European Capital of Culture
Varaždin 2020 and Croatian North

Bid Book

Matching mismatching
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We are transitory, city is permanent

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WE ARE TRANSITORY, CITY IS PERMANENT

Goran Habuš
Mayor of Varaždin
Mayor’s Introduction - We are transitory, city is permanent

Our culture makes us who we are. Our cultural heritage defines us and has always had a highly important role in the development of Varaždin as a regional cultural and educational centre. Thanks to culture, through more than eight hundred years of its history, Varaždin has always had its place in European cultural circles regardless of the political situation or economy.

Based on this rich legacy, Varaždin is aiming to take on a new challenge - possibly the largest in its history, together with nine other partnering towns; Čakovec, Ivanec, Koprivnica, Krapina, Lepoglava, Ludbreg, Novi Marof, Prelog and Varaždinske Toplice. Due to this European initiative, these cities will positively open yet another chapter in their mutual development and progress in North-West Croatia.

Through the concept of Matching what clashes, questioning the old and the new, traditional and modern, eternal and temporary we aim to create new cultural values together with our citizens and encourage changes through joint thinking and action.

Based on Matching what clashes we are creating new and attractive cultural content in North-West Croatia with a highly promoted European dimension. A dimension that will connect and promote networking and creativity and fundamentally raise awareness of differences and connections between European countries and their cultural traditions.

The European Capital of Culture is an opportunity to present the rich cultural heritage and potential of Croatia nationwide as well as promoting European values and ideas of mutual respect of European nations.

This European initiative is our chance to resolve a number of issues and challenges we are dealing with as a transitional nation, create a new cultural dimension, and turn a new page in financing of culture, especially cultural amateurism.

New long term infrastructural support which we plan to strengthen until 2020 will enable new cultural and creative development within the whole region and together with the Strategy of Cultural Development will encourage a stronger social inclusion of all citizens.

The European Capital of Culture is a chance to bring culture and cultural events closer to citizens, a chance to reconstruct and build new cultural infrastructure and include all creative ideas in a strategic document. Be a part of this great challenge!
Why does your city wish to take part in the competition for the title of European Capital of Culture?

Important part of life of all Varaždin citizens, their past and their future is culture and art. Varaždin was the carrier and the center of cultural life and cultural changes throughout all its history. Early influence of Vienna was latter overpowered by new national unions with the focus on industry and military while modern day Croatia tries to create a balance between old and new cultural values and contents. Cultural elites are still celebrating Vienna elite cultural styles while the rest of the public is trying to preserve their cultural personality through several forms of traditional culture.

City of Varaždin with its partners analyzed current cultural situation and through development of the Strategy came to a conclusion that the process of uniting the citizens should be faster, through modern cultural flows and that this is just appearing as something impossible to match – urban and royal culture with public and primitive culture. Through the process of competing for European Capital of Culture in 2020, Varaždin could accomplish several strategical goals:

a) BECOMMING THE CULTURAL LEADER OF THE REGION ONCE AGAIN
b) DEVELOPMENT AND CHANGE THROUGH CULTURE
c) TOGETHER WITH THE REGION GETTING REVIVED THROUGH REAFFIRMATION OF ALL ARTISTIC DIRECTIONS
d) NETWORKING AND SYNERGY OF ALL CULTURAL WORKERS AS THE PERMANENT NEED OF CITIZENs AND LONGTERM COMMITMENT OF GOVERNMENT

City is not cultural because of its buildings, attractions, museums, galleries or concert halls, it is cultural as much as its citizens are cultural. Story of Varaždin is written in the culture, its citizens are proud of it and many cultural Varaždin citizens and artists spread the word of their hometown across the world in the past. Children of Varaždin can get their education in music in Varaždin Music School for over a decade and a half, professional theatre was built in Varaždin at the same time as in Zagreb and Vienna and in those times, Varaždin was just one tenth of the city we know today. This goes to show that its citizens were visionaries of cultural thinking and creating as well as creators of better quality of living for them but also for the generations to follow.

Varaždin is considered to be the “old cultural lady” with the title of free king’s city for over 800 years and is living on the fame of baroque, music and flowers but the visionaries still exist. They are creating for the future in their fields of creative work and taking every opportunity they see. When Croatia joined European union those artists saw the new opportunity, challenge and test for their work and development of culture and quality of life for themselves and their children. They saw the opportunity that even today, when majority of youth is leaving Croatia because of the economic situation, they could create and encourage others to create something to improve the standards of life through the title of European Capital of Culture. City of Varaždin and Croatian North have their problems, but we believe that there isn’t a city that doesn’t have them but the main difference is in the citizens that don’t run away from problems, but are facing them and solving them. As much as this candidacy for European Capital of Culture is difficult, it is encouraging because what we make of it now, we are making it for our joint future connected to humanistic values and art.
Does your city plan to involve its surrounding area? Explain this choice.

City of Varaždin was, and still is a cultural and educational center of the region and whole Northwestern Croatia. By visiting past ECOC cities, we realized that regional approach is the key of successful cultural development and changing of mentality of citizens. Partnership and synergy of activities of the whole region is especially visible in creating of new cultural programs and infrastructure. Because of all of this, Varaždin included 9 other partnering cities in the early phase of candidacy and secured this by signing the Charter and creating joint Cultural development strategy of Croatian North.

During the exchange of experience from European cities we discussed the agglomeration with the goal of long term development.

Logical conclusion emerged that it is the pure necessity to connect creative industry and logistical capacities of 9 cities close by, not even 40 kilometers away from Varaždin. Main advantages of our region are historical closeness and unity, cultural compatibility and similar mentality and creative industry. Despite different political parties in the city governments, all nine mayors accepted partnership with Varaždin and saw it as an opportunity to improve the quality of life for their citizens. Intensive cooperation started shortly after this. Result of that work is stated in this application through all the projects that emerged and will still be submitted.
CHARTER
OF JOINT CANDIDACY CITY OF VARAŽDIN AND PARTNERING CITIES FOR EUROPEAN CAPITAL OF CULTURE 2020.

I.

City of Varazdin is leading the candidacy together with nine (9) partnering cities of Northwestern Croatia, City of Cakovec, City of Osijek, City of Negotin, City of Koprivnica, City of Krizevci, City of Sisak, City of Zagreb, City of Novi Marof, City of Porec and City of Varazdinske Toplice (Varazdin North region) for European Capital of Culture 2020.

II.

Joint candidacy is based on mutual interest of participating cities in obtaining the title “European Capital of Culture” in 2020 with the goal of regional development in the field of cultural tourism. Regional approach in the foundations of development of cultural tourism and the important part of visibility of Croatian North Region and the cooperation of its cities. “Croatian North” will be first presented in the candidacy but will maintain even after the ECOC title with the infrastructure and visibility in general.

Base of this Charter is cultural, historical, geographical and traditional connection.

III.

Signatory cities are approaching this candidacy as a joint strategic interest and are directing all cultural and cultural resources, plans, strategic and potential towards reaching the main goal – obtaining the European Capital of Culture title.

All signatory cities agree that candidacy for European Capital of Culture will be the start of the new era in development of each individual city as well as the region in total.

IV.

Foundations of fulfilling the goals of this Charter are:

1. Including citizens, institutions, creative industries, and other interested in this project in which every interested citizen will have direct opportunity in participating and improving the quality of their lives and their cultural surroundings
2. Encouraging creativity in every interested citizen of cultural subject
3. Development of cultural tourism based on existing tourist attractions and other attractions in every city in the whole region
4. Ensuring being in new and developed cultural infrastructure with the goal of short-term jobs
5. Creating new events with the emphasis of developing new technology and its connection with art
6. Stronger inclusion of marginalized groups in culture
7. European dimension and networking will be a part of each project in culture during and after applying for European Capital of Culture 2020 title
8. Promoting European union as the founder of the idea of European Capital of Culture
9. Respect and preserving tradition, cultural and natural uniqueness in the City of Varazdin and other cities as well as the whole region
10. Main goal of all projects has to be long term strategy

This Charter is the main document of candidacy and cooperation. Financial, logistical and other activities will be defined in other special contracts to agreements between City of Varazdin and partnering cities listed in chapter I. in this Charter.

In Varazdin, December 2014
**Explain briefly the overall cultural profile of your city.**

Varaždin is stating its cultural identity through the old baroque architecture, long musical tradition, literary, artistic and scientific work of eminent authors and richness of preserved collections in the museums as well as through numerous cultural events. Cultural and historical attractions are the proof of cultural heritage created for over eight decades based on which Varaždin got the nickname “Croatian Vienna” or city of baroque, music and flowers.

Besides all of this, Varaždin is also the center of northern region which was always gravitating towards it. Region is placed in sub-Pannonia area and it has borders with Hungary and Slovenia and it’s close to Austria. Impact of those foreign cultures can be seen in tradition, culture, fashion, gastronomy and language – culture of living.

Area unites 547,495 citizens and 5,000 m2 which totals to 5.5% of whole Croatian surface.

This area together has 305 organizations and 28 institutions in culture that together provide citizens with more than 90 well known events, 35 of which are international. Those international events have 340 partners through which they are building their European dimension.

All events together had over 730 thousand of visitors at 118 locations in all cities included in the candidacy of Varaždin and Croatian North for European Capital of Culture.

If we pay closer attention to finances and investment in culture we can see that we are within European average and come to 7 percent of total city budgets, or around million euros in 2014. On a regional level. That number is a sum of investment in cultural infrastructure, organizations and institutions in culture.

<table>
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<th>Cities/indicators of cultural development</th>
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<th>Number of cultural events</th>
<th>Number of international cultural events</th>
<th>Total number of visitors</th>
<th>Number of spaces used in culture</th>
<th>Number of cultural institutions</th>
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Table 1. Indicators of cultural development in 2014, according to cities included in candidacy for European Capital of Culture in 2020.
History

Even though Varaždin was first mentioned in the Charter of Croatian-Hungarian king Bela III, published on 20th of August 1181., historiographers agree that the city created at the crossroads of roman roads, was populated back in the Roman era. Varaždin had a fast growth in the middle ages as the center of Varaždin County. It became one of the main urban centers of continental Croatia, city with developed crafts and trade and it was awarded the title of free royal city by Croatian – Hungarian king Andrije II. Arpadović in 1209. Citizens of Varaždin stopped being vassals of a feudal owner and became free traders and craftsmen who had a right to choose their own city judge. For over half a millennium city officials reside in the “stone house” at the main city square in one of the oldest city halls in Europe.

Era of the biggest development of Varaždin, both in economy and politics was in the 18th century when it becomes the center of a Croatian government. This made Varaždin the capital of Croatian from 1767. until 1776. when numerous palaces and public buildings were built and are still preserved to this date and are still the marker of Varaždin as a baroque city. Fast development of the city was promptly interrupted by a horrible fire that burnt down most houses of the city in April 1776. Because of this stigma Varaždin had regarding to fire, in 1864. firefighting organization was formed, first one in this part of Europe.

Citizens of Varaždin showed strong initiative in other parts of social life of the town. After being asked by the city Senate, Jesuits are moving into the city and opening the first high school in 1636. In the 1828. First Music School was founded and many choirs and ensembles started with their work and ten years later, in 1838. First Public Library in Varaždin was opened.

Theatre shows were performed in Varaždin back in the 18th century and were organized by Jesuits. In 1860. citizens of Varaždin are forming Theatre Volunteers Organization whose plays are performed in Croatian. By the plot of Vienna architect Hermann Helmer Varaždin theatre was built and opened for public in 25th of September 1876.

With the initiative of citizens included in the Museum Society in the 1925. Varaždin City Museum was opened in the Old Town and Gallery of Old and New Masters in the Sermage Palace under its administration. Thanks to professor and biologist Franjo Koščec Varaždin obtained extremely valuable entomological collection placed in the Herzer palace.

Area after the World War II was marked by development of cultural amateurism, especially in music when girls’ choir of Music School led by the professor Marijan Zuber became successful worldwide. Based on long and strong musical tradition, Varaždin Baroque Evenings, festival of baroque music which in the meantime became famous worldwide, were established in 1971.

Even though hundreds of years of cultural tradition of extreme importance is the foundation of candidacy of Varaždin and Croatian North for European Capital of Culture 2020. Varaždin is in the past few decades developing strong urban cultural brands. Events such as Trash Film Festival, VAFI – children’s international festival of animated film, Festival of Experimental Theatre bring the city the needed dosage of multiculturalism. Recent artistic and cultural projects want to encourage creation of new cultural values strongly supported by the citizens.
Sports

Sport is an important part of social life of the city while historic sources write about rich recreational activity in Varaždin back in 19th century. History says that citizens of Varaždin were very active in those times and they did organized athletics, wrestling, archery, tennis, fencing and horseback riding. In 1885, Varaždin student Nikola Pečornik, owner of one of the only four bicycles in Croatia founds Varaždin Bicycle Club and a year before Varaždin Bowling Union was formed while in 1896. as a part of newly build recreational facility we have first records of football. Count Marko Bombelles brings first car in Croatia to Varaždin in 1898.

First official handball game in Croatia was played in Varaždin 29th of May in 1930. while athletes from Varaždin had numerous results in athletics, biking, ice hockey, gymnastics, soccer, boxing, tennis and motocross.

Development of different sport activities was followed by creating new infrastructure, sporting facilities and fields and this kind of investment still lasts today. For example, sports hall Graberje was built 1973 for the needs of World Championship in female handball, stadium Sloboda was reconstructed for the needs of Junior Championship of Europe in athletics which was held in Varaždin in 1989., city football stadium was also renovated and in 2008. new sports arena was built on the shore of Drava River for World Handball Championship in 2009.

Long sporting tradition is visible in the partnering cities as well, especially Koprivnica and Čakovec, while Lepoglava deserves a special mentioning since it is currently owner of a honorable title European City of Sports.
DUALISM, NEW DIMENSION, YEARLONG PROGRAM

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

Even though Varaždin is called “baroque city”, it is not only that. If we think of baroque as a geometrical shape, it would be an ellipse with two focal points that create dynamics. This dynamics is creating the new quality because the other focal point that we didn’t have before when our culture was in the shape of a circle, with just one focal point. This other focal point is what is missing in Varaždin and Croatian North and what European Capital of Culture will create.

Because of this, Varaždin is trying to match mismatching – New experimental theatre is a step away from traditional theatre, Galactic symphony and the (ba)Rock project is contrapuntal to Varaždin Baroque Evenings, Festival of Fire, light and secret screenings as the opposite to Špancirfest, Dance Ireland as the opposite of Folkofonija.

Despite this, we are not giving away our traditional cultural content, we are trying to add the new dimension to what is already existent and in the spirit of ECOC we are encouraging them to expand with the European dimension and in the European spirit and to continue this trend after 2020. Result of those confrontations, dialogues and joint cooperation is fullness of cultural forms throughout the year and covering the whole area of Croatian North.

Basic concept of Varaždin 2020 – European Capital of Culture is creation of new programs, festivals and contents together with development of existent ones and using the old as the trigger for something new. Main goal is strengthening both focal points of the ellipse to be independent and in that way creating unique and united cultural offer.
FUTURE IS WHAT YOU MAKE OF IT
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?

Since the regional approach is based on a firm partnership, synergy and exchange of programs and infrastructure, solely for this occasion the Cultural Development Strategy for Croatian North 2020 was written, focusing on the period between from 2015 - 2030 and is used as a the most significant document and a fundamental base for this application.

