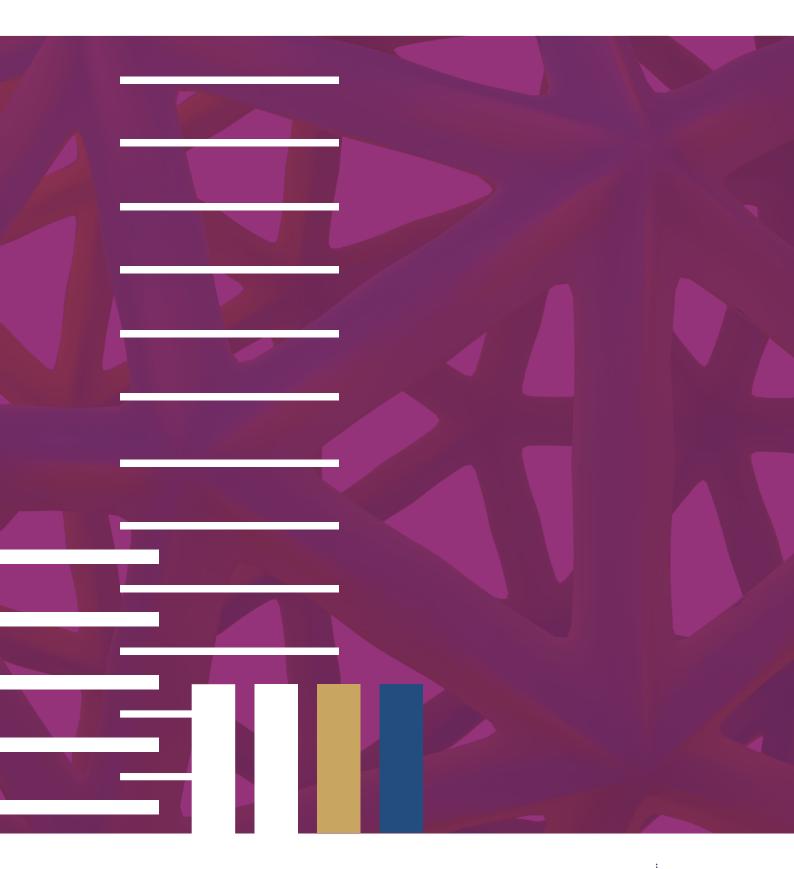
KatowiceUNESCO City of Music



Membership Monitoring Report 2016 — 2019





1. Executive Summary

Katowice's entry to the UNESCO
Creative Cities Network on
December 11, 2015 was one of the
most important moments in the city's
development.

Receiving the title of a City of Music was confirmation of Katowice's unique artistic and institutional potential which made the city stand out for decades, as well as the effectiveness of a strategy embracing culture and creative industries as one of the pillars of sustained development. Katowice's addition to the Creative Cities Network was an obligation to develop its music creative industries, finalize its social goals – especially increasing social cohesion – and to intensify international cooperation in accordance to the Mission Statement.

To this end, the city undertook a series of actions and initiated many projects, **following the 17 Sustainable Development Goals** contained within the 2030 Agenda for Sustainable Development.

The actions were planned and performed on several levels. The local level included enterprises regarding education, increasing the citizens' cultural competencies and a series of projects directed the development of music creative industries, including the professionalization program District Sounds Good and the creation of the MusicHub incubator.

On the national level, the city participated in the organization of important enterprises of a market, conference and showcase nature, which work in service of Poland's entire music industry.

Just as important was activity on the international level. During its first four years as part of the Network, the City of Katowice fulfilled an ambitious project of artistic exchange between Cities of Music; and not just from

Europe, but countries from outside the continent as well. A particular achievement was coorganizing the **UCCN Annual Meeting** alongside Kraków, which happened only three years into Katowice's membership in the Network.

To maximize the effectiveness of these actions, Katowice conducted research on cultural audiences as part of the Data for culture program; in addition, it commissioned a diagnosis of the local music market, the result of which was the "Katowice Music Strategy" document prepared by Sound Diplomacy.

