

MEMBERSHIP MONITORING REPORT 2015–2018

NOVEMBER 30TH, 2018



United Nations
Educational, Scientific and
Cultural Organization

CITY OF
LITERATURE
HEIDELBERG

Designated
UNESCO Creative City
in 2014

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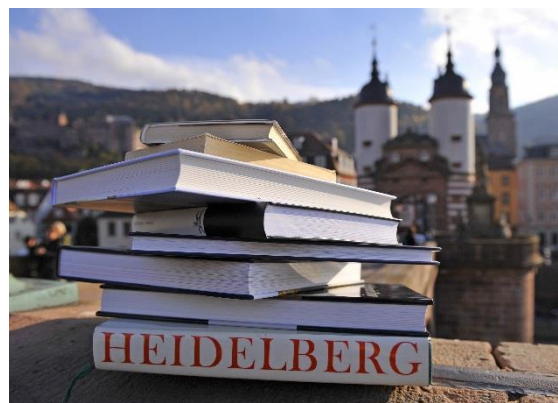
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1. EXECUTIVE SUMMARY

Heidelberg UNESCO City of Literature has been continuously and actively involved in the network from the first day of admission to the UCCN. It has initiated and successfully carried out numerous international projects with other UNESCO Cities of Literature and with UNESCO Creative Cities of other creative fields. In the city of Heidelberg and the "Rhine-Neckar" region, the UNESCO City of Literature has become a movement that motivates a growing number of authors, literature enthusiasts, literature initiatives, and academic scholars from the University of Heidelberg to actively participate with their own projects. Since 2014, the UNESCO City of Literature staff of the City of Heidelberg has increased from 2 to 3 employees, each dedicating 50% of their working time for the project. Since mid-2018, a full-time employee has also been working as part of a service contract for the UNESCO City of Literature as production manager of the festival "Heidelberg Literature Days". The non-personnel budget provided by the city of Heidelberg to UNESCO City of Literature Heidelberg was increased from €90,000 annually in 2015 to €102,000 annually in 2017/18. In addition, from 2016, the team of the UNESCO City of Literature Heidelberg was able to raise around €60,000 annually from sponsors and grant providers. In 2017 and 2018, additional budgets were made available annually for the

implementation of the international literary festival "Heidelberg Literature Days" (2017: € 80,000; 2018: €180,000).



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As part of the City of Heidelberg's Cultural Office, the Heidelberg UNESCO City of Literature team had the opportunity from the very beginning to also implement UNESCO City of Literature projects in subsidizing cultural events and initiatives for the citizens of Heidelberg. In 2017, in addition to the regular grant of institutions and projects, the new fund "KulturLabHD" was launched for new and innovative projects amounting to €120,000 per year. Thus, it was possible that particularly good concepts for new programs in the field of literature were implemented and also maintained, for example "Shared Reading" (see 4.3) and "The Book" (see 5.3).

The expenditure for the years 2015–2018 sums up to 1,957,853.28 Euro in total.

Not included in this sum is the regular institutional municipal funding for literary stakeholders or venues that offer also literary events in their regular program.

	2015	2016	2017	2018
Office/Staff/Travels/PR/City of Literature programs/Overhead costs	€191,043.54	€352,007.66	€282,881.15	€328,276.52
Main Festival Literary Days	€27,570.00	€27,570.00	€216,677.31	€229,223.81
Literary events by cultural department	€13,032.78	€4,777.50	€22,208.00	€40,900.00
Literary awards (1 annual, 2 triennial)	€20,690.85	€53,592.93	€27,565.60	€22,343.87
Municipal funding of singular projects by other literary stakeholders	€7,851.61	€15,201.08	€24,339.07	€3,500.00
Fund "KulturLabHD" (proportionate on literary projects)	–	–	€14,000.00	€32,600.00
Total expenditure on Literature per year	€260,188.78	€453,149.17	€587,671.13	€656,844.20



Especially in a city of only 160,000 inhabitants with a very high density of cultural stakeholders, institutions, and events, it is important to observe the existing contacts within the scene and to cultivate the “joy of discussion” in the positive sense for a unified UNESCO Creative City. In the first year, 2015, the focus was therefore on building a regional, sustainable network structure that systematically involves all the professional literary stakeholders and artists of the city of Heidelberg and its surroundings. Approximately 350 people and about 50 institutions were contacted and continuously integrated into the communication channels for this purpose. Different working groups and literary branches and industries have formed and chosen their respective spokespersons, who work closely with the coordination team of the UNESCO City of Literature. The literature assembly (“Literary Parliament”) of all stakeholders and professionals also meets at least once a year in the Heidelberg’s City Hall Council Chamber (Organizational chart of the work structure in the appendix).



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Economically, Heidelberg companies from the field of literature had a turnover of more than 62 million Euro in 2016, offering more than 1.000 jobs subjected to social insurance contribution (Source: Statistical State Office Baden-Württemberg, Stuttgart, 2018).

2015-2017 four Heidelberg bookstores received the German Bookshop award for excellent bookshops (www.deutscher-buchhandlungspreis.de).

Heidelberg hosted the first sub-networking meeting of the UNESCO Cities of Literature in 2015 as a contribution to the creation of a comparatively systematic, as open as possible, participatory work structure in the sub-network of the UNESCO Cities of Literature. Invited and present were the Directors and

Representatives of the UNESCO cities of Iowa City, Melbourne, Norwich, Dublin, Reykjavik, Prague, Melbourne, and Krakow.

Heidelberg's activities as a UNESCO City of Literature are in line with the 2030 Agenda for Sustainable Development and claim to preserve and promote cultural diversity, i.a. by the following priorities:

- Local commitment and initiative are to be strengthened and synergies used for the common good of the city society in the wider sense and the literary scene in the narrower sense. Due to the improved financial and personnel expenses, artistic and social projects of literary stakeholders have been more strongly promoted and supported in recent years. For example, with the implementation of the Heidelberg Autumn Festival of Literature a new additional regional literary festival has been introduced into the Heidelberg cultural scene. Readings and interactive literary events of cultural education projects such as “Lesen in der Lutherstraße” of the Intercultural Center of Heidelberg or the series “Allerorts: Literatur!” of the Kulturhaus Karlstorbahnhof with readings in unusual places, in living rooms, student apartments, in gardens, etc. were carried out. New formats and forms of presentation for Heidelberg authors were also: “Long Nights of Reading” or “Reading-Marathons” on trams. This strengthened the sense of community and identification with the literary city of Heidelberg and also vehemently increased the publicity of the local writers. In addition, the UNESCO City of Literature Heidelberg funds and creates cinematic, professional author portraits that are made available to the authors free of charge and also distributed on the Vimeo channel of the literary city (www.vimeo.com/cityofliterature).

In 2017, the Cultural Office (Focal Point UNESCO City of Literature Heidelberg) had to step in as curator and coordinator to save Heidelberg's traditional literary festival "Heidelberg Literature Days," after the festival management



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had to resign surprisingly. Within two years time it has been able to secure the festival financially and organizationally (increase of the city's festival grant from approximately €30,000 to €180,000 and a year round festival management). Furthermore, to expand programmatically significantly towards multilingual, interdisciplinary, and barrier-free event formats and to include a stringent involvement of member cities of the UNESCO Creative Cities Network in the festival. (See 5.1).

- Literature, Art, and Culture should be promoted in their diversity and broad cultural participation should be made possible. In the first four years of the existence of the UNESCO City of Literature Heidelberg, the UNESCO City of Literature Heidelberg has repeatedly taken up relevant content for Heidelberg's extensive literary history. With the participation of as many regional stakeholders and artists as possible and the University of Heidelberg, contemporary critical and artistic contributions have been updated and integrated into the city events program. 100 Heidelberg citizens and scholars have participated directly and creatively on projects and series of events on important literary topics and anniversaries such as "Ossip Mandelstam. Wort und Schicksal" (2016, cf 4.4), "LUTHER 500" (2017/18; see 4.4) or "Stefan George im Kreis seiner Heidelberger Trabanten" (2018, cf 4.4).

