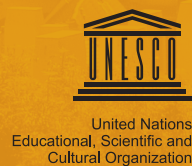


UNESCO CREATIVE CITIES NETWORK
membership monitoring report

PRAGUE UNESCO CITY OF LITERATURE

2014–2018



United Nations
Educational, Scientific and
Cultural Organization

- Prague - City of Literature
- Designated UNESCO
- Creative City in 2014

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1. Executive Summary

„Prague will build its future on culture, well-thought-out development of the surroundings, social stability and sound administration. All of this will help it to become a preferred city for both life and business.“

(Strategic Plan of the City of Prague, approved 2017)

Prague was awarded the title UNESCO Creative City of Literature in 2014, thereby also becoming the first Czech city in the UNESCO Creative Cities Network. In its application, it emphasised its long and abundant literary past, as well as the capital's rich literary life today. Prague's literary life is not only supported and enriched by the capital city itself via the Department of Culture, but also, of course, by a whole range of other city cultural organizations, institutions, societies, associations and volunteers. Prague is a city of many libraries, schools and expert institutions, as well as cafés, societies and community activities.

While preparing documents for joining the UNESCO Creative Cities Network, the city was already considering not only the content of these documents, but also questions regarding what potential membership in the Creative Cities Network could mean for Prague, what challenges and opportunities it could bring, what Prague itself could

contribute to other cities in the network and, conversely, what membership could bring to Prague and its literary life. At that moment, it was clear that the first and most important step for successfully joining the network and all further activities would have to be the consolidation of literary life in Prague. This first strategic aim was already realized in the preparation stage of the application. Through a newly created project, 'Prague – City of Literature', more than 30 partner organizations from among Prague's literary life became involved in preparing the application. This partnership was indeed one of the first big successes of the entire candidacy and subsequent membership. It is a partnership that is now over 10 years old, and as time has gone by, it has become one of the advisory and decisive bodies of the project, and also a platform enabling mutual support, expansion and creation of literary projects that successfully enrich the capital city's cultural life.

And what has membership brought to Prague? In 2014, while applying to join the Creative Cities Network, we established certain specific goals and tasks that we wanted to achieve. They were specific steps and activities which we set to work on immediately in 2015. Since a stable organizational structure for the project with secured funding was created during the candidacy period, a coordinator was appointed, an independent office was established and a website, Facebook page and YouTube channel were set up so that we could begin to implement the project's strategic goals immediately. The specific steps, programmes and their outcomes are described in the following chapters. It was very important, however, that we were able to implement diverse projects, not only in terms of their focus, but also with regard to their target groups, projects that are aimed squarely at Prague, intended for the local community, and international projects. The

most significant and demanding project is certainly the successfully ongoing Prague Residential Programme. Prague was the first city in the UNESCO Creative City Network to introduce such a programme. It subsequently helped other cities to initiate their own residential programmes by sharing its fundamental documents, contracts and rules, and, of course, its experiences and results.

Another definite success is the fact that we have successfully implemented projects to promote creativity in adults, children and young people, supporting and expanding existing operations of partner organizations and promoting the UNESCO Creative City Network among the residents of Prague. At the same time, these programs also support other cities, whether in the Czech Republic or abroad, some of whom aim to join the UNESCO network.

Recently, Prague created and approved the Strategic Plan of the City of Prague. It is an extensive and detailed document that determines the direction of the capital city for the forthcoming period, and its content significantly emphasizes basically all strategic UNESCO Sustainable Development Goals (SDGs). The document places great emphasis on the development of a civil society, promotion of culture and creativity, and all aspects leading to sustainable and quality development of all classes and groups of residents. This Strategic Plan of the City of Prague is also supported by active implementation at the level of the Government of the Czech Republic (Strategic Framework Czech Republic 2030).

However, there is one thing that was not mentioned in the application and that, in many ways, exceeds all the goals and tasks that Prague had set before joining the network: the warm welcome into a community of people who believe that cooperation, communication, mutual support, and sharing experiences, projects, plans, mistakes and dreams can make the world a better place to live in.

What are Prague's goals now? We want to continue with the projects we have successfully launched and whose significance has been proven by time. We want to embark on new projects born of cooperation with colleagues from the Creative City Network. We want to continue cooperating with Brno, another city in the Czech Republic and one to which Prague gave long-term support in the preparation of its ultimately successful candidacy for acceptance into the UNESCO Creative Cities of Music Network in 2017. And above all we want to share our good experiences from membership in the Network of Creative Cities, thereby helping other cities find the courage to get involved with the network's activities and to apply to join. We want to fulfil the new strategy for the city's development that was approved in 2017 and, of course, to attempt to meet the strategic goals of UNESCO. We consider both of these documents to be key guides and basic strategic documents that are essential both for further developing the project and for further directing and meeting the goals of the UNESCO Creative Cities Network.

At this time, the result of Prague's four-year membership in the UNESCO Creative Cities Network and the almost ten-year activity of the Prague – City of Literature project has been the establishment of a stable organizational structure of a coordinator within Prague's backbone literary institution, the Municipal Library of Prague. With permanent financial and non-financial support of the City of Prague, the coordinator is able to fulfil all tasks that ensue from membership in the network. Of course, the City of Prague does not promote literature solely through Prague – City of Literature; its support in the field of literature, whether financial or non-financial, also goes to many other organizations that organise important literary meetings, festivals, programmes for the public, and events for children and young people. This support also involves awarding a range of literary prizes (often with a financial reward) to both Czech and international writers. Support also goes to smaller projects, such as the publication of works by Czech authors, translations and publications of works by international authors, literary magazines, etc. A detailed quantification of the direct financial support of the City of Prague forms an annex to this document. Similarly, a number of activities are also supported by other state institutions, particularly in the field of literature, and by the Czech Ministries of Culture and Foreign Affairs.