It is important to stress that this region is not a political region and the Croatian system does not have larger regional units than counties. The Strategy of development includes ten cities connected by history, architecture, gastronomy, language and culture. Even though the strategies of development have to be synced with the strategies of higher order, this strategy was formed in a period when strategies of development on regional and national level were not yet written, but instructions from strategies of development of culture of counties and the Republic of Croatia were followed. The Principal of creating the Strategy of development has been based on a “bottom-up” approach as a team of seven experts were formed to be responsible to execute the Strategy. Alongside the team of experts (TE), we formed partnering committees in the public, civil and business sector in the north of Croatia. TE analysed the situation and set the direction of development based on partnering of all participants in cultural development and their partnership in Croatian North.

The plans for strengthening cultural capacities and creative sectors of the cities are included in this initiative, including the development of their long term partnerships and economical sector featured in this Strategy. Existent international relations of included cities will be strengthened and new relations will be created, with some already formalized. Broader international relations were already made through the process of the candidacy by receiving bid books of other European Capitals of Culture. Besides this, our team visited Kišice, Mons, Plzen, Maribor, Graz and Pezces to obtain the required education about the project, listening to lectures of representatives of Liverpool, Umea and many others. Relations and partnerships created during this process are the foundation for the future development of Varaždin and Croatian North on the European cultural map.

To ensure inclusion of all stakeholders in cultural development and to produce a strategy possible to follow through, over 30 meetings were held with different partnering committees. Since applicants were included in the
development of the Cultural development strategy by way of the bottom-up approach, we firmly believe its direction is the one desired by the citizens of this region. The team of experts defined the vision of cultural development through SWOT analysis of cities including every vision of development of all cultural participants of Croatian North.

It is important to mention that TE used information from official sources such as official websites of national and local institutions, in addition to information gathered at various meetings. The cities included in creating the Strategy, purely for this occasion, formed special teams to deliver information to TE. Thanks to this networking and inclusion of different cultural participants, stronger links and partnerships were formed for cultural capacities.

All partnering cities accepted this networking without delay which is proven in the Charter of Joint Candidacy City of Varazdin and partnering cities for the European Capital of Culture 2020 which was signed at the celebration of the Day of City of Varazdin.

Finally, the implementation of the Strategy is obligatory for all partners defining their cultural development until 2030.

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

Plans for sustainability of cultural activities after 2020 are defined in the Cultural Development Strategy until 2030, even though the largest part has already been completed. Thanks to a public call via our official internet site in the middle of 2014 we gathered enough program ideas that could be sustainable with the majority to be carried out until at least 2027. Certain projects created for the European Capital of Culture have already been launched, namely musical competitions within schools.

For major projects of more strategic significance and also larger than 5 million euros, cost effectiveness analysis was required with the impact of sustainability and through this process and implementation of those projects we have ensured activities until 2045. Various studies regarding investment in infrastructure are already complete as others will be finished in the future.

We are planning on setting up a Foundation for financially smaller projects which would acquire funds from the local and regional budget as well as the state budget and funding provided from the Ministry of Culture with an aim to direct them towards the subjects until 2020 and beyond for longer-lasting programs. Projects for the development of new cultural activities could still be submitted and executed within the European Capital of Culture under the newly founded Office which will remain open for the public.
How is the European Capital of Culture action included in this strategy?

The initiative of the European Capital of Culture 2020 is included in the Strategy by means of a SWOT analysis as one of the key opportunities for cultural development, and all six main criteria of ECOC are included in the development of culture. Since Croatian North borders with Slovenia and Hungary and it is in close proximity to Austria, this area is traditionally mixed when it comes to culture, languages and heritage and the Strategy takes into consideration all the differences of citizens living in this area. It is the trigger to officially connect what has always been in the same cultural circle.

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

Cultural impact on the cities included in the European Capital of Culture 2020 will be seen in the increase of the amount of cultural content and cultural events, which in some areas up to 50% according to our calculations. Some partnering cities will get completely fresh cultural content while others will revitalize existent cultural products. Social impact of partnering cities will be visible through higher interest for participation in creating cultural content, higher mobility of cultural workers and increasing the international dimension due to the strong European impact. By bringing the people back to the city centres, we revive the old cores of the city as an opposite to development of the wider area in the region. Because of all the impacts ECOC will have on the region, it is only logical that the impact will be visible in the economical field as well and in several stages. Infrastructural growth is visible in the first stage including the construction sector which contributes to a new workforce and larger spending of the local population. This will automatically increase the budget of the local and regional administration because of all the fiscal responsibilities of citizens.

In the next phase, alongside the construction sector, the hotel industry will blossom including the usage of private capacities and camps which connect to retail, the food industry and clothing industry. Together with those changes, we expect the long term development of cultural and ecological tourism of the entire region. Significant aspects of urban development connected to the ECOC initiative are creating The World of Insects and reviving two nearby parks as well as the city cemetery which would bring the west part of the city a new identity and cultural content. We assume that this would connect the western part of the city with the
1. Building of infrastructure – chance for development of construction industry and following sector
2. Growth of cultural and touristic offer – chance for development of industry and catering industry
3. Increasing the number of visitors and because of that, increasing the number of capacities
4. Bigger local and regional budget

City centre in a more stronger and urban manner. By revitalizing two public spaces capable to serve as exhibition areas we create a new urban axis going through the centre of the city – starting with the exhibition space in the World of Insects, continuing through the Žitnica and Sermage Palaces, connecting three private art galleries and ending with the space of the former Synagogue, the future Gallery Centre. Due to the transformation of Sloboda Square into a pedestrian district, this area will get new cultural content and a strong economic development is expected. For example, Advent in Varaždin is developing strongly because of new public cultural infrastructure. The cultural infrastructure used for Advent in Varaždin is formed in a simple way – one square, one street, three interior spaces and until 2020 it will include all interior and exterior potential which will form a new brand for the European map of cultural events. Regarding economic activity, the direct implication of spreading the pedestrian district is economic growth in the service of cultural tourism.

Another goal for 2020 is the development of broadband internet connection in the Varaždin county area where there is no commercial interest. Strategy of broadband internet connection was mainly based on Digital Agenda for Europe. Goals of the Strategy are development of IT sector and establishing the same level of broadband internet connection in the whole Croatia. Needed documentation in order to apply the project to the EU founds is in the preparation by Varaždin county. Results will be optical connection in each house, development of new technologies and start-ups and applying new business applications. Previous experience has shown that this would bring the GDP up by one to two percent and create advantage in the competition.
Describe your plans for monitoring and evaluating the impact of the title on your city and for disseminating the results of the evaluation. In particular, the following questions could be considered:

- Who will carry out the evaluation?

Over what time frame and how regularly will the evaluation be carried out?

The Foundation will be in charge of executing the activities within the European Capital of Culture and it will constantly be responsible for the evaluation. Wholesome evaluation will be completed at least once every 12 months while partial evaluations and self-controlling will be carried out once a month. It will take place following the launch of a Foundation in 2016 until at least 2027 as most of the projects in this initiative are long-term. The evaluation team will consist of Foundation Council, Project Department, Department of Finances and General Director that will, amongst others, be in charge of risk assessment, following of activities, evaluation and controlling. The team will inform the committee on regular basis about changes in administration, financial changes and major program changes.

Besides this, in the final report we will include University North as an external evaluator with whom the ECOC Office already has signed a partnership agreement. Cost-benefit analysis will be the main tool that the University will use, together with the Evaluation team, to prove the success of Varaždin and Croatian North as a European Capital of Culture should they be awarded the title in 2020.

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?

Studies we intend on using during the execution of the candidacy are: Study of European Capital of Culture: successful strategies and long-term effects which was ordered by European Panel 2013, the report of evaluation for European Capitals of Culture from the previous cities for each year as well as the existing brochures we obtained during the education period. The study of impact on citizens will be the focal point of our evaluation at a professional level which will serve as educational material for future ECOC cities.

Accomplishing the specific goals and changes until 2020 will be included in the final evaluation and constantly monitored by partial evaluations. We will use quantitative and qualitative analysis at a scientific level. In the end this will be the proof of the success of this initiative.
What sort of information will you track and monitor?

We will follow and monitor information about the trends of all qualitative and quantitative information. **The quantitative information we intend to pay special attention to are:**

1. Number of new partnerships
2. Number of executed programs
3. Number of direct and indirect including of citizens in the project activities
4. Number of newly formed work places in culture
5. Number of newly formed organizations, festivals, programs and events in culture
6. Total number of investment in culture by sources of financing
7. Total number of artists, institutions, organizations and companies included in culture
8. Total number of commercials and media coverages as well as their financial worth and the number of official publications
9. Total number of new programs possible due to the new infrastructure

**Qualitative information we will study includes:**

1. Influence of newly created partnerships and newly created networks between partnering cities included in this initiative as well as international relations on the development of the City of Varaždin and Croatian North
2. Development of organizations and institutions included in the ECOC
3. Development of skills in people included in execution of the ECOC
4. Satisfaction of citizens with the life of the City or the region
5. Positive changes in the image of Varaždin and Croatian North connected to securing the title of the ECOC
6. Positive changes in the image of companies and business sector included in the ECOC initiative

**How will you define “success”?**

We will consider the state in 2015 and the final state in 2020 with a flow chart of the activities and changes of states through the years in order to observe the improvement through specified factors. If we notice an increase through all these parameters, especially quantitative, of 30% or more we will consider our execution as successful. Also, if the entire supporting cultural infrastructure, promised by this application and Cultural development strategy is at least 70% built by 2020, we will consider our execution a success.
2.

NEW AND OLD CONNECTIONS

European dimension
Forgive me my dear town
But you know the line
Elsewhere is always better
Just people we are
The others´ secrets
Are always diviner
The others´ streets
Are always... brighter

Friends are leaving other places are better
But coming home is much more than that
Again your streets... walk and walk
Again old faces... talk and talk

Every street of yours
Memory awakening... stay here
Every corner you know it
Good old stories behind it

We forget you easily
Consider you so ordinary
But your people and every street
Say come back, please, don´t miss it

Friends are leaving other places are better
But coming home is much more than that
Again your streets... walk and walk
Again old faces... talk and talk

CONNECTIONS
European dimension

MY TOWN

Forgive me my dear town
But you know the line
Elsewhere is always better
Just people we are

The others´ secrets
Are always diviner
The others´ streets
Are always... brighter

Friends are leaving other places are better
But coming home is much more than that
Again your streets ... walk and walk
Again old faces... talk and talk

Every street of yours
Memory awakening... stay here
Every corner you know it
Good old stories behind it
Elaborate on the scope and quality of the activities:

- Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens;
- Highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes;
- 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.

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

Concept of the candidacy of Varaždin and nine cities geographically called Croatian North is colloquially called “Europe in small” because it gathers independent local unites and joins them through culture to establish their place in the European union. By being a part of this project, every individual got an opportunity to work with people from the rest of Europe and become a part of something much bigger and through this work learn about their culture and built new life values.

As you can see in chapter 3 of this application, promotion of cultural diversity of Europe is visible through cultural cooperation within 28 countries and their artists in the so far accepted programs. Joint cultural aspects appear in several programs which are obvious in the projects connected to the Drava River which flows through Italy, Austria, Croatia and Hungary and connects their cultural heritage. Programs are in the field of literacy, theatre, culture of living, dance, art and audio-visual media and some will launch already this year, in 2015. Joint cultural heritage of Croatian North and other European countries is visible through cultural tourism, architecture, gastronomy and literacy since Croatia was once in the political union with Austria and Hungary. Current political themes such as usage of modern technologies in art, financial problems, defining ECOC success, sustainability of cultural projects and many others will be themes of many discussions, symposium and lectures. Discussions will be led by eminent authorities from the field of culture in Europe and the world with the support of the scientific and university community, academia of science and art, archive and administration of leading European cities known for education and culture.

Over fifty cities from Europe and the world will be invited to this counselling. Results of winning the ECOC title visible for the public will be measured through European integration, increasing the number of cultural events and the number of tourists. This will affect the economy which will also be visible in the quality of life. Instead of listing the artists, we will mention countries where artists originate as well as the map of Croatian North with the network of partners.

The strategy of attracting a wider European cultural public and the media is described in chapter 5, in the Marketing and communications section and the specific names of artists and organizations are listed in the chapter 3 - Cultural and artistic content. Through the process of candidacy we had already signed certain new international partnerships between various artistic organizations from the City of Varaždin and other towns of Croatian North with the Irish cities of Dublin and Galway, Letenye in Hungary, The Haag in the Netherlands and Cremona in Italy.

By analysing the current network of towns and cultural workers of Croatian North we stated the obvious lack of mobility of cultural workers and international cultural cooperation. We intend to take the opportunity to use the ECOC title to solve these problems. Reaction to our instructions for international networking has been very positive and has resulted in intensive cooperation and networking between our towns and Europe already at this first stage.
3. Cultural and artistic content
What is the artistic vision and strategy for the cultural programme of the year?

The artistic vision is based on high quality programs, networking of artistic European content and removing the obvious faults in ongoing cultural events.

The lack of communication between the arts and the audience can be removed by creating an open air Museum where, instead of targeting visitors to the museum, everyday communication of visitors and sculptures is formed and projects like this will remove the numbness of certain public spaces and parks, returning them to their original purpose of a social public area.

This will remove the problem of the lack of people at the public spaces created in the middle of the last century. Examples of encouraging people to socialize in the open include the revitalization of parks, creating an extended pedestrian area, projects such as “You are only human”, “Museum of absurdities” and many others. The infrastructural work connected with many public spaces will create improved interaction and creativity. The idea of Matching what clashes will be visible in every project. Programs for children and elderly will take place in the very same space. Through our Strategy, many artistic projects for the public will launch in 2016 which aim to provoke; such as unannounced programs in the open in unusual places for concerts, exhibitions and performances, movie screenings or theatre plays. We will analyse the reactions, communicate with the public and create new habits and cultural needs in people and until the year 2020, we will improve, move forward and add new programs.

Another fault we aim to remove by an artistic marketing strategy is the so called scattered dynamics of cultural events throughout the year. For example, at the beginning of the year we do not have a high number of events in cultural life while in June, we have several well visited events. The end of August brings new cultural events to the City after a period of “silence” for several months. The Špencirfest Street festival draws hundreds of thousands of visitors, followed by the Trash Film Festival and Varaždin Baroque Evenings at the beginning of September. Very few, or no events are held from that time until Advent in Varaždin in December when people are brought back to the public spaces. With the revitalization of infrastructure and adding new events we would certainly enable the development of the community during the entire year.

The artistic strategy has its specific goals, planned activities flow, carriers, clear policy of selection of the projects and controlling through the activities of administration of the ECOC project.
Describe the structure of the cultural programme, including the range and diversity of the activities/main events that will mark the year.