A program for Heidelberg primary schools with Heidelberg authors and translators is being planned in cooperation with the Office of School and Education.



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- Heidelberg, as an international cultural and University City, has also been able to consistently expand international contact through the UNESCO Creative Cities network and to develop itself through best practice

exchange and international, interdisciplinary cooperation projects. Local stakeholders were closely involved and directly linked with colleagues from other UNESCO Cities of Literature.

The major project series included partners from other UNESCO Cities of Literature (Granada 2016 in the Ossip Mandelstam project, Ljubljana in "LUTHER 500"). Direct international cooperation projects such as the translation workshop "Expedition Poesie" brought Heidelberg authors into contact with colleagues from Prague (2016) and Granada (2018). A new residency programme for artists from the UNESCO Cities of Literature hosted Pippa Goldschmidt from Edinburgh for three months in spring 2018 and the festival "Heidelberg Literature Days" was systematically expanded for guest appearances by artists from UNESCO Creative Cities (Fabriano, Granada, Krakow, Melbourne, Prague, Reykjavík; see 5.1).

Heidelberg writers and stakeholders were sent to other UNESCO Cities of Literature such as Barcelona, Granada, Krakow, Prague and Ulyanovsk on various official occasions such as book fairs, cultural congresses and festivals, where they experienced the local scene and audience.

Mannheim, Heidelberg's neighbouring city, was also added to the network as a UNESCO City of Music in 2014, as was Heidelberg. From the very beginning there was a systematic cooperation between the two neighbouring cities, which led to a common regional networking and in 2018 to the initiation of a joint program "Music and Poetry". Heidelberg author, poet, and translator Ralph Dutli recited his own poems and translations, accompanied by improvised music by three musicians from the UNESCO Cities of Music Katowice, Idhan-a-Nova, and Mannheim.

Based on its regional participative networking, Heidelberg was invited by the Cultural Office of the Rhine-Neckar Metropolitan Region to enlarge its working structure (that already links together literary figures, cultural institutions, and the University of Heidelberg) towards a "Literary Network of the Rhine-Neckar Metropolitan Region" that embodies both the cities of Mannheim and Ludwigshafen as well as numerous counties and smaller communities. With the planning and invitation

of a first "Literature Assembly of the Rhine-Neckar Metropolitan Region," this trendsetting networking process was initiated in cooperation with the cultural office of the Rhine-Neckar metropolitan area in September 2018.

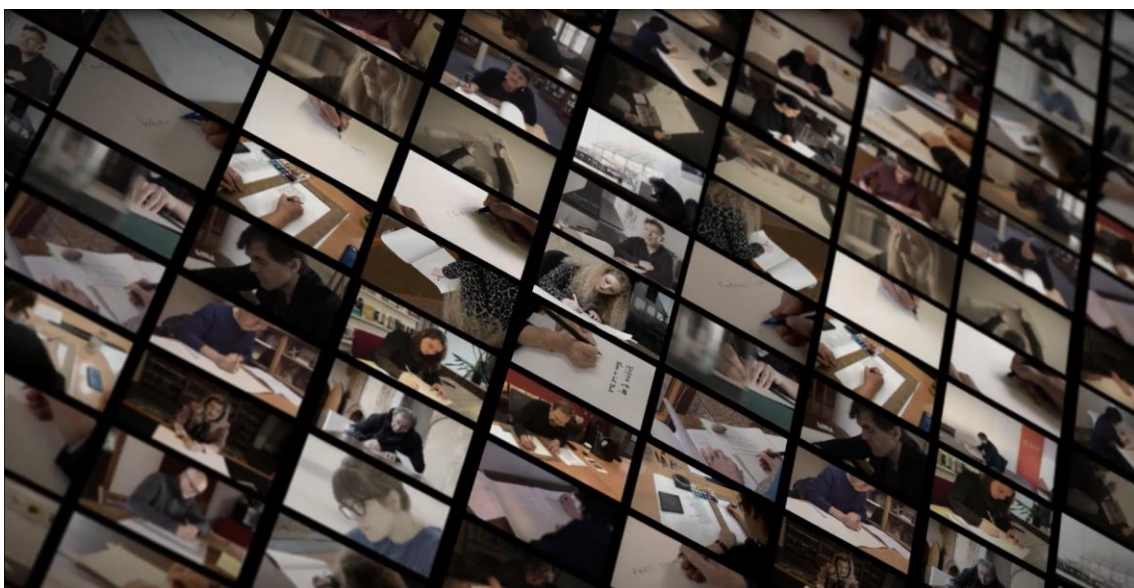
As a result of its accomplished cooperation projects, Heidelberg was asked in 2016 to take over the leadership of the cooperation working group of the UNESCO Cities of Literature for a period of two years, undertaking its work in the form of regularly convened Skype meetings organised by Heidelberg (member cities: UNESCO Cities of Literature Baghdad, Tartu, Reykjavik, Heidelberg and adjoint members Ulyanovsk and Granada). With the support of the Working Group "Cooperation" of the UNESCO City of Literature, 2018, at the suggestion of the Granada UNESCO City of Literature, the UNESCO World Poetry Day, 21 March, was celebrated and promoted together with literary events in numerous UNESCO Cities of Literature around the globe.

A new cooperation format has been developed by the UNESCO City of Literature specifically for the UCCN, in which all 28 UNESCO Cities of Literature have participated and in addition, Fabriano, Tel Aviv, and Mannheim as cities from other creative fields: With "Poetic Encounters" (see 5.1) at the XII UNESCO Creative Cities Network Meeting in Krakow and Katowice a book, in folio format handcrafted in Fabriano UNESCO City of Crafts and Folk Arts with handwritten literary works by over 51

authors from all UNESCO Cities of Literature has been presented to the host cities. The film of the worldwide creation process was edited by Tel Aviv UNESCO City of Media Arts and accompanied by music from Mannheim UNESCO City of Music. With "Poetic Encounters", the UNESCO City of Literature presented the UCCN a typical interdisciplinary and cost-effective cooperation project of lasting importance. It was brought about by this unique network of UNESCO Creative Cities for international and direct inter-communal cooperation in cultural projects to intensify international understanding between nations. If possible, many other collaborations may follow that our cities want to accomplish together.

The positive references of Heidelberg as a UNESCO Creative City of Literature in national and international reports and studies (see Appendix) also confirm this project:

- Mention of the UNESCO City of Literature Heidelberg in the 2nd State Report of UNESCO on the Protection and Promotion of the Diversity of Cultural Expressions 2016 as a positive example of creativity as a factor in urban development.
- Heidelberg was named "Most Inspiring City" of Germany by tourism platform "Travelbird.de" in 2016 due to its literary scene.
- According to the EU Commission's 2017 Cultural and Creative Cities Monitor, Heidelberg ranks fifth in Europe among a total of 64 cities surveyed with 100,000 to 250,000 inhabitants.



Still from the film *Poetic Encounters. Greetings from the UNESCO Creative Cities of Literature within one book* produced in Fabriano, UNESCO Creative City of Crafts and Folk Art, edited by Tel Aviv UNESCO City of Media Arts.