2. General Information

„The role of the city is not to govern and determine a cultural programme on its territory, but to create such rules and conditions for the cultural sector that allow it to naturally develop and reflect contemporary topics.“

(Strategic Plan of the City of Prague, approved 2017)

2.1. NAME OF CITY:

Prague

2.2. COUNTRY:

Czech Republic

2.3. CREATIVE FIELD OF DESIGNATION:

Literature

2.4. DATE OF DESIGNATION:

1 December 2014

2.5. DATE OF SUBMISSION OF THE CURRENT REPORT:

November 2018

2.6. ENTITY RESPONSIBLE FOR THE REPORT:

Prague – City of Literature
Municipal Library of Prague
Mariánské náměstí 1
Prague 1

2.7. PREVIOUS REPORTS SUBMITTED AND DATES:

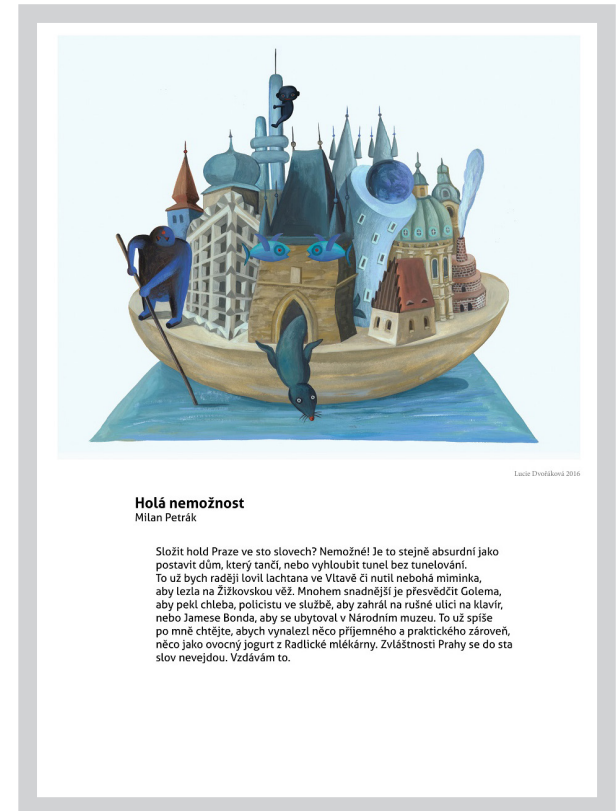
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2.8. FOCAL POINTS OF CONTACT:

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3. Contribution to the Network's Global Management

3.1. NUMBER OF UCCN ANNUAL MEETINGS ATTENDED IN THE LAST FOUR YEARS (PLEASE NOTE THAT A REGULAR PARTICIPATION IN THESE MEETINGS IS COMPULSORY):

UCCN Annual Meetings

- Kanazawa, Japan, 2015
- Ostersund, Sweden, 2016
- Enghien-les-Bains, France, 2017
- Krakov, Poland, 2018

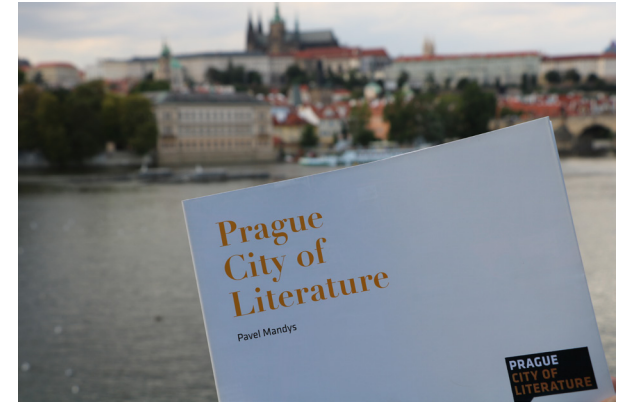
Cities of Literature Subnetwork Annual Meetings

- Heidelberg, Germany, 2015
- Dublin, Ireland, 2016
- Barcelona, Spain, 2017
- Iowa City, USA, 2018

3.2. HOSTING OF A UCCN ANNUAL MEETING AND DATES: 0

3.3. HOSTING OF A WORKING OR COORDINATION MEETING ADDRESSED TO ONE OF MORE SPECIFIC UCCN CREATIVE FIELD REPRESENTATIVES:

Book World 2017 – the largest Czech book and literature festival. UNESCO Creative Cities of Literature were its guests of honour in 2017. The UNESCO Creative Cities Network had a stall in a prestigious location at the trade fair, and the cities presented their informative and promotional materials and publications. Representatives of the cities even appeared in public debates. Authors from individual cities also gave a number of author readings.



3.4. HOSTING OF AN INTERNATIONAL CONFERENCE OR MEETING ON SPECIFIC ISSUES SALIENT TO THE CREATIVE CITIES WITH A LARGE PARTICIPATION OF MEMBERS OF THE NETWORK:

PEN International Congress of Poets – an international congress organised by the PEN club (2016)

SDRUK – Libraries of Today – an international library conference (2015, 2016, 2017, 2018)

Participation at International Conferences and Meetings:

METLIB

Frankfurt Book Fair 2015, 2016, 2017 and 2018

Livre Paris Book Fair 2018

Caslin 2017 (2016, 2017, 2018)

Bibliotheca Antiqua Conference 2017

New Spaces of Reading – Visegrád Conference 2017

ELAG 2016

IFLA International News Media Conference 2016

ILIDE 2016

Public! 2018

3.5. FINANCIAL AND/OR IN-KIND SUPPORT PROVIDED TO UNESCO'S SECRETARIAT IN ORDER TO ENSURE THE MANAGEMENT, COMMUNICATION AND VISIBILITY OF THE UCCN (TYPE OF CONTRIBUTION, ESTIMATED VALUE, MAIN OBJECTIVES, AND DATES):

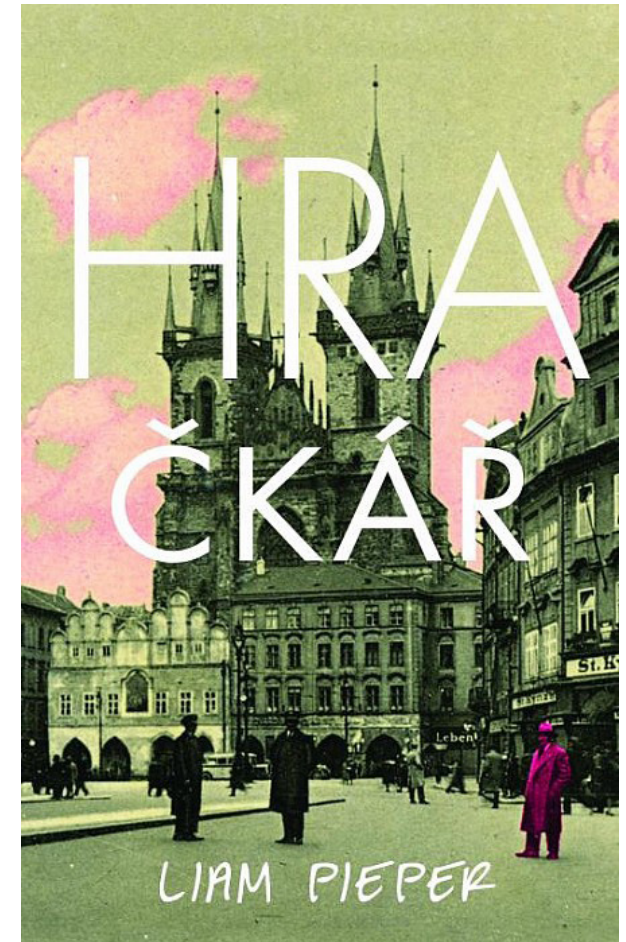
Prague supports the activities and promotion of the UNESCO network through the project Prague – City of Literature. Such financial and non-financial support aims at promoting the UNESCO network in Prague and financial provision of mandatory international trips to UNESCO Annual Meetings and meetings of the Cities of Literature Network. Important factors are the costs of promotion, as well as, for example, costs connected with translations to/from official UNESCO languages and costs of assessing new applications of cities to join the network.