<table>
<thead>
<tr>
<th>MUSIC, THEATRE, LITERACY, DANCE</th>
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<tbody>
<tr>
<td><strong>“Dance Ireland”</strong></td>
</tr>
<tr>
<td>Varazdin</td>
</tr>
<tr>
<td>International partner: Ireland (Dublin)</td>
</tr>
<tr>
<td>dance, international cooperation</td>
</tr>
<tr>
<td>Vrum and Dance House Ireland</td>
</tr>
</tbody>
</table>

This project includes modern dance which is a result of cooperation between two organizations from Dublin and Varazdin which share the same work but in a different cultural environment. Through this network specific knowledge and skills are exchanged.

| **Symphony Galactica**          |
| Varazdin                        |
| music                           |

This project is a vocal piece of art that combines symphony and oratorio. The focal point is unity of the European Union and all of its nations within one idea – love, equality, humanism, moral and peace, as in galactic perfection.

| **Saloma (Wilde/Krleža)**       |
| Varazdin                        |
| International partners: Ireland (Galway), London, Paris |
| music, literacy, cinema and audiovisual art, theatre |

Innovative, interdisciplinary art and translating concept based on the motive of Saloma as a polyvalent place of the complete European and western culture, from biblical times to modern ages. This project also combines Irish, French and Croatian forms of art. The advantage of this project is the fact that it is not limited to just one form of art, but combines literacy, art, theatre and music.

| **Heritage For The Future – European Networking of Fellner & Helmer Theatres** |
| Varazdin                        |
| International partners: Brno, Segedin, Temšvar, Klagenfurt, Ravensburg |
| theatre, cultural heritage      |

The Varazdin theatre was designed by Austrian architects Fellner & Helmer. This project was designed to create a network of all theatres designed by these architects to exchange experiences and performances as well as to preserve the buildings.

Croatian National Theatre in Varazdin, City of Varazdin
African Vibes
This is a vibrant project to introduce the general public to traditions of Western Africa through dance, music and traditional songs. Traditional African ballet would be introduced to the Varaždin audience and by doing so it would create new cultural tourist attractions.
Varaždin 2020 Office

European Horizons - Varaždin National Theatre Program 2015 - 2020
Over the next six years the Varaždin National Theatre will include several plays to promote European dimension and unity, to educate about the European Union and its countries. The scheduled plays will be created by European authors.
Varaždin National Theatre

Festival of Paulin/Organ Music
Lepoglava is the home to one of the oldest organs in Europe and the plan of this project is to focus on this each year and to organize the Festival of Paulin Music in the church, in order to keep this music genre from being forgotten in modern days.
City of Lepoglava

Varaždin Poetry Festival
The aim of the project is to present not only local but foreign notable poets to emphasize the impact of poetry in our lives. The Poetry Festival would be positively linked to music and gastronomy.
Nenad Sukić, Varaždin Concert Agency, Varaždin Literary Society, Motica Hrvatska

Gimnet 2020
By renovating the old basement area of the Varaždin High School and using this as an exhibition space as well as concerts and other events, the school would open to the public and promote culture and European dimension amongst students and a wider public.
Varaždin High School
Countess of Varaždin (operetta musical)
This suggested program would consist of research with the goal of finding connections between contrasting art genres and creating a new art form – an operetta musical. Through continuous field work students and performers would learn about the rich cultural heritage of Varaždin.

Davor Bobič, Croatian National Theatre in Varaždin, Varaždin Chamber Orchestra

Krtice
The aim of this concept is to celebrate 50 years of work of one of the most famous theatre directors in Croatia - Ivica Boban through the show “Krtice”, appropriate for all audiences, and to remind the older audience or introduce new audiences to her ways of working.

Kerekes Theatre Varaždin

International Meeting of Female Vocal Groups
This project aims to connect smaller a Capella groups to an international level and present the work of each of them and their heritage while pointing out the importance of the woman's role in the cultural history of Europe. Concerts will be held in Varaždin and partnering towns to attract a wider audience.

Female Vocal Group Allegre

International Piano Competition “Jurica Murai”
Musicians from across the globe would attend a piano competition in Varaždin with the aim of promoting cultural exchange of both programs and people. This is a project to promote culture between citizens of Varaždin and international musicians.

Varaždin Music School

Varaždin International Woodwind and Brass Competition
This competition is directed towards musicians, regardless of their formal education or nationality. The Varaždin Music School promotes musical education between youth through this competition by uniting artists from all over the world in Varaždin.

Glasbena Šola Varaždin

Non-standard Languages and EU Artistic Creation
This project will be held as panel discussions, literary evenings and theatre performance with the main topic being “Position and future of non-standard languages in the European Union”.

Matica Hrvatska Varaždin, Croatian National Theatre in Varaždin, Metel Olgovčí Library.
No Contemplation
This is a four-year-long project that would link eight European organizations connecting the exploration of dance and new technologies through two time periods with the goal of creating four plays/productions. A specific goal for this for this project is to simplify art communication to make it clear and understandable for children.

Tanu Haus NAW Düsseldorf

Story of Past Times (folk ballet)
The point of this project is to connect different orchestras and their sounds, such as symphonic orchestra and traditional instruments. Traditional singing and dance would equally contribute to this musical concept.

Davor Bobić, Croatian National Theatre Varaždin, Varaždin Chamber Orchestra, Varaždin Tamboura Orchestra

European Literacy Week
This program aims to present 28 European writers across 28 weeks while creating an exhibition of old postcards in the cities of the EU that partner with Varaždin. This project would promote European writers amongst our audiences and introduce Varaždin to the EU.

Mjetel Ožegović Library Varaždin

Three Grgurs
The “Three Grgurs” project is formed as a three-week cultural tour of three Croatian counties united by the statue of Grgur Ninski crafted by Ivan Meštrović. The project includes art exhibitions, literary panels, classical and modern concerts, movie projections, creative workshops, theatre shows for children and many other forms of art. By connecting the north and south of Croatia, we will create a foundation for “Cultural exchange” as well as a representative event that unites tradition and the contemporary.

Stojan Matasović, Stina Vučković

Resurrection (operetta musical)
Through continuous showing of performances both performers and audience would get a chance to learn about Russian cultural heritage and combining different art forms, techniques of performing and combining styles. Project would create new audiences of all ages.

Davor Bobić, Croatian National Theatre, Varaždin Chamber Orchestra
Cultural Heritage and Virtual Reality

Cooperation between the Varaždin City Cemetery and the Glasnevin Trust, would present cultural exhibits, mainly multimedia from the Glasnevin Museum to Varaždin. This would be a channel of connecting the cemetery as something old and traditional with something new, such as multimedia.

Parkho d.d.

Museum in the Open

Roundabouts, parks, the Drava Forest, facades, balconies in the City centre and certain atria would be just a selection of the places used as a stage for art exhibits. Varaždin would obtain a new look with this way of presenting art to attract more visitors and tourists.

Krometian

UNESCO Festival of Non-Material Cultural Heritage

The aim of the festival is to promote UNESCO as non-material cultural heritage, which includes Lepoglava Lace. It would give an insight of Croatian cultural heritage and its status towards other non-material cultural heritage of the world and would present areas of Europe to Croatian audiences each year.

City of Lepoglava

“Middle ages Kamengrad” Themed Area

The themed area will be used for culture, entertainment and tourism with the aim of strengthening the year-round cultural and tourism offer with the emphasis on reviving history and local heritage. It will feature replicas of costumes, weapons and musical instruments of the middle age era. It will host theatre performances with the purpose of educating children, as well as workshops for children with disabilities.

Željko Horabij (Trag d.o.o.)
Ethno Active
This project aims to promote a healthy lifestyle and active living through traditional dance of Croatian North. Besides encouraging children and the youth to be more active it also teaches them about history and heritage and creates a foundation for European networking amongst the youth.

FOLKOFONIA FESTIVAL 2020
Raising the awareness of multiculturalism of our nation, preserving our tradition and heritage and promoting tradition between youth to contribute to the development of cultural life in Croatia. This festival would host local and foreign folk dancers and musicians. The festival would equally feature musical workshops for elementary school children and panel discussions on traditional music.

Centre of Traditional Culture

Land art
Nature and art – Land Art on Varaždin squares. Five different sculptures would be created according to the set theme. The aim of the project is to strengthen Varaždin’s cultural identity (music, baroque, flowers, and bicycles) through usage of eco-friendly sculptures and materials. By placing land art sculptures the project would automatically create a new walking route through the City.

Libris d.o.o., Arborretum Opeka High School

Teach Me About Culture
The “Ivan Rabuzin” Centre in Novi Marof, preserving cultural heritage, introduces a program of revitalizing old traditions. The aim of the project is to bring back culture and life into the villages and by doing so, decreasing the isolation of villages from cities. Teach Me About Culture is directed towards youth.

City of Novi Marof

Preserving Cultural Heritage through International Cultural Exchange and Networking of Traditional Lace Centres
The main goal of the program is to organize international cultural cooperation between Lepoglava and traditional lace makers from Lepoglava with other lace makers from across Europe to preserve heritage and culture. The intention of the project is to exchange knowledge and experiences of lacers.

City of Lepoglava

Presentation of Immaterial Heritage of North Croatia
Protection and preserving of immaterial heritage and its promotion in the region is a part of raising awareness of immaterial heritage as cultural potential that would increase the number of cultural tourists. The aim of the project is to create a collection of immaterial cultural heritage at the Koprivnica City Museum and promote it in the region.

Koprivnica City Museum
**Region of Digital Museums**

The Region of Digital Museums is a unique concept designed at nine locations in six counties in North Croatia. The main aim of the project is to modernize the tourist offer in this area of Croatia by creating new and modern products and at the same time promote heritage and history.

*City of Varaždinske Toplice*

**Collection of Native Literature of Partnering Towns for Varaždin2020**

This project unites collections of native literature and positions them within a European dimension through webinars and exhibitions forming connections with Hungary, Slovenia and Austria.

*Nikola Zrinski Library, Metel Oliverčić City Library*

**The Legend of Pisjanek**

The Prelog Tourist Board and Swan Nautical Club will revive the mythological legend being of Pisjanek to promote past traditions and stories to a younger audience.

*Swan Nautical Club, Prelog Tourist Board*

**Museum of School Memories**

The museum would include collected materials such as old paintings, love letters and old machines used in the educational system through history in order to educate children about the old ways of life.

*Novak Public Community College - Ludbreg*

**Art Monographic**

This monograph represents culture in a believable way through nature, urban and historical aspects combining history with the modern day. The monograph will contain old postcards and photographs from 1889 until 1970 of all ten towns of Croatian North. It will present historical facts and amongst others, present facts of European influence through history.

*Boris Jagetić Dorabojić*

**What is your story? Local heritage in Europe, Europe in local heritage**

The “Nikola Zrinski” Čakovec Library wants to encourage the learning of local heritage and be aware of the influence of the Čakovec citizens had in history and will have in the future of Europe. Numerous workshops and lectures will be held for children and youth about history and culture. Short films will be made and interesting exhibitions by Ivan Novak and Vinko Žganec will be set up.

*Nikola Zrinski” Čakovec Library*
MODERN ART, AVANT-GARDE, EXPERIMENTAL PROGRAMS AND CREATIVE INDUSTRY

Festival of Light

Parks will obtain a new public stage for cultural and entertainment concerts as well as art exhibits. With its new design and image, the stage would differ from the environment but would also fit perfectly. Parks would be converted into a place for exhibitions such as the Festival of Light and light installations and would help revive green areas around the City and give local artists a permanent place to express themselves.

Parks d.d.

Sand sculpture

Sand sculpturing festivals are held all over the world and guided by the experiences of other cities we have decided to bring the Sand Sculpturing Festival to Prelog. Creative and renowned artists create original sand sculptures that will represent the history of North Croatia and Croatia in general as well as music and ballet.

Danko Arabadić (Arbejo) and the City of Prelog

Trash Urban Culture Project

Trash urban culture is a subproject of the well-established Trash Film Festival and contains “Trash Street” that would show segments of urban life with the emphasis on trash as a way of life. “Trash Fashion Days” deals with culture of dressing and “Urban Trash Art” is an activity designed as an introduction of art works of Croatia and the European Union on the topic of “trash as an element of urban culture of the 21st century”.

Trash Varaždin

Festival of Fire

This festival is designed as a three day event with fire as the light motive due to the huge role it played within Varaždin’s history. In 1776 Varaždin lost its place as the capital of Croatia due to an enormous fire that burned down the City. Activities during the Festival would include 3D mapping of the city as it was prior to the fire, concerts and gatherings with fire as the focal point as well as gastro events.

Varaždin 2020 Office, Kerameikan, Museum of Firefighting, Gallery Centre
Cyrillic – Mutual Heritage
This project aims to promote the Cyrillic alphabet as an alphabet not only used by Serbs but as the basis of many languages and alphabets of European nations. It would explain Cyrillic to school children through calligraphy and reduce or prevent hate speech in graffiti.

The Council of Serbian minority in Croatia and Varaždin

F.U.N.K.
F.U.N.K. is a cluster of four organizations from the Kopriwnica area that feature in different sectors. These organizations and other youth would work together in a newly renovated military complex called the Centre of Independent Culture.

Varaždin City Cemetery - a place of cultural events
This project would further develop the so called “dark tourism” as a part of the cultural offer of Varaždin. The cemetery would receive a new dimension by adding night tours with special lighting, effects and actors.

Parkov d.d.

You Are Just Human
The “You are just human” project is a sculpture presenting a “mirror” in a baroque frame crafted out of material in which you can see your reflection. The installation can be placed in a public space and would connect European history (ancient Rome) and modern times.

Robert Belaj, Moja Bitušić

Theatre Bunker
Varaždin desperately needs new a theatre fit for new forms of art, modern and contemporary plays. This theatre would show typical original work of young guerrilla hip audiences. Bunker would be beneficial to the development of urban culture in Varaždin and firmly position Varaždin on the map of European theatres.

Art Guerrilla, Ksenija Ivčar
Museum of Absurdity

This conceptual and artistic idea connected to lifelong learning, connects the cooperation of culture and entrepreneurship. It focuses on absurdity of everyday situations and includes the exchange of artists and their work with a basis of new media.

Maja Bijučić, Robert Belaj

Music Map of Varaždin

The “Music Map of Varaždin” would offer a non-traditional “sound seeing” instead of classical sightseeing. Selected areas in Varaždin would become permanent in the form of sound which would make it unique in Croatia connecting tradition and new media.

1 DAW
Secret Cinema and Open Air Cinema

Next to regular screenings at the Cinema Galerija, summer screenings will be shown. Apart from prescheduled screenings, Galerija will organize secret screenings where the time and place would be revealed through a series of posts on social media. These screenings will have a targeted audience of the 25-45 age group and mostly artistic and experimental movies will be shown in secret and odd locations such as the abandoned Drava pool, rooftop of the National Theatre or the backyard of the jail.

Creative Film Studio NAKIMA

Varaždin Gaming Garden

Through international cooperation with the Dutch University of Utrecht, University North from Varaždin will develop within the gaming industry with the purpose of education and medicinal purposes. This cooperation will lead to creating areas for potential young ‘startups’. Youth from the IT sector and design will create video games for promotion of classical museums as well.

University North and University Utrecht

Animated Postcards

In order to create a souvenir that is both traditional and modern, with the use of new media, the “Galerija” Cinema will offer animated postcards. They will be created from previously made outlines that will be filled with pictures of tourists and by doing so will create a “moving” postcard.

Creative Film Studio NAKIMA

Animated Walk

Artists and animation experts will create sculptures at the height of 3 metres and place them next to the Drava River where visitors can see how process of animation is created and by doing would demystify animation for a wider public. The focal point of the whole project would be animation, movement and metamorphosis.

Filmmo-kreativni studio NAKIMA
Castles and Forts
This is a project that would present castles and forts from around Croatian North, especially those that are less famous. High quality photographs would be presented alongside interesting legends and the history of each castle and fort.

