



Designated
UNESCO Creative City
in 2015



UNESCO CREATIVE CITIES NETWORK

Membership Monitoring Report

TARTU UNESCO CITY OF LITERATURE 2015-2019

Life is hard in this town, but it's harder still to write about the town for people who don't live here. I do. And have survived. Maybe. But I love that town. With unbrushed teeth. Without a condom. Without love, with hatred, with myself. With the river that counts more than me. With alternating seasons that overwhelm me. A couple of days, a couple of girls and the Sky like a skeleton above it all. The face of this town has been perpetuated into my shoulder as stigma, a traffic light into death. A town which in its academic essence has promised to be more than a town, cannot be quite pure. The river flowing right in its middle, must wash something away. Although I don't understand why it should be us. The riverbanks standing firm as questions. There is always an opportunity in the flow of a river, although time has no mercy. There is no almighty name of God in a flow. But here I am, in this town named Tartu. Heavy is the sky of this town, so heavy that it seems impossible to write prose here.

*Hannes Varblane, poet
(Translated by Kersti Unt)*

1. Executive summary 3

2. General information 4

3. Contribution to the Network’s global management 5

4. Major initiatives implemented at the local level to achieve the objectives of the UCCN 6

4.1 Literature and urban space 6

4.2 Literary festivals, regular events and campaigns promoting reading 8

4.3 Improving the status of writers, supporting and acknowledging creative work in the field 10

4.4 Initiatives related to literary education and encouraging the reading habit of children and youth 11

5. Major initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN 12

5.1 Tartu City of Literature International Residency Program 12

5.2 Bus Poetry International 13

5.3 Drop the Mic 14

5.4 Cities of Literature - The Sound of Future: a multimedia presentation at Tartu International Literary Festival Prima Vista 2018 14

5.5 Participation in the joint projects and campaigns of UCCN 15

6. Proposed action plan for the forthcoming mid-term period of four years 16

6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally 16

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 17

6.3 Estimated annual budget for implementing the proposed action plan 19

6.4 Plan for communication and awareness 19

Appendix 20

1. EXECUTIVE SUMMARY

Tartu, widely recognised as the educational and intellectual capital of Estonia, is a city where an in-depth academic approach, traditions and heritage tend not to be in juxtaposition but rather in symbiosis with rebellious thought, youthful openness and spontaneous action. The poetic notion of time moving at a different pace in Tartu, the sometimes slow and dreamy, yet dynamic cultural atmosphere of the city has attracted intellectuals and evoked creative thought for centuries. Literature and the poetic mind have always had a special role in constituting this atmosphere and while being historically a city of cultural diversity, Tartu welcomed the designation as UNESCO City of Literature in 2015 as an opportunity to engage its unique cultural experience, literary heritage as well as the contemporary scene in international exchange of ideas, to learn from and collaborate with cities who value culture and creativity, and also to strengthen the local, as well as international, recognition of the city’s identity as a diverse literary hub.

The application process took several years in Tartu enabling the engagement of all literary organisations and institutions ensuring an infrastructural unity. Shortly after the designation, in early 2016 an agreement was signed between the Tartu City Government and Estonian Literary Society according to which the Society functions as the main coordinator and focal point for Tartu City of Literature. Although the Society is responsible for representing the city in the network, communicating with the partners, launching and coordinating several local and international projects, our view is that the designation and the identity of Tartu City of Literature belongs to the city in the widest sense possible and connects all writers and readers, the municipality, and the various organisations and institutions. The current report aims to reflect this approach by mapping projects and initiatives undertaken not only by the Society as Tartu City of Literature Office but by several actors in the literary field who very often also join forces.

Summarising the experience of the past four years, it can be noted that the literary scene in Tartu has become significantly more vibrant with the average of 30 literary events taking place per month at present - considering the population of the city, a notable

TABLE: the municipal support for literature-related projects 2016-2018

YEAR	2016	2017	2018	TOTAL
SUM	€ 36 200	€ 68 060	€ 64 120	€ 168 380
NUMBER OF PROJECTS	7	17	19	43

number. Although it is not entirely possible to outline the cause and effect relationship and distinguish the causes behind this kind of processes the UCCN membership is clearly one of them.

The stakeholders in the field feel more confident about their activities, there is a stronger nation-wide recognition of the city’s role and identity as an intellectual and cultural hub and a noticeably increased awareness of being included in a world-wide cultural discourse and therefore even more motivation to contribute.

The UCCN and especially the opportunity to work with the friendly and inspiring family of the Cities of Literature has presented a unique opportunity to significantly increase international collaboration in the field. The international projects such as residencies as well as performances and workshops by visiting guests have contributed to the diversity of the local literary scene and have also improved its accessibility, enabling foreigners in the city, especially international students to participate without a language barrier. The membership has also enabled us to introduce our writers and our rich literary heritage to other cultures and cities and although joint projects can sometimes be more challenging for cities representing the smaller languages, this challenge can be turned into an opportunity regarding translations - for Tartu it has become a dynamic driver for a more strategic approach towards translating Estonian literature (and in the UCCN context especially the works of authors from Tartu) into other languages.

Turning challenges into opportunities characterises the current strategic approach of the city on many levels. Already during the application process a committee of the representatives of many literary and educational institutions was summoned to outline the central objectives of Tartu as a City of Literature. These objectives were formulated as follows:

- 1) Encouraging and developing the reading habit, including educational programmes and the popularisation of reading and literature in a variety of ways
- 2) Developing the literary scene, extending the cooperation and partnerships between different cultural organisations and institutions; increasing the international reach and cooperation
- 3) Contributing to the development of creative writing, literary studies and translating
- 4) Protecting the freedom of speech and creative freedom
- 5) Supporting the diversity of the literary culture

The short-term City of Literature strategies, both the previous 3-year strategy (2017-2019) as well as the one for 2020-2024 (to be completed in January 2020) build on these five pillars. The strategy 2017-2019 focused on the following areas of action: increasing the

mobility of writers and organizers of literary events; building an environment that supports the diversity, sustainability and openness of the literary sector by finding balance between coordination and spontaneous thought; encouraging the reading habit in children and youth and their engagement in the literary scene; strengthening the connection between literature and the city space to popularise literature and enrich the urban environment; expanding the international reach of the literary scene of Tartu and increasing awareness about Estonian literature.

The main objectives and the City of Literature strategies are closely linked to the long-term strategic approach towards culture on the municipal level. Creativity is strongly integrated in the development strategy Tartu 2030: first created in 2006 and revised in 2015, the vision of the strategy interprets the development of Tartu as a city of intertwined unity of knowledge, entrepreneurship, modern environment, care, and creativity. Culture and creativity have been further strategically highlighted in the governance of the city with the Cultural Strategy for Tartu 2030 (KU30) approved by the City Council in 2018. The vision of KU30 envisages Tartu as a city working towards being an internationally attractive and intellectually inspiring city of exuberant creative industries, being open to new things and combining heritage with modern life, and being an inclusive city that is environmentally aware and has a strong sense of community. This strategic approach is directly linked to the great joint effort of the citizens of Tartu, the bid for the title of European Capital of Culture 2024 that resulted in being awarded the title in August 2019. The bid book and artistic concept prepared by the City Government in collaboration with numerous partners - individuals, organisations, enterprises and educational institutions - bears the title The Arts of Survival aiming to express the power of the arts in affecting Europe's future in three larger areas of life: environmentally friendly culture with a focus on real human communication, strong communities and essential skills for living and, indeed, survival in the coming years.

With the strategic vision and the future European Capital of Culture status strongly linked to the aims of Tartu City of Literature as well as the UCCN Mission Objectives and the Sustainable Development Goals, the City of Literature Office will work hard in the following years to build even stronger collaboration with partner cities within that context, highlight the UCCN membership in its initiatives, and, last but not least, foster greater inclusiveness. The spirit of the town where the sky, as the poet says, is so heavy that it seems impossible to write prose here is carried by its people - past, present, and future.

