



IDANHA -A-NOVA UNESCO CITY OF MUSIC

MEMBERSHIP
MONITORING
REPORT

2015-2019

DECEMBER
2019



EXECUTIVE SUMMARY

Dare to challenge

In December 2015, Idanha-a-Nova was designated a City of Music by UNESCO Creative Cities Network (UCCN). Settled in a low density inland rural area and, probably, the smallest city in the network, Idanha-a-Nova's admission into the UCCN can be looked upon as a statement: it matches the challenge of creativity as a key stone for development where it needed most.

The approval of our application for Idanha-a-Nova to join UNESCO's Creative Cities Network in the area of music, was a crucial step in our effort to promote our heritage and our strategic investments in Idanha, and a lengthy process of structural consolidation, which makes music and culture a vehicle for exchanges and development.

Sustainable path, Sustainable development and territorial regeneration strategy is the effective combination of multiple disciplines and active areas in our region, in close alignment with the UNESCO's 2030 Agenda. Idanha is striving to be part of development systems that transcend political and geographical borders, hoping to be a model for other similar areas defined by their small scale, leading to results increasingly visible, significant and sustainable. Leading the way, Idanha-a-Nova became the first BioRegion on the Iberian Peninsula. A recognition of our competency in agriculture and an affirmation of the commitment we have made in recent years to organic farming in the region, one whose quality continues to make its mark in specialty fairs such as Biofach in Nuremberg and Natexpo in Lyon. Idanha's prominence at the national and international level became a reality. A few examples of the transversal nature in local interventions that involve agents and organisations in a dialogue and on a scale that is far greater, with music and creativity at the core:

- representation on behalf of Portugal at the Salon International des Professionnels des Patrimoines in Arles (2018);

- an evocative exhibition on Boom Festival, celebrating its 20th Anniversary, first presented during the Annual Meeting of UNESCO's Creative Cities Network Krakow/Katowice, Poland (2018), and after that at La Mar de Músicas, in Cartagena, Spain (2019);

- the initiatives of the Historic Towns of Monsanto and Idanha-a-Velha, hosting the World Tourism Organization (2018);

- invited to organize Portugal's representation at the Strasbourg Christmas Market (2016), where, for a month, Idanha's culture and productive activities were highlighted

- the organisation of the 23rd Feira Raiana 2019 (which includes the FISAS – International Forum on Relevant Territories for Sustainable Food Systems) places Idanha-a-Nova at the centre of the global debate around sustainability, the urgent need for change in the food system and for a political response that involves actors, knowledge and initiatives at the state level, namely in the framework of the CPLP, the Iberoamerican world and the countries that host bio-regions, with a strong presence here.

Achieving the Sustainable Development Goals recommended by the UN for the coming decade depends on the crucial relationship between the natural resources available and the adequate satisfaction of human needs. A UNESCO territory, Idanha-a-Nova unequivocally demonstrates that the rural world is a space with a key role to play at the helm of this process. Allied to natural and cultural heritage, the region's condition as the first bio-region in Portugal – a space for agricultural renewal/innovation – is a tool for social, cultural and economic transformation of enormous potential in terms of the sustainable development of a country – as demonstrated in the growing number of actions and projects promoted in the territory, from daily practices to festive events, such as Salva a Terra, the Boom Festival and the I-Danha Food Lab, eco-events of the first order that grow stronger with each passing year.

2019 is therefore synonymous with dynamism, audacity and innovation on an unprecedented scale. Underpinning this strategy is a concerted collective effort, involving communities, audiences and individuals interested in contributing to the common good. And, within this range, being a part of the Creative Cities Network facilitates the sharing of experience, knowledge and resources among, as a means to promote the development of local creative industries and to foster worldwide cooperation for sustainable urban/rural development.

GENERAL INFORMATION

Name of the city	Idanha-a-Nova
Country	Portugal
Creative field	Music
Date of designation	2015/12/11
Date of submission of the current report	2019/12/30
Entity responsible for the report	Município de Idanha-a-Nova
Previous reports submitted and dates	Not applicable
Focal points of contact	Paulo Longo Head of Education, Social Service, Cultural, Tourism and Sports Service Municipality of Idanha-a-Nova Contacts: paulo.plongo@gmail.com cityofmusic@cm-idanhanova.pt — Carla Silva Centro Cultural Raiano Municipality of Idanha-a-Nova Contacts: cmribeirosilva@gmail.com — Nuno Capelo Communication Office Municipality of Idanha-a-Nova Contacts: nuno.capelo@cm-idanhanova.pt



CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

Number of UCCP Annual Conferences attended in the last four years

Idanha-a-Nova was present at all UCCP Annual Conferences within this period (Ostersund, 2016; Enghien-les-Bains, 2017; Krakow/Katowice, 2018; Fabriano, 2019)

Hosting of a previous or future UCCP Annual Conference

No UCCP Annual Conference hosted.

Hosting of working or coordination meeting(s) addressed to one or more UCCP creative field representatives

Unesco Creative Cities | Portugal meeting: Amarante (Music), Braga (Media Arts), Barcelos (Arts and Crafts), Óbidos (Literature).

After the Krakow/Katowice Annual Conference (2018) the portuguese cities within UCCN decided to create a national steering group, aiming to define collaboration opportunities, articulate common strategies and share good practices.