2. GENERAL INFORMATION

1.1. Name of the city:

Heidelberg

1.2. Country:

Germany

1.3. Creative field of designation:

Literature

1.4. Date of designation:

December 1st, 2014

1.5. Date of submission of the current report:

November 30th, 2018

1.6. Entity responsible for the report:

Heidelberg UNESCO City of Literature coordination team within the Department of Cultural Affairs of the City of Heidelberg

1.7. Previous reports submitted and dates:

N/A

1.8. Focal points of contact:

Dr. Andrea Edel
Head of the coordination team Heidelberg UNESCO City of Literature
Director of Department of Cultural Affairs of the City of Heidelberg

Haspelgasse 12
69117 Heidelberg
Germany

+49 6221 58-33063
andrea.edel@heidelberg.de
unesco.creative.city@heidelberg.de

www.cityofliterature.de
www.facebook.com/LiteraturstadtHeidelberg
www.vimeo.com/cityofliterature

www.heidelberg.de

3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

3.1 Number of UCCN annual meetings attended in the last four years:

Four:

2015 (Kanazawa, Japan)

2016 (Ostersund, Sweden; with the Lord Mayor of Heidelberg)

2017 (Enghien-les-Bains, France)

2018 (Krakow and Katowice, Poland; with the Lord Mayor of Heidelberg)

3.2 Hosting of a UCCN annual meeting and dates:

N/A

3.3 Hosting of a working or coordination meeting addressed to one or more Specific UCCN creative field representatives:

- Initiating and hosting the first official subgroup meeting of all existing UNESCO Cities of Literature at all: June 2015
- Working meetings with Jesús Ortega from Granada UNESCO City of Literature: July 2016 and June 2017
- Working meetings with the chair of the UNESCO Cities of Literature: December 2016 (with Justyna Jochym); October 2018 (with Sandeep Mahal)
- Working meetings with Pasha Andreev from Ulyanovsk UNESCO City of Literature: December 2016 and February 2018
- Working meeting with Olgha Mukha and Bogdana Brylynska from Lviv UNESCO City of Literature: April/May 2017.
- Working meeting with Fabriano UNESCO City of Crafts and Folk Arts: June 2017
- Working meeting with David Ryding from Melbourne UNESCO City of Literature: June 2018
- Initiating the two meetings of German UNESCO Creative Cities, 2016 in Hannover and 2018 hosted by Heidelberg and Mannheim (May 2018)
- Frequent working meetings with Rainer Kern from Mannheim UNESCO City of Music
- Participation in the annual subnetwork meetings: 2016 (Dublin), 2017 (Barcelona), 2018 (Iowa City)
- Work stays in Granada (2015, 2016 & 2018), Melbourne (2017) and Ulyanovsk (2017)
- Working stay in Nanjing, China, in 2017 with colleagues from other UNESCO Cities of Literature to give advice on the application process for the UCCN.
- Participation in the International Culture Forum in Ulyanovsk, Russia, September 2017
- Participation in the Book conference of the International Culture Forum in St. Petersburg, November 2018.

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:

N/A

Participation in the International Culture Forum in Ulyanovsk, Russia September 12-16, 2017

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:

Financial contribution of 3.000 Euro and input response to the survey by Charles Landry: "UNESCO Creative Cities Summit, Evaluating the UCCN."

Heidelberg has been the working group coordinator of the management working group "Project Cooperation" of the UNESCO Cities of Literature from 2016 until spring 2018 to enhance the efficiency in (interdisciplinary) cooperation between the UNESCO Creative cities. As a pilot project, Heidelberg initiated and coordinated the project "Poetic Encounters", a project across the creative fields of Literature, Crafts and Folk Art, Media Arts and Music, promoting the creativeness of the network itself.

Every year since 2015, Heidelberg introduce the UNESCO Creative Cities Network to the independent publishers from all over the world, especially from emerging markets, within the invitation program of Frankfurt book fair, hosted by the German Ministry of Foreign Affairs.

Heidelberg had given an introduction of the UCCN to almost all German "Houses of Literature" from cities like Frankfurt, Stuttgart, Berlin etc. in 2017.

2018, Heidelberg gave an introductory lecture about the UNESCO Global Report 2017 "Re|Shaping Cultural Policies" to the members of the subgroup of the UNESCO Cities of Literature within the annual subgroup meeting in Iowa City, April 2018.

3.6 Membership of the Steering Group and period:

N/A

3.7 Participation in the evaluation of applications (number of applications evaluated per year):

2015: 12

2017: 13

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

4.1 Implementation of an efficient, participatory organizational structure of Heidelberg UNESCO City of Literature

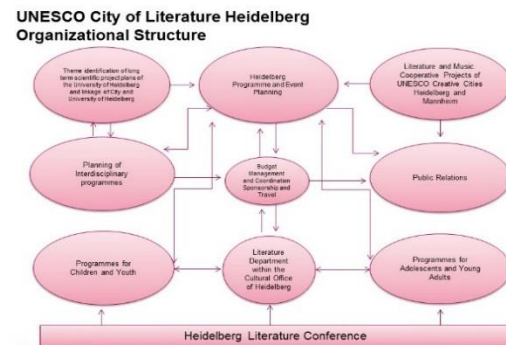
At the beginning of 2015, the establishment of a fundamental and reliable organizational structure of Heidelberg as a UNESCO City of Literature began, which, systematically involves all professional writers in activity and network of literary city.

All literary branches have been organized in their own groups and have chosen their respective spokesperson: Authors, translators, publishers, booksellers, antiquarians, and literary event organizers. Working groups were also set up with local stakeholders for specific topics and target groups (e.g. "children and youth programs", "interdisciplinary projects" etc.), supporting the coordination team of the City of Literature in conceptual planning.



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Since 2015, the "**Literature Parliament**" has been meeting once or twice a year in Heidelberg's City Hall Council Chamber. Literary professionals from all branches together with the Cultural Office inform and discuss literary and cultural policy projects and topics of the city. Cultural, cultural-historical, socio-cultural and pedagogical subjects, and objectives (literacy) are identified and a coordinated, collaborative handling of these topics is discussed collectively.



(for higher resolution see appendix)

In 2016, the City of Heidelberg was able to create a **new staff position** at the Cultural Office for the coordination of the UNESCO City of Literature activities. Thus, in addition to the head of the Cultural Office and the Focal Point of the UNESCO City of Literature, two colleagues were able to dedicate approximately 50% of their each full-time positions to literature and networking. The factual and project budget for the UNESCO City of Literature activities has been increased over the course of four years to €102,000 annually. The coordination team of the UNESCO City of Literature Heidelberg reports to the Municipal Council once a year on completed works and future projects.

4.2 Intensified Initiation and Promotion of Literary Activities by the City of Heidelberg

Through the title, it was possible to support literary **initiatives by Heidelberg stakeholders** in a stronger and continuous manner organizationally and financially across the city. Outstanding new initiatives since 2015 were

- "Allerorts: Literature!" ("Everywhere: Literature!"; Readings in public places and private residences), organized by Kulturhaus Karlstorbahnhof,
- "Heidelberg liest Neue Weltliteratur" ("Heidelberg reads new World Literature") by the Intercultural Centre (Literature Events on a New Canon of World Literature and Foreign Language Writing in Context Current Migration Movements).
- "Literarische Salons" ("Literary Parlour") at the Municipal Adult Education Center Heidelberg with a focus on individual UNESCO Cities of Literature (2016: Dublin; 2017: Barcelona),
- the symposium "Composing and Poetry Writing Under Political Repression" in cooperation with UNESCO City of Literature, the Heidelberg Theatre and Orchestra and the



Writers-for-Peace Committee of the PEN Center Germany.

A **New Literary Festival** of the regional literary scene has been created and financed by the City of Heidelberg as a UNESCO City of Literature: The "Literature Autumn Heidelberg" takes place annually since 2015 throughout the city, offering around 100 Heidelberg authors, translators and publishers a stage.

In 2017, the coordinating team of the UNESCO City of Literature in the Cultural Office had to step in as festival curator to save the renowned annual festival "Heidelberger Literatortage" after the festival director had to resign unexpectedly. Together with the 40-member expert working group "**Reconception of the Heidelberg Literature Days**" (convened by the Focal Point of the UNESCO City of Literature), it has been possible to enhance the five-day festival conceptually and financially with a stronger programmatic connection to the UNESCO Creative Cities and to equip it with a new, sustainable and participative organizational structure.