Darko Antić

International Media Fest
A festival to present artists searching for new ways of using audiovisual media as a form of expression and communication as well as promoting new media in modern art. Next to artistic usage of new media, 3-D projections, exhibits on water and in the air, the festival would offer music shows and workshops for children and youth. It would connect classical and modern technology, different artists, youth and various audiences.

Varaždin Concert Agency, City of Varaždin

Boxes with Soul
Boxes would be placed throughout the City each a hole with an optical toy inside where children could observe attractions and historical buildings in a new light. It would be the opposite of modern apps, returning to a simpler format of older times with just a few pictures that would create a movie of a few seconds long.

Creative Film Studio VANIMA

Navigation Through Varaždin
This project focuses on creating routes through Varaždin using a mobile app that would help locals, students and visitors wander through Varaždin with ease and give additional touristic value and direct them towards attractions. Focus would be on detailed description of the cultural heritage of Varaždin, and in time, it would include the complete region.

Youth City Council Varaždin

Traveling Photography Exhibition
Authors of different photography genres will unite to contribute to the Traveling Photography Exhibition. This photography showcase will be presented in all partnering towns as well as the City of Varaždin and with that exhibition it will present artists to the wider public.

Photo Club Slobođa

Series of documentaries “Domovine sin”
The series of documentaries are about specific people of Varaždin inspired by a traditional Varaždin song familiar across Croatia. Documentaries would present people from all areas of expertise and would present them as modern day superheroes.

Ostrola d.o.o. Production Company
Myths, Stories and Legends of Croatian North

Experts from the field of literacy, scientists and amateurs - history aficionados would hold educational and fun programs connected to myths, legends and stories of North Croatia for all age groups. One of the activities of this project is linking all existing libraries from the region. The focal activity would be exploring and gathering stories as well as promoting them with the wider public in digital and paper form.

“Fran Golovč” Library - Koprivnica

Europe in Varaždin – Varaždin in Europe

This project promotes the joint history of Varaždin and Europe through eminent historical figures that were either from Varaždin or worked in Varaždin. The project includes different fields of research and presenting, such as art exhibitions, lectures, publishing works and visiting attractions. The final results would be shown in Varaždin and in countries relevant to historical figures.

Vid Lečić, State Archives in Varaždin, Vladimir Hujić

International Conference: Art, Multimedia and Urban Media 2020

This symposium strives to position Varaždin as an incubator of experts from the field of art, multimedia and urban media, and as a connector of culture and the economy and through this, influence an opening of new work spaces. The conference will host several experts with the aim of exchanging knowledge.

ECOC Varaždin 2020 Office, University North
**Educational programs at Gaveznica**

This project includes educational and archaeological workshops for children and visitors introducing them with the geology of Lepogлавa. Gaveznica would be renovated to fit the needs of elementary school children and their education.

*City of Lepogлавa*

**Human Rights Festival**

A festival to increase awareness of human rights as a main focus of everyday life of its citizens. It would be implemented through film, workshops, debates, theatre performances and concerts.

*Koprinica Community College*

**Historical Sources of Importance for Varaždin 1209 - 1850**

This project aims to publish important historical documents stored in the Croatian National Archives and transcribed to Latin (or German) as well as translating them into Croatian. The reason behind publishing these important documents is to introduce the public to the history of Varaždin and the events that caused the current social-economic situation in the city.

*Croatian Academy of Science and Art, Croatian National Archives Varaždin*

**KUB**

KUB is an internet portal for culture, art, heritage and the creative industry that would unite Croatian North and present events linked to culture and other important news from those fields to the public.

*International press d.o.o. and Qumini d.o.o.*

**“Culture as Prevention”**

This is a musical and art program that promotes culture of non-violence and tolerance as well as positive values and developing sensitivity especially within the younger audience.

*Ministry of Interior and Secretary of Law*

**Revived History**

The aim of the project is to revive the history of the City by using visual and audio materials and including students and visitors in the story of the Varaždin cemetery. The program includes the making of a promotional video and tours for visitors of the City by students dressed in a certain era.

*Gospodarska škola Varaždin*
Regional Demo Centre

The Regional Demo Centre would enable new and still unknown artists to record their music and organize concerts. This project promotes urban popular music for the youth.

Nenad Kunčić ("Festival Važdin")

Picture book “Artists and Scientists of Važdin”

Biographic picture books will be published for children and youth about famous artists and scientists from Važdin. After publishing the picture books, art workshops would be held for children of marginalized social groups.

Tam

Glass in Važdin

This art workshop would offer basic skills in working with glass for marginalized groups as well as everyone interested from Croatian North. The City of Važdin and Važdin County provides additional support to include marginalized citizens in art workshops.

Tam

“Enjoying the book around the world”

A project which encourages reading and literacy amongst students through several activities such as reading Shakespeare in a new and different way, setting up "houses for books" in public places and reading in historical locations.

Važdin High School
Varaždin Baroque Costumes – culture and creative incubation
This project would experiment with researching and creating historical clothes and costumes in cooperation with modern designers and while doing so, creating a cultural product.

Varaždin National Theatre, Vanteks

Days of Varaždin in Ravensburg
The children of Varaždin and Ravensburg (elementary and middle school) would exchange experiences connected to culture and art. In the spirit of introducing children to heritage and history of each other’s cities, children would spend time experiencing workshops on Rab.

Vesna Petanjek

Curious in Arboretum Opeka
This program includes building areas for useful bugs and feeding stations for squirrels with educational information written in Braille. As a part of the project renovation of the educational trail would be implemented in order to form a “classroom in the open” with varied educational content.

“Arboretum Opeka” High School
**International Race Varaždin 2020**

Athletes from Varaždin and partnering towns would run to promote a healthy lifestyle and culture of living. They would create connections with international athletes which would give a new dimension to the event.

Tolaklub Marathon 95

**Biking for libraries, museums and archives**

Through the cooperation of cultural institutions, tourist offices, and agencies a biking trail will be designed through Croatian North that includes visits to local museums, libraries and archives. Even though at first sports and literature look different, this project successfully unites them. Promotion of healthy lifestyle and literacy adds to the complete development of the region.

“Fran Gabovic” Library - Kopriwnica

**Magical scents, tastes and sounds**

This program unites workshops for children and parents, and also promotes traditional sweets, music and folk dancing. The goal of the project is to maintain family values in modern days and society.

City of Kopriwnica

**Drava – Drau, river that connects**

The main idea of the project is to exchange cultural content between cities and countries connected by the Drava River. Cities from Italy, Austria, Slovenia, Hungary and Croatia would be connected into a group for exchanging cultural events. Concerts, art exhibits, literary events, theatre, poetry and other genres of art would be exchanged. Through that exchange we would promote European unity through the second longest river in Croatia – The Drava.

Ninad Stakić

**Food=Life**

The aim of the project is to promote home cooked meals and information about nutritional value, health, and preserving tradition and heritage. Culinary workshops and educational lectures will be organized and held by experts in the field.

Mrdnjačak
Hunting the Swan Lake

Hunting the Swan Lake is a sports and cultural event where “Prelog quoit” will be held. Besides quoit, participants will compete in an international race in old fashioned rowing boats. Besides the competition, workshops will be held to educate the public about local gastronomy and tradition.

Swan Nautical Club and the City of Prelog

OSCAR for the best young person

Through this project we would encourage youth from Varaždin to further participate in community life. The project would aim to offer youth more content and encourage them to use existing facilities and programs directed towards them and give them a reason to become interested in the work of organizations, charities or other civil institutions and with that improve their position in society.

Youth City Council Varaždin

Sports competition of people with disabilities

This intends to include people with disabilities to promote their sports accomplishments. Sport is just one way of communication between people, a way for a person to prove their dignity and to socialize. Athletes with disabilities will compete in eight different sports in different areas around Varaždin.

Croatian Paralympic Committee

Street Without Cars

To raise awareness of ecology and saving the planet while at the same time encourage people to be more active, one street in Varaždin would be turned into a “Green Street”. This street which is usually filled with traffic, would become a street where people are welcomed but not vehicles. With this program we would encourage a healthier lifestyle.

Ponkovi d.d.

Butterfly Garden

The Butterfly Garden will be placed in yard jointly used by the “Fran Galović” Library and the “Velebit” Cinema. With its fragrance and flower varieties it would attract butterflies and would be interesting to people with sight impairment as it would target all the other senses. The Butterfly Garden would be used to encourage reading, movie culture and classes linked to nature and meditation.

“Fran Galović” Library - Koprinica
TRADITION WITH A MODERN DIMENSION

Varaždin Baroque Evenings
This is a program with a half a century long tradition of performing baroque music by the most famous artists from Croatia and Europe. Each year VBE creates a cultural and tourism product with over twenty concerts that attract audiences from all over the world. New additions to this program are jazz and rock workshops for youth and joint performances in 2020.

Špancirfest
The international street festival of good emotions “Špancirfest” is organized by the Varaždin Tourism Board. It presents numerous professionals and amateurs from all over the world and promotes the idea of multiculturalism and tolerance. During the sixteen years since it began, Špancirfest has attracted over two million tourists. Špancirfest promotes creative expression and networking to all audiences. It attracts visitors from all around Croatia and Europe.

VAFI
VAFI is an international festival of animated movies by children and youth, that cooperates with partners from Los Angeles, Japan and France. VAFI is a place where children, youth and professionals, as well as all visitors can exchange experiences and form new friendships outside of Croatia. It is a place where everyone can learn about animated movies and the world of animation. “Blue VAFI” is the award given for the animated film that excels in promoting children’s rights.

Trash Film Festival
The Trash Film Festival is an international low budget action film festival. It is more than just a film festival, as it presents a certain glamour – a trash event with visitors, competitors and other participants from around the world. The attention is on concerts, tacky parties and welcoming the stars on the red carpet. The Trash Urban Culture Project was designed by Trash Organization to extend their field of work.

May Musical Memorial Josip Štolcer Slavenski
This musical memorial is the main musical event in Čakovec. It hosts numerous international and local musicians that perform their best work of music in Croatia. The festival will continue to develop in the way of including more children through education and workshops. It will expand to include foreign performers from around Europe and by doing so they will create a competition within the festival.

SINKI
Sinki is the first Croatian festival of synchronization organized by the Creative Film Studio VANIMA in 2014 whose audience are mostly elementary school children. Its main goal is to promote film industry amongst children through their favourite media – animation and to promote synchronization, improve it and award it. The award for the best synchronization is given by an audience of over 1200 visitors.

Čakovec on Thursdays (lectures)
Čakovec on Thursdays is a current project of by the Cultural Centre in Čakovec and in addition to their standard lectures and panels they would add lecturers from Slovenia and Hungary and each month one city from North Croatia would be presented through dance, music or gastronomy and would be followed by a short documentary to promote tourism and culture.

Week of laughter
With the goal of encouraging happiness to the public, Kerekesh Theatre presents audiences with numerous relaxing theatre shows. This is the simple way of connecting theatre with the public. In 2014, the fifth Week of Laughter was organized and it showed the audience fifteen different comedy shows that were seen by a total of 4700 visitors.

MOP
MOP is a festival n Varaždin that promotes multimedia and its usage. The organizers of MOP are current students and alumni of University North. It strives to activate students, lecturers, designers, artists and other creative thinkers to exchange knowledge and increase their potential. Besides the educational aspect, the festival also offers entertaining events.

Porci junkulovo
Porci junkulovo is a traditional cultural and entertaining event which marked its 50 years of existence in 2014 and obtained the title of the strongest touristic manifestation in Medimurje County. In 2013 it attracted over 120000 visitors who could learn about crafts, tradition and heritage of this part of the country as well as enjoy concerts of some of the most popular performers in Croatia.
**Days of Ludbreška Sveta Nedjelja**

This cultural and religious event “Ten days of Ludbreška Sveta Nedjelja” is traditionally an event visited by numerous pilgrims during the first Sunday in September. In 2014 the event marked the 600th anniversary of praising the Blood of the Christ. This is an event of high importance for the whole country.

**Renaissance Fair**

This is an event of touristic and historical importance which is connected to 15th and 16th century Koprinica and its first renaissance forts. The festival is partially funded by the European Union and gathers over one thousand costumed participants both from Croatia and abroad. Besides the historical scenes, visitors can enjoy specific food made according to recipes of past times.

**Week of Kajkavian Culture**

The Week of Kajkavian Culture and the following music festival – “Festival kaikavskih popevki” have been traditionally held in September ever since 1965. The aim is to preserve the language and tradition of the Zagorje area. This festival includes sporting events, music, a scientific congress as well as exhibitions.

**International Lace Festival**

The International Lace Festival is an event which is hosted by the Town of Lepoglava to promote them as a town of Lace. This festival is highly supported by the President of Croatia and each year includes at least five international partners. It presents different traditional ways of creating lace, specific for Lepoglava and as a part of their activities for the European Capital of Culture they are planning on expanding their European network.

**Aqua fest**

Aqua fest is held at the end of June and attracts over 5000 individuals interested in roman games, creative workshops, fairs, music and gastro events. Varaždinske Toplice is turned into an attraction of Roman times with an increasing number of tourists each year. This event is part of the European program “Europe for Citizens”.

**Flower exhibition “Međimurski vrčak”**

This flower exhibition attracts over 7 thousand people and parallel with the exhibition, numerous entertaining events are held. The aim is to promote the culture of yard decoration, gardens and flower culture in general. This fair presents the image of typical European gardens and specific baroque gardens.

**Aestas Musica**

The International Summer School of Baroque Music and Dance is focused on educating students and professors as well as professional and amateur musicians on the interpretation of baroque in the fitter surroundings.

**Antunovo v Marofu**

Antunovo v Marofu is a product of joint work between twelve organizations to create a cultural product and performance in front of over 5000 people. The event is held during the celebration of the Day of town of Novi Marof and its patron saint, St. Antun Padovanski. It is a cultural, religious, entertaining and sporting event.

**The Days of Town of Ivanec with the following International Knight Meeting**

This celebration lasts several days during the month of June and presents sporting, cultural and entertainment events. It gathers over 20000 people. The event was not held in 2014 and the budget set aside to organize the event was instead sent to the victims of floods in Croatia.

**Ivan Padovec Days**

By celebrating the Days of Ivan Padovec, Varaždin presents his work and impact in music history to a wider public. This event enriches the cultural, musical and tourism offer and creates a cultural identity of Varaždin as the City of guitars. This strengthens the idea of Ivan Padovec, a famous Varaždin citizen of the past with today’s citizens of Varaždin.

**Performance Days**

Varaždin is not just rich with a traditional cultural offer, but also of modern art. Theatres, public stages, galleries, squares and streets are becoming a place of new performing arts. Varaždin is transforming from a baroque city to a place of modern art and by doing so creates unity of the old and new. Over 800 artists from all over the world have performed at this event across 13 years of existence.

**Days of Modern Dance**

Days of Modern Dance is an international event dedicated to new formats of presentation, production and education in the field of modern dance art. This event has been held since 2009 over a period of ten days and in the upcoming years will host numerous artists both visiting and in residence to educate the public about new forms of dance.

**“Kliker” children’s festival of dance, movement and games**

This is a project aiming to create a specific audience as the base for stable and long-lasting cultural audiences of the future. Kliker will present modern Croatian and foreign performing productions targeted towards children.
Children’s Music Festival

This project develops musical talents amongst children of elementary school ages and helps them develop international friendships and tolerance. Children are singing appropriate songs and by doing so acquiring knowledge about stage presence.