3.6. MEMBERSHIP OF THE STEERING GROUP AND PERIOD: 0

3.7. PARTICIPATION IN THE EVALUATION OF APPLICATIONS (NUMBER OF APPLICATIONS EVALUATED PER YEAR):

2015, number of applications: 12

2017, number of applications: 13



4. Major Initiatives Implemented at the Local Level to Achieve the Objectives of the UCCN

Summary of the main initiatives, partnerships and policies implemented to achieve the objectives of the UCCN, as detailed in its Mission Statement, during the last four years.

The UNESCO Creative Cities Network objectives:

1. • Strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;
2. • Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.
3. • Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
4. • Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
5. • Improve access to and participation in cultural life as well as the enjoyment of

cultural goods and services, notably for marginalized or vulnerable groups and individuals;

6. • Fully integrate culture and creativity into local development strategies and plans.

4.1. LITERATURE IN PUBLIC PLACES AND SUPPORT OF CREATIVITY

4.1.1. Prague in 100 Words 2 – 3 – 5

In 2016, Prague – City of Literature launched a public competition under the name ‘Prague in 100 Words’. The competition was for the general public. Anyone could enter their literary texts, perceptions, feelings and stories associated with Prague within a maximum of 100 words. The competition was held concurrently in other cities of the Visegrád Four countries: Bratislava (Slovakia), Budapest (Hungary) and Warsaw (Poland).

In Prague, the competition ran from June to September 2016, and its result was 407



competing texts. A jury made up of famous writers selected the 100 best texts, which were published in a printed book and an e-book.

(The e-book is freely accessible to all here: <https://search.mlp.cz/cz/titul/praha-ve-100-slovech/4345591/>).

From the 100 best texts, 12 texts were chosen, and prominent Czech artists created a large-format illustration for each. These texts with illustrations were subsequently exhibited at the Prague Czech Centre, where the three best texts were then announced and material and financial prizes were awarded to their authors.

The aim of the project was to involve the public in creative writing and, at the same time, to choose a format that would encourage participation from the widest possible group of authors. The result was a genuinely extensive response and quantity of high-quality literary texts. The printed publication and the e-book also enjoyed success.

4.1.2. Literary Walks 2 – 3 – 5

Literary Walks were a long-planned cycle of the Prague – City of Literature project, which tied together the elaborate and continuously updated historical and contemporary literary maps of Prague. The cycle of excursions attempted to provide unique experiences for people interested in the literary toponymy of Prague, as well as to the literature and personalities that have formed and continue

to form it. The entire cycle was conceived by important literary personalities, including literary theorists, poets and prose writers, who have long dealt with literary personalities of global importance connected in some way to Prague. During the walks, members of the public could learn about places from and connections to the lives and works of the following authors: Egon Bondy, Jakub Arbes, Franz Kafka, Vladimír Holan, Albert Camus and Jan Neruda.

The goal of the project was not only to acquaint the public with Prague's literary toponymy, but also with some lesser-known facts connected with individual authors who resided and worked in Prague. The cycle ran very successfully, with some of the walks even having to be repeated to accommodate the large number of participants. It confirmed the interest of the public in the literary toponymy of Prague. The walks were free of charge.

4.1.3. Book Club 2 – 3 – 4 – 5

An activity targeted primarily at the foreign language community living in Prague that is interested in Czech and global literature. Joint discussions on certain titles, possibly with foreign artists, are held in English.

4.1.4. Touches of World Literature 2 – 3 – 4 – 5

A cycle of author readings taking place in collaboration with Prague – City of Literature and the Museum of Czech Literature aiming



to present global literature and its creators. The thoroughly bi-lingual programme ensures that programmes appeal to both Czech and international audiences. The programme also includes an artistic interpretation of the texts by professional actors.

4.2. ACCESSIBILITY OF EDUCATION, LITERATURE AND SUPPORT FOR NEW TECHNOLOGY

The accessibility of education, and therefore also the accessibility and quality of information, is one of today's major points of discussion. Our goal is to help facilitate access to quality and true information, as well as to quality and well-processed sources of information, in a forms and manners that are available to everyone without restrictions. Quality education, quality information and safe spaces for sharing them, as well as modern technology and a suitable environment for teaching, study and discussions among our strategic goals. Here are some examples of implemented projects:

4.2.1. E-Library 1 – 2 – 3 – 4 – 5 – 6

The Municipal Library of Prague is one of the founding institutions of the Prague – City of Literature project. It is the largest public library in the Czech Republic and, in many ways, the leader of Czech library science. It was one of the first public libraries in the Czech Republic to offer free internet access for the public, to automate its services and to factor the latest trends of global library science into its long-term strategy. One of the most important recent achievements

is the creation of the Municipal Library of Prague E-Library. It is a collection of digitized publications from the resources of the Municipal Library of Prague, which are available in a number of common formats suitable for reading on various types of digital devices. The important thing, however, is they are accessible. E-books produced by the Municipal Library of Prague are freely accessible and free of charge on any computer anywhere in the world, with no restrictions, payments, or registration. Anybody in the world can download a book from the Municipal Library of Prague. There are hundreds of titles.

It is a project which significantly promotes the accessibility of literature and education for all, wherever they are. The project also supports innovative approaches to obtaining information and, in view of the fact that it is also widely used by other libraries, it also supports their partnerships and cooperation. This way, without registration and free of charge, anyone in the world can access both historical publications that have been preserved and made accessible to future generations thanks to digitisation and modern Czech literature.

Thanks to this, publications created for Prague – City of Literature have also been transformed into e-books; for example, titles from Prague in 100 Words and an anthology of poets connected with the river Vltava – Dryák ředěný Vltavou (A Giant Barrel of Rotgut) – have also been published. The Municipal Library of Prague can also provide professional support for issuing joint



publications within the UNESCO Creative Cities Network.

Furthermore, thanks to complete processing (from technical and editorial processing to cataloguing), publications that encapsulate the creative activities of the general public who participate in events organized by the library can also be published. A good example could be the collection of ‚pet books‘ entitled *Jak by měl vypadat knihovni mazlíček?* (What Should a Pet Book Look Like?) (<https://search.mlp.cz/cz/titul/jak-by-mel-vypadat-knihovni-mazlicek/4377529/>), as well as anthologies of texts from literary workshops, but also combined publications that combine the written word and music: <http://search.mlp.cz/cz/titul/ctu-pribeh-slysim-hudbu/4022017/>.