1st Meeting - Portuguese Creative Cities

24 Jul. 2018, Centro Cultural Raiano, Idanha-a-Nova, Portugal



Online Information: [Link #1](#) | [Link #2](#)

Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Programme

During this period, Idanha-a-Nova hosted several international meetings, mostly relating culture, tourism and sustainability. Within the UCCP, several portuguese members were present.

International Summit - Cultural Sustainable Tourism Destinations Without Borders

15-17 November 2018 | Idanha-a-Velha Cathedral, Idanha-a-Nova, Portugal.



Among others, included representatives from: First World Conference on Sustainable Tourism (UNESCO, UNEP, UNWTO, UN) Responsible Tourism Institute, European Travel Commission, Global Sustainable Tourism Council, Responsible Tourism Institute, Tourism of Portugal, Historical Villages of Portugal, Institute of Cultural Routes, ICOMOS.

International Conference "Culture, Territory and Development"

11 - 13 Jul. 2019 | Historic Village of Idanha-a-Velha, Idanha-a-Nova, Portugal.

Hosted UCCP Cities: Amarante (Music), Óbidos (Literature); Barcelos (Arts & Crafts), Braga (Media Arts), Idanha-a-Nova (Music);

**Rural Innovation World Forum
| FISAS – International Forum
Relevant Territories for Sustainable
Food Systems | XXIII Raiana Fair**



17-21 July 2019, Idanha-a-Nova. Hosted UCCP cities: Braga (Media Arts), Amarante (Music)

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

Not applicable

Serving as cluster coordinator or deputy coordinator and period

Not applicable

Participation in the evaluation of previous applications, of previous Membership Monitoring Reports

Idanha-a-Nova participated in the Application Calls of this period:

2017- Four cities evaluated, as proposed:

(two appointed)

Amarante, Portugal

Cidade da Praia, Cabo Verde

(two free selected)

Frutillar, Chile

Maputo, Mozambique

2019 Two cities evaluated, as proposed:

(both appointed; shared evaluation process within the subnetwork)

Metz, France

Kirsehir, Turkey

MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCP

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;

Becoming a UNESCO Creative City in Music, reflects Idanha-a-Nova's cultural wealth and diversity, and the way in which it is a blend of tradition and modernity, within the context of the territory's sustainable development. Considering the region's background, a range of innovative measures aimed at boosting agricultural potential and the Creative industries, attracting new residents and projects, and preserving of the area's heritage. Innovation, entrepreneurship and quality are maxims that, in this as in all other challenges we set ourselves, towards the benefit of Idanha-a-Nova's – and its surrounding areas - development.

Once admitted in 2015, Idanha-a-Nova has successfully approached several institutions and organizations, both at regional and national level, to reinforce its development strategy. Among others, we'd like to highlight the Ministries of Culture and Tourism, and the regional authority for central Portugal (CCDRC – Comissão de Coordenação da Região Centro), our most relevant partners within the public and government entities gathered around shared goals, regarding Idanha-a-Nova as a reference for the development of inland, low density portuguese rural areas.

In fact, by demonstrating that this was possible in a smaller scale place, the notoriety achieved as a UNESCO Creative City became a significant attraction factor for Idanha-a-Nova's development strategy, thus also becoming a case study, particularly by crossing different strategic areas such as music, tourism, environment and agriculture.

This combined perspective reinforced several projects/ initiatives already present in the territory, resulting also in some other new:

- joint initiatives for national and international promotion of local/ national culture, and music, in particular;

- the reinforcement of local strategy Recomeçar (ReStart), aiming to increase social, cultural and economical dynamics, by attracting new projects and residents to Idanha-a-Nova;

- increase the local, regional and national awareness for the potential of regions like Idanha-a-Nova to held sustainable development in a global perspective;

- a growing interest of academic and other organizations devoted to research and measuring the effects of a creativity based strategy, regarding its replication in other regions;

The initiatives and projects undertaken, are presented further ahead.

Strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services;

Recomeçar | ReStart Programme (since 2015)

The Recomeçar | ReStart Programme was presented in 2015, after a research promoted by the Municipality, aiming to uncover the region's attractability conditions and development potential. As results and after four years, the programme evolved over 220 approaches resulting in over than 280 | new residents and about 150 investment projects on going: 51 agriculture related projects, 62 on local commerce & services, 20 on rural tourism, 19 on culture & education, 04 on health care, and 03 on distinct research fields. This represents over than 350 work posts in prespective and an investment preview around 10 m€, and, at the same time, implies a turn over the decreasing population levels, noted until the late 90's.

Online information: [Link #](#)

Artists in Residence Programme (since 2006)

Idanha-a-Nova develops an Artists in Residence programme since 2006. Open to different creative areas, Music had a central role since its beginning. After 2015, the interest increase from the music sector represented a larger number of applications, evolving residential, performing and recording structures, once these were known from a wider number of creators. Actually, the residences take place regularly in several places, within the municipality area: Centro Cultural Raiano, up to 4 pax (Idanha-a-Nova); Palheiros de S. Dâmaso, up to 10 pax (Idanha-a-Velha); Casa CK, up to 2 pax (Monsanto), Casa Sra. da Graça, up to 2 pax (Idanha-a-Nova); Escola de Oledo, up to 40 pax (Oledo).

For recording purposes, there are two main venues, made available by the municipality: Centro Cultural Raiano (Idanha-a-Nova) and the Cathedral (Idanha-a-Velha).

