Klaipeda, Neringa and Palanga – three Lithuanian cities, located at the seaside region, which may be proud of the most beautiful in Europe Baltic Sea coast with the spectacular beauty of dunes, refreshing pine forests and white sandy beaches. And these three cities - like the “sun stones” put into amber beads and each with its own distinctive glow.

Klaipeda – the only Lithuanian sea gateway to the world, the largest Western Lithuanian economic and cultural center, often justifiably called as the second most important city of the country.

Palanga – summer capital of Lithuania and the most popular Lithuanian resort. Every year hundreds of thousands of visitors from Lithuania and abroad are “sinking” in the flow of unforgettable entertainment and cultural events.

Neringa – the gem stone of Lithuania and Europe, mecca for artists and oasis of peaceful recreation. It is located in the UNESCO protected Curonian Spit, in the miracle of two waters, sand, wind, forest and dunes.

These three luminous Baltic Sea “sun stones” now has chosen a new, unifying and based on cultural breakthrough development course - Bij de Vind. It is intended only for those, who meet the major challenges and seek significant changes.

Moreover, we have chosen this course not alone, but together with Skuodas, Šilutė, Kretinga and Klaipeda district communities, which also agreed to open up, to perceive, to participate and to create together. Being more specific, we can say that this decision was made together with all the Klaipeda region, one of the most promising and ambitious Lithuanian regions.

We unite our efforts to achieve this common goal - to become the European Capital of Culture. Together we have deleted administrative boundaries, which separate us. Moreover, we directly or indirectly bring together hundreds of the region community members to outline the new course of our development.

I can bravely say that the European Capital of Culture is a given historic chance, which we, certainly, exploit today and will exploit in the nearest future!

Sincerely Yours and to You,
Vytautas Grubliauskas
Klaipeda City Mayor
Chair of Klaipeda region development Council
news and a creator of the welfare in one’s yard, city, country and all Europe. Therefore, we must use this historical chance! This is a possibility to reduce the isolation of the region, to attract creative people, to establish the workation environment for modern European creators without borders and restrictions, and create a positive synergy between the European community, business organizations and universities.

The title of the European Capital of Culture is also significant as a need to deconcentrate cultural processes in Lithuania. Cultural potential and the most important processes of the country are naturally concentrated in the capital with deep cultural traditions. Klaipeda started its modern cultural development just five decades ago, as after the Second World War it lost the seven centuries old German—Lithuanian coexistence tradition and was formed as an industrial port city. Just like then, today we are ready to strengthen cultural positions of the Western region of Lithuania, ensuring equal cultural development and availability in Lithuania. Being a strong regional centre will enable Klaipeda to establish itself as an equal cultural partner in the Baltic Sea region and Europe.

Today there are exceptionally favourable political, financial and infrastructural circumstances in Klaipeda to reach a cultural breakthrough. In recent years, with active participation of independent art community and culture-conscious politicians entering the policy field, Klaipeda City Municipality has resolved to consolidate the culture of the city as a strategic trend. Klaipeda is the first municipality in independent Lithuania to make a decision to double the funding for culture within four years period. At the same time the Municipal Council approved the Culture Change Guidelines for 2015-2020, which should help to identify, preserve and develop public cultural identity and creative potential.

The preparation for the cultural breakthrough is also strengthened by the community rally. Winning the title of the Lithuanian Capital of Culture of 2017 is one of the most prominent evidences. We believe that this will be a great opportunity to prepare for realisation of the “Klaipeda – European Capital of Culture” (hereinafter – K-ECC) program and mobilize the community for an even more ambitious project.

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

The space that inspires, where ambitious ideas are being born and implemented. That’s how today we see Klaipeda and its surroundings. The city and region, which were created through centuries by Curirians, Germans, French, Swedish, British, Lithuanians, once again calls European creators to return and discover the land of unique nature and modern possibilities, to feel an experimental artistic spirit, and create a new cultural platform for the future. The European Capital of Culture is a goal uniting the region community: to open up, to know, to participate, and through that to become an ambassador of good


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

Klaipeda city submits the application together with its partners Palanga and Neringa cities. The application is prepared in accordance with the strategic documents of Klaipeda, Neringa and Palanga cities, the guidelines of the program “European Capital of Culture” (hereinafter – ECOC), methodological recommendations 2; past, present and future ECOC reports and program analysis, Robert Palmer’s study 3, the European Union’s Baltic Sea Strategy and action plan, the European Neighbourhood Policy, as well as a various European cultural policy researches and documents 4.

Klaipeda – a city on the coast of the Baltic Sea. It is the third largest city in Lithuania (at present its population is over 155 thousand people). It is the only year-round ice-free seaport in Lithuania, the only Lithuanian linear plan city. The distance to the capital is 311 km. In 2022 Klaipeda will celebrate the 770 anniversary. Klaipeda city is unique by its multicultural historical tradition, where German, Baltic and Slavic culture traces are organically intertwined. It is through Klaipeda that Lithuania economically and culturally interacts with the Baltic countries and Western Europe.

Klaipeda city and its surrounding region is a Western Lithuanian business and industrial centre with a great potential, the leader of international cooperation and a foreign investment attraction place, with attractive resort and recreational area, an academic and cultural centre of Western Lithuania.

Klaipeda is a “beloved city”, 90% of the population of Klaipeda are proud of being Klaipeda citizens. They state that it is convenient to live in the city, here you feel free and easy. This was supported by the national population survey conducted in 2011, which revealed that the most favoured cities were Vilnius and Klaipeda. Klaipeda stands out as a city, which does not leave you indifferent. The highest percentage of respondents expressed their views on the city. Klaipeda has the second largest city fan team after Vilnius 5.
Palanga is a popular and well-known climatic and balneological resort known since the 19th century, with the population of about 17,000 inhabitants. The city is located on the Baltic Sea, 25 km north of Klaipeda. Palanga International Airport is located 7 km from the city. Palanga municipality includes Palanga, Butingė and Sventoji settlements.

Neringa is a resort city in the Curonian Spit between the Baltic Sea and the Curonian Lagoon. This is the longest (about 50 km) and the most distant western city in Lithuania, with the population of over 3,000 inhabitants. The territory of Neringa city includes five settlements: Alksnyne, Juodkrante, Pervalka, Butinge and Sventoji settlements.

In the 19th century Klaipeda became a part of the industrial landscape breakthrough in Europe and part of several largest timber transportation ports in the Baltic Sea. It kept that position until the beginning of the 20th century. In 1854 the city was devastated by the Great Fire. It’s a paradox, but thanks to that conditions for an important archaeological discovery appeared: merchant Heinrich Schlieffen, better-known as Memel in the past, and the Northern part of the Curonian Spit became a part of the Republic of Lithuania just in 1923. The border between the Grand Duchy of Lithuania and the Teutoonic Order was established in 1422 and for five centuries was considered as one of the most stable borders in Europe.

Klaipėda is the oldest self-governed city in the territory of Lithuania, 1252, held by the Teutonic Order was established in 1422 and for five centuries was considered as one of the most stable borders in Europe.

The presence of European roots in the region is attested by a number of significant names of the personalities who left their sometimes just fragmented and short-term activity traces in our land, such as German composer Richard Wagner, an astronomer Friedrich Wilhelm Argelander, a microbiologist Robert Koch, European monarchs Peter I, Alexander I, Frydrich III, the Prussian Royal family, Friedrich Wilhelm III and Queen Louise, a French landscape architect Édouard François André, one of the pioneers of the modernistic architecture Mies van der Rohe, the creator of the Israeli flag and currency name – shkel – David Wolfson, a French philosopher Jean-Paul Sartre, writers and poets, Simon Dach, Hermann Sudermann, Georg Sauerwein, Denis Diderot, Johannes Bobrowski, Agnes Miegel, Nobel Prize winners Joseph Brodsky and Thomas Mann.

Klaipėda, Palanga and Neringa are three cities, three at the same time similar and different histories. Klaipeda city, a former Prussian and German fortress, better-known as Memel in the past, and the Northern part of the Curonian Spit became a part of the Republic of Lithuania just in 1923. The border between the Grand Duchy of Lithuania and the Teutoonic Order was established in 1422 and for five centuries was considered as one of the most stable borders in Europe. Neringa is a resort city in the Curonian Spit between the Baltic Sea and the Curonian Lagoon. This is the longest (about 50 km) and the most distant western city in Lithuania, with the population of over 3,000 inhabitants. The territory of Neringa city includes five settlements: Alksnyne, Juodkrante, Pervalka, Butinge and Sventoji settlements.

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Klaipėda is the oldest self-governed city in the territory of Lithuania, which was the first granted the Lübeck law. Founded in a strategic city, the place became a commercial and confessional centre of Courland region, but due to the medieval military conflicts, and competition with other ports, till the 18th century it remained just a regional port. Nevertheless, through this area went most direct land communication artery between Livonia and the rest of Europe. And when the regular post appeared in the first half of 17th century, the path become an “official” mail tract. Since then for almost two centuries all correspondence, exchange of information, reports and news from one part of Europe to another went through the current Neringa, Klaipėda and Palanga.

During the cataclysms in Europe the city managed to thrive economically or become a politically significant entity. Thus in 1866, after Napoleon defeated Prussia, Klaipėda briefly became its capital, where rulers, ministers and manor resided. It was here in October 1807 that the October edict was signed and serfdom in all Prussia forested.

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- Baltic and Scandinavian countries as the closest neighbours are invited to participate in the program and marketing activities;
- and the most importantly, in order to strengthen ties with EU citizens, to discover common links and to cognize different cultures, the K-ECOC program will integrate into the common European cultural field.

**FEATURES OF CITIES HISTORY**

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“Due to the cyclical historical catastrophes and "migrations" from one country’s geopolitical and cultural context to the other country’s interest zone Klaipeda is simply doomed to be eternally modern: it constantly starts everything from the beginning; many times its history ended and was restarted again; it constantly needs a "new road" program. (...) Permanently being at the stage of beginning, Klaipeda will never suffer such modern phenomena of consciousness, as cultural fatigue, anti-cultural metaphysics, and the like – after all, everything needs to be created almost ex nihilo, [therefore it focuses] on openness to newness, future project development and pluralism.”

Philosopher Leonidas Donskis

Post fire Klaipeda was reborn with a new townscape, in which historicism began to prevail, and the Art Nouveau architectural styles (Jugendstil) at the beginning of the 20th century; the marine identity was emphasized by the traditionally used fachwerk style. The city centre was transferred from the old town on the left bank of the river Dange to the New City on the right bank: new stock exchange, court and post office buildings, neoclassical City Theatre and churches were constructed.

In 1854 the telegraph reached the city, in 1888 the telephone station started operating, and an electric tram ran in Klaipeda in 1904-1934. The first monuments were erected, including “Anchen von Tharau” to a German poet Simon Dach (1912), which became the symbol of Klaipeda. Cobbled streets, gas lights, the English-style court gardens by the villas like buildings created a cosy image of modern European city. Klaipeda because of its townscape and intensity of life at that time was often called little London.

Nida artist organisation, which existed since the second half of the 19th century till 1945, should be remembered here. It united various German and Lithuanian artists, total of 200, who painted the landscape and with their help the city of workers and sailors started to change.

“Klaipeda must be different from other Lithuanian or foreign cities. The fate has granted it very much – the sea and the unique historical and cultural heritage. Although the war destroyed a large part of Klaipeda, its exclusive aura remained. It is therefore necessary to foster, rather than try to "strain over" our port city to Ventspils, Amsterdam and other parts of the world.”

Gitanas Nausėda, Klaipeda born economist, K-ECOC Ambassador

After the restoration of the Lithuanian State, new changes took place, which were symbolized by reconstruction of the cultural monuments, regeneration of the former Castle of the German Order, founding of the University and Klaipeda identity search, recognising the contribution of German and other European nations to regional development and pluralism. 7

2 A collector from Klaipeda Alexander Popov has a rich collection of their works.

8 Post fire Klaipeda was reborn with a new townscape, which history became an example for the development of the city in the future. The restoration of the old city, despite the city’s urban and cultural history. The communist government formed a new “soviet socialist” city. Klaipeda became the Soviet economy province by the Baltic Sea with developed fishing industry, fleet and port facilities. As philosopher Leonidas Donskis noted, in Soviet times, Klaipeda became “quite typical industrial technopoly – a city without the sacral centre, (...) a city of desumanised architecture, dehumanized spaces, with nothing more than an industrial giants (...) and unified, faceless city “bedrooms.”

9 Cultural transformation changes began in Klaipeda in the 8th decade of the 20th century thanks to the city head Alfonsas Žalys, who understood importance of cultural development. Then began the restoration of historical fachwerk and brick houses, old warehouses, neo-gothic post office, new cultural objects were founded: the Picture Gallery, the Maritime Museum and Aquarium, the Clock Museum. Branches of high schools were opened, artists, writers, teachers were invited to the city. The stratum of the intelligentsia increased and with their help the city of workers and sailors started to change.

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Palanga, which was first mentioned in historical sources in 1265, is one of the oldest settlements in Lithuania. The fishermen village that grew by the road Kaliningrad-Klaipeda-Riga for several centuries was the main Lithuanian seaport. In 1793 Palanga was granted the Magdeburg city rights, and in 1824 when the county was acquired by Mykolas Tinklevicius the history of the town started. Wooden fishermen’s houses were gradually replaced by typical decorative Polish and Swiss resort style villas. A peer was built into the sea for the merchant ship mooring; a mansion (arch. Franz Schwechten), the Kurhaus, where resort’s entertainment and cultural events were held, was constructed; a park was founded designed by a famous French landscape architect Édouard Francois André. The resort quickly became popular among the Lithuanian and Polish nobility.

After the war, private villas and summer houses were nationalized and sanatoriums and rest homes were established in their places. Unique in the Baltic countries amber Museum was founded in the mansion of the count Tinklevicius. The modernization of Palanga (construction of hotels and spa centres, reconstruction of cultural buildings) has started a decade ago and has been successfully carried on. In 2013 Palanga was elected the Lithuanian Capital of Culture.

The first settlement on the Curonian Spit was mentioned in 1385. Historically the spit was formed as a multilingual and multicultural arena: for centuries the German, Lithuanian, Latvian, Curonian and Prussian languages were spoken here. Since 1646 the Curonian Spit became a part of the old European postal road. After the deforestation in the 16th-17th centuries, the sea-blow sand formed huge dunes that buried 14 villages. At the beginning of the 19th century, in order to avoid transformation of the spit into a desert, the Prussian government allocated funds for the Curonian Spit afforestation. Up to 1904 a protective dune was formed on the coast of the Baltic Sea.

In the second half of the 19th century the Curonian Spit became a place of resort business. The first resort Juodkrante attracted up to 2,000 holidaymakers from Klaipeda, Königsberg and Tilšt per season. After World War I, Nida resort also became popular as one of the most famous expressionist artist colony in Central and Eastern Europe. The Curonian Spit resorts attracted holidaymakers by its extremely beautiful and unique landscape. Nida was also promoted by a famous German writer and the Nobel Prize winner Thomas Mann, who built a summer house in Nida in 1930 and spent here three summers with the family.
Klaipėda University is a multidisciplinary national Baltic region marine science and study leader integrated into international academic networks, a promoter of cultural heritage and lifelong learning centre. The university was founded on January 1, 1991, and performs its activity in four faculties: Humanities and Education Sciences, Marine technologies and Natural Sciences, Social and Health Sciences, the Academy of Arts, as well as the Continuing Studies and the Baltic Region History and Archaeology institutes. The University enrolls approximately 4,500 students.

The university has more than 60 laboratories, a botanical garden, a research ship “Mintis” and a scientific-research and educational sailing vessel “Brabander” – a base developed for ongoing fundamental and applied research and experimental development activities in the physical, biomedical, technology, social sciences and humanities fields. KU carries out a state program of Lithuanian maritime sector development - the Integrated Science, Studies and Business Centre – “Marine Valley”.

KU cultural and development priorities are focused on cultural heritage of Klaipėda region and Lithuanian Minor and education of professional stage art creators. The University annually carries out more than 60 international and national research projects, has scientific and academic partners in Europe and other parts of the world; it is involved in several international funds, programs and networks.

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years, the name of Klaipeda was proclaimed in the world by Klaipeda University sport dance ensemble “The Seagull”. This is the only Lithuanian ensemble, which has four times become the World and five times the European champions.

Designers, architect community, video art and computer software developers are actively participating in the field of creative industries of the region. The VAA Klaipeda faculty, educating designers and modern art creators, LCC Innovation Laboratory, Klaipeda University and the new creative incubator “Culture Factory” play significant role in this field.

A modern lifestyle is in tune with carefully fostered traditions in Klaipeda. Presentations of Curonian traditions are held during the City Anniversary, and Parade of historic ships adorn Sea Festival. Ethnic traditions are consistently developed by Klaipeda Ethno Cultural Centre (hereinafter – ECC), Cultural Centre of National Minorities (hereinafter – CCNM) and S. Dach house. The CCNM activity objectives are to enable acquaintance with ethnic minority cultures, preservation of ethnic minority identity, their cultural activities and artistic expression, to seek full integration of ethnic minorities into life of the city, to foster ethnic tolerance and cultural traditions of a multinational city. This is achieved through a variety of ethnic minority cultural projects, traditional celebrations, festivals, concerts, exhibitions, cultural scientific conferences, seminars, lectures, discussions, etc.

Meanwhile ECC cherishes the old traditions of Klaipeda region, teaches old customs, traditional crafts, takes care of calendar festivities, organizes exhibitions, lectures, registers the ethnic cultural heritage and ensures work of folklore ensembles.

A UNESCO protected tradition of song festivals takes a significant place in the cultural life of the city. The tradition is ensured by the Song Festival of Western Lithuania, which takes place every two years. Every four years, Klaipeda region choirs, dance ensembles, orchestras, etc. participate in the traditional Lithuanian Song Festival in Vilnius and Kaunas.

Twenty years ago the Ministry of Culture of the Republic of Lithuania, the Municipality of Neringa and Klaipeda University founded PI “Thomas Mann Cultural Centre” in Nida, seeking not only to study the creative legacy of the writer Thomas Mann and his family, but also to promote Thomas Mann in Lithuania and spread humanistic ideas in Lithuania and the Baltic region, to promote and strengthen cultural and creative contacts in the Baltic States. The Centre hosts a variety of cultural events, lectures, exhibitions, the annual International Thomas Mann Festival, including a diverse artistic program (music, literature, art and cinema), where one day is exclusively dedicated to the writer Thomas Mann.

The city has a developed library network: recently renovated I. Simonaityte library serves readers across the region, while the city’s public library branches are located in remote residential areas of the city and act as community centres where residents besides the book culture can cultivate their social activity.

Unique in the entire Baltic region Clock Museum tells the history of time measurement devices, while the visitors of the city centre are welcome at the History Museum of Lithuania Minor and its branches: the Smithery and Castle Museums. The latter is located in the former German castle masonry and presents history relics and distinction of the region. Centuries-old traditions of amber in the region are represented by Palanga Amber Museum with one of the world’s largest collection of Baltic amber inclusions. The contemporary amber tradition has been fostered by Mr and Mrs Migiziriai Amber Gallery-Museum in Neringa.

The Lithuanian Sea Museum located in Smiltynė impresses visitors by its valuable exhibitions. This museum is the most visited museum in Lithuania. The gunpowder storage facilities of the former military fort now host an exhibition of Lithuanian maritime history. The aquaria present a wide variety of aquatic fauna; the outdoor pools are home for penguins, seals and sea lions; and in the Dolphinarium, which was renovated just last year, spectacular dolphin shows are held.14

14 City and region institutions, the major festivals and events presented in detail in the Annexes.

15 Sailboat course to the wind when its diametral plane perpendicular to the wind direction or wind blowing from 0° to 88° degrees.

The concept of the programme emphasises a new outlook, not trying to set the status quo to the residents, but granting categories of openness, freedom, mobility and change. Awakening of a local resident / community (not excluding the professional creators and participants), their involvement into creative activities and their reflection, opening up to new ideas and challenges, cooperation and communication with each other and with the environment, symbolizing changes in mind (focus on critical, tolerant and creative personality) should become a new urban vitality essence.

“By the wind” – is the direction for the ones meeting the greatest challenges as well as seeking for significant changes. The goal of the program compilers is to direct creative forces so that they would maximize the use of their human resources and funding opportunities for the implementation of qualitative and innovative art projects, which could be realized in the long run.

As each seafarer needs good navigation skills and instruments, so K-ECOC program concept provides a series of measures to help a participant to engage into a creative processes and discover the

The basis of K-ECOC program concept is the unique identity of the sea region, including a huge cultural potential, and yet – only fragmentarily recognized and revealed at the Baltic region and the pan-European level. The Baltic landscape, together with the wind and water land character is what unites Klaipeda, Palanga and Neringa, and at the same time it is the foundation of own self and the uniqueness. As a symbol of K-ECOC program a metaphor of a sailboat ploughing the sea and catching the best wind direction was chosen. For highlighting the qualitatively new city development stage a marine term – by the Wind (Dutch: Aan de wind; Danish: Bidevind)15 has been selected.

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As each seafarer needs good navigation skills and instruments, so K-ECOC program concept provides a series of measures to help a participant to engage into a creative processes and discover the...
most needed content. Thanks to the cultural navigation visible or notional cultural landscape layers will be disclosed. Particular attention is given to artistic and cultural projects of European dimension – “Cultural Lighthouses”, which will rise above the local horizon and inspire the search for new perspectives, a broader approach, a wider range of viewing angles. Different cultural experience scenarios will personalize one’s experience, to connect to a variety of projects, discover an intimate creative relationship with program participants, artists. The ability to integrate into the daily life of this region, to interfere in their private space (special K-ECOC residence program for guests of the city), will provide an opportunity to experience the local culture at all facets.

Dynamic development of Klaipeda and the constitutional population change, rich multicultural history, unique natural landscape and cultural potential draw basis of the K-ECOC direction “Changing identity”. These are conceptual cross-sections, allowing to raise essential questions of existence, helping to purify oneself and grasp one’s essence, the relation with nature and the universe. From professional participants and artists deep and strong insights, that will help to stir the comfortably dozing consciousness, are expected. The current European realities and challenges of migration will certainly be relevant for several future generations. Klaipeda region, accustomed to the constant change of the population, can share the historical experience, and relying on it help people to find new solutions.

The concept of K-ECOC direction “Workation” pays a special attention to the space and its perception. The land where the winds rejoice accelerating and frolic, liberate the human spirit also. Vast view, wide horizon is a gift to anyone who desires to escape from everyday life, abundance of thoughts. The people of this land appreciate space, its immensity, because it is here that the soul has room to spread its broad wings. And it is not surprising, that it is an ideal place for recreation and rehabilitation. Thus Neringa beaches are included in the top five of the most beautiful ones in the world. Palanga is a summer direction for many Lithuanians. The ability to break out for a few weeks to the sea – realization of a dream for many of the country’s population.

Staying on one ship is a symbol of the high mastery, friendship, and understanding. Sailing is more than just a sport or pastime. This is a way of life, when moments of joy and synergy with nature are celebrated. This is a form of rest, but at the same time it is an active work. Klaipeda region is very favourable for the fast-growing popularity of workation: reconciling work and vacation. Unique health resort facilities for several centuries have been especially valued by various artists, writers, and travellers, who find here perfect space for creative inspiration. Fostering deep and successful artists’ colony and residence tradition, K-ECOC program includes plans for the development of European artists’ mobility platform, providing new and dynamic cultural processes in the region.

On a vessel everybody is important, all participate in and contribute to the smooth sailing. This is a metaphor of a participatory community. The concept of K-ECOC direction “Vibrant Community” aims to promote communities’ creativity and public activity by involving members of the community into implementation of the cultural program, the processes of spatial transformation of residential blocks, allowing them to become co-authors of the program fulfillment and local spiritual conceptions. The Soviet period blocks of apartments and scattered city outskirts require special transformation. Such activities encourage pride for one’s land, a sense of responsibility, pass on creative skills and ensure acceleration of cultural processes and their continuity, as well as creation of new traditions and formation of identity.

Implementation of the K-ECOC program is based on the pursuit of a true breakthrough. By activating the rich and diverse cultural landscape of this region, it is aimed to release the nested here creative potential. The program content encodes synergistic inter-field connections that will enable to combine various spheres through creative experience, and will help the participants and observers of the process to proceed to broader European cultural waters. For this reason, K-ECOC program foresees the “Future Culture” direction with projects aimed at cooperation with institutions and researchers of academic, business, tourism, innovation, technology and other areas. As at a port, where regular exchange of commodities and goods are present, the same in the culture – artistic and intellectual exchange connects us with the whole Europe through the creative industries and smart culture.

In summary, a vision of program “Klaipeda European Capital of Culture” is creation of a new European cultural platform – creative port – for local citizens and temporarily residing people, which will inspire challenges and consolidate changes towards artistic innovations and community vitality.

LONG-TERM STRATEGY

1. Describe the cultural strategy that is in place in your city at the time of the application, as well as the city’s plans to strengthen the capacity of the cultural and creative sectors, including through the development of long-term links between these sectors and the economic and social sectors in your city. What are the plans for sustaining the cultural activities beyond the year of the title?

In a study conducted by the order of the European Commission in 201016 on the contribution of culture to local and regional development; based on the use of structural funds practices, three priority areas, in which culture contributes to the objectives of the EU’s Structural Funds were identified: 1) culture increases attractiveness of the Member States regions and cities; 2) promotes innovations, entrepreneurship and development of knowledge economy; 3) helps to create more and better work places. The same study states that only interrelated economical activities, forming clusters and using cultural resources, can have a significant impact on the growth of regional economy, contribute to regional identity and increase its attractiveness. For this reason, it is necessary to pay attention to development of economic activities exploiting the regional local cultural resources, to promote their interoperability and relationships with cultural activities.