1,326,619 e-books were downloaded from the Municipal Library of Prague E-Library in 2017, representing a growth of 133% compared to 2016.

4.2.2. DÍLNA at the Municipal Library of Prague **2 – 3 – 4 – 5 – 6**

In 2016, the Municipal Library of Prague opened a new space for collaborating on team ideas – a co-working space called ‚Dílna‘. This new place for people interested in joint creation can be used for a wealth of creative activities, whether it is a question of joint studies, debates, workshops, or author readings and community events.

The aim was to create a safe, free and well-equipped place in the very centre of the

capital for joint meetings, creative work and sharing of ideas and projects. Among other things, Dílna serves as a place for meetings of partners of the project Prague – City of Literature, and is also a facility for the work of juries of Magnesia Litera, the most significant Czech literary competition.

4.2.3. BookTube Corner at the Municipal Library of Prague **2 – 3 – 4 – 5**

In 2018, a ‚booktuber‘ corner was opened on the premises of the Municipal Library of Prague for taking photos and filming videos of books. It is intended for all visitors to the library and is equipped with all essential tools for filming (lights, a green screen, tripods, etc.).

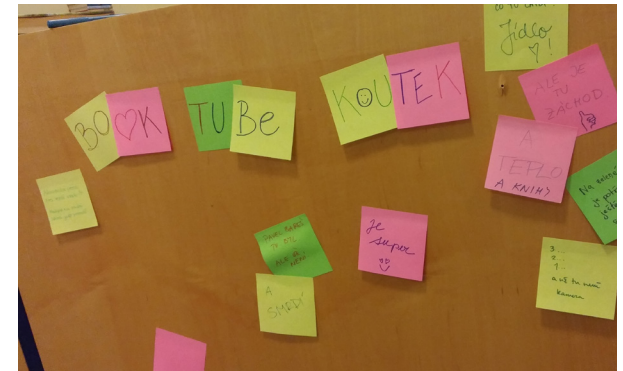
4.2.4. Other Community Activities

In recent years, street libraries have become a phenomenon in various locations around Prague (Heroldovy sady, railway station, community centres, etc.). These small libraries encourage the sharing of books.

Similarly, public workshops for emerging and advanced writers are also very popular.

4.3. PROGRAMMES FOR ENCOURAGING READING AMONG CHILDREN AND YOUNG PEOPLE

One of the long-term goals of Prague – City of Literature, in association with teachers and parents, is to encourage reading among children and young people. For child readers,



getting to know the world of literature from an early age and acquiring reading skills and experience is the best way to ensure a good education and the ability to work well with information. Of course, beneficial knock-on effects are a reduction of poverty and social stratification and an increase in tolerance within society. Just some of the recently projects are presented below:

4.3.1. Children, Do You Read? 2 – 3 – 4 – 5

This is the largest children's literary festival, organized on 1 June, International Children's Day. The festival is the result of cooperation between the private children's literature publishing house Meander, Prague – City of Literature, and the Municipal Library of Prague, with the capital city's financial backing and the involvement of other institutions and volunteers.

During the festival, the best books from the previous year are presented to children of all ages, and a range of author readings, workshops and accompanying programmes are held with the participation of Czech and international authors and illustrators of children's books.

The festival's accompanying programmes also include educational workshops for teachers, who are introduced not only to interesting children's titles suitable, for example, for use in Czech language lessons, but also to possible ways of working with literary texts, etc.

The aim of the project is to introduce

children, parents and teachers to quality works of literature for children and young people, to help them navigate the literature market, and to present them with ways of working with books, including how to make books accessible to children in a playful way. The festival also includes discussions with authors, creative workshops with illustrators, theatre performances and public readings.

4.3.2. Best Children's Books 1 – 2 – 3

Since 2014, the Children's Books Committee of the Association of Czech Booksellers and Publishers (SČKN) and the Czech section of the International Board on Books for Young People (IBBY) have regularly published the catalogue Best Children's Books, which presents a selection of the best Czech books for children and young people each year. The described selection is intended to help booksellers, libraries, schools, parents and the general public to make sense of the book market.

The catalogue is compiled by Jana Čeňková and Petr Matoušek, leading experts on literature for children and young people. Their selection always contains first editions of original works of Czech authors and illustrators. It is arranged alphabetically, contains a brief evaluation of each work, a profile of the author and the illustrator, an image of the book's cover and indicates the recommended age group for readers. It also contains an overview of awards from the field and a directory of the publishers of the included titles.



The aim of the catalogue is to help the public, schools and other children's organizations to find their bearings in the extensive book market and to highlight the quality of titles and interesting publishing achievements.

4.3.3. A Night With Andersen 1 – 2 – 3 – 5

Through its branches, the Municipal Library of Prague is involved in the now-traditional international children's literature event A Night With Andersen. The evening of 1 April, libraries open their doors so that children equipped with pillows and sleeping bags can listen to readings of fairy tales throughout the night.

The goal of the project is to encourage children to read by creating unusual and exciting experiences unique to a night in the library. The event originated in the Czech Republic and has gradually spread to other Czech cities as well as to cities abroad.

4.3.4. Oskar Mobile Library 2 – 3 – 5 – 6

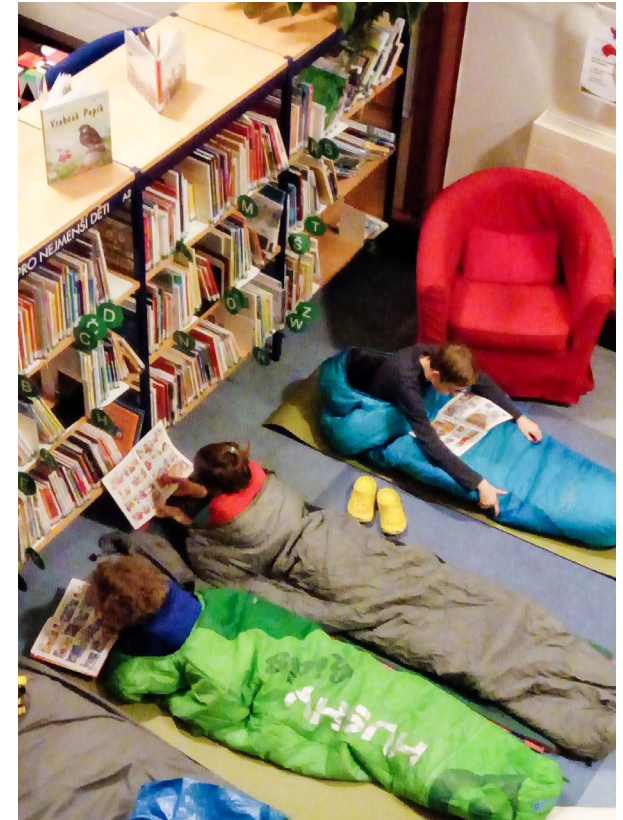
Oskar is the name of a small mobile library that travels to places where there is no access to ordinary library services. Over the year, it travels primarily to nursery and primary schools and participates in various children's events and festivals. As well as lending books, its staff also prepares various educational programmes tailored to different age groups.