The growing numbers of several residence projects, such as Concerto Ibérico Orquestra Barroca Spring and Autumn residences (since 2012) and Coro Misto da Beira Interior (since 2016), became itinerant throughout the territory, using local lodging and therefore representing an income increase for local hotels and restaurants.

Regarding this programme, Idanha-a-Nova and Amarante, are developing a joint artists residence project, in order to stimulate longer permanences in our country, increase the creators and musicians interest towards the great potential of smaller inland cities and contribute for the sustainable development of our communities.

Concerto Ibérico Orquestra Barroca

Since 2016, Spring and Autumn Residences took place in the villages of Idanha-a-Velha, Oledo, S. Miguel d'Acha and Salvaterra do Extremo.

Online information: [Link #](#)

The Great Square of Pegasus (Joao Hasselberg)

Artists-in-residence | Idanha-a-Nova
Unesco Creative City of Music

16 - 18 Dec. 2018 | Centro Cultural Raiano

About the artist: [Link #](#)

Contemporary jazz music. Include recording.

Support for music publishing

The intense editorial output of Idanha-a-Nova's municipality demonstrates that it has well and truly espoused the concept of appreciation for heritage and culture, in particular in terms of music. Its publications cover a wide range of projects – from traditional music to contemporary fusion, going through jazz, metal, early and baroque music - across a variety of platforms, a partnership going under the Idanha-a-Nova City of Music brand. Among the supported projects, we highlight the one from Noa Noa, Palavricas de Amor (The Words of Love), first presented at Womex 2017, in Katowice :

"THE WORDS OF LOVE (...) TWO YOUNG PORTUGUESE MUSICIANS INITIATED THE NOA NOA PROJECT WHICH HAS BECOME FAMOUS; IT IS ON THE LOOKOUT FOR THE MUSIC CULTURE OF THE IBERIAN PEOPLES RESULTING IN NUMEROUS EXHIBITIONS, STUDIES AND THE "AUDIBLE ATTACHMENT", THE NOA NOA RECORDS. (...) HIGHLY, HIGHLY RECOMMENDED."

Péter Kirali in Classical Music Compass, Crítica/Review, Hungria/Hungary 2018

Online information: [Link #](#)

Project Five: "5 Municipalities, 5 Cultures, 5 Senses" (2017-2020)

"Only music creates such strong connections that go beyond cultural, age and geographical barriers."

Under Idanha-a-Nova leadership, Project Five was the result of a challenging funds

application, in 2017. Evolving another four municipalities in the central region of Portugal - São Pedro do Sul, Águeda, Lousã and Óbidos, the other UCCP in our country, at the time – is based in an operative cultural network that relies on a Creative perspective of this wide territory. While exploring each one's identity values and cultural particularities, music was, since the beginning, the key stone of the Project, on which relies the strategic programming that connects all members of the partnership, all year around, through a regular exchange of artists and cultural productions.

The application was successfully submitted to the CCDRC (Coordination Commission for the Centre Region, of Portugal) and gets European funding through Centro 2020.

Online information: [Link #](#) | [Video #](#)

- "5 Entries" a film by Tiago Pereira about the musical practices of "Natal and Janeiras" (Christmas cycle) in 5 Counties, Idanha-a-Nova, São Pedro do Sul, Águeda, Lousã and Óbidos.

[Video #](#)

Portugal Historical Villages Association

This network comprises 12 heritage villages in the centre of Portugal, two of them located in the Municipality of Idanha-a-Nova – Monsanto and Idanha-a-Velha. Created in the mid 90's, during the last decade this network reinforced its position as a significant tourism destination, both at national and international level. The partnership undertaken with the several municipalities and private stakeholders evolved, based on a continuous heritage safeguarding work, an innovative social and economic development built over local and regional resources, and the increase of cultural dynamics towards new and more demanding public, produced two major results:

- the programme 12 em Rede (Network 12), created a all year around cycle of cultural events, crossing local identities and

contemporary creativity. Heritage sites such as these became reference stages for music and other performing arts, defining an itinerary along the 12 villages, in Portugal's inland : Monsanto and Idanha-a-Velha (Idanha-a-Nova); Castelo Novo (Fundão); Sortelha (Sabugal); Piódão (Arganil); Belmonte (Belmonte); Trancoso (Trancoso); Castelo Rodrigo (Figueira de Castelo Rodrigo); Linhares (Celorico da Beira); Marialva (Meda); Almeida e Castelo Mendo (Almeida).

- The 1st Biosphere Destination

A tourism destination that respects nature and preserves heritage. The Historical Villages of Portugal became the first region in the world (actually, 12 destinations), and also the first Portuguese destination to receive the Biosphere Destination certification. A title awarded by the Responsible Tourism Institute, accredited by the Global Sustainable Tourism Council (GSTC), a path based on the 17 SDG's of the United Nations, in line with the great orientations of the UNWTO and UNESCO.

Online information: [Link #1](#) | [Link #2](#)

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

Idanhense Philharmonic | Sénior University | Catarina Chitas Academy of Arts

Founded in 1888, the [Idanhense Philharmonic](#) has been a bastion of music teaching through the generations. It is a true social institution, training its students both as musicians and people. In close collaboration with Idanha-a-Nova Municipality and the Centro Cultural Raiano, Idanhense Philharmonic has been able to maintain its grassroots mission whilst remaining engaged with cultural collaboration, innovation and social inclusion.