These principles are emphasized in the Lithuanian Regional Culture Development Programme for 2012-202017 and the strategic development plan of Klaipeda City Municipality for 2013-202018, where,
three city development priorities are singled out: 1) healthy, intelligent and secure community, 2) sustainable urban development, and 3) increase of city competitiveness. The latter development trend is associated with the implementation of cultural means. It should be noted that the document founded a broader modern approach to culture as a stimulant of city competitiveness at the national and the Baltic Sea region scale. In order to achieve the strategic goal of “Formation of the cultural identity of Klaipeda, integrated into the Baltic Sea region cultural space”, the following tasks were set:

1. Strengthen maritime identity;
2. Update and create new original public cultural spaces;
3. Develop a cultural partnership in the Baltic Sea region;
4. Create conditions for the development of cultural and creative industries.

After assessment of the current situation in the city of Klaipeda: cultural needs of the population, provided cultural services, their quality and the level of consumption, activity of various cultural subjects, providing services under market conditions, Klaipeda Municipality has prepared and by the decision of Klaipeda City Council of January 29, 2015 approved Klaipeda Municipality Culture Change Guidelines for 2015-2020. This document aims to define the direction of cultural development for the period 2015-2020 and create conditions for the implementation of the objectives set out in the strategic development plan of Klaipeda City Municipality in 2013-2020, as well as the essential changes of the city cultural policy, that would help to reveal, preserve and develop the public cultural identity and creative potential.

The following cultural transformation priorities were identified for 2015-2020:

1. **Promotion of cross-sectoral interaction.** The goal is to establish culture as a strategic Klaipeda Municipality development direction, increasing its impact on the city’s economic development and the role in the implementation of cross-sectoral initiatives.
2. **Strengthening of the cultural identity.** The goal is to form the city’s cultural identity, integrated into the cultural space of the Baltic Sea region.
3. **Increase of culture accessibility.** The goal is to promote cultural and creative activity of the community, to increase cultural openness to various strata of the society.
4. **Communication.** The goal is to create a well-functioning system of Klaipeda culture communication and image formation.
5. **Improvement and monitoring of the cultural sector services and the infrastructure.** The goal is to improve the management of cultural services, to upgrade the physical infrastructure, to enable provision of new quality of services which will stimulate more creativity of the society and the development of cultural tourism. Assessing culture as a public self-awareness and self-expression factor, generating the added value in various areas of public life, one of the most important objectives of cultural change guidelines is a closer interaction of cultural and creative sectors of the city with the institutions of higher education, education, business, tourism, urban development and social sectors. Intersectional cooperation and collaboration will contribute to long-term community change and the dissemination of progress values.

Below is a table of results and means of culture change guideline for 2015-2020 presented.

<table>
<thead>
<tr>
<th>No</th>
<th>Goals</th>
<th>Means</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Direction 1. Promotion of cross-sectoral interaction</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>To relate cultural policy with other municipal policies and create an effective model of cooperation among institutions, as well as closer cooperation between culture and business sector, academic society and NGOs</td>
<td>1. Cross-sectoral cooperation guidelines and methodical recommendations for the municipal cultural institutions have been prepared; 2. Relevant cultural seminars, workshops are held, cultural field studies and analysis are being conducted.</td>
</tr>
<tr>
<td>2.</td>
<td>To create favourable conditions for the development of creative industries, to ensure initiation and development of ambitious cultural projects, to promote economic activities exploiting city’s cultural resources, their clustering and interaction with cultural activities</td>
<td>1. The monitoring for changing all orders of program financing has been carried out; 2. The &quot;Cultural Quarter&quot; has been formed in the Old Town enabling activity of businesses, culture and creative organizations of various fields.</td>
</tr>
</tbody>
</table>
| 3. | To increase the funding of national and international festivals that are representing and embodying city’s cultural identity the most | 1. Completed project of Lithuanian Capital of Culture 2017 “Klaipeda – an ice-free port of culture”;
2. National and international awareness of the representative festivals of Klaipeda city has been enhanced;
3. An application for European Capital of Culture competition “Klaipeda – European Capital of Culture 2022” has been prepared and preparatory work has been done in case of success;
4. Annual International Klaipeda cello forum has been initiated and organized;
5. An International cultural festival “Europeade”, an International Choir Championships, or other similar international events has been organised. |

| **Direction 2. Strengthening of the cultural identity** | | |
| 1. | To study, actualize, capture, store and promote the maritime cultural heritage and marinishic creative legacy in physical and digital forms, to facilitate broader understanding of maritime cultural heritage | A program and register of the maritime cultural heritage objects (values) representing city’s identity and their usage for cultural tourism is prepared with a set of recommendations for the cultural and business entities regarding the usage of the above mentioned values in practice |
| 2. | To employ marine culture signs, small architectural forms for improving the city's visual image, promoting and developing cultural and recreational activities by the water bodies | The cultural tourism route “Weatheravens – regional cultural tourism connections” implementation continues, and other similar projects are being implemented. |
| 3. | To foster ethnic cultural traditions of Lithuania Minor | Upgraded exposition of Lithuania Minor History Museum, responding to the smart society and cultural needs. |
| 4. | To initiate and activate participation in the Baltic Sea region cultural programs | Prepared concept of art heritage preservation in Klaipeda and the action plan has been implemented. |
It is important to emphasize decision of Klaipeda City political parties, represented in Klaipeda City Council, to increase funding for culture. On April 14, 2015 Klaipeda City Council ruling coalition agreement was signed, and in the Annex “Move forward, Klaipeda!” there was introduced an objective to double the funding for the cultural sector in four years. The decision was integrated into the city’s strategic plan of 2016-2018. The funding increase is oriented towards increase of program funding aiming to a proportionate financing of independent and budget sectors.

The volume of the cultural sector funding in a percentage and financial terms is listed below:

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>The percentage share to the cultural program of the total municipal budget</td>
<td>2.84 %</td>
<td>3 %</td>
<td>4 %</td>
<td>5 %</td>
<td>5.68 %</td>
</tr>
<tr>
<td>Financial culture program funding expression* (mln. EUR)</td>
<td>3 638.5</td>
<td>4 459.4</td>
<td>5 699.4</td>
<td>6 440.1</td>
<td>7 277.0</td>
</tr>
<tr>
<td>The percentage share of culture program funding for the maintenance of budgetary cultural institutions</td>
<td>83.9 %</td>
<td>80.5 %</td>
<td>69 %</td>
<td>60 %</td>
<td>50 %</td>
</tr>
<tr>
<td>The percentage share of the cultural program for financing projects of creative organizations and the NGO’s sector</td>
<td>16.1 %</td>
<td>19.5 %</td>
<td>31 %</td>
<td>40 %</td>
<td>50 %</td>
</tr>
</tbody>
</table>

* Preliminary figures are presented, the basis for calculations – municipal budget of 2015.

According to the Palanga’s Strategic Development Plan for 2020 the city aims to develop cultural, sport, entertainment services, and to increase awareness of the resort as well as an attractive image of the city. The main tasks of the cultural sector are:

1. To modernize and develop the infrastructure of natural, cultural and institutional objects; to reconstruct and modernize buildings of cultural institutions, to renovate and maintain immovable cultural heritage by establishing Palanga region museums and improving the conditions for cultural activities and enriching the material base;
2. To develop the culture and art activities of public (non-profit) organizations, stimulating and supporting cultural projects, preserving and promoting ethnic culture and traditions.

Neringa Municipality’s Strategic Development Plan for 2014-2020 emphasizes that Neringa is a seaside resort with unique landscape and harmonious environment, with exclusively welcoming community, a safe and attractive environment for life and recreation, quality and exceptional services for tourists and visitors, and fostering cultural, historical heritage and unique ethnic culture. The city’s cultural strategy objectives are as follows:

1. To develop facilities for leisure, culture and sports and its accessibility by improving the quality of the city’s cultural tourism image and emphasizing Nida as one of the artists’ creation centres in Central and Eastern Europe.
2. To establish an international multipurpose cultural and artistic centre; to create a museum of the Curonian Spit household, sustaining colour of the genius loci and value of the ethnic traditions; to reconstruct the summer stage with a concert hall of Ludwig Reza Cultural Centre in Juodkrante.

Permanent monitoring of the change guidelines and strategic documents of the cities would allow to assess the achieved results and to develop further strategic action plans and culture policy documents for 2020-2025. Thus, the achieved strategy results and preparation for the ECOC year will strengthen aspirations of cities’ management and communities to pursue goals and implement them not only in 2022, but also after the termination of the ECOC year.

We believe that the cross-sectoral and international projects, cooperation and interaction of the different areas as well as communication links born in the context of preparation and implementation of the ECOC will be further developed after the ECOC title year. This will be ensured by integration of the most proven K-ECOC year projects in the strategic cultural plans of the cities, using the developed infrastructure platform of the ECOC year for further development of regional cooperation among the regional partners.
General and specific objectives of ECOC program actions are directly reflected both in the city aims to become ECOC and in the priorities specified in the cultural change guidelines of Klaipeda city. Below is a table of cohesion of city and the ECOC action goals presented:

<table>
<thead>
<tr>
<th>ECOC action goals</th>
<th>Goals of Cultural Change Guidelines of Klaipeda city</th>
</tr>
</thead>
<tbody>
<tr>
<td>To foster cultural contribution to sustainable urban development in accordance with their respective strategies and priorities</td>
<td>To consolidate culture as a strategic direction development of Klaipeda Municipality, increasing its impact on the city’s economic development and its role in the implementation of cross-sectoral initiatives</td>
</tr>
<tr>
<td>To protect and promote cultural diversity in Europe and highlight the common features, as well as strengthen citizens’ sense of belonging to a common cultural space</td>
<td>To promote cultural and creative activity of the community, to increase cultural openness to different strata of the society</td>
</tr>
<tr>
<td>To increase the scale of cultural supply, the diversity and European dimension, and among other things, in cross-border cooperation development</td>
<td></td>
</tr>
<tr>
<td>To expand access to culture and participation in cultural activities</td>
<td>skatinti bendruomenės kultiūrinių bei kūrybinių aktų vykymą, didinti kultūros atviraus įvairių visuomenių sluoksniams</td>
</tr>
<tr>
<td>to increase the cultural sector’s capacities and strengthen its links with other sectors</td>
<td>To improve the administration of cultural services, to upgrade physical infrastructure, to enable a new quality of services, encouraging public creativity and cultural tourism development,</td>
</tr>
<tr>
<td>increase international awareness of cities through cultural means</td>
<td>to create a well-functioning culture communication and Klaipeda city image formation system</td>
</tr>
</tbody>
</table>

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)?

The modern cultural policy trends in European, national and local municipal context are oriented to the all-embracing cultural concept, treating it not only as the mean of citizens involvement, artistic expression, heritage preservation, professional art dissemination, but also as a factor, forming the city image, enhancing tourism and stimulating economy. While implementing the K-ECOC program it is committed to follow the same approach and achieve the sustained results listed below:23:

**Cultural results:**
- Klaipeda region is a strong European culture centre and each municipality, involved in the project – a distinctive cultural core;
- The enriched regional cultural identity – source of self-esteem and cultural and tolerant community, proud of its city;
- A platform of European artists’ mobility, ensuring new and dynamic cultural processes in the region and raising young European talents;
- Local context enriched through the cultural dialogue between Klaipeda region and the European citizen;
- Regional heritage actualized by employment of smart technologies is a part of European cultural history.

**Social results:**
- Critically thinking, civic community – active initiator and creator of regional changes;
- Cross-sectoral cooperation and interdisciplinary synergy – a catalyst of successful regional development;
- Inclusion of communities and humanization of public spaces – a guarantee for sustainable development of the region;
- The resource-saving, environment friendly way of life – an indicator of harmony within nature, cultural heritage and city.

**Economic results:**
- Successful cultural and economic interaction – increased competitiveness of the region;
- The result of effective regional culture communication and marketing system – developed cultural tourism market;
- Upgraded and engaged infrastructure of culture and public spaces – suitable place for workation.

Describe how you plan to monitor and evaluate the impact of the culture capital name on your city and to disseminate the information on the evaluation results. Particular attention should be paid to the following questions:

- Who will carry out the evaluation?
- Will concrete objectives and milestones between the designation and the year of the title be included in your evaluation plan?
- What baseline studies or surveys - if any - will you intend to use?
- What sort of information will you track and monitor?
- How will you define “success”?
- Over what time frame and how regularly will the evaluation be carried out?

A detailed K-ECOC monitoring plan will be prepared and carried out by Klaipeda University Social Change Study Centre (SPSC). Its’ core consists of professional sociologists, knowledgeable and engaged in quantitative and qualitative research, having experience in similar projects. The monitoring and evaluation work team will involve 8-10 people. SPSC has the necessary analytical equipment for public opinion research, media content analysis, conducting focus-group interviews and GIS analysis.

Although the European Commission quite clearly identifies the evaluation structure, sources of information and indicators24, the monitoring plan will be developed in consultation with institutions from Liverpool and Turku ECOCs, which carried out the impact analysis of the project, as well as with ECOC of 2019-2022 project developers. The main impact assessment plan preparation principle is not only aimed to assess local changes but also to ensure overall compatibility and comparability of the impact indicators of projects of different cities and countries.

23 Results are partly correlated with long-term results of Lithuanian Progress Strategy “Lithuania 2030”. Access: https://www.lietuvos2030.lt/lktuj-rasionalines-pasiagos-programa

The SPSC detailed monitoring plan would be drawn up after the first proposal evaluation phase (the second half of 2016 - beginning of 2017) and would be present with the final application of K-ECOC. The plan would include particular monitoring and evaluation objectives, their compatibility with the K-ECOC goals, the methodological solutions, indicators, sources of information, target groups, cooperation actions, the chief executive group, the budget, possible sources of funding and public awareness-raising methods.

The European Commission suggests that the ECOC evaluation would be based on a long-term information collection and comparison of indicators of three time periods:
1. 2018 – assessment of the situation after the nomination of winners.
2. End of 2021 – assessment of the situation before the beginning of the year of nomination.

With the consideration of these recommendations, the monitoring is appropriate to start from the beginning of 2017, when the ECOC bid results will be known.25 During the period of 2019-2022 the SPSC will draw up an annual monitoring report in the first quarter of each year. In the third quarter of 2023 the final report summarizing the observations of the previous years and showing the K-ECOC project within more general context of ECOC will be presented. Such evaluation model allows to assess the direct impact of the ECOC project and intervention in a short term perspective. In order to see a long-term ECOC project impact, it is proposed to carry out the re-evaluation of the cultural field after 5 years. Since the monitoring system will be developed in the K-ECOC project, and many statistical indicators will be made publicly available, it is reasonable to repeat K-ECOC impact assessment in 2027 and to outline the changes. For this purpose not only statistical indicators (the flow of tourists, accommodation dynamics, number of events, and municipality investment in culture) should be re-NEWED and analysed, but also qualitative interviews with the K-ECOC project developers, politicians, creative community, cultural experts and managers, urban planners and scientists should be conducted.

The most important sources of information and methods of monitoring the K-ECOC. The project plans to include three cities: Klaipeda, Palanga and Neringa. Monitoring will be carried out in all areas, taking into account not only the total K-ECOC impact of the project, but also assessing changes, spatial spread and intensity of events in each area. When assessing the regional differences GIS analysis will be applied.

1. Population surveys: international, national and local.
   The EC proposes to use civil population surveys to determine attitudes of local people to the European cultural diversity, their European self-awareness and knowledge of the ECOC, participation in ECOC events and their assessment, the effectiveness of the ECOC publicity, visitors’ opinion and assessments. It is not relevant for K-ECOC organizers to render special international surveys, as the Eurobarometer surveys on European citizens’ opinion is being carried out on a quarterly basis, where people are asked about the most important European political agenda and European identity issues. Since 1997 Klaipeda residents are always included into the survey sample. The European awareness changes from 2000 until 2022 will be evaluated from these surveys (survey data analysis is available to the public). This survey also provides an opportunity to compare different regions and cities, which will clearly contextualize the dynamics of change.

   Starting the K-ECOC, the organizers should refer to the European Commission with the proposal to include 3-5 questions related to the ECOC into the standard Eurobarometer survey from 2018. The questions will allow finding out the awareness of ECOC projects, to see if the designated cities of the year are known and if people plan to visit the ECOC of the year. Such a questions block would be very beneficial to the European Commission, since it would allow assessing and comparing individual ECOC project promotion effectiveness in the long run perspective.

   National population survey would enable to assess the awareness of the K-ECOC in the country, intention to visit the city, assessment of the visited events, general opinion about the K-ECOC and Klaipeda city sights. For the purpose of monitoring the K-ECOC organizers should use the existing Omnibus type surveys practices.26 In 2021, 2022 and 2023 it is appropriate to include in this type of survey a 10-15 question block on K-ECOC.

   25 Preliminary K-ECOC monitoring calendar is presented in annexes.
   26 These are representative national surveys (sample size – 1000-1200 respondents), performed throughout Lithuania each month, when a few important issues are included into a common type of questionnaire at the request of a client.
4. Collective interviews with focus groups are dedicated to find out the expectations concerning K-ECOC and the project impact perception of different social groups, which are directly linked to the city’s cultural field and the K-ECOC. It is appropriate to conduct focus-group interviews twice: 1) at the beginning of 2021, focusing on the discussion on the K-ECOC expectations, visions, plans and problems; 2) at the beginning of 2023, to discuss the project’s impact, fulfilled and unfulfilled expectations, problems, cooperation and urban city’s cultural policy visions.

5. Individual interviews with experts are intended to find out how the K-ECOC project is evaluated by cultural field professionals, art critics and cultural managers. It is appropriate to question up to 10 experts in Lithuania and about 10 experts from other European countries. It is expedient to question scientists of the cultural events studies (especially interested in ECOC projects), ECOC project managers (of the past and future) and national and European cultural policy experts. A specific list of experts will be formed in 2020, considering the composition of experts and professionals on the date. And the interviews will be carried out at the end 2022 and the beginning of 2023.

6. General statistics on tourism and culture sectors should show a general trend of changes during the implementation of the K-ECOC:
   1) The dynamics of the tourism sector (number of visitors) could be assessed by the data on the number of tourists visiting TIC and accommodation sector employment provided by the national Tourism and Statistics Departments. For the assessment of K-ECOC it is appropriate to compare annual data for the 2004-2023 period.
   2) General indicators (financial investments, the number of spaces, the number of organizations, supported cultural projects by municipalities, the number of visitors at municipal cultural institutions, and so on.) of the cultural sector are regularly collected by municipal administrations and submitted in annual reports. The change in the cultural sector will be identified by comparing the data of 2010-2023.
   3) For the evaluation of the K-ECOC it is appropriate to extend the information on the span of cultural events in the city / region. Since 2017 it is necessary to register the cultural events and projects that fall outside the municipality accounting. Such information would allow comparison of dynamics and interaction of various cultural sectors: public, commercial, independent, sub-cultural – and assessment of the K-ECOC project’s impact on the overall cultural sector. For this purpose, general information about the number, nature, scope and international dimension of the city events is enough. The nature and method of the collection of information will be set out by SPSC.

7. Collection of the information about K-ECOC events/projects: a number and nature of events, places, visitors, volunteers, financial terms of the project, feedback from participants and event mentors, etc. This information will be analysed in the context of other indicators and compared with ECOC project evaluations in other cities / countries.

2. EUROPEAN DIMENSION

Elaborate on the scope and quality of activities:

- promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens;

European cultural identity and diversity, ability to start a constructive and creative dialogue between cultures is not a new experience to Klaipeda, because unlike many other Lithuanian cities, it has always been and it is now a multicultural communication city having pluralistic, liberal and tolerant society features typical to modern European cities.

In the context of Lithuania Klaipeda and the region singles out by its historical distinction: by multiculturalism, fostering of the Evangelic culture, the results of the activity of great names of history and artistic movements; maritime activities and the unique landscape developed by mutual harmonious efforts of humans and nature. These factors account for ability of local seaside people to get along with other nationalities peacefully and with tolerance. A good illustration of that is the fact that nowadays there are 8 Catholic churches, 4 Orthodox churches, 2 Old orthodox churches, 1 synagogue and 3 Evangelical Lutheran churches in the region.

Being the eastern most country in the European Union, relations with our eastern neighbours are extremely important and relevant for us. Given the current geopolitical situation, it is clear that a smooth cultural dialogue between East and West is important to decrease the rising tension and increase mutual understanding. In the 21st century the historic Postal road takes on a new concept of connection and new forms of contact between the East and the West. For centuries Klaipeda was a gateway to Western Europe and now it can become a cultural bridge to the East. Collaboration between Klaipeda city and the neighbouring Kaliningrad region (Russian Federation), which boarders with the Klaipeda region, enables perspective cultural exchange possibilities with creators of the post-Soviet republics (Belarus, Ukraine). This is particularly important in terms of the European Neighbourhood Policy and the new EU cultural priorities. Recognizing common historical experience, socio-cultural knowledge, language skills and Eu-
Klaipėda region is notable for its urban face: architecture of Palanga and Neringa villas, the old star-shaped fortress of Klaipėda city fortification features, fachwerk and Arte Nouveau signs in the seaport city. Inevitably border zone marked for centuries by the demarcation line intersects with the peculiarities of the ethic culture. At the same time it is a city, which in the course of history is constantly reviving and being transformed, a cultural transit space suitable to inspire conversation about currently changing identity environment and peripatetic and mobile inhabitant of this land. One of K-ECOC program directions (“Change of the cultural communication among the municipalities”) would be one of attempts to restore the meaning of the old European postal road, stretching through the current Neringa, Klaipėda and Palanga municipal territories, gives an important European dimension to the history of the cities. Today, after the transforming of the Old European postal road, Palanga city partners: Frederiksberg, Denmark Lodz and Ustka, Poland Parnu, Estonia Simrishamn, Sweden Jurmala and Liepaja, Latvia Neringa city partners: Burg, Fehmarn Island, Germany Leba municipality, Poland Muhu municipality, Estonia Zelenogradsk, Kaliningrad Region, Russian Federation “Culture Lighthouses” program for 2022 is based on continuing European dimension revealing projects, which like a sea-mark system will form a long-lasting and strong cultural cooperation relations in the Baltic Sea region and will establish new ones with other European ports, particularly the former or future ECOC, such as Rotterdam, Genoa, Tallinn, Aarhus, Paphos, Stavanger, Vlelta, Turku, Riga, etc.

In ECOC range relations with partner cities and organizations listed above should certainly become stronger to consolidate the experience of European cultural interaction in the region. Assimilation of the best European practices means that the city’s cultural operators will have to establish new international partnerships. For successful development of the dialogue between West and East, North and South Europe, the European Union and its border regions, it is important both to ensure involvement to the new collaboration networks, as well as create conditions for formation of innovative local and international networks during K-ECOC implementation.

It should be noted that currently Lithuanians, Russians, Ukrainians, Belarusians, Armenians, Germans, Latvians, Azerbaijanis, Poles, Tatars and Jews live in the city. These ethnic minorities cluster into ethnic communities, promote their national culture, and actively participate in the cultural life of the city. It is a result of purposeful ethnic minority cultural upbringing and fostering policy of Klaipėda Municipality pursued for some years: ethnic community programs, traditional events or Sunday school activities are supported and active work of the Cultural Centre of National Minorities is taking place.

Cultural traditions of European nations are actively represented in Klaipėda by biannual international festival “Parbėg laivelis” organised by the Ethno Cultural Centre. During the festival a variety of countries present their cultural heritage, traditions and folklore. In 2009 Klaipėda hosted the largest event of this kind not only in Lithuania, but also in Europe – “Europeade”, a festival of nations’ culture, during which over 5,000 participants performed in Klaipėda. Neringa and Palanga also hold festivals presenting European cultures, such as “Tek saulūž ant maračių”.

Giving a new impetus to proven activities by CCNM and ECC, we will ensure greater support to self-expression and understanding of ethnic cultures and manage to solve the current problems of integration of migrant cultures. Integration of different nationalities in Europe creates social tension, begets intolerance and in this case, culture can serve as a bridge to understanding, sharing different experiences between the local population and the newcomers. Taking that into account, a special part of the program (direction “Vibrant Community”) will be directed to the start and development of dialogue with the new European citizens. This experience is also relevant to the development and understanding among European citizens, because everyone, without exception, is facing phenomena of European transformation that changes the culture face of the old continent.

In order to develop an intercultural dialogue and greater understanding between European citizens, we will share our city’s cultural achievements in a wider European context, with emphasis on European culture as an ensemble, overall structure, rather than an isolated phenomenon. In the region over 30 international festivals and various international cultural days are held, e.g., Culture, Theatre, Dance, Jazz, Museum, European Literature Day, etc. to encourage the creators of the region to cooperate at the international level, different workshops (such as Cultural contact office presentations on the EU creative programs and financial mechanisms) and meetings with foreign creators are held, and municipal cultural cooperation is practised by Klaipėda University, LCC, Klaipėda faculty of VAA, Lithuanian Maritime Academy and Klaipėda colleges is another prominent cultural communication form which correlates with K-ECOC program (direction “Future Culture”) and ensures involvement and active participation of new science and art communities.

More on this issue see on p. 33

http://www.baltic-heritage.net/
tries. The role of Klaipeda representatives addressing maritime cultural identity issues is weighty in this network. Institutions of the region fostering cultural memory are also involved in the European project “Europeana”, the purpose of which is to accumulate history, art and music heritage of all Europe on one virtual platform.

By highlighting Europe’s cultural heritage and historical aspects it is necessary to mention the specific urban areas of the region and natural and cultural heritage values of harmonious co-existence of Curonian Spit National Park protected by UNESCO, leading to the development of urban areas of the region and natural and cultural heritage values of harmonious co-existence of Curo

virtual platform.

"Europeana", the purpose of which is to accumulate history, art and music heritage of all Europe on one network. Institutions of the region fostering cultural memory are also involved in the European project tries. The role of Klaipeda representatives addressing maritime cultural identity issues is weighty in this

worked. Their works today are scattered throughout the world. A German writer of the 20th century Thomas Mann also couldn’t resist the allure of the area, when he first came to the Curonian Spit in 1929, just after being awarded the Nobel Prize for Literature; and later repeatedly returned to rest in his summer mansion in Nida. Annual International Thomas Mann Festival has been held here for two decades already. It is a European thinking sign, because taking care of the artist’s creative heritage implies recognition of the importance of common European traditions shared in Lithuania and responsibility for the European cultural heritage.