4.4. LITERATURE FESTIVALS

There are a number of now-traditional literature festivals in Prague with a long history. One of the most important of these is certainly the prestigious Prague Writers Festival, which regularly invites interesting and prominent international authors and holders of major literary awards to Prague. The festival receives significant funding from both the City of Prague and the Ministry of Culture of the Czech Republic.

The largest Czech book fair and literature festival Book World has been one of the most important events in the capital city's literary life for many years. In 2018, the fair and festival was attended by 46,000 visitors, 404 exhibitors presented displays, and 642 performers appeared in 556 literary programmes. International guests and exhibitors from 29 of the world's countries took part in the fair and festival.

Another significant literary event with long tradition and significant public attendance is Literature Night, a literary happening that traditionally offers public readings of contemporary European literature in attractive and ordinarily inaccessible locations. Other festivals that certainly deserve mentions include Library Week, the sci-fi and fantasy convention CONiáš, Literature in the Park, the publisher's trade fair Knihex, Poetry Day and World Storytelling Day. Literature festivals are an excellent opportunity for mass advertising of literature in public places. New events, which further enliven public spaces, are constantly being created. Some of these are presented below:



4.4.1. Literature and Music Festival 'Na vlnách MKP' 1 – 2 – 3 – 5

It is now a tradition that many activities in the capital city, literary and cultural activities naturally among them, move to the Vltava River waterfront. One of the most distinctive is the literature and music festival 'Na vlnách MKP', which offers a varied programme full of readings of Czech and international contributions to the Prague – City of Literature project, as well as concerts and even events for children. The festival is organized by the Municipal Library of Prague, Prague – City of Literature and Avoid Floating Gallery. Czech publishers are also involved in its preparation.

4.4.2. Festival 'Literáti z naší čtvrti' (Men of Letters from Our Quarter) 2 – 3 – 5

An unconventional literature festival that brings together writers across generations and literary genres through a unique association – their residential addresses, that is, their specific Prague neighbourhood.

The festival offers exhibitions, extraordinary meetings, literary walks, the opportunity to take part in a literature competition (e.g. on the topic 'Freedom as the Perfection of a Human Being'), lectures on interesting topics and, last but not least, a literary map. The festival is organized by the association Literáti z naší čtvrti.

4.4.3. Velký knižní čtvrtek (Big Book Thursday) 2 – 3

Big Book Thursday is a day where publishers and booksellers, in cooperation with the Municipal Library of Prague, present the most interesting new releases from around the literary world. Author readings and signings also take place during the event.

4.4.4. Humbook 2 – 3 – 5

A literary festival designed especially for young adult readers. The festival offers meetings with Czech and world authors, editors, translators and bloggers. It is organized by Albatros Publishing.

4.5. PROMOTION OF THE PRAGUE – CITY OF LITERATURE PROJECT AND ITS ACTIVITIES, THE UNESCO NETWORK, AND INDIVIDUAL MEMBER CITIES 1 – 2 – 3 – 4 – 6

We are aware that sharing information about our activities, events and partnerships, as well as information about international partnerships and the UNESCO network, is just as important and necessary as the activities themselves.

We strive to make use of all accessible means that can help ensure the promotion of Prague – City of Literature and, of course, the UNESCO Creative Cities Network.



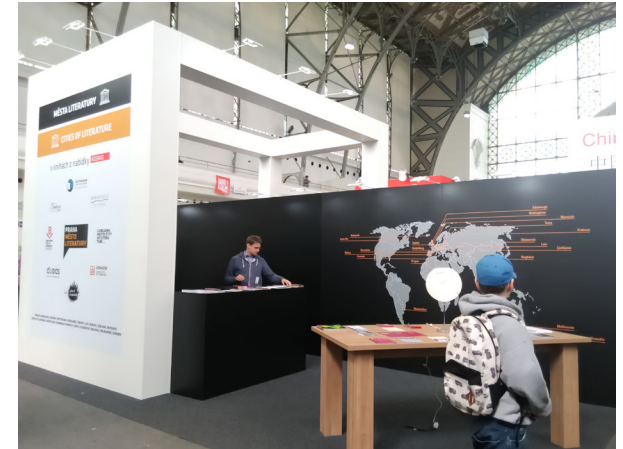
One way we do this is through the use of the large-format advertising boards of our partner organizations (for example, during the Book World fair, an exhibition was displayed on trade fair boards in the city centre, while also presenting the UNESCO Creative Cities Network at the fair in its own stall).

The City of Prague regularly allows the use of City Light illuminated advertising boards throughout the capital free of charge, allowing us to promote Prague authors and events, the entire UNESCO Cities Network and individual cities and their artists.

In 2015, we advertised the UNESCO Creative Cities of Literature Network by way of poems sent to us by colleagues from individual member cities, which we displayed in bilingual versions (the original text and a Czech translation) on 68 large illuminated billboards all over Prague, presenting not only the Cities Network, but also its authors to the residents of Prague.

We regularly promote the project at important literary events and festivals held in Prague.

We also advertise the project by releasing themed publications. The most important include, for instance, the book *Dryák ředěný Vltavou* (A Giant Barrel of Rotgut), a bilingual Czech-English anthology of contemporary Prague poets, which we have distributed in printed form among UNESCO Creative Cities of Literature, and which is available in electronic form here: https://web2.mlp.cz/koweb/00/04/34/55/86/dryak_redeny_vltavou.pdf)



5. Major Initiatives Implemented through Inter-city Cooperation to Achieve the Objectives of the UCCN

„Prague is a culturally diverse city with considerable creative potential among its inhabitants and a rich community life. Residents identify themselves with the localities they live in and, in the spirit of the principles of civil society, together with civil and cultural initiatives, are an integral part of the self-governing and planning processes.’

(Strategic Plan of the City of Prague, approved 2017)

Within the last four years, we have successfully launched and implemented a number of major activities, which contribute to and help to achieve certain goals of the UNESCO strategy. They are projects that take place across the network, interdepartmental projects that involve all of the cities or just some of them.