In summary, the years 2016 – 2019 have intensified the city's musical life and created new opportunities for development for subjects working within the wildly-understood field of music and musical culture – artists, but also entrepreneurs and non-governmental organizations. In a short time, **Katowice became Poland's leading music centre**, as well as an important reference point for the music market in the country; additionally, the city made a strong impression on an international level.

Joining the UNESCO Creative Cities Network was a key moment in Katowice's transformation

from an industrial city into a city of culture and creative industries. It also helped it achieve the status of a global forum for idea exchange and making strategic decision, the proof of which was the organization of the 24th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP24) in 2018 and status as the host city of the 11th World Urban Forum (WUF) in 2022.

2. General information



Panorama of Katowice city center

@ Polandonair.com

2.1. Name of the city

Katowice

2.2. Country

Poland

2.3. Creative field

Music

2.4. Date of designation

December 11th, 2015

2.5. Date of submission of the current report

December 31st, 2019

2.6. Entity responsible for the report

Katowice City of Gardens - Institution of Culture

2.7. Previous reports submitted and dates

No previous reports submitted

2.8. Focal points of contact, including:

Lukasz Kalebasiak Katowice City of Gardens - Institution of Culture creative_city_katowice@cityofgardens.eu lukasz.kalebasiak@miastoogrodow.eu

Joining the UNESCO // **Creative Cities** Network was a key moment in Katowice's transformation from an industrial city into a city of culture and creative industries.



3. Contribution to the programme's global management

3.1. Number of UCCP Annual Conferences attended in the last four years

Östersund (Sweden) 2016 Enghien-les-Bains (France) 2017 Kraków/Katowice (Poland) 2018 Fabriano (Italy) 2019

Others:

Beijing (People's Republic of China), June 2016 - UNESCO Creative Cities Summit

3.2. Hosting of a previous or future UCCP Annual Conference

June 12-15, 2018 - 12th Annual Meeting Kraków / Katowice

Meetings of sub network of Music Creative Cities:

March 2017 – Adelaide (Australia) February 2018 – Kingston (Jamaica) March 2019 – Amarante (Portugal) November 2019 – Daegu (South Korea)

3.3. Hosting of working or coordination meeting:

January 2016 - subnetwork meeting

October 2016 - Creative Cities and Industries Conference "Katowice Music Summit"

- meetings of the representatives of the cities of music

October 2017 – 2nd Creative Cities and Industries Conference "Katowice Music Summit" within 17th World Music Expo WOMEX – meetings of the representatives of the cities of music June 2018 – 3nd Creative Cities and Industries Conference "Katowice Music Summit"

within XII UCCP Annual Conference

3.4. Hosting of international conference

Creative Cities and Industries Conference "Katowice Music Summit" (2016, 2017, 2018) – as mentioned above

3.5. Financial and/or in kind support provided to UNESCO in order to strengthen the sustainability of the UCCP in different areas including management, communication and visibility dates, types of contribution, factual or estimated amounts, main objectives, etc.

Not applicable

3.6. Serving as cluster coordinator or deputy coordinator and period:

Tamara Kamińska coordinated the work of the sub networks in cooperation with Rainer Kern (Mannheim, DE) in the period October 2017 – December 2018

3.7. Participation in the evaluation of previous applications

20 applications evaluated by a representative of Katowice in 2017

4 4 applications evaluated by a representatives of Katowice in 2019

4.1. improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality

JazzArt Festival as part of the Keychange initiative

Following the idea of gender equality (SDG 5), the City of Katowice introduced its flagship jazz festival - Katowice JazzArt Festival - into the **Keychange** initiative, pledging to achieve gender parity among the invited artists by 2022. This way, KJAF became the first Polish music festival to commit to this idea. In practice, this goal was achieved as soon as in 2019 - from 16 bands participating in the festival, 11 were formed or co-formed by female artists. These criteria are also voluntarily utilized when creating the programs for other events organized by the city, such as World Music Festival "Gardens of Sound" or the Silesian Jazz Festival.