Thomas Mann Cultural Centre in Nida in interaction with Knut Hamsun museum in Norway, the new Baltic cultural meeting centre of Palanga Amber Museum, and S. Dach House in Klaipeda, in 2022 will become the Baltic Sea region International Dialogue and Communication Centre, i.e. a bridge in terms of cultural links of the whole region and Europe.

EU is facing new political and cultural challenges related to the migration process, audience decline and rapid technological development. Therefore, K-ECOC direction “Vibrant Community”, which provides for a comprehensive multicultural community inclusion into social processes, will become an essential tool for the integration of refugees and changing stereotypical attitudes of the local community. With consideration of the EU cultural priority audience development and the results of the research carried out by the order of European Commission, we will ensure an increase of the availability of art through a variety of means within the framework of the program. More about this in Part 3.

Rapid technological development works in two ways regarding audience development. On the one hand, it serves the preservation of cultural heritage, attracting new audiences, and on the other – is competing with traditional cultural consumption habits. In order to achieve sustainable technology integration in cultural processes, special projects are planned in the direction “Future Culture”. More about this in Part 3.

- featuring European artists, cooperation with operators and cities in different countries and transnational partnerships. Name some European and international artists, operators and cities with which cooperation is envisaged and specify the type of exchanges in question.
- Name the transnational partnerships your city has already established or plans to establish.

As a part of a cross-border partnership, Klaipeda together with Palanga and Klaipeda region, actively cooperates with the Association of Baltic Cities, which includes cities of Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Norway, Poland, Russia and Sweden. Another target group of European cities are members of major European cities’ networks – EUROCITIES union, especially former ECOC, whose experience in the implementation of the ECOC is highly significant for Klaipeda. The seaport city is associated with this union through the partnership in the Cultural Forum.

At the international level, K-ECOC program framework also provides for close cooperation with the future ECOCs, particularly with the 2022 partner, the city Esch-sur-Alzette in Luxembourg, to develop relations with partner cities and already established international relations (international networks, associations, organizations).

Klaipeda cooperates with embassies, cultural and language institutes of European countries. This is evidenced by several European initiatives or traditional events. For example, “German Culture Days” is an event taking place for nearly twenty years and presenting German and Austrian art projects of various genres (literature, film, theatre, music, visual art). This is a result of cooperation among Klaipeda German community, German and Austrian embassies, Bosch Foundation, and Goethe Cultural Institute.

Relations with the French Embassy and the French Institute in Lithuania are also actively developing. The Institutions often co-finance the presentation of French performances of various genres in the region, they are permanent partners in the international contemporary arts festival "Plattforma", contribute to the French language teaching at schools and in the community. At present, a possibility to establish a Lithuanian-French contemporary dance troupe in Klaipeda is being coordinated.

Since 2006 Klaipeda is actively involved in a joint project of partners: Thomas Mann Cultural Centre. The Lithuanian institutions often co-finance the presentation of French performers of various genres in the region, they are permanent partners in the international contemporary arts festival "Plattforma", contribute to the French language teaching at schools and in the community. At present, a possibility to establish a Lithuanian-French contemporary dance troupe in Klaipeda is being coordinated.

The International Klaipeda Castle Jazz Festival is a jazz and world music festival which has been held for more than 20 years. The festival motto is “Good music for good people” and reflects festival’s mission and the main goal to reach the widest possible audience of jazz fans. This is why the festival is free. Every year it is visited by more than 35 thousand spectators from Lithuania and abroad. Toots Thielemans, Maynard Ferguson, Joe Sample, Jojo Mayer, Tower of Power, The Original Blues Brothers Band, Eric Marienthal, Candy Dulfer, Randy Crawford – it’s just a part of world famous artists and bands, who have participated at the festival. The festival works closely with Latvia “Sigulda Blues Festival”, Estonian “Tallinn Jazz on Festival”, Kaliningrad region “Kaliningrad city jazz”, Philharmonic of Kaliningrad region, etc. Thanks to a numerous concerts and tours Klaipeda Chamber Orchestra cooperates with a number of recognized conductors and soloists of different generations and nationalities, among them Saulius Sondeckis, Modestas Pitriūnas, Kārs Zehnder, Aleksandar Markovic, Dante Anzolini, Mark Kadin, Reinhard Goebel, David Gering, Mike Svoboda, Paul Badura-Skoda, Andres Mustonen, etc.

Klaipeda Concert Hall organizes up to four music festivals and collaborates with the leading European and world artists, musicians, Philharmonic and orchestras from different countries. Klaipeda State Music Theatre also invites foreign artists for new pieces of stage. Theatre also carries out various international projects, for example, in 2012-2014 together with partners from Poland, Lithuania, Denmark, Sweden and Russia implemented the project “Academy of South Baltic Independent Theatres: Towards Social Change”. HMLM cooperates with museums in the Baltic region, and especially with Eastern Prussia Museum in Lüneburg (DE). The Lithuanian Sea Museum is actively involved in projects such as SeaSide (southern Baltic Sea marine culture heritage dissemination), BalticMuse-
Since 1991 Lithuanian Government has signed 30 cultural cooperation agreements with foreign countries. The Department of International Relations and European Affairs of the Ministry of Culture is in charge of bilateral and multilateral cultural cooperation and membership in international organizations. Lithuania also participates in “Culture 2007”, “Europe for Citizens”, “Media 2007” and “Media Mundus” programmes of the cultural and audio-visual sector of EU.

International processes, which are already taking place in the region, evidence the experience in implementing projects with European partners, while the city’s cultural policy strategy and the K-ECOC
In order to promote European artists, main focus is not only on known artistic names, but also on debuting European creators. This strategic decision responds to the K-ECOK program concept. A culturally rising region is a space to unfold emerging artists. One of the K-ECOK program directions – “Workation” – will serve for this purpose as it aims to establish infrastructural and financial conditions for young creators in the region.

Organizers of the program plan to make efforts so that such known names of the art world, as a performance artist Marina Abramovic, light artist Oluf Elyasiion, composer and director Heiner Goebbels, modern dance choreographer Palle Granhoj, media artist and choreographer Klaus Obermaier, etc. would discover Klaipėda region. We also believe that it is important to include Lithuanian artists born in Klaipėda and today known in Europe – soloist Joana Gedmintaitė, saxophonist Juozas Kuraitis, opera soloist Joana Gedmintaitė, saxophonist Juozas Kuraitis, music and design producer Matas Petrikas, etc. Cooperation with the European partners and the artists as reflected by the experience of the previous ECOC cities will occur on several levels:

- Presentation of events (performances, exhibitions, etc.), with emphasis on the European artists’ talents;
- Co-production, exchange, residencies and other measures to ensure cooperation between European artists, cultural organizations and groups;
- Projects, relevant to European topics: history, identity and heritage identification and presentation.

In order to shed more light on the European artists and especially on the emerging art stars in the K-ECOK program, we will employ international associations and operators, such as the European Association of Festivals, Intercult, Kedja, Aerowaves, Baltic Light Chain, UNESCO Global Network of Learning Cities, the European Brass Band association, etc.

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

In order to draw the attention of European and wider international community there are two strategies foreseen. First, with the help of special means it is planned to carry out the dissemination in the virtual environment and in foreign countries, to reach European and automatically become visible to Europe. The first message with #mustsee2022 could be spread along with the photographs of unique landscape of the Curonian Spit and Palanga Park, designed by French architect E. F. André. We will invite the region’s population, Lithuanian immigrants, foreign citizens and K-ECOK ambassadors to share the message. Each resident, through ones social networks, friends and colleagues will be invited to visit Klaipėda and the region. Palanga and Neringa are known resorts in Europe, so unifying communication of ECOC news will attract attention of international community.

“The Curonian Spit is so remarkable, that you should see it – like Spain or Italy, so that the soul would not lack beautiful sights. Narrow lifeless sand strip, at one side of incessantly wrathful sea, and the other side is washed by calm, high water – the Lagoon, eerie sand mounds, the saddest pine trees in the world, which grew in great reaches of pure sand within the sweep of the eye without any speck of grass and live exclusively on air; silence and desert, even no field birds visible, which would drown sounds of the sea, just solitary seagulls hovering over the coast.”

Wilhelm von Humboldt, the Prussian educator and founder of the University of Berlin

Later, starting from 2020 onwards, there would be means of communication to the outside implemented. For that a Public Relations Agency would be selected by an international bidding, familiar and having experience with the international field, and Lithuanian international channels (see below). The objective set to the Public Relations Agency is to inform the international community about the K-ECOK and promote visiting Klaipėda by communicating the good news and organizing special events and social campaigns for foreign audiences.

For example, it could be a mobile invitation to come to Klaipėda, involving international carriers, on which trailers there would be exhibited tents presenting K-ECOK 2022, or an installation in EU cities “Call Klaipėda” (an attention drawing armchair with a phone; picking up a handset you could hear a story about the program of EU European Capital of Culture and a unique opportunity to visit ECOC in Klaipėda in 2022). One of the most prominent measures Klaipėda would implement together with Luxembourg and future ECOCs – is a communication project “Europe’s greetings to Mars 2022” provided for the first flight to the Mars. Klaipėda is considering proposing to the European creators to cooperate with investigators and to send the first message to Mars.

In order to attract the attention of the European public, the news about K-ECOK 2022 will be disseminated through:

1) The Lithuanian representatives in the European Parliament, the Lithuanian Embassies, cultural attachés and honorary consuls operating abroad, Lithuanian Institute of Culture, Lithuanian communities in Europe, Lithuanian Tourism Department, the Lithuanian business representative offices abroad, etc.;
2) embassies of the EU countries, international cultural centres or institutes working in Lithuania, Creative Europe office in Lithuania, etc.;
3) the partner cities;
4) countries (and cities), historically associated with Klaipėda city and region: Germany, France, etc.;
5) countries of the Baltic Sea area: Poland, Latvia, Estonia, Scandinavian countries;
6) non-EU countries (Russia, Belarus, Ukraine)
7) other ECOC and especially the partner of Luxembourg;
8) European embassies in Lithuania and Lithuanian embassies in Europe;
9) current and future international networks in which cities and organizations of the region are involved;
10) participation of the local people and Lithuanian immigrants, foreign citizens in ambassador / volunteer / partner programs.

Comprehensive marketing and communication program is described in Part 5 of the application.

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 order to gain experience and establish closer cooperation with the cities, former European Capitals of Culture, an international conference was held in Klaipeda on November 27, 2015 with the leaders of the former ECOC: Diana Čivle (Riga 2014), Cay Sevón (Turku 2011), and Rolandas Kvietkauskas (Vilnius, 2009). During the conference international and regional experiences were shared and topical issues of cultural policy and management, organization of the cultural capitals were discussed. ECOC leaders shared their success and failure stories, told about the challenges and new opportunities. After the conference the organizers discussed possibilities of consultations with foreign experts during the preparation of the application.

In order to establish contacts, emails were sent to future ECOC organizers, and most importantly to representatives of Luxembourg city Esch-sur-Alzette, which will also be the European Capital of Culture 2022. They were invited to cooperate and develop joint projects, revealing European dimension and ensuring stronger relations among European communities. Both Klaipeda region and Esch-sur-Alzette as the core values declare unique nature and a person with ambitions, thus we believe that this unified approach will link our regions in joint activities. Klaipeda city Mayor invited Mayor of Esch-sur-Alzette to come to Klaipeda to the International Jazz Festival in early June to discuss further cooperation possibilities.

For the links between the European Capital of Culture programs it would be the most appropriate to use Klaipeda region artists, known Lithuanian and the EU creators – as ambassadors of the capital and organize their creative presentations in other ECOC. Also to search for and discover unifying aspects between the cities and their cultural programs (as history, heritage, nature, etc.), which would create preconditions for the implementation of projects of mutual interest and supporting universal values.

The closest relations will be with the European Capitals of Culture of 2016-2025. Particularly relevant for Klaipeda would be joint projects with historically related countries, such as Germany, Austria, Poland, Denmark, and in the current context of Lithuanian migration – with Ireland, Great Britain. Also to realize the “Changing Identity” direction projects relevant links could be with the former Soviet regime countries such as Bulgaria, Romania, Croatia, Hungary, Montenegro, Serbia, Estonia and / or Slovenia.

In order to get involved in the ECOC network, we would like, together with other future ECOC, to organize mutual cultural presentations, debates and public lectures during the preparatory stage, in 2022 and after the termination of the ECOC year to share the experience and knowledge.

3. CULTURAL AND ARTISTIC CONTENT

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

The K-ECOC artistic vision and strategy are based on the program concept, i.e., reaching very clear and specific changes, which start now, but will have the greatest impact in future. Application compilers are convinced that the most important regional asset is its people, and therefore, the greatest K-ECOC program challenge is to activate the local community, living and creating here, to encourage people to become active creators of culture, which is one of the key improvement factors of living environment quality.

In this way, artistic vision of the K-ECOC program is creation of new European cultural platform – creative port – for the permanently living here and temporarily residing people, inspiring challenges and consolidating changes towards artistic innovation and community vitality.

Keywords of the program: participating community, inclusion, de-concentration of creation, intercultural dialogue, long-term perspective, the maritime tradition, facilitation of creative processes, interdisciplinary approach, interactivity, workation, freedom, experiments.

Main goals of K-ECOC are:

- to establish Klaipeda city and the region as an important cultural centre in Western Lithuania, ensuring more balanced Lithuanian culture development and accessibility, and becoming an equal partner in the Baltic Sea region and in Europe;
- to ensure awareness of the Klaipeda region, inviting Europeans to discover the unique and creative areas and develop an intercultural dialogue;
- to increase perception of responsibility of each community member for the overall sustainable future by promoting creativity processes in the community;
- to expand the limits of culture awareness and consumption by emphasizing on interdisciplinary and cross-sectoral cooperation, and developing smart culture factor.
For achieving the implementation of high-quality K-ECOC program goals, the following tasks are formulated:

- to develop a creative current, unique and innovative European Capital of Culture 2022 programme, reflecting European and regional issues and strategic directions, and emphasizing the unifying potential of culture;
- to develop international cooperation, by establishing new contacts, initiating creative meetings, joint creative networks and sharing experience;
- to become a meeting and communication space for emerging and experimenting creators;
- to develop and implement Klaipeda city and regional cultural communication and image building strategy;
- to mobilize all available resources of the sector for educating children as creative personalities from a young age;
- to encourage cooperation of all levels of culture, education and business institutions, to expand state, municipal, private and non-governmental sectors networking in order to “zoom in” cultural services to the community and to educate culture awareness and inclusion skills in all generations;
- to actualize and preserve cultural heritage, and to expand the delivery of cultural services and culture attractiveness to various strata of the society with the help of smart technologies;
- to ensure development of creative industries and cultural tourism at local, regional and international levels.

The artistic strategy of K-ECOC 2022 program correlates with a long-term city and regional cultural development. For more information, read the section “Long-term strategy”.

In order to ensure an integrated and coherent realization of the artistic strategy, the program content has to maintain the balance of all segments listed below:

- Traditional and contemporary culture;
- High culture and local community initiatives;
- Engagement of the city centre and suburban / regional areas;
- Activities of cultural institutions and independent performers;
- Attractiveness to tourists and local residents.

Describe the structure of the cultural programme, including the range and diversity of the activities/main events that will mark the year.

For each one, please supply the following information: date and place / project partners / financing. (Date and place / project partners / financing are optional at pre-selection stage)

K-ECOC program structure is based on historical peculiarities of the city and the region and its current cultural fabric, enriched by creative innovations, digital culture supply, and future art issues. The program is based on several key principles.

First of all, it is the workation principle, emphasizing the appropriate infrastructure and financial conditions for mobile artists to create in the region. In order to implement this principle, it is important to emphasize the separate directions and projects of mutual interaction. Every cultural project, inviting artists, is encouraged to offer a creator an artistic residence, inclusion into broader educational activities, workshops, master classes, meetings with local creators and the region community.

Secondly, it is the “merging art” principle, related to establishing appropriate conditions for debuting artists staring their career. Artists of experimental and digital art will contribute to the future discourse between the cultural and technological development. This will allow the formation of an open networking, an education and knowledge exchange platform.

K-ECOC program is structured in four directions. Each direction defines a certain group of activities, revealing contact with history, the present, the future and / or the surrounding environment. It is important to emphasize that the directions are mutually intertwined, but that’s what makes up a mosaic of specific projects and community initiatives of wide variety and higher quality.

Each direction is composed of relevant programs of the direction and the “Culture Lighthouses” projects. These are signpost projects focused on the distinctiveness, the European dimension, quality and accessibility to the public, and continuity in the long run. Each direction has two or three “Culture Lighthouses”.

Separate programs include:

- artistic projects: creative results, involving professional creators and / or members of the community;
- social actions: cultural products embedded in the daily life of the society;
- educational activities: cultural knowability and educational activities addressed to children's education and lifelong learning priorities;
- communication actions for presentation of peculiarities of a particular direction and attraction of the audiences.

The program “Klaipeda – European Capital of Culture 2022” would officially start in January-February and end in December with special opening and closing celebrations. K-ECOC closing event should draw further perspective guidelines, i.e., to declare that it is the end of the K-ECOC year but not the end of the started cultural programs.

Below is a scheme of directions and programmes with their explications presented.

Klaipėda and the region stand out for its historical identity: multiculturalism, fostering of Protestant culture, results of historical figures and artistic movements’ activities in the region, face, personalities of the border zone and ethnic culture properties. At the same time it is a region, which is constantly reviving and transforming in the course of history, a cultural transit space, inspiring to talk about the environment of the changing identity, about wandering and mobile inhabitants of this land.

In this direction it is planned to realize a project group related to the history on the contemporary space, relation with the shadows of the past, presentation of memory institutions, relevance of cultural heritage and ethnic culture, and post-Soviet transformation.

**Examples of “Culture Lighthouses”:**

- **“Thomas Mann discourses”** – an interdisciplinary project running all year round, administered by the Baltic Centre for Intercultural Dialogue. The new centre brings together three regional institutions: Thomas Mann Centre for Culture (in Nida – interaction with Knut Hamsun House), Centre of the Baltic State cultural communication of Palanga Amber Museum and the Simon Dach house in Klaipėda. The activity of the Centre will include interaction of international scientific and exploratory activities, global promotion of literature and cognitive events for the regional community. All this will allow opening new dialogues and exchanging ideas.

One of the activities of the project is a five-day long International Literary Festival, during which about 100 writers, poets, literary critics and philosophers from all over Europe will gather in Klaipėda for literary readings and discussions. During the festival, four days will be devoted to literature and discussions, and the last evening will unfold in interdisciplinary proceedings, which will combine literature, art exhibitions, music concerts and movie screenings. The Festival aims to remind the transformative role of literature in perceiving the world and the most important processes in it, purifying the most important human values, understanding oneself and others – from the closest to the most remote representatives of culture, perceiving the importance of freedom of thought and expression. The festival will become a stimulus for wide circles of readers as well as to literary audience (writers, publishers, translators) and encourage the birth of new ideas and new intercultural exchange.

- **The interdisciplinary project “The Flying Dutchmen in Klaipeda”**. The famous German composer Richard Wagner lived and worked in Klaipeda in 1836. The project aims to deliver a particular personality related to Klaipeda and Europe in a plane of different contexts, for example, through music, shipbuilding, underwater archaeology and even gastronomy. The project activities should be distributed throughout the year and be incorporated into other events, such as “Musical Spring”, “Musical August” and “Festival of Lights”, etc.

**Project Vision** – Klaipeda – home of R. Wagner’s creative inspirations.

**Objective** – To revive the relation between Klaipeda and R. Wagner, creating and endowing the old and the newly discovered legend to the city.

**Bank of Project Ideas:**

- A project devoted to languages and book culture and tradition, which aims to deliver the old and modern forms of distribution of books, smuglers’ routes, regional publishing traditions that led to the development of famous personalities of the region, their creation, etc. Historical publishing route maps of Klaipeda region would be created, involving guides, tourist information centres, etc.

- A project of European history interaction dedicated to the 200th birthday of Heinrich Schumann, inviting European partners to organize an interdisciplinary project, representing Trojan and Mycenean cultures – presentation of archaeological, historical, and cultural artefacts.

- “Klaipeda – 770” is a project dedicated to the history of the city, based on the interaction of modern technologies and historical memory. On the birthday of the city – the 1st of August – a live history exposition will be held in the Castle place through the added reality principles. And the most meritorious people in Klaipeda culture will be awarded with title of “Masters of Culture”. This time honourable title will be allocated to the European citizens that contribute to the cultural enhancement of Klaipeda.

- The mission of the project “International Organ Route” is a creative exchange with project partners (cities, having “Rieger” organs, situated on Lithuania – Austria geographical axis). As lively amber trade stretched from the Baltic Sea to Durnberg in Salzburg 2500 years ago through the Amber Road, so now organ sounds will spread via organ road from Lithuania to Austria and from Austria to Lithuania.

- The project of post-Soviet history “Traces of the 20th century” includes experimental museum activities, attractive educational excursions, such as: authentic Soviet apartments, the mass (non) romantic construction, Soviet technical construction, the last Soviet cemetery, Soviet style hotel and / or cafe, etc.

- In the framework of the project the project “Jewish cultural heritage actualization and delivery through mobile technologies” (together with the Eastern European Jewish culture and history research centre) it is intended to create innovative mobile applications, able to recognize the Jewish cultural heritage of the city and provide more knowledge about the heritage, related persons, buildings, cultural traditions and the influence on today’s Lithuania and the emigrant community. The mobile application should have additional reality solutions, which could display the selected heritage sites at the real-time as well as to show how they looked in the historical reality.

**Direction: Changing Identity.**

**Intended programmes:**

1. **Transit History.** The objective of the programme is to reveal historically developed common cultural links of the region, the region and the West / East Europe, to present historical signs of the region, significant personalities, etc., and to actualize historical experience in the contemporary culture.

2. **Post-Soviet Memory.** The objective of the programme is to acquaint with an experience of Eastern European socialist epoch and the memories of that time. It’s a complicated historical period which local residents try to push to the memory corner, but the experiences are deeply recorded in people’s sub-consciousness, behaviour and environment: still living in the apartments of that period, walking in the urban spaces, created during the Soviet period, and objects and names are returning in new shapes or interpretations of contemporary design.

3. **History Virtual Future.** The objective of the programme is digitalization of historical institutions and / or cultural heritage, creative works, recreation of the living memory projects: real historical settlements and everyday life there (Viking tents, Curonian crafts, etc.), presentation of historical routes with the help of modern technologies (added reality, etc.), etc.
VIBRANT COMMUNITY.
We aim the K-ECOC program to become an instrument for the improvement of the social community connections, related to social integration and the development of trust, fostering hospitality, tolerance and volunteering traditions. This direction is addressed to the changes of the community mind-set, to create opportunities for everyone to become responsible and important citizen of the city or the region, forming the conception of the city as an event. In order to avoid social discord and cultural elitism**, K-ECOC program must reflect the values of the local population and make it available to the general public.

These projects will introduce innovative, combined creative (self-)expression practices, promote intercultural and international dialogue, ensure full inclusion and self-reflection, cultural decentralization, and changes in culture administration. Full integration will be achieved through:
- the values of the individual groups, e.g., changing community members from observers to creators by including them in the K-ECOC ambassador, partner or volunteer ranks;
- the development of an open community network, e.g., hospitality programs;
- the development of participatory art projects that are born from the bottom up, i.e., are generated and implemented by the citizens themselves. Promotion of community ideas and their inclusion through the personalized (why it is important to me personally) or common values.

**Intended programmes:**

1. **Growing Community** is a program focused towards population. This is a creative community platform that works together with creative agents. The complex program consists of project initiation and implementation, a long-term and permanent cultural discourse with experts for getting feedback and capturing the developing processes.

   The objective of the programme is to bring together the public and the creative forces, and with the help of creative practitioners to replace the provisions of the community from passive to active, critically thinking, evaluating, and participating. An active, creative and responsible citizen, developing spiritual, intellectual and personal potential is a factor for successful social integration.

   The program would be partly based on the methodology of the "Creative Partnership" project developed by the British and successfully implemented in Lithuania. At the first stage, the creative agents together with the community will try to figure out the cause of passive lifestyle choice, self-expression needs, etc. During the second stage, members of the community will be involved in cultural and social practices in their own environment. Due to the creative participation the topical activities of the residents would be realized, they would be motivated to find new identities (of active public citizens), tolerance to others, the ones besides. The program includes different age and social groups.

2. **Community for Community** is a programme aiming to present community initiatives, enhancing intercultural dialogue and competencies, and thus, helping to increase the awareness of the local population and European citizens’. In this program, special attention is paid to the presentation and dissemination of other cultures, especially of refugees and ethnic minorities.

The possible “Culture Lighthouses” projects are deliberately not presented in this direction, as the “Growing community” program by itself encodes the “Culture Lighthouses” project level, for it will contribute to substantial changes in the community, and this being the greatest aspiration.

**Bank of Project Ideas:**

- The Festival of European nations “Europeade” is the largest international European folk culture festival, which takes place every year in a different European country. The festival has been organized since 1964 and represents the national culture of more than 20 European countries. In Lithuania “Europeade” for the first time was held in Klaipeda to celebrate the Millennium of the country in 2009. It is planned to invite “Europeade” to return to the city in 2022 and introduce the originality of our country, the nation and the culture to the world, and at the same time to enable the Lithuanians to get to know the genius of other European nations. A five-day festival attracts between 3 and 5 thousand participants from various European countries.

- The project “Made in Klaipeda” will pay a particular attention to involve in the K-ECOC activities artists coming from Klaipeda, but at the moment residing in Europe, encouraging them to become ambassadors and creative agents of the programme or take part in various discourses and artistic presentations of their creative work.

