

UNESCO Creative Cities Network

PORTUGAL

Óbidos

Membership Monitoring Report 2015-2019





United Nations
Educational, Scientific and
Cultural Organization

ÓBIDOS
CITY OF LITERATURE

Designated
UNESCO Creative City
in 2015

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1. Executive Summary

“You do such an important job. You connect people and fates under the beautiful skies of Óbidos, so that the hearts open to each other and to the literature, and that makes the world a better place! And if the written word, as Pessoa says, is a ray of light between the stars, then you have brought a lot of light into the souls”.

Ralph Rothman, author

On December 11, 2015, Óbidos was designated a UNESCO City of Literature, becoming the first and at the moment the only Portuguese-speaking city to be awarded this distinction. Óbidos, a charming town with narrow-cobbled streets, white washed houses, and an imposing medieval castle, is located 80 kilometres north of Lisbon and is one of Portugal’s most popular tourist destinations. Initially renowned for its popular themed events, such as the Medieval Fair and the International Chocolate Festival, a new

strategy emerged in the late 2000’s that ultimately transformed this historic town in Portugal’s quintessential literary town.

This strategy was materialized by transforming old abandoned and spaces into book shops, libraries, Author’s creative residences, ateliers, therefore resulting in the opening of a considerable number of new businesses in the historic town. When the largest Portuguese bookstore inside a church was opened in 2012, it drew attention to the new configurations between spaces and activities and local and foreign talent. Upon the designation bestowed by UNESCO, the municipality became even more assertive in this strategy, as well as to the commitment of looking at books and literature as an undeniable force of economic development.

To manage the new responsibilities resulting from the designation, Óbidos City Council set up a programme within its Culture Department, under the umbrella “Óbidos City of Literature”. The management team consists of two full-time professionals, as well as part-time support resulting in a cross sectoral effort from other municipal departments in areas such as Education, Tourism, Museum and Galleries, Public Libraries, Historical Archive and from the municipally owned company, Óbidos Criativa.

The Óbidos Literary Village project has brought a very interesting position to the area, not only for its cultural relevance, but also because of its diverse tourist offer. For the past two decades,

Óbidos has been working on a development strategy focused on Tourism, Culture and Economy, using event tourism as a means of attracting attention to this historic town. These events embrace several different areas that include content production, set design, music, graphic design, marketing and advertising, multimedia, artistic creation and cultural research.

Óbidos’ first four-year plan consisted of the following priority aims:

- To provide the local community with the best in world literature;
- To promote Portuguese authors and help diffuse the Portuguese language at a worldwide scale;
- To promote international connections, development and collaboration by showcasing the best literature in Portugal and welcoming writers from around the world to Óbidos;
- To increase economic investment in the region by developing a tourism offer for the town based on the literary strategy.

Óbidos, as a City of Literature, intends to be a place of gathering, writing, reading and storytelling driven by the essence of literature. Óbidos assumes itself a Literary City, as it encompasses literature in everything it does, from the reconstruction and reuse of old buildings to the creation of jobs and the promotion of alternative tourism products.



