



Creative Cities  
Network

United Nations  
Educational, Scientific and  
Cultural Organization

# UNESCO CREATIVE CITIES NETWORK 2017 CALL FOR APPLICATIONS



## APPLICATION FORM

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## UNESCO Creative Cities Network 2017 Call for Applications

This Application Form, duly completed, signed and dated, must be sent as an attachment by email to [ccnapplications@unesco.org](mailto:ccnapplications@unesco.org), with the “subject”: Application of [name of the candidate city].

The following documents must be also attached:

- (i) A complete list of all the documents requested in the application file;
- (ii) A formal letter from the Applicant City’s Mayor presenting the candidature and the support of the Municipality;
- (iii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;
- (iv) Two formal letters of support from active national professional associations in the creative field concerned<sup>1</sup>;
- (v) Three photos of your city closely related to the creative field concerned (JPEG, max. 3MB each);
- (vi) The “Cession of rights and register of photos” form dully filled.

No other document or attachment will be accepted and considered in the evaluation. A maximum of four URL links to related websites may be included in the application form, providing additional information about the city and/or the creative field concerned.

Application Forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 16 June at midnight (Central European Time) using the following address: [ccnapplications@unesco.org](mailto:ccnapplications@unesco.org). Applications that are not received in the required format, as well as those that are incomplete and/or received beyond the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

NB: In order to strengthen the geographical balance of the Network, please note that a specific cooperation framework is proposed under the 2017 UCCN Call for candidate cities of the Africa region, under-represented within the Network. To know more, please refer to annexes 1 and 2 of the 2017 Designation Procedure.

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<sup>1</sup>For example, if applying to the creative field of Literature, a letter of endorsement from the national writers’ association would fulfil this requirement.

**1. NAME OF CITY:**

Brno

**2. COUNTRY:**

Czech republic

**3. CONTACTS:**

**3.1 Mayor of the City**

Title (Mr/Ms/Mrs):Mr

Family name:Vokřál

First name:Petr

Address:Dominikánské nám.1, 601 67 Brno, Czech republic

Telephone number:

Email address:

**3.2 Representative of the Mayor**

*The representative of the Mayor will represent the Municipality at major activities and events in the framework of the UNESCO Creative Cities Network. He or she will facilitate the communication between the Municipality and the UCCN Secretariat and provide political support to the designated main executive contact of the city (see point 3.3).*

Title (Mr/Ms/Mrs):Mr.

Family name:Matěj

First name:Hollan

Institution/function: Deputy Mayor of the City of Brno

Status/type of institution: Brno City Municipality

Address:Dominikánské nám.1, 601 67 Brno, Czech republic

Telephone number:

Email address:

Other important information:

**3.3 Main executive contact**

*The main executive contact will be the focal point for all communications concerning the UNESCO Creative Cities Network. He or she should belong to the unit or structure executing and managing the designation (see point 10.4).*

Title (Mr/Ms/Mrs):Mr.

Family name:David

First name:Dittrich

Institution/function: Central European Music Agency, s.r.o. / Director

Status/type of institution: s. r. o. (limited liability company)

Address:Polní 6, 639 00 Brno, Czech republic

Telephone number:

Email address:

Other important information:

### 3.4 Alternative contact

Title (Mr/Ms/Mrs):Ms

Family name:Spurná

First name:Pavla

Institution/function: the Brno Municipal Authority / City Coordinator

Status/type of institution: local government

Address: Dominikánské nám.3, 601 67 Brno, Czech republic

Telephone number:

Email address:

Other important information:

### 4. CREATIVE FIELD:

*Choose between: Crafts and Folk Art, Media Arts, Design, Film, Gastronomy, Literature, Music [Click on the drop-down menu].*

*Music*

### 5. GENERAL PRESENTATION OF THE CITY:

*Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc.(1500 characters maximum).*

Brno (380,000 residents plus 100,000 daily commuters), the second largest city in the Czech Republic, is the leading cultural centre of the South Moravian Region, one of the richest musical regions in the world. Brno is also a major multicultural and university centre (over 75,000 university students), with good transport accessibility (airport, rail links) and a strategic location amidst Central European metropolises such as Prague, Vienna, Bratislava, Krakow and Budapest.

The highest independent body in the city is the City Council; the executive body is the Executive Board headed by the Mayor. Part of the administrative structure is a separate Department of Culture.