2. GENERAL INFORMATION

2.1 Name of city

TARTU

2.2 Country

ESTONIA

2.3 Creative field of designation

LITERATURE

2.4 Date of Designation

December 12th, 2015

2.5 Date of submission of the current report

December 31st, 2019

2.6 Entity responsible for the report

ESTONIAN LITERARY SOCIETY

2.7 Previous reports submitted and dates

N/A

2.8 Focal points of contact

Focal point for the management of the designation:

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Main contact person from Tartu City Government:

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Head of Culture Service
Department of Culture, Tartu City Government
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tartu.ee

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

Ostersund, Sweden, 2016
Enghien-les-Bains, France, 2017
Krakow, Poland, 2018
Fabriano, Italy, 2019

Cities of Literature Subnetwork Annual Meetings

Dublin, Ireland, 2016
Barcelona, Spain, 2017
Iowa City, USA, 2018
Norwich and Nottingham, UK, 2019

3.2 Hosting of a UCCN annual meeting and dates: 0

3.3 Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives: 0

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:

International conferences in Tartu

One of the biggest regular international literary conferences in Tartu is the biennial conference of the Estonian Association of Comparative Literature (ECLA). During the past four years two conferences have been organised by ECLA in cooperation with the University of Tartu:

- The 12th ECLA international conference Influence and Originality in Literary Creation in 2017
- The 13th ECLA international conference Current State of Literary Theory, Research and Criticism in (Non-"Centric") National Cultures

In 2017 the 28th European Meeting of Cultural Journals took place in Tartu. This meeting was organized by the European network of cultural journals Eurozine in cooperation with Eurozine partner journal Vikerkaar, the Institute of Social Studies at the University of Tartu and the Estonian cultural organisation SA Kultuurileht. 100 editors and intellectuals from Europe's leading cultural journals and the public participated in the event focusing, among other topics, the democratic pros and cons of the digital revolution.

Two international conferences of the Estonian Society for Digital Humanities have also been organised in Tartu. In 2017 Wikimedia Estonia, Estonian Society of Digital Humanities, CAA Estonia and several other partners organised a 2-day conference and 1-day graduate school seminar with the title „Open licenses, open content, open data: tools for developing digital humanities“. The event took place under the auspices of the Estonian Presidency of the Council of the EU and part of the conference was held at the Estonian Literary Museum. The 6th Estonian Digital Humanities Conference “Data, humanities & language: tools & applications” was held at the University of Tartu in 2018.

Participation in international conferences and meetings:

- Second UNESCO Creative Cities Beijing Summit (Beijing, China): June 2016

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*):

The mission and the activities of the UCCN are supported by Tartu via programming as well as via direct and in-kind promotional activities such as communication materials of Tartu City of Literature and promotion of the projects in the context of UCCN. Financial input also includes the costs of participation at UCCN Annual Meetings and the Cities of Literature meetings. In-kind support also includes evaluations of the applications for designation, participation in the subnetwork's working group Project Cooperation, communication and consultations with prospective cities (for example Viljandi and Leeuwarden who are now members of the UCCN) and contributions to the communication and information materials developed by the Cities of Literature such as the press pack of the subnetwork as well as the Welcome Guide designed for new members.

3.6 Membership of the Steering Group and period: 0

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

- 2017, number of applications: 13
- 2019, number of applications: 18

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

These initiatives are in line with SDGs 4; 5; 11; 13; 16

Numbers below the descriptions of initiatives refer to their link to the following objectives of the UCCN

1. making culture and creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society;
2. strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services;
3. improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality;
4. developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector;
5. integrating culture and creativity into local development strategies, policies and plans;
6. bolstering awareness-raising on the UCCP, as well as enhancing the impact of culture and creativity in sustainable urban development

4.1 LITERATURE AND URBAN SPACE

Jutupeatas / Story Stop

In 2018 the Republic of Estonia celebrated its 100th anniversary. Several people, institutions and organisations contributed to the celebration with a variety of projects and events. Jutupeatas / Story Stop is a gift from Tartu Public Library that partly is based on the library's long experience of connecting literature and places for the database Tartu In Fiction. Story Stop is a nationwide project that has resulted in 100 signboards placed all over the country linking literature and stories with the places they were inspired by. Each story is available in audio and text and is accessible on the webpage via the QR-codes on the signboards.

In line with UCCN objectives 2 and 3

Training program for City of Literature tour guides and guided tours with certified City of Literature guides

Aiming to offer diverse narratives and professional introduction of literary Tartu, the City Government in cooperation with Tartu Folk University launched a new program for tour guides in 2017 offering training to become a certified city of literature guide. Currently four guides are certified as City of Literature guides. At present there are 8 literature-related tours available, some of those also for international groups (in German, English or Swedish).

In line with UCCN objectives 2, 3 and 6

Development of the database Tartu in Fiction

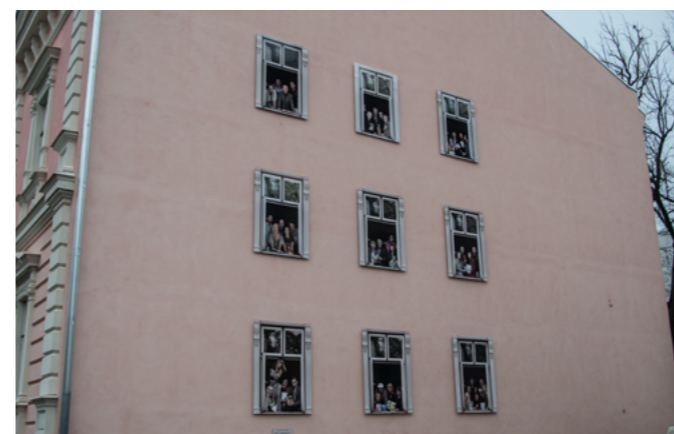
The database Tartu in Fiction compiled by the Tartu Public Library since 2005 is based on the idea of presenting Tartu through fiction. The database contains texts by mostly Estonian writers which describe Tartu, its people, places, historical landmarks and everyday life as well as the spirit of Tartu and its characteristic phenomena such as students, cafes, jackdaws or slum architecture. One can search it by names, book titles or keywords and find whole poems, fragments of prose and poetry, maps and pictures. The aim of the project is to preserve our cultural history, to create ties between mental and physical space and to help a student, researcher or local historian in finding and linking sources and data. A further goal is to introduce Estonian culture in other countries by compiling translated anthologies using the materials in the database. The database, as a valuable source of information and as a phenomenon connecting literary heritage with the urban environment, has inspired several further actions and initiatives including social media campaigns and books (two literary guides to Tartu based on the database were published in 2018) as well as the mobile application TartuFic developed in 2017 in cooperation between Tartu Public Library and the NPO Kohalugu. Implementing projects that expand the outreach of Tartu in Fiction and make the most of its potential will be part strategy of Tartu as UNESCO City of Literature for 2020–2024 as it also was for in for the previous 4 years.

In line with UCCN objectives 1, 2, and 3

Video-mapping literary Tartu

Inspired by similar experience of other Cities of Literature, especially that of the project Storymap in Dublin, Estonian Literary Society as Tartu City of Literature Office started recording literary videos in the urban space in 2015. First focused on writers reading their texts with specific places as motifs or sources of inspiration in the respective environments the project later also involved readings of older literary works as well as writers and cultural historians talking about writers and literary places. During four years 24 video clips have been recorded and although planned as a separate web platform initially the project will be connected to Tartu in Fiction database in early 2020 via Youtube links so that the videos will be integrated into the rich collection already available. The project will continue in 2020 with 10 new videos planned to record during one year and English subtitles added to a selection of existing and new videos.