2. General Information

2.1 Name of the city: **Óbidos**

2.2 Country: **Portugal**

2.3 Creative field of designation: **Literature**

2.4 Date of designation: **11 December 2015**

2.5 Date of submission of the current report: **20 December 2019**

2.6 Entity responsible for the report: **Município de Óbidos**

2.7 Previous reports submitted and dates: **N/A**

2.8 Focal points for contact

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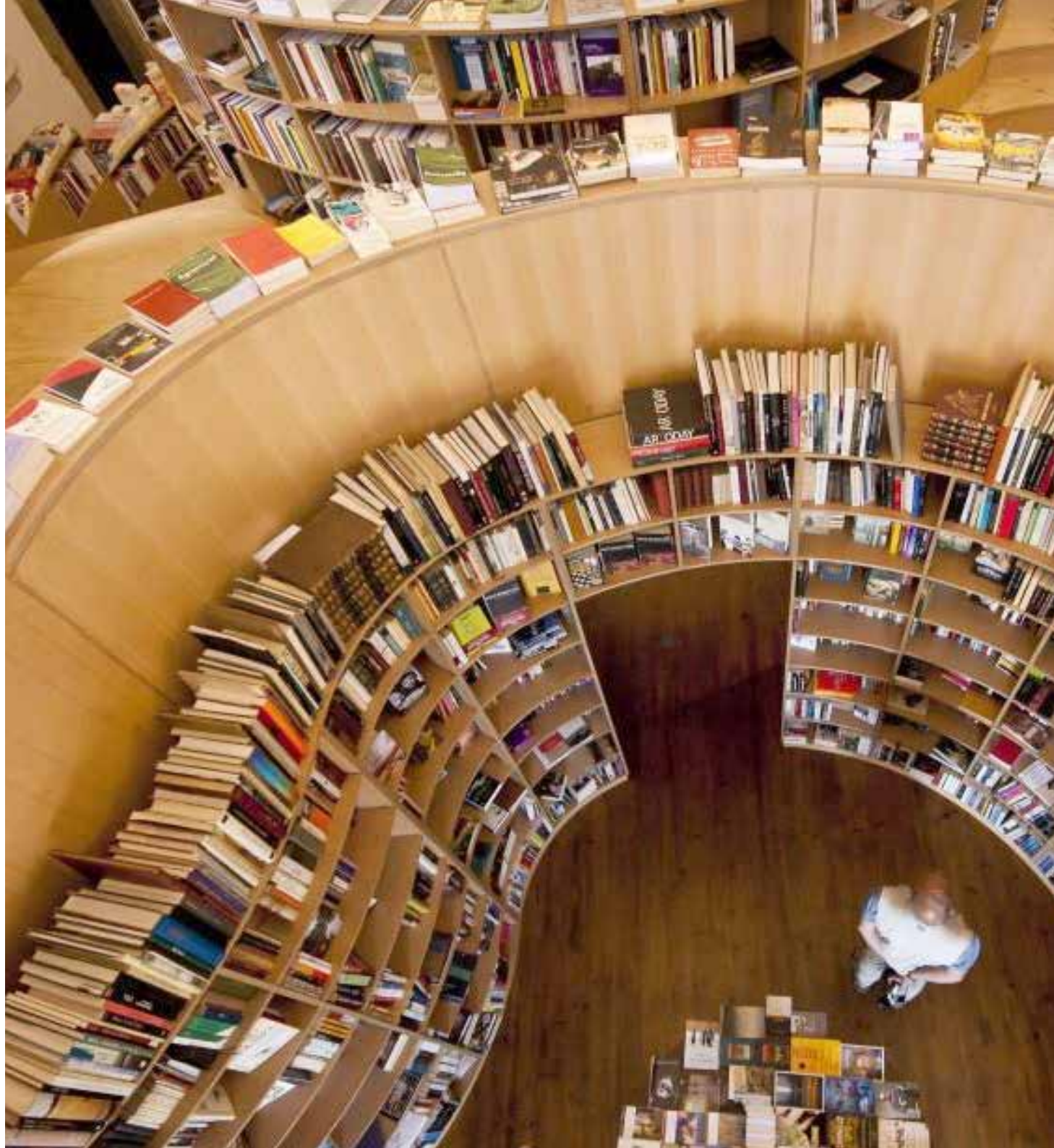
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3. Contribution to the Network's Global Management

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

UCCN Annual meetings:
Krakow-Katowice, Poland (2018)

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: N/A

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

3.4 Hosting of an international conference or meeting or specific issues salient to the Creative Cities with a large participation of members of the Network: N/A

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

The City of Óbidos supports the UNESCO Secretariat to ensure management, communication and visibility of the UCCN by covering costs incurred by activities and contributions to the Óbidos UNESCO City of Literature programme, whose professionals are full time employees of the Local Government:

- travel and accommodation expenses for attending the annual meeting in Krakow-Katowice (2018), as well as the annual meetings of the Cities of Literature Group in Dublin (2016), Barcelona (2017), Iowa City (2018) and Norwich-Nottingham (2019);

- translation costs of all the programme's activities and UCCN-related documents into English for publication, reports and other documents;

- Printing costs of materials developed under the programme and otherwise related to the UCCN;

- Specific work done by members of the programme's team on matters directly related to the UCCN: biannual assessments of candidate cities; providing formal and informal advice for any candidate cities that seek it; hosting of visiting city delegations and one of the team members integrates the Communication and Promotion working subgroup.

3.6 Membership of the Steering Group and period: N/A

3.7 Participation in the evaluation of applications:

2017: Number of applicants assessed: **13**

2019: Number of applicants assessed: **17**

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

By implementing the Literary Strategy, Óbidos took into consideration the UCCN network objectives:

1. *Strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;*
2. *Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;*
3. *Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;*
Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
4. *Improve access to and participation in cultural life, as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;*
5. *Fully integrate culture and creativity into local development strategies and plans.*
- 6.



Below, is a list of the major initiatives, measures and partnerships implemented at the local level by the Óbidos City of Literature team over the last four years:

4.1 FOLIO – International Literary Festival of Óbidos

Dates: 2015 – 2019

The Óbidos International Literature Festival had its first edition in 2015 and has become one of the main literary events in Portugal. With a diversified programme that plays out for eleven days, Folio is divided into several strategic programming areas: Folio Authors, Folio Education, Folia, Bohemia and Folio Illustration. Among the various initiatives one encounters exhibitions, concerts, masterclasses, book presentations, literature courses, conferences, seminars, performances, gatherings and tables of authors, film cycles, among many other activities.

FOLIO is a huge step in the strategy of sustainable and differentiating regional development. It is an event with the ambition and boldness as great as the confidence of all those who bet on the project to create one of the most prestigious literary festivals in Portugal.

This festival does not limit literature to physical book spaces, but creates unlikely relationships of humanization, understanding and community, and makes the convergence between the space that literature occupies and the space that deals with literature possible.

In 2019, the theme was Time and Fear - issues such as the fear of the present, of the future, phobias, normality/ abnormality, daily life, violence, war and peace, artificial intelligence, climate change, were discussed and explored. Beyond a meeting platform between languages and literature, Óbidos also intends to be a stage for discussion on current issues that concern contemporary societies.

LAST EDITION IN NUMBERS

Total number of initiatives: **160**

Number of Exhibitions: **10**

Number of Concerts / Music Initiatives: **13**

Number of programming hours: **295**

Number of participants: **500**



4.2 LATITUDES – Travel Literature Festival

Dates: 2017 – 2019

Latitudes is an important meeting point for writers in the area of travel literature. Written, spoken, illustrated travels are some of the proposals presented during the four days of the event. The programme also includes book presentations, exhibitions, workshops and literary experiences for children, as well as workshops, music and talks.

Emphasis is placed on illustration, either through artistic residences or through various related initiatives, such as live painting and/or sketching in the town and throughout the county. In this field, we have the special involvement of the Portugal Urban Sketchers, who travel and draw what they observe, and the Grupo do Risco, who go on expeditions to draw the fauna and flora of the places they visit. In all editions we invite international illustrators to bring us a new look and perspective on the territory.

Although difficult to define, travel literature seeks above all to convey the sensations, experiences and reflections of a traveller during a journey. This event echoes all of this, combining literature to the most diverse experiences as, for example, gastronomy, which transports us to anywhere in the world. Latitudes is part of a global plan of making a series of meetings of writers and artists throughout the year consolidating a continuous literary program.