The city's economy is oriented toward services, specialized technologies and the trade fair business; there is substantial representation of the music industry and the creative sector of the economy. The quaternary sector of the economy - i.e. science, research and education (forming the innovative ecosystem of the city) - is significantly developed. Brno has established 10 cultural organisations (including an opera house, musical theatre and philharmonic orchestra), which provide the basic cultural services. These are complemented by an exceptionally rich and varied range of associations and business entities. Brno cooperates with 16 partner cities and, is a member of international networks of cities with music components, e.g. EFA, CENTROPE, EUROCITIES, LIKE and partner networks (Horizon 2020, URBACT).

### 6. MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY, USING CREATIVITY AS A DRIVER FOR ACTION:

*Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying opportunities and*

*challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development; and mitigate and resolve the challenges they face. (1200 characters maximum).*

The city's cultural and creative environment helps keep talented people in Brno. The Strategic Planning Department is preparing a Plan of Support for Creative Industries as part of the Strategy for Brno 2050, with specifically implemented support tools, in which music and business in the CCIs are significantly represented.

The goal is to enhance the attractiveness and strengthen the image of the city, create conditions for the growth of jobs in creative industries and use creative ideas for the development of the city, thus preventing the outflow of talented people with creative potential. Other key factors are cooperation, communication and a more intense interconnection of the city's ecosystem with businesses in creative sectors and with the business sector in other fields.

By supporting performing artists and creators in the area of traditional folk music, the city contributes to the conservation of traditions that have had and still have a significant influence on the shaping of the extraordinarily varied musical life in Brno, which is one of the drivers of the city's development.

## **7. EXPECTED IMPACT OF DESIGNATION AND MEMBERSHIP IN THE NETWORK ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:**

*Presentation of the main motives behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation (1200 characters maximum).*

Substantially, three main motives have led to the submission of the City of Brno's application to the UCCN: the possibility of working together with other UCCN cities on the creation of new international projects, residencies and educational programs; the opportunity for bilateral inspiration and the exchange of best practices; and the wish for international recognition of the historically rooted musical identity of Brno as the central representative of a region that is unusually fertile musically. A long-term impact is the strengthening of the cultural and creative industries as strategic pillars of the city's development.

Thanks to its membership in the UCCN, Brno will gain access to best practices that can be used to improve the city's own cultural policy, focusing on the development of music and the music business as a factor in sustainable development and on broadening its cooperation with the public.

Membership in the Network should contribute to making the city more visible beyond its boundaries, strengthening at the same time Brno citizens' relationship with their city and enhancing civic and cultural participation in sustainable development under SDG 11.

## **8. PREPARATION PROCESS FOR THE APPLICATION:**

*The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network. (1000 characters maximum).*

In 2002, the Brno – City of Music (BMH) project came into existence on the initiative of and to meet the needs of musicians, creators and music institutions – public, private and academic – who formed and helped implement the project from its very start. Thanks to this, the local music industry has been given long-term support, musical events have been promoted and the image of the city of Brno has been enhanced. Brno's candidacy for membership in the UCCN network is a logical continuation of this process.

Thanks to BMH, an ideal group of consultants from all the areas of Brno's musical life described above has been created. In addition, city representatives have selected a narrower working group of music experts who are supplemented by experts from elsewhere in the Czech Republic and abroad. The main coordinator consults with this working group on observations received from the group of consultants and has prepared the application form.

## **9. COMPARATIVE ASSETS OF THE CANDIDATE CITY MADE AVAILABLE TO THE NETWORK:**

*In the following fields, candidate cities are invited to present their main cultural assets—particularly in the creative field concerned by the application – that may be highlighted locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are strongly advised to avoid presenting lists and to provide brief and relevant information so that the city's cultural and creative assets can be assessed properly (1000characters maximum for each field).*

### **9.1 Role and foundations of the creative field concerned in the city's history**

Brno is unique in its multicultural tradition (Bohemian, Moravian, German, Jewish and Romani cultures) and its connection to a region that is one of the richest areas of folk music production in the world. Brno has been and remains a centre of music education and research and of the conservation and development of regional, national and international traditions. Historically Brno can boast an exceptionally varied and high-quality range of projects in all musical genres and intensive activities by voluntary groups in the community from as far back as the first half of the 20th century.

Musical personalities associated with Brno include L. Janáček, W. A. Mozart, E. W. Korngold, P. Haas, B. Martinů, M. Kožená, I. Bittová and W. Vasulka. Established institutions that continue to operate include the folklore association Slovácký krúžek (1908), the Brno Conservatory (1919), the Gustav Brom Bigband (1940), the Brno Philharmonic (1956) and the Exposition of New Music festival (since 1987).