In line with UCCN objectives 1, 2 and 3



Writers on the Wall. Photo: Alar Madisson

Photo exhibition Tartu Writers on the wall of the Estonian Literary Museum

Since early 2019 photos of 38 local writers are exhibited on the wall of the Estonian Literary Museum. The concept - wall exhibitions of photos where people look out of the windows and are visible to passersby, was created by the photographer of the Literary Museum, Alar Madisson over a decade ago and several such exhibitions either of cultural figures or academics enrich the public space of Tartu. The new exhibition is the first one to focus specifically on writers, including the three who have been awarded the City Writer scholarship so far. The exhibition will remain on the wall for seven years and might also be expanded in the near future.

In line with UCCN objectives 1, 2 and 3

Bus Poetry

In 2015 Estonian Literary Society launched the Bus Poetry project that introduces poetry on stickers in Tartu city buses. Bus Poetry places literary works in the everyday urban space, aiming to promote literature and reading as well as to make the everyday environment more meaningful and the public transport experience more attractive thus also encouraging the sustainable means of transport. Poems are displayed on stickers in the interior of city buses, the selection of authors and texts alternating regularly. Each selection features 10 different poems by different authors, the texts are selected by the Estonian Literary Society while the authors can also propose texts. Bus Poetry introduces the richness of Estonian poetry as well as texts in translation. In 2017 the poetry selection was dedicated to the UNESCO Cities of Literature introducing texts from 12 partner cities, 3 Cities of Literature were also included in the 2019 selection and the project will continue to involve the UCCN in the future. The project has received a warm welcome among the citizens and feedback has been very positive.

In line with UCCN objectives 1, 2 and 6



Bus poetry. Photo: Marja Unt

Tartu City of Literature Map

In 2017 a bilingual map of the literary Tartu was published as a result of collaboration between the Department of Culture of Tartu City Government and Estonian Literary Society. The map includes references to the main literary landmarks, museums, libraries and bookshops as well as a brief introduction of Tartu as a City of Literature and the UCCN. The map also includes some Tartu-themed reading recommendations. The map is available free of charge at the main cultural venues as well as online.

In line with UCCN objectives 2, 3 and 6

4.2 LITERARY FESTIVALS, REGULAR EVENTS AND CAMPAIGNS PROMOTING READING



Crazy Tartu x Luulur and Iso Pullo. Photo: Heleri Keeman

Festival Crazy Tartu

Hullunud Tartu / Crazy Tartu is an international interdisciplinary festival that takes place in November since 2010. The festival, initiated by the Estonian poet Jaan Malin and organised in cooperation with the Estonian Literary Society and the Estonian Writers' Union, brings together writers, poets, musicians and visual artists from all over Estonia and also from abroad. One of the aims of the festival is to offer to the audience as many unseen or unheard things as possible. Since the beginning there have been different venues for the festival: in 2010 it took place at the former psychoneurological hospital, in 2011 in the old anatomical theatre, in 2012 in the former printing house that houses now the Paper Museum, in 2013 - at the former church of the University of Tartu, in 2014 - at the house of Tartu New Theatre. In 2015 the festival took place parallelly with the European Poetry Slam Championship at Vilde restaurant and café. Since 2016 the festival has moved to more common event venues but still tries to use the space in uncommon ways as much as possible to evoke an inspiring sense of oddity. The festival offers a diverse and concentrated programme, combines spoken word, experimental and performance poetry with more traditional reading and creates an experience almost out of bounds in boundless November. The UCCN membership has helped to expand the international reach of the festival and further development plans include strengthening the collaboration by finding ways to include both writers as well as visual artists and musicians from the UCCN cities in the program.

In line with UCCN objectives 1, 2, 3, 4, and 6

Tartu International Literary Festival Prima Vista

Prima Vista, the biggest literary event in Tartu, is an international festival taking place annually. Initiated in 2004 as a joint venture of Tartu University Library, Tartu Public Library, Tartu Department of the Estonian Writers Union and Estonian Literary Society, Prima Vista has become a week-long cultural programme focused on literature but also involving other fields of art. The varied and creative programming makes it one of the most diverse festivals in Estonia. The aim of the festival is to promote literature, to enrich the cultural life in Estonia and also to introduce foreign literatures in order to support the building of cultural bridges between different cultural communities.

Presenting leading and emerging authors from Estonia and abroad and currently attracting an audience of about 10,000 people of all walks of life and age groups, the festival promotes literary practices as the centre for amalgamation of arts and as a powerful medium for mobilizing community initiatives. The festival's traditions include an annual main theme as a source of inspiration for the organizers and guests, a rotating choice of partner city, and a patron (a co-curating Estonian author contributing to the program), projects to inspire new stories and poems, book donation campaigns to improve the access to books for disadvantaged social groups (prison libraries, day centres for the elderly etc), an information search game for youth, a book fair and an open air library called Park Library. Over the past four years the festival has expanded its local network of partners and strengthened its international cooperation, including creative writing workshops mentored by international guests, collaboration with the guests of Tartu City of Literature residency program as well as guest authors from UNESCO Cities of Literature (for example Christine Dwyer Hickey from Dublin and Leanne Moden from Nottingham).

Prima Vista received the EFFE quality label for 2015–2016 and 2019–2020.

In line with UCCN objectives 1, 2, 3, 4, and 6

"Prima Vista is a festival of Tartu, it has the face of the city. It is organised by the best professionals in Tartu and with great dedication. I have seen it myself how it gets very busy already at Christmas time so that everything could be ready by spring."

Kristiina Ehin
writer

City of Literature Reading Recommendation

Launched very recently, in November 2019, the new campaign promoting reading is an initiative by the Department of Culture of Tartu City Government. Every month more and less known people in the city share their most recent inspiring reading experience and explain why they'd recommend the book to others. The recommendations are published on the city's website and shared in social media. The first recommendation was given by the current City Writer, Vahur Afanasjev, in December, the Mayor of Tartu, Urmas Klaas shared his recommendation.

In line with UCCN objectives 1, 3, and 6

Celebration of the World Poetry Day – a poetry tour in the city

In 2018 the UNESCO Cities of Literature, inspired by the experience of Granada City of Literature, launched the joint celebration of World Poetry Day on March 21st. Each city has had its own unique approach to the celebration and in Tartu a poetry tour in the city takes place - consecutive poetry readings at cafés and bars as well as in Tartu Public Library from noon until evening. The concept is in a way a 'poetry route' – the schedule and the order of the readings is related with logical movement routes in the city. Two or three poets perform at every venue and the audience as well as the performers themselves are encouraged to come along from one place to the next. In addition to writers, poetry is performed by high school students at an event at Tartu Public Library organised in cooperation with the Association of Estonian Language Teachers. The WPD celebration has contributed to raising awareness about the Poetry Day itself as well as the UCCN, and taking the events to cafés and bars has helped to integrate the private sector more into the literary scene of Tartu.

In line with UCCN objectives 1, 2, 3 and 6

Tartu Festival of Children's and Youth Literature

This festival is a new initiative launched in 2017 in cooperation between the Estonian Literary Society, Tartu Public Library and the Association of Estonian Language Teachers. Initiating and developing this festival was part of Tartu City of Literature Strategy 2017-2019. Although big literary festivals such as Prima Vista in Tartu also feature programs for children and youth, this new 4-day festival taking place annually in mid-October tries to build a rather diffe-

rent profile with the emphasis being on active participation, meaning that the program tries to offer as much as possible events that the children and youth put together or perform at themselves instead of just being the audience. The program also features meetings with writers (both Estonian authors and international guests), literary tours and games in the city etc. The central organising team cooperates closely with schools and teachers to get the students involved. The festival also organises a poetry slam and an open mic event for youth, events at the Public Library for primary school students, workshops for grown-ups on different topics related to literary education, and literary walks in the city. A writing competition is announced prior to the festival the jurors of which are formed of high school and university students. The festival aims to offer as informal, simple, and spontaneous an atmosphere as possible to make the young people feel more comfortable at the events and encourage them to be active participants.