Numerous literary works were published from 2015 to 2018 by the Heidelberg UNESCO City of Literature office in local publishing houses, including Heidelberg writers and translators, e.g.:

- "Ossip Mandelstam. Wort und Schicksal"(Das Wunderhorn Publisher, inter alia 2 Heidelberg authors, 2 translators)
- "A Tale of Four Cities. Poems and Stories from Four UNESCO Cities of Literature", edited by the Anglistische Seminar supported by the City of Heidelberg (Mattes Publisher, with student authors from Norwich, Edinburgh, Melbourne and Heidelberg)
- "Heidelberger Poetikvorlesungen " (Until now 2 volumes, University Publisher Winter Heidelberg)
- "Wer je die Flamme umschritt ...' – Stefan George im Kreis seiner Heidelberger Trabanten" (Kurpfälzischer Publisher, including 2 Heidelberg authors)
- "Nichts soll sich ändern. Festschrift zum 80. Geburtstag von Michael Buselmeier "(Das Wunderhorn Publisher, among others 5 authors, 1 translator from Heidelberg)
- "Mein Bruder, mein Tier. Späte Gedichte" by Michael Buselmeier (Morio Publisher, 1 Heidelberg author)

- Heidelberg promotes through the City Heidelberg Foundation "Stadt-Heidelberg-Stiftung" located at the Cultural Office, scientific publications to and from Heidelberg. Over the past 4 years, approximately 10 works written by young Heidelberg scientists for the general public have been published by Heidelberg publishing houses.

4.3 Cultural Participation

In addition to the diverse efforts of urban institutions to achieve a broader cultural education and the opportunities for social participation, the coordination team of the UNESCO City of Literature has:

- Implemented programme formats to support general cultural participation in the "Heidelberg Literature Days" literary festival. In 2018, readings of **literature in plain language** took place for the first time.

- Introduced in Heidelberg the programme "**Shared Reading ®**" by Karlstorbahnhof Arts Centre, organisationally and financially supported yearly with €10,000. Originally from Liverpool, Shared Reading ® trains professional facilitators who, in heterogeneous groups, allow people get into intensive social contact through literature. In terms of size and strategic construction, the project has a pilot character for Germany, is accompanied by the German rights holders "Literarische Unternehmungen" from Berlin and is additionally supported by the Robert Bosch Foundation.



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In recent years, various reading festivals have taken place in public spaces as part of the Literature City Programme, which have been accessible, free of charge, to all social groups and ages.



In "**Lesen on Lutherstraße**" (2016 and 2017), readings, workshops, and activities were held all day in the Heidelberg district of Neuenheim for children, youths, and migrants in cooperation with the Intercultural Center and the Heidelberg UNESCO City of Literature Writers Group.

The "**Weststädter Bücherfrühling**" (2017 and 2018) in Heidelberg's west district is aimed in particular for families – Heidelberg publishers and literary associations present themselves and parents are especially invited to read aloud to all from their favorite children's books and to talk to other parents about literature.

4.4 Literary Anniversaries as major Public, Interdisciplinary, Participatory Events

Since 2015, scheduled events and event series on important literary anniversaries have been consistently held for the active involvement of institutions, artists and other stakeholders from the Heidelberg literary scene and the cultural education field. This allowed both the participating institutions to be supported in their work and financially as well as the cohesion of the literary scene and its identification with distinction and mission as a UNESCO City of Literature will continue to be strengthened.

Cultural/Literary event series selection offered by the Heidelberg UNESCO City of Literature office:

2015: In commemoration of the 50th anniversary of the death of Austrian-Israeli Jewish religious philosopher **Martin Buber**, who lived in Heppenheim near Heidelberg until 1938. A professional theatre project with eighth grade junior high school students took place for this purpose.

2016: 125th birthday anniversary of Russian poet Ossip Mandelstam, who began to write poetry during his studies in Heidelberg. The UNESCO City of Literature Heidelberg in cooperation with the UNESCO City of Literature Granada and the State Russian Literature Museum conceived a major exhibition as well as a bilingual 320-page publication. Under the title of "**Ossip Mandelstam. Word and Destiny**" accompanying programme such as workshops, readings, guided tours, theatre, choral and visual arts projects took place. More than 100 Heidelberg citizens, children and young people were actively involved in the project.

2017-18: The events among the 500 year anniversary of the Reformation and the "Heidelberg disputatio" by Martin Luther in 1518 was complemented by UNESCO City of Literature with a series of events that emphasized the effects of Martin Luther on the German language and literature. In addition to an installative and interactive exhibition about the impacts of Luther's translation on the German language, presented in cooperation with the House of Poetry (Berlin), the program "**LUTHER 500**" involved approximately 20 artists and scientists from the region as well as a lecturer from Ljubljana UNESCO City of Literature.



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2018: The 150th birthday of the influential poet Stefan George was commemorated in Heidelberg with a nationally acclaimed exhibition "**Wer je die Flamme umschritt ...' – Stefan George im Kreis seiner Heidelberger Trabanten**" accompanied by programmes such as city tours, lectures and readings in cooperation with Heidelberg associations and the university took place.

4.5 Literature in Public Spaces

Through bookstores, antiquarians and the University, literature is present in Heidelberg's cityscape. However, to make literature an increasingly interactive experience in the city's



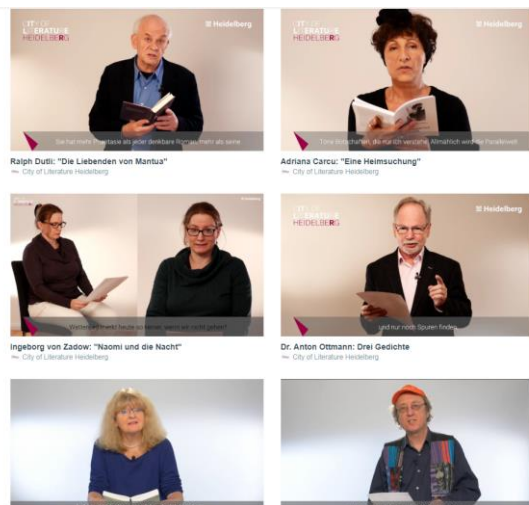
everyday life, the Heidelberg UNESCO City of Literature initiated and accompanied various projects to bring citizens into direct contact with literature.

In December 2017, the "Poesie unterwegs" campaign was launched, 45 poems and short texts by 22 Heidelberg writers could be read on posters on the windows of Heidelberg trams throughout 2018. The texts were replaced with new texts every three months. This activity will continue in 2019 due to its public success.

Since 2015, the Heidelberg section of the Weltlesebühne e.V. has received annual financial support from the city of Heidelberg in the programmatic design of the "International Translator Day" on 30 September, which was also officially enacted by the UN in 2017. Heidelberg's rich translator scene organized programs on this day with renowned translators or writers and their German translators counterparts from other UNESCO Cities of Literature such as Prague (Věra Koubová, 2015), Dublin (Gabriel Rostenstock/Hans-Christian Oeser, 2016) or Granada (Antonio Muñoz Molina/Willi Zurbrüggen and Sabine Giersberg, 2017). The events took place free of charge in public spaces.

In addition to Heidelberg's libraries, **Public Bookshelves** allow free access to the medium of the book which are in public places in all districts of Heidelberg. Supported by the Bürgerstiftung Heidelberg and other associations and initiatives, the number of

these bookshelves for exchanging books grew from 7 in 2015 to 15 in 2018 across the city.