- The project “My Yard” will encourage residents of the city ‘bedroom’ quarters to foster their living environment, to change its identity and develop new initiative neighbouring community with the help of artistic, environmental, or other measures (such as neighbouring gardening, table of the neighbours, etc.).

- The World Refugee Day will be marked by the Culture Days and the Races “When the finish line is just the beginning!” at Palanga airport take off path. The project initiator is the Red Cross Organisation. The project aims to draw public attention to global ongoing migration processes and to express support for more than 50 million people around the world, who are forced to leave their homes, friends and the loved ones due to war, persecution, climate change or other reasons.

- The “Street Art” is a project for the humanization of the Soviet period buildings in the residential areas. Members of the community will draw pictures and professional artists will transfer them on the walls of the apartment blocks.

- The Nordic countries Championship of Choirs was held in Klaipeda almost 15 years ago, and it is planned to re-invite it to the city facing the ECOC 2022. Amateur and professional choirs and jazz groups will be invited, and the general program will consists of joint concerts of all participants, concerts by representative choirs of the countries, choir competitions and concerts-marathons. On the Regions Day festival participants will hold concerts in Klaipeda region, Plunge, Skuodas, Šilutė, Kretinė, Mažeikiai and Telšiai.

- In 2019 the prestigious European Brass Band Championship will take place in Palanga with about 7 thousands visitors from more than 15 European countries.

- Social campaign “European Cultural Diversity” will exhibit photos of European countries images, which could be portraits of people, ethnic costumes, urban panoramas, and / or fragments of contemporary art. Photos would be exposed all year round on the outside stands.

- A joint educational music sector project to familiarize children from a young age with the specifics of musical theatre, and later – professional studies and practice. Project partners: music and art schools of Klaipeda region, Klaipeda State Musical Theatre and Klaipeda University.

- The project “We are here” aims to integrate people with various disabilities into the social life of the city through the creative activities: wheelchair dancing, awareness of craft and its adaptation for modern design, photography and video art projects, etc. All activities are carried out in conjunction with the individuals, having no disability issues, in order to reduce the isolation, expand operating environment and ensure direct integration.

**DIRECTION: VIBRANT COMMUNITY.**

39 For more about the programme, please see p. 65.
DIRECTION: FUTURE CULTURE.

This direction provides for interdisciplinary program and inter-institutional projects, initiating and enhancing creative synergies and new connections, platforms for communication, creative industries, alternative energy, Carbon free and / or Go Green strategy implementation. This is a platform for cooperation with the academic, business, tourism, innovation, technology and other areas institutions and researchers for exchange of experience and knowledge.

Intended programmes:

1. SMArt.Leu – interdisciplinary projects with the emphasis on the European dimension, creative industries platforms, etc.
2. Alter Eco – a program designed to clean energy, development of new urban design, which will start from the cultural objects and then will be developed through a healthy transport idea: e-bike culture, electric-buses, etc.
3. Reflexio – development of a new communication platform, cultural debate, discussion and forum organization space.

Examples of “Culture Lighthouses”:

- The Science and Art Festival “RESTART” aims to create a synergy between universities and the urban community cooperation, to enable the citizens to learn about activities of universities, educational innovations; and the universities – to expand their activities areal into the public spaces of the city. During the festival it will be aimed to bring together academic and art community, marine and cultural institutions and organizations, municipal, business, tourism representatives and the general public.

- The festival program will consist of several segments:
  - a program for families and children (under 14 years): various creative games, creative studios, small scientific experimental base, popular delivery of scientific information, cultural tours, etc.;
  - programs for schoolchildren “Shift a Lesson to a Lecture” and “Invite a Lecture”, during which school pupils are introduced to various professions and disciplines;
  - the main program of events for the general public: various lectures, discussions, workshops, film screenings, cultural tours, etc.;
  - such segmentation will allow all groups (families with children, the students, the academic, cultural and scientific institutions, artists and the general public) to discover and develop their creative potential and educational knowability. A preliminary list of activities:
    - public lectures on art and science subjects for all age groups of the community;
    - special artistic and scientific events such as animation and video game development workshops, photography workshops, theatre and dance laboratories, architectural studio, a 3D prototype development and printing, interactive demonstrations of floating and flying robots, presentation of a smart train and bus, sumo robots fight, etc.;
    - various conferences and seminars on art and science subjects for the academic community and the general public;
    - sightseeing tours around the city, visiting cultural sites and the port at day and night time;
    - brain battles on various artistic and scientific knowledge topics, etc.

A special focus is given to getting acquainted with the marine culture, presentation of cultural and scientific space of Klaipeda and the Western region. The festival activities will be presented not only in Klaipeda, but also in Klaipeda region: Skuodas, Kretinga, Šilutė, etc.

- “Beautiful Land of Nevermind” animation and video game festival of Baltic and Nordic countries is not only for viewers of all ages and game fan audience, but also for animation and game industry professionals. The festival will invite to enjoy the latest animations from the Baltic countries, Germany, Poland, Scandinavia and the world, to try out the latest video games, take part in workshops, and meet with the animation and game makers.

The animation and video game area includes much more than just cartoons and games for entertainment, it is one of the most effective visual means of expression, widely used in advertising, ed-

ucation initiatives, entertainment field, media initiatives, etc. Thus, animation and video games have enormous potential in industry, as well as income amount and diversity aspects.

Within the framework of the festival The Baltic Sea - Nordic Animation & Game Industry Network, bringing together main regional animation and gaming organizations, operates. The network’s aim is to cooperate with organizations and deliver their products.

- International Cello Festival “Euro-cello” is a week-long project dedicated to a musical instrument – the cello. The project aims to engage different city areas and rally the city community, various artistic institutions and organizations, foundations, festivals and theatre directors. Here it will be possible not only to share the good experiences, discuss the possibilities of productive cooperation, but also get acquainted with opera, operetta, and musical and dance theatre. The organizer: Klaipeda State Musical Theatre, together with partners from the Baltic Sea region. The project will bring together the Baltic artists and producers working in the field of the musical theatre, as well as event organizers, critics, experts, various cultural and concert institutions, foundations, festivals and theatre directors. Here it will be possible not only to share the good experiences, discuss the possibilities of productive cooperation, but also get acquainted with opera, operetta, and musical and dance theatre activities in recent years, new artistic programs of other Baltic Sea countries. The event will present a range of new performances, their extracts, performers and creators; video playback of performances and premieres of new ordered productions will be held. During the Fair events there will be presentations made and discussions held on current stage musical life issues, as well as educational programs organized. Each country and / or an institution will be able to present their activity more comprehensively in individual stands.

- Establishment of a modern dance troupe FR-17: The French Embassy and the French Institute in Lithuania, in cooperation with the University and contemporary dance troupe “PADI DAPI Fish” initiate the establishment of a joint dance troupe. Due to creative exchange it is planned to organize various dance seminars, workshops, performances and presentations in Klaipeda and France. As a result of this educational activity the most talented Lithuanian and French dancers and choreographers will be included into in the mobile dance troupe company, which would represent a long lasting French dance tradition and define Lithuanian dance prospects.

Bank of Project Ideas:

- K-ECOC debate club, where special discussions and public announcements on current culture, European component and other issues with prominent EU persons would be held. The club would be organized throughout the year and in-situ format, as well as by remote conferencing so that representatives of different countries could participate.
- A Forum-Conference of the Ministers of Culture of the European Union on topical issues of the future of culture.
- An International Musical Theatre Culture Fair “Baltic Music Theatre Fair 2022”. This is a festival of performing art market, bringing together all spheres of the musical theatre: opera, operetta, and musical and dance theatre. The organizer: Klaipeda State Musical Theatre, together with partners from the Baltic Sea region. The project will bring together the Baltic artists and producers working in the field of the musical theatre, as well as event organizers, critics, experts, various cultural and concert institutions, foundations, festivals and theatre directors. Here it will be possible not only to share the good experiences, discuss the possibilities of productive cooperation, but also get acquainted with opera, operetta, and musical and dance theatre activities in recent years, new artistic programs of other Baltic Sea countries. The event will present a range of new performances, their extracts, performers and creators; video playback of performances and premieres of new ordered productions will be held. During the Fair events there will be presentations made and discussions held on current stage musical life issues, as well as educational programs organized. Each country and / or an institution will be able to present their activity more comprehensively in individual stands.

42 43
The International Communication Design Festival is focused on the technological platform for the dissemination of cultural communication. In today’s fast transition of the society, the design is particularly important in generating innovations and finding specific ways to problem solutions, which promote evaluation of design versatility and the correlation between communication and design. The aim of the project is to activate the synergy of cultural activities in the Old Town of Klaipeda, to develop the festival-creative laboratory for presentation of specifics and innovations of design, to enhance the education of this field and its relations with other scientific and artistic fields: media, communications, information technology, business, branding, art, design and architecture, promotion. Project organizer – Klaipeda Culture Communication Centre.

The International European Theatre Festival “CYBER Theatre” focuses on the traditional theatrical discourse with new technologies. The program includes performances from all over Europe engaging innovative technical means (robotics, video art, kinetic scenography, lighting installations, etc.). The aim of Klaipeda Lights Festival is to introduce to citizens and visitors of Klaipeda contemporary artistic and media expression – a new and innovative way to deliver the most important European, Lithuanian and Klaipeda history dates, to shed light on the architecture and history of the port city in an attractive form and partially mitigate the seasonality of the year. Lights and video artists, taking part in the project are invited to create light installations and objects, video and audio projections, innovative media art projects, laser shows, etc. The festival is invited to join the Baltic lights festival network “Baltic Light Chain”41. Festival consists of several segments of the events: artistic-cultural program (light installations, light objects in public spaces of the city and on the facades of buildings, illuminated theatrical processions); social-educational program (creative workshops for children and young people, interactive projects with the citizens). Organizer – PI “Klaipeda Festivals”.

**DIRECTION: WORKATION.**

City events “are not just valuable art “packages”, they are instruments that allow a re-evaluation of city urban dynamics, socialization aspects, local identity and transformation of public urban spaces. Events in urban space, which is dominated by buildings and consumption, re-open public spaces, including pol- lemical, often criticizing, but the most importantly, collective passion for a certain cultural field”42. In this aspect K-ECOC program will seek to engage public spaces, to sustain their creative dynamics and the growing collective assent.

The projects of this direction are focused on the relationship with the environment, positioning city within nature (calm oasis), with a particular focus on the distinction and potential of the Curonian Spit National Park. They are also directed to:

- consolidation of inspiring space for creation;
- attention to the city periphery, i.e., aesthetic and qualitative breakthrough in the ‘bedroom’ areas;
- actualization of cultural tourism, revival of the recreational culture;
- possibilities of engagement of the nature elements, in particular water and wind engagement for culture.

**Intended programmes:**

1. **Creative quarters** is the program focused on the creative community. This is a project to support creative quarters, ensuring adequate infrastructural conditions and specific exemption system for creators, which will encourage artists to settle down and create in Klaipeda, Neringa and Palanga.

2. **Open spaces** is a program of engagement of public spaces, transforming the region into a unified cultural action stage.

3. **6D** is a program of objects and experiences, which promotes knowledge of Klaipeda and the region through the elements and the basic human senses: sight, hearing, touch, smell, taste and feelings.

**Examples of “Culture Lighthouses”:**

- **The international cultural exchange and mobile artists’ residence project “Sea Residence”**. The project is planned as an effort to mobilize forces of formal and informal artists in the Old Town, to enhance community participation and involvement in a variety of creative processes, thereby, ensuring the vitality and strengthening of the city’s cultural core. A marine container as an element and an object reflecting the local (port city) context was chosen as the symbol of the creative space.

  It is planned to create a creative platform “Sea Residence” in the green area of Klaipeda Old Town, near KCCX Exhibition Palace and the Faculty of Vilnius Art Academy. In the quarter constructed from shipping containers the creative spaces (galleries, workshops, classrooms, and work / communication / recreation areas) will be established and open spaces (for concerts, film screenings and relaxation, other events in the open air) will be created.

  In parallel, in order to establish the mobile creator’s idea presented in K-ECOC concept, it is planned to expand the project by the establishing unique artists’ residences in commercial freighters and fishing vessels. There will be marine containers installed on the ship decks, where artists will have creative and living spaces. The duration of the residence will depend on the vessel voyage and may last from 1 to 3 months.

- Intended project partners: IASP - The Swedish Arts Scholarship Committee for International Visual and Applied Arts Program (Sweden), BCWT – Baltic Writers and Translators Centre (Gotland, Sweden), SERDE – an interdisciplinary group of artists and residency program (Latvia), MoKS – art and social practices centre (Estonia), NE5 – artists’ residence (Iceland), Nida Art Colony (Lithuania), Culture Communication Centre residency (Lithuania), BAC – Baltic Art Centre (Sweden), the Danish Arts Council (Denmark), Goethe Institute (Germany).

  The project will not only connect creative organizations of artistic activities and artists from different countries, but will also bring closer cultural and business sectors: the contribution of international and local companies of the marine business and their cooperation with the cultural sector organizations would have a clear and grounded creative result and the added cultural value to the business sector.

- **The cultural route “Central European Artists’ Centres: from Pr. Domšaitis to the Contemporary Art Colony”**. The goal of the project is to develop and implement an original and authentic project, which by traditional and modern forms, and e-projects would relevantly convey the cultural identity of the Lithuanian coastal region cities Klaipeda, Neringa (Curonian Spit) and Palanga. It would be dedicated to the regional, national and international cultural communication and tourism space and collaboration of Lithuanian, Polish and German culture and memory institutions, museum specialists, scientists studying the phenomenon of the artists’ colonies and contemporary artists. The locations named in the project route are primarily associated with art heritage, though links with contemporary culture and art are no less relevant. The socio-cultural effect of the project is also very important on strengthening civic values of the communities, tolerance education, awareness and expression of identity and cultural peculiarity.

  **The base of the project idea** – three exclusive phenomena of the Lithuanian seaside region:

  - the famous Nida Artists’ Colony widely known outside the country, which was attended by over 300 German artists. The artists inspired by the Curonian Spit landscape and favourable atmosphere created works, which influenced the new painting trend – the Expressionism. Today artists’ colony traditions are continued through the contemporary attitude of VAA Nida Art Colony residence centre, attracting artists from Europe and around the world. NAC involvement in the project will activate the art heritage through contemporary reflection and interpretation;

  - a collection of more than 1000 paintings and graphic works of Klaipeda collector Alexander Popov, cumulated during the past 10 years, materialize the historical memory of Nida Artists’ Colony. The

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collection reveals a wide stylistic amplitude, which marks long history of the colony (impressionism, realism, expressionism and New materiality), and the specific motifs;

• the unique collection of 665 works of the expressionist Pranas Domšaitis (1880–1965), coming from Lithuania Minor. Collection was donated by Lithuanian Foundation (USA) and is exhibited in the gallery named after the painter in Klaipeda. R. Domšaitis also was a participant of Nida Artists’ Colony. After the World War I he became famous in Germany.

The Project “Baltic Scenography Laboratory” aims to develop competence of visual performance creators and culture, to look for new opportunities in development of the artistic and engineering parts of scenography. The aim is to actualize contemporary theatre phenomena, where the selection of theatrical space becomes a strong factor in identifying the interpretative guidelines for theatre creators. The project will aim to create a gathering and exchange venue for the creators and the audience, thus creating communion and reducing the gap between creators, performers and the audience. The project is initiated by Klaipeda State Music Theatre. This is a continuous creative workshop project within the framework of which Lithuanian and foreign creators and performers (stage designers, costume designers, set design engineers, video artists, lighting designers and tech. engineers, robotics experts) would develop their latest ideas in order to expand the boundaries of traditional art interpretation and creating new trends. The KSMTP scenography design workshop, located in the southern part of the city, is an unusual theatre space or theatre in a non-theatrical space, where the audience would also be urged to change their theatrical habits. Merger of different countries and artists of different aesthetic perception will make this laboratory a synergistically important fact of theatrical communication, enabling change and dynamic exchange.

• The project “Experimental urbanism” is an experimental practice field, a political grafter in the administrative procedures of the city, which allows operating with the temporary usage of abandoned buildings, eliminating artificial constraints to the implementation of various activities. This would allow a very viable use of certain unattractive, “ugly” urban objects, e.g., an improvised outdoor cafe in an abandoned house in the Old Town, or the design workshop in temporary structure in the middle of a neglected public space. At the same time, it would be a strong argument for the true owners to start the re-adjustment of their property, perhaps even perceiving and creating new opportunities for adaptation by employing the ideas of the experimental activity.

• The goal of the project “Public Art Triennial” is the use of newly constructed and reconstructed public facilities in Klaipeda city (pools, bridges, churches, etc.) to create a modern, visually attracting gallery of art works in the public space and turn it into a recurrent event taking place every three years. It would have no analogue in Lithuania. A city is a multi-layered narrative of social and cultural spaces, a bridging link among various human activities. Therefore, the creation of new objects or replacement of the settled space structure, disrupts the usual stereotypical urban public space meaning, and reinforces the cultural object-urban space value. For this it is proposed to prepare detailed environmental plans of such items by 2022 and invite one of the world’s most famous contemporary artist Olafur Eliasson from Iceland to create the first work. It would symbolically open development of a new open space gallery. After the K-ECOC year the tenders will continue for implementation of one large-scale work in the region every three years. Such works are not only attractive visually, but they also create new patterns of future art and public cooperation, form a concept of an art project as a discursive, dynamic and interactive space.

• The Literary afternoon cycle “Klaipeda - the gateway to Western Europe” is sailing by ferries, ships together with creators (writers, poets, philosophers, etc.) and creating a sort of slow reading salons on the water.

• Wind and Water Festival; a Music Festival on the water; a Film Festival in the woods in the open air, and similar initiatives.

How will the events and activities that will constitute the cultural programme for the year be chosen? (This question is optional at pre-selection stage)

The answer to this question will be presented at the second stage.

How will the cultural programme combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions?

In development of the K-ECOC program and aiming at its entire quality, the balance between traditional and experimental cultural components will be maintained. The program implementers will give a greater focus on presentation of innovative projects and/or synergetic effects of traditional and contemporary art projects. This is reflected in the proposed structure of the program, where the traditional artistic creation is presented together or in conjunction with smart technologies and cultural innovation. For example, the direction of history reflection “Changing Identity” is supplemented with an additional direction “Future Culture”, however, both contain historical and futuristic cognitive actions.

In order to maintain the attention of the modern audience to the cultural heritage or traditional expression, we are already looking for new historical material presentation techniques. For example, Klaipeda Ethnic Culture Centre has been actualizing traditional events for young people and modern society for several years now. It carries out the projects, such as “Etnoreidas” (lectures, meetings, concerts, traditional dance, music and other training events complex), a traditional dance club, night dance events, revival of traditional festivities and customs, e. g., celebration of St. Marin day with lanterns, etc.

In 2015 Contemporary Dance Theatre “PADI DAPI Fish” together with archaeologists and sound artists initiated and implemented a new and unexpected experience for the city “Travelling Churches. Klaipeda transit Memel”. This – dance and sound performance-tour takes to the places of seven churches of the old Klaipeda. During the performance-tour each participant hears the historical/ artistic text, music and sound compositions through the headphones, watches modern dance interpretations in different spaces of the city, and
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? Please give some concrete examples and name some local artists and cultural organisations with which the city cooperates closely with the creative unions, non-governmental organizations, independent cultural actors and business and industry, tourism, the architect and urban specialists community. There were 6 independent organizations, NGOs, public institutions involved in the activity of the creative team: formulating the project concept, vision, strategy, solidifying educational and scientific experts, etc. not only Klaipeda, Neringa and Palanga residents, but the ones who come from Klaipeda region and currently are living in Vilnius and other foreign cities, were directly involved in the activity of the creative team: formulating the project concept, vision, strategy, solidifying the measures and actions, and generalising the components of the European dimension. There were 6 practical creative-workshops held in which artists debated and conceptualized the program, provided their comments and suggestions. They were also invited to contribute to the preparation of the application by preparing or editing separate parts of the program. Another more than 500 people were involved indirectly, by focusing group meetings during the preparation of the K-ECOC application and getting acquainted with the ECOC actions, objectives and means. Politicians, academics, members of the education community, representatives of ethnic minorities, members of the Youth Council, Maritime Cultural Council, the Culture and Arts Council of the city, as well as representatives of business and industry, tourism, the architect and urban specialists community were invited to participate at the meetings.

During the preparation of the application, the art community and representatives of other sectors were encouraged to directly submit project ideas through an open web platform and social networks. Some of them were included as examples in the K-ECOC application, other ideas are included in the bank of ideas and are left for later inclusion into the program through the open tenders. The community can continue to provide project proposals via internet and other channels. For further cooperation and participation of artists and cultural organizations it is planned to work closely with the creative unions, non-governmental organizations, independent cultural actors and getary cultural institutions, as well as individual creators and their groups in Klaipeda and partner cities.

As the basis of K-ECOC program is community activation and inclusion, the participation of Klaipeda creators, both individually and through organized structures, is necessary for successful implementation of the K-ECOC goals.

Below a summary of institutions and organizations is presented.

**State and municipal budget institutions**

- Klaipeda musical theatre;  
- Klaipeda drama theatre;  
- Pranas Domantaitis Picture Gallery;  
- IMAM Museum;  
- Lithuanian Sea Museum and Dophinarium;  
- LAM Amber Museum;  
- Miniature Museum;  
- Klaipeda Concert Hall;  
- Klaipeda Culture Communication Center;  
- Palanga concert hall;  
- Klaipeda ethnocultural center;  
- Cultural Centre of National Minorities;  
- Simonable Public Library;  
- Klaipeda City Public Library;  
- Klaipeda culture centre Fisherman’s Palace;  
- Palanga Public Library;  
- Palanga culture and youth center;  
- History Museum of Lithuania Minor;  
- Palanga Resort Museum;  
- Neringa History Museum;  
- Thomas Mann Memorial Museum;  
- Neringa Municipality Viliaus Milliunas Public Library;  
- Neringa community home.
The decision of Klaipeda City Municipality to establish culture as a strategic direction of the city was declared not only formally but also actually before the call for ECOC. On January 29, 2015 Klaipeda City Council made a resolution “On the Approval of Cultural Change Guidelines of Klaipeda Municipality for 2015-2020”, which set the strategic directions of the cultural change were later incorporated into the edition of the city’s Strategic Action Plan for the period of 2013-2020.

In order to implement the objectives, set in the above-mentioned plan, on April 14, 2015 Klaipeda City Council coalition agreement was signed. Its Annex “Move forward, Klaipeda!” introduced an objective to double the funding for the cultural sector. The increase of the culture funding plan for 2016-2019 was unanimously approved by Klaipeda City Council Chamber in 2015. The increased culture budget plan was included into the city’s Strategic Plan of 2016-2018.

By establishing a culture change policy objective to initiate projects that form the city’s cultural identity and represent the city at the national and international levels the best, Klaipeda City Municipality together with PI “Klaipeda Festivals” and city’s creative community developed an application for the “Lithuanian Capital of Culture” representing the city at the national and international levels the best, Klaipeda City Municipality together with PI “Klaipeda Festivals” and city’s creative community developed an application for the “Lithuanian Capital of Culture” 2017 and will implement the program “Klaipeda – the Ice-free Port of Culture”. Palanga and Neringa municipalities are invited as project partners. While implementing this program it is aimed to highlight the activity and multiculturalism of the city, to actualize the city’s history, maritime culture and arts, to strengthen Klaipeda’s image as constantly vivid, active, open for innovations and tolerant city – ice-free port of culture.

In July 2015 the Ministry of Culture of the Republic of Lithuania announced a call for Lithuanian municipalities to participate in the national contest for the European Capital of Culture competition. Klaipeda City Council decided to participate in the competition by making a resolution in October 2015 on “The Approval of Klaipeda City Participation in the European Union Action Entitled “European Capital of Culture 2022.” By this decision Klaipeda City Municipality Administration was obliged to prepare an application for the national selection contest in collaboration with K-ECOC work and creative teams, the board, responsible representatives of the city and national government and external experts.

In April 2016 Klaipeda City Council carried out a resolution “On the Financing of Klaipeda Municipality Project “Klaipeda – the European Capital of Culture”, proving the city’s financial obligations. By this resolution it was decided to allot 15 million Eur. from the city budget in 2017-2023 period, for the preparation, implementation and insurance of the continuity of the project “Klaipeda – the European Capital of Culture”. It should be noted that already in 2015-2016 the Municipal budget allotted 25 thousand Eur. for financing the preparation of an application: payment to the compilers of the application and the experts, organization of conferences, translations, etc. In order to properly prepare the application there was an international conference “Ice-free Culture 2015: Cultural Festival as a Regional Catalyst” held in November 2015 in Klaipeda. Former ECOC leaders were invited to this event and the importance of cultural festivals and their influence on regional development were discussed; a festival was analysed as a traditional local or regional and as a comprehensive phenomenon lasting a year and longer e.g. the ECOC. During the conference international and regional experiences were shared and topical festival policy and management issues, such as organization of Capital of Culture were discussed.

The city budget also provides financing (40 thousand Eur.) for the participation in the 2nd stage of the preparation of an application in 2017: remuneration for the application promoters and experts, implementation of project communication program, relevant international conferences, organization of creative workshops.

In order to maximize the impact of the European Capital of Culture project, as a cultural change catalyst, Klaipeda city submits the application together with Neringa and Palanga municipalities as the main partners, and the Curonian Spit National Park, Klaipeda University and Klaipeda region municipalities: Silute, Skuodas, Kretina, Klaipeda district as the associated partners.

The project partners: Neringa and Palanga municipalities approved their determination to participate in the ECOC program by Municipality Council decisions, and the associate Project Partners by support letters of the Municipal Mayors, Director of the Curonian Spit National Park and the Rector of Klaipeda University.

Lithuanian Government Strategic Committee also agreed to allocate public funds for the program “European Capital of Culture 2022”. A final decision on the size of the financial contribution will be made in 2017, after the selection of the Lithuanian city – European Capital of Culture 2022, but this contribution (without capital investment) should not exceed 10 million Euros.