In line with UCCN objectives 1, 2 and 3



Tartu Literature House. Photo: Toomas Liivamägi

The Program of Tartu Literature House

Since the UCCN designation Tartu Literature House, a literary centre owned jointly by Tartu Department of the Estonian Writers' Union and the Estonian Literary Society, has become noticeably more vibrant with both the owners as well as several other organisations based in the house contributing to the diverse public program the house offers all year round. Founded in late 2015, only a few weeks before Tartu was designated UNESCO City of Literature, the independent bookshop Utopia (Utopia) has played a significant role in enriching the events program in the house by hosting salons and discussion nights both on more general topics as well as with a focus on specific authors and books as well as monthly literary quiz nights. The bookshop has also become one of the key partners in many long-term projects. At the same time the regular Literary Tuesdays, a program run by Tartu Department of the

Estonian Writers Union, continues to be at the core of the Literature House programming, offering different types of literary events weekly. During other weekdays also several workshops and book presentations take place. Except for working meetings and some workshops that require pre-registration, all events at Tartu Literature House are open to the public and free of charge. With investment by the owners as well as Tartu City Government the conditions in the house have also noticeably improved and will continue to do so to support the concept of Tartu Literature House as a creative hub open to everybody where traditions and innovative ideas can meet and develop.

In line with UCCN objectives 1, 2, 3, 4 and 6



TarSlämm 2018. Photo: Uku Peterson

TarSlämm Poetry Slam Competition

The tradition of regular poetry slam competitions began around 2012 in Tartu, initiated and promoted by the poet Jaan Malin. The scene has been constantly evolving ever since and hosting the European Poetry Slam Championship in November 2015 significantly contributed to the experience of local organisers and performers. Currently organised by NPO Lavaluule TarSlämm has become the biggest poetry live show in Estonia with poetry slam nights taking place from autumn to spring at the restaurant-club Vilde ja Vine. The finale is organised during the Literary Festival Prima Vista. Over the years TarSlämm has built various international links, including participation in the international spoken word project Borderlines in Spring 2019. Foreign authors are often invited as guest performers, most of whom also lead a creative writing workshop during their visit. In Autumn 2018 the founder of poetry slam Marc Kelly Smith performed at TarSlämm and delivered a series of workshops as a result of collaboration between the organisers of TarSlämm and the Department of Cultural Research of the University of Tartu. The audience of the regular slam nights has grown from around 30 people to an average of 60 people.

In line with UCCN objectives 1, 2, 3, and 4

4.3 IMPROVING THE STATUS OF WRITERS, SUPPORTING AND ACKNOWLEDGING CREATIVE WORK IN THE FIELD

The City Writer Grant

Founded in 2016 by Tartu City Government in cooperation with Tartu Cultural Endowment, the one-year Tartu City Writer Grant is awarded to a writer engaged in the writing of fiction or nonfiction, who stimulates literary life in Tartu and helps to shape the city's reputation as an internationally recognised, literature friendly city. In order to apply for the Grant, one has to submit a vision of the role of Tartu City Writer to Tartu Cultural Endowment, which the applicant must be ready to perform after receiving the grant, and to provide an overview of their previous creative activities as well as future plans. The three grantees selected so far have been very vocal and active in the cultural (and not just cultural) scene of the city, each in their own style.

The first city writer, the renowned poet Kristiina Ehin, had a number of readings as well as talks during 2017 not only at cultural events but also at business and local government events giving a good example of how writers can be included in the society in a much more comprehensive way. The city writer in 2018, the children's author Mika Keränen decided to concentrate on schools meeting with school children all over the city as well as in the neighbouring regions. The current city writer, poet and prose author Vahur Afanasjev has a monthly column in the biggest local newspaper and he also focuses on bringing literary and other sectors closer such as creative technology and IT.

Since 2018 the Department of Culture of Tartu City Government coordinates video shoots with the City Writer at the end of every year to summarize their experience.

In line with UCCN objectives 1, 2 and 6



Tartu City Writer 2019 Vahur Afanasjev giving a reading recommendation. Photo: Kiur Kaasik

„I am happy that there are so many good writers in Tartu, their work contributes to the activities of Tartu as a City of Literature and the City Writer Grant gives them an opportunity to dedicate themselves to their work even more.“

Urmäs Klaas
Mayor of Tartu

Literary Awards

Several nationwide literary awards and competitions are either founded by local organisations, funded by the municipality or announced in Tartu, such as the Betti Alver Debut prize awarded by Tartu Department of Estonian Writers Union, the Gustav Suits Poetry award funded by Tartu Cultural Endowment and the First Step debut award founded by the literary festival Prima Vista. A new annual award for children's/ youth literature was announced in 2015 by Tartu City Government given every year to an author of an outstanding book for children or youth. Since 2017 the winner of the award is also one of the guests of honour at Tartu Children's and Youth Literature Festival. Although not founded in or by Tartu, several other literary awards have been established over the past 4 years that have connections to Tartu – for example the annual Ants Oras Literary Criticism Award founded in 2015 by the editors of Estonian cultural magazines and papers, is traditionally announced in Tartu.

Several writing competitions are organised for children and youth as well as adults every year, focused not only on poetry and fiction but also other genres of writing; notably, competitions of literary reviews such as the review competition Ulakass (Stray Cat) for schoolchildren and the review competition for youth organised for the first time in 2019 by the youth literary magazine Värskes Rõhk. Some competitions are experimental - in 2019 the international interdisciplinary festival Crazy Tartu announced yet another writing competition, a rather extraordinary one thus matching the name and profile of the festival – the writing competition called 5002 Characters invites participants to send fictional texts or essays of the length of exactly 5002 characters, the additional challenge being the requirement that all works have to be submitted in handwriting. The competition, while at first giving an impression of absurd rules, aims to highlight two very necessary skills – the skill to stay in specific limits while phrasing one's thoughts and ideas, and the ability to write by hand – something that is quickly decreasing in the context of contemporary technology. The first results will be announced in November 2020.

In line with UCCN objective 2

4.4 INITIATIVES RELATED TO LITERARY EDUCATION AND ENCOURAGING THE READING HABIT OF CHILDREN AND YOUTH

Writers To Schools

Since 2015 the City Government offers support to the schools of Tartu to invite writers to perform. Every year each municipal school can use the support measure to invite one writer, literary critic or translator. The program is coordinated by the City Government in cooperation with Tartu Department of the Estonian Writers Union who acts as an advisory party for schools and teachers to help them select the performers and get in touch with the writers.

In line with UCCN objectives 1 and 3.



German writer Dorothea Flechsig at Tartu Children's Literature Festival 2019. Photo: Annika Aas

Book as a gift

In 2017 the City Government initiated a new tradition - every year the city gives a free book - that of the same year's winner of Tartu Children's Literature Award - to all students of the age group that corresponds to the main target audience of the book. The books are distributed during Tartu Festival of Children's and Youth Literature, some of them given to the students personally by the Mayor during the opening ceremony of the festival.

In line with UCCN objectives 1 and 3

The course Phenomenological Tartu at the University of Tartu

In 2016 a new MA-level course The Phenomenological Tartu was developed at the University of Tartu to introduce the various possibilities for researching the sense of place using the methods of various disciplines based on the example of Tartu. The course deals with the history and story of place as they apply to Tartu and the University of Tartu, through the learning of various fields of activity. Vividly demonstrating how various disciplines can be used to examine the same subject, the course is taught by lecturers from different departments and includes also a cartography workshop conducted by a specialist from the biggest Estonian map publisher Regio, a Tartu City of Literature tour with the focal point coordinator as well as analyses of the several cultural and fictional layers of the history of Tartu. By now the course has been taught twice and 62 students have participated altogether.

In line with UCCN objectives 1, 4 and 5



University of Tartu. Photo: Marja Unt

Free literary training seminars for kindergarten teachers

In order to improve the literary knowledge of kindergarten teachers an annual training seminar takes place since 2015; every kindergarten in the city can send one person free of charge each year. The training aims to support and advise the teachers in their work on teaching children to read. The training is organised by the Cultural Department of Tartu City Government and the Estonian Children's Literature Centre.