Musical competition of Croatian youth

The musical competition of Croatian youth includes choirs around Croatia and has been held for almost 60 years, sponsored by the Ministry of science, education and sport, the agency for education and Ministry of Culture. It is organized by Varaždin County and the City of Varaždin together with Varaždin Music School.

Same but different

The idea of the project is to collect all cultural work of minorities in Croatia and Europe, and unite them in one book – “Bridges of friendship” to educate the public. Besides publishing of the book, workshops are organized, as well as discussions and gastro events. This project promotes multiculturalism of the European Union and raises awareness of minorities.

Job shadowing of professors

To educate professors and exchange experiences, and at the same time get to get to know other countries and traditions, professors from Varaždin will participate in a job shadowing project with professors from Seville, Spain. “Croatian Day” will be organized in Spain to promote Croatian culture and natural beauties. This will promote tolerance and multiculturalism between students and professors.

Congress of Croatian Archaeological Association

The Croatian Archaeological Association is to organize this congress to present the results of archaeological research and to promote publications of Koprivnica City Museum. The project includes archaeologists from other countries to promote international cooperation.

Krsna slava

The Council of the Serbian Minority in Varaždin is celebrating Krsna slava as an ancient tradition of honouring St. Nicholas. This project preserves cultural heritage, language and the religion of Serbian minorities in Croatia and educates the public.

Summer Colony of Film, New Media and Multimedia – VANIMA

Since 2005, the children of Varaždin have participated in free summer workshops in animation. After celebrating 10 years of existence the project has grown into workshops for film and documentaries. In the future, the colony will host experts from around the world to present kids with a unique experience and learning at a higher level.

Summer in Varaždin and Fontana Blues Festival

The Summer in Varaždin program hosts over 40 programs, concerts, and movie screenings organized by the Varaždin Concert Agency. The Blues Festival started twelve years ago as a part of a larger manifestation and it gathers local and foreign artists whose performance attracts thousands of people.

International Floral Exhibition

This event has been held during the Varaždin Baroque Evenings for the past 19 years. It presents unusual and beautiful flowers and creations organized by Varaždin County Gardeners Association.

International Festival of Postmodern Ceramics

Kerameikon - the Croatian Ceramics Association has organized this event since 2002 and the number of visitors is constantly increasing. The aim of the project is to promote ceramics and connected art and to strengthen international relations with similar associations.

Museum of Croatian Firefighting

The aim of the museum is to present the firefighting history in Varaždin and to preserve the tradition. This museum will host workshops, exhibitions and will publish educational pamphlets for visitors.

Angel Dance

Varaždin Majorettes are the creators of this unique and authentic story that connects the Museum of Angels and Varaždin, the city where angels sleep. Majorettes perform to the music of famous Croatian composers, dressed as angels and by doing so, creating the cultural image of Varaždin. This program connects music, dance, cosmography and the artistic work of Željko Prstec.

Roman games

Roman games is a project in order to present and revive antique Roman games by using wooden toys made by preserved archaeological samples, hosted by the Museum and Aqua lasae archaeological park in Varaždinske Toplice.

Hunting, Fishing, Nature and Tourism Fair

This international fair has a 19 year long tradition and during three days presents many events both professional and entertaining. The fair is visited by over 12000 visitors and is held at the newly built Arena next to the Drava River in Varaždin

Sax & More

Sax & More promotes the saxophone and related music with the focus on modern authors and composers. The audience is presented with numerous colourful concerts by both local and foreign artists.
Royal Ball

The Varaždin Royal Ball is held in the main concert hall of the Croatian National Theatre in Varaždin and promotes Croatian and Austrian culture, art, music, dance and gastronomy. It is the only event of this kind in Europe and it reminds us of times when Varaždin was rich with similar events. Tradition is presented in a way attractive to youth.

Theaterspiele

This event is organized by the Organization for Promotion of German Language in Croatia “European Cultural Circle – EKULT” and has 12 years of tradition sponsored by the German Embassy in Croatia. Professional German speaking theatre organizes workshops for children and students from around Croatia and Europe. In the future Theaterspiele intends to include minorities and perform plays in the open. Through encouraging children to learn German, they promoting tolerance and multiculturalism.

OTHER PROGRAMS

Along with the previously mentioned, completely finished programs, numerous ideas were presented by citizens and organizations interested in participating in the European Capital of Culture project. These programs will be developed, expanded and potentially included in the Candidacy of Varaždin and Croatian North for the European Capital of Culture 2020.

Anja Strelec suggested professional workshops in the field of documentaries, silent film, transmedia, theme search and sound editing in film. Krešo Bosak is planning on developing a project of turning Drava stones into souvenirs by branding them with the Varaždin 2020 logo. Ljerka Njerš will teach ceramics, Marijan Varović is planning on organizing a street performance – flash mob and Nedeljko Krčar will work on organizing the Festival of Guitars, Theatre Fair, Royal Chess, and Crafts Fair.

Robert Belaj will set up the Varaždin 2020 logo. Vesna Trojanac will organize lectures on Fridays and the Festival of Kajkavian Theatre Kajkaz. Željko Funda suggested Varsizjan Games and has written Varaždinologija.

Organizations have also suggested certain projects. Educational projects d.o.o. will organize a train ride “Roads of the Genius” about Wolfgang Amadeus Mozart and the theatre organization Theatron will present us with the Legend of Crotilda. Libris d.o.o. will set up Varaždin sculptures, Varaždin Picture Book, The Museum of Languages and Women in Culture, and the Oriental Talisman dancers present and perform their dance routines while Plan B will organize a Dance Story.

Kopriva from Koprivnica will present Slam poetry to the public, Tavan will introduce Legend fest and the Association for the Protection and Breeding of Small Animals “Varaždin 2011” will release Doves of Peace.

The Association of People with Dystrophy, Cerebral Paralysis, Polio and other disabilities in Čakovec will create a project called Art Without Barriers.

PROGRAMS PRESENTED BY MINORITIES:

Together with the previously mentioned citizens and organizations, special cooperation was formed and will be developed with the minorities living in Croatian North. Cooperation has been created to improve coexistence of marginalized social groups and to integrate them in the region. Minorities will, through this initiative of the European Union, implement their cultural heritage and tradition and present it to the local population as well as to tourists.

The Council of Serbian Minority is included in the infrastructural program and part of the application by the programs of Krsna Slava and Cyrillic – joint heritage. Cultural and religious input of the Orthodox Church, which has been present in this area for over 130 years, is visible through their project to renovate a sacrament museum, archives, congress centre and the Church of St. Georgio.

Cooperation is also formed with the Slovenian minority, through their several programs and possibly through the building of their “Slovenian cultural and promotional centre” that would allow execution and continuous work of Slovenian minority and their promotion to the community. The Russian and Ukrainian organization “Kalinka” in Medimurje County will work on promoting their tradition and languages through new and existing projects to the wider public. Considering their wide spread community throughout the whole of Croatian North and their extremely marginalized position, we intend to pay special attention to the Roma minority and their programs. Together with this cooperation we are planning on renewing the relations with the Macedonian minority and the Republic of Macedonia. In the future we will work on including other minorities by organizing a special Committee for Minorities.
How will the events and activities that will constitute the cultural programme for the year be chosen?

In the first phase we collected applications of projects, events, activities and festivals from all citizens willing to participate in this initiative of European union, European Capital of Culture. We ended with the large number of applications and after the education of all cultural workers we sent out the application form containing several questions regarding all criteria of ECOC; financing, sustainability, execution ability... We got back over two hundred filled out forms and in that process we called for individual meetings and went through each detail with the applicants. Best developed activities are published in this book based on the ability of execution, both logistical and financial, their strong artistic value, reach, sustainability and their ways of removing what we are lacking in art in general and by doing so, creating some cultural offer.

In the next phase we will set up an art leadership what will develop programs, select them or coordinate them together with the ECOC Office and it will consist of competent people with artistic knowledge of highest rank. Persons in the Leadership will be independent and they cannot be project applicants or executors of the programs included in the Varaždin2020. They will have to consider the needs of citizens and society in general mentioned in the projects received in the first stage.

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

In the essence of culture, both traditional and experimental is to develop new values based on preserving the old ones. Main idea of our application is to introduce the new and innovative ways of creating the cooperation with the old and traditional. They will all be creating for the culture and not against each other, it will be beneficial to all artists and citizens.

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 cooperation is envisaged and specify the type of exchanges in question.

ECOC Office Varaždin2020 had already included artists and creative organizations since they were the creators of majority of previously mentioned programs and all their segments. They will all continue to cooperate internationally and develop some new connections. Many applied programs are already based on connecting artists and institutions within the region to create new stronger joint programs. Depending on type of the project, Foundation will connect artists and organization with the goal of strengthening the Varaždin2020 idea “Matching Mismatching”.

Cultural and artistic content
Cultural and artistic content

Varaždinska biskupija  Društvo distrofičara Čakovec  Rotary club Varaždin 1181  Rotary club Varaždin
Varaždinski komorni orkestar  Rotary club Varaždin jug  Janja Blažona  Društvo arhitekata Varaždin
Pučko otvoreno učilište Ivanec  HAZU Varaždin  Udruga Kopriva Koprivnica  Galerijski centar Varaždin
Grad Čakovec  Grad Novi Marof  Hrvatska vatrogasna zajednica  Knjižnica Nikola Zrinski Čakovec
Robertino Bartolec (Modernist)  Varaždinsko književno društvo  Ured EPK  Centar za kulturu Čakovec
Fotoklub Sloboda  Darko Arabadžić (Arbega)  Kerekesh Teatar Varaždin  Udruga Ekomuzej Lepoglava
Muzej grada Koprivnice  Dramska družina Theatron  Koprovnik  Glazbena škola u Varaždinu
Udruga za uzgoj i zaštitu malih životinja "Varaždin 2011"  Državni arhiv u Varaždinu  Grad Ludbreg
Konzertni ured Varaždin  Hrvatski paralimpijski odbor  VRUM  Vid Lončarić  Željko Arčabić (Trag d.o.o.)
Glazbena škola Varaždin  Gradskas knjižnica i čitaonica "Metel Ožegović"  Savjet mladih Grada Varaždina
Lila Herceg (Jedan dan)  Knjižnica i čitaonica Fran Galović Koprivnica  Knjižnica "Nikola Zrinski" Čakovec
Grad Krapina  Marija Barić  HNK Varaždin  Kerameikon  Knjižnica i čitaonica „Fran Galović“ Koprivnica
Kerameikon  Produkcija kuča Droolia d.o.o.  Muzej hrvatskog vatrogastva  Educational projects d.o.o.
Željko Funda  Petra Horvat  Qmini  Grad Ivanec  Centar tradicijske kulture  Varaždinske mažoretkinje
Milka Knežević  Orijentalne plesačice Talisman  Vesna Petanjek  Knjižnica Metel Ožegović Varaždin
Parkovi d.d.  Ljerka Njerš  Srednja škola "Arboretum Opeka" Marčan  Filmsko-kreativni studio VANIMA
TZ Grada Preloga  Nenad Slučić  Nenad Kumrić  TZ Grada Varaždina  Trkački klub Marathon 95
Sveučilište Sjever  International press  Udruga Tavan  KUD HŽ  Hrvatsko-austrijska kulturna zajednica
Predrag Daraboš  DanceHouse Ireland  Libris d.o.o.  Nautički klub Labud  Tanz Haus NRW Dusseldorf
Boris Jagetić Daraboš  Ines Hrain  Varteks  Vesna Trojanac  Nedjeljko Krčar  Ksenija Ladić (Jedan dan)
Umjetnička gerila  F.U.N.K.  Miroslav Klemm  MUP  Vijeće srpske nacionalne manjine Grada Varaždina
Denis Peričić  Davor Bobić  Maja Biliušić  Ekult  Tomislav Ribić  Ženska vokalna skupina Allegre
Ksenija Krčar  Marijan Varović  Međimurska županija  Slovenska nacionalna manjina – Grad Varaždin
Trash udruga Varaždin  Darko Antolković  Nenad Kumrić - Charlie  Pučko otvoreno učilište Koprivnica
Ministarstvo pravosuđa  IV. OŠ Varaždin  Vijeće slovenske nacionalne manjine Varaždinske županije
Udruga Medenjak  Grad Prelog  Gradski muzej Varaždin  Hrvatsko-slovensko društvo prijateljstva
Krešo Bosak  Grad Varaždin  Državni arhiv Varaždin  Nautički klub Labud  Grad Varaždinske Toplice
TZ Grada Preloga  HAZU Varaždin  Grad Lepoglava  Srpsko narodno vijeće  Gospodarska škola Varaždin
Plan B  Robert Belaj  Grad Prelog  Muzej Grada Koprivnice  Matica Hrvatska  Ogranak Varaždin
Pučko otvoreno učilište Novak Ludbreg  Prva gimnazija Varaždin  HNK u Varaždinu  Stojan Matavulj
CHALLENGE ACCEPTED

Capacity to deliver

50
and strong political support and a sustainable commitment from the relevant local, regional and national public authorities.

Proof of execution in the early stage of the candidacy is the base document of the candidacy – Resolution of the City Council of the City of Varaždin, where measures, executors, organization of the execution and controlling process have been defined. Resolution was unanimously with the political consensus. Numerous political activities before signing the Resolution prove that we had political support from the very start. Varaždin Mayor and his assistant visited the City of Graz and attendee a presentation of the Graz ECOC team, before visiting Kosice, Plzen and Mons and engaged in all educational training held by the Croatian Ministry of Culture to prepare the City for the candidacy. The ability of execution is visible in the fact that we receive strong political support regardless of the orientation of the party in authority of the partnering towns. All partnering Mayors have signed the Charter which is the base document for unifying the region which previously has not been politically formed, with one ultimate goal – becoming the European Capital of Culture.
Categories of existent cultural infrastructure in Varaždin and Croatian North | Number of spaces used for culture in Varaždin and Croatian North
---|---
CONCERT SPACE | 38
OPEN SPACE | 28
GALLERY | 15
MUSEUM | 11
MULTIMEDIA CENTER | 8
LIBRARY | 6
CINNEMA | 5
YOUTH CENTER | 3
THEATRE | 2
SPACES FOR CONFERENCES | 2
**TOTAL** | **118**

Table 2: Existent cultural infrastructure in Varaždin and Croatian North

Please confirm and evidence that your city has or will have adequate and viable infrastructure to host the title.

Varaždin and nine other partnering cities together have 118 closed and opened locations used for culture. They can be categorized in ten categories but the number of cultural infrastructure is not the same as the number of cultural institutions since some institutions have several locations.

Those locations are placed in the chart 2. Additional infrastructural investment explained in this chapter was necessary in some cities and they already have political consensus and set date of building.
What are the city’s assets in terms of accessibility (regional, national and international transport)?

Important highways connect Croatian highways with the European traffic network. Traffic infrastructure has a positive impact on urban, economic and demographical development. Key development of traffic infrastructure is created through new national, county and local roads and the reconstruction and improvement of existing roads. The City of Varaždin has a significant traffic importance due to its position on the crossroads of two important corridors: transversal of primal meaning which is the shortest and the best connection of the Podunavlje Region with the North Adriatic; and longitudinal of the secondary meaning which follows the Drava River connecting the Republic of Croatia with its western and eastern neighbours. All towns and cities in Croatian North are connected by shown state roads. In addition to the state roads, the region has a well spread and developed network of county and local roads.