In 2016, the coordination team began commissioning regional filmmakers to portray readings by Heidelberg authors. The readings of about 5 minutes, made especially for the film, are subtitled and provided with information about the authors. The films are published online and made available to the authors free of charge for their own use. By January 2019, a total of 16 video portraits of Heidelberg authors will exist, which complement cinematically the exhibition in the Heidelberg Municipal Library with 41 author portraits and quotations. The photo exhibition has also been funded by the Literature City Office since 2018.

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

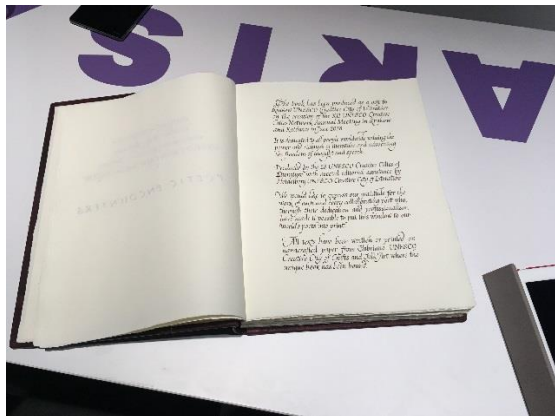
5.1 Main project-based cooperation with more than one UNESCO Creative City

To mark the XII UNESCO Creative Cities Network (UCCN) Meeting in Krakow and Katowice, each UNESCO City of Literature has contributed to the project "Poetic Encounters. Greetings from the UNESCO Creative Cities

of Literature within one book produced in Fabriano, UNESCO Creative City of Crafts and Folk Art", initiated by Heidelberg UNESCO City of Literature and Fabriano UNESCO City of Crafts and Folk Art, to produce a specially bound and printed anthology celebrating literature and its vital place in world culture. 51 poets and about 30 translators from 28 UNESCO Cities of Literature have come together to celebrate the collaborative spirit which lies at the core of the UCCN and to support linguistic diversity through poetic expressions from around the world. The book is dedicated to all people worldwide valuing the power and richness of literature and advocating freedom of thought and speech. All texts have been written or printed on beautiful handcrafted, folio-sized paper from Fabriano UNESCO City of Crafts and Folk Art. The paper had been sent from Fabriano via Heidelberg to all UNESCO Cities



of Literature worldwide and, after being filled with literary works, via Heidelberg all the way back to Fabriano where the unique book has been bound.



©City of Heidelberg

All authors and craftsmen were filmed during the production process of the book. The film, edited by Tel Aviv, UNESCO City of Media Arts, with music provided by Mannheim, UNESCO City of Music, had been shown during the “Krakowice” event to illustrate the project and its worldwide cooperation between UNESCO Creative Cities. The book has been gifted to the Mayors of Krakow and Katowice by the mayors of Heidelberg and Fabriano at a special presentation during the annual meeting of the UNESCO Creative Cities Network.

The ‘Anglistische Seminar (English Studies Department)’ of the University of Heidelberg performed the first international **"Hot Sho(r)ts – International UNESCO Creative Cities' Short Play Festival"** supported by the City of Heidelberg. Students from the English Literary studies and Creative Writing from Dublin, Dunedin, Heidelberg, Iowa City, and Melbourne brought their self-composed plays to the stage in Heidelberg. The programme format will be continued in 2019 by the Dunedin UNESCO City of Literature and the University of Otago. Students from Heidelberg University travelling to New Zealand will be financially supported by the City of Heidelberg.

Since 2016, UNESCO Creative Cities and their respective performers have been systematically involved in Heidelberg's largest annual literary festival. The **Heidelberg Literature Days** showcased artists from Reykjavík (UCC of Literature; 2016), Fabriano (UCC of Crafts and Folk Art; 2017) and Granada (UCC of Literature; 2017) as well as from Krakow, Melbourne and Reykjavík (UCCs of Literature; 2018). On this occasion, the audience could, for example, comprehend and follow by themselves the handcrafted paper production itself, experience contemporary

Spanish poetry in the company of Spanish and German musicians or to engage interactively in Nordic mythology in the family program.

5.2 Initiated project formats to be periodically realized within the subgroup of the UNESCO Cities of Literature 2016

Heidelberg UNESCO City of Literature introduced a new translation technique in the network of UNESCO Cities of Literature: As part of the **"Expedition Poetry"** three Heidelberg poets meet three colleagues in a different UNESCO City of Literature. In a one-week workshop, based on an existing interlinear translation, the authors translate their poems from one language into the other language with the assistance of an interpreter. Understanding that none of the partners involved is able to speak or understand the other language, this poetic communication process borders on a miracle. In this way, the poets get to know intensively and personally each other's culture, language, way of thinking, and poetry and henceforth have further translations of their own works. Finally, the poets present their translations in bilingual readings in both UNESCO Cities of Literature. If need be, a book publication will follow. In 2016, the first “Expedition Poetry Heidelberg – Prague” took place. In 2018, the project "Expedition Poetry Heidelberg – Granada" was carried out. The project is financed by the UNESCO Cities of Literature and, if need be by other partners.



©Christian Buck

In 2018, Heidelberg launched the program of a new artist's guest residence dedicated exclusively to writers from other UNESCO Cities of Literature. Every two years, a writer is invited to take up a three-month residency directly with Heidelberg. The selection of all applications for the call will be made by a jury of literary experts from the Heidelberg region. The first residence artist was the author Pippa Goldschmidt from Edinburgh, who in numerous



personal meetings with local writers and through three public readings established good contacts with Heidelberg's literary scene and could develop new literary works.

On occasion of the UNESCO World Day of Poetry 2018, Granada UNESCO City of Literature initiated concerted actions of all UNESCO Cities of Literature. Heidelberg took part in the campaign with **Public Readings in a Heidelberg Tram**, in which more than 17 Heidelberg authors read from their works with interim moderations over 4 hours. At Heidelberg's suggestion, the UNESCO City of Music Mannheim also participated through the Mannheim Cultural Office in the regional programme for the World Day of Poetry.



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5.3 Close project-related cooperation with one UNESCO Creative City

As part of the exhibition “**Ossip Mandelstam. Word and Destiny**”, catalogue and supporting programme (see point 4.4), Heidelberg has cooperated closely with Granada UNESCO City of Literature in 2015/16. All exhibition texts and catalogue texts were written bilingually (German-Spanish). Spanish authors and translators also participated in the 320-page catalogue and the exhibition has been shown in Heidelberg and after in Granada at the Centro Federico García Lorca. Joint book launches and exhibition openings have taken place in Heidelberg and Granada.

In December 2018, Heidelberg is combining literature with Urban Art for the first time in a new cross-sectoral project called “**The Book**” curated by Pascal Baumgärtner. On large-format sculptural wooden walls in the form of open books in public spaces, texts by contemporary artists from Heidelberg (hip hop duo "Stieber Twins," Poetry Slammer Philipp Herold, author Michael Buselmeier) and the Spanish poet Mónica Francés from Granada UNESCO City of Literature will be visualized in

graffiti technique and the visual language of Urban Art.

5.4 Strategic cooperation with one or more UNESCO Creative Cities

Event-related **delegation from Heidelberg Stakeholders** to other UNESCO Cities of Literature:

- Clemens Bellut, bookseller from Heidelberg, was sent to Barcelona in 2016 for St. Jordi's Day (UNESCO World Book Day, April 23) for the annual event "Books and Roses". He presented his report to all members of the Heidelberg Literary Parliament.

- Marion Tauschwitz, author and spokesperson for the writers of the Heidelberg UNESCO City of Literature, represented Heidelberg at the Prague Book Fair in 2017.

- Manfred Metzner, publisher and literary activist, was sent to Krakow for the 2018 Miłosz Festival with a literary networking program.

- Frank Barsch, author and literary mediator, was sent to Ulyanovsk for the German Cultural Days in 2018 to give workshops, readings, and lectures.