5.1. PRAGUE RESIDENTIAL PROGRAMME 1 – 2 – 3 – 4 – 5 – 6

In Autumn 2015, we were successful in launching a residential programme for foreign writers. Its establishment was one of the major tasks and plans in our application to join the Creative Cities Network in 2014. The first step was to establish the conditions and principles of the programme as a whole. The principles of the programme were created in cooperation with our Prague-based partner literary organizations. These principles were



then discussed at the level of the UNESCO Creative Cities of Literature Network. The outcome of these discussions were the basic conditions, which, in brief, are set out as follows: Each year, Prague provides six two-month residential stays for foreign writers or translators. As part of the stay, the costs of a scholarship, accommodation, travel expenses and, of course, all costs associated with promoting the authors during their stay (i.e. advertising in the press, author readings and literary evenings, readings at schools, meetings with students and advertising in the media) are covered for the authors. Since 2015, 19 authors have taken part in the programme. The results of the programme have been:

- 1) Promotion of and cooperation with cities in the UNESCO Creative Cities Network
- 2) Support for creativity
- 3) Support for artistic mobility
- 4) International cooperation and meetings with foreign authors
- 5) Presentation of international authors to the Czech public, as well as to Czech publishers, and subsequent support for and interest in foreign literature in the Czech Republic
- 6) Support for translators (particularly from languages with relatively few speakers)
- 7) Promotion of authors and, by extension, their national cultures and literatures at author readings, with emphasis on them meeting with students and young people

8) The creation of book titles thematically linked with Prague. Over the course of their residence stays, the following works have been written:

Liam Pieper – Hračkář/The Toymaker (released in Czech, English, Italian and Russian)

David Howard – The Ones Who Keep Quiet (poetry)

Juan Pablo Bertazza – En el umbral de Praga/On the Threshold of Prague

Bergrun Íris Saevarsdóttir – Elstur i bekknum

Oleh Kocarev – Chaplinovo náměstí/Chaplin Square

Tetiana Okopna – translations of works of Václav Havel into Ukrainian

Nives Vidrih – translations of works of Petra Soukupová into Slovenian

Residential programmes are promoted within the UNESCO Cities Network. Local offices of the UNESCO Creative Cities of Literature Network are involved in both promoting and approaching local authors who may be interested in the programme. Since 2015 when the first round of applications was announced, there has been a significant increase in author applications each year. In 2015, there were 47, in 2016, there were 150 and in 2017, there were almost 300 applications from 66 countries and from all continents except Antarctica.



5.2. BOOK WORLD 2017

1 – 2 – 3 – 4

Book World 2017 – the largest Czech book and literature festival UNESCO Creative Cities of Literature were its guests of honour in 2017. The UNESCO Creative Cities Network had an exhibit in a prestigious location at the trade fair, and the cities presented their informative and promotional materials and publications. Representatives of the cities also appeared in public debates. Authors from individual cities gave a number of author readings.

5.3. EXPEDICE POEZIE (EXPEDITION POETRY – 2016) 1 – 3 – 4

This Czech-German translation workshop was born of cooperation between two UNESCO Cities of Literature, Prague and Heidelberg. In early November 2016, a total of six Czech and German poets gathered in Prague in order to work together for a week on translations of their poetry. The result of the workshop was a joint literary evening held first in Prague and then in Heidelberg, where the poets presented their original and translated texts.

The Czech participants were Wanda Heinrichová, Václava Vartová and Radek Malý, while the German writers were Frank Barsch, Anne Richter and Hans Thill.

5.4. PEN CONGRESS OF POETS (2016)

1 – 2 – 3 – 4

In September 2016, Prague hosted the 36th World Congress of Poets, which was organised by the Czech Centre of the International PEN Club, the World Academy of Arts and Culture, Prague – City of Literature, the Municipal Library of Prague (the venue of the congress), the City of Prague and the Ministry of Culture of the Czech Republic.

The event, with over thirty years of tradition, was held, among other reasons, to celebrate the anniversary of the birth of Czech poet and author Jaroslav Seifert, the sole Czech recipient of the Nobel Prize for Literature.

The congress was attended by authors from around the world. It offered author readings as well as discussions on cultural and social issues. Both Czech and international poets made appearances in the programme. For more information see: <http://36th-wcp.webnode.cz>.

5.5. ACTIVITIES WITHIN THE UNESCO CREATIVE CITIES NETWORK

The Prague – City of Literature project always strives to cooperate in all joint projects within the Creative Cities Network. Here is an overview of the projects in which we have been actively involved over the past four years:



5.5.1. Krakow Multipoetry (2015 and 2018) 1 – 2 – 3 – 4

Poems by Czech authors: Adam Borzič, Ondřej Buddeus, Petr Hruška, Jonáš Hájek, Vít Janota, Dan Jedlička, Kateřina Rudčénková and Josef Straka were presented in Krakow in 2015 as part of the Multipoetry project. The authors' works were projected onto the sides of buildings in the city centre. All of the Cities of Literature took part in the project. Prague will participate in the project again in 2018.

5.5.2. Brno – application (2015–2017) 1 – 2 – 3 – 4 – 6

Beginning in 2015, we were part of the preparatory team for Brno's candidacy to become a UNESCO City of Music.

5.5.3. Prague Days in Dublin (2015) 1 – 2 – 3 – 4

This programme, prepared in cooperation with the City of Prague and the Embassy of the Czech Republic in Dublin, presented not only Czech culture, but also Czech authors, including Petra Hůlová.

5.5.4. Leith Poetry Projections in Edinburgh (2016) 1 – 2 – 3 – 4

As part of the celebrations of World Book Day, texts by authors from 11 cities of the UNESCO Cities of Literature Network were projected onto the walls of buildings in Edinburgh. Prague was represented by a text by Czech Renata Bulvová.

5.5.5. Dunedin Poetry Dots (2016) 1 – 2 – 3 – 4

Prague participated in this project, which presented the work of Czech poets and poets from other Cities of Literature in public places in Dunedin using stickers or 'dots'.

5.5.6. Shakespeare and Music (2016) 1 – 2 – 3 – 4

A joint literature and music programme brought about through cooperation between Brno – UNESCO City of Music and Prague – UNESCO City of Literature for the 400th anniversary of William Shakespeare's death.

5.5.7. Melbourne Comics Fest (2016) 1 – 2 – 3 – 4

High-quality Czech comics provided by Czech publishers and libraries were presented at the Melbourne International Film Festival.

5.5.8. Reykjavik Reads Festival Exhibition (2016) 1 – 2 – 3 – 4

Prague contributed texts by Czech author Marie Iljašenko and photographs of Prague for this exhibition at the town hall of Reykjavik, a fellow UNESCO City of Literature.

5.5.9. Words on the Streets (2016), Edinburgh 1 – 2 – 3 – 4

For this project, which maps various ways of using literary texts in a public place, we



PRAHA je členem sítě kreativních měst literatury UNESCO stejně jako...