The railroads of Croatian North, as well as Croatia as a whole, are lacking in quality compared to European railroads.

Varaždin Airport can potentially be developed with an airline of regular air traffic and can in a short time frame be used for sports and touristic purposes. Zagreb International Airport, the largest airport in Croatia is only a mere 90 kilometres from Varaždin.
What is the city’s absorption capacity in terms of tourist accommodation?

<table>
<thead>
<tr>
<th>County</th>
<th>Number of rooms</th>
<th>Number of beds</th>
<th>Number of hotels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varaždin County</td>
<td>1227</td>
<td>2271</td>
<td>9</td>
</tr>
<tr>
<td>Krapina and Zagorje County</td>
<td>1123</td>
<td>2335</td>
<td>8</td>
</tr>
<tr>
<td>Koprišnica and Križevci County</td>
<td>256</td>
<td>515</td>
<td>5</td>
</tr>
<tr>
<td>Međimurje County</td>
<td>557</td>
<td>1226</td>
<td>5</td>
</tr>
<tr>
<td>Zagreb County</td>
<td>528</td>
<td>1176</td>
<td>7</td>
</tr>
<tr>
<td>City of Zagreb</td>
<td>5189</td>
<td>13954</td>
<td>16</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8880</strong></td>
<td><strong>21477</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

Table 3. Accommodation capacity in the region and immediate surroundings.

<table>
<thead>
<tr>
<th>County</th>
<th>Number of rooms</th>
<th>Collective capacity</th>
<th>Private capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Rooms</td>
<td>Apartments</td>
</tr>
<tr>
<td>Varaždin county</td>
<td>1227</td>
<td>1147</td>
<td>28</td>
</tr>
<tr>
<td>Krapina and Zagorje County</td>
<td>1123</td>
<td>924</td>
<td>54</td>
</tr>
<tr>
<td>Koprišnica and Križevci County</td>
<td>256</td>
<td>224</td>
<td>23</td>
</tr>
<tr>
<td>Međimurje County</td>
<td>557</td>
<td>428</td>
<td>130</td>
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<tr>
<td>Zagreb County</td>
<td>528</td>
<td>489</td>
<td>10</td>
</tr>
<tr>
<td>City of Zagreb</td>
<td>5189</td>
<td>4463</td>
<td>225</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8880</strong></td>
<td><strong>7675</strong></td>
<td><strong>470</strong></td>
</tr>
</tbody>
</table>

Table 4. Categories of accommodation capacities in the region and immediate surroundings.

Varaždin is currently building a new hotel in the city center that will have 49 beds, multifunctional hall and a restaurant. Project is eco-friendly and uses sustainable sources of energy.
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)

Infrastructural projects planned for the European Capital of Culture 2020 are mainly connected to the reconstruction of existing infrastructure and new construction necessary for the City and the region. The construction of certain mention projects depends on results of this candidacy.

The candidacy of Varaždin and Croatian North has been a trigger for changes and the final construction of certain previously planned infrastructure as well as for the joint cultural work of the whole region. Flaws of certain areas within the region were noticed and overcome by agglomeration.

Construction alone was not the sole reason for the candidacy but the outcome of the real needs of the City. When it comes to selecting infrastructural projects for the bid, advantage was given to those which could prove a long-term existence, strict purpose and could be used by several institutions, organizations or creative workers. Regarding the Cultural Development Strategy for Croatian North until 2030, infrastructural investment is divided into three categories:

1. PROJECTS OF CULTURAL INFRASTRUCTURE THAT TO BE BUILT BY 2020.
2. PROJECTS OF INFRASTRUCTURE IN CULTURE AND CULTURAL TOURISM TO BE BUILT BY 2030.
3. LONG-TERM PROJECTS OF INFRASTRUCTURE THAT ARE CONNECTED TO THE DEVELOPMENT OF CULTURE AND CULTURAL TOURISM BY AT LEAST ONE SEGMENT.

Within this bid we present the details of the infrastructure in the first category where the majority of cultural projects will take place. Apart from those already listed, programs will take place at over eighty existing locations listed in the chapter of the cultural profile of the region.
Capacity to deliver
VARAŽDIN

The biggest project in Varazdin is building of Tehnološki Park II. For the preparation of the project documents funds were already given from the European union and its found for regional development – Operative program for Regional competitiveness and from Ministry of science, education and sport. Even though its purpose is not primary cultural, it will serve as an incubator of knowledge and its building will start in 2017. One of the centers it will hold will be the Center of Creative Industry which will create intellectual property and creative services because of which we could be able to delete the boarders between the art, technology and business, and culture will be presented as the trigger for changes.

Encouraged by the candidacy for the European Capital of Culture, the City of Varazdin together with the Local Museum and Parkovi d.d. will build themed area known as The World of Insects in 2018. Included in the theme area is a House of Butterflies and research centre connected to the established Entomology Collection of Varazdin's City Museum. Positioned within an attractive and frequent location, next to City Cemetery, this interactive World of Insects will connect the cultural and historical heritage of Varazdin with modern multimedia; science with education, civil sector with international partners.

In the immediate area of the City cemetery, within the Ivan Pavao II Park, a public stage will be built to support cultural, entertainment and artistic content necessary for preserving the area outside the strict city centre. The company responsible for the City cemetery and parks, Parkovi d.d. will revive the concept of matching (mis) matching as a connection between the living and dead while preserving the dignity of the cemetery. The Festival of Light and sections of the park used to present different religions of Europe and their connections within Croatia and the chilling zone would attract youth to the currently unpopular park.

The existing Youth Park adjacent to the Ivan Pavao II Park will be restocked with new equipment for playgrounds, fitness equipment for street workout exercising in the open for the elderly as another example of matching (mis) matching. This park will become a unique concept in Varazdin to promote a healthy lifestyle.

Varazdin City Museum will start renovation work upon the Sermage Baroque Palace in 2018 which will open the currently unused attic and basement sections of the palace for public usage and renovating the open yard will create a new authentic space close to one of the most popular Varazdin squares. This wholesome reconstruction creates a base for new galleries and exhibitions while Museum of Attics presents an innovative and creative project that offers numerous opportunities of cooperation within the country and abroad while equally creating a tourist attraction.

Finalizing works on the Celjski Barn, including the reconstruction and the opening of the new multimedia space for exhibitions is scheduled for 2020. This protected monument of culture will then be free for tourists to use as well as Varazdin collectors to exhibit their artefacts.

Amongst these architectural interventions it is worth noting the new purpose of the former Dom cinema into an audio-visual-educational info point within the cinema complex for the needs of the VANIWA Creative Film Studio which is currently part of the audio-visual sector in an inadequate space of the Gaj cinema. Varazdin as a City of Culture is lacking an independent cinema centre of the City since the closest commercial movie theatre, is located in Kneginec, right outside of Varazdin. The spaces of the former Dom cinema will be reconstructed by 2017 and by 2020 it will host movie programs such as European Tuesday, co-working programs, MUGI, Summer Theatre, Animated postcards, Summer colony of movies, new media and multimedia and become a base for the Education and animation studio as well as a studio for production and distribution.

Another project that will be realized by 2016 is Varazdin House. The founder of the idea is the Tourism Board of the City of Varazdin that will revitalize and renovate a building in the historical centre in Gajeva Street into a regional centre for visitors. Varazdin House will unite tourism and information, sharing culture and educational content.

The project to reconstruct and revitalize the Synagogue into a Gallery Centre of Varazdin is part of a the Strategy of revitalizing the historical City centre and putting cultural and historical buildings into function of touristic potential which is also of importance for the European Capital of Culture. The Synagogue will, by 2020 become a multifunctional centre where cultural events will be held continuously, serving as touristic infrastructure and will present the history of Judaism and their suffering in order to educate youth about non-violence and tolerance.

The reconstruction of the Croatian National Theatre in Varazdin is one of the theatres in the Fellner & Helmer network will start in 2018 and continue until 2020 when this historical building from 1873 will receive another multifunctional main concert hall and stage. This networking is of importance for European modern cultural management as well as the joint artistic, technical and conservatory initiative that will result in publishing a monograph and international scientific summit.
IVANEČ

Building of Museum of Hiking, first of its kind in Croatia, is the largest infrastructural project in the Ivanec area whose building will be finished by 2017. It will host archaeological, mining, photography and hiking exhibits considering the long tradition of hiking on the Ivančica Mountain. An interactive themed museum will be placed along the hiking route with a multifunctional space.

The renovation of the main City square of Hrvatski Ivanovci is planned to become a walking district with a summer stage and convert the archaeological area into an Archaeological Park by 2019. It will host events aimed to preserve heritage with the inclusion of all social groups.

The Old Cinema in the centre of Ivanec has a planned renovation project with the purpose of opening a modern multifunctional hall with 180 seats equipped with digital video equipment, scheduled for completion by 2020. By doing so, we would create a space for 3D projection, as well as for the other cultural and educational needs of citizens. Modern multimedia equipment, high quality fitted space for the theatre, and orchestras or music groups would offer Ivanec a chance to host artists from around Europe.

LEPOGLAVA

The “Pauline Visitor’s Centre” in Lepoglava will be opened in 2020 to support infrastructure for the development of culture that will unite the cultural and touristic offer of the city which grew from the Pauline works in Lepoglava. The specific goal of this modern building is to unite cultural heritage of the Lepoglava Eco museum within the centre, and the development of craftsmanship as well as encouraging self-employment for Lepoglava citizens. The Pauline Centre will offer authentic food and beverages as well as the souvenirs and local vine.

By renovating and designing a new place for visitors at the top of the Gaveznicu Vulcano, new connections between Lepoglava and Krapina would be created since they both share ancient history. This renovation would be completed by 2020 and it would give an opportunity for all age groups to learn about archaeology.

By 2020 Lepoglava has planned to rebuild the Old Pauline Monastery together with other investors such as the Varaždin Diocese and INA d.d. The Monastery represents the beginnings of culture and science in Croatia and is the place of first high school in Croatia as well as the university and will now become a place for spiritual sessions and equally a research centre in the field of culture, art and history. It will also host a Ranger museum collection.

The City of Lepoglava together with the Secretary of Culture will, between 2017 – 2019, invest in the renovation of city squares, parks and horticultural attractions which would highlight the European history and heritage of Lepoglava through themed parks with lace as a main motive. This would in turn, create space for cultural programs.

NOVI MAROF

By 2020 Novi Marof is planning to complete construction work on Grebengrad Fort which began in 2009, to become an area of cultural and sporting events.

VARAŽDINSKE TOPLICE

Varaždinske Toplice is a famous thermal resort and is planning to transform its cultural heritage building “Public Bath House” into an interactive multimedia info point within the “Region of digital museums”. All visitors would enjoy a bath at the thermal springs in a historical interior while obtaining educational information. Besides this, they plan to refurbish the Cultural Centre by 2020 where networking of cultural institutions would take place as well as a notable cultural program.

LUDBREG

By renovating the Archaeological Park, Somodi House building and Garden, Ludbreg will acquire a multifunctional centre with a place for visitors, an educational section, an area for exhibitions and a souvenir shop. This infrastructure will be used for existing programs as well as for new projects and will become a new and attractive place for visitors from across Croatia and Europe.
**KOPRIVNICA**

The City of Koprivnica is planning to **build a Neighbourhood Museum with a Museum square**, Malančec House and the Franciscan Church by 2020 which will provide a new open area for the centre of the city for cultural events.

The “**Kamengrad Middle Ages**” commercial project by Trag d.o.o. is based on funds provided by the EU and will be completed by 2020. This themed area will have several touristic and sporting attractions, a dining area and a souvenir shop with the end goal of reviving cultural heritage – old Koprivnica.

The initiative of four civil organizations united by the name **F.U.N.K.** is a planned renovation of the Koprivnica military campus transforming it into main cultural and educational centre on the outskirts of the city – a centre of independent culture. This process of renovation has already started and a new campus will host musical, audio-visual, educational and artistic content.

To stress the idea of Matching (mis)matching, Koprivnica will present a **statue of Vlasta Delimar on a horse** based on Lady Godiva. This Croatian performer will be a unique example of a living person with their own statue.

**KRAPINA**

The **historical unit “Krapina Old Town” will be renovated** by 2016 and includes work on the palace which will become a museum info point with a touristic and gastronomic centre, horticultural decoration and equally traffic connections with the city centre and Museum of Krapina Neanderthals. It will be a place for cultural events, science congresses, gastro events and exhibitions.

**ĆAKOVEC**

Ćakovec will build a **new space for the Nikola Zrinski Library** for the children’s section and professional literature which will resolve the issue of a lack of space for programs of the library. Building will be done by 2020.

**PRELOG**

European identity will be stressed by **renovating the Avenue of European Countries** in the new residential area of Prelog within which **Medimurska Hiža Ethno House** will be built as a polar opposite to a European street, with a new stage for cultural and entertaining programs. Authentic European horticulture will be placed to become a **new harbour** promoting European spirit, unique to Continental Croatia,
5.

**All Dimensions of Culture**
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 local population and civil society was strongly included in the preparation of this candidacy, encouraged by the team of experts. Training to cultural workers, members of organizations and individuals interested in ECOC started back in the summer of 2014 and will continue in the future with the goal of improving the concept of Varaždin as a European Capital of Culture. By including a wider public we realized the crucial problems of everyone working in the cultural field and some were solved by networking. Each town formed their own partnering committee which worked with an expert team and accepted project ideas in their office.

**Over five hundred people participated** in **over thirty workshops organized by the expert team** where we openly talked about our infrastructural needs.

We spoke with **business owners, minorities, principles, high school students, people with disabilities, persons included in the probation** and many others.

Besides group meetings we organized **over five hundred individual meetings** and most of them ended with new creative projects which have become a main part of this document. We received **support from some eminent artists such as Malek Jandali from Syria, Lado ensemble, Veljko Kajtazi, members of Croatian parliament, and organizations such as the Croatian Paralympic Committee, Croatian Employer’s Association as well as the University North Institution of higher education.**

The process of the candidacy of Varaždin and Croatian North for the European Capital of Culture included over **six thousand people.** We received **program initiatives from Zagreb, Split, Germany, Austria and Netherlands.** Numerous members of certain minorities traditionally live in this area which is visible in the chart number and many of them joined this initiative after being invited by the expert team. **Serbian, Macedonian, Russian, Ukrainian, Slovenian and Roma minorities** applied with their programs for 2020 which will continue even beyond the year of the title as a long term contribution of minorities to the region. While communicating with the members of different minorities, especially Roma minority we learned about their main problems regarding to inclusion in the rest of the population. Main problems were lack of education of children, strict tradition that does not allow infiltration and specific lifestyle. **Goal of the project Varaždin2020 is to integrate them into the society with the full respect of their tradition and customs.**
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, the marginalized 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.

When accepting programs we ensured they all have six main criteria specified by the call for submitting the applications for the initiative according to the EU by the Ministry of Culture. We created a unique form for all applicants stressing the part of general access of the content. Some of the initiatives are targeted directly towards youth, such as international music competitions, F.U.N.K., Gimnet2020, VAFI, Kiker dance festival and Theaterspiele. There are programs intended to educate the public on cultural heritage of other nations such as Krsna slava, Cyrillic – joint heritage and African vibes and Same but different. In order to improve the quality of life of people with disabilities, Koprivnica will create a Butterfly Garden with tactile plates and Varaždin will create a Youth Park with street workout equipment for elderly.

