There are more than 500 beds in camp cabins and additional room for 480 caravans or tents, all providing excellent options for visitors who wish to experience the extraordinary local nature. Many schools come to our area to enjoy Broumov's nature as well as the opportunity to mingle with Polish students. This tradition is also included in our cultural programme as part of the Healing School Camps project.

The city of Broumov itself has 18 accommodation facilities with a total of 504 beds. There are another 315 hotels and guesthouses with the total of 7,296 beds in the surrounding villages within a 45-kilometre distance. However, since the entire HKR is involved in the Broumov ECoC 2028 project, the demand for tourist accommodation will be absorbed by capacities in the whole area. Altogether, there are 1,153 accommodation facilities with 50,691 beds in the HKR.

A significant part at the ECoC visitors can also stay in nearby Poland (Wrocław and Wałbrzych Counties), whose borders are just a stone's throw away. There are 462 accommodation facilities there, providing 36,219 additional beds.

	Hotels, guesthouses	Bed capacity
<b>Broumov</b>	<b>18</b>	<b>504</b>
Hradec Králové region (excl. Broumov)	1,135	50,187
Polish part	462	36,219
<b>Total</b>	<b>1,615</b>	<b>86,910</b>



In terms of cultural, urban and tourism infrastructure what are the projects (including renovation projects) that your city plan to carry out in connection with the European Capital of Culture action between now and the year of the title?

Project	Type of project	Investor	Value of investment in €
<b>Cultural facilities and tourism</b>			
<b>Municipal Library</b>	Relocation and renovation <i>Moving the facilities of one of the key cultural actors to a newly renovated building that will provide a better background for the cultural programme.</i>	City of Broumov, Ministry for Regional Development Funds	2,050,000
<b>Jatka ^ Foodhub</b>	Brownfield revitalization <i>Creation of a multifunctional food hub, which will bring new opportunities for business, production and promotion of local products and amenities for locals and temporary residents.</i>	Impact investors	2,500,000
<b>MLýN Creative Centre</b>	Brownfield revitalization <i>Building a new space for artist residencies, co-working space and research centre.</i>	Education and Culture Centre Broumov	3,000,000
<b>Public Brewery</b>	Construction <i>A mobile brewery that will travel the region and produce special beer created together with locals at each gastro facility. An example of a creative industry that will be an experience for locals and temporary residents alike.</i>	Public, impact investors	600,000
<b>Špejchar - Community and Cultural Centre</b>	Brownfield revitalization <i>Building a community and cultural centre with gastro services, headquarters and facilities for the Police Symphony Orchestra. A space for cultural and community events.</i>	PSO orchestra	3,500,000
<b>Vertical arboretum</b>	Construction <i>Construction of a viewpoint in the monastery gardens; which will double as a work of art and will increase the attractiveness of the site. It is also an example of a connection between art and nature.</i>	Impact investors	1,750,000
<b>City hotel</b>	Brownfield revitalization <i>Construction of a new hotel on the main square; which will increase the capacity for accommodation and offer authentic stays in the centre of the Capital City of Culture.</i>	Impact investors	4,800,000
<b>Visitor centre</b>	Construction <i>Construction of a new centre, which will become the starting point for many tourists. This will enhance the quality of tourist services.</i>	City of Teplice nad Metují, grants	690,000
<b>Network of Pilgrims trails in Broumovsko</b>	Construction and revitalization <i>Building a network of pilgrimage routes through the Broumov region in Czechia and neighbouring regions in Poland.</i>	Cities in the Broumov region, grants	260,000
<b>Cultural Green Stage Garden</b>	Construction <i>A stage for cultural events made of recycled and local materials.</i>	BRDA, grants	480,000
<b>Education</b>			
<b>Student Club</b>	Renovation <i>Renovation and reopening of a place for the cultural enjoyment of young people, which is now missing. Some parts of the cultural programme will happen here.</i>	City of Broumov	28,000
<b>Hradební Primary School</b>	Extension <i>The inadequate facilities will be expanded to enhance the quality of education and the opportunity for school and student activities.</i>	City of Broumov, Ministry for Regional Development Funds	3,250,000

<b>Elementary Art School</b>	Relocation and renovation <i>Moving the facilities of one of the key cultural actors to a newly renovated building that will provide better teaching spaces.</i>	City of Broumov, Ministry of Industry and Trade Funds	4,050,000
<b>Schoolyard</b>	Reconstruction <i>Reconstruction which will offer an improved space for school activities and children's own activities.</i>	City of Teplice nad Metují, grants	200,000
<b>Infrastructure</b>			
<b>Bridges</b>	Renovation	City of Teplice nad Metují, grants	810,000
<b>Local roads and parking areas</b>	Renovation and construction	City of Teplice nad Metují, grants	1,669,000
<b>Renovation of 5 streets in Broumov</b>	Road renovation	City of Broumov	8,650,000
<b>Parking lot</b>	Construction	City of Police nad Metují	1,200,000
<b>Access to D1 highway</b>	Construction	Hradec Králové region	20,000,000
<i>All of these projects will help to improve accessibility and infrastructure in the region for both locals and temporary visitors.</i>			
<b>Public spaces</b>			
<b>Mírové square and revitalisation of the city centre</b>	Redesign and revitalisation	City of Broumov	2,800,000
<b>Café Herzog</b>	Renovation	City of Broumov	200,000
<i>The main square redesign and revitalisation (including the building of the Café Herzog) will bring an overall revitalisation of the city centre not only in relation to the facades of the houses, but also the opportunities for business and cultural programme.</i>			
<b>Town square</b>	Revitalization	City of Teplice nad Metují, grants	400,500
<i>The main square revitalization will improve the quality of life for locals and tourists.</i>			
<b>Sport facilities</b>			
<b>Bike paths</b>	Traffic signs	City of Police nad Metují	20,300
<b>Sports ground in the housing estate</b>	Construction	City of Police nad Metují	370,000
<b>Sports ground in Pěkov</b>	Construction	City of Police nad Metují	325,000
<b>Sports park "Ostažská"</b>	Construction	City of Police nad Metují	1,650,000
<b>Pumptrack</b>	Construction	City of Police nad Metují	100,000
<b>Ski slope - facilities, parking</b>	Renovation	City of Teplice nad Metují, grants	320,000
<b>Aquapark</b>	Renovation	City of Teplice nad Metují, grants	200,000
<b>Bike resort</b>	Construction	Impact investors	5,550,000
<b>Clubhouse at the sports ground in Radešov</b>	Construction	City of Police nad Metují	122,000
<i>All of these investments in construction and renovations of the sports facilities will contribute to improved quality of leisure activities for locals and temporary residents.</i>			
<i>The attractiveness of the region will also increase, as will the number of venues that can be used for the cultural programme.</i>			
<b>Total investment</b>			<b>68,244,800</b>





# Broumov 2028

European Capital of Culture  
Candidate City  
Pre-Selection Bid Book, 2022

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This Bid Book is, above all, the work of all Broumovsko residents – our creative pilgrims who have participated in the preparation of the candidacy and became its co-creators. They have been our greatest inspiration and source of information on this pilgrimage.

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