Heidelberg is intensifying its cooperation with the neighbouring city of Mannheim as a UNESCO City of Music in the context of the cultural development through the entire Rhine-Neckar region, with regard to the connection between music and literature and through the inclusion of the literary operators of Mannheim in the network of the UNESCO City of Literature.

In 2018, Heidelberg maintains an advisory partnership with UNESCO City of Literature Bucheon via Skype for the mutual exchange of experience within the partner project of the UNESCO Cities of Literature.

In addition to Krakow, Heidelberg has acted as a supporting partner in the exchange project “**Drop the mic**” (funded by the Nordic-Baltic Mobility Programme) of the UNESCO Cities of Literature Reykjavík and Tartu as well as Copenhagen with a mentoring of the other cities and artists to professional development of the Poetry Slam scene.

5.5 Online and displaying cooperation activities within the subgroup of the UNESCO Cities of Literature

UNESCO Cities of Literature regularly manage digital cooperation projects. Heidelberg



regularly participates in and also initiated online projects that transfer works, artists, know-how and even publishers and bookstores virtually from cities to other cities in a comparatively simple way and make the network in everyday life accessible far away from festivals and large-scale projects for the city society. These have included, for example, the annual "Summer Reading List of the UNESCO Cities of Literature" (2015, for the first time, Heidelberg initiative), "Postcards from ..." or "Love Your Bookshop Day" (Melbourne

initiative), digital cookbook of UNESCO Cities of Literature with literary quotes and suitable recipes (Dunedin initiative).

In addition, Heidelberg authors were present in other cities with their works in **exhibitions and actions in public spaces** (literary posters in Prague; Poetick in Dunedin; Reykjavík Reads 2016 & 2018; Multipoetry in Krakow; Music Dots in Melbourne; Literary Tram and Buses in Ulyanovsk and Tartu, and many more).

6. PROPOSED ACTION PLAN FOR THE COMING MID-TERM PERIOD OF FOUR YEARS

In order to achieve sustainable cultural development and the involvement of local and international stakeholders and artists, Heidelberg intends to continuously establish successful pilot projects and initiatives. In addition to important issues of cultural policy and cultural history, other, interdisciplinary and participatory programmes shall be launched to support the regional literary scene, the local cultural education, and international partners from other UNESCO Creative Cities.

Existing institutions and festivals in Heidelberg are to be preserved and the cultural and creative sectors promoted further.

Important anniversaries over the next four years, to which a wide range of local and international partners will be cooperating, will focus on the personalities of Karl Jaspers (2019), Friedrich Hölderlin (2020), Georg Wilhelm Friedrich Hegel (2020), which are important for Heidelberg and Friedrich Dürrenmatt (2020).



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6.1 Presentation of a maximum of three initiatives, programs or projects aimed at achieving the objectives of the Network locally

Together with the University of Music in Trossingen (Germany), the UNESCO City of Literature Heidelberg has initiated the creation of **radio play productions of texts by Heidelberg authors**: 9 Heidelberg authors together with students from the study field of "Sound Design" of the University are producing the radio plays, which are in the form of a CD and live radio play performances in a professional content and technical basis in cooperation with the Center for Art and Media Technology (ZKM) Karlsruhe until the summer of 2019.

In cooperation with the Municipal Office of Schools and Education, the Cultural Office of the City of Heidelberg is currently planning a **programme series on literarization and creative writing at Heidelberg primary schools**. In 2019, Heidelberg authors, together with the teaching staff of Heidelberg pupils aged 9 to 11, will be able to introduce their literary works in class on project days. On the basis of this personal engagement with work and author, the children are introduced to creative writing as a medium for expressing their own reality of life. The project will start at the two existing UNESCO project schools in Heidelberg (Tiefburgschule und Primary school of the International Comprehensive School Heidelberg). It is the wish to establish this offer as a continuous element at all Heidelberg primary school in the medium to long term.

The project "Shared Reading" (cf. 4.3) is to be gradually expanded, further facilitators will be increased by urban funding and additional groups will be formed. In the course of the strategic development of the "Shared Reading" format in the Federal Republic of Germany, the establishment of state centres is under discussion. Again, the UNESCO City of



Literature Heidelberg can take on a pilot function: The first **education and counseling center for shared reading** for the state of Baden-Württemberg is to be created in Heidelberg.

6.2 Presentation of a maximum of three initiatives, programs or projects aimed at achieving the objectives of the Network on an internationally level, particularly those involving other member cities in the Network

Following the example of the projects already carried out, the Heidelberg UNESCO City of Literature will continue to be ready for **coordination for international projects**, especially **cross-sectoral cooperation**, over the next four years. Heidelberg is willing to develop further projects which as many Creative Cities as possible involved, following

the pattern of "Poetic Encounters" (see point 5.1).

The **artist's residence for writers and translators from the network of UNESCO Cities of Literature** will continue in a biannual schedule. A **second residence program for translators** from the UNESCO Cities of Literature will be established in Heidelberg.

A continuation of the translators' workshop **"Expedition Poetry"** is also being considered.

The festival **"Heidelberg Literature Days"** will expand the integration of other UNESCO Creative Cities into the future events and strengthen the networking of the guests in the city society through the festival. 2 UNESCO Cities of Literature should ultimately be able to present their authors and institutions in Heidelberg at each festival edition.

6.3 Estimated annual budget for implementing the proposed action plan

The budget plan for the years 2019–2022 sums up to 3,086,387.66 Euro in total.

Not included in this sum is the regular institutional municipal funding for literary stakeholders or venues that offer also literary events in their regular program.

	2019	2020	2021	2022
Office/Staff/Travels/PR/City of Literature programs/ Overhead costs	€417,878.02	€422,462.99	€427,630.25	€432,400.46
Main Festival			min.	min.
Literary Days	€328,548.07	€328,548.07	€180,000.00	€180,000.00
Literary events by cultural department	€16,983.66	€16,983.66	€16,983.66	€16,983.66
Literary awards (1 annual, 2 triennial)	€42,000.00	€16,000.00	€16,000.00	€42,000.00
Municipal funding of singular projects by other literary stakeholders	€16,246.29	€16,246.29	€16,246.29	€16,246.29
Fund "KulturLabHD" (proportionate on literary projects)	€30,000.00	€30,000.00	€30,000.00	€30,000.00
Total expenditure on Literature	€851,656.04	€830,241.01	€686,860.20	€717,630.41

6.4 Plan for Communication and Awareness

In 2019, **the website of the Heidelberg UNESCO City of Literature** is to be re-launched in order to present the literary city of Heidelberg with all its stakeholders and the UCCN in a much more vivid and interactive manner.