The summary of all documents is presented in annexes.

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.

4. CAPACITY TO DELIVER

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

- Explain briefly how the European Capital of Culture will make use of and develop the city’s cultural infrastructure.

While implementing the European Capital of Culture program we will use the existing cultural infrastructure in the city and the region suitable for delivering and implementing various genres of cultural projects. The city and the region have facilities for presentation of performing arts, music, visual arts, film and creative industry projects. There are also museums, community centres and libraries. Public spaces,
town squares, beaches, etc. are used for event presentation.

Other infrastructure projects planned by the cities will be implemented in parallel till 2022 and after. More about development of cultural and city infrastructure read in the next chapter.

Below is a table of the existing infrastructure:

<table>
<thead>
<tr>
<th>Stage and music art</th>
<th>Visual arts, cinema &amp; creative industries</th>
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<tbody>
<tr>
<td>Klaipeda drama theatre;</td>
<td>Klaipeda Culture Factory;</td>
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<tr>
<td>Klaipeda Puppet Theatre;</td>
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<tr>
<td>Aperon Theatre;</td>
<td>Dance Gallery;</td>
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<tr>
<td>Palanga concert hall;</td>
<td>Klaipeda musical theatre;</td>
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<tr>
<td>Art Academy of the University;</td>
<td>CCC university complex;</td>
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<tr>
<td>Klaipeda Museum complex;</td>
<td>Klaipeda Concert Hall with a summer stage and the Carillon;</td>
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<td></td>
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<tr>
<td>Culture Communication Centre with exhibition spaces, creative workshops, art residence;</td>
<td>Klaipeda Culture Centre Fishermen’s Palace;</td>
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<tr>
<td>LAM Pranas Donelaitis Picture Gallery;</td>
<td>Palanga Public Library;</td>
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<td>Barot gallery;</td>
<td>Palanga culture and youth center;</td>
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<td>KD Klaipeda gallery;</td>
<td>Baltic conference center at Amber Museum;</td>
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<td>Klaipeda photography gallery;</td>
<td>Palanga Resistance and Deportation Museum;</td>
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<td>Vytautas Karacejus photo gallery;</td>
<td>Palanga Antarctic Museum;</td>
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<td>Gallery “Art” art;</td>
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<td>Gallery “Ramylė” in Palanga;</td>
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<td>Vytautas Kusas Gallery in Palanga;</td>
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<td>Antanas Monio house-museum in Palanga;</td>
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<td>Palanga summer exhibition pavilion;</td>
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<td>Amber craftsmen Guild gallery;</td>
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<td>VAA Nida Art Colony;</td>
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<tr>
<td>Seaside Forum in Klaipeda;</td>
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<tr>
<td>Cinema “Našlik” in Palanga;</td>
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</table>

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? What is the planned timetable for this work? (This last question is optional at pre-selection stage).

By attracting principles of the PPP and the EU, national and other financing of structural funds, Klaipeda City Municipality plans to renovate, modernize and/or adjust a number of cultural infrastructure renewal projects for smart culture needs. Besides, a strong focus is laid on the management of public spaces, their adjustment to cultural and social needs of the society. It should be noted that the infrastructure and (or) construction project management and budgets are not K-ECOC budget or responsibility objects, but they will undoubtedly be used for K-ECOC purposes.

Klaipeda city municipality, national and private entities in 2016-2020 period provide for the implementation of the following urban cultural infrastructure refurbishing and / or empowerment projects:

- **Stage and music art**
  - Klaipeda drama theatre;
  - Klaipeda Culture Factory;
  - Svyturys arena;
  - Klaipeda Concert Hall with a summer stage and the Carillon;
  - Klaipeda culture centre Fisherman’s Palace;
  - Klaipeda musical theatre;
  - Art Academy of the University;
  - CCC university complex;
  - Klaipeda Puppet Theatre;
  - Aperon Theatre;
  - Dance Gallery;
  - Palanga concert hall;
  - Kursiu;
  - Cultural Centre “Ramylė”;
  - VAA Nida Art Colony;
  - Churches, educational institutions, community homes

- **Visual arts, cinema & creative industries**
  - Culture Communication Centre with exhibition spaces, creative workshops, art residence;
  - Klaipeda Culture Factory with a cinema hall;
  - LAM Pranas Donelaitis Picture Gallery;
  - Barot gallery;
  - KD Klaipeda gallery;
  - Klaipeda photography gallery;
  - Vytautas Karacejus photo gallery;
  - Gallery “Art” art;
  - Gallery “Ramylė” in Palanga;
  - Vytautas Kusas Gallery in Palanga;
  - Antanas Monio house-museum in Palanga;
  - Palanga summer exhibition pavilion;
  - Amber craftsmen Guild gallery;
  - VAA Nida Art Colony;
  - Seaside Forum in Klaipeda;
  - Cinema “Našlik” in Palanga;

- **Community spaces and leisure**
  - Klaipeda ethnocultural center;
  - Cultural Centre of National Minorities;
  - LAM Simonytė Public Library;
  - Klaipeda City Public Library;
  - Klaipeda culture centre Fisherman’s Palace;
  - Palanga Public Library;
  - Palanga culture and youth center;
  - Baltic conference center at Amber Museum;
  - Thomas Mann Culture Centre;
  - Neringa Municipality Viktoras Mikulinas Public Library;
  - Neringa community home.

- **Museums**
  - History Museum of Lithuania Minor with branches: the Castle Museum, Blacksmith’s Museum, Resistance and Deportation exhibition;
  - LAM Simonytė Museum;
  - Lithuanian Sea Museum and dolphinarium;
  - Dr. Jonas Šilapavičius Memorial House;
  - Neringa History Museum;
  - Thomas Mann Memorial Museum;
  - Neringa- Amber Gallery-Museum;
  - LAM Miniature Museum.

- **Public spaces**
  - Klaipeda Summer Concerts Stage;
  - Klaipeda Sculpture Park;
  - John Hill in Klaipeda;
  - Klaipeda Cruise Ships Terminal square;
  - Klaipeda University campus;
  - Klaipeda Agiminos, Sąjūdžio Trynqio park;
  - Lietuvių ir Atgimimo aikštės;
  - K. Donelaitis square in Klaipeda;
  - Klaipeda oldtown;
  - Palanga Sculpture Park;
  - Palanga Brūckė park;
  - Palanga Central and Napoleonas Nidos squares;
  - Neringa V. Kėrėnas square;
  - Nida port territory;
  - Juodkrante lagoon quay;
  - Juodkrante open air stage;
  - Event spaces in beaches.

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No | Name of the object | Description
---|-------------------|-------------------
1. | Restoration and revitalization of Klaipeda castle curtain walls and northern bastion complex | In implementation of the project, the following arrangement works are being executed: preservation and restoration of the remains of the castle and the paving; management of the territory bounded by external castle bastions and curtain wall outline; arrangement of Prince Frederick bastion with a poterne and Prince Karl bastion with a poterne. The project will create not only a new cultural space: the history-culture-science park, administered by the Museum of Lithuania Minor, but also a new public space for important city events. In parallel with the restoration of the Castle Museum, the building of the former rowing centre located in the territory will be turned into LMHM exposition spaces.

2. | Engagement of the Cultural Quarter in the Old Town of Klaipeda city | Klaipeda Fachwerk architectural complex is one of the most important preserved cultural heritage object in Klaipeda. In this quarter Klaipeda Department of Lithuanian Artists; The Ethnic Culture Centre, the county organization of Lithuanian Union of Architects, the Cultural Communication Centre and Klaipeda Puppet Theatre are located. After arranging the representative spaces of the city, it will be aimed to extend the supply of cultural services in the territory of the old Town, to ensure the clustering processes, bringing together culture, business and tourism needs to form an attractive cultural-tourist area for the residents and visitors to the city.

3. | Reconstruction of Klaipeda State Musical Theatre | Reconstruction of Klaipeda State Musical Theatre is one of the largest currently executed cultural infrastructure upgrade projects in Klaipeda. In 2020 the theatre will be one of the most modern theatres in the Baltic countries. Equipped with modern technology and high-quality acoustics, it will be able to present the most significant artists of the performing arts.

4. | Sea life sciences, marine technology and open access marine engineering experimental activity centre “H2O” | This is an interdisciplinary project, which is expected to be realized by 2022. A modern digitization centre will present 60 000 exhibits for visitors and researchers. The objective of the centre is to convey the marine nature, technology and engineering expertise to the public using innovative and involving cognitive methods.

5. | Modernization of the Summer Concert Stage | The Summer Concert Stage is an important cultural infrastructure of the city, which is closely linked with the UNESCO-protected song festival traditions and national culture fostering in the region. Only the Baltic countries have similar open air stages. The modernization of the Summer Concert Stage aims to increase the number of planned events and expand the provision for the supply of quality leisure activities.
Klaipėda is the only linear plan city in Lithuania. Today, by restoring and reconstructing the unique historic buildings and expanding the possibilities of the use of public spaces, the city changes its development axis. Over the next five years it is scheduled to update cultural sites and public spaces along the River Dane crossing centre of the city till Smiltynė: reconstruction of the State Musical Theatre, the Dane river embankments and the Stock Exchange bridge, construction of the Bastion bridge and arrangement of the access, management of Smiltynė villas and the territory. In parallel to reconstruct and humanize the most remote southern areas of the city (construction of the public library-community centre, conversion of “Vaidila” cinema, “Sajudis” park, squares of Zarde, Pempininkai, Viršis, Oak wood and refurbishing other public spaces). Currently, the city is rendering a new general development plan, which will come into force in 2018 and will create more favourable city development conditions.

Below are public space development projects for 2016-2022 relevant to K-ECOC goals presented:

<table>
<thead>
<tr>
<th>No</th>
<th>Name of the object</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Arrangement of the Bastion complex (John Hill) and its access, creating a distinct cultural and tourist centre of attraction</td>
<td>Application of smart city and universal design principles in the central part of the city will create a new object of attraction: public space divided into recreation, major events and small business areas.</td>
</tr>
<tr>
<td>2.</td>
<td>Reconstruction of the Dane river embankments from the Stock Exchange Bridge and the adjacent public space (Dane square with fountains)</td>
<td>The reconstruction of embankments will increase the attractiveness of the central part of the city, its attendance, enable the quality leisure of residents and guests, improve the accessibility of the Dane River, which will ensure an increased flow of tourists and holidaymakers, and enable small-scale fishing and vessels mooring.</td>
</tr>
<tr>
<td>3.</td>
<td>Construction of a new drawbridge over the Dane River and managing the accesses by the Dane bank. Construction of Bastion street.</td>
<td>After the implementation of this project a 4-lane drawbridge will be built, the Dane bank access will improve: new bicycle and pedestrian trails will be made and leisure and recreation area for the citizens will be installed.</td>
</tr>
<tr>
<td>4.</td>
<td>Reconstruction of the Aigimimo Square</td>
<td>The Aigimimo Square is one more city space, which is constantly used for mass cultural events of the city. During the implementation of the reconstruction small architectural objects will be installed here, greenery will be arranged and an underground parking will be constructed.</td>
</tr>
<tr>
<td>5.</td>
<td>Development of the Trinėbai Pond territory to improve the natural environment and adjust it to people’s everyday use and passive recreation</td>
<td>Updated and cleared recreational area close to the city centre will be adapted for passive recreation, high-quality urban leisure and small scale events in nature.</td>
</tr>
<tr>
<td>6.</td>
<td>Conversion of the public spaces by the former “Vaidila” cinema</td>
<td>The project aims to increase the attractiveness of the city’s public spaces, located in the geographical centre of the city, to create high-quality and safe living environment. After the implementation of the project (refitted fountain, new pavement, benches, green areas and other small architectural elements, children’s playgrounds, Wi-Fi access and new lighting) the present passive public space will be engaged and turned into a place of everyday use and passive leisure.</td>
</tr>
<tr>
<td>7.</td>
<td>Environment and Welfare Arrangement of the Social-cultural cluster “Hope Town” in Klaipėda</td>
<td>The project aims to adapt the urban public space for active leisure and cultural needs.</td>
</tr>
<tr>
<td>8.</td>
<td>Environment and Welfare Arrangement of the Social-cultural cluster “Hope Town” in Klaipėda</td>
<td>The project aims to arrange the area around St. Francis of Assisi Church and St. Francis Oncology Centre located in the northern part of the city, to strengthen and expand the activities carried out by the Franciscan community: art therapy program, the supply of health wellness events. Here will be housed a special art gallery, presenting African art and collection of Japanese prints collected by the Franciscans.</td>
</tr>
</tbody>
</table>
In order to pursue the above-mentioned objectives, the Association, together with the state enterprise “Lithuanian airports” launched a project “Raise of Klaipeda region accessibility” in 2014, which has the primary objective to increase Klaipeda region accessibility and awareness through Palanga airport. The marketing measures introduced at Palanga airport promote new destinations, ensuring better accessibility of the region, increase of the number of incoming tourists, with the priority given to the rout Palanga-London-Palanga, but without narrowing down to this particular flight direction. The cities intend to allocate 90 thousand euros for the various marketing measures in 2016.44

Palanga airport, the seaport, Klaipeda railway and bus stations are the main transport hubs in the region.

Palanga Airport (http://www.palanga-airport.lt) is a small regional airport of Western Lithuania. The infrastructure of the airport is adjusted to serve medium and small aircrafts: BOEING 737, SAAB 2000, SAAB-340, DASH Q400, CRJ 200, CRJ 900, JETSTREAM-32, ATR-42, YK-42 and the like. After Lithuania joined the EU in 2004, the number of passengers has increased by more than 60 percent compared to 2003. The airport is part of the National Lithuania Transport Programme and Transport Investment Assessment Program (TINA).

Currently, regular flights from Palanga Airport are operated by foreign airlines: SAS, Norwegian Air Shuttle, airBaltic, Polish Airlines LOT, Wizz Air, Ryanair, RusLine and Belavia. Regular flights are provided to Copenhagen (Denmark), Oslo (Norway) and Riga (Latvia); during the summer season – to Moscow, Minsk and Warsaw. New directions to St. Petersburg and Billund are proposed. Due to connecting flights of SAS and airBaltic airlines it is possible to reach many other European cities from Palanga.

Below is the flight scheme from Palanga airport.

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<th>Airlines</th>
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Source: Palanga airport information


Palanga Municipality plans reconstruction of the following cultural objects over the next years:

- Palanga exhibition pavilion, installing expositional and creative spaces;
- Šventoji community home;
- Palanga “Naglis” cinema (together with the Ministry of Culture), installing 2 cinema halls not only for movies, but also for drama theatre performances;
- villa “Anapilis”, housing Palanga community centre, spaces for chamber events and expositions.

Next to the new Concert Hall it is planned to construct a modern building of similar architectural forms (about 1000 sq. m. area) for S. Vainiūnas art school, so that children and teachers of the resort would have great learning and working conditions.

In addition to cultural objects, new facilities providing tourism, medical and health services are planned:

- a new pool with a sauna and a sports complex;
- a new camping place;
- the most modern in Lithuania “Egle” sanatorium;
- global network’s “Marriott” Hotel.

Changes of the city infrastructure are intended: a new square will be founded in the place of the old bus station, the Tūkševičiai avenue near the Kurhaus and the concert hall, and the main entrance to the city by Kretinga street will be reconstructed and the latter will be increased to four lanes. A tender is called for investors to establish water amusement park in Palanga: this object would appear in Vytautas street in the former territory of the winter football field. In order to reduce seasonality it is planned to build an ice arena and indoor tennis courts in Bangy Street. Close to Palanga in Šventoji settlement there will be a marina established; Jūra street and the central square will be reconstructed. Private capital is proposed to set up logistics centres and light industry facilities near Palanga airport.

Neringa Municipality also provides a number of infrastructure projects:

- reconstruction of Nida Culture and Tourism Information Centre “Agila”, establishing a multi-cultural and conference centre, which will enable a wider variety of art, attracting different audiences and a better quality of service;
- reconstruction of painter Ernst Molenhauer’s home – studio and establishment of a museum-creation workshop;
- reconstruction of the old air open stage area, establishing a multi-purpose cultural object;
- establishment of Neringa Curonian household museum;
- reconstruction of summer stage with a concert hall of Ludvikas Žeiza Cultural Centre in Juodkrante;
- founding an Ecotourism camp and children’s camp in Pervalka;
- restoration of immovable objects of cultural heritage and accessibility increasing for visitors to movable cultural values;
- maintaining and updating public spaces.

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

Airport

In order to develop and promote cooperation with other regions and countries, attract more tourists, and increase the region’s recognition and accessibility Klaipeda Region Municipality formed an association “Klaipeda region” in 2012. The main goal of the association is to develop and promote international cooperative relations of Klaipeda Region with neighbouring countries and regions in other further countries; actively participate in international projects, programs and activities of inter-regional cooperation organizations; to enhance efforts of municipal members in the field of tourism in order to increase the number of tourists to Klaipeda region by formation of an overall tourist image of the region and increasing the competitiveness in Lithuania and internationally; development of the Klaipeda region’s tourism marketing strategy, through coordination of joint municipal activities.

In order to ensure the above-mentioned objectives, the Association, together with the state enterprise “Lithuanian airports” launched a project “Raise of Klaipeda region accessibility” in 2014, which has the primary objective to increase Klaipeda region accessibility and awareness through Palanga airport. The marketing measures introduced at Palanga airport promote new destinations, ensuring better accessibility of the region, increase of the number of incoming tourists, with the priority given to the rout Palanga-London-Palanga, but without narrowing down to this particular flight direction. The cities intend to allocate 90 thousand euros for the various marketing measures in 2016.44

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</tr>
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</table>

Source: Palanga airport information

It should be emphasized that Klaipeda region is easy to reach from other Lithuanian (Kaunas, Vilnius) and Latvian (Riga) airports. The developed transport system (micro buses, bus, car hire, trains), makes it possible to reach Klaipeda from any of those airports in 2,5 – 4 hrs. time.

Sea port
All three cities can be also reached by ferries, cruise ships, and (or) private yachts. For this there are suitable jetty infrastructures with a friendly service system installed in Klaipeda, Nida and Sventoji.

In Klaipeda there is an International Sea Ferry Port (http://www.dfdsseaways.lt/#), which administers ferries from (to), Germany, Sweden, Denmark, France, the Netherlands, Norway, Estonia, etc.

<table>
<thead>
<tr>
<th>Name of a route</th>
<th>Route frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ferries to Germany</td>
<td>Klaipeda-Kiel 7 trips per week</td>
</tr>
<tr>
<td>Ferries to Sweden</td>
<td>Klaipeda-Karlshamns 7 trips per week</td>
</tr>
</tbody>
</table>

Source: www.dfdsseaways.lt

Klaipeda port is operating successfully and is competing with the ports of the eastern part of the Baltic coast (Riga, Liepaja, and Tallinn). In recent years, the number of cruise ships coming to the port is increasing.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of ships</th>
<th>Growth percentage</th>
<th>Number of tourists</th>
<th>Growth percentage</th>
</tr>
</thead>
<tbody>
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<td>2003</td>
<td>28</td>
<td></td>
<td>8 786</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>48</td>
<td>+71</td>
<td>14 206</td>
<td>+62</td>
</tr>
<tr>
<td>2005</td>
<td>59</td>
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</tr>
<tr>
<td>2006</td>
<td>49</td>
<td>-20</td>
<td>25 014</td>
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<td>2008</td>
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<td>32 750</td>
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<tr>
<td>2014</td>
<td>63</td>
<td>+57</td>
<td>57 079</td>
<td>+74</td>
</tr>
<tr>
<td>2015</td>
<td>51</td>
<td>-19</td>
<td>60 202</td>
<td>+5</td>
</tr>
</tbody>
</table>

Source: PI Klaipeda State Seaport Authority

Bike roads
Along the Lithuanian seaside from Butinge in the north, to Nida in the south and along the Curonian Lagoon from Klaipeda to Rusne island stretches more than 200 kilometres of the “Seaside Cycle Route”, which was the first officially legalized and marked with special signposts bike road in the country. The Seaside Cycle Route is divided into three different sections, stretching along well equipped paved bicycle paths and inter-crossing in Klaipeda:
- From Klaipeda to Nida (52 km along the Curonian Spit);
- From Klaipeda to Butinge (49 km through the Seaside Regional Park and Palanga);
- From Klaipeda to Rusne island (~ 110 km along the Curonian Lagoon and the Nemunas delta).

Internet
In terms of availability channels, it is important to note that Lithuania is a leader in Europe in an extensive Internet network.

Wireless internet service quality assessment by start-up “Rotten WiFi” made a list of the fastest public wireless Internet in the world in 2014, where Lithuania took the first place among 172 countries.47

46 More: http://www.bicycle.lt/pajuriotrasa
5. OUTREACH

Languages
Klaipeda is multilingual city, spectrum of citizens used languages is quite wide and still expanding. According to the data of Statistics Department 78.5 percent of the citizens have indicated they know one or more languages. Among them knowledge of one language (except mother langue) was indicated by 41.6 percent, two languages – 29 percent, three – 6.6 percent, four and more – 1.3 percent of the citizens. The most popular foreign languages used in Klaipeda are Russian, English, German, and French.

- What is the city’s absorption capacity in terms of tourist’s accommodation?

According to the data of the Statistics Department for 2014: In Klaipeda there were 72 accommodation establishments, which could accommodate 3386 persons (number of rooms – 1436). The number of accommodated tourists amounted to 200 749 persons a year;
Neringa had 170 accommodation establishments, which can accommodate 3237 (number of rooms – 1334). The number of accommodated tourists amounted to 54 719 persons;
Palanga had 275 accommodation establishments, which can accommodate 10,895 persons (number of rooms – 4402). The number of tourists accommodated was 220 144 persons.

In all three cities there are 517 accommodation establishments, which can accommodate 17,518 people (number of rooms is 7172). The number of accommodated tourists’ reaches 475 612 people.

All cities have various types of accommodation: different categories of hotels, guest houses, hostels, sanatoriums, campsites, private accommodation subjects. Most of them offer multi-lingual service, free WiFi access, spa services, etc. The popular international hospitality network “CouchSurfing”, connecting travellers and the visited local communities, as well as an international residence reservation platform “Airbnb” operate in the region.

- 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?

The ambition to apply for the ECOC title from the very beginning was declared by city politicians and the municipality administration. This is evidenced by the strategic city cultural policy direction, oriented to increasing the funding of culture and thanks to this to the leap of the quality of creative self-expression and cultural services. Such political support undoubtedly allowed application developers to take actions, however, the support of the city community was very important, understanding that community will be the target group during the program preparation and its implementation.

Active community involvement in the development of the program, starting from the project idea and the preparation of an application, allows expecting a successful implementation of the program. More than 100 city and regional art community (creative team) representatives (artists, architects, historians, creative industries, marketing professionals, cultural managers, directors of cultural institutions, educational and scientific experts, etc.) took part in the preparation of the application, formulating the project concept, vision, strategy, consolidating measures and actions as well as generalizing the components of the European dimension. Not only Klaipeda, Neringa and Palanga residents were included into this activity, but also people coming from Klaipeda region, but now permanently living in Vilnius or in foreign cities.

Another more than 500 people were involved indirectly, by organizing focus group meetings during the preparation of K-ECOC application. They got acquainted with the ECOC actions, objectives and means. Politicians, academics, members of the education community, representatives of ethnic minorities, members of the Youth Council, Maritime Cultural Council, the Culture and Arts Council of city, as well as representatives of business and industry, tourism, architect and urban specialists were invited to participate at the meetings.
Klaipėda, Palanga and Neringa municipal representatives, external experts and ambassadors actively participated in the application development process. The application preparation supervisory board was founded. The application was compiled by the work group of Klaipėda Municipality Administration. Below is the board and work group scheme presented.

The general public was acquainted with the idea for taking part in the competition and the preparation of the application via media presentations, press releases, by inviting people to submit their proposals through the public channels. Also web domain and fb page were created.

During the application preparation there was an international conference “Ice-free Culture 2015: a Cultural Festival as a Catalyst for the Region” held in November 2015, with the former leaders of the ECOC, where international and regional experiences were shared and topical festival policy and management issues, such as organization of Capital of Culture were discussed.

How will the title create in your city new and sustainable opportunities for a wide range of citizens to attend or participate in cultural activities, in particular young people, volunteers and the marginalised and disadvantaged, including minorities? Please also elaborate on the accessibility of these activities to persons with disabilities and the elderly. Specify the relevant parts of the programme planned for these various groups. (This question is optional at pre-selection stage)

In order to realize the established goals for K-ECOC program objectives and with consideration of the context of the overall EU cultural policy objectives, focused on audience development, the greatest program challenge and attention are considered to be the involvement of various community groups into creative expression and participation in cultural activities, paying particular attention to children, young people, marginalized and / or disadvantaged groups.

The city is already developing a range of measures to ensure different groups of visitors’ participation and attendance at cultural events. Since 2015 the Municipality provides funding for a special communication and information program aimed at publicizing major city events via national TV channels, billboards in major Lithuanian cities, etc. The goal of the communication measures is to spread information on cultural events taking place in the region as widely as possible so that it would reach the widest possible customer audience.

Several new audience development measures will start this year or will begin in the coming years, through the realization of the program “Klaipėda - Lithuanian Capital of Culture”. In particular, this is a project “Waiting ticket”, which aim is to propose free tickets (collected due to charitable activities) to children. This will give an opportunity to young cultural consumers of Klaipėda city and the region to visit Klaipėda Drama Theatre and Concert Hall stock events. In the future it is planned to expand the number of institutions involved in the project and found a consistent tradition – to invite citizens to contribute to education of culture consumers since young age. On the other hand, it promotes social and public activity, the obligation to contribute to the cultivation of a cultural society. The project is patronized by the President of the Republic of Lithuania.