Of particular importance is the creation of the [Senior University](#) (2015), a collaborative

project with the county's teaching institutions, now settled in several villages of this county, beyond Idanha-a-Nova: Penha Garcia, Toulões, Medelim, S. Miguel d'Acha, evolving around 300 senior students and over than 20 disciplines, mostly dedicated to cultural issues and music.

Also created in 2015, the [Catarina Chitas Academy of Arts](#) is dedicated to music teaching. In 2018, it was acknowledged for the international certification system [ABRSM - Associated Board of the Royal Schools of Music](#), world leader in music examinations.

The Catarina Chitas Academy of Arts will be able to teach and certify, all preparatory education degrees, from initiation to 8th grade, on various instruments, with internationally recognized diploma.

Coordinated by the Idanhense Philharmonic and supported by the Idanha-a-Nova Municipality, 2018/2019 school year gathered around 100 students, from 3 to 17 years old.

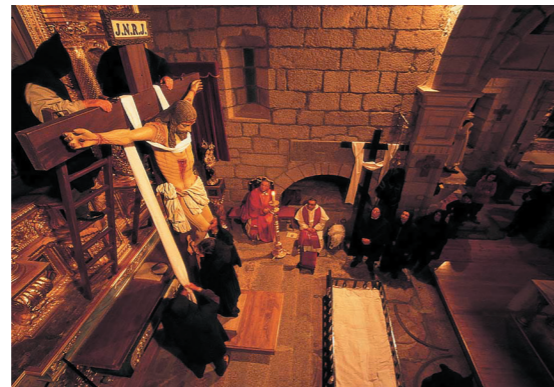
Online information: [Link #1](#)



FILARMÓNICA
IDANHENSE
**ACADEMIA
DE ARTES**

CATARINA CHITAS

Easter in Idanha - A programme to safeguarding and promoting the Easter Mysteries in Idanha



Idanha-a-Nova's Easter Project reflects the principles and objectives of the Convention for the Safeguarding of Intangible Cultural Heritage.

With the guidance of Idanha-a-Nova's Municipality, the project has been working to raise awareness at the local, national and international levels of the importance of this intangible cultural heritage through several actions:

- promoting conferences, meetings, exhibitions and presentations at a national and international level;
- endorsement of the editorial output of Idanha's municipal council in this matter;
- supporting academic researchers in the fields of anthropology, history, geography, music and ethnomusicology;
- fostering artists who focus their interest on these manifestations of ICH;
- encouraging dialogue and involvement from the whole community in the safeguarding of their living traditions, through the annual Lenten Chants Meetings and through the publication and free distribution of the Easter Agenda to the public, developing an informal partnership that contributes decisively to the preservation, cross-generational transmission and promotion of the Easter Cycle programming;

- promoting respect for cultural diversity and creating intercultural dialogue by reconnecting with other features of the local community's memory, such as the area's historical Jewish heritage with the annual ecumenical event in the parish of Medelim dedicated to the Christian Easter and the Jewish Passover;

- developing a continuing and comprehensive strategy of studying and documenting local ICH through the Municipality's cultural services. The Municipality keeps a public record of all events and initiatives relating to the Easter Cycle programme (<http://www.pascoanaidanha.pt>), with the support of ICH researchers and specialists;

- promoting a balance between heritage and creativity in developing a sustainable response to the contemporary challenges faced by small rural communities like ours;

- promoting respect for human creativity and supporting the revitalisation of discontinued or neglected traditions in many communities where migrant women play a central role in (re)constructing memory-based practices and adapting them to present days;

- contributing to active cross-border cooperation between Idanha-a-Nova and neighbouring Spanish institutions such as the University of Salamanca, principally through the ongoing Popular Religion Courses, thus ensuring the recognition, respect and enhancement of intangible cultural heritage in society through educational awareness-raising;

- developing an educational programme (Rural World's New School) with a focus on an early-educational approach to knowledge of Idanha-a-Nova's cultural heritage, aiming to contribute to the motivation of younger generations to acquire traditional knowledge and practices;

- valuing and increasing the self-esteem of communities, groups and individuals taking part in this process; strengthening social and economic cohesion through the added value these festivities and initiatives represent, thus combining the safeguarding of intangible cultural heritage with the promotion of the local economy towards increased

sustainability and policies of gender equality.

Online information: [Link #1](#) | [Link #2](#)

Intercultural Mediators Programme (2019-2022)

Since March 2019, a team will be working among the Roma, the Indian and Portuguese-speaking African resident communities.

The project is developed by the Idanha-a-Nova Municipality, in partnership with the Municipal Center for Culture and Development, as part of an application approved by the Portuguese High Commissariat for Migrations.

The team of Intercultural Municipal Mediators operate to strengthen the integration of specially vulnerable populations, including Roma and migrant communities and the overall objectives of this project are to deepen intercultural dialogue between the various communities and the host society, to promote social cohesion and to improve the quality of life for all inhabitants in the municipality of Idanha-a-Nova.

The work of the Intercultural Municipal Mediators includes strategic areas such as education - linking students, schools and families to combat failure, absenteeism and dropout - and culture - with music as one of the key tools to reach these communities, as demonstrated in previous actions undertaken.

The project is co-financed by the Operational Program Social Inclusion and Employment (POISE), Portugal 2020 and the European Union through the European Social Fund.

Online information: [Link #](#)

OSF – Orquestra Sem Fronteiras (since 2019)



An orchestra is born in Idanha-a-Nova.