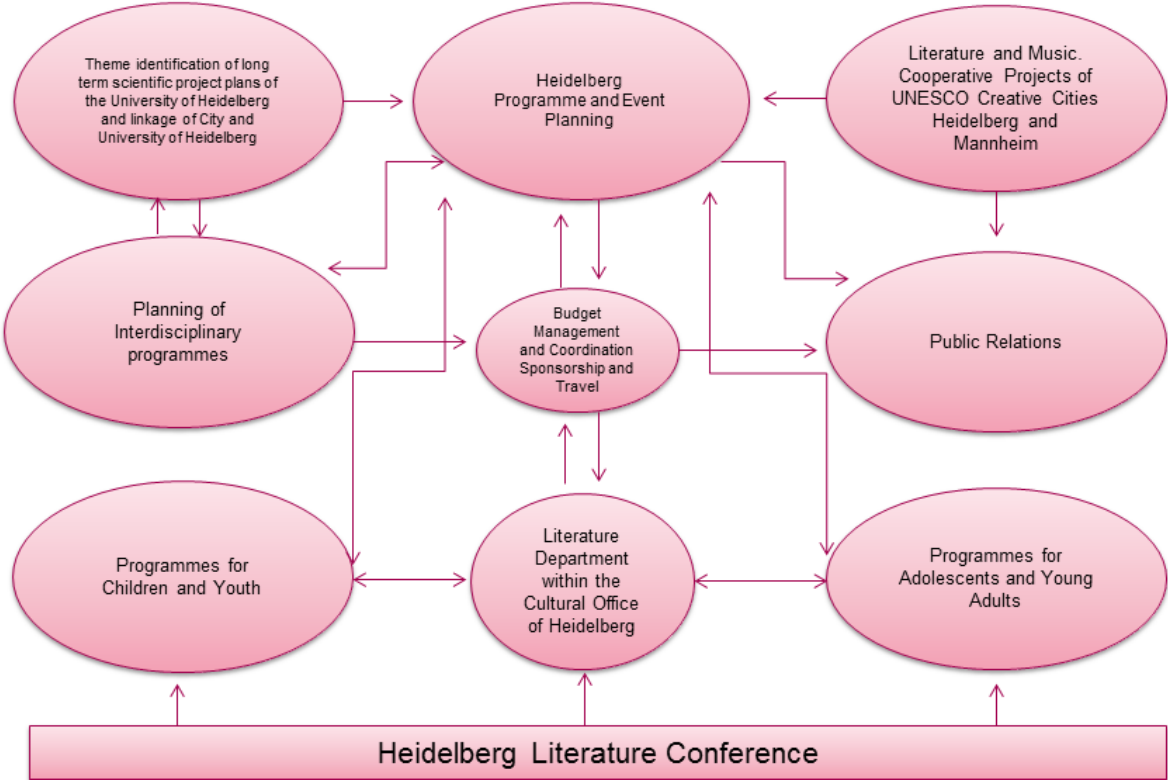
The newsletter and Facebook activities of Heidelberg UNESCO City of Literature will continue, supplemented by a Twitter channel and, if necessary, an Instagram account.

The intention is also to expand the systematic **dissemination of information** on the possibilities of the global network of **the UNESCO Cities of Literature at the annual Frankfurt Book Fair**, including the invitation programme of the Foreign Office of The Federal Republic of Germany for independent publishers from emerging markets.



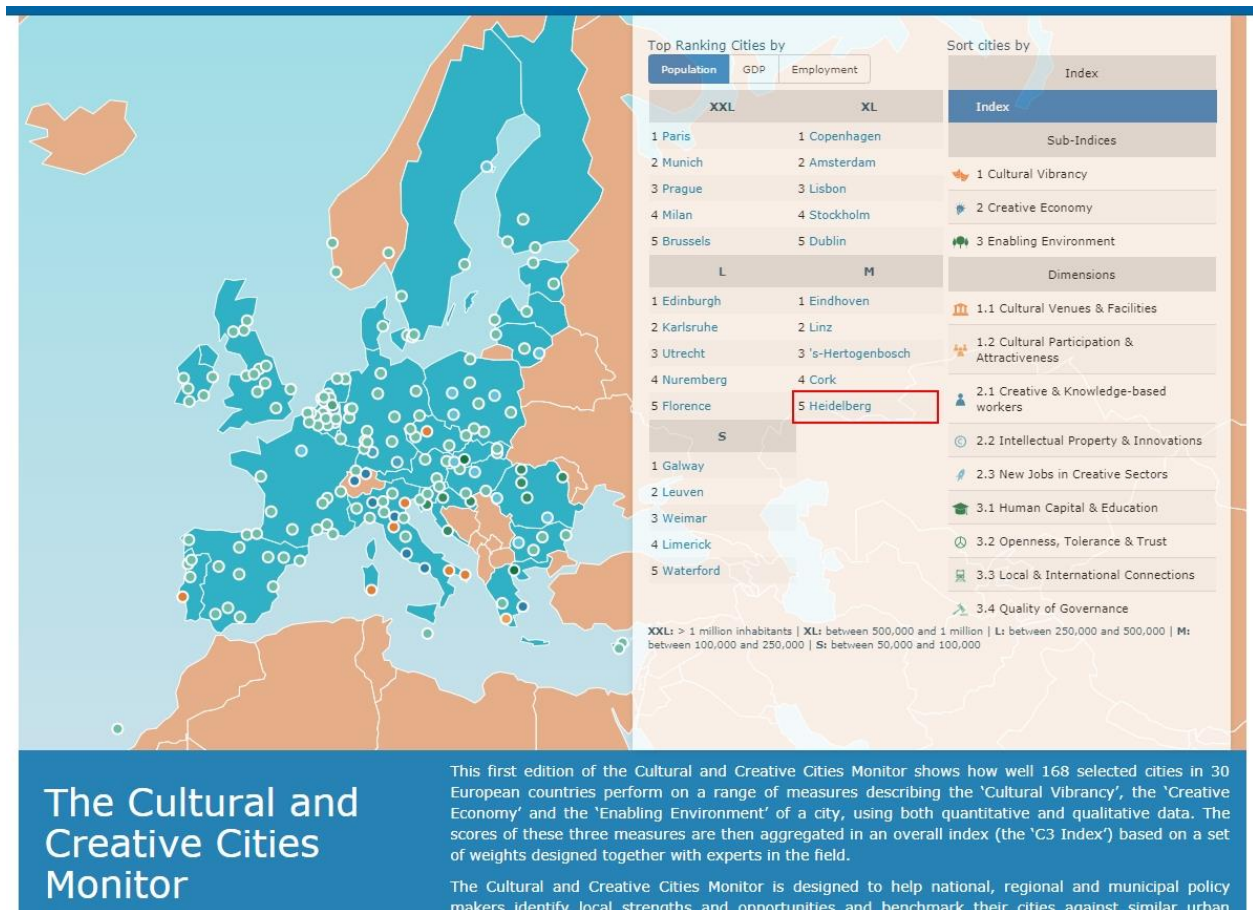
Appendices

Organisational structure Heidelberg UNESCO City of Literature



The Cultural and Creative Cities Monitor by the EU commission, 2017

Heidelberg on place 5 among 64 European cities of a population between 100.000 and 250.000 citizens



Source: <https://composite-indicators.jrc.ec.europa.eu/cultural-creative-cities-monitor/>



2nd State Report 2016 on the Protection and Promotion of the Diversity of Cultural Expressions

Source:

<https://www.auswaertiges-amt.de/de/aussenpolitik/internationale-organisationen/unesco>



Kapitel 1: Kulturpolitische Maßnahmen und Programme

Kapitel 1: Kulturpolitische Maßnahmen und Programme

Dieses Kapitel präsentiert beispielhaft zehn im Berichtszeitraum neu entstandene oder substantiell veränderte Aktivitäten und Programme, welche die Vielfalt kultureller Ausdrucksformen auf lokaler, regionaler Ebene oder bundesweit schützen und fördern. Soweit darüber Informationen verfügbar sind, werden Ergebnisse und die eingesetzten Ressourcen dargestellt. Von Interesse ist ferner, welche der Komponenten der kulturellen Wertschöpfungskette besonders im Mittelpunkt stehen.

Aus den eingereichten Materialien ergeben sich im Berichtszeitraum insbesondere in folgenden Bereichen: zahlreiche neue Akzente; Stadtentwicklung und kulturelle Teilhabe in der Stadtgesellschaft; Migration, Interkultur, Integration und Flucht; Stärkung der Rahmenbedingungen für unabhängige Künstlerinnen und Künstler sowie Kulturproduzentinnen und Kulturproduzenten; soziale Absicherung von selbstständigen Künstlerinnen und Künstlern sowie Publizistinnen und Publizisten; kulturelle Bildung und öffentliche Bibliotheken als Rückgrat kultureller Infrastruktur im digitalen Zeitalter sowie umfassende angelegte Kulturentwicklungskonzeptionen auf Landesebene.