REYKJAVÍK

Gerður Kristný

Noc

Jakmile usneš
tvé objetí povolí
už se v něm nemůžu skrýt
okenice se rozlétnou
a moře se nahrne dovnitř

Přeložila Marta Bartošková

Nótt

Um leið og þú sofnar
glíðnar fang þitt
og ég á ekki lengur þar skjól
hlerar bresta
og sjórinn brýtur sér leið

Alicja Baluchová

Odchodzil. Najpierw na piwko

Odchodzil. Najpierw na piwko
z kumplami. Potem na mecze
w niedziale. Takze z Ramonou do
kina. Teraz juz siedzi w domu.
Zastania sie gazetą. Milczy...

Zastania się gazetą. Milczy...

KRAKOV

Odchádzel. Nejdřív na pivko

Odchádzel. Nejdřív na pivko
s kámoši. Potom na nedelni
zápas. Taký s Ramonou
do kina. Teď sedí doma.
Skrývá se za novinami. Mlčí...

Přeložila Marie Iljašenko

Připravujeme: literární procházky, tvůrčí rezidence, literaturu na cestu



contributed our own experiences from the literary walks held in Prague.

<http://www.cityofliterature.com/words-on-the-street/terry-gilliams-don-quixote-quote/in-other-cities-of-literature/>

5.5.10. Dunedin Cookbook (2017) **1 – 2 – 3**

A contribution from Prague also appeared in a joint cookbook of UNESCO Cities of Literature, which presented recipes for national dishes taken from literature. In our case, the recipe came from a work by the Czech author Jindřich Šimon Baar.

<https://hail.to/dunedin-unesco-city-of-literature/publication/Bvhzt3x>

5.5.11. Heidelberg – project of manuscripts for Krakow (2017–2018) **1 – 2 – 3 – 4**

Works by Czech poets Tomáš Míka and Jakub Řehák appeared in a publication intended as a thank-you to the city of Krakow for organizing the annual meeting of UNESCO cities. It is a uniquely compilation composed of original manuscripts. An accompanying video chronicling the preparation of the entire event was also made.

5.5.12. Ljubljana Days in Prague (2017) **1 – 2 – 3 – 4 – 5**

In autumn 2017, we worked together with colleagues from UNESCO City of Literature Ljubljana to organize an event in Prague by the name of ‚Ljubljana Days‘, which mainly involved locating and displaying several dozen publications by Slovenian authors that had been translated into Czech, which we obtained from Prague public libraries and made available to the public during the event. We also co-organised an author reading by a Slovenian writer.

5.5.13. Integration Group (2017) **1**

Since 2017, we have been a member of the so-called Integration Group within the Cities of Literature Network.

5.5.14. Summer Reading List (2017 and 2018) **1 – 2 – 3 – 4**

We take part in a joint activity of the Cities of Literature Network called the ‚Summer Reading List‘. In 2017, for example, we promoted the English translation of a book by Marek Šindelka entitled Chyba (Aberrant), while in 2018 we focused on the book Spaceman of Bohemia by Jaroslav Kalfař.

5.5.15. Read PL (2018) **1 – 2 – 3 – 4**

In the spring of 2018, we took part in a unique initiative that enabled access to Polish literature by way of freely accessible e-books.

5.5.16. Foreign Visits 1

In Prague we are always happy to devote ourselves to visits from other UCCN cities; past visitors have hailed from Iowa City, Dunedin, Bucheon, Krakow, Icheon and Shanghai.

6. Proposed Action Plan for the Forthcoming Mid-term Period of Four Years

,The term smart city denotes the concept of integrated urban development with emphasis on reinforcing the complexity, effectiveness and sustainability of all of its aspects, specifically through economic, social and, in particular, technological innovations. The goal of a smart city is to decrease its ecological footprint, to strengthen its competitive ability, and to maximise the standard of living of its inhabitants. Establishing a system of functional ties and partnerships between key parties of the city and their systematic integration into urban development is one of the main prerequisites for fulfilling the principles of a smart city.'

(Strategic Plan of the City of Prague, approved 2017)

6.1. PRESENTATION OF A MAXIMUM OF THREE INITIATIVES, PROGRAMMES OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES OF THE NETWORK LOCALLY:

6.1.1. Development of the Residential Programme

1 – 2 – 3 – 4 – 5 – 6

In 2015, the Prague Residential Programme, designed for foreign authors, was successfully launched. Prague was one

of the first cities in the UNESCO Cities of Literature Network to initiate a residential programme. We have finished the initial time period, which allowed us to try out a number of methods and to obtain experience and feedback. After three years of the intensive residential programme, during which a total of 19 international authors visited Prague and 8 titles directly connected to their stay and to Prague were published, we have gained the assurance that this type of programme has great benefits for both the local audience and for international authors. We are pleased

that we have succeeded in creating such a programme, that we have been able to share our experience, methods and results with our colleagues in the Creative Cities Network and, therefore, that we have helped to develop residential programmes throughout the entire Creative Cities Network. All of this clearly indicates that the City of Prague wishes to support residential stays in the future and will strive to expand them further. Our goal for the future is to hold simultaneous stays for multiple authors so that they can mutually inspire each other;

for example, younger authors can draw on experience from older authors, and so on.

6.1.2. Literature Competition for Young People 1 – 2 – 3 – 4 – 5

The great response to our previous public literature contests has given us the idea of creating a literature competition for older school children and young adults. In this case, the competition would focus on writing a specific literary text, in this case song lyrics that would be put to music by famous musicians. Implementation of the project will rely on cooperation with other Cities of Literature as well as Cities of Music. The primary aim of the project is twofold: to encourage creativity among young people and to support collaboration across creative fields.

6.1.3. City Poet 1 – 2 – 3 – 4 – 5

In 2017 we personally met Alan Spence, who currently holds the post of Edinburgh Makar, or the city poet of Edinburgh. It is an initiative which has very much appealed to us and, with the support of partners of the Prague – City of Literature project, a similar initiative is coming into existence in Prague. In its own unique way, the establishment of a city poet corresponds very well to the whole concept of creative cities, primarily by connecting local and international activities in the field of literature. Besides Prague-specific duties, the city poet would further offers opportunities for cooperation with city poets of other UNESCO Cities of Literature.

6.2. 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

6.2.1. UNESCO Cities of Literature Conference 1 – 6

In the year 2020, we will be hosts of the UNESCO Creative Cities of Literature Conference. Our invitation was already presented to our Creative Cities of Literature Network colleagues at the UNESCO Annual Meeting in Krakow and Katowice in June 2018. These meetings are a long-standing tradition and, along with the Annual Meeting, are the most important and most fruitful working meetings of each year.