The second project is “Culture user’s card”, which aims to create an integrated citizen-cultural user card system for all strata of the community, but especially for the socially excluded: the disadvantaged population, senior citizens and the disabled. A card holder will not only receive information about every day events taking place in the seaport city and the region, but will also have an opportunity to free or discounted access to museums and services of other cultural institutions, public transport, car parking in the Old Town, etc. The project will include the entrepreneurs who will be able to apply various promotions and discounts for their products and services to cultural service users.

Changes in the community are the basis of the K-ECOC program. Therefore, in 2017 in order to assess the changes resulting from the program “Klaipėda-Lithuanian Capital of Culture” and to better understand the social habits of the population, their cultural expectations, the diversity and quality of cultural services provided in Klaipėda and the region, it is planned to carry out a field study of the culture. The findings of the study would contribute to the preparation to the K-ECOC year.

The application authors already distinguish the main target K-ECOC audiences by age - children and families, youth, seniors - and by social groups:
- artists, cultural figures, cultural NGOs, budgetary institutions, etc.;
- the academic community, and students;
- the maritime community;
- ethnic minorities, immigrants, refugees – currently socially most vulnerable European groups;
- disabled people;
- culture marginals, i.e. people who are not interested in culture at all.

We believe that cultural awareness has to start with the little ones, therefore special attention will be given to kids and families in the K-ECOC program by communicating with creators and pre-school and general educational institutions. Likewise, it is necessary to continue to develop creativity among young people and encourage them to become K-ECOC project co-authors, volunteers or creators.

One of the financially strongest audiences – middle age people, unfortunately, is the busiest group, therefore, seldom attending or participating in cultural activities. Thus, their inclusion in the cultural field should be associated with events and activities for children and families, or through in-situ cultural projects, social actions, allowing facing culture in everyday life or in the workplace.

Though the seniors have most time for visiting cultural activities, small pensions do not allow them to enjoy these opportunities. There-
fore, in K-ECOC framework it is necessary to rethink ticketing discounts for seniors and offer them a wider range of creative expression projects that would enable older people to personally participate in the cultural life.

One of the proposed changes of the audience in K-ECOC span is an initiation of new links, such as grandparents + grandchildren. We would like to invite culture organizers to propose cultural projects with the participation of all three generations. This would allow to take over ancestors’ traditions and of creative expression projects that would enable older people to personally participate in the cultural life. This involves a combination of cultural activities, as well as means of communication and the realization of local and global aspirations. Another particularly vulnerable group of the city are the disabled people. Their participation in culture is extremely difficult because of unsuitable urban infrastructure, restrictions of accessibility of cultural institutions. Although most of the city’s cultural institutions are adjusted to physical needs of the disabled, approach to them or simply going out of their home is too complicated, thus people with disabilities are going to cultural events seldom. People with other disabilities face similar challenges, therefore, culture may play a decisive role by acquainting and rallying the disabled, approach to them or simply going out of their home is too complicated, thus people with disabilities are going to cultural events seldom. People with other disabilities face similar challenges, therefore, culture may play a decisive role by acquainting and rallying the disabled people in wheelchairs, opportunities to gain craft skills, publishing special books for the blind and marking 2022 as the year for culture fosterers. It is also necessary to ensure changes in infrastructure and innovations in cultural activity formats. The whole K-ECOC program will invite to engage different age and social groups. The program in the direction of “Vibrant Community” with the programs “Growing Community” and “Community for Community” are particularly dedicated to community inclusion. We can already state the fact that all community groups will be invited to join the K-ECOC through special arrangements for participation:

- the Volunteer Program – free participation in K-ECOC program implementation in various forms;
- the Ambassadors’ program, inviting all interested in the K-ECOC idea and willing to share the good news and information about Klaipeda and region;
- the Partners’ program would consolidate various service sector companies (cafes, hotels, taxis, etc.), which would like to contribute to the creation of a hospitable city image.

Creative inclusion of focus groups will ensure participation of all members of the community in culture, new partnership project development and the change of socio-cultural city map. We believe that it is the community-based projects that encourage people to feel particularly significant citizens of their own community, country and the whole Europe, and will ensure a fully-fledged implementation of the EOCO program.

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

Klaipeda is statistically the youngest city in terms of population age structure. Therefore, children, youth and their parents’ involvement into the K-ECOC is one of the most important indicators of program implementation quality. Children aware of culture and / or participating in it from a young age, grow up as potential culture consumers. In addition to the parents, the school and kindergarten play an important part in creative education. After all, it is in the period between 10-12 years when child’s fundamental values, skills, and attitude to the world and community are formed. Therefore, interaction with these institutions is one of the priorities in the realization of the K-ECOC program. Other partners, such as non-formal education institutions, NGOs, cultural institutions, which are already actively involved in cultural education programs, will be involved in children and youth education.

In recent years significant creativity promoting educational programs are being carried out in Lithuania. One of the most distinctive projects is “Creative Partnership” (executive – Executive Development Centre), which aims to expand and enrich the usual learning process, to educate pupils’ and teachers’ creativity. Klaipeda city and the region schools and pre-school education institutions were actively participating in the program. Although the program is now officially over, its educational mission and methodology at a smaller scale is continued through “Creative Connections”. The program has yielded excellent results, therefore, the application authors believe that the principles of the program inclusion into educational k-ECOC projects and programs of “Vibrant Community” direction would contribute to the realization of the set goals.

On the other hand, it is necessary to take into account the needs of children and young people, by offering such activities or sessions, that would reflect their interests and expectations. In this way, during the preparation phase by 2022 it is necessary to work out a package for children and youth creative development, in order to integrate them into the K-ECOC program activities.

In parallel, close cooperation with Klaipeda universities and colleges will be developed. Currently there are 9 higher education institutions in Klaipeda: Klaipeda University, LCC International University, Klaipeda Faculty of Vilnius Art Academy and nearly 10 colleges. Experience already exists: Klaipeda scientists, together with cultural institutions prepare cognitive cultural events, read lectures to the citizens, publish history books, participate in social activities, etc.

Involvement of students of these institutions into the cultural field of the city is also very relevant, in particular, because this is one more group of cultural consumers. But more importantly, the majority of young people come from regional towns and are not familiar with the cultural potential of Klaipeda and participate reluctantly in it. For the quality inclusion of young people it is needed to set a package of services responding to their needs and expectations. It is extremely important to integrate this potential culture users’ group into the ranks of volunteers so they could to directly explore the program and become the real K-ECOC Ambassadors.

As an example of the interaction could be VAA Klaipeda Faculty inclusion in a visual creation of unique K-ECOC brand. This practice has fully justified in the context of the program “Klaipeda - Lithuanian Capital of Creativity 2017”, when students of design programs of the leading VDU students have contributed directly with their creative projects and became active participants of the program. And the graphic identity created has revealed perspective modern gaze of a young man to the city.49

Creative partnerships is a unique creativity teaching school curriculum programme initiating changes at school, which was implemented throughout Lithuania in 2016. During the programme the students, teachers and creators: artists, cultural and creative sector, artists and creatives united for the overall objective. The programme aims to show the learners that learning can be exciting and makes sense, to reveal to the teachers that classes can take place not only in the classroom, but also in many other traditional areas, to create a variety of non-standard forms while learning different subjects, to create seminars of culture of reflection and a space for understanding oneself and one another; to promote new learning techniques that would help to develop the skills, which are necessary for the labour market of the 21st century. The programme will be expanded in other areas of “Creative Communities in Lithuania via the project of “Creative Connections”. This is an association uniting creative professionals, which aims to reveal the potential of people and develop pro-active and creative communities through creativity, culture and art.

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44 More about programs read in Part 3 of the application form.
6. MANAGEMENT

A. FINANCE

1. City budget for culture:
   - 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):

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual budget for culture in the city (in euros)</th>
<th>Annual budget for culture in the city (in % of the total annual budget for the city)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3 728,6</td>
<td>2.46 proc.</td>
</tr>
<tr>
<td>2013</td>
<td>3 585,3</td>
<td>2.65 proc.</td>
</tr>
<tr>
<td>2014</td>
<td>3 461,3</td>
<td>2.63 proc.</td>
</tr>
<tr>
<td>2015</td>
<td>3 998,4</td>
<td>2.84 proc.</td>
</tr>
<tr>
<td>Einameji</td>
<td>4 800,0</td>
<td>3 proc.</td>
</tr>
</tbody>
</table>

- 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.
- 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)?

   Answers to both questions are presented in the table below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual budget for culture in the city (in euros)</th>
<th>Annual budget for culture in the city (in % of the total annual budget for the city)</th>
<th>Amount for ECOC from the city’s annual budget for culture to finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>4 800,000,0</td>
<td>3 proc.</td>
<td>20 000</td>
</tr>
<tr>
<td>2017</td>
<td>5 700,000,0</td>
<td>4 proc.</td>
<td>40 000</td>
</tr>
<tr>
<td>2018</td>
<td>6 400,000,0</td>
<td>5 proc.</td>
<td>960 000</td>
</tr>
<tr>
<td>2019</td>
<td>7 300,000,0</td>
<td>5.68 proc.</td>
<td>1 480 000</td>
</tr>
<tr>
<td>2020</td>
<td>10 000,000,0</td>
<td>7.74 proc.</td>
<td>2 500 000</td>
</tr>
<tr>
<td>2021</td>
<td>11 800,000,0</td>
<td>9.13 proc.</td>
<td>4 000 000</td>
</tr>
<tr>
<td>2022</td>
<td>13 000,000,0</td>
<td>10.06 proc.</td>
<td>5 000 000</td>
</tr>
<tr>
<td>2023</td>
<td>9 000,000,0</td>
<td>6.97 proc.</td>
<td>1 000 000</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>15 000 000</td>
</tr>
</tbody>
</table>

2. Operating budget for the title year

2.1. Income to cover operating expenditures:
   - 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:

<table>
<thead>
<tr>
<th>Total income to cover operating expenditure (in euros)</th>
<th>From the public sector (in euros)</th>
<th>From the public sector (in %)</th>
<th>From the private sector (in euros)</th>
<th>From the private sector (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>32 000 000</td>
<td>28 500 000</td>
<td>89.06</td>
<td>3 500 000</td>
<td>10.94</td>
</tr>
</tbody>
</table>

*Melina Mercouri award is not estimated.

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

<table>
<thead>
<tr>
<th>Income from the public sector to cover operating expenditure</th>
<th>in euros</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Government</td>
<td>10 000 000</td>
<td>35.09</td>
</tr>
<tr>
<td>City</td>
<td>15 000 000</td>
<td>52.63</td>
</tr>
<tr>
<td>Region</td>
<td>1 000 000</td>
<td>3.51</td>
</tr>
<tr>
<td>EU*</td>
<td>1 500 000</td>
<td>5.26</td>
</tr>
<tr>
<td>Other</td>
<td>1 000 000</td>
<td>3.51</td>
</tr>
<tr>
<td>Total</td>
<td>28 500 000</td>
<td>100</td>
</tr>
</tbody>
</table>

* Melina Mercouri award is not estimated.
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?

Klaipeda City Municipality declares its ambition to increase the funding for culture since 2015. This is the strategic position of the city, approved on April 14, 2015 by signing Klaipeda City Council ruling coalition agreement, endorsing the goal to double the funding for the cultural sector. The increased budget plan is included in the Strategic Action Plan of the city.

In April 2016, Klaipeda City Council adopted a resolution to fund the project “Klaipeda – European Capital of Culture”, according to which Klaipeda City Municipality will designate 15 million euros for fulfilment of this program in the 2017-2023 budget, if Klaipeda is granted the European Capital of Culture 2022 title.

Neringa City Council also confirmed the determination and the financial contribution by the resolution of April 22, 2016 to allot 243 thousand euros for the implementation of K-ECOC programme. Palanga City Council will make their decision on the K-ECOC programme funding at the 2nd stage of the application.

Lithuanian Government Strategic Committee also agreed to allocate public funds for the program “European Capital of Culture 2022” on the 20th of April, 2016. A final decision on the size of the financial contribution will be made in 2017, after the selection of the Lithuanian city – European Capital of Culture 2022, but this contribution (without capital investment) should not exceed 10 million Euros.50

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

In order to attract additional funds, it is planned to use all the possibilities of participating in various EU funding mechanisms and programs. It is planned to co-finance individual projects by applying to:

- “Creative Europe” (support for cultural and creative industries);
- “Erasmus +” (support for education, training, youth and sport);
- “Horizon 2020” (support for research and innovations).

According to what timetable should the income to cover operating expenditure be received by the city and/or the body responsible for preparing and implementing the ECOC project if the city receives the title of European Capital of Culture? Please fill in the table below (this question is optional at pre-selection stage):

A preliminary time-table is presented, taking into account the experience of other ECOC cities and expert recommendations:

<table>
<thead>
<tr>
<th>Source of income for operating expenditure</th>
<th>2016 -2017 m.</th>
<th>2018 m.</th>
<th>2019 m.</th>
<th>2020 m.</th>
<th>2021 m.</th>
<th>2022 ECOC year &amp; 2023</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Government</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>60 000</td>
<td>960 000</td>
<td>1 480 000</td>
<td>2 500 000</td>
<td>4 000 000</td>
<td>6 000 000</td>
<td>15 000 000</td>
</tr>
<tr>
<td>Region</td>
<td>10 000</td>
<td>30 000</td>
<td>70 000</td>
<td>90 000</td>
<td>300 000</td>
<td>500 000</td>
<td>1 000 000</td>
</tr>
<tr>
<td>ES*</td>
<td>40 000</td>
<td>260 000</td>
<td>400 000</td>
<td>800 000</td>
<td>1 500 000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other funds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsors</td>
<td>100 000</td>
<td>200 000</td>
<td>500 000</td>
<td>700 000</td>
<td>1 200 000</td>
<td>2 700 000</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>200 000</td>
<td>600 000</td>
<td>800 000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>70 000</td>
<td>1 090 000</td>
<td>1 790 000</td>
<td>4 450 000</td>
<td>9 450 000</td>
<td>15 150 000</td>
<td>32 000 000</td>
</tr>
</tbody>
</table>

*Melina Mercuri award is not estimated.

2.2.2. Income from the private sector:

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

Klaipeda is an important economic centre of Western Lithuania. Klaipeda port is successfully expanding its activities, building new cargo terminals, competing in handled cargo volumes with the ports of eastern Baltic coast (Riga, Liepaja, Kalingrad, Tallinn) and for several years has been the leader of the competition. The number of the cruise ships, calling at Klaipeda port is constantly increasing.

In the eastern part of the city Klaipeda Free Economic Zone, is located which allows companies to receive tax benefits. In 2001 near the FEZ there was built the first geothermal power plant in the Baltic States, supplying Klaipeda with the geothermal heat. Since 2013 the only co-generative waste incinerating power plant in Lithuania operates here, which was built with the assistance of the Finnish capital. The environmentally friendly power plant significantly reduced the CO2 emissions for heat production and a large amount of waste is not discharged in the landfill.

In 2014 the liquefied natural gas terminal was opened in Klaipeda, which provides about 2/3 of required gas for whole Lithuania. A large share of the GDP is created in the city service sector. Klaipeda city and the region have a positive experience of cooperation with the private sector in the field of cultural, social and sports projects. The major events in the city are co-financed by big Lithuanian industrial and manufacturing companies. Thus, it is expected that they will be interested in providing support to the K-ECOC program as well.

For the whole K-ECOC program and separately for each event, there will be a special offer of cooperation prepared in order to invite potential partners and sponsors. The latter could provide financial support or get involved in the program through the project realization. It is planned to attract sponsors and partners by publicizing them through various channels of communication, as well as inviting them to become participants of the Partnership program or patrons of specific projects, etc.

It is also important to invite people to contribute to K-ECOC program funding. For this purpose, the crowd funding program will be invoked, as this practice has been successfully used in Klaipeda for achieving other beneficial public results.

50 Copies and translations of Decisions are presented in the annexes.
### 3. Operating expenditure:
- Please provide a breakdown of the operating expenditure, by filling in the table below:

<table>
<thead>
<tr>
<th>Programme expenditure (in euros)</th>
<th>Programme expenditure (in %)</th>
<th>Promotion and marketing (in euros)</th>
<th>Promotion and marketing (in %)</th>
<th>Wages, overheads and administration (in euros)</th>
<th>Wages, overheads and administration (in %)</th>
<th>Other (please specify) (in euros)</th>
<th>Other (please specify) (in %)</th>
<th>Total of the operating expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 080 000</td>
<td>69</td>
<td>4 000 000</td>
<td>12.5</td>
<td>4 000 000</td>
<td>12.5</td>
<td>1 920 000</td>
<td>6</td>
<td>32 000 000</td>
</tr>
</tbody>
</table>

- Planned timetable for spending operating expenditure (this question is optional at pre-selection stage):
  
  Timetable of operating expenditures will be provided later.

### 4. Budget for capital expenditures:
- 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:

<table>
<thead>
<tr>
<th>Income from the public sector to cover capital expenditure</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022 ECOC year</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Government</td>
<td>3 635 079</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>10 507 351</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EU*</td>
<td>36 186 861</td>
<td>72</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>50 329 271</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Melina Mercuri award is not estimated.

- 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?

The commitments have been made:
- By Order No 1V-102 of February 12, 2016 of the Minister of Internal Affairs “Regarding the Approval of the Program of Integrated Territorial Development in Klaipeda city”, the program, which includes the projects concerning the public spaces referred to in Part 4 of the application, was approved.
- By Resolution of December 22, 2015 of Klaipeda City Municipality Council “Concerning the Approval of Klaipeda city Municipality Strategic Development Plan for 2016-2018”, which also includes the all above mentioned projects.

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

In order to attract additional funds, it is planned to use all the possibilities of participation in various EU funding mechanisms and programs. It is planned to find co-financing of individual projects by applying to:

- Cohesion Policy Funds (support for regions and cities);
- COSME (support for EU enterprises and small and medium-sized enterprises competitiveness and sustainability and the promotion of entrepreneurship);
- Connecting Europe Facility (among other areas, support is provided to the digital networks of cultural projects).

- According to what timetable should the income to cover capital expenditure be received by the city and/or the body responsible for preparing and implementing the ECOC project if the city receives the title of European Capital of Culture? (Please fill in the table below. This table is optional at pre-selection stage):

<table>
<thead>
<tr>
<th>Source of income for capital expenditure</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022 ECOC year</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>7.888.374,00</td>
<td>5.384.652,00</td>
<td>6.503.707,00</td>
<td>4.180.955</td>
<td>3.142.377</td>
<td>2.828.132</td>
</tr>
<tr>
<td>National Government</td>
<td>1.405.007,00</td>
<td>523.256,00</td>
<td>500.203,00</td>
<td>412.258,00</td>
<td>478.598,00</td>
<td>320.256,00</td>
</tr>
<tr>
<td>City</td>
<td>2.136.717,00</td>
<td>2.056.780,00</td>
<td>1.832.108,00</td>
<td>1.564.955,00</td>
<td>1.487.990,00</td>
<td>800.000,00</td>
</tr>
</tbody>
</table>

- 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.

Below only few selected projects of Klaipeda Municipality and their implementation periods are presented (projects developed by national institutions or private initiatives are not included):

<table>
<thead>
<tr>
<th>No.</th>
<th>Project</th>
<th>Estimated value, Eur</th>
<th>Construction works (intended period)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Restoration and revitalization of Klaipeda Castle curtain walls and northern bastion complex</td>
<td>4.514.095,31</td>
<td>2016-2018</td>
</tr>
<tr>
<td>2.</td>
<td>Arrangement of the Bastion complex (John Hill) and its access</td>
<td>1.362.920,00</td>
<td>2017-2019</td>
</tr>
<tr>
<td>3.</td>
<td>Engagement of the Cultural Quarter in the Old Town of Klaipeda city (management of the Fachwerk architectural complex)</td>
<td>1.202.079,00</td>
<td>2017-2019</td>
</tr>
<tr>
<td>4.</td>
<td>Reconstruction of the Dane river embankments from the Stock Exchange Bridge</td>
<td>4.097.280,00</td>
<td>2018-2020</td>
</tr>
<tr>
<td>5.</td>
<td>Reconstruction of the Atgimimo Square</td>
<td>1.448.100,00</td>
<td>2018-2019</td>
</tr>
<tr>
<td>6.</td>
<td>Conversion of the public spaces by the former “Vaidila” cinema</td>
<td>1.537.550,00</td>
<td>2018-2019</td>
</tr>
</tbody>
</table>
The public institution will be run by the general director, selected by a tender. The Director is directly responsible for the K-ECOC program administration and implementation of the creative program. The Director of Klaipeda Municipality Administration will be responsible for the general management of the program, implementation of the program objectives, the results and the finances.

Initially, in 2017-2018, the organisation would consist of the general director and a team of 5 people for performing specific functions (creative program, communication, international relations, finance).

Later, the organisation will gradually expand to 5 units, responsible for the implementation of specific functions, but closely linked and interacting with one another. Each unit will be headed by a qualified expert with international experience. The unit will consist of 3 to 7 people. If necessary, appropriate services will be acquired from external suppliers.

Below is the structure of the units and the description of their functions presented:

### B. ORGANIZATIONAL STRUCTURE

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

The organizational structure of the K-ECOC from the very beginning of the application development phase is based on two levels: the governance and implementation. Cooperation of these levels with a clear division of functions and the structural transparency will determine the success of the entire program. These include:

- The K-ECOC 2022 Coordination Committee: a coordinating level, involving Klaipeda and the partner cities (the political and municipal administrations), the associated partners and representatives of the Government, representatives of social and associated business structures, national and international advisors.51 This is the body, caring out the program implementation monitoring functions, coordinat-
ing inter-institutional, regional and municipal level actions.
- The administration of the municipality: a strategic level, which is responsible for the strategic and financial monitoring of the program.
- The newly established public institution “Klaipeda – European Capital of Culture 2022”: the executive level, responsible for the implementation and coordination of the program.

#### How will this structure be organised at management level? Please make clear who will be the person(s) having the final responsibility for global leadership of the project?

A new public institution “Klaipeda – European Capital of Culture 2022” will be founded for the imple-
mentation of the programme. The institution founding documents will be drawn after getting to the 2nd
stage of selection, and in case of being nominated as ECOC – the institution will be established. A public
institution is a non-profit limited liability public legal entity. The governing bodies of the PI are: the general
meeting of stakeholders, the board of the institution and the director, the head of the institution.

<table>
<thead>
<tr>
<th>No.</th>
<th>Project</th>
<th>Estimated value, Eur</th>
<th>Construction works (intended period)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.</td>
<td>Reconstruction of the Blacksmith Museum</td>
<td>371,869,00</td>
<td>2018</td>
</tr>
<tr>
<td>8.</td>
<td>Arrangement of the Oak wood</td>
<td>1,448,935,00</td>
<td>2018-2019</td>
</tr>
<tr>
<td>9.</td>
<td>Environment and Welfare Arrangement of the</td>
<td>500,000,00</td>
<td>2016-2017</td>
</tr>
<tr>
<td></td>
<td>Social-cultural cluster “Hope Town” in Klaipeda</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

51 Including representatives of: Curonian Spit National Park, State Klaipeda port, Klaipeda University, the members of the Education, Science and Culture Committee of the Parliament, the Ministry of Culture, the Lithuanian Culture Council, the Tourism Department of Lithuanian Republic, as well as delegates from culture, business, education, tourism and infrastructure sectors of Klaipeda city and region.

- **Creation and Programming Unit** will be responsible for the initiation and implementation of cultural project, project selection and monitoring.
- **Finance and Public Tenders Unit** will be responsible for budget management and its balancing, for smooth and transparent organization of procurement procedures and for assurance of the external audit service.
- **Marketing and Communication Unit** will be responsible for the implementation of the marketing and communication program, ensuring the contacts with the local and international communication channels, search and integration of sponsors, the image of the organization and the program as well as organization and supervision of general K-ECOC program evaluation services.
- **Partnership and Volunteering Unit** will be responsible for implementation of the volunteers, ambas-
sadors and partnership programs, maintenance of relationships with partners, especially with com-
unities, educational and cultural institutions, business and academic bodies, NGOs, etc.
- **Regional and International Relations Unit** will be responsible for communication with the local, re-
gional and national authorities, development of communication with foreign partners and embassies, contacts with the EU institutions, etc. This unit will be responsible for coordinating the specific info points in major Lithuanian cities and surrounding countries, and Luxembourg.

For high-quality and comprehensive project evaluation, the Creation and Programming Unit will be helped by 4 creation committees (corresponding to each program’s direction: “Changing identity”, “Vi-
brant Community”, “Future Culture”, and “Workation”). Each committee will consist of experts of relevant
sectors. Depending on the specifics of each direction they should include representatives of culture, the city administration and the community, academic and / or education field, the international community and / or business. The committees will be responsible for evaluation and monitoring of program projects of different directions.

The international advisors’ / external experts’ / team is also involved. The application authors consult with former ECOC organizers, including Vilnius 2009 – Roland Kvitiekas, Turk 2011 – Čay Sevon, Riga 2014 – Diana Čilve, etc. It is expected to continue to cooperate on the international exchange of experience and counselling aspects by including into the team not only the ECOC, but also organizers of other international festivals.

- How will you ensure that this structure has the staff with the appropriate skills and experience to plan, manage and deliver the cultural programme for the year of the title? These two questions above could be answered by enclosing in particular diagrams, the statutes of the organisation, its staff numbers and the curricula vitae of those primarily responsible.

Professionals of various fields and qualifications, the major urban and regional cultural operators, managers, artists with international experience in project management, as well as people who previously worked on the program “Vilnius – ECOC 2009” have already been involved in the application preparation group and the creative team, so we believe that in the subsequent stages their practical experience will have a significant impact on the smooth realization of the programme.

In case of success, the newly established office staff will be selected through an open tender. Their competence and qualifications will be ensured by the presented tender documents and recommendations. For supervising and implementation of different areas, specific qualification requirements will be established, however, the main staff recruitment criteria are listed below:

- Experience in international project management,
- Professional knowledge of the cultural field,
- Knowledge of European, Lithuanian, and the city’s cultural policy,
- Experience in the implementation of community projects,
- Knowledge (diploma) of management, marketing, cultural management or other specific requirements of the field,
- Knowing foreign languages (at least two),
- Work with computer programs.