In line with UCCN objectives 1 and 3

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

These initiatives are in line with SDGs 4; 5; 11; 13; 16; 17

5.1 Tartu City of Literature International Residency Program

Launched in 2017, the program is open to all writers and translators (translating from Estonian to other languages) from across the world, who meet the criteria. Since 2018 two residents per year are hosted - one in spring and one in autumn. The program offers a 2-month stay at the house of the former Karl Ristikivi Museum, a scholarship and compensation of travel costs, an opportunity to visit places and perform at venues in other cities and a contact person who is responsible for making arrangements for performances, meetings and tours and helps to make contacts in the local literary scene. In spring the resident is invited to participate and perform at Tartu International Literary Festival Prima Vista; in autumn the central partner festival of the program is the Interdisciplinary Festival Crazy Tartu. From 2017-2019 Tartu has hosted 5 residents: Andrej Tomažin from Slovenia, Darran Anderson from Ireland, Gabi Csutak from Hungary, Ron Whitehead from USA, and Andy Willoughby from UK.

The number of applications for every call has been steadily growing since 2018 (number of applications per call: 2017 - 19; 2018 I - 18; 2018 II - 21; 2019 I - 23; 2019 II - 32) and there have been applicants from all continents of the world. Although the program is not designed exclusively for Cities of Literature or UCCN in general, the impact of spreading the information about calls can be seen in the percentage of applicants either from or closely connected to UNESCO Cities of Literature - the average of 30% per each call. Among them are also two of the selected residents - Andrej Tomažin from Lviv City of Literature and Darran Anderson who has lived long-term in Edinburgh City of Literature.

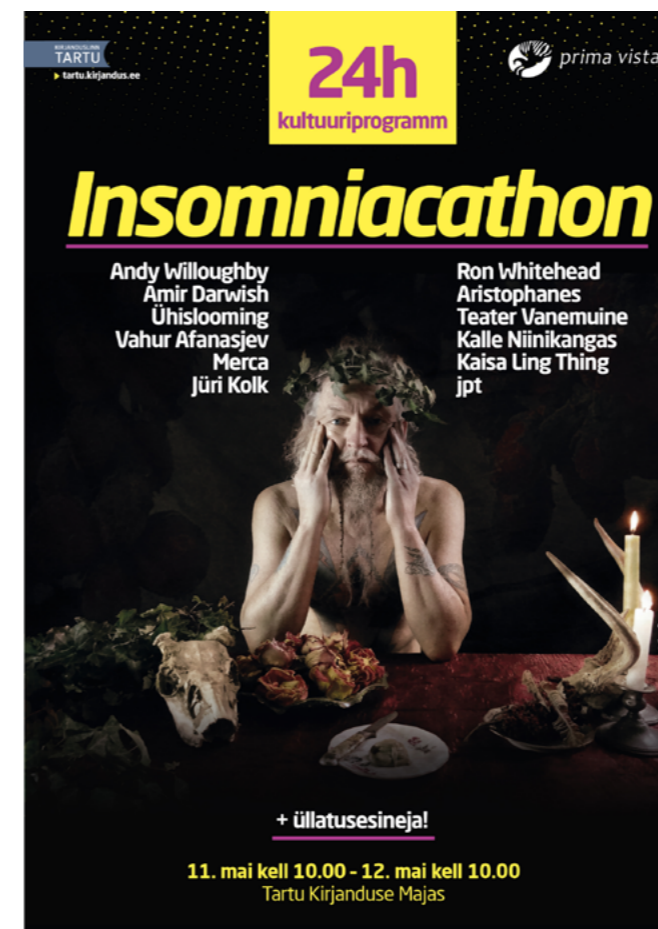
In addition to performances, meetings with the public connections made between the residents and the local literary sector, the impact of the program includes two books currently in the translation process to be published in Estonia (a poetry collection by Andrej Tomažin and a bilingual poetry book by Ron Whitehead) and a new type of event practised by the literary festival Prima Vista - a 24-hour collaborative

arts program Insomniacathon introduced and first produced in Tartu by Ron Whitehead. Tartu City of Literature Residency Program continues to aim at forging long-lasting relationships with the guests of the program, enhancing translation opportunities, and being open to innovative ideas the residencies can bring forth.

In line with UCCN objectives 1, 2, 4 and 6

„The Tartu City of Literature Writer's Residency was a wonderful opportunity to be able to work in an inspiring space at the Ristikivi Museum whilst also gathering new material from the rich cultural life and resources of the city. I was able to work on my next collection, connect deeply to the Estonian literary tradition and also develop the performing and teaching aspects of my practice“

Andy Willoughby
writer-in-residence in Tartu in Autumn 2019



Insomniacathon 2019 poster, design Lilian Mengel.

5.2 Bus Poetry International

The project Bus Poetry launched by the Estonian Literary Society in 2015 became a platform for introducing works by writers from UNESCO Cities of Literature during 2017-2018. Each city was asked to propose a poem (maximum 20 lines) by a writer related to their city and arrange a license agreement with the author. The translations into Estonian were made by Estonian translators (all translations from the original language). With 12 cities participating, the citizens of Tartu had the opportunity to read the works of the following authors:

Husam Al-Sarray
Baghdad (translated by Amar Annus)

Joan Oliver/Pere Quart
Barcelona (translated by Jüri Talvet)

Kerrie O' Brien
Dublin (translated by Kersti Unt)

Wiebke Hartmann
Heidelberg (translated by Maarja Kangro)

Anna Świrszczyńska
Krakow (translated by Hendrik Lindepuu)

Nataša Velikonja
Ljubljana (translated by Rauno Alliksaar)

Bohdan Ihor Antonych
Lviv (translated by Maarja Kangro)

Lisa Gorton
Melbourne (translated by Kersti Unt)

Bragi Olafsson
Reykjavik (translated by Lemme-Linda Saukas)

Ari Yasan
Ulyanovsk (translated by Kersti Unt)

Viktor Špaček
Prague (translated by Rauno Alliksaar)

Diane Brown
Dunedin (translated by Kersti Unt)

In 2018 three more poems from the Cities of Literature were included in a new selection, written by:

Alan Spence
Edinburgh (translated by Kersti Unt)

Bridie Squires and Georgina Wilding
Nottingham (translated by Kersti Unt)

AHN Keum-ja
Bucheon (translated by Kersti Unt)

In line with UCCN objectives 1, 2, 4 and 6



5.3 Drop the Mic



The mobility project Drop the Mic – Nordic-Baltic Poetry Slam Network was initiated in 2016 by Reykjavik, Krakow and Tartu Cities of Literature with the participation of Heidelberg City of Literature and a poetry slam organization in Copenhagen, Denmark. The first stage of the project ran from September 2016 – September 2017, aimed to engage the overlapping worlds of songwriting and poetry in an effort to advance participative literary arts; integrate communities; increase social and cultural understanding; engage youth and build a strong international community of poets and event organizers; and create a sustainable Nordic-Baltic network for knowledge/ talent exchange & mentorship via slam poetry. Five meetings took place in different cities and there were five participants altogether from Tartu. The second phase began in 2018 with the newly designated Lillehammer City of Literature as the fifth partner in addition to Tartu, Reykjavik, Krakow, and Heidelberg. This phase has been planned as a 3-year program and with a more comprehensive profile compared to the first one - the program engages very different styles of poetry and verbal performance and encourages the interdisciplinary interplay of poetry with spoken word, slam, rap and hip-hop, and songwriting. So far emerging authors from Tartu, Reykjavik, and Lillehammer, two from each city per meeting, have participated in 4 meetings - one in Tartu, one in Krakow and two in Reykjavik; the meeting in Tartu resulted in a performance of the participants at the literature festival Prima Vista. Both stages of the project have been supported by the Nordic Culture Point.