Volunteers and young professionals will be included in the realization of the program as a part of the technical team and logistical help as well as the part of creative industry since they will know how to prepare programs for the social group they are a part of. With the belief that the applicants know their area of expertise, the team of experts will work solely as a coordinator between them.

![Chart 1. Number of minority group members in Varaždin and Croatian North](chart.png)
Explain the whole strategy of development of the audience, especially the relation with the education and schools.

The problem defined via the SWOT analysis was lack of audience especially at the lesser well known cultural events. The local audience recognizes the event only after it attracts a foreign audience. What this initiative does differently is the fact that it includes a local audience and recognizes the value from the very start. Several schools were directly included in the projects, such as IV. Elementary School, Gospodarska High School, “Arboretum Opeka” High School, Music school in Varaždin and the First Grammar School in Varaždin.

A group presentation on Varaždin’s candidacy was held for all principals of high schools in Varaždin County and at that meeting we initiated the creation of many creative projects and spread the word of ECOC between ten thousand students. Besides this, some of the programs created for ECOC will be executed during practical and field studying.

Our new university, University North is a co-signer of the Cultural Development Strategy for Croatian North and will be an organizer of the international conference “Art, Multimedia and Modern media” in the year 2020. They will also be included in the evaluation of success of the ECOC title and all details of the cooperation on creating and the execution of cultural and educational projects were defined by a contract of cooperation, which is long lasting and abiding.
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 city budgets for culture (in euros)</th>
<th>Annual city budgets for culture (in percentage of total annual city budgets)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>6.720.757</td>
<td>8,33%</td>
</tr>
<tr>
<td>2012</td>
<td>9.915.779</td>
<td>7,60%</td>
</tr>
<tr>
<td>2013</td>
<td>9.118.768</td>
<td>10,40%</td>
</tr>
<tr>
<td>2014</td>
<td>7.379.228</td>
<td>7,10%</td>
</tr>
<tr>
<td>2015</td>
<td>8.259.282</td>
<td>8,61%</td>
</tr>
</tbody>
</table>

Table 5. Annual city budgets for culture by years

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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount of city budgets (Varaždin and Croatian North) used to cover operative and capital expenses (in euros)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>444.000</td>
</tr>
<tr>
<td>2016</td>
<td>4.840.000</td>
</tr>
<tr>
<td>2017</td>
<td>3.956.000</td>
</tr>
<tr>
<td>2018</td>
<td>2.705.000</td>
</tr>
<tr>
<td>2019</td>
<td>3.210.000</td>
</tr>
<tr>
<td>2020</td>
<td>3.480.000</td>
</tr>
<tr>
<td>UKUPNO</td>
<td>18.635.000</td>
</tr>
</tbody>
</table>

Table 6. Amount of money from city budgets for financing the ECoC project

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)?

After the year 2020. City is planning on spending 10.000.000 euros for culture, or 9% of the total city budget.
Operating budget for the title year

Income to cover operating expenditure:
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.

Operating expenses are connected to program expenses of artistic programs and programs regarding culture of living and to cover those expenses, public call will be sent. Part of the operating expenses will be functional expenses of management, control, risk assessment and expert team; such as pays, material expenses... Organizational expenses will cover organization of events and majority of this amount is planned for the title year and it covers technical expenses, logistic, light, sound, stage, transportation... Marketing expenses are planned according to the marketing strategy.

Budget shown in the table covers preparation, title year, evaluation and funds connected to activities after the title year.

<table>
<thead>
<tr>
<th>Total income to cover operating expenditure (in euros)</th>
<th>From public sector (in euros)</th>
<th>From public sector (in %)</th>
<th>From private sector (in euros)</th>
<th>From private sector (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.000.000</td>
<td>17.100.000</td>
<td>90</td>
<td>1.900.000</td>
<td>10</td>
</tr>
</tbody>
</table>

Table 7. Total income to cover operating expenditure

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 public sector to cover operating expenditure</th>
<th>In euros</th>
<th>In %</th>
</tr>
</thead>
<tbody>
<tr>
<td>National government</td>
<td>10.000.000</td>
<td>58</td>
</tr>
<tr>
<td>City budgets</td>
<td>3.700.000</td>
<td>22</td>
</tr>
<tr>
<td>Counties</td>
<td>1.710.000</td>
<td>10</td>
</tr>
<tr>
<td>EU (with exception of the Melina Mercouri prize)</td>
<td>1.010.000</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>680.000</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>17.100.000</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 8. Income from public sector to cover operative expenditure

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?

At the local and regional level we consulted the highest officials of the City of Varaždin and partnering cities while calculating their responsibilities towards preparation and execution of the title year. City governments will officially commit after winning of the title according to previously recommended plans, four included counties will do the same. Agreement was achieved during the debates in the phase of writing of the Strategy which defines sources of financing until 2030.
What is your fund raising strategy to seek financial support from Union programmes/funds to cover operating expenditure?

Found raising strategy to seek financial support from EU covers daily monitoring of new applications, continuous cooperation with development agencies as well as notifying applicants about possibilities of financing from European union founds. Foundation will serve as an coordinator and it will hire young professionals from the area with the goal of easier execution of programs.

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

Table 8 shows average amount of income according to financing sectors for the time frame 2015.–2020. and a year later. Time schedule for receiving the funds to cover operating expenses in the case the city wins ECOC title will be different according to each year of the preparation. Because of this, input from each city will be different and will grow according to their needs. Same will happen with the money from European founds.

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### 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?

Varaždin and Croatian North have several strong private corporations and numerous smaller companies that are the main movers of economic and cultural development. Inclusion of the private sector is one of our priorities. Connecting culture and the economy is one of the most significant foundations in creating strong and sustainable cultural projects. Equally, their investment in culture creates a positive image of a company and presents itself as socially responsible.

During the first phase we held several presentations about the ECOC initiative to business owners and entrepreneurs presenting them with positive examples and experiences from past ECOC cities and stressing the benefit of all included so they could realize their potential opportunity to gain financially and create a better image. As a part of the marketing and communications activities, the Varaždin2020 Office is planning to implement and create a strong brand and continuous promotion of projects within Varaždin2020 towards private sponsors with the goal of increasing their inclusion in culture.

Most of the private companies see investment in culture as an expense so we will create several different options of investing based on interests of our possible sponsors. We will stress their benefits (social and financial) and suggest ways they can participate in the project to connect where it may seem impossible to connect, culture and business. The European Capital of Culture will bring numerous benefits to the region, including the incoming of many tourists as well as the local population to cultural events. This is equally, one of the more important benefits that could encourage sponsors so we will continue to stress this in our offers.

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**SPONSORSHIP PACKAGES:**

- **General sponsor** – large corporations, sponsors of the entire Varaždin2020 project – local, national and international
- **Sponsor of the event or program** – large corporations, medium and small companies – local and national
- **Sponsor** – medium and smaller companies – local
- **Supporter** – business owners
- **Donors** – individuals
Some forms of cooperation, depending on the category, will be creating new events created especially for the needs of the sponsors and creating joint products in culture, with a certain number of free tickets, discounts or promotion of their services or products through our marketing tools. We expect to gather certain amount of funds without direct money involved by using their marketing channels and campaigns to promote EOC Varaždin2020 and include the Varaždin2020 brand and logo in their product placement and their brand.

With this strong marketing campaign and activities we are planning to collect around two million euros from the private sector.

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

Table 9 shows breakdown of operative expenditure from 2015 until 2021 including 2021 together from private and public sector.

<table>
<thead>
<tr>
<th>Programme expenditures (in euros)</th>
<th>15.117.000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program expenditures (in %)</td>
<td>82</td>
</tr>
<tr>
<td>Promotion and marketing (in euros)</td>
<td>1.156.000</td>
</tr>
<tr>
<td>Promotion and marketing (in %)</td>
<td>6</td>
</tr>
<tr>
<td>Wages, overheads and administration (in euros)</td>
<td>949.000</td>
</tr>
<tr>
<td>Wages, overheads and administration (in %)</td>
<td>6</td>
</tr>
<tr>
<td>Organization expenses (in euros)</td>
<td>1.182.000</td>
</tr>
<tr>
<td>Organization expenses (in %)</td>
<td>6</td>
</tr>
<tr>
<td>Total operational expenditure (in euros)</td>
<td>18.404.000</td>
</tr>
</tbody>
</table>

Table 9: Types of operational expenditures with amounts 2015 – 2021

Planned timetable for spending operating expenditure.

<table>
<thead>
<tr>
<th>Timetable for spending</th>
<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>Organizational expenses (in euros)</th>
<th>Organizational expenses (in %)</th>
<th>Total operational expenditure (in euros)</th>
<th>Total operational expenditure (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>46.000</td>
<td>47</td>
<td>16.000</td>
<td>16</td>
<td>30.000</td>
<td>31</td>
<td>6.000</td>
<td>6</td>
<td>98.000</td>
<td>100</td>
</tr>
<tr>
<td>2016</td>
<td>906.000</td>
<td>80</td>
<td>34.000</td>
<td>3</td>
<td>165.000</td>
<td>15</td>
<td>26.000</td>
<td>2</td>
<td>1.131.000</td>
<td>100</td>
</tr>
<tr>
<td>2017</td>
<td>1.205.000</td>
<td>82</td>
<td>76.000</td>
<td>5</td>
<td>165.000</td>
<td>11</td>
<td>26.000</td>
<td>2</td>
<td>1.472.000</td>
<td>100</td>
</tr>
<tr>
<td>2018</td>
<td>1.477.000</td>
<td>67</td>
<td>326.000</td>
<td>15</td>
<td>165.000</td>
<td>7</td>
<td>236.000</td>
<td>11</td>
<td>2.204.000</td>
<td>100</td>
</tr>
<tr>
<td>2019</td>
<td>2.207.000</td>
<td>69</td>
<td>439.000</td>
<td>14</td>
<td>165.000</td>
<td>5</td>
<td>376.000</td>
<td>12</td>
<td>3.187.000</td>
<td>100</td>
</tr>
<tr>
<td>2020</td>
<td>8.371.000</td>
<td>91</td>
<td>189.000</td>
<td>2</td>
<td>165.000</td>
<td>2</td>
<td>465.000</td>
<td>5</td>
<td>9.190.000</td>
<td>100</td>
</tr>
<tr>
<td>2021</td>
<td>905.000</td>
<td>81</td>
<td>86.000</td>
<td>8</td>
<td>84.000</td>
<td>7</td>
<td>47.000</td>
<td>4</td>
<td>1.122.000</td>
<td>100</td>
</tr>
<tr>
<td>Later</td>
<td>500.000</td>
<td>84</td>
<td>6.000</td>
<td>1</td>
<td>84.000</td>
<td>14</td>
<td>6.000</td>
<td>1</td>
<td>596.000</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>15.617.000</td>
<td>1.172.000</td>
<td>1.023.000</td>
<td>1.188.000</td>
<td>19.000.000</td>
<td>19.000.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 10: Schedule of budget spending through the years by types of expenditure
Budget for capital expenditure

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

<table>
<thead>
<tr>
<th>Income from the public sector to cover capital expenditure</th>
<th>In euros</th>
<th>In %</th>
</tr>
</thead>
<tbody>
<tr>
<td>National government</td>
<td>2,930,000</td>
<td>5</td>
</tr>
<tr>
<td>EU fonds</td>
<td>32,850,000</td>
<td>61</td>
</tr>
<tr>
<td>Cities</td>
<td>14,935,000</td>
<td>28</td>
</tr>
<tr>
<td>Counties</td>
<td>325,000</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>2,800,000</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>53,840,000</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 11. Income from public sector for covering capital expenditures

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?

Coverage of capital expenses in the ration stated in the table 11 from the city budgets is not strictly defined. Assurance of the building is the sole initiative that came from the government and that got political consensus.

Some private initiatives and initiatives coming from the Church, like renovating Pauline monastery in Lepoglava, are part of this application as well and their building will be executed if Varaždin and Croatian North wins the title since they found their targeted audience thanks to the programs that will take place in those spaces.

Even though through this whole process we received 45 infrastructural ideas, we didn’t submit them all in this bid book, but we included only the ones whose building could be done or at least mostly done by 2020. according to their documents. Never the less, all those infrastructural initiatives are a part of the Cultural development Strategy until 2030.

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

In the preparation phase we consulted with the development agencies at the area of four counties to create a mutual strategy for acquiring the finances from EU. Strategy consists of several stages:

1. Founding the committee for following the information about founds and EU programs as well as international foundations and developmental programs
2. Permanent informing through website and social networks of programs of support, thrall education of organizations, institutions and individuals included in preparation of ECOC about possible founding opportunities
3. Finding financial resources to help with the process of writing the applications for EU founds
4. Hiring project experts in the Varaždin2020 Office and if needed, founding the Project Team that will work solely on writing projects and finding founds
For some of the capital projects, developmental agencies already submitted the paper works, building of some of the objects has already started and some will start to apply for EU founds which will be opened during 2016, until building of the infrastructure finishes.

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

<table>
<thead>
<tr>
<th>Sources of income for capital expenditure</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>1.220.000</td>
<td>10.500.000</td>
<td>1.410.000</td>
<td>7.200.000</td>
<td>8.500.000</td>
<td>4.020.000</td>
<td>32.850.000</td>
</tr>
<tr>
<td>National government</td>
<td>500.000</td>
<td>400.000</td>
<td>620.000</td>
<td>600.000</td>
<td>510.000</td>
<td>300.000</td>
<td>2.930.000</td>
</tr>
<tr>
<td>Cities</td>
<td>370.000</td>
<td>4.655.000</td>
<td>3.660.000</td>
<td>2.150.000</td>
<td>2.100.000</td>
<td>2.000.000</td>
<td>14.935.000</td>
</tr>
<tr>
<td>Counties</td>
<td>20.000</td>
<td>75.000</td>
<td>40.000</td>
<td>70.000</td>
<td>70.000</td>
<td>50.000</td>
<td>325.000</td>
</tr>
<tr>
<td>Sponsors</td>
<td>0</td>
<td>30.000</td>
<td>40.000</td>
<td>10.000</td>
<td>1.000.000</td>
<td>80.000</td>
<td>1.160.000</td>
</tr>
<tr>
<td>Other</td>
<td>1.390.000</td>
<td>34.000</td>
<td>1.251.000</td>
<td>45.000</td>
<td>20.000</td>
<td>60.000</td>
<td>2.800.000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3.500.000</td>
<td>15.694.000</td>
<td>7.021.000</td>
<td>10.075.000</td>
<td>12.200.000</td>
<td>6.510.000</td>
<td>55.000.000</td>
</tr>
</tbody>
</table>

Table 12. Sources of income for capital expenditure through the years

Stated income for capital expenditure are broken down into sources. With the stated specified incomes, under other sources, income from Varaždin Diocese was counted for renovation of Pauline convent in Lepoglava in the total amount of 1 000 000 euros in 2015 and 1 000 000 euros in 2016.
What kind of governance and delivery structure is envisaged for the implementation of the European Capital of Culture year?

Foundation EPK2020 (working title) will be in charge for administration and execution of the European Capital of Culture in Varaždin. It will consist, according to Law of Foundations, of Foundation Council and Council Director. Director will coordinate Project Department, Financial Department, Promotional and Marketing Department, International Relations Department and Logistics Department. Those departments will make the team of experts while Foundation Council will consist of representatives of Varaždin, partnering cities, Council for Culture and individuals. Special oversight committee (SOC) will consist of Director, Foundation Council, Projects Department and Financing Department which will execute activities, asset risks and evaluate success on monthly basis. Except SOC, University North will be included in the evaluation with the purpose of extra oversight for quality.