4.3 WORLD POETRY DAY CELEBRATIONS

Dates: 2015 - 2019

World Poetry Day was first declared by UNESCO during its 30th Paris conference in 1999 with the aim of promoting linguistic diversity through poetic expression and creating opportunities for endangered languages to be heard.

To mark World Poetry Day, Óbidos Creative City of Literature, and its counterparts around the world, have teamed up by holding literary events in all the cities that integrate this cluster. In Óbidos, we promote events in order to recognize the career achievements of the most significant Portuguese poets, specifically Armando da Silva Carvalho, because we believe that the preservation of our cultural identity, traditions and knowledge is of primordial importance. It is in this perspective that the valorization of the bibliographic heritage of the Obidense is imposed, considering its enormous wealth.

In 2018 we projected Armando da Silva Carvalho poems on the Castle Walls. In 2019 we marked this day with the opening of an exhibition dedicated to this theme, entitled “Written Memories of Our Poets”.

As part of this activity, a book of poems entitled “Hand in hand” was conceived and presented by the students of the 4th grade of the Arcos School Complex, under the guidance of the head teacher and the educational instructor Marta Santos. This work is the result of an activity between grandparents and grandchildren. The effective participation of the family in the learning process is something that has been developed since the first grade and is part of the CASA project (House Project), an educational project of the Creativity Factory, mentored by the Educational Service of the Municipality of Óbidos.

4.4 ARMANDO DA SILVA CARVALHO INTERNATIONAL POETRY PRIZE

Dates: since 2018

One of the main goals of the Óbidos City of Literature programme is to set up a number of activities the town’s literary panorama. Aside from the physical spaces that have reshaped the literary town and the events that bestow the town with an economic impetus during low season periods, the promotion of literary prizes are part of city’s the overall strategy.

As a result and considering the literary and cultural relevance of the Óbidos poet, Armando da Silva Carvalho, the Municipality of Óbidos decided to create an International Literary Prize with this poet’s name that celebrates the author’s vast and relevant work and promotes the literary creation and preservation of the Portuguese language in the Lusophone universe. Therefore, the Armando da Silva Carvalho Literary Prize was established.

Armando da Silva Carvalho (March 28, 1938 - June 1, 2017) was a Portuguese poet and translator, born in Olho Marinho, in the municipality of Óbidos, where he developed much of the work that resulted in several prizes.

Every year a poetry book, written in Portuguese, is chosen by members of a jury comprised of poets and literary critics. In 2019, 50 applications were received from Portuguese speaking countries from all over the world.

This prize intends to promote the dissemination of Lusophone culture and literary heritage and to contribute to the promotion and enrichment of the Portuguese language, as well as to honour this municipality author.





4.5 JOSÉ SARAMAGO LITERATURE HOUSE

Dates: Opened April 2018

This space results from a partnership between the Municipality of Óbidos and the José Saramago Foundation.

Combining the mission and principles of the José Saramago Foundation with the mission of the Óbidos Creative City of Literature, and its inherent strategy, this space intends to be a place of expression of literature and culture. It's also a creative laboratory and a showcase of what is done in Portugal and in the World in the areas of culture and literature.

It's also a multi-functional and multicultural space, hosting a wide range of areas, such as a library/reading room, where all Saramago's works are available in many foreign languages as well as an auditorium and a gallery.

José Saramago House hosts, all year around, exhibitions, concerts, seminars, conferences, talks, book presentations, among other cultural events.

4.6 CREATIVE RESIDENCE PROGRAMME

Dates: 2015-2019

The Municipality has, in the past years, renewed several old houses, mainly inside the historical centre, to create a network of creative residences. This was a strategic priority to attract skilled and creative individuals to Óbidos, by supporting creative businesses.

Creative residences are spaces where artists give shape to a project, while interacting with the community and applying in their work reference to local History, traditions and heritage.

During the development process, artists should facilitate the interested public or other artists access to the creative method and techniques. Projects should point in the direction of revealing memories, both human and patrimonial, or to promote other works, upholding the identity of the region.