Orquestra Sem Fronteiras (OSF), translating as orchestra with no borders, is a newly found music organization based in Idanha-a-Nova. It is endorsed by Portuguese ministries of culture, economy and education, and endeavors a hybrid mission of combining these three fields into one.

Through the selection of the best talented musicians among schools throughout inland Portugal and Spain, the Raia, an orchestra will be formed and perform in several cities, towns and remote villages, offering these musicians paid work and, with it, promoting their growth as professionals while helping fight the talent drain of inland Iberia.

The constitution of the orchestra varies according to the venues, repertoire, and body of music students contributing on each occasion. By the end of 2019, over 150 music students have participated in one or more activities of OSF.

The orchestra's debut saw 42 young musicians share the stage of Centro Cultural Raiano, Idanha-a-Nova, on March 22nd, followed by subsequent performances in Campo Maior and Badajoz.

OSF endorses a policy of social inclusion, offering free access to all its concerts, complementing performance with pedagogy and visiting areas and populations where there is no sustained contact with this kind of form of art. In April, OSF launched

a groundbreaking initiative, maratonas com orquestra de bolso (marathons with pocket orchestra), where a small itinerant 20-piece orchestra visited many remote places and offered informal concerts preceded by oral introductions tailored to the population they target.

Orquestra Sem Fronteiras' project will be enriched with masterclasses, visiting guest artists, forums and more. E.g.: 1st Iberian Meeting for Music in Childhood (21st July 2019, Centro Cultural Raiano, Idanha-a-Nova), an activity integrated in Feira Raiana, of formative character that will include components of pedagogical practice on music education, with the aim of encouraging the incorporation of musical practices in school contexts, based on Kodály's concept of music education.

Online information: [Link #](#)

Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector;

Beira Baixa Cultural

The Beira Baixa Cultural project, co-financed by the CENTRO 2020 Regional Program, Portugal 2020 and the European Union through the ERDF, calls for a networked cultural programming plan, mobilized by the municipalities of Castelo Branco, Idanha-a-Nova, Oleiros, Penamacor, Proença-a-Nova and Vila Velha de Ródão, under the coordination of the Beira Baixa Intermunicipal Community.

As general objectives, the project promotes the development of an integrated strategy of tourism in order to position Beira Baixa as a destination of excellence and authenticity for the historical and cultural tourism segment that's growing in numbers, at national and international level. The rich tangible and intangible heritage of these municipalities, combined altogether,

reveal this whole region high potential, much of it still relatively unknown.

For this purpose were designed four main initiatives:

- Guided tours and staged Tours (demonstration of the culture, history and customs of the territory in a contemplative and interactive way)
- Beira Baixa Arts Festival (development of the territory's characteristic musical programming, promoting artists and regional groups)
- Beira Baixa under Perspective / Temporary Exhibition (coordinated by Idanha-a-Nova, portraits this whole territory through a large photography collection (Pedro Martins and Valter Vinagre, photographers) and soundscaping (Filipe Faria, musician), promoting the dissemination of its heritage, both tangible and intangible.
- Culture and gastronomy themed workshops (dissemination of good practices towards regional arts, crafts and customs using direct participation and experimentation by visitors)

Online information: [Link #](#)

Rede Nacional Cidades Criativas

In October 2019, the five Portuguese creative cities of UNESCO signed a collaboration protocol. The municipalities of Amarante (Music), Barcelos (Handicrafts and Popular Arts), Braga (Media Arts), Idanha-a-Nova (Music) and Óbidos (Literature) are committed to stimulate joint long-term activities.

The protocol includes the development of a joint event to celebrate creativity, collaboration in the organization of a biennial national conference on creative cities, the promotion of partnerships or projects involving the academic community and the partner in the search for national and international funds for development of joint projects.

Assuming culture and creativity as pillars for sustainable territorial development, the aim is to inspire and develop Portugal by promoting creativity applied to cities and their sustainable

territorial development strategies, fostering sharing and cooperation in the context of the principles of UNESCO Creative Cities Network.

Boom Festival



This multidisciplinary event crosses various artistic currents, such as painting, sculpture, land art, interactive installations, music, video art, fine arts gallery or graffiti. The artistic proposals are complemented by a large poster of conferences, workshops, gatherings and alternative theme presentations.

Boom Festival is a transgenerational, with a large age range of children, adults and even a faction of the public over 50 years. This diversity is achieved through avant-garde artistic and cultural proposals that emphasize not only hedonism but also knowledge.

Another mark of this festival is its intercultural character. The Boom has a vast worldwide network of ambassadors and attracts audiences from all continents. This gives rise to contact between people from diverse cultural backgrounds, who thus interact surrounded by arts and culture and may diminish differences and favoring the overturning of interethnic stereotypes.

In 2004, Boom began developing projects to become fully self-sustaining so as not to contaminate nature and educate for eco-awareness. These include developing non-chemical toilets; the treatment of festival waters through biotechnology; the use of solar and wind energy; recycling; organizing the Boom space according to

Permaculture principles: and providing participants with free cleaning kits (pocket ashtrays and garbage bags).

In 2010 the festival was invited by the UN to be part of the United Nations Environmental and Music Stakeholder Initiative project, which aims to promote environmental awareness among the general public.