### **9.2 Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned: data, statistics and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.**

About 21,000 individuals are employed in the cultural and creative industries in Brno. They work within over 11,000 economically active entities (10% of all economically active entities in the city). The total annual turnover of the cultural and creative industries is more than 1 billion USD. The city has a philharmonic orchestra, an opera house, opera and ballet companies, a musical theatre, many chamber groups and choirs, dozens music clubs and other larger or smaller venues for musical production, a number of music publishers and recording studios, thousands of performing artists and groups and dozens of production and booking agencies, etc. Music is also a significant economic area thanks

to its share in what is termed the night economy. In the South Moravian Region, there are almost 10,000 students (and over 3,000 graduates each year) whose subject of study is related to creativity and the arts (this figure includes, besides universities, secondary and higher vocational schools).

**9.3** Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

The city operates several large music organisations: the National Theatre Brno (opera and ballet ensembles), the Brno Municipal Theatre (a separate stage for musicals) and the Brno Philharmonic, with more than a thousand professionals in all. The city also provides financial support, through a grant system, to a number of festivals and music clubs.

In addition to a large number of bands and orchestras, countless professional and amateur groups are dedicated to such things as running choirs, music competitions and workshops. Hence the Brno space generates a rich musical community life, from Bum Bum Satori (important music agency in the alternative music field, through a trio of independent music labels (Indies Scope, Indies Happy Trails, Indies MG), incubators of musical and interdisciplinary talents at Brno University of Technology's Faculty of Fine Arts and the Department of Musicology at Masaryk University, to the Multiplace festival, a multi-genre festival with international reach.

**9.4** Fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals in the creative field concerned (creators, producers, marketers, promoters, etc.)

Brno has a favourable geographical location and infrastructure (airport, etc.) for organising a number of conferences such as:

Centre of Interest: Creativity of Cities, a conference for the professional public in the field of cultural management and public administration, focusing on cultural policies at the city level (in cooperation with the Prague-based Art Institute) in 2016.

In 2014, a mapping of culture and creative industries was carried out, including meetings and discussions with representatives of the creative scene. Since 2015, the Brno Cultural Parliament has been active (see point 10.1).

In 2014, Opera Europa, an important conference of the Theatre Network Association from 39 countries was held, focusing primarily on the development of audiences, new technologies, human resources management, PR and marketing, fundraising, etc. International Musical Colloquiums, Symposium: Arts Music Management and Musica Nova conference are organised in Brno on a regular basis.

**9.5** Festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international audience

Brno offers a broad range of regular festivals across all musical genres for different audiences, for example:

The Concentus Moraviae international music festival connects Brno with the region and is a unique example of cooperation among twenty towns, which form and organise the festival together.

An event called Mozart's Children is intended for young talent from music schools and their performances with professional musicians.

The Janáček Brno festival is dedicated to opera works and the legacy of Leoš Janáček.

Classical music is presented at genre-specific festivals: the Easter Festival of Church Music, the symphonic Moravian Autumn and the Exposition of New Music, featuring new media.

Another internationally important festival is JazzFestBrno.

Local folk festivals are followed by the renowned International Folklore Festival, featuring the intangible cultural heritage from around the world.

Babylonfest is an event dedicated to meetings of ethnic minorities living in Brno.

**9.6** Mechanisms, courses and programmes to promote culture and creativity, as well as arts education for youth in the creative field concerned, both within the formal and informal education systems

The basis of Czech music education is the subject of that name taught in all primary schools and, optionally, in secondary schools. Educational concerts and workshops prepared by local music institutions are also part of youth education.

The state-supported ZUŠ schools, which offer training in the performing arts, are a unique world phenomenon. The nationwide network of 488 ZUŠ schools is attended by 247,000 young people (6 to 18-year-olds). Thanks to public support, this education is financially affordable and locally accessible to all social groups. With their exceptionally rich musical tradition, Brno and the South Moravian Region have the highest proportion of ZUŠ pupils in the Czech Republic.

Brno's musical life is also constantly developing through more than 100 choirs. A strong local cultural tradition, both in music and crafts, is maintained by folklore ensembles. Music courses of all kinds are offered by Centres for Children and Youth, music clubs and a number of associations.

**9.7** Lifelong learning, tertiary education, vocational schools, music and drama schools, residencies and other higher education establishments specialising in the creative field concerned

In formal music education in Brno, educational levels are connected in terms of both personnel and projects. This education is carried out within a network of 17 ZUŠ schools; the secondary-level Conservatory; and two tertiary-level institutions, Masaryk University (MU) and the Janáček Academy of Music and the Performing Arts (JAMU), with 30% foreign students. JAMU also hosts the renowned Leoš Janáček international competition. The Brno University of Technology connects music with new media, including audio engineering.