Financing will be done from different sources – local and regional administration, Ministry of Culture, EU Founds, sponsors and other sources under which we count funds from selling tickets for cultural events, renting spaces, selling the publications and other.

Project Department will spread to Infrastructural Department and Program Department which will communicate with the Director and Financing Department while executing projects promised by this Application. Program Department will be led by Artistic Director – coordinator of artistic programs, while the function of Main Administrator will be the Director. Artistic team will be main part of the Program Department which will take care of quality of offered content.

By planning on founding the Foundation we accomplished:

- **Long-term sustainability because Croatian law Foundation defines as a strictly long-term property**
- **Transparency** – whole financing and open calls will be public
- **Independence from the politics**
- **Wide spectrum of work and ways of acquiring financial needs**

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?

Permanent expert team will be consisted of workers, with the minimal changes through the years, and they will assure required skills and experience through their work on the project and by already made recommendations. Artistic team will be made of eminent people from culture, through sectors, which have the experience in organization of international, national and local events. Next to them, outsourced consultants in the phase of execution will become a necessity for the fields that Croatian North never had a chance to develop.
How will you make sure that there is an appropriate cooperation between the local authorities and this structure including the artistic team?

Statute of the Foundation will establish the relation between the organizational structure and local government with define their relations with the Foundation by their own legal acts. Strong partnership will be the goal, not related to the political option that is in charge during the process of preparation and execution of the title.

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?

General Director or Administrator will be selected according to formal competence, previous work experience in administration, number and quality of international relations and international projects, previous influence on the successfulness of the candidacy and the main factor will be the organizing skills of the candidate. Area of expertise of the Main Director will be managing the Foundation, long-term goal setting of the cultural development according to the Strategy, coordination of programs and organizers as well works of all departments and he will be responsible for execution set by this application.

Artistic director will be selected according to his results in the previous cultural work and international relations. His area of expertise will be selecting and implementation of art programs into ECOC programs and following those programs as well as their long-term influence.

It is important to stress that while selecting both Directors, there will be no influence of politics and they will take over their positions after the publishing the results of the candidacy, as soon as the Foundation will be set, maximum two years before taking the title.
C) CONTINGENCY PLANNING

Have you carried out/planned a risk assessment exercise?

For infrastructural projects and bigger programs we asset the risk connected to financing, time frames and administration. Unique form was created for all projects which had six ruling criteria with the main impact on financial structure and dynamics of the activities which extremely lowered financial and time frame risk.

Financial risk was lowered by signing the Charter with the decision of regional approach because local government promised to set aside funds for execution of the title.

Risk of time frames was lowered by careful planning and after the Foundation will be set, special team will be in charge of monitoring those risks.

Assessment of risks connected to law was done by checking the ownership of the parcel or assessing the juridical base for realization of the program which minimized the risk and it could increase only if changes happen on the national level.

Risks connected to the administration was annulated by the candidacy since we organized over hundred workshops which we are planning on continue in the future until the title year so we could educate administration about the initiative of European union.

What are the main strengths and weaknesses of your project?

Main strengths of our projects are:

- Clear vision of the concept of Varaždin2020 program
- Regional approach which covers wide spread of cultural heritage, joint approach to generating of partners
- Support of local community, strong international relations and wide outreach of few thousands of participants in the project
- Uniting the application with the Cultural development Strategy
- Annulation of politics from the early stage

Main weaknesses of our project are:

- Relatively small number of citizens despite the regional approach
- Lack of hotel capacities

So we could overcome our weaknesses we decided to include Zagreb and surroundings into the total number of hotel capacities and strong traffic connections within the region and geographical position close to the capital makes traveling to visit different events and attractions easier.
Could your artistic programme be summed up by a slogan?

Matching what looks impossible to match at first because European initiative of European Capital of Culture and the process of applying showed us that all different kinds of creative individuals needed just a little push to come out of their shells and unite.

What is the city’s intended marketing and communication strategy for the European Capital of Culture year? How will you mobilise your own citizens as communicators of the year to the outside world? How does the city plan to highlight that the European Capital of Culture is an action of the European Union?

Constant promoting of European initiative is an imperative of our marketing strategy. Beginning of marketing campaign of City of Varaždin and Croatian North for European Capital of Culture 2020 is connected to creating of the project team in May 2014, which is in charge of activities around process of candidacy. Marketing and communication strategies are based on interaction and communication with citizens as well as the potential applicants. Goals of the strategy are creating quality and attractive cultural program which positions Varaždin on the map of Europe as a desirable cultural destination. This way Varaždin and Croatian North attract numerous artists as well as consumers of cultural tourism. Strong foundation in the field of marketing and clear vision at the very beginning of the process of application we created basis for development and execution of goals of marketing strategy until 2020, and afterwards.

Goal of marketing and communications strategy is to educate the public about the Varaždin2020 project and increase the number of active and passive consumers of culture by double in the title year and significantly increase the number of cultural tourists.

Targeted audiences:
- Local and international artists and creative professionals
- Consumers of cultural tourism
- Media and citizens – consumers

Ways of execution and measuring:

Marketing and communications strategy will be done through three phases with the constant tendency of directing and improving according to internal and external factors and it will follow new trends and development of modern technologies. Phases will include activities and tools used for ECOC Varaždin2020 brand and communications with the targeted audiences. It will also focus on spreading the word about Varaždin2020 to the Europe and rest of the world. Each phase will follow the previous one, strengthen it and expand according to marketing plan. All the activities are a part of marketing and communications strategy which was mandatory to present ECOC project to the citizens and encourage them to think and create in terms of European identity.

Measuring of success will be done in phases by following changes in the number of targeted audiences based on the analysis within Cultural development strategy and by hiring an agency to track number of press releases in terms of finances.
First phase (2014 – 2015)

First phase covers the candidacy and it finishes by turning in the bid book. Focus is put in encouraging citizens and other interested groups to get to know ECOC and apply their ideas and projects for 2020 and spread the word about this initiative. Activities in the first phase are covering the area of Croatian North. It includes opening the ECOC Office within Varaždin Concert Agency, creating and implementing the logo, creating the website and profiles on social medias, organizing workshops and presentations to promote Varaždin2020 at local and international level.

Varaždin2020 Office is available 24/7 and through different communication channels presents the public with all needed information and help, collects the archive of project ideas, calls for meetings and promotes Varaždin and Croatian North as European Capital of Culture in 2020.

Newsletters turned out to be an efficient way of distributing information to the public, citizens, creative industry and media.

ECOC office developed quality relations with media which includes daily coverage of its activities and events and distribution of important information to the public.

Logo Varaždin2020 is stylized flower with nine petals presenting each city while Varaždin typographically stands in the middle of the candidacy. Flower does not have any negative connotations and it represents unity, nature and growth. Besides flower as the first impression of the logo, it can also represent fireworks, explosion, celebration, movement, wheel and freedom. Petals look like brush strokes and it also looks like a windmill, representation of fight that each initiative of this kind has. Real counterpoint of the flower is the association to the fan – something that wants to move everything and create something new.

In this phase we created a certificate 100% culture which was sort of the first stage in branding this campaign with the goal of uniting citizens in all areas.

Logo became the main element in all promotional materials and communication with partners and cultural workers. It was implemented in websites of partnering cities, project applicants and supporters of ECOC initiative.

Website www.varazdin2020.eu started in June 2014. As a modern, multifunctional and educational site available in Croatian and English. Goal of the page in the first phase was to present the candidacy of Varaždin and Croatian North to the public and allow them to communicate with the ECOC Office about their initiative through unified form directed to the central information storage.

At the same time as the website, we started communicating through social media (www.facebook.com/varazdin2020 and www.twitter.com/Varazdin2020) giving the public easier access to all needed information about projects and events in culture.

In the summer of 2014. Office started educating the public; artists, individuals, NGOs and institutions and over 30 workshops were held with over 500 interested individuals. During over 500 different lectures we covered more than 6000 people and included them in the candidacy. Special effort was put on including business and economy sector and connecting it with culture.

Press material as a classical marketing and promotional tool was irreplaceable, especially while communicating to the older public. In the beginning of our promotional activities we designed a paper tie which included a description of what ECOC actually is and how to get involved in the initiative which resulted in numerous applications because of the esthetical component of the pamphlet.

Billboards, shirts, scarfs, classical ties, city light posters, banners, pens and other stationary was branded with the Varaždin2020 logo during the first phase.


After the selection of Croatian city, European Capital of Culture we will continue to develop activities from the first phase. Activities will include national and international promotion, strengthening visual identity and web site, opening new social media profiles, increasing the number of included citizens and establishing the Foundation.

Citizens of Croatian North will be introduced to new projects that will start in 2016. While the rest of Croatia will be better educated about Varaždin and Croatian North and our ECOC program since this will in the second phase become a national interest.
We will promote Varaždin2020 in other Croatian cities that were in the competition for European Capital of Culture while our foreign promotion will be done through diplomatic offices, consulates and Offices of Croatian Tourist Board around the world. Promo materials will be placed in the city centers, highways, boarders, airports, bus stops and harbors.

We will emphasize networking of our projects with countries of European union and cultural exchange of artists and their work. Our goal is to promote Varaždin and Croatian North as ECOC in the countries and cities within 300 kilometer radius and include our embassies in EU and the rest of the world in promotion of Croatia. We will promote our partnering country, Republic of Ireland and create joint cultural and touristic offer.

Our visual identity will become more modern – beige/yellow (next to red, second colour typical for Varaždin) will be gone from the logo and will be replaced by dark grey. Purple will become the primal colour while each petal from the current logo will become independent by its colour and representation. Through the process of candidacy and winning the title we will strive to change the city and the mentality of citizens and the idea is for it to be done gradually and discretely; starting from old and baroque towards new, modern and contemporary. During this phase we will create a new logo, based on the ideas we will collect by sending out an open call. Foundation of the new logo will be the idea of what Varaždin could become during this candidacy and because of the candidacy.

Website will be improved by adding an interactive application to allow users to add their own content such as texts, pictures and multimedia. Attention will be directed towards better visibility on social media and by doing so, becoming more attractive to the younger audience. By creating accounts on Instagram, Foursquare and other networks we will become omnipresent in the virtual world.

ECOC Office will cease to exist in the second phase and execution of the whole project will be transferred to the newly formed Foundation. It will be in charge of communicating with the media, sponsors and public through their Marketing and Communications Department.

Press material will be improved by adding multilingual component and placing them on the Croatian borders, gas stations and hotels to reach wider audience – around hundred million people according to our calculations.

**Third phase (2019 – 2020)**

In the final phase of preparation for the European Capital of Culture we will focus on promoting main events and programs, branding the city and Croatian North with the Varaždin2020 visual through classical and modern promotional channels and expand our activities through international sporting events (successful Croatian athletes will become the promotors). Numerous products made in our region will be branded with the Varaždin2020 logo before being placed on the European market; for example Vegeta from Koprivnica which is sold in over 40 countries on five continents.

**Other activities will include creation of the new logo, improving the website and inviting the public to continuously join in on the project.**

Local activities will be targeted towards inclusion of citizens and educating them about hospitality towards incoming guests and artists.

Since Croatia is tourism oriented country and its coast is visited on average by 6 million tourists a year, our marketing and promotion will be targeted towards covering highways and other traffic directions connecting Europe with our coast. Promo material will be available on at least two hundred locations and in minimum of five European languages.

On the European level, promotional activities will target the biggest national media of each country in EU and Schengen zone but we will focus on our eastern neighbours as well, all the way to Turkey, it being our partner on several cultural and economy projects in the past couple of years.

Croatian and Irish airlines will be hired to promote cultural and touristic attractions of our ECOC cities on their international flights through their magazines. We will use all our partnerships to promote each project and each city within Croatian North in the national and international media, as well as to promote European Capital of Culture in general.

On the global level we will work through Croatian Tourism Board, consulates, and diplomatic offices as well as through Croatian community living in North and South America, Asia and Australia.

New logo will be synced with the new and modern graphic trends and will contain all elements of Varaždin as
a European city, proud to hold the title European Capital of Culture. It will be simple and clear to the public, encouraging them to participate.

Educational games and apps for smartphones will be created and could be played in real time.

Press material will be redesigned and fitted to the year 2020 and the title of European Capital of Culture.

INTERNATIONAL MARKETING AND PROMOTIONAL ACTIVITIES

In the early stages of candidacy we used international exchange of students and professionals as well as tourism presentations to establish Varaždin as one of Croatian candidates for European Capital of Culture. Those promotional activities included Austria (Graz, Vienna, Burgenland and Koruška), Slovenia (Maribor and Ptuj), Hungary (Letenye, Zalaegerszeg and Peces), Italy (Bologna, Cremona, Trieste), Germany (Ravensburg and Koblenz), France (Auxerre), Belgium (Bruxelles and Mons), Czech Republic (Plzen) and many others. We used our regional office in Bruxelles to promote Varaždin2020 and to find international partners such as Republic of Ireland.

In the next phases we will continue to use existent presentations and tourism fairs in EU, multilingual promo material, contacts with Republic of Ireland to strengthen our mutual promotion. Collaboration will continue with the partnering festivals around the world and we will include incoming touristic agencies, especially for Switzerland, Austria and Germany. In the final phase we will strengthen branding of the whole region and surroundings with multilingual billboards with the constant mentioning of European Union and create new campaigns with the modern IT.

Famous Croatian actors, singers, artists, musicians and athletes will become spokespeople for the brand Varaždin2020.

MEDIA

First phase
Promotion of European Capital of Culture is dependent on media coverage and their interest in the project.
In this phase of the candidacy, all local media generously covered the initiative.

NEWSPAPERS AND WEBSITES: Varaždinske vijesti, Regionalni tjednik, eVaraždin, Koprivnica.net, eMeđimurje, List Međimurje, Međimurske novine, Čakovec online, Podravski list, Lepoglava.net, elvanec, Jutarnji Varaždinec, Aktualno.hr, Varaždinska županija portal, Poslovni.hr, Wish.hr


TELEVISION: VTV, Srce TV

Second Phase
Defining the specific cooperation with the media moguls on national level and presenting the concept of projects and events with the special emphasis on 2020.

TELEVISION: establish the cooperation with HRT, RTL, Nova Tv as well as international media

NEWSPAPERS AND WEBSITES: Večernji list, Jutarnji list, 24 sata, Tportal.hr, Net.hr, Indeks.hr i ostali

RADIO: Antena Zagreb, Otvoreni, Radio 101, Hrvatski radio...

Third phase
Special international media project would include foreign partners and allow spreading to the wider European area which would create global interest of media and public.
In a few lines explain what makes your application so special compared to others?

This bid book was created based on yearlong preparations and inclusion of wide spectrum of citizens in the process. Results of those preparations are over 30 group educations that Varaždin2020 team held for the citizens and 500 individual meetings thanks to which we directly included over 6000 people in the preparation of the candidacy in 10 cities and 4 counties of Croatian North region. Croatian North was formed just for this occasion and created unique active cultural area which had never happened before.

Through the concept of matching mismatching will continue to be the foundation as well as the direction for the development tendency.
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Austrian Cultural Forum
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