Boom Festival is the only Portuguese festival with international awards, namely in the environmental area:

- European Festival Award 2010, 2012, 2014
- Greener Festival Award Outstanding 2008, 2010, 2012, 2014, 2016, 2018

Recently, the study conducted about the Economic, Social and Environmental Sustainability Impact of the Boom Festival in Idanha-a-Nova revealed the impressive numbers:

- 41,000 people involved - Boomers, artists and other professionals;
- more than 900 jobs sustained and polarized by festival activity;
- a total economic value of about 55 m € in the Portuguese economy;
- the high rates of visibility achieved by Idanha-a-Nova through this event;

along with its capacity as an instigating event of behavioral change. Festival Boom fits into an event typology transformational festivals, where a variety of multidisciplinary offer is provided with the aim of instigating a transformative experience of the individual and the collective. With this vocation, the Boom Festival assumes its responsibility environmental impact not only on direct impacts on resources but also in the context of the transformation of its participants and contributors: "(...) it makes sustainable development and the promotion of ecological consciousness a top priority before, during and after the event. As a result, implementation of such goals are carried out in complete harmony. "(Festival Boom website). It is This responsibility

is evident in the initiatives and measures Festival, and is not limited to local influence, surpassing the country borders disclosure of sustainability measures available to all:

- during the Festival- "eco tips"; before, during and after Festival;
- Eco campaigns posted with video series and with Eco Practices ("Save the Drop", "Skip on Plastic");
- presence of NGOs during the Festival, with dedicated space for publicizing and debating environmental issues: NGO Django & Eco Tech Hub - 37 workshops and presentations, 13 booths NGOs present throughout the festival;
- communicating with the participant about what was done in terms of sustainability and what can be improved: Eco Letter - after event, via digital;
- Karuna Project: through this project was supported the "Center for Quercus Wildlife Studies and Recovery " Castelo Branco, AERID - "Educate, Rehabilitate, Include Differences "and" Seeds of the Interior.

Online information: [Link #1](#) | [Link#2](#)

I-danha Food Lab

I-Danha Food Lab Accelerator its an AgriTech and FoodTech accelerator that aims to help start-ups and traditional businesses to develop more sustainable solutions than the ones offered in the market.

During the three editions (2017 – 2019) results are quite significant: 146 applications received, 22 countries, 19 accelerated ventures 409 entrepreneurs, 95% survival rate, 7 bootcamps, 34%

International, 3 editions, 18 active ventures, 13 Startups were accelerated and 10 pilots created in Idanha-a-Nova with local farmers.

The first of its kind in Iberian Península, I-Danha Food Lab aims at creating a test facility where many technologies can be tested (from both corporate and start-ups) in order to improve in both terms of CO2 mitigation,

null use of chemicals and sustainable land use, environment impact, and efficiency the whole value chain in the food industry. From the seed till the distribution to the end user, our goal is to make low impact, biological products accessible to the growing population.

I-Danha Food Lab takes place at Monsanto, one of the most relevant heritage sites of Idanha-a-Nova region. Closely articulated with the local yearly cultural event, in november, under the Portugal Historical Villages programme 12 em Rede (Network 12), thus partaking the significant impact on local economy and visibility.

Online information: [Link #](#)

Integrating culture and creativity into local development strategies, policies and plans;

Idanha-a-Nova Theme Festival Local Network (since 2002)



Inspired by the popular markets, the county's excellent agri-food products and music as a binding factor, Theme Festivals Local Network became a widespread initiative. A close partnership between Idanha-a-Nova Municipality and its parishes, this all year round set of events takes place in every village.

Olive oil, Smokehouse products, Soups, Bread, Mushrooms, Game hunting, Watermelon, Paeonies, Easter and Christmas traditions are some of the references.

Whith traditional markets and fairs whithering, the Municipality developed a new model, promoting new social, cultural and economic dynamics, that evolves both local villagers and growing numbers of visiting public (average numbers per festival: 3000).

By associating the festive dimension of music to a market context, a significant new opportunity has been created to generate business, encourage local production, promote greater inclusion of local communities and increase local heritage notoriety.

Online information:

[Link #1](#) | [Link #2](#) | [Link #3](#)

Music at School



In Idanha-a-Nova, music teaching sets its own parameters, defining new competencies on different pedagogical levels and creating new educational projects and methods, in tune with its reality - a concept that integrates different ways of passing on knowledge, linking tradition to younger generations.

Along with Idanhense Philharmonic and Music Conservatory - both playing a vital role in musical education in the county – Idanha-a-Nova Municipality, using the powers given by the Portuguese Ministry of Education to municipal councils to organise extra-curricular activities in schools, decided to meet this commitment, bringing not only the teaching of the adufe into schools but, furthermore, including the music learning to the early levels of learning, starting in kindergarten.

This initiative proved to be a positive fact of

differentiation and attraction in the context of the educational offer, even contributing to the integration of the new families that have settled in this county. The expansion of the municipal kindergartens – two already operating in the farthest villages of Rosmaninhal and Termas de Monfortinho, in the eastern a of the county, another one prepared to open in 2020, in the village of S. Miguel d’Acha – gave the Municipality good arguments to reach for more substantial programmes and funding. As result, and in close partnership with Ministry of Education and the programme Portugal Inovação Social (Social Innovation Portugal), Idanha-a-Nova successfully joined the New Rural World School. This project aims to pursue a holistic preschool education strategy, from 4 months to 5 years old, to ensure universal access for all Idanha-a-Nova children to differentiated quality educational experiences in the first years of life, which contributes to improve its global development, with the main objective of reversing the generational cycle of social exclusion in inland and low density areas.