Every year, with faith in the power of music - including in the fight against exclusion - the KJAF program is rounded out with performances by headliners for inmates of Katowice's prison and musical workshops for special needs children lead by one of the bands.







Katowice JazzArt Festival



© Katarzyna Goczoł

Musicdrome

Musicdrome

To meet the target of access to education (SDG 4.7) aimed at cultural diversity, with the role of culture in realizing sustainable development goals, as well as to fill the gap in governmental school programs, the City of Katowice created the **Musicdrome** within the headquarters of the Katowice City of Gardens institution - a centre for music education featuring a rich program of music classes. The Musicdrome's workshop offer - available on weekends - is aimed at several age groups, from the youngest children (0 -2), through older ones (6 - 9), to teenagers (up to 14 years old). The activities are based on innovative, original methods prepared by Joanna Bronisławska, one of the best music educators in Poland.

The project received several important awards for its originality and impact on the children's' individual growth from organizations working for the benefit of children.

Video (in Polish) ☐ http://bit.ly/musicdrome

Work-Hops

In 2016, in response to the visible demand by Katowice's youths, the City of Katowice started the Work-Hops project aimed at young people interested in hip-hop music. The project is intended to give young people the highest possible level of independence and autonomy by giving them access to rehearsal, workshop and meeting space at Katowice's MusicHub, allowing them to work under the guidance of the project leader, who is always an active musician. The weekly meetings draw groups of even a couple dozen young people and are dedicated to such topics as freestyle, lyrics, technique, beatmaking, music video, social media and management. Apart from its educational dimension (SDG 4), the project has substantial social value by integrating youths from different environments, including those at risk of exclusion and thus preventing it.



© Tomek Tymiński

Work-Hops

The weekly meetings draw groups of even a couple dozen young people and are dedicated to such topics as freestyle, lyrics, technique, beatmaking, music video, social media and management.

4.2. strengthening the creative economy, developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector

MusicHub

Realizing the mission of developing music creative industries, the City of Katowice created the music incubator MusicHub in the headquarters of the Katowice City of Gardens institution. It consists of two rehearsal rooms with social facilities and a recording studio for recording demos and semi-professional materials. The rehearsal rooms are equipped with full standardized backline necessary for a band of few people.

MusicHub is a space dedicated first and foremost to music groups participating in the professionalizing program District Sounds Good – they can utilize its functions in an unlimited manner.

The space is utilized in a wide array of hours, including late evening, which guarantees its high availability to young artists who often have to compromise between artistic and professional activity.

The space is also made available to artists from outside the DSG program and is utilized in producing many music-adjacent artistic projects.



District Sounds Good

A project started in 2016; its goal is to support young, rising artists associated with Katowice and the region who are on the path towards professionalization and joining the music industry. It is realized yearly, beginning with selecting 4 – 5 non-professional bands through a casting process by a jury consisting of known musicians and industry representatives. The participants selected benefit from year-long, complex support provided by the Katowice City of Gardens institution. The support includes an array of effective tools increasing the band members' artistic and managerial competencies, primarily through workshops lead by industry experts,



MusicHub

© Radosław Kaźmierczak

practitioners and representatives. The second group of support activities includes preparing a professional pack of promotional tools which improve the participant's chances of making it big on the professional music scene, which includes a video session, producing a set of promotional photographs as well as recording material in the form of an EP or LP.

The young bands qualified to the program also have many opportunities to showcase their music during events organized by the City of Katowice, events organized in partnership with private subjects, as well as those produced by the city in cooperation with other UNESCO Creative Cities (so far, a selection of bands presented themselves in Hannover, Bologna, Amarante, Saint-Étienne, Fabriano or Kraków, among others).

For a year, every band was given unlimited access to the spaces of Katowice's MusicHub, including a fully equipped rehearsal room and record studio.