In line with UCCN objectives 2, 4 and 6



Drop the Mic participants 2019

“Drop the Mic has been an motivating experience supporting both personal creative development and collaboration of the participants. It has offered international collaboration and performance experience and helped to connect with creative professionals in different cultures.”

Kaisa Kuslapuu

participant in the programme since 2018

5.4 Cities of Literature - The Sound of Future: a multimedia presentation at Tartu International Literary Festival Prima Vista 2018



Prima Vista 2018 visual

In 2018 Tartu International Literary Festival Prima Vista invited UNESCO Cities of Literature to be featured in the multimedia presentation The Sound of The Future that was part of the opening ceremony of the festival (the title matching the main theme of Prima Vista 2018). The partners were asked to send either a short video clip of a writer or literary figure reading a passage/poem related to the theme; or a future-themed quote by an author from the respective city in writing or video; and photo materials about their current or completed projects. The presentation was integrated into the opening show and shown between speeches with all 27 partner cities represented via photos and logos and a number of them also in video clips. The visual design was made by Lilian Mengel, the head of design of the festival, and sound design by Berk Vaher, member of the board of Prima Vista. The opening show was broadcast live on University of Tartu Television and the materials have been preserved for possible future development into a separate Cities of Literature presentation. The presentation helped to grow local awareness about the UCCN and the individual Cities of Literature and also contributed to the interpretation of the Network's activities in the context of future.

In line with UCCN objectives 1, 2 and 6

5.5 Participation in the joint projects and campaigns of UCCN

Over the past four years Tartu City of Literature has participated in several joint projects initiated by other Cities of Literature, including the following initiatives.

Inspired by Granada City of Literature, the Cities of Literature have **jointly celebrated World Poetry Day** since 2018. The cities organise different events and share each other's information and photos in social media during the day, a joint international press release describing the events in each city is also issued prior to the event.

Reykjavik City of Literature organised exhibitions **Reykjavik Reads in 2016 and Read the World in Reykjavik in 2018** that introduced authors and texts from Cities of Literature. Tartu participated in both with poems and introductions of local poets Timo Maran and Hannes Varblane.

Initiated by **Melbourne City of Literature** the project **Slam-O-Vision**, a spoken word version of Eurovision took place for the first time in 2019. Poets from 8 Cities of Literature competed via videos that were uploaded on a dedicated website, the participating cities give their votes by the end of August and the inaugural Slam-O-Vision Champion - Babs Gons from Utrecht - was revealed on Friday, September 6th during Melbourne Writers Festival. Tartu was represented by Maris Pedaja, the winner of Tartu Poetry Slam „TarSlämm“ 2019. Her poem that entered the competition, „Skin and Fleas“ was part of the international project „Borderlines“.

In 2018, Tartu had the opportunity to be a partner of the project **Re:Vision** - a program of workshops that were run by the Critical Poetics Research Group at Nottingham Trent University, in collaboration with **Nottingham UNESCO City of Literature**. In November 2018, Joanne Dixon from Nottingham Trent University delivered a research-led creative-critical writing workshop in Tartu. The workshop reached a variety of writers, aged from 18 to 65, and included participants whose first languages were Estonian, Hungarian and Finnish. It included reading and discussion of short works of literature, philosophy and critical texts, consideration of art and other objects, and creative writing exercises. The workshop was followed by an online mentoring course that in turn resulted in a new publication *Writing the Contemporary: Poetry and Postcards from UNESCO Cities of Literature* (Trent Editions, 2019) where two authors from Tartu workshop are featured - an emerging author Piret Põldver and the Hungarian writer Gabi Csutak who was the writer-in-residence in Tartu at the time. The workshop took place during the international festival Crazy Tartu and as a poet, Joanne Dixon also performed at the festival.

Tartu has had the honour to participate in two international **delegate programs** organised by our partner cities. In December 2018 **Krakow City of Literature** organised the delegate program **Connect**, which brought together cultural managers to Krakow for a week of exchange, learning and networking. Tartu was represented by Berk Vaher, the director of Tartu Department of the Estonian Writers Union. In September 2019 **Melbourne City of Literature** in collaboration with Melbourne Writers Festival hosted an international **meeting of literary programmers** where Tartu was represented by Annika Aas, the chair of the board of Tartu International Literary Festival Prima Vista.

Several collaborative projects have been linked to the UCCN Annual Meetings. In 2017, the Cities of Literature were introduced at an exhibition **GéoPoétique during the UCCN Annual Meeting in Enghien-les-Bains**. Tartu was represented at the exhibition by a quote from the renowned local author Mehis Heinsaar. In 2018 **Heidelberg City of Literature** and **Fabriano City of Crafts and Folk Art** collaborated to produce a specially bound and printed anthology celebrating literature and its vital place in world culture. 51 poets from 28 Cities of Literature are featured in this unique book. All texts have been written or printed on handcrafted, folio-sized paper from Fabriano UNESCO City of Crafts and Folk Art. The paper was sent from Fabriano via Heidelberg to all UNESCO Cities of Literature worldwide and, after being filled with literary works, was sent all the way back to Fabriano where the book has been bound. The book was gifted to the Mayors of **Krakow** and **Katowice** by the mayors of Heidelberg and Fabriano at a special presentation during the XII annual meeting of the UNESCO Creative Cities Network. From Tartu, poets Hasso Krull and Maarja Pärtna wrote a literary piece of art in Estonian on the Fabriano paper for the anthology. During the Krakow and Katowice meeting, **Krakow City of Literature** also coordinated the project **Multipoetry** that involved poetry projections in Krakow city center, Tartu was represented with an excerpt from a poem by the poet Indrek Hirv. During the 2019 annual meeting in Fabriano, the **Cities of Literature pavilion** was designed using photo and video materials from the cities; the input from Tartu consisted photos of highlight events, a video of Tartu Poetry Slam competition and a video of Tartu City Writer 2018, Mika Keränen.

Tartu has also taken part in several online campaigns of the Cities of Literature such as the **Summer Reading List** social media campaign (2016-2018), **recommendations of Children's books** during the World Literacy Day and other book promotion activities.

In line with UCCN objectives 1, 2, 3, 4 and 6

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

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

1 City of Literature blog and podcasts

Project description: In December 2019 Tartu City of Literature launched a dedicated blog that publishes information, essays, interviews and other texts related to the local literary scene, authors, works, and the activities of the network. Special attention will be given to interdisciplinary art and events. Additionally, a series of audio podcasts will be recorded - interviews with local or visiting authors (for example the guests of residency programs), critics, translators, literary scholars.

Objectives: The blog and the podcasts aim to reflect the current literary processes as well as discuss global challenges, including the ways to achieve the SDGs, in the context of creativity, humanities and critical thinking. The project will provide feedback to event organisers - while literary festivals and other major events have several strategies to gain media coverage prior to the events there is a noticeable lack of professional feedback which the blog will help to compensate via event reviews and posts of impressions. By offering diverse quality content the project also helps to reach different target audiences, including the young generation as well as education professionals as the audio materials, for example, can also be used in teaching. One of the challenges for many UCCN cities is raising public awareness of the network, its mission and the activities of the members. We believe that addition to public campaigns and media communication awareness can be increased by offering quality content while highlighting Tartu as a City of Literature and the mission of the UCCN.

Stakeholders: The project will be implemented by Estonian Literary Society in partnership with several other organisations such as Tartu Department of the Estonian Writers Union, bookshop Utopia, literary festival Prima Vista, local writers, critics, translators, scholars, and publishers. The existing partnership with the Department of Cultural Research of the University of Tartu that presents Estonian Literary Society as one of the main centres of apprenticeship for the students of literature will be developed further by engaging the students in conducting interviews and writing texts for the blog.

Beneficiaries: the citizens of Tartu, including writers, publishers, teachers, students.

Expected results: a quality literary blog with continuously growing amount of content and increasing number of followers; increased public awareness of the UCCN and the city's identity as a City of Literature; better feedback for the organisers of literary events.