A specific feature of the educational process in Brno is the interconnection of the theory of music taught at MU with practical courses taught at JAMU, including joint study schemes and projects.

Both universities also provide lifelong and postgraduate music education, including courses for seniors. Internships and residencies are implemented through all the above-mentioned institutions, but they are also an integral part of many of the above-mentioned festivals.

#### **9.8** Research centres, institutes and programmes in the creative field concerned

Music research is conducted by the JAMU Research Centre (including the musical theatre–musical-drama laboratory for the study of music "through" the creation and interpretation of works), the Department of Musicology (MU) and the Music Department of the Moravian Museum, including the Janáček Memorial, whose archive was nominated by the Czech Republic for the UNESCO World Memory Program in 2016.

Traditional folk music is one of the subjects of research interest at MU and especially at the Institute of Ethnology of the Czech Academy of Sciences in Brno. Research projects are focused on the contemporary culture of everyday life in the countryside and the city, interethnic relationships and ethnic minorities.

Another research centre is the Music Library at the Moravian Library, whose collections include, among other things, music-related materials from 1850 to the present day (about 90,000 items) and sound recordings (more than 20,000 items).

#### **9.9** Recognised spaces and centres for the creation, production and dissemination of activities, goods and services in the creative field concerned, at the professional level (for example, centres for professionals, cultural enterprise incubators, chambers of commerce with specific programmes for exporting cultural goods and services, etc.)

The new musical trends are transforming some institutions into production units (Happy Mutants, The Shullins, Storm in the Temple, Sad Boyz Industries, etc.), thanks to which Brno clubs and halls are also filled with ground-breaking musical and multimedia projects in addition to traditional programs.

Of particular importance are open musical spaces (Kabinet Múz, Prague Forum in Brno, Music Lab), creative incubators, for example in the form of hubs (Industra, The Distillery and Impact Hub Brno integrated into an 80-member global network), and business incubators such as the South Moravian Innovation Centre, whose broad focus is also applicable to entrepreneurship in the music industry.

Import, export and services in the creative area are ensured both institutionally and through dozens of music agencies, music publishers and specialised music stores (Lidl since 1892, Bastl Instruments, etc.).

#### **9.10** Principal facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, women, vulnerable groups, etc.)

Professional musical and educational institutions are venues for educational activities aimed at a broad audience, including children and youth (e.g. educational concerts) and the elderly (e.g. admissions at reduced prices); the Brno Philharmonic organises special concerts for expectant mothers.

Musical presentation and education are also provided by a number of the city districts' cultural centres. They respond to specific local population groups and provide preferential

conditions for amateur musical activities. Differentiated musical demand is responded to by a well-developed club scene (over 40 clubs).

The Cultural Centre in Charbulova St. is the seat of an association bringing together 31 folklore ensembles.

The Museum of Romani Culture contributes to the integration of Roma into the society, for example by presenting their musical culture.

The barrier-free Barka Theatre is also used for musical activities of people with disabilities and their integration into the majority society

**9.11** Present a maximum of three programmes or projects developed by the city in the past five years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

The Ghettofest multi-genre street festival is a unique socio-cultural event created directly for a rundown location in the city centre with a socially disadvantaged population, with the aim of developing mutual understanding between the majority and the minority.

Amaro records is a newly created professional recording studio connected to a café that is reviving a socially excluded area of Brno and connecting it with new people and opportunities. It creates an open space for meetings of various melodies, rhythms, cultures and, above all, people. The project is under the patronage of the Faculty of Social Studies of Masaryk University and supported by many volunteers.

The Dark Blue Festival is a traditional international music meeting of children and young people with visual impairment, its name inspired by the song “Dark Blue World” by the near-blind Czech composer Jaroslav Ježek. The festival is an opportunity for people without this handicap to see into the world of the blind.

**9.12** Present a maximum of three programmes or projects developed in the past five years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

The BMH web portal is a project initiated by the private sector that has been officially supported by the city since 2013. It is an information, review, discussion and promotion platform across musical genres and institutions (the public, private, academic and civil sectors including creators).

The Brno Cultural Parliament (BKP) is a city-initiated and organised platform for bringing together representatives of Brno’s CCIs, relevant employees of the City of Brno, city districts and politicians. It is a space for mutual information, discussion, coordination, strategic planning and the formation of the City of Brno's cultural policies.