Co-funded through POISE (Operative Programme for Social Inclusion and Employment).

Online information:

[Link #1](#) | [Link #2](#) | [Video #1](#)

Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.

Research and renewal regarding traditional music instruments and songbooks

Shortly after being appointed UNESCO Creative City in Music, Idanha-a-Nova Municipality fostered a programme dedicated to the research and renewal of local traditional music instruments and songbooks. Combining heritage safeguarding and innovation, it

evolved a wide range of stakeholders, in order to boost this heritage potential, aiming to increase cultural awareness and develop new social and economic possibilities by crossing contemporary and inherited features.

The songbooks – specially those related to the traditional festivities cycles, like Easter – were compiled and will be available to a wider public range through electronic/ virtual platforms.

The traditional music instruments undergone a serious investigation process, evolving several researchers and luthiers, around the most representatives: adufe, viola beiroa (the local guitar) and palheta, a double reed woodwind instrument.

Adufe

Rui Silva’s performative practice is deeply marked by the Oral Tradition of adufe. Taking over the intensive research with customs and artisans in the Idanha-a-Nova (and Paúl) region he created the concept “Modern Adufe”, which defines the exploration of new performative techniques and the expansion of the customs language from other traditional frame drums.

Since 2012, through his project AL-DUFF (2012-2015) and beyond, he has guided over 70 traditional drumming workshops for over 700 participants. He has transcribed and published traditional rhythms and folk songs, has made conference communications and published articles, participated in rádio, television programs and exhibitions, contributing to a renewed interest in this particular music instrument.

In 2013 launched its artisan brand: adufes combining handcrafted construction processes with innovative design for a more versatile and reliable instrument. Among the innovations introduced stand out: the tuning system, the variable structure and the two distinct sound sides.

Online information: [Link #](#)

Traditional Music Workshops - Viola Beiroa and Beiroinha Construction courses (2016 – 2019)



Under the Traditional Music Workshop project, promoted by the Idanhense Philharmonic, in partnership with the Municipality of Idanha-a-Nova, this initiative revives one of the most representative traditional music instruments of this region, following Manuel Moreira’s model, one of the last and best known Viola Beiroa players, from the village of Penha Garcia (Idanha-a-Nova). With two editions already undertaken (2016-2017 and 2018), this initiative values cultural heritage, create self-esteem and new business opportunities within local communities and promotes the use of Viola Beiroa nowadays.

The Cavaquinho Beirão | Beiroinha was an innovative output, undertaken within the Viola Beiroa construction courses, under the guidance of the two luthiers evolved. Crossing local and national traditional string instruments and now produced by two craftsmen, this new creation is gathering considerable interest. Several groups are already using it in their repertoire, at the moment.

The BTL - Lisbon Tourism Exchange 2018 hosted the first international presentation of the Viola Beiroa project.

Palheta

Virtually extinct until recently, Palheta is the less known of Idanha-a-Nova’s traditional music instruments. Two parallel projects were developed, both with support from

the Municipality of Idanha-a-Nova:

- the Traditional Music Workshop project, promoted through the Idanhense Philharmonic, with the main purpose of getting back the building capacity and its reinstatement primarily within traditional music circuits, at local and regional level.

- the investigation and new creation project by Filipe Faria and Pedro Castro, with master instrument builders Mário Estanislau and Vítor Félix:

From the branch of a tree. The 8-hole palheta. A reinterpretation of the instrument of José dos Reis (Monsanto, 1911-1996).

“While the musical identity of Idanha-a-Nova revolves essentially around another unique local instrument, the adufe, a square frame drum which is deservedly the great musical icon of the region, the musical identity of the territory does not end there. The region’s musical tradition is blessed with special characteristics in terms of both performance and instruments, giving rise to projects of preservation and creation based on tradition and intangible heritage.

In 2015, this heritage was recognised by UNESCO, with the induction of Idanha into the Creative Cities Network for music, and our project was developed within this context.” Filipe Faria.

Presented in 2018, during Fora do Lugar – Early Musics International Festival, the eight-hole palheta is not just a reinterpretation. It is the development of a new instrument, recovering an old one from its prematurely announced death. Throughout the entire process of constructing the eight-hole palheta, Filipe Faria and Pedro Castro witnessed the work of master instrument builders Mário Estanislau and Vítor Félix.

From the Branch of a Tree became also a book and a film (Production: Arte das Musas, in partnership with Idanha-a-Nova UNESCO Creative City of Music, with the support of Ministério da Cultura and Direcção- -Geral da Artes, 2018) Online information: [Project](#) | [Film](#) | [Book](#)

Fora do Lugar – Early Musics International Festival (since 2012)



The Festival mixes classical music and popular expression on unexpected stages. The music is the true cultural and heritage intervention in each place chosen to be Fora do Lugar. It is a partnership between Idanha-a-Nova Municipality and Arte das Musas, with artistic direction by Filipe Faria.

It shares Idanha's guiding principles, even more so as UNESCO Creative City of Music, where creativity, innovation, sustainability and social participation take on a global dimension, while encouraging a close look at the crucial role to be played nowadays by the rural environment.

Fora do Lugar was selected to receive the EFFE Label 2017-2018, by the International Jury following successful evaluation by the Hub Experts on a national level.