In line with UCCN objectives 2, 3, 4 and 6



2 Our Favourite Quotes

Project description: Bringing literary works into the public space to promote writers and reading as well as to make the everyday urban space more meaningful and thought-provoking is an important part of Tartu's strategy as a City of Literature. In addition to the Bus Poetry a new project will be launched in 2020 - Our Favourite Quotes is a simple initiative that includes displaying quotes from literary works on LED-technology light pads that will be put on the windows of various buildings in the city. The core idea of this project is inclusiveness - using a contact form on the City of Literature website everyone can suggest the quotes they think should be written on the pads and the coordinators will select from these suggestions. The quotes will be replaced every 3 months and a calligrapher will be included in the project to write the texts on the tabs. A project manager will be hired whose tasks include managing the suggestions for quotes and contacting the authors to reach an agreement on publishing the quotes.

Objectives: In addition to promoting literature and contributing to the dynamism of the urban space the project also aims to increase the inclusion of the citizens in the cultural scene. The opportunity to participate also helps to make people more aware of the city's identity as a City of Literature.

Stakeholders: Estonian Literary Society will be the coordinator of the project; all citizens who potentially contribute to the project by suggesting quotes, can be seen as stakeholders as well as the authors whose quotes will be displayed.

Beneficiaries: citizens of Tartu, authors of the quotes.

Expected results: culturally attractive urban space, public interest in the works of authors whose quotes are displayed, increased inclusion of the citizens in literary activities, increased awareness of the identity of the city as a City of Literature and the UCCN

In line with UCCN objectives 1, 2, 3 and 6

3 Celebrating International Literacy Day

The Project Cooperation working group of the Cities of Literature has developed a strategy for collaborative projects outlining the main areas of action, including joint celebration of international days related to literature. International Literacy Day will be jointly celebrated in the Cities of Literature starting from 2020 and as with World Poetry Day celebration, each city will choose its own way organising it. While Estonia ranks among the highest in the world for basic literacy, there are other types of literacy that can still be seen as a challenge, including media literacy, critical literacy, and information literacy. Socially vulnerable groups also need attention. Starting from 2020 Tartu plans to celebrate the International Literacy Day with several projects aimed at different target audiences; these projects include readings at day centres for the elderly and the children's hospital as well as literary salons that focus on storytelling skills, media literacy, digital literacy and information literacy. Local schools will also be engaged with the Association of Estonian Language Teachers as one of the key partners.

Objectives: Celebrating International Literacy Day will highlight the importance of literacy; the aim of the literacy-related projects is to increase the awareness of the various types of literacy and improve people's skills.

Stakeholders: the projects will be implemented by different stakeholders - the Department of Culture of the City Government will look for ways to collaborate with social institutions, Estonian Literary Society and Tartu Department of the Estonian Writers Union will organise events at Tartu Literature House and the Association of Estonian Language Teachers will coordinate Literacy Day celebrations at schools.

Beneficiaries: the citizens of Tartu and the partner institutions

Expected results: more attention to different types of literacy, improved literacy skills, increased awareness about the SDGs, the UCCN membership and the activities of Cities of Literature

In line with UCCN objectives 1,3 and 6

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

1 Development of the residencies and other mobility projects

Project description: Tartu City of Literature will continue with the existing residency program as well as the mobility project Drop The Mic and will develop additional residency/mobility opportunities, including writers exchanges with partner cities. An exchange program is already planned for 2020 with Norwich City of Literature - in March Norwich will host a writer from Tartu for one month and Tartu will host a writer from Norwich in May.

The existing residency program has been open to writers as well as translators who translate Estonian literature into other languages. Based on the results of the previous calls the City of Literature working group has come to the conclusion that a separate program for translators needs to be developed. The working group aims to outline the details of this new program during 2020 so that it could be launched in 2021.

The development of mobility opportunities also includes collaboration with Tartu International Literature Festival Prima Vista to offer the festival as a platform for micro-meetings of the Cities of Literature delegates. Starting from 2020 an official invitation will be sent to the focal points of the Cities of Literature prior to the festival. During the festival the visiting representatives have an opportunity to observe the festival and participate in working meetings with the local literary organisations. In collaboration with the Department of Culture of Tartu City Government, the festival will also include a Cities of Literature themed event of the series Culture Compass, the capacity building forum for cultural managers, entrepreneurs and others that facilitates experience sharing.

Objectives: Expansion of the international collaboration is one of the key objectives in Tartu City of Literature strategy for 2020-2024. UCCN membership as well as the forthcoming European Capital of Culture year 2024 are a context where special attention needs to be paid to supporting mobility and providing opportunities for exchange of ideas and experience. Development of the residency/mobility programs aims to have a noticeable impact on the following areas of action included in the UCCN Mission Statement:

- sharing experiences, knowledge and best practices;
- professional and artistic exchange programmes and networks

Stakeholders: Estonian Literary Society as the City of Literature focal point will coordinate the residency and mobility projects in cooperation with several partners, including Tartu Department of the Estonian Writers Union, literary festival Prima Vista, and the Department of Culture of Tartu City Government.

Beneficiaries: writers, translators, members of UNESCO Cities of Literature subnetwork.

Expected results: a vibrant international literary scene with various mobility opportunities for both local and foreign writers, translators and other literary professionals; partnerships between organisations and cities; increased local audience participating in international literary events (readings, workshops, discussions).

In line with UCCN objectives 1, 2, 3, 4, 5 and 6

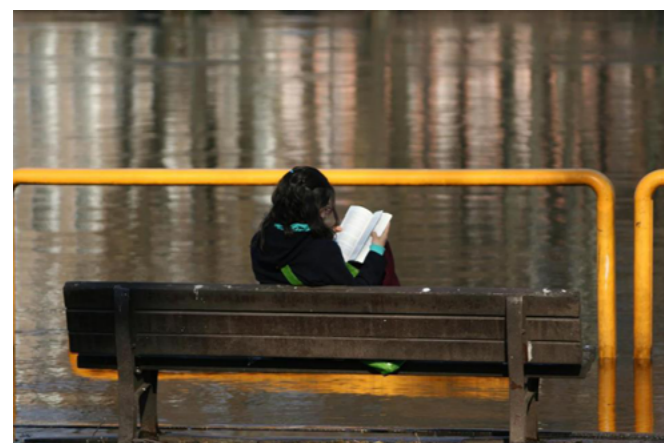


Photo: Lilian Lukka

2 A Journey Through 7 Cities - The UCCN collaborative artwork

Project description: Tartu City of Literature wishes to initiate a new collaborative project with a working title A Journey Through 7 Cities. The idea of the project is that the creation of an interdisciplinary artwork based on the principle similar to that of a chain poem: a poem from a City of Literature will be sent to a city of another cluster, then from there to a city from the next cluster etc. Each participating city will find an artist to interpret the work and add a 'layer' in their own field until there are 'layers' or interpretations of the work in all 7 fields the UCCN covers. For example, a City of Music has a musician create a song based on a poem, a City of Design can look for ways to integrate the poem or the poem and the song into an installation in urban space or create a new design product. The participating cities and artists are free to choose their own approach. The results of the project will be exhibited depending on the type of interpretations in each city (online channels, at exhibitions and events etc). The pilot project - the first chain, involving 7 cities will be launched in 2021;

pre-coordination, including finding the first partner cities, will take place in 2020. The project will also be linked to the SDGs with each chain focusing on one of them thematically.

Objectives: The objectives include contributing to the global culture by inspiring new works of art; strengthening the connections between the cities in the UCCN as well as increasing public awareness of the network; offering the creators in each cluster an opportunity to link their work to international collaboration, and highlighting the SDGs and the role of creativity in achieving them.

Stakeholders: focal points, possible partner organisations and the creative professionals from UCCN cities.

Beneficiaries: the general public, creative professionals, the UCCN, all organisations working in line with the SDGs and the objectives of the UCCN and wishing to use the results of the project in their work.