- How will you make sure that there is an appropriate cooperation between the local authorities and this structure including the artistic team?

Interaction between different levels of management will be ensured by the participation of the responsible persons in activities of the Coordinating Committee and in close cooperation at the municipal level. The K-ECOC 2022 general director would act at all levels, which would allow him to be a mediator between all stakeholders. His function is to maintain the balance of interaction and ensure the flow of information between the executive, strategic and co-ordination levels. For this purpose, the Coordinating Committee meetings should be held at least every six months (and more frequently coming closer to the event), and the meetings with the Municipal representatives – at least once a month.

The K-ECOC 2022 artistic director will consistently cooperate with Klaipeda Municipality’s Department of Education and Culture and its subordinate Department of Culture in order to ensure communication and dissemination of information, coordinating the intensity of artistic activities, the relationship with the traditional city and regional cultural events, infrastructure deployment capabilities, etc.

It is very important to ensure communication and cooperation with the institutions of partner cities and the associated partners. The Regional and International Relations Unit of new institution will be responsible for the realization of this function. In case of success, it is planned that all regional and associate partners will sign a joint agreement defining the obligations and responsibilities of the parties.

- According to which criteria and under which arrangements have the general director and the artistic director been chosen – or will be chosen? What are – or will be – their respective profiles? When will they take up the appointment? What will be their respective fields of action?

The general director and the artistic director will be selected through an open tender. The tender will be held after the announcement of the results of the national ECOC competition (if Klaipeda and the partners win the title of 2022) and after establishing the public institution. The tenders will be held in accordance with equal rights, impartiality and transparency.

The candidates for the general director and the artistic director positions, besides the distinct motivation to implement the K-ECOC program, will have to correspond to high qualification requirements:

- Experience in international project management (not less than 5 years)
- Professional knowledge of the cultural field,
- Excellent knowledge of European, Lithuanian, and the city’s cultural policy,
- Leadership characteristics,
- Management and especially cultural management knowledge (diploma),
- Knowledge of foreign languages (at least two),
- Work with computer programs.

The general director will be responsible for the overall management of the institution, recruitment and creation of work conditions for the staff, preparation of finance planning documents and the reports, balancing of the program budget, preparation and implementation of cultural, marketing and communication strategies (together with the relevant units), communication with the Coordination Committee and the Municipality (regular reporting, attendance of the meetings, etc.), support of other stakeholders (international experts, sponsors, works committees, etc.), etc.

The artistic director will be responsible for the artistic K-ECOC preparation and implementation, the fulfilment of the artistic vision of the program, organization of programme competitions, and project selection (together with the experts).

C. CONTINGENCY PLANNING

- Have you carried out/Planned a risk assessment exercise?
- What are the main strengths and weaknesses of your project?
- How are you planning to overcome weaknesses, including through the use of risk mitigation and planning tools, contingency planning etc.

The realization of such a complex project undoubtedly arises unforeseen challenges to be addressed. In order to assess the potential risks in advance, the application authors evaluated the underlying risk situations. The answers to the questions are presented below.
D. MARKETING AND COMMUNICATION

Could your artistic programme be summed up by a slogan?

The preliminary artistic program slogan is “By the Wind” (Dutch: Aan de wind; Danish: Bidevind).

What is the city’s intended marketing and communication strategy for the European Capital of Culture year? (in particular with regard to the media strategy and the mobilisation of large audiences. At the final selection stage, consideration must be given in particular to the partnerships planned or established with the written press and the audio-visual sector with a view to ensuring media coverage of the event and of the plans relating to this strategy).

For high-quality K-ECOC implementation a detailed and clearly fit into the time frame (2017-2023) marketing and communication strategy will be prepared. The annual cooperation with information partners and the gradual implementation of the program advertising and publicity campaign since the K-ECOC aspirations and the program will be made public in different ways and in different media:

- **Press:** international, national, regional and local newspapers, magazines, etc., international and national press conferences, press releases and review articles. Since 2020 it is intended to make a special quarterly publication for K-ECOC and the program presentation.
- **TV:** international, national and regional television broadcast channels;
- **Radio:** international, national and regional radio stations;
- **Internet:** international and national information and cultural portals, social networks, newsletters, apps, Instagram, streaming podcasts, etc.
- **Printed materials:** posters, flyers, catalogues, etc. distributed at the international, national and local levels. Some K-ECOC printed materials will be printed in Braille, ensuring the inclusion of the blind people.
- **Indoor and outdoor advertising:** posters, special advertising objects in the city, screens, etc. distributed at the international, national and local levels.

In addition to the traditional marketing and communications package, special measures are included:

- Positioning and promotion of the ECOC brand, dissemination of the information on the most successful EU project;

<table>
<thead>
<tr>
<th>Risk</th>
<th>The impact of the risk on the project</th>
<th>Risk reduction measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Institutional risk</strong> is defined as the ability to manage and implement the project.</td>
<td>The project team consists of specialists, experts and qualified professionals having experience of administration of similar kind of projects. To ensure the selection of true leaders, motivated and competent professionals while selecting the candidates for the general director and the artistic director positions.</td>
<td></td>
</tr>
<tr>
<td><strong>The economic risk.</strong> Not allotted the funds needed for the implementation of the project due to local or external factors (economic crisis, etc.)</td>
<td>The potential impact: reduced project volumes, deterioration of the quality of the planned programs.</td>
<td>The Government of the Republic of Lithuania, Klaipeda and Neringa City Councils in 2016 adopted relevant documents of program financing. For the funding of the implementation of the program a variety of funds, sponsors and the crowd funding will be invoked.</td>
</tr>
<tr>
<td><strong>The political risk.</strong> This risk may arise from adverse municipal, governmental, and other decisions.</td>
<td>The potential impact: decrease in the volume or quality of the project.</td>
<td>The political risk of the project is the most difficult to manage, but it is reduced by the adoption of the relevant decision making documents by Municipality Councils. It should be noted that all Municipal Council decisions were adopted by the unanimous voting.</td>
</tr>
<tr>
<td><strong>The project implementation risk.</strong> The project promoters will not realize the planned projects; the public procurement procedures will be delayed, etc.</td>
<td>The potential impact: un-realized programs or certain programs, reduced the volume or the quality.</td>
<td>The risk may be reduced by clear-cut procurement conditions. To ensure the project implementation letters of indemnity, warranty letters and detailed contracts are essential.</td>
</tr>
</tbody>
</table>

K-ECOC aspirations and the program will be made public in different ways and in different media:

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- Indoor and outdoor advertising: posters, special advertising objects in the city, screens, etc. distributed at the international, national and local levels.

In addition to the traditional marketing and communications package, special measures are included:

- Positioning and promotion of the ECOC brand, dissemination of the information on the most successful EU project;
• Ambassadors', volunteers' and partners' programs;
• International tourism exhibitions, where in a special stand K-ECOC 2022 would be presented. Participation in exhibitions would start in 2019 in order to familiarize the European public with the capital and information about the program in advance;
• Culture user's card services covering Klaipeda, Neringa and Palanga;53
• Info points will be accommodated in all K-ECOC cities and other major cities in Lithuania and neighbouring countries, and in Luxembourg, where volunteers will provide information about K-ECOC program;
• Special ticket program for paid events, oriented to financial opportunities of various target groups. One of the measures of the system is a “Waiting ticket”.54
• Specific social actions for foreign audiences. For example, a mobile call to come to Klaipeda, involving international carriers, on which vehicles there will be tents, exhibiting the K-ECOC 2022 advertisement, or installations in the EU cities “Call Klaipeda”, a communicative project “Europe’s greetings to Mars”.
• Special social campaign in situ. For example, marking the entrance to Klaipeda with visually attractive cultural directional markers, and guests, entering Lithuania, will receive an SMS greeting, where besides the important information will be indicated that Klaipeda is the ECOC 2022.
• Inclusion of the city and regional producers into the K-ECOC publicity, allowing K-ECOC advertise on the packaging of daily food used by the population, etc. For example: cartons of milk, chocolate bars, etc. Marketing and communication program will be realized in 3 territorial areas (see picture below).

As it can be seen the most intensive advertising campaign will be organized in Lithuania and the neighbouring countries, and in the area of the Nordic countries and the Central Europe.

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

The main idea of the program is that each member of the community is a K-ECOC 2022 ambassador, spreading the word about the Capital of Culture. City residents will be invited to communicate this message by becoming K-ECOC program ambassadors and volunteers. Anyone will be able to use the everyday measures: the social networks, Instagram profiles, blogs, SMS messages, as well as the search keyword # mustsee2022, etc.

One of the communication measures is a digital “Guest Book” – a virtual space of SMS messages, comments and greetings for the city, which will be updated every 30 minutes and broadcasted on the city outdoor screens. The residents and visitors will also be invited to download K-ECOC 2022 apps, informing about the program events, facts and sending “day ideas” (e.g.: “Today in Klaipeda we greet in Swedish”, “Today we treat 3 colleagues to cacao”, etc.).

Through the special “Partners’ program” we will involve local businessmen: representatives of tourism, hotels, catering, transport, industry. Usage of the already mentioned inflight communication through airlines and airports, trains (especially the Rail Baltic), international ferry and cruise lines, etc. The Lithuanian Post Office could be an important K-ECOC partner and could offer special stamps, cards or post stamp series, which will label the correspondence in 2022.

Involvement of residents and local businesses is of particular importance, aiming for the residents to identify themselves with the ECOC and become comrades of the project. Therefore, constantly, and especially at the pre-K-ECOC stage, it is planned to hold meetings with key organizations in the city: cultural representatives, industrialists, public organizations, the scientific community, ethnic minorities, etc., aiming to introduce the course of the project to individual target groups.

It is necessary to emphasize the European communication line of the local population, which we plan to realize with partners in Luxembourg. The residents of both cities can contact and know each other by telephone or video without leaving their cities. School and pre-school children will be invited to write a letter to a friend in Luxembourg or in Klaipeda, Neringa and Palanga.

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

The main principle of communication is spreading of information about the European project by simple and locally understandable means. Therefore, the most important message, which will seek to be spread is that ECOC is one of the most successful initiatives in the EU, which ensures cultural development and dissemination, increasing self-confidence of local community and improves the city's image and knowledgeability. For this purpose, it is expected to disseminate information on how culture has contributed to the development of the cities, tourism and business promotion through a variety of public discussions and communication tools.

The dissemination of the ECOC information will be ensured through the K-ECOC brand and the publicity of its concept.

ADDITIONAL INFORMATION

1. In a few lines explain what makes your application so special compared to others?

Firstly, from the very beginning “Klaipeda – European Capital of Culture 2022” programme is being developed as a community program not imposed from above, but inviting everybody to become a part of it. The involvement of almost 600 people directly and indirectly in preparation of the application is one of the biggest strengths of this program.

Secondly, the application is distinguished by its original concept, which inspires, creates the emotion and focuses on people of the specific marine region in order to change the community mind-set. Taking off from the cosmopolitan marine philosophy, we are rising up to a new creative platform, towards the cultural development, environmental, social and economic well-being of the city and the region, towards the European self of the local population. We are open to challenges!

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

All additional information is presented in the Annexes.

53 More about this on p. 63.
54 More about this on p. 63.
THE SUMMARY OF DOCUMENTS CONFIRMING LIABILITIES OF LOCAL, REGIONAL AND NATIONAL INSTITUTIONS

State authorities:
- Order of July 20, 2015 of the Culture Minister of Lithuanian Republic No. ĮV-486 “On the approval of the call for participation applications in the 2022 European Union action entitled “European Capital of Culture” in the Republic of Lithuania”;
- Protocol of April 20, 2016 of Lithuanian Government’s Strategic Committee No. 3 “On the participation of Lithuania in the European Union action entitled “European Capital of Culture 2022”

Regional institutions:
- Resolution of April 22, 2016 of Neringa City Municipality Council No. T1-88 “Concerning approval of Neringa city Municipality Participation in the Project “European Capital of Culture” initiated by Klaipeda city Municipality”;
- Resolution of April 28, 2016 of Palanga City Municipality Council No. T2-144 “Concerning approval of Palanga city Municipality Participation in the Project “European Capital of Culture” initiated by Klaipeda city Municipality”;

Papers of associated partners:
- Letter of April 11, 2016 of the Mayor of Skuodas region Municipality No. (4.1.20)-R2-641 “Regarding the agreement to become associated partner of the European Capital of Culture”;
- Letter of April 13, 2016 of the Mayor of Klaipeda region Municipality No. T17-182(40.4) “Regarding the agreement to become associated partner of the European Capital of Culture”;
- Letter of April 13, 2016 of the Mayor of Klaipeda region Municipality No. (4.1.12)-D3-1708 “Regarding the agreement to become associated partner of the European Capital of Culture”;
- Letter of April 15, 2016 of the Mayor of Silute region Municipality No. R3-(2.1.19)-2794 “Regarding the agreement to become associated partner of the European Capital of Culture”;
- Letter of May 4, 2016 of the Director of the Curonian Spit National Park No. R3-(2.1.19)-2794 “Regarding the agreement to become associated partner of the European Capital of Culture”;
- Letter of May 4, 2016 of the Rector of Klaipeda University No. 4-559 “Regarding Collaboration between Klaipeda University and Klaipeda city Municipality Preparing Application for the European Capital of Culture 2022.”

Local authorities:
- Agreement of April 14, 2015 Klaipeda city Council ruling coalition and its annex “Move forward, Klaipeda!”, where aim to double financial support for culture has been declared.
- Protocol of October 10, 2015 of Klaipeda city Municipality Council Collegium No. TAK-8 to double financial support for culture during 2016-2019. This agreement is included into Municipal Strategic Action Plan for 2016-2018;

KLAIPEĎA CULTURAL INSTITUTIONS AND MAJOR EVENTS

The Municipal Budget Cultural Institutions

Klaipeda Concert Hall (www.koncertusale.lt)

Mission: to deliver, to foster, develop and promote the city’s musical culture at the highest artistic level, to creatively interpret and convey the national, the world’s cultural achievements, to establish modern art traditions, to meet the city’s public demand for the professional performing arts at artistic level and using a variety of forms and genres, to enable young talented and recognized local, national and international music performers to participate in the creative activity of the Concert Hall.

Main ensembles. Ensembles of high professional excellence are a significant part of city cultural panorama, representing the name of the Lithuanian port city on national and international stages, festivals or competitions. Klaipeda Concert Hall manages: Klaipeda Chamber Orchestra (art director Mindaugas Bąčkus), the mixed choir “Aukuras” (art director Alfonsas Vildžiunas), a brass quintet (art director Vilmantas Bružas) and the unique seaport city instrument – Klaipeda carillon (the carilllonists Stanislovas Žiževičius, Kestutis Kačinskas).

The major projects:

- **“Klaipeda Music Spring”** is the oldest classical music festival in Lithuania existing since 1976. The uniqueness of the festival is major form classical music projects: symphonic and chamber orchestras, opera, etc. Every spring expressive, impressive and glamorous concerts, top professional soloists and ensembles invite listeners to extraordinary meetings with the music screened by centuries.

- **Klaipeda Carillon Festival**. It is hard to imagine the acoustic landscape of Klaipeda city today without Klaipeda carillon. It is one of three musical instruments of its kind in Lithuania, which has become a symbol of the identity of the seaport city. It was installed in the central Post Office tower of Klaipeda in 1987 and since then carillon music festivals were held; the last festival took place in 2003. In 2014 the tradition of carillon music festivals was revived.

- **Summer concerts on the Concert Hall park stage** – a classical music festival invites to concerts in the open-air in the Concert Hall Park.

- **Every autumn the Contemporary Music Festival** “Music of Changes” presents to the audience the best music samples of XX-XXI centuries as well as and modern forms of expression, introduces a variety of arts interaction and promotes non-traditional creative techniques. The festival repertoire includes works that influenced the musical history changes in the last century, and music of modern authors. Annual meetings with contemporary music, its authors and performers give the audience new impressions and encourage perception changes.

- **The concerts of Seasonal Classics Festival** “Salve Musica” give refreshment for the soul, envelops in tranquillity and provides bliss. A carefully selected repertoire of the festival, festive meetings with leading national and foreign professional music artists enrich expectant waiting for Christmas in Klaipeda and become a true gift to listeners.

**Klaipeda Culture Center “Žvejų rūmai”** (www.zveJurumo.lt)

**Mission**: to foster amateur art culture and traditions, to enable artistic self-expression of the city residents, to satisfy the citizens’ cultural needs and development.

**Ensembles, managed by the centre**: a Pantomime theatre “A”, Youth Theatre “Be durų”, Oliukai theater, Klaipeda Castle Theatre, the mixed choir “Cantare”, the mixed choir “Klaipėda”, the folk dance group “Vëtra”, the youth folk dance ensemble “Elvinas”, the deportees’ choir “Atminties gaida”, the women choir “Dangė”.

The Culture Centre also manages Klaipeda Summer Stage and the Community centre.

**The major projects:**
- **International street theatre festival** “Šermukšnis” (Rowan) – the traditional street theatre festival held next to “Kuršių ainiai” – “Kuršiukai”.
- **Alka**. Klaipeda Municipality Ethnic Culture Centre raised and nurtured seven traditional music ensembles. They are well known to the community as participants of a great number of international, national and regional events and festivals: ensembles “Alka”, “Audenis”, “Kuršų ainiai”, “Senoliai”, “Voruneselė”, “Alkiukai”, “Kuršiukai”. The latter three ensembles bring together children and young people. It is amazing that adults crazy about authentic music indoctrinated their love for the old values and culture of this region to the off-springs. In this way next to “Alka” emerged “Alkiukai” and next to “Kuršų ainiai” – “Kuršiukai”.

**The Ethnic Culture Centre** (www.etnocentras.lt)

**Mission**: to foster the Lithuanian ethnic culture in the city of Klaipeda and propagate the traditions of this region in Lithuania and abroad.

**Ensembles**. Klaipeda Municipality Ethnic Culture Centre raised and nurtured seven traditional music ensembles. They are well known to the community as participants of a great number of international, national and regional events and festivals: ensembles “Alka”, “Audenis”, “Kuršų ainiai”, “Senoliai”, “Voruneselė”, “Alkiukai”, “Kuršiukai”. The latter three ensembles bring together children and young people. It is amazing that adults crazy about authentic music indoctrinated their love for the old values and culture of this region to the off-springs. In this way next to “Alka” emerged “Alkiukai” and next to “Kuršų ainiai” – “Kuršiukai”.

**Lithuania Minor History Museum** (branches: Sculpture Park, Blacksmith’s Museum, Castle Museum) (www.mlmuzejus.lt)

The largest Klaipeda region history museum is located in one of the oldest Klaipeda old town houses, built in the end of the thirteenth century. Museum proposes possibilities to get acquainted with the pagan and Christian culture, ancient cartographers mapping, understand how East Prussia and Klaipeda region has been formed, to see Klaipeda in the old postcards and photographs. The museum also exhibits paintings of K. Eulénstein and other artists, presents traditional crafts and costumes.

**Mission**. Lithuania Minor History Museum is a Klaipeda municipal cultural institution of the historic profile that propagates the historical and cultural heritage of Lithuania Minor and the city, educates the city community, histirical awareness, and strengthens the image and cultural identity of Klaipeda.

The museum offers 28 unique educational programs, annually organizes expeditions, conducts studies, prepare a program to celebrate the city’s foundation, is actively involved in international projects: European Photography, Comenius Regio program, and so on.

**Lithuania Minor History Museum branches**:

**Castle Museum** is situated in the authentic 16th- 18th century city castle chamber. The museum introduces visitors to the evolution of the castle and the city, there are also archaeological findings and documents, found in the castle and the old town, Klaipeda city stamps and reconstructed costumes of the 17th century exhibited in the museum.

**Blacksmith’s Museum** has been opened in 1992 in the former place of blacksmith Fr. Grim forges. The museum exhibits materials representing a significant Klaipeda blacksmith master G. Kacke and interior of his restored forge. Cemetery crosses, fences, architectural details of Klaipeda old town houses, fishing tools, and household items from Klaipeda region and the Great Lithuanian are also exhibited at the museum.

**Sculpture Park** was established in 1977 in the place of old city cemetery. “Here as nowhere else Soviet art of vandalism, praised with good intentions, is reflected” historian Vyantas Vareikis wrote about establishment of the Sculpture Park. Sculpture symposiums were organized during the period of 1977-1991 in Smiltyne, where sculptures were produced for the park. Currently, 116 different artistic works created by 61 sculptors during the first 13 symposiums are displayed in 10 hectares of the parkland.

**Resistance and Deportation Exposition** has been opened in 2014. Photographs, documents, letters, personal belongings of the people are exhibited here. Exposition is enriched with video material and live talks with other witnesses of these events on the computer terminal. Investigator cabinet is restored in another room.

**Klaipeda Public Library** (www.biblioteka.lt)

Klaipeda City Municipality Public Library has 8 departments, 13 branches, and an exchange and reserve fund. The total area of libraries is 3875 sq. m.

**Mission**: to establish modern libraries near citizens’ homes, with equal opportunities for all users to comfortably use all kinds of universal
information resources for cultural, recreational, self-education and life-long learning needs. The library is open to all Lithuanian and foreign citizens.

Ongoing projects:

- the goal of the competition “A Book of Klaipeda” is to familiarize the public with the most valuable books published by Klaipeda publishers;
- the program of summer cultural events “Go to Gairuliai” aims to create conditions for Klaipeda coastal settlement communities and seaside guests to participate in the cultural educational activities, thus making a library as a centre of attraction;
- the project “Family history - preserve the memory” aim is to consolidate creative activities, employ information and communication technology, to bring families together for the purpose to compile a family history and thus encourage families to spend more time together;
- the objective of the project “Discover your 3D city” is to create educational space in libraries where professional motivation and creativity of school children could be educated to fully provide guidance to the ICT educational service;
- the goal of the project “My family read, reads and will read” is to develop children’s reading skills, increase their reading motivation by involving family members in the sharing of experience and interest in reading history, with the help of attractive events and education;
- the aim of the project “STOP – a Book” is with the help of non-traditional methods to encourage the city community to spend their leisure time with a book and thus bring books closer to people.

Centre of National Minority Cultures (www.klaipeda.tkc.lt)

Mission: to create conditions for learning about ethnic cultures, preservation of ethnic minority identity, their cultural activities and artistic expression, to seek the full integration of ethnic minorities into the city life, to foster citizens’ ethnic tolerance and multi-cultural traditions of the multi-ethnic city.

The major projects:

- the aim of the national minority cultural festival “National Culture Day” is to present to the city of Klaipeda the activities of the communities of national minorities, their national identity, traditions and customs, and promote an intercultural dialogue. Every year guests from other cities and countries are invited to perform at the festival concerts and their participation is supported by non-governmental organizations maintaining the idea of ethnic cultural preservation.
- running the activity of Sunday schools of national minorities, organizing series of events: the Ukrainian Culture Days, the Azerbaijani holiday “Novruz Bairam”, the Belarusian Culture Days, etc.
- holding Festival “We are Children of Europe” to mark the World Day for Cultural Diversity.

Klaipeda Culture Communication Centre (with exposition spaces) (www.kkc.lt)

Mission: to present the points at issue, tendencies, and processes of creation of art to the society with the help of contemporary art forms and means. To develop and induce the relationship between the artist and the recipient of his art work with the help of up-to-date information methods and artistic forms, help the artists of the city integrating into the national and international context, reduce social exclusion between the creators of different art regions and the end-users of culture.

Activity. KCCC organizes international and national contemporary art projects, disseminates cultural information, and develops creative industries by presenting their own and other organizers’ projects. KCCC establishes conditions for exhaustive presentation of art tendencies in Lithuania and the rest of the world. These activities are aimed at active reflection on social, curating, art criticism, other contemporary art subjects as well as promotion of debates in the community of end-users of culture. KCCC also presents experimental contemporary music and film events, organizes meetings with artists, art curators and art critics, seminars and lectures on art topicalities and tendencies.

KCCC manages “Arts and Crafts Courtyard”, which is a unique cultural segment of the seaport city that combines demonstration of creation, young artists’ initiatives, and integration of various social groups into the artistic awareness process. At four year-round workshops local and resident artists not only present their works, but also participate in educational programs for children and adults, lead workshops and master classes.

The culture portal www.kulturpolis.lt, administered by KCCC, is on the air since 2009. The portal is aimed at analysing and reviewing the Lithuanian art stage, presenting tendencies, points at issue, information about art competitions, residences, and the biggest art events in the world.

THE MUNICIPAL PUBLIC CULTURAL INSTITUTIONS

PI “Klaipeda festivals” (www.jurossvente.lt)

It is a non-profit limited liability public legal entity. Klaipeda Municipality is the founder and the owner of the enterprise. The enterprise has more than 15 years of experience in the organization of the major and most ambitious festivals and events of Klaipeda city, with a special focus on fostering the maritime cultural traditions and promoting high-quality leisure and tourism.

In carrying out its activities, the enterprise pursues the following objectives: to initiate and organize the city’s main events, to facilitate the promotion of maritime culture, to improve maritime city image by marketing tools, to develop cultural partnerships in the Baltic Sea region.

The major projects:

- Klaipeda Festival of Lights,
- the season opening festival “Klaipeda Ship Parade” is a celebration during which guests can not only have fun sailing in a boat, but also get acquainted with the Lithuanian navy vessels, learn Klaipeda maritime history and ancient crafts. The culmination of the celebrations is a night parade of ships illuminated with garlands and musical fireworks in Smiltynė.
- Every year the “Sea Festival” attracts more than half a million visitors to the city. During the festival, various events take place to honour or commemorate mariners, such as: “Mariners parade”, “Captains’ Party”, the “Ceremony of Wreath Launching in the Sea”, “Attendance of L. Stulpinas grave” and “Commemoration of “Linkuva” sailors”. The marine theme is reflected by the impressive traditional sailboat regattas: the “Baltic Sail”, the “Baltic Sprint Cup”, and the “Curonian Spit Regatta”. During the festival various entertaining stage and street events, implementations of artistic-creative initiatives, sport events, festive fair, various active entertainments and exhibitions take place in the city.
- Regatta “Tall Ships Races” and “Baltic Sail”
- Educational racing “Rally og the Lighthouses”
- Science and Art Festival “RESTART”
- Series of city Christmas events.