"Fora do Lugar - Festival Internacional de Músicas Antigas is now part of the EFFE festival community, facilitated by the European Festivals Association, which consists of festivals that stand for artistic quality and have a significant impact on the local, national and international level. (...)

Experts consider a small-scale festival with great potential, a modest but carefully curated artistic program suggesting a positive impact on the slightly isolated local community.

Experts emphasize its excellent articulation with UNESCO'S Creative City of Music title and the work in progress in the promotion of region's musical traditions. (...)."

Darko Brlek, President EFA and Jonathan Mills, President EFFE International Jury 2017-2018 on behalf of the EFA Board, the International Festival Jury, all EFFE Hubs and Hub Experts

Online information:

[Link #1](#) | [Posters](#) | [Catalogues](#)

[Video #1](#) | [Video #2](#)

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

Professional and artistic Exchange

Katowice, Poland, Silesian Jazz Festival, 2016

Idanha-a-Nova was represented by Vasco Miranda Quartet.

Hamamatsu, Japan, World Music Festival, 2016

NOA NOA presented "Língua" and a little bit of the new "De la mar" in the "Hamamatsu World Music Festival" (November)



Noa Noa @ Japan - Hamamatsu World Music Festival 2016

© Hamamatsu World Music Festival

Online information: [Link #1](#) | [Link #2](#)

Hannover, Germany, Fête de la Musique 2017

Idanha-a-Nova metal band Subliminal Legacy performed at the Fête de la Musique, in Hannover, Germany (June).



Online information: [Link #](#)

Idanha-a-Nova, Portugal, Salva a Terra Eco-Festival, 2017

Salva a Terra Eco-Festival hosted Milou & Flint, from Hannover, Germany (June)

Online information: [Link #1](#) | [Link #2](#)

Mannheim | Heidelberg, Germany, Enjoy Jazz 2018

Rui Silva represented Idanha-a-Nova in Ralph Dutli's improvised poetry and music project "Von Salz und Liebe" (poetry and voice), along with Paata Demurishvili (piano) and Michał Zdrzałek (French horn and electronics). (October)

Online information: [Link #](#)

Idanha-a-Nova, Portugal, 7th Fora do Lugar – Early Musics International Festival, 2018

Idanha-a-Nova hosted Kapela Maliszów, from Katowice, Poland, for the festival's opening concert (November).

Online information: [Link #1](#) | [Link #2](#)

Idanha-a-Nova, Portugal, XXIII Feira Raiana, 2019

Idanha-a-Nova hosted the band Capitão Mocho, from Amarante, during the XXIII Feira Raiana, at UNESCO Creative Cities stage (July).

Online information: [Link#](#)

Pesaro, Italy, International Early Music Summer Courses, 2019-2020

With the support of Idanha-a-Nova, the CIOB – Concerto Ibérico Orquestra Barroca (Iberian Concert Baroque Orchestra) began in 2019 preparations, together with Pesaro, to take the next edition of the Early Music Summer Courses to Italy, in 2020. This initiative aims to proportionate a new and different

perspective for both students and teachers attending these courses, while sharing knowledge and experience with a fellow city.

Online information: [Link #](#)

Katowice, Poland, UCCN Annual Meeting, 2018

Beneath the Sign of the Moon, by Valter Vinagre, Photo Exhibition (June).

On the occasion of Boom Festival's 20th anniversary, Idanha-a-Nova curated this exhibition from the work developed by the photographer Valter Vinagre, who accompanied these magical encounters over the years, portraying the place and its inhabitants, their constructions, desires and dreams.

Proença-a-Velha (Idanha-a-Nova), Portugal, 2019.

Easter that unites, by Marcin Górski, photo exhibition (April-May)

Comissioned on the occasion of the 800 Years of thr 1st Chart of Proença-a-Velha (Idanha-a-Nova), the exhibition "Easter that unites", by Marcin Górski, gathers the work of several years photographing this community. Marcin Górski is a polish university teacher from Katowice.

Sharing experiences, knowledge and best practices

Music Cluster Meetings

Idanha-a-Nova attended the music cluster meeting held in Adelaide (mar/2017), Katowice (oct/2017), Kingston (fev/2018), Mannheim (nov/2018) and Amarante (mar/2019)

Second UNESCO Creative Cities Beijing Summit, Beijing, China, 2016

Shortly after becoming part of the UCCN, Idanha-a-Nova was invited share its experience and perspective aiming this goal.

Strasbourg Christmas Market, Strasbourg, France, 2016

Strasbourg is one of the oldest and most famous in Europe. Throughout the five centuries of its existence, this global event has never invited a southern European country. It was Idanha-a-Nova which took on the huge responsibility of organising the entire Portuguese presence in Strasbourg, as well as the cultural programme, run by the Centro Cultural Raiano (Idanha-a-Nova), which left its mark of excellence on Strasbourg. This extended as far as the European Parliament.

Organised by Idanha-a-Nova, Portugal's presence at the Christmas Market in Strasbourg was a complete success. In the most diverse areas, Idanha and Portugal stamped their culture on the event.

Portugal was the guest country at the Strasbourg Christmas Market for the first time. And Idanha-a-Nova was given the honour of organising the Portuguese contribution, representing the whole nation. A huge responsibility, for this was also the first time that a Southern European country was invited to join the largest and oldest European fair. For a month, Place Gutenberg, one of the most symbolic squares in the city of Strasbourg, was