4.7 LITERARY RESIDENCY PROGRAMME

Dates - 2015-2019

The Óbidos Literary Residency Programme intends to develop and promote literature by providing support to the work and mobility of talented writers of fiction and non-fiction, poets, essayists, critics as well as literary translators, publicists and journalists from different countries by creating a platform for literary exchanges.

In Óbidos, writers work on their individual literary projects and participate in literary events organized by the host. Residencies provide a place for writers to step out of their regular routine and focus on their projects without the disruptions of daily life. Residence here are most beneficial for writers who like to encounter the unexpected and want to exchange with artists from other disciplines and cultures. This is an all year around programme and authors can apply at any given time. Application are evaluated individually.



4.8 PROMOTING LITERATURE, READING AND WRITING IN SCHOOLS

Dates: 2015-2019

It has been our priority to promote quality of educational programs on domestic and foreign literature in primary and secondary schools. Linking Education to the City of Literature philosophy has been the core of the Óbidos strategy.

Every year the Municipality gives books to school children. After realizing how interesting the material the students themselves produced, the town council decided to edit books with this content. So far, 3 books have been sent to the printing press: "O Castelo", "A Lagoa" and "A Vila". In these books, a mixed technique was used, with photocopies of drawings and photographs made by the students. In the first phase, there was a visit to the different locations to freely design and photograph aspects that students found interesting. Then they photocopied the sketches and printed the photos. Using a collage of photos and drawings, they created illustrations, which are part of these books, and used oil pastel to colour in some areas of the work. Finally, they made observations about the depicted sites. Mainly, each book is a reinterpretation of the different places seen through children's eyes.

These books were given to students for Christmas to the preschool and elementary school level students.

4.9 ÓBIDOS BOOK EXCHANGE – Silver Coast Volunteers

Dates: Since 2017

The Óbidos Book Exchange is located at the Historic Town Gate and offers visitors and residents (both national and foreign) a selection of over 5000 books. The concept of the Book Exchange is the practice of a swap of books between one person and another. Practiced among book groups or even friends and colleagues, it provides an inexpensive way for people to exchange books, discover new books, without having to pay for them.

It was the foreign Community living in the region who donated most of the books to the Silver Coast Volunteers Association, making this the most international and diverse place in the Óbidos City of Literature Project. The Óbidos Book Exchange also has an area related to cinema, children's books and board games. The Book Exchange is open every weekday, serving both residents and visitors alike and has an extensive collection of English, Dutch, Portuguese as well as books in other languages.

This is the perfect example on how the local community has created an innovative project for the by using books as an instrument for gathering the population.

4.10 ÓBIDOS FILM CYCLES

Dates: 2018

Drawing upon a storied literary past, Óbidos organizes a series of film cycles. This literary and film event intends to draw artists, writers, poets, directors, producers and creatives to share, listen, recite, workshop and present their works in Óbidos. It is a small festival which takes place every Wednesday in August and questions the margins between the two artistic areas, their symbioses and crossings.

In 2018, Óbidos Vila Literária in cooperation with one of the most renowned Portuguese film makers, Miguel Gonçalves Mendes, organized a film cycle at the José Saramago Literature House. All the films presented were linked to literature or documentaries about the life of national writers, namely: José and Pilar – a José Saramago portrait | "Nada tenho de meu" - Diary of a trip to the Far East | Autograph – a portrait of Mario Cesariny | Cruzero Seixas - King Arthur's Letters.

In 2019, the film maker Rosa Coutinho Cabral also presented her film productions in August including the following: "Cães Sem Coleira" | "Lavado em Lágrimas" | "Arriverderci Macau" | "Coração Negro".

This event will continue to continue its mission to promote Portuguese texts, directors and national cinema production.