Video (in Polish) ☐ https://bit.ly/38USOOh



20 music bands

participated in the project



PUGL

© Radosław Kaźmierczak

World Music Expo WOMEX

Broadening the opportunities for creators and professionals

Participating in showcases, presenting at industry events and festivals are an indispensable element of an emerging band's development. Keeping that in mind, the City of Katowice conducted wide-scales actions in service of promoting local artists, as well as of development of the Polish music community and increasing its international presence.

Czech Music Crossroads

Yearly, Katowice are the partner of the Euro-regional showcase festival Czech Music Crossroads in Ostrava. As one of its partners, the city presents a group of 3 to 4 world music groups, which represent both Katowice's and Poland's genre scene. The audience for these concerts are industry representatives from the Czech Republic, Slovakia, Poland, Hungary, Balkan countries and Western Europe. Presentations of musician from Katowice and Poland, as well as their participation in networking meetings improve their chances of increasing their presence at international festivals and widen their contact nets among people responsible for booking industry events in Central and Eastern Europe.

World Music Expo WOMEX

In 2017, Katowice, as the first city in Poland, hosted the **World Music Expo WOMEX**. The presence of the most important world music event here in Poland opened unique possibilities for artists of this genre working in the country and in turn, they have utilized this opportunity by showing up in numbers at networking meetings. Simultaneously, the status of co-host has given Katowice the unique opportunity to present the Polish music scene during showcases. This way, Polish bands received wide presentation for the first time in WOMEX history.

The Fryderyk 2019 Gala and Conference

In 2018, Katowice were chosen to host the gala for the most important music industry award in Poland – the **Fryderyk awards**. For the first time in history, the awards for the best artists and albums of the year were awarded outside of the capital. For the first time, to meet the expectations of Katowice – a city guided by its mission as a City of Music – the event featured conferences and showcases, a program which is incredibly important for the music industry. Thus, Katowice contribute to the development of the Polish music industry, becoming a space for important meetings, discussions, exchange of practices and presenting emerging artists.

Exchange of knowledge and experience

In accordance to the Mission Statement of fostering the exchange of knowledge, experience and practices, which is to be one of the main fields of activity for the Creative Cities Network. Katowice has initiated a series of actions meant to broaden the knowledge of the artistic community and to create platforms for the exchange of experiences and good practice between local and international communities. One of such actions were three editions of the **Katowice Music Summit** organized in the years 2016 - 2018. The two-day conference event was co-produced with partners from the Creative Cities Network. The discussion panels touched upon such issues as music industry support models for cities, the role and future of music journalism, the importance of festivals and trade shows and models for cooperation between record companies and artists, among others. Additionally, the program of every edition included a keynote speech made by international industry experts and offered networking meetings with industry representatives in the speed meetings formula.

The monthly industry meetings under the **Katowice Music Radar** banner serve as a continuation of the Katowice Music Summit. They targeted at music industry representatives and those interested in the topic; each is devoted to a chosen issue from a wide array of



Katowice Music Radar

© Arkadiusz Ławrywianiec

The discussion panels touched upon such issues as music industry support models for cities, the role and future of music journalism, the importance of festivals and trade shows and models for cooperation between record companies and artists, among others.

subjects associated with music. The additional value of the meetings lies in their varied formulas – from lectures, through discussion panels to meeting combined with performances.

4.3. 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;



Brass workshops for children

© Arkadiusz Ławrywianiec

Kultura Deta (Brass Culture)

Brass orchestras are one of the pillars of the grassroots musical movement in Katowice. For many decades, they were in operation in the largest industry plants – coal mines and ironworks. Due to the eventual decline of these branches of industry, brass orchestras were faced with the need to adapt to new, more difficult circumstances. Keeping in mind the orchestras' community building role and with the

The entire programme provides substantial support to the operation of 30 professional and amateur brass orchestras working in the city and the region.

goal of preserving already existing bands, the City of Katowice started the Kultura Deta project in 2017. Its goal is to offer constructive support to orchestras operating in the city and region. A series of networking meetings served as a space for exchanging experience between orchestras and gaining knowledge about functioning on the music market.