PI KEPA, Culture Factory (www.kulturosfabrikas.lt)

The “Culture Factory” is an incubator of contemporary performing arts and creative businesses. In the first centre of the creative industries in the region art and business initiatives are successfully combined. It creates favourable conditions for the permanent work of young art professionals (especially in the performing arts field), sets up innovative start-ups businesses, creates a platform for prospective creators.

In multifunctional spaces of the “Culture Factory” various cultural and entrepreneurial events such as: theatre performances, festivals, conferences, educational seminars, film and fashion events take place. The factory renders the diverse space rental and event organisation
services for businesses and residents.

**Mission:** to promote entrepreneurship of Klaipeda city residents and competitiveness of businesses and creative industries in creation of image of Klaipeda as a progressive city, to encourage investments in the city.

**Activities and main objectives:**

**Interactions of “Culture Factory” residents of various fields and promotion of their creativity and entrepreneurship.** Ideas are simulated of how professional artists, other residents and members of “Young talent bank” of Factory community could integrate into social and traditional businesses, research laborato-
ies, associated structures and provide creative services to the local community. “Culture Factory” regularly holds educational events from the field of the creative industries for the community and public.

**Strengthening of the awareness of the creative location and increasing its internationalism.** Imple-
m entation of initiatives of “Culture Factory” creative community, projects to boost attractiveness of the city and the region as well as the city marketing creativity. Initiation of international creative partnerships, start-up colonies, etc. Contribution to the modelling objective urban development of the derelict John Hill, proposing creative initiatives to increase the tourist attraction and functionality of the site. Various
tivities are combined in formation of cultural identity and image of the “Culture Factory” as a regional centre of creative industries.

**STATE CULTURAL INSTITUTIONS**

**Klaipeda County Ieva Simonaitytė Public Library (www.klavb.lt)**

Klaipeda County I. Simonaitytė Public Library was founded in 1950. Throughout the lifespan it had four different names, but since 1995 it is called by the present conventional name. Till 2006 library departments and branches were scattered across the territory of the city, but after a thorough renovation and construction works, the library has settled in one place with all the departments and has opened its doors to the visitors and readers.

**Mission:** to enhance the development of the information society, providing the opportunity for each and every inhabitant of the region to use the information resources of the library, and promoting the continuous development of personality, self-expression and creativity.

**Vision:** a sustainable, effective, accessible to all population groups library, which consolidates efforts of municipal public libraries of the city to expedite the information society, culture and art service development in Klaipeda region.

**I. Simonaitytė library is very active with its services, activities and projects, both in the city and in Klaipeda and Tauragė counties, where it performs the function of a methodical centre. Every year, 400 events are held in the library for people of all ages. The last three years have been particularly active for the library as it implemented 20 long-term projects, of which the largest and the most successful were: “Literary buffet”, “Traveling library”, “Green library”, “Region memory accents - in your hand”, “If you search – you find: innovation and the library”; “Book characters come to life”. Currently some projects are still implemented: “Cooperating and Creating Communities for the region study”, “Scattered Librar-
ies – scattered heritage: many ways to get to know”, “Mastermind: know, read, enjoy”. All these projects include the promotion of reading, cultural heritage dissemination, lifelong learning, culture, education, training, international cooperation and cultural spheres of the regions.

**Lithuanian sea museum (www.juru.muziejus.lt)**

Lithuanian Sea Museum is a unique complex of marine nature and historical knowledge, located in the 19th century defensive fort on the northernmost point of the Curonian Spit.

**Mission:** to learn, enjoy and protect human harmony with the see together with the visitors. The museum mission reflects the wide range of its activities.

**Activity:** The museum has the Baltic Sea basin and tropical marine fish aquariums and an exposition of marine nature. In the outdoor pools penguins, seals and North Sea lions are accommodated. The Case-
mates beneath the fortress ramparts house maritime history exposition, and on the ramparts, on the former cannon platforms, there are ancient and modern anchors exhibited.

At the approaches to the museum visitors are met by a site of old fishing vessels, where a traditional Curonian sailing boat - Kurenas, ocean going giants –fishtraws are displayed. Next to it there is an ethnographic fisherman’s homestead, which introduces fish men’s everyday life and traditional fishing. Every year, the Lithuanian Sea Museum prepares and implements cultural and educational projects, or-
ganizes theme exhibitions and special events for visitors. Some of the projects have become national (“Return of the Kurenas”) or traditional Klaipeda city events: a parade of historic ships “Dange fleet”, exhibitions at I. Simonaitytė public library and in public city spaces during the Sea Festival.

The Lithuanian Sea Museum opened its doors to the visitors in 1979 and up to 400 000 visitors call at the museum annually. It is the most visited museum in Lithuania.

The Lithuanian Sea Museum Dolphinarium was updated in 2015 and is the only Dolphinarium on the eastern Baltic coast. The Dolphinarium houses the Black Sea bottle-nosed dolphins and the California sea lions. Since 2001, the Dolphinarium started a special dolphin and children with physical and mental disabilities communication project – dolphin therapy.

Since 2002 due to participation in the EU funded projects, the Lithuanian Sea Museum has acquired rich experience in international cooperation.

**Pranas Domšaitis paveikslų galerija (www.idm.lt)**

Pranas Domšaitis Picture Gallery is a branch of the national cultural institu-
tion Lithuanian Art Museum (LAM) and is located in one of the four buildings of an ensemble of the end of the 19th and begin-
ning of the 20th centuries in Klaipeda. The gallery was opened in 1973, in its 22 exhibition halls (1,800 m²) over 700 works are displayed. The per-
manent exhibition presents works of the expressionist painter Pranas Domšaitis (1880-1965) (the gallery was called after his name in 2004). The P. Domšaitis work collection (665 pcs.) was donated to Lithuania and consigned to LAM by the Lithuanian Fund operating in the US. Pranas Domšaitis came from Lithuania Minor and after the World War I became famous in Germany and later in South Africa.

**Mission** of Pranas Domšaitis Picture Gallery is to protect, explore and popularize the creative legacy of painter P. Domšaitis and art heritage as well as contemporary art of the Lithuanian seaside region, other Lithuanian and foreign art values. The gallery also collects information about P. Domšaitis creative legacy and the seaside region art heritage, stored in other museums, institutions and private collections. To achieve these objectives, the gallery stores, investigates, systematizes art collections cumulated and deposited by LAM, enables the public use art values, combines preservation of the artistic values with communication, awareness raising and education, organizes and displays exhibits and short-term national and international exhibitions, educational programs, publishes the results of scientific research, organizes conferences, seminars and various cultural events, develops and implements creative projects.

**The completed projects:**

- International Exhibition “Anna and Margarethe Sinnhuber, two painters from Klaipeda” (together with the East Prussian Regional Museum in Lüneburg, Germany, 2011);  
- Participation in the continuous project of the Lithuanian Museum Association “Museum-School-Learn-
er. The national partnership network of museums and secondary schools”, financed by the European Social Fund (2012-2014);  
- International exhibition “Karl Eulenstein, an expressionist from Klaipeda” (together with the East Prus-
ian Regional Museum in Lüneburg, Germany, in 2013);  
- Long-term exhibition “Magnificent land. Artists in East Prussia. XIX-XX centuries. First half of paintings and graphics of the 19th-first half of the 20th centuries from Alexander Popov collection” (2014);  
- “Step into a picture. An interactive projection wall at the Pranas Domšaitis painting exhibition” (2014);
Klaipėda Clock Museum (www.ldm.lt)

Klaipėda Clock Museum is a branch of the national cultural institution the Lithuanian Art Museum (LAM).

Mission of the museum is to collect, store, explore and popularize Lithuanian and foreign art history and cultural values, linking the cultural heritage with the media, cultural and educational needs and cultural services, to educate historical and cultural awareness of the public, to foster the national cultural identity and bring it up-to-date.

Activities: cumulates artistic and cultural museum values, ensures stocktaking of the collected art and cultural values, their proper storage conditions and security, enables the public use of the protected museum values, holds expositions, exhibitions, publishes collection research results, organizes cultural and educational events (cultural evenings, concerts, celebrations, meetings, presentations, etc.), together with educational institutions prepares and executes pupils’ museum education programs, carries out the digitization of museum values and their promotion through LIMIS, implements and cooperates in the implementation of digitization projects in Lithuania and abroad, cooperates with related museums and other institutions in Lithuania and abroad, develops information on the museum matters; presents the activity of the museum in the websites.

The major on-going projects:

• Carries out project activities intended for the broad public audience (adults, children, seniors).
• In cooperation with Klaipeda State College encourages students’ practical activities by participating in the project “Renovation of the Clock Museum Sundial park exposition and increase its accessibility to all age and social groups.”
• Ongoing projects: Museum Rout, Museum Night, commemoration of four astronomical dates (Equinoxes, solstices, etc.)

Klaipėda Drama Theatre (www.kldteatras.lt)

Klaipėda Drama Theatre having old traditions employs a whole team of prominent stage artists, which is regarded as one of the most creative and the most united company in Lithuania.

The theatre building was constructed in the middle of the 19th century. The Lithuanian Klaipeda drama theatre started in 1935, when the closed Sauliai Drama Theatre was transferred to Klaipėda.

After the reconstruction of the theatre building, carried out in 2007 – 2015, Klaipėda drama theatre became one of the most modern in the Baltic region. The lower theatre premises are equipped with modern hydraulic equipment, exceptional sound and lighting equipment. The automatically controlled scene can move along with the stalls. The lifting equipment can move the stage and the stalls at different levels, rotate them from side to side. By hiding the floor chairs, it is possible to align planes so that the audience hall and the stage become a homogeneous space, suitable not only for theatre performances.

Activity: Klaipeda drama theatre shows performances throughout Lithuania, the company was on tours in Sweden, Denmark, Armenia, Albania, Poland, Romania, and Germany. For three years Klaipeda Drama Theatre has been organizing a Klaipeda theatre festival “Home”. This is an attempt to mobilize local forces of all Klaipeda theatres, to evaluate and perceive commonalities and uniqueness of Klaipeda theatrical process, to provide prospects and strategies.

In the theatre plans for 2017 there are performances by stage directors Eimuntas Nekrošius and Algimantas Jankevičius foreseen. In June 2017 the theatre is planning to organize the first international Klaipeda theatre festival to which theatres from Lithuania, Poland, Latvia, Estonia and Ukraine are invited.

Klaipeda State Musical Theatre (www.klaipedosmuzikinis.lt)

Klaipeda State Musical Theatre was established in 1987. It is the largest professional art company in the region with a mission to engage the widest possible audience from children to opera connoisseurs. One of the distinctive features of the theatre is preservation of the best theatrical traditions.

Activity: Theatre stages 3-5 premier shows of various genres a year and attracts more than 45 000 spectators. An international opera and symphonic music festival “Musical August on the seaside” is held every year. Main principle of the theatre repertoire is the variety, originality and high artistic criteria.

Fostering and disseminating professional theatre art in Lithuanian regions and developing international cooperation, theatre regularly tours in Lithuania and abroad. Theatre artistic program is also enriched by foreign artists. Relations of the theatre with European cultural institutions increases and expands through project activities. There were such projects implemented as “In Theatre”, “Bait”, and “Multicultural Dialog”, financed by the EU program projects.

The artistic level of the theatre is granted with the highest Lithuanian theatre award “The Golden Stage Cross” and Klaipeda city nomination “Acknowledgement mask”.

CULTURAL EDUCATION INSTITUTIONS:

• Klaipėda University, Academy of Arts
• Klaipėda Faculty of Vilnius Academy of Fine Arts
• Klaipėda Stasys Simkus Conservatory
• Klaipėda Juozas Karoso music school
• Jeronimas Kapsukas music school
• Eduardas Balys Art Gymnasium
• Adam Brakas Art School

• The album-catalogue of Pranas Domšaitis works (2015);
• An International exhibition “Carl Knauf – a Nida painter” (together with East Prussian Regional Museum in Lüneburg, Germany, 2015).
<table>
<thead>
<tr>
<th>No</th>
<th>The principal of the festival</th>
<th>The name of the festival</th>
<th>Description of the festival</th>
<th>Festivalio organizavim</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Ethnographic Culture Centre of Klaipėda Municipality</td>
<td>Traditional International Folklore Festival &quot;Parbėg laivelis&quot;</td>
<td>The traditional International Folklore Festival &quot;Parbėg laivelis&quot; is a prestigious ethnic culture event in Western Lithuania which is included in the IKPA (International Organisation of Folk Art by UNESCO) festival calendar. For four days Klaipėda citizens and guests can enjoy folk concerts, bustling country fair, culinary heritage presentations, creative workshops, children game afternoons, song evenings, ethno-cinema, traditional chattering evening, photo exhibitions, and outside night dancing.</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Klaipėda Concert Hall of Klaipėda Municipality</td>
<td>Festival &quot;Klaipėda Music Spring&quot;</td>
<td>&quot;Klaipėda Music Spring&quot; is the oldest classical music festival in Lithuania existing since 1979. The uniqueness of the festival is major form classical music projects: symphonic and chamber orchestras, opera, etc. Every spring expressive, impressive and glamorous concerts, top professional soloists and ensembles invite listeners to extraordinary meetings with the music screened by centuries.</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Klaipėda Municipality Culture Centre</td>
<td>International Street Theatre Festival &quot;Sermuklis&quot; (&quot;Rowan&quot;)</td>
<td>A traditional street theatre festival held every two years, with the participation of actors from different countries and a variety of theatrical projects. The festival presents the contemporary theatre and aims to bring out values of interaction among various cultural institutions and cultures.</td>
<td>2015</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Association &quot;Klaipėda Jazz Festival&quot;</td>
<td>International Jazz Festival</td>
<td>International Jazz Festival with the motto &quot;Good music for good people&quot;. The festival is intended for jazz, world and popular music lovers of all ages, education, musical taste and erudition. The festival attracts guests and musicians from different countries, while the Lithuanian Navy vessels, learn Klaipėda maritime history and ancient crafts. The culmination of the celebrations is a night parade of ships, illuminated with garlands, and musical fireworks in Smiltynė.</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
<td></td>
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<tr>
<td>5</td>
<td>Pi &quot;Klaipėdos publika&quot;</td>
<td>Klaipėda Ship Parade*</td>
<td>A celebration during which guests can not only have fun sailing in a boat, but can also get acquainted with the Lithuanian Navy vessels, learn Klaipėda maritime history and ancient crafts. The culmination of the celebrations is a night parade of ships, illuminated with garlands, and musical fireworks in Smiltynė.</td>
<td>2014</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>6</td>
<td>Pi &quot;Klaipėdos festivals&quot;</td>
<td>Sea Festival*</td>
<td>The festival has been held since 1934 and is the biggest summer festiva, which is visited by about half a million visitors from Lithuania and abroad. During the festival more than 100 different types of events – ceremonies, processions, exhibitions, concerts, street festivals, fairs, etc. – are held.</td>
<td>2014</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Artists’ group &quot;Fish Eye&quot;</td>
<td>International Contemporary Art Festival &quot;PLARTIFORMA&quot;</td>
<td>The main idea of the festival is to combine the forms of visual and performing arts as well as the artists from Lithuania and foreign countries in one cultural platform. At the same time it is a possibility to uncover new cultural areas, while inhabiting former urban and industrial territories with creative projects. In this way it is a project of versatile and multilateral communication, presenting contemporary theatre, dance, new cinema, video and visual art – the only event of such a kind in Klaipėda and whole Western Lithuania.</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Klaipėda State Musical Theatre</td>
<td>International festival &quot;Musical August on the Seaside&quot;</td>
<td>Since 1998 every year in July and August Klaipeda State Musical Theatre holds an international opera and symphonic music festival “Musical August on the Seaside”, which takes place not only in Klaipeda, but also in Nida, Jūodkrantė, Krettinga, Palanga, and other towns of Western Lithuania region. The event program is based on the premiere performances, and concerts in the most beautiful outdoor spaces of the seacoast.</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
<td></td>
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</table>

*It will be aimed to establish a separate measure with regard to partial financing of maritime culture fostering events in Strategic Activity Program of 2015-2017.

### TRADITIONAL CULTURAL EVENTS IN KLAIPĖDA CITY 2015-2017*

<table>
<thead>
<tr>
<th>NAME OF EVENT AND SHORT DESCRIPTION</th>
<th>2015-2017 PLACE</th>
<th>ORGANIZERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE 13th OF JANUARY, THE DAY OF FREEDOM DEFENDERS</td>
<td>12th of January</td>
<td>Liepu street, The chapel of St. Franciskis Asylietts.</td>
</tr>
<tr>
<td>THE 15th OF JANUARY, THE DAY OF KLAIPĖDA REGION</td>
<td>15th of January</td>
<td>Various public halls of the city</td>
</tr>
<tr>
<td>THE 16th OF FEBRUARY, LITHUANIAN RESTORATION DAY</td>
<td>16th of February</td>
<td>Atnėrimo square, cultural centre “Žvejų rūmai”</td>
</tr>
<tr>
<td>COMPETITION “A BOOK OF KLAIPĖDA”</td>
<td>February</td>
<td>Art division of Klaipėda City Municipality Public Library</td>
</tr>
<tr>
<td>THE NATIONAL THEATRE FESTIVAL FOR CHILDREN AND YOUNG PEOPLE – “JAUNATIS” (NEW MOON).</td>
<td>February</td>
<td>The Cultural Centre “Žvejų rūmai”</td>
</tr>
<tr>
<td>GERMAN CULTURE DAYS</td>
<td>April-May</td>
<td>Klaipėda old town, Culture communication centre, S. Dach home, Domžaistas gallery and other.</td>
</tr>
<tr>
<td>STREET MUSIC DAY</td>
<td>14th or 21st of May</td>
<td>Klaipėda old town</td>
</tr>
<tr>
<td>POETRY SPRING</td>
<td>End of May</td>
<td>Libraries and culture centres</td>
</tr>
</tbody>
</table>
### THE “HOPE RUNNING”
It is a unique gathering aiming to help the oncology centre of St. Franciscus, and to invite people to help cancer victims.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of May</td>
<td>From the Shopping Centre “BIG” (10 km.)</td>
<td>The leader of The Franciscan Monastery of Kreetinga Br. Benedikts Jurys <a href="mailto:sjurys@viltibegimais.lt">sjurys@viltibegimais.lt</a> <a href="http://www.viltibegimais.lt">www.viltibegimais.lt</a></td>
</tr>
</tbody>
</table>

### YOUTH TALENT FESTIVAL
This is an ongoing festival – contest lasting for two decades already. The main priority of the festival - the development of creative partnerships between Klaipeda State Musical theatre, music and art institutions.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of May - June</td>
<td>Klaipeda state music theatre</td>
<td>Klaipeda state music theatre <a href="http://www.klaipedosmuzikinis.lt">www.klaipedosmuzikinis.lt</a></td>
</tr>
</tbody>
</table>

### THE NIGHT OF THE MUSEUMS
The international European event of museums is organized to mention the International THE NIGHT OF THE MUSEUMS preceding evening. The exact dates vary

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>21st of May</td>
<td>Museums of Klaipeda</td>
<td>The department of Culture of the Municipality of Klaipeda City <a href="http://www.klaipeda.lt">www.klaipeda.lt</a></td>
</tr>
</tbody>
</table>

### Children and youth ethnic cultural camp-festival “VELUNGIS”
It is the only of such kind event in the region, which attracts children interested in folklore. Camp participants become familiar with a variety of traditional cultural elements: crafts, traditional instruments and musicianship, singing, narrative and minor folklore, ethno-choreography and traditional games.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, every two year</td>
<td>Camping grounds on the coastline</td>
<td>The Centre of Ethnic Culture of Klaipeda city municipality <a href="mailto:info@etnocentras.lt">info@etnocentras.lt</a> <a href="http://www.etnocentras.lt">www.etnocentras.lt</a></td>
</tr>
</tbody>
</table>

### MIDSUMMER DAY
In the evening 23rd of June on Jonas hill. Midsummer may simply refer to the period of time centred upon the summer solstice, but more often refers to specific European celebrations that accompany the actual solstice, or that take place around the 24th of June and the preceding evening. The exact dates vary between cultures.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>23rd of June</td>
<td>Jono kalnelis / Jonas hill</td>
<td>The Centre of Ethnic Culture of Klaipeda city municipality <a href="mailto:info@etnocentras.lt">info@etnocentras.lt</a> <a href="http://www.etnocentras.lt">www.etnocentras.lt</a></td>
</tr>
</tbody>
</table>

### CARILLON FESTIVAL
It is hard to imagine the acoustic landscape of Klaipeda city today without Klaipeda carillon. It is one of three musical instruments of its kind in Lithuania, which has become a symbol of the identity of the seaport city.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>24th of June</td>
<td>Klaipeda clocks museum yard</td>
<td>Klaipeda concert hall <a href="mailto:info@koncertusale.lt">info@koncertusale.lt</a> <a href="http://www.koncertusale.lt">www.koncertusale.lt</a></td>
</tr>
</tbody>
</table>

### Summer outdoor concert period
A classical music festival invites to concerts in the open-air in the Concert Hall Park.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>30th of June - 29th of July</td>
<td>Klaipeda concert hall inner yard</td>
<td>Klaipeda concert hall <a href="mailto:info@koncertusale.lt">info@koncertusale.lt</a> <a href="http://www.koncertusale.lt">www.koncertusale.lt</a></td>
</tr>
</tbody>
</table>

### ANNUAL FOUNDATION OF KLAIPEDA CITY
This traditional festival is organized at the city castle site territory, near the Castle Museum. The city flag is proudly lifted, and festivities take place in the castles site and old town.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st of August</td>
<td>Castle Site</td>
<td>The department of Culture of the Municipality of Klaipeda City and History Museum of Lithuania <a href="http://www.klaipeda.lt">www.klaipeda.lt</a></td>
</tr>
</tbody>
</table>

### INTERNATIONAL BLACKSMITHS PLAIN AIR “KETURI VĖJAI” (“Four winds”)
Going on since 2007. The focus is on the blacksmith’s craft, equipment, and technology demonstration. A joint blacksmith composition usually is created during the festival, which is becoming a new object in the public space Klaipeda.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>September 15 - October 6</td>
<td>Klaipeda concert hall</td>
<td><a href="mailto:info@koncertusale.lt">info@koncertusale.lt</a> <a href="http://www.koncertusale.lt">www.koncertusale.lt</a></td>
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</tbody>
</table>

### FESTIVAL “DAY OF NATIONAL CULTURES”
During the festival ethnic minority communities and groups present their activities, concerts and exhibitions.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>7th of November</td>
<td>The Centre of National Minority Culture</td>
<td>The Centre of National Minority Culture <a href="mailto:info@etnocentras.lt">info@etnocentras.lt</a> <a href="http://www.etnocentras.lt">www.etnocentras.lt</a></td>
</tr>
</tbody>
</table>

### MARTYNAS DAY
Each year at November 11th Klaipeda city is celebrating joyful festival for kids and youth.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>13th of November</td>
<td>The Centre of Ethnic Culture</td>
<td>The Centre of Ethnic Culture of Klaipeda city municipality <a href="mailto:info@etnocentras.lt">info@etnocentras.lt</a> <a href="http://www.etnocentras.lt">www.etnocentras.lt</a></td>
</tr>
</tbody>
</table>

### EUROPÄISCHER FILMKONGRESS “SCANORAMA”
SCANORAMA is a festival that takes place every year in November in the three biggest towns of Lithuania (Vilnius, Kaunas and Klaipeda), providing some of the most distinctive cultural film events of the autumn in Lithuania.

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>November</td>
<td>Cinema “Forum Cinemas”</td>
<td>Pi “Kino aliasinas” <a href="mailto:info@scanorama.lt">info@scanorama.lt</a> <a href="http://www.scanorama.lt">www.scanorama.lt</a></td>
</tr>
</tbody>
</table>

### EVENTS FOR INTERNATIONAL DISABILITY DAY
There are series of events, presenting concerts, theatrical performances, exhibitions by children and adults with disabilities organized

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
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<tbody>
<tr>
<td>3rd of December</td>
<td>The Cultural Centre “Žvejų rūmai”</td>
<td>The Cultural Centre “Žvejų rūmai” <a href="mailto:info@zvejurumai.lt">info@zvejurumai.lt</a>; <a href="http://www.zvejurumai.lt">www.zvejurumai.lt</a></td>
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</tbody>
</table>

### FESTIVAL OF CHRISTMAS MUSIC “SALVE MUSICA”
Festival's program consists of famous pieces of popular classics, diverse entertaining and popular projects that emphasizes the elevated mood of the seasonal spirits.

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<tr>
<th>Date</th>
<th>Location</th>
<th>Note</th>
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<tbody>
<tr>
<td>5-31 December</td>
<td>Klaipeda concert hall</td>
<td>Klaipeda concert hall <a href="mailto:info@koncertusale.lt">info@koncertusale.lt</a> <a href="http://www.koncertusale.lt">www.koncertusale.lt</a></td>
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</table>

### CHRISTMAS AND NEW YEAR EVENTS
Each year cycle of Christmas events starts on the first week-end of December with enlightenment of Christmas tree and ends on the 31st with festal salutes.

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>December</td>
<td>Various Klaipeda city places</td>
<td>The department of Culture of the Municipality of Klaipeda City <a href="http://www.klaipeda.lt">www.klaipeda.lt</a></td>
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</table>

* Representative festivals are not included.
## "K-ECOC 2022" MONITORING AND EVALUATION CALENDAR FOR 2017-2023

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<td>Local residents</td>
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<td>Dynamics of tourism sector according to TIC and Tourism Department data</td>
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