The Literary Man Hotel

4.11 STIMULATING LOCAL ECONOMY AND THE PRIVATE SECTOR

For many years, Óbidos has been implementing a tourism strategy based on event tourism that has placed this town in the forefront of the national cultural scene. Events such as the Medieval Fair, the International Chocolate Festival and Óbidos Christmas Village have been staples of the cultural and tourist programming and strategic in creating new businesses and jobs. However, there was a need to diversify the offer and the Óbidos Literary City was established. The Town Hall was instrumental in promoting the strategy and has been able to attract the private sector to the historic town that has long been victim to desertification. Attracting new businesses and new residents is at the top of Óbidos' Municipal Development Plan.

As a result, the literary strategy has contaminated the private sector leading to the emergence of new projects that substantiate their businesses in the area of literature. As an example, we can refer to the Literary Man Hotel, a literature themed hotel of international reference, which includes different books distributed worldwide by thematic collection; or the History Man, a restaurant and grocery store closely linked to local identity and literature. This year, a graphic arts atelier and a bookstore of old and rare books opened in Óbidos. These are some of the many other examples that reflect this revolution in the economic sector.

Besides the new entrepreneurial endeavours that opened in Óbidos, others have also adapted their business to this new strategy. Hotels in general are all creating specific areas linked to literature and books and restaurants are creating menus honoring some of the most renowned national and international writers, for example.

Above all, economic development resulting from the 'cultural economy' and 'creative industry' perspectives have been fundamental for the revitalization of the historic centre of Óbidos that has long embraced concepts of creativity as a way of transforming its private sector.



5. Major Initiatives Implemented Through Inter-City Cooperation to Achieve the Objectives of the UCCN



5.1 RESIDENCY PROGRAMME FOR GRANADA WRITERS IN ÓBIDOS Dates: 2018 e 2019

As a result of a partnership between Óbidos and Granada, a new project was launched, that seeks to stimulate the creativity of Granada writers, enhance international projection and encourage the exchange of cultural experiences between Portugal and Spain.

The project consists of two annual residencies, with the duration of one month, in a house on Rua Nova in Óbidos, a creative residency, the first in April and the second in October.

The residency programme cover travelling expenses and accommodation, shared between Granada and Óbidos. The writers in residence are invited to integrate the Latitudes and FOLIO literary festivals. The 2018 residencies were awarded to Begoña Callejón (April) and Alejandro Pedrejosa (October). In 2019, Juan Domingo Aguillar (April) and Cristina Gálvez (October).

5.2 COOPERATION PROJECT WITH PARATY, BRAZIL Dates: 2017 - 2019

Paraty, Brazil, is well-known for its international literary festival, with a history of 17 editions, the FLIP (Festa Literária Internacional de Paraty). The worldwide success since its founding year is mainly due to the involvement of internationally recognized authors from several countries, and to show intercultural literature.

The collaboration between FLIP and FOLIO began several years ago with the Brazilian festival bringing to Óbidos some writers who participated in several sessions and book presentations. Óbidos has also been represented in FLIP in the last editions by our writers and publishers.

The goal of this partnership is to promote Portuguese writers internationally, as well as the Portuguese language. On the other hand, welcoming Brazilian writers and publishers helps to strengthen the bond between two literary worlds united by the same language.

5.3 SESSION OF POETRY IN FOLIO Dedicated to Granada, Creative City of Literature Dates: 2018

One of the major initiatives planned that promote inter-city cooperation is the participation of writers, poets and other artists from partner cities to participate in Óbidos' more important literary festivals.

An example of what took place during FOLIO is a poetry session dedicated to the City of Granada, which presented two award-winning poets from Granada: Angeles Mora (Spanish National Poetry Prize) and Alejandro Pedrejosa.

Through writers' participation, we can promote the Creative Cities of Literature and to strengthen ties among the several partners.



5.4 PORTUGUESE CREATIVE CITIES NETWORK

Dates: 2019

The UNESCO Creative Cities Network is a key player in the implementation of the UN Agenda 2030 Sustainable Development Goals. To this end, UNESCO's Portuguese Network of Creative Cities aims to play a decisive role in the development of effective networks of culture and creativity in Portugal.