The Move Your Brass Brass Music Festival (May 2019) served as the summary of the first stage of the project. Its goal was to popularize brass music by way of a series of concerts by the most interesting European performers (Lydbrook Brass Band) develop and maintain international contacts through shared project with Katowice's orchestras, as well as workshop activities aimed at youths.

Musicgrants

In 2016, to realize the idea of cooperation between the City and non-governmental organizations and private partners, as well as to respond to the expectations of subjects working within the music sector, the City of Katowice started a program of systemic support for innovative initiatives in the widely-understood field of music - Musicgrants. The program was directed both to private subjects and natural persons as well as NGOs. Propositions for project in the widely-understood field of musics were received as open calls twice a year and then evaluated by music experts representing the city's most important musical institutions, NGOs and the artistic community. One of the most important criteria was how the project fit into the ideal of the UNESCO Creative City, with a particular focus on SDG.

The most valuable initiatives, which stood out with their originality, innovative character and artistry received support in the form of material and financial contribution to their coorganization.

In the years 2016 – 2019, approx. 143 000 euros were provided for such cooperation.

The following initiatives were produced, among others:



12

workshop and educational activities





concerts and one-off events



18

album recordings, videoclips or TV/internet broadcasts



Rawa Blues Festival

© Łukasz Rak

Co-organization of music festivals

The City of Katowice, understanding the need to maintain the variety and intensity of the city's musical life, is the main partner of the largest music festivals taking place in the city. In the years 2016 - 2019, following the criteria of promoting new musical phenomena and presenting the highest artistic quality, the City of Katowice was the co-organizer of four consecutive editions of the OFF Festival devoted to alternative music, the Tauron New Music, a festival of contemporary electronica, jazz and dance music, as well as the largest indoor blues festival in the world, Rawa Blues Festival. By combining the knowledge and creativity of commercial partners and non-governmental organizations in charge of the aforementioned festivals with the City's organizational experience and financial support, the festivals have noted visible development, contributing to the strengthening of Katowice's position as one of the most important festival centres in Poland and Central Europe.

4.4. integrating culture and creativity into local development strategies, policies and plans;



Data For culture - Medialab Katowice

© Krzysztof Szewczyk

One of such key documents is the report titled "Katowice Music Strategy. An Action Plan to Develop a Vibrant, Sustainable and **Economically Prosperous Music Industry in** Katowice" The report was produced by Sound Diplomacy, a leader in the field of supporting cities and regions in development of strategies based on music, creative industries and night time economy. The document's creation was preceded by an in-depth analysis of the local music market, involving interviews with its main players. The guidelines listed by the document served as the basis for many decisions, including the creation of the music industry incubator MusicHub and other decisions made by the City of Katowice, both on the micro and macro scales.

More on ☐ http://www.miasto-ogrodow.eu/strona/sound_diplomacy/

The second important document commissioned by the City of Katowice which determined the directions of its activities on a working level was the Data for culture report. It features in-depth analysis of surveys conducted among the participants of the most important cultural events in the city, including music events, that took place in the years 2016 and 2017 as part of the Shared Cities: Creative Momentum project, which was co-financed through the Creative Europe program. The research provided extensive knowledge about culture consumers in Katowice and the region, including their economic behaviours, thus allowing to assess the impact of culture on the city's economic development.