Creative Vouchers have been created by the South Moravian Innovation Centre and the City of Brno to support cooperation between companies and experienced creators from the South Moravian Region associated in the Creative Gallery. A voucher covers 75% of the value of a particular contract, up to 4,350 USD; the total budget for this initiative is 173,000 USD

**9.13** Role and impact of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

Associations have been an integral part of Brno's musical life since the 19th century. They form and interconnect the music scene across all genres, reflect and cultivate current events and complement the activities of established organisations.

The Club of Moravian Composers, Opera Diversa and Opera on the Road are dedicated to Classical music. The Association of Friends of Folklore in Brno, Slovácký krúžek, and others cultivate traditional folk music culture. Opus musicum, a specialised national magazine, has been publishing since 1969. Musical life in the city is enriched by over 100 choirs, clubs of friends of music and musical institutions. Events around the contemporary music scene are concentrated primarily around the Prague Forum in Brno, AVA team and Forum N21.

A number of Brno's music institutions are collective members of the Czech Music Council, which is the national section of the non-governmental organisation the International Music Council of UNESCO.

**9.14** Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

The creative process is supported by the city in the form of its grant policy. A special grant program has been set aside for music, with 238,000 USD distributed in 2017, and a club activity support program where more than 43,300 USD was distributed for the year 2017. Funding for these programs is increasing every year.

Support for creators and the creative process is also the subject of strategic documents that shape the outlines of the city's culture policy. These include the still running Cultural Development Program of the City of Brno from 2012 and the Culture and Creative Industries Strategy, currently under preparation, which will cover the period 2020-2050.

In 2016, the city, as part of its support for creative work, dramatically increased salaries for example in the Brno Philharmonic, beyond its obligations set forth by law.

**9.15** Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

In 2016, the Centre of Interest: Creativity of Cities (point 9.4) conference was held, and the municipality created the job position of Specialist in the Area of Support for Creative Industries and Projects, which also significantly involves music.

In 2013, as part of the BMH project, the BMH website was created; thanks to the significant support of the city it offers free presentation of projects and products of all music organisations (private and public sector, associations and the academic community) to the public through articles, interviews, inclusion of events in the calendar, banners, competitions, etc.

The city is finalising the participatory processing of the Culture and Creative Industries (CCI) Strategy with a long-term target of 2050, priorities until 2030 and three-year action plans.

The strategy will be completed in the autumn of 2017 and will include all important aspects of the development of the CCIs.

**9.16** Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

The Music Department of the municipal Mahen Library is an active member of the IAML Association. The city is involved in the EUROCIITIES cultural forum, including the Creative Industries and Access to Culture working group. Creative Brno was used as a model platform in the Regions and Cities of Culture network (KEA and EUROCIITIES program).

Brno is part of the B-creative platform initiated by KEA (Europe, Africa and Asia). It is also active in the networks European Mozart Ways and LIKE, specialising in cultural policy, for which it organised a meeting on the topic of "Cultural heritage and local governments in Central and Eastern Europe" in 2004; it is also a co-founder of the Cooperation Network of European Medium-Sized Cities.

Partner cities: Bratislava (SVK), Debrecen (HU), Kharkov (UKR), Kaunas (LTU), Leeds (GBR), Leipzig and Stuttgart (DEU), Moscow and Voronezh (RUS), Poznan (POL), Vienna and St. Pölten (AUT), Utrecht (NLD), Rennes (FRA), Dallas (USA) and Tedjon (South Korea).

**9.17** Programmes or projects implemented in the last five years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

Industra – a communication space in the premises of the company Brněnské mrazírny, where art, music, design, gastronomy, science, education, innovation and civil society meet. An independent non-profit creative hub concentrating inspirational culture and technology projects from the Czech Republic and abroad in the industrial heart of the city of Brno.

Prototype Festival – an event whose central theme changes every year, but always includes music performances, media art, videomapping, VJing, design, fashion shows, etc., featuring creations by young artists and scientists who respond to new technological trends through works of art. One festival day is dedicated to families with children, for whom thematic workshops and games are prepared.

Brno Folklore Year – an association of traditional folk ensembles and institutions in the public space of Brno. Folk music creations, dance, crafts and gastronomy are made accessible to the general public all around the year in the city centre.

**9.18** International cooperation initiatives and/or partnerships developed in the past five years involving at least two of the seven creative fields covered by the Network (crosscutting or intersectoral projects)

Brno is active in the field of international and cultural exchange with its partner cities. It supports interdisciplinary and cross-sectional projects, for example:

MEETING BRNO offers a platform for meetings of representatives of different opinions, cultures and religions. Its program consists of literary and musical performances and discussion forums that develop the main festival theme. All of this is then connected by the festival not only with the creative areas of film and gastronomy, but also with music, the fine arts and theatre. An integral part of the festival is also residential stays, which in

2017 were part of the Czech-German Spring celebrations and are supported by the Czech-German Future Fund.