The UNESCO Creative Cities Network in Portugal comprises 7 cities, among them, Amarante (Music), Barcelos (Crafts and folk Arts), Braga (Media Arts), Idanha-a-Nova (Music), Leiria (Music), Caldas da Rainha (Crafts and folk Arts) and Óbidos (Literature), which aim to unite and develop joint strategies, in various areas of activity, continuously oriented towards sustainable development. These actions aim to make Portugal a global reference in various creative fields, making this country a good place to live, work and visit.

The creation of this network aims to develop cooperation projects between the existing Portuguese Creative Cities and contemplates the development of a joint event to celebrate creativity. It will also promote the collaboration in organizing a National Biennial Conference on Creative Cities; the enhancement of partnerships or projects in the context of Creative Cities that involve the academic community and the partners in seeking national and international funds for the development of joint projects.



5.5 ONLINE PARTNERSHIP PROJECTS:

The UNESCO Cities of Literature regularly put forward and organise online partnerships projects. Óbidos has regularly participated in these initiatives, since they have proven to be an effective way to project Portuguese writers internationally, strengthen integration and communication between members of the group and facilitate permanent access to information about writers and the activities of the Cities of Literature:

1) Summer List project. Recommended reading several books from our Nobel Prize Winner, José Saramago.

2) Read the World project (2016). By the initiative of Reykjavik UNESCO City of Literature, in November 2016, the fellow cities occupied the foyer of the Iceland capital's City Hall.

3) Poetic Encounters project. (2018) To mark the XII World Meeting of the UNESCO Creative Cities Network (UCCN) in Krakow and Katowice, Óbidos City of Literature contributed to the 'Poetic Encounters' project, led by Heidelberg, City of Literature, and Fabriano, City of Crafts and Popular Arts, to produce a specially bound and printed anthology to celebrate literature and its fundamental place in World culture.





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

6.1.1 THEATER, COMMUNITY AND LITERATURE

Óbidos has a long tradition in amateur theatre and has for several years supported local groups with the main goal of creating a cultural environment of excellence.

With this project we intent to boost creative energy to all local theatre groups and bestow upon them tools to develop their projects, resulting in a more professional presentation.

The project will provide a director, who bases these productions on relevant Portuguese texts and authors, thereby spreading culture and literature in our community. This project aims to unite the community while promoting reading, writing and the Arts in general.

6.1.2 LITERARY EDUCATION PROGRAM

This program has the main goal of developing educational programmes for Óbidos diverse communities and all readers in general:

- a new methodology and monitoring for extracurricular literary education based on knowledge and information exchange with cultural animators and education departments;
- An increase of book collections for the younger readers in municipal libraries by 10%, annually;
- A year-round literary events offer for children ages 3-11 to take place in schools and cultural centres;
- Writing courses and workshops for teens (comics, film, TV series, gaming);
- Year-round literary programme for seniors, including book clubs, reading lessons and workshops.

6.1.3 BOOK EXCHANGE ONLINE PLATFORM

Óbidos is developing an online platform intended to promote book exchange in the community. It's a tool that any person can use. Members must register and indicate which book they are willing to borrow and automatically they can check the book's availability.

The main goal is to promote reading among the adult population, mainly within more vulnerable populations who cannot afford to buy many, or any, books.

This program will constitute itself as a complement to our local Library.



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 IN THE NETWORK

6.2.1 LITERARY RESIDENCY PROGRAM FOR UCCN CREATIVE CITIES

The Literary Residency Program is dedicated to young and emerging writers from the Cities of Literature of the UNESCO Creative Cities Network.

The Program was created with the belief that the Network provides an excellent opportunity to develop interconnections, boost mobility, and offer professionalization services for writers. It aims to promote the Cities of Literature Network, provide writers with a platform to showcase their work and talent, support greater diversity of voices and literatures and offer local writers the chance to create links with international writers as well.