1 Kreativität als Faktor der Stadtentwicklung	
Name der Maßnahme	1 Hannover UNESCO City of Music, seit 2014 („Mein Hannover 2030“) 2 Heidelberg UNESCO City of Literature, seit 2014
Hauptziele	Musik und Literatur für nachhaltige Stadtentwicklung nutzen: Innovation und Vernetzung, Künstler-austausch sowie Kooperationen – Profis und Laien – intensivieren, ausweiten und verstetigen
Hauptcharakteristikum	Ideen bzw. künstlerische Schöpfung Produktion Distribution und Vertrieb Kulturelle Beteiligung (Teilhabe)
Reichweite	Kommunal regional bzw. landesweit bundesweit international
Art	legislativ regulatorisch finanziell institutionell
Zielgruppen	Künstlerinnen und Künstler, Kulturproduzentinnen und Kulturproduzenten, Kulturträger, Kulturschaf-fende, kulturinteressierte Bürgerinnen und Bürger aller Lebensalter
Erwartete Ergebnisse	<ul style="list-style-type: none"> Musikalische und literarische Kreativität in der Stadtgesellschaft vernetzt und gefördert Innovation der Stadtentwicklung dynamisiert, Strategien, Ideen und Praxis ausgetauscht Künstlermobilität mit Hilfe des Netzes der Musik- und Literaturstädte intensiviert, ausgeweitet, verstetigt, regionale Künstlerinnen und Künstler einbezogen und gefördert
1 Hannover	<ul style="list-style-type: none"> Sound Design in Zusammenarbeit mit der Hörregion Hannover gezielt weiter entwickelt „Fête de la Musique“ 2016 als UNESCO City of Music ausgerichtet Neue Impulse für bestehende Festivals im Bereich Jazz, World Music, Klassik ermöglicht Netzwerk der UNESCO-Musikstädte durch Wissensplattform gestärkt
	http://www.unesco.org/creative-cities/hannover

Kapitel 1: Kulturpolitische Maßnahmen und Programme

2 Heidelberg	<ul style="list-style-type: none"> Literarisches Schaffen in der Region Heidelberg durch partizipative Projekte intensiviert Interdisziplinäre Zusammenarbeit der Künstlerinnen und Künstler und Kulturinstitutionen sowie mit der Universität gestärkt Wissen über die Literaturgeschichte Heidelbergs popularisiert Bewusstsein für Notwendigkeit des Übersetzens von deutschsprachiger Literatur in andere Sprachen erhöht, internationale Rezep-tion deutschsprachiger Literatur erhöht Internationales Netzwerktreffen der UNESCO Cities of Literature zum Wissensaustausch und für Planung von Kooperationspro-jekten realisiert
	http://www.heidelberg.de/hd/Lde/HD/Erleben/City-of-Literature.html
Umsetzender Akteur	1 Landeshauptstadt Hannover mit Fachpartnern 2 UNESCO City of Literature Heidelberg im Kulturamt der Stadt Heidelberg
Ressourcen	Heidelberg: 160.000 bis 200.000 EUR jährliche Sachmittel
NGOs/Privatektor	1 In der Region Hannover kooperieren u.a. Hochschulen, wie zum Beispiel die Medizinische Hoch-schule und Firmen wie Senzheiser 2 Universitäten und Hochschulen der Region Heidelberg, Literatur- und Kultureinrichtungen der Re-gion
Ergebnisse und Evaluation? Wenn ja, wichtigste Ergebnisse der Evaluation	Noch nicht, seit Dezember 2014 operativ
Maßnahme eingeführt/angepasst...	Um die Bestimmungen der Konvention umzusetzen Um kulturpolitische Ziele zu erreichen, die von den Zielsetzungen der Konvention mit anregt sind Aus sonstigen Gründen, die nicht in Bezug zu dieser UNESCO-Konvention stehen

2 Bürgerinitiativen für kulturelle Teilhabe in der Stadtgesellschaft	
Name der Maßnahme	1 Kulturlog; Bundesarbeitsgemeinschaft Kulturelle Teilhabe, KulturLeben Berlin – Schlüssel zur Kultur e.V. 2 Landefonds Kommunale Galerien Berlin, seit 2014, Preise für freie Projekträume und -initiativen, seit 2012
Hauptziele	Menschen mit wenig Geld durch persönliche Ansprache Kulturereignisse ermöglichen, Bürgerenga-gement für unabhängige Kunstorte honorieren, Vielfalt durch niedrigschwellige Angebote für Kunst vor Ort stärken
Hauptcharakteristikum	Ideen und künstlerische Schöpfung Produktion Distribution und Vertrieb Kulturelle Beteiligung und Teilhabe
Reichweite	Kommunal regional bzw. landesweit bundesweit international
Art	legislativ regulatorisch finanziell institutionell
Zielgruppen	1 Nichtbesucherinnen und -besucher von Kulturveranstaltungen, Kinder 2 Die aktive Künstlerschaft in den Berliner Bezirken, Bürgerinnen und Bürgern, Vereine



Heidelberg UNESCO City of Literature was nominated as „Germany’s most inspiring city” in 2016

“A walk through this most intellectual of cities will reveal bookshops, publishing houses and libraries around pretty much every corner. So it’s no surprise that the town was named UNESCO City of Literature in 2014.

Add to all this the city’s funicular railway, churches, museums, squares, parks and gardens, and it’s easy to see why Heidelberg is a perfect place for contemplation as well as inspiration.”

Source: <http://www.thelocal.de/20161117/heidelberg-is-germanys-most-inspiring-city>

#	Stadt									Inspirations-Ranking	Winterergebnis	Sommerergebnis
1	Miami USA	18.14	1.59	22.22	5.67	50.57	29.25	321.54	72.56	100.00	37.61	100.00
2	Brügge Belgien	15.25	5.08	13.55	16.94	2.54	2.54	0.85	8.47	71.95	73.65	55.24
3	San Francisco USA	15.15	1.04	11.56	5.67	26.36	12.95	1707.30	83.25	71.53	25.64	91.02
4	Bristol Vereinigtes Königreich	17.81	2.23	7.79	5.34	48.74	6.01	28.93	31.16	70.34	73.08	54.81
5	Reykjavik Island	10.74	2.30	13.81	23.02	17.65	2.30	49.10	7.67	68.83	100.00	32.86
6	Santiago de Compostela Spanien	8.33	6.25	16.65	11.45	4.16	5.20	10.41	10.41	68.08	43.55	75.74
7	Salzburg Österreich	12.06	0.67	16.75	14.74	18.09	5.36	10.72	73.72	63.37	94.51	34.99
8	Zürich Schweiz	1.77	5.81	10.10	14.65	13.38	6.06	100.50	148.98	63.05	89.61	38.49
9	Heidelberg Deutschland	18.10	1.94	13.57	10.99	5.82	1.29	18.10	58.17	59.85	88.46	37.63
10	Florenz Italien	12.07	3.94	10.76	10.50	6.30	3.15	9.97	102.35	58.90	21.11	87.63
11	Paris Frankreich	2.41	0.89	9.59	3.35	53.67	12.94	109.00	160.62	56.98	63.50	61.98
12	Helsinki Finnland	13.21	0.96	2.71	14.01	37.73	2.87	63.83	27.06	56.17	96.71	29.46
13	New Orleans USA	7.32	1.52	11.87	13.38	16.92	9.09	60.35	22.73	55.48	19.89	86.71
14	Chiang Mai Thailand	15.43	1.00	7.46	18.91	1.00	3.48	9.95	54.74	54.14	19.41	86.35
15	Barcelona Spanien	8.00	3.17	3.75	4.50	46.92	2.17	68.08	73.33	53.85	19.30	86.27

Source: www.travelbird.de