Game Access is a major international event that connects media art, music and design with the gaming industry.

In cooperation with foreign partners, crosscutting events such as Polish Culture Days, Russian Culture, Bonjour Brno and others are organised in Brno.

**9.19** Main facilities and infrastructures made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past five years aimed at promoting the creative fields covered by the Network, other than the main creative field concerned by the application

The Brno Film Office has been working since February 2017. Its goal is to support the development of the audio-visual industry, increase employment in the creative industries and present Brno as a creative space with innovative potential. It works closely together with the Czech Film Commission and the Department of Film Studies and Audiovisual Culture of Masaryk University.

Brno Design Days (BDD) aim to introduce design as an important part of our society and accelerator of its changes. The main goal of BDD is to present experiences and visions, provoke discussion and promote communication among disciplines. The traditional event in the field of design is the Biennale of Graphic Design organised by the Moravian Gallery in Brno.

The 32 branches of the Municipal Library organise a year-round program of authors' readings, exhibitions and lectures and participate in nationwide events such as the Night with Andersen or in international events such as the Month of Authors' Readings.

**9.20** Provide the city's overall earning and expenditure account over the last five years, showing amounts devoted to the creative field concerned

In 2016, the city's expenditure on culture totalled around 43,290,000 USD. The major share of this was accounted for by four city-run institutions: the National Theatre Brno, the Municipal Theatre, the Experimental Theatre Centre and the Radost puppet theatre. Within them, the bulk of funding went to music-related activities (opera, ballet, musicals). In addition, the city has other music-related expenditures, which have been steadily growing: 2,770,000 USD in 2012, 3,500,000 USD in 2013, 3,073,600 USD in 2014, 3,679,700 USD in 2015 and 3,809,500 USD in 2016. The planned expenditure for these kinds of musical activities for 2017 is 4,761,900 USD.

## **10. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK**

*In this section the candidate cities are invited to present an appropriate medium-term (four years) action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development at the local and international levels.*

*The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible,*

*highlighting the 2030 Agenda for Sustainable Development and the New Urban Agenda. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions. The city will be expected to implement this action plan in case of its designation.*

- 10.1** Presentation of a maximum of three initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally by enhancing the role of culture and creativity in the sustainable development of the city, with at least one urban development initiative integrating the creative field concerned

*Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, the objectives, the outreach and the stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).*

#### Janáček Cultural Centre (JKC)

This long-planned project, planned for completion in 2020, will bring Brno a new music centre that will include a cutting-edge concert hall equipped with the latest audio and video recording technology. A jury is now selecting the designer of the acoustics of the hall. Two of the world's top firms have qualified for the competition round, Nagata Acoustics and Ove Arup Partners. The project will connect Besední dům, current seat of the Brno Philharmonic, and the new centre, thus creating a concert facility of international importance. It will provide spaces for major concert events as well as chamber genres of Classical music, old music and jazz, both for the Brno Philharmonic itself and for other organisers in the city (schools, private and non-profit sectors). The idea of the new hall and the whole complex is openness to the public, day-long accessibility through ground-floor cafés, shops and workshops, as well as the possibility of touring the house with views into the hall. On the basis of foreign experience, the role of education will be significantly strengthened in the form of family concerts, educational projects and music workshops for various age categories. The implementation of the project will also create new jobs.

#### Brno Creative Centre (BCC)

The objective is to create, on the basis of research on CCIs conducted as part of a feasibility study, a support centre for all the creative industries through the provision of private studios (or even offices) as well as spaces open to the broad public (rehearsal rooms, video editing rooms, a multifunctional hall, workshops, cafés and shops) and an incubator for start-up businesses in CCIs. The City sees this as a way to prevent the outflow of talent, attract investors collaborating with CCIs, enhance employment through the fostering of small and medium-sized enterprises, revitalise an interesting brownfield (a former prison of 8,000 m<sup>2</sup> now owned by the city), as well as improve the adjacent socially deprived neighbourhood. Part of the project is an interactive exhibition about the history of the prison and the surrounding area. The property is currently being used as a space for educational events, exhibitions and lectures. After extensive reconstruction, it will be opened in 2022. This strategic project is part of the Regional Innovation Strategy and the Concept of Economic Development of the City and is a model project of the Integrated Development Strategy of the Brno Metropolitan Area for the period 2014 to 2020.