This project emerges in partnership with two festivals, the FOLIO and Latitudes, and the residency writers will be featured. The City of Literature office will seek further partnerships for this project with the aim of connecting the visiting authors to the local literary community and introducing them to local readers.

Óbidos is currently restoring an old house for this purpose. This space will be dedicated all year round to receive these literary residencies.

6.2.2 FOLIO (International Literary Festival of Óbidos) – INCREASE THE PRESENCE OF UCCN CREATIVE CITIES



The FOLIO Festival plans to increase the number of participants coming from other UNESCO Creative Cities in future events and facilitates networking of the guests in the city through the festival. Each year, a UNESCO Creative City of Literature will be able to present their authors and institutions.

This increase will not only include other UNESCO Cities of Literature, but also cities from other partner areas of the network and will also focus on becoming a meeting point for other Portuguese Creative Cities. During the festival days, Óbidos becomes an amazing cultural epicentre, offering a wide range of cultural diversity, such as musical concerts, book presentations, conferences and many other cultural manifestations. Taking literature and crossing it with other areas is primordial in the current strategy.

6.2.3 CELA – Connecting Emerging Literary Artists

The Municipality of Óbidos, due to the importance that has assumed in recent years in the national and international literary scene, namely through the designation of UNESCO Creative City of Literature, was invited to participate in a project called CELA – Connecting Emerging Literary Artists, funded by Creative Europe program.

This project will run until 2023. Its aim is to increase the ability of a new generation of literary creators to work on an international scale and especially for the European market. It enables intensive transnational cooperation between early career writers, translators and literary professionals.

The project provides, over a four-year period (2019-2023), training, tools and a network aimed at making an international career possible and establishing an integrated professional practice.

The various partners will guide writers, translators and literary professionals and provide them with a multinational program of literary residencies, training and master classes to best prepare them for the international market. The participants are also inserted, through a marketing campaign designed for this purpose, in a tour that includes several European festivals, among them, the Folio - International Literary Festival of Óbidos.

The Municipality of Óbidos is responsible for selecting 3 writers and 9 translators. The aim of this project is to support the dissemination of Portuguese abroad. The 9 translators in the project have the mission to promote, in the various languages of the project, these writers across borders in the following languages: Italian, Spanish, Serbian, Czech, Polish, Slovenian, Romanian and Dutch.

In addition to the Municipality of Óbidos, the CELA Project will have the following partners: Vlaams-Nederlands Huis deBuren (Brussels, Belgium); Pass Door (Brussels, Belgium); České literární centrum (Prague, Czech Republic); Scuola Holden (Turin, Italy); Wintertuin (Nijmegen, the Netherlands); Krakowskie Biuro Festiwalowe (Krakow, Poland); Asociația Editorilor din România (Bucharest, Romania); and the Association KROKODIL (Belgrade, Serbia).



6.3 ESTIMATED ANNUAL BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN

The estimated budget for this plan will be €600,000.00

- 60% to literary events namely Latitudes and Fólio;
- 5% for communication;
- 10% for human resources;
- 20% for literary projects (locally and internationally);
- 5% for teams to participate in international meetings.

6.4 PLAN FOR COMMUNICATION AND AWARENESS

Our communication plan seeks to raise awareness of the UCCN Creative Cities as well as promote Óbidos and our Literary Strategy. It's also very important to us to promote all our activities, disseminating them into the national and international context.

We will achieve this through:

- PR activity specific to promoting projects with our programme and within the network programmes;
- Creation of a new website – Óbidos Creative City;
- Promotion throughout the social network: Facebook, Twitter and Instagram.
- Newsletter dedicated specifically to the UNESCO Creative City.





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ÓZIDOS
CITY OF LITERATURE

• Designated
• UNESCO Creative City
• in 2015