More on ☐ https://dataforculture.eu/en/

5. Major initiatives implemented through inter-city and international cooperation to achieve the objectives of the UCCP

In its first four years as a part of the Network, the City of Katowice fulfilled an ambitious project of **artistic exchange** between the Cities of Music – and not just from Europe, but also other countries, including Southern countries. It included both invitations to Katowice extended to artists representing other Cities of Music and concerts in said cities by artists associated with Katowice. The program was developed and realized with the following objectives in mind:

- developing the local music scene through contacts with representatives of music scenes from around the world and broadening the international experiences of Katowice's artists participating in the exchange
- promoting the variety and musical richness of cities belonging to the Network among citizens of Katowice and the region
- In 2016 2019, thanks to the rich festival program and wide organizational capabilities of the City of Gardens institution, Katowice was visited by musicians representing the following cities and genres:
- jazz (as part of the Katowice JazzArt Festival and the Silesian Jazz Festival), from Bogota, Hannover, Mannheim, Liverpool, Seville, among others
- world music (as part of the Gardens of Sounds World Music Festival and the City Anniversary) from Kinshasa, Brazzaville, Kingston, Praia, Adelaide, Bogota, Ghent, Glasgow, among others

In most cases, the participation of artists from the Cities of Music happened in the form of separate, dedicated program blocks to underscore the meaning of this cooperation and to strengthen the Network's promotional effect.

A special opportunity to present music from Katowice's partners in the Network was the **Kato Connections** showcase held as part of the World Music Expo 2017, to which bands from Salvador (Brazil) and Ghent (Belgium) were invited.

The City of Katowice also conducts consistent, intense **cultural co-operation with the city of Saint-Étienne** (France), which belongs to the Cities of Design sub-network. It manifests in the artistic exchange of music bands (at least once a year). Katowice also take from Saint-Étienne's experiences in the field of music education of children and youths, which resulted in mutual study visits. In 2018, Katowice were visited by educators from the Conservatoire Massenet and conducted two-day classes with students of the State Music School Complex in Katowice. Saint-Étienne, on the other hand, was visited twice by groups of Katowice's specialists in the field of music education.

Artistic residences

In hopes of building lasting relationships between local music communities, Katowice have also organized artistic residencies. In 2018, a guest of the Katowice City of Gardens institution was the Adelaide-based (Australia) jazz pianist Gabriella Smart, who spent a three month-long artistic residency in the city. Her residency resulted in concerts and many meetings with representatives of the local and regional jazz scene.

The same year, Katowice hosted the band Capitao Mocho based in Amarante (Portugal), while Katowice's Ciśnienie had their residency in Amarante

5. Major initiatives implemented through inter-city and international cooperation to achieve the objectives of the UCCP

Cooperation with Kraków - City of Literature

The special cultural bonds connecting Katowice and Kraków, two strong centres separated by less than a 100 km, were strengthened and intensified by Katowice's entry to the Network.

Both cities continued the joint project of the **Wojciech Kilar Award**, awarded every year to the best composer of cinematic music and funded to celebrate Wojciech Kilar, the genius composer who worked and created in Katowice.

In 2017 – 2019 as part of a joint initiative, Kraków and Katowice hosted the **Tomas Tranströmer Days**. The event was devoted to the works by the Swedish poet and Nobel Prize recipient; it also had an important musical dimension, as Tomas Tranströmer was also a musician.

Winners of the Wojciech Kilar Award					
2016	Alexandre Desplat				
2017	Howard Shore				
2018	Michael Nyman				
2019	Craig Armstrong				

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

In the years 2020 - 2024, the City of Katowice plans to continue the project initiated in the first years of its membership among the UNESCO Creative Cities Network, with particular emphasis on activities which help the development of music creative sectors, education projects focusing on extending the musical competencies of young audiences and events aimed at groups in danger of exclusion. The positive social and artistic effects - including on Katowice's musical community - brought by projects such as the District Sounds Good (a professionalization program for rising artists), Musicdrome (a program of regular educational activities for a wide age group) or Katowice JazzArt Festival (lead by the idea of gender

parity among the invited artists in accordance with the message of the **Keychange** initiative, alongside performances for the inmates of Katowice's prison and workshops for children with disabilities), lead us to treat them as the pillars of music-related actions, convergent with the goals of the Creative Cities Network and fulfilling the chosen SDGs.