#### Brno Cultural Parliament

Since 2015, the Brno Cultural Parliament (BKP) has been meeting regularly. It is a City-initiated and organised platform for bringing together representatives of Brno's CCIs, relevant employees of the City of Brno, city districts and politicians. It is a space for the exchange of mutual information, discussion, coordination, strategic planning and the formation and creative scene were directly addressed; about 350 of them are actively involved in some form of cultural policies of the City of Brno. Approximately 1000 representatives of the Brno cultural. The first meeting took place in June 2015; three further meetings were held in 2016. Additional meetings are planned for June and October 2017 and in future at six-month intervals. At this time, the primary focus of meetings of the BKP and its working groups is strategic planning in culture. The Parliament serves as a platform for participatory planning tools.

**10.2** Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

*The presentation of the proposed initiatives should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500characters maximum).*

#### Marathon of Music / Residencies

The extensive three-day festival Marathon of Music Brno will introduce a completely new festival concept. This multi-genre project, representing the best of musical Brno, will take place not only in established venues but even more importantly in unusual spaces, in the streets, cafés, courtyards and elsewhere. It is a celebration of artists, productions, concerts, festivals and other activities, a kind of musical showcase of Brno enriched by inspirational foreign projects with a number of happenings and non-traditional performances. As part of this event, we plan to prepare an stage for the presentation of projects from UCCN cities of music and a meeting place not only for the artists themselves but also for cultural producers and cultural workers from the member cities of the Network. A special component of the festival will be residencies and joint projects of artists from Brno and other UCCN cities of music, which we plan to present to the public during the festival.

#### Meet Music

This project focuses on children's music education and the importance of their first active contact with music. By drawing on our extensive experience in this field (the internationally unique ZUŠ school system - see 9.6 above), we could serve as inspiration for joint educational projects for children within the UCCN framework. Specifically, the first step would be to organize a conference in Brno at which representatives of UCCN cities could meet with Czech experts in this field. A second step would be visits by these experts to selected cities with an interest in learning from the Czech experience and in working together to explore ways of developing the musical education of children and young people. Such activities would include joint projects for pupils and teachers from selected UNCC cities. The Meet Music project would be open to all UCCN cities, but we would prefer to focus primarily on cooperation outside Europe, with particular emphasis on Africa, where we have already initiated the first discussions through our local embassies.

#### Literary-musical project / multidisciplinary projects

Based on the enthusiastic reception of the first joint literary-musical project with Praha literární (Prague Literary) – Shakespeare and Music - in 2016, we plan to implement other interdisciplinary projects with other cities of music and literature in the region (e.g. Krakow, Katowice, Prague, Heidelberg, Mannheim and others) and later within the whole network, and involving other fields. Because many creative fields are represented in Brno and a great many interdisciplinary projects are emerging, our aim is to make use of the experience of Brno-based creators and link them up with similar individuals from other UCCN cities, making available space here for carrying out interdisciplinary projects. We would like to organize the first such activity in 2018, and include it in the program marking the 100th anniversary of the foundation of our republic.

### 10.3 Estimated annual budget for implementing the proposed action plan

*It is recommended to present the estimated overall annual budget for implementing the proposed action plan, as well as the respective percentages that will be earmarked to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.) Please indicate any funding applications envisaged to national and international funding bodies such as regional and national development banks and institutions, in order to complement the budget. Alternative and innovative fundraising mechanisms may be presented. (500 characters maximum).*

*The evaluation will not be made on the basis of the size of the proposed budget but in terms of the feasibility, coherence, achievability and long-term sustainability of the estimated budget in relation to the action plan.*

Amounts in USD

Promo activities	21740
Projects from 10.2 point	84780
Cooperation with UCCN cities	50870
Project Coordinator	15650
Assistance to the coordinator	2170
EN version of web portal	13050
Translation of annual UCCN documents	2170
UCCN meetings and member cities visits	5220
Total:	195650

### 10.4 Intended structure for the implementation and management of the action plan in the event of designation

*Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. The person in charge of the proposed entity will be the focal point for the city in case of designation. Presentation of the organizational structure and the planned working arrangements of the entity, as well as the potential partners to implement the action plan with names,*

*designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions. (1000 characters maximum).*

Coordination of the practical implementation of the obligations arising from the application and from UCCN membership will be carried out by the main coordinator of the project, David Dittrich, in cooperation with a working group made up of representatives of the city management and the professional public (Matěj Hollan, Karla Hofmannová, Ivo Medek, Vilém Spilka, Lenka Dohnalová, Kateřina Bajo, Olga Smetanová, Jiří Plocek, Marie Kučerová, Jana Janulíková, Pavla Spurná, Marie Zezůlková, Lucie Chlupatá and Viktor Piorecký). This is in fact a continuation of the activities of the working group that prepared the application. The working group will draw on suggestions and criticism provided by a group of consultants. Individual actions will be carried out by municipal staff and employees of the city-run organisations as part of their jobs, as well as by other contractual partners and holders of grant projects.