Expected results: new works of art representing the value of creativity and interdisciplinary collaboration, stronger links between UCCN cities of different clusters and artists of different fields, greater awareness of the network, its mission and the SDGs.

In line with UCCN objectives 1, 2, 4 and 6

3 Bring Your Own Utopia/Dystopia - a project within the framework of Tartu European Capital of Culture

Project description: To explore the creative potential of utopias and dystopias, Tartu invites authors from its sister cities in the Cities of Literature network to think about landmarks and spaces in their city that may be perceived as utopian or dystopian. Tartu will coordinate short-term residencies (2-4 weeks) to the writers to enable the integration of the experience of one's own city in their perception of Tartu and develop partnerships with local authors/musicians/designers/photographers etc to create installations and/or text/ multimedia performances. The project will start in 2021 and as Tartu is hoping to host the Cities of Literature Annual Meeting (declaration of interest has been recognised in the sub-group) in 2024, it would coincide with exhibiting the result of the programme.

Objectives: examining the creative potential of utopias and dystopias and their cultural connections with the urban space, creating connections and collaboration opportunities for writers and artists of other fields, strengthening cooperation between the Cities of Literature, increasing awareness of the network and the mission of the UCCN.

Stakeholders: Estonian Literary Society, Tartu Department of the Estonian Writers Union, Tartu2024 team, UNESCO Cities of Literature; creative professionals in Tartu.

Beneficiaries: the general public, creative professionals from UNESCO Cities of Literature

Expected results: new thought-provoking works of art in city space and at public events; potentially long-lasting connections between creative professionals of different fields; increased public awareness of the Cities of Literature and their creative identities.

In line with UCCN objectives 1, 2, 4 and 6



Shot from "Slam-O-Vision 2019 scoring video from Tartu".
Video: Einar Lints

6.3 Estimated annual budget for implementing the proposed action plan

Activity	Annual support from the budget of the City of Tartu	Annual support from the Estonian Cultural Endowment	Total annual budget
Office administration (staff, travels, PR)	€ 20 000		€ 20 000
Programme (annual large-scale projects and regular event programmes, including the new ones described in the action plan, the sum indicates only the projects implemented within the City of Literature Office budget)	€ 20 000	€ 20 000	€ 40 000
Maintenance and development of Tartu Literature House as a creative hub (including investments from the municipal budget)	€ 25 000		€ 25 000
Activities related to the City of Literature designation of the Department of Culture of Tartu City Government	€ 8000		€ 8000
TOTAL	€ 73 000	€ 20 000	€ 93 000

6.4 Plan for communication and awareness

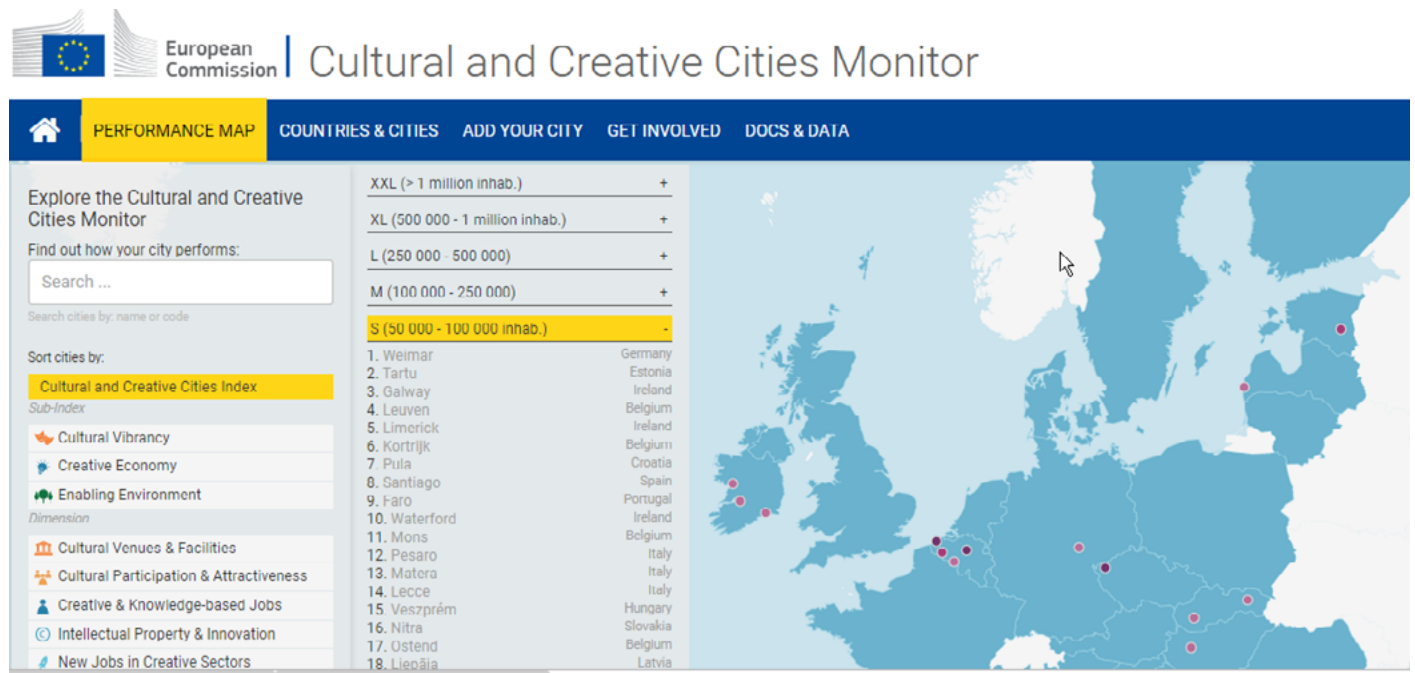
The plan for communication and awareness includes the traditional ways to communicate with the general public - press releases, promotional campaigns for projects, interviews, radio broadcasts. However, as the 4-year experience in the network has shown, a more dynamic approach has to be implemented to increase public awareness about the city's identity as a City of Literature and the UCCN. Inclusion and quality content are seen as one of the key factors in this approach - it is not enough for the citizens to be presented the fact that Tartu is a City of Literature, people need to feel involved in it and engage this identity via literary content. Therefore initiatives offering diverse literary materials such as the blog and podcasts as well as projects engaging the audience such as Our Favourite Quotes have a significant role in the awareness-raising strategy.

In 2020 Tartu City of Literature will launch a new website that will be developed based on the promo-

tional needs of the City of Literature brand and the key initiatives: the website aims to function as the primary channel for getting information about the literary events as well as about collaboration and mobility opportunities; it will also build interaction via the contact forms dedicated to specific projects such as the initiative Our Favourite Quote.

Special attention will be paid to the social media channels. The City of Literature Facebook page is constantly building audience, other types of social media however have not been that much covered so far. In 2019 Tartu City of Literature created a Youtube channel where videos related to several City of Literature projects are collected; these videos will also be linked to the database Tartu In Fiction. To reach young audience a City of Literature Instagram account will be created and developed, focusing on project-related campaigns.

Statistics about the cultural and creative sector in Tartu



The Cultural and Creative Cities Monitor by the EU Commission

Tartu ranks 2nd among 22 European cities of a population between 50 000 and 100 000 inhabitants.

Data collected by Tartu Centre for Creative Industries (TCCI)

Founded on May 14th, 2009 by Tartu City Council, TCCI operates as the coordinator of creative industries in Tartu and South Estonia by providing creative industries related information and training, legal and economic consulting for creative entrepreneurs, as well as business incubation (+ pre- and post- incubation) services.

Number of enterprises in business incubator 2009–2019: 128

The total sales revenue of TCCI-supported creative enterprises during 2011–2018 according to the economic reports: € 8 000 000

Growth of sales revenue of the most successful enterprises incubated in the TCCI: 600–700%

Average number of employees per creative enterprise: 4