Music School for Social Change

Continuing the first actions as part of the pan-European good practices exchange project Urbact initiated between 2018/2019, the City of Katowice plans to introduce the **Music School for Social Change** program, with aims at the years 2020 – 2024. In line with its concept,

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

a groundbreaking music education program for students of grades I - III will be implemented in chosen primary schools in Katowice. The project's target result will be the creation of children's brass orchestras. On a symbolic level, this will be a reference to the region's brass orchestra traditions, which are still going strong in Katowice and the whole of Silesia. However, the project is primarily meant to facilitate better socialization among students and to increase cohesion among peers in cases of economic stratification. It is also meant to contribute to the development of music culture among the younger generations of Katowice's citizens, with the potential to impact other schools and peer groups.

Actions as part of the ICORN Cities of Refuge

Under the agreement of September 13, 2019, Katowice joined the ICORN Cities of Refuge **Network**. As the fourth Polish city, they provide a year of refuge to a chosen artist in danger of persecution in their own country. The ICORN network, which first of all helps writers, will allow Katowice to provide refuge to a musician. The city's objective will be to help with the highest possible integration of the artist into the local artistic community and to utilize their creative potential as part of the regular operation of the Katowice City of Gardens culture institution which leads the city's membership program among the Creative Cities Network - including creating the possibility of realizing the artist's authorial artistic educational program. This way, we plan to help in the artist's rehabilitation who could be affected by trauma as a result of persecution. The artist's presence and activity in Katowice will also serve the promotion of human rights and peaceful international cooperation (SDG 16).

Facilitating access to culture

Following the idea of equal and full access of citizens to cultural goods in accordance to the SDG 10 (10.2) guidelines, in the year 2020 the City of Katowice will implement a program with the goal to increase participation in cultural

events and the use of offers provided by cultural institutions, including musical ones, operating within the city. To this end, a **Citizen Card** will be implemented – the Card will be available to any person registered in the city and will guarantee access to discounts and conveniences as part of access to culture. The program's goal is to increase the availability of cultural goods, to combat exclusion as a result of economic issues and to increase the social cohesion among citizens (especially groups such as seniors).

6.3. Estimated annual budget for implementing the proposed action plan

In order to realize new projects presented in proposed action plan, Katowice City of Gardens cultural institution envisage in 2020 the budget of 250 000 EUR, provided by City of Katowice. The institution will make the effort to enlarge the budget by applying to national and international funding bodies.

The institution will also dispose a budget for continuation of projects initiated in the first years of its membership in the UNESCO Creative Cities Network (District Sounds Good, Musicdrome, Katowice JazzArt Festival).

6.4. Plan for communication and awareness

When planning communication strategies for the proposed projects and actions, the city will first and foremost focus on its network of media – both mainstream and social – built over the years which supported Katowice's membership in the CCN. The international nature of the proposed actions guarantees wide media interest both on a regional and national level.

In its communication strategy, Katowice will first and foremost focus on communication with citizens, who are the first and most important receivers of information. The city's own information and communication channels will be utilized here.

Expend orchest	Expend	As perc	City's ex	Numbe (registe	Number (registe	
Expenditure on philharmonics, orchestras, choirs	Expenditure per capita	As percentage of total budget	City's expenditure on culture	Number of festivals (registered as mass gatherings)	Number of concerts (registered as mass gatherings)	
1,402,399 EUR	47,79 EUR	3,78%	14,290,362 EUR 60,876,943.94 PLN	ဖ	27	2016
953,601 EUR	50,94 EUR	3,77%	15,140,585,94 EUR 64,498,896.12 PLN	=======================================	36	2017
1,575,421 EUR	53,45 EUR	3,41%	15,793,977,17 EUR 67,282,342.77 PLN	ဖ	<u>ಷ</u>	2018

Source: Central Statistical Office (GUS)



United Nations Educational, Scientific and Cultural Organization



Designated UNESCO Creative City in 2015