6.2.2. International Cities of Refugee Network (ICORN) 1 – 4 – 5 – 6

Prague is the capital city of the Czech Republic, but it is also a city that has faced several totalitarian regimes over its often very difficult history. This history allows Prague and its residents to fully appreciate the sometimes high price of freedom of speech and expression. We would like to continue to focus on our possible entry into the ICORN network, whose activities we consider to be meaningful and necessary.

6.2.3. Regional Cooperation within the Cities of Music and Literature 1 – 2 – 3 – 4 – 6

In view of the fact that there are three pairs of creative cities from the same creative fields, that is, music and literature, in close proximity in our region, we are presented with the opportunity of creating a joint literature and music programme and permanent cooperation. This concerns the following pairs of closely neighbouring cities: Prague (literature) and Brno (music), Krakow (literature) and Katowice (music), and Heidelberg (literature) and Mannheim (music). Prague and Brno have been working together intensively for a number of years and have successfully planned and executed numerous joint literature and music programmes; it is precisely these types programmes that we wish to expand across the entire region. Given the proximity of these six cities and our positive experiences from previous collaboration, we are now confident that such joint interdisciplinary projects would be highly successful.

6.3. ESTIMATED ANNUAL BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN:

Purpose	Amount
Office of the Municipal Library of Prague	EUR 9, 600.00
Personnel costs	EUR 40,000.00
Permanent programmes and events (e.g. residential programme)	EUR 40,000.00
Direct participation in UNESCO activities (e.g. attendance at meetings, translations)	EUR 8,000.00
Promotion and graphics	EUR 8,000.00
Total	EUR 105,600.00

6.4. PLAN FOR COMMUNICATION AND AWARENESS:

,Promotion of the cultural identity of the brand will not be based purely on a historical legacy, but also on the balance between tradition and contemporary culture. The city will intensively communicate the title “Prague – UNESCO Creative City of Literature” and events associated with it.’ (Strategic Plan of the City of Prague, approved 2017)

The aim of our communications is to promote Prague as a city with a rich literary past and a compelling literary present; a city which, as a result, is of interest to both Czech and foreign

visitors. Our promotion will continue in its attempts to find a balanced approach to the advertising of Prague authors and events in the future. We will also continue to promote authors from Cities of Literature and events from all UCCN cities. Since Czech is not a particularly widely spoken world language, guaranteeing such a balanced approach is somewhat more difficult and, of course, more costly due to the need for frequent and high-quality translations to and from English.

Aims of communication:

- 1) To promote Prague as a city which promotes cultural and literary life
- 2) To promote Prague as an inspirational place for world literature (residential programme)
- 3) To promote the literary activities of our partner organizations
- 4) To provide information about other cities from the Cities of Literature Network, as well as from other networks
- 5) To build Prague – City of Literature as a brand, primarily in connection with its UNESCO title
- 6) To take inspiration from the promotional strategies of other UCCN cities, to make use of information from the UNESCO network, the Facebook pages of UNESCO Creative Cities and UNESCO press releases To promote major UNESCO joint activities and events
- 7) To promote well-known tourist locations

as well as promote forms of slow tourism

- 8) To communicate intensively with new cities in the network and to help them integrate more quickly and easily

Target groups:

- 1) Our partners, collaborators, supporters and fans
- 2) International and Czech authors
- 3) City residents who know very little about us
- 4) Visitors to the city – Czech and international tourists who we wish to introduce to interesting literary routes, places and contexts, which may compel them to make return visits to the city and its surroundings
- 5) Colleagues from all UNESCO partner cities
- 6) UNESCO (press releases from our events)
- 7) Anyone who shows an interest in our activities and experiences
- 8) Students and young people

Resources:

- 1) Logo (Municipal Library of Prague + UNESCO + City of Prague)
- 2) Facebook and other social networks
- 3) Municipal Library of Prague YouTube channel

- 4) Websites (Municipal Library of Prague and partner organizations)
- 5) Printed materials
- 6) Books
- 7) Small promotional items

Means of promotion:

- 1) Through existing and new information and promotional channels (electronic and printed media, websites of partner organizations, Facebook and YouTube). We are going to continue with our activity on social networks (the Municipal Library of Prague has 25,000 fans on Facebook). We want to give more support to our YouTube channel, which primarily presents interesting videos from our authors on residential stays.
- 2) Use of large-format advertising boards provided by the City of Prague (City Light posters)
- 3) Promotion in the network of partner organizations
- 4) Promotion at major literary campaigns and events (our own stalls at trade fairs and festivals)
- 5) Active participation at partner events
- 6) Preparation of a new website of the Municipal Library of Prague

In 2018, we began work on a new design for the website for the Prague – City of Literature project. We would like to

present the website, which has existed since 2010, in its new design in 2019: www.prahamestoliteratury.cz.

- 7) Following the positive response from other Cities of Literature, we are considering the introduction of regular newsletters.
- 8) Joint promotion with Brno

There are now two UNESCO City Networks member cities in the Czech Republic, Prague and Brno. We strived to support Brno from the outset, and actively helped the city during its candidacy. We prepared events together and, when Brno joined the network, we also jointly promoted the network on television, in the press and through other media. Joint promotion of our cities is one of the aims of our communication plan.

- 9) New technology

We are aware of the constant and rapid development of information and other forms of technology, as well as their ever increasing accessibility to an ever larger part of society. New technology, innovative approaches and the often very specific related means of communication certainly present another future challenge for our project.



Annexes

Strategy of the City of Prague (in czech)
(<http://strategie.iprpraha.cz/>)

Statistical data of partner organizations

Funding in the fields of literature and library science from the budget of the City of Prague (2014–2015, source: City of Prague)

Year	Amount
2014	CZK 254,259,300.00
2015	CZK 265,688,300.00

Statistical data of the Municipal Library of Prague for the years 2015–2017

	2015	2016	2017
Number of registered readers	172,722	173,952	174,115
Number of attendees at events	155,702	167,776	174,130
Number of library items lent	6,159,608	5,951,650	5,683,613
Number of events	3,918	4,244	4,444
Number of e-library titles	586	842	1031
Number of downloaded e-books	902,103	994,689	1,326,619



Book World fair and literary festival – statistical data

Year	Number of performers	Number of programmes	Number of countries and regions	Number of exhibitors	Attendance
2015	571	479	30	393	38,000
2016	620	529	36	407	42,000
2017	636	486	31	396	44,000
2018	642	556	29	404	46,000

PRAGUE – UNESCO CITY OF LITERATURE
CREATIVE TWO-MONTH RESIDENCY 2019
for writers and translators

The project Prague City of Literature offers residency stays for writers and translators. There are six residencies available for 2019, each lasts two months.

Prague City of Literature reimburses the resident for a return ticket, provides accommodation for free and a stipend of 600 euro per month.

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Residential programme (progress of the programme 2015–2018 and summary of residents)