#### **10.5 Plan for communication and awareness-raising in the city**

*Presentation of a plan for the communication and awareness-raising for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of the proposed action plan. (1000 characters maximum).*

In connection with its involvement in the UCCN, the city is planning a two-wave promotional campaign for the general public.

The first wave will occur upon submission of the application, through PR and through web advertising. Its aim will be to introduce the UCCN and its goals and to provide information about Brno's wish to become part of it in the field of music. As part of this, the city has already organized (30 May 2017) a major happening in support of its candidacy for the UCCN. A well-attended program in Moravian Square featured pupils from ZUŠ schools, professional musicians and members of various music associations.

Should Brno be designated a member of the UCCN, a second large campaign will be launched to celebrate this honour, with outdoor, indoor and PR promotion.

With the inclusion of Brno in the UCCN, the BMH portal, which has chronicled Brno's musical life for more than four years now (both in Czech and English), will become the main portal for information on the UCCN.

### **11. IMPLEMENTATION AND IMPACT REPORTS OF THE DESIGNATION**

If designated, the city shall provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact.

### **12. PARTICIPATION IN ANNUAL MEETINGS OF THE NETWORK**

If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, in the annual meetings of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred. If more than one representative attend, at least the aforementioned city focal point or one expert will be included.

### 13. PROVIDING INFORMATION TO THE SECRETARIAT

If designated, the city shall provide in time relevant and up-to-date information related to any change of the contact details (see sections 3.1, 3.2, 3.3, 3.4)

### 14. COMMUNICATION MATERIALS

*In order to prepare communication materials about your city in the event that it is designated, please complete the following fields. This information will be used on the UNESCO website and/or on other communication supports of the UNESCO Creative Cities Network.*

*Please note that the city is responsible for the quality and accuracy of the submitted communication materials. In order to facilitate the preparation of these materials, please refer to the UCCN website where a city page for each current member is presented.*

**14.1** Brief presentation of the cultural assets and creative industries of your city in the creative field concerned. Data, statistics and other indicators are highly recommended. (1400characters maximum)

Brno, the Czech Republic's 2nd largest city, proudly claims the epithet "new", gained thanks to its extraordinary modernist progress in the 1920s and 1930s. That period saw the culmination of the creative work of L. Janáček and E. Wolfgang Korngold as well that of P. Haas (who was later to die in Auschwitz), and the world premieres of opera and ballet works by Janáček, S. Prokofiev, B. Martinů and others. Architecture was dominated by the Functionalist style, embodied in the Tugendhat House, now a UNESCO World Heritage Site. Literature and the fine arts were marked by the experiments of the Surrealism-influenced Devětsil group, whose honorary members included Ch. Chaplin and L. Moholy-Nagy.

Today's Brno, the metropolis of the musically important South Moravian Region, is a dynamically developing city that boasts a very intensive musical life encompassing a broad variety of musical genres. Brno literally lives through music, from a myriad of events organized by associations through academic presentations to professional productions. Brno offers its inhabitants and visitors to the city a whole range of international festivals, top orchestral, opera and musical productions. Brno as a university centre has a large student community that contributes to the open, lively atmosphere in the city. Brno is proud of its system of ZUŠ schools (unique in world terms).

Brno is, simply, music!

**14.2** Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 charactersmaximum, presented as bullet points)

- The construction of the Janáček Cultural Centre and the Creative Centre Brno will improve the conditions for the production and distribution of musical assets and services.
- Implementation of the Strategy for Brno and the city's grant programs will enable selected music projects to be carried out, including those promoting the education and music creativity of vulnerable groups and young people, as well as active musical mastery via amateur musical activities.

- Inclusion in the UCCN will foster interdisciplinary cooperation between the UCCN cities, the exchange of best practices and the emergence of joint projects among the cities of music and the cities of other creative fields.

**14.3** A maximum of four URL links to websites related to the creative field concerned and the contents of the application

<http://www.musicfriendlycity.cz/>

<http://www.gotobrna.cz/en?langselect=1>

<http://www.creativebrno.cz/>

[www.brno.cz](http://www.brno.cz)

**Date**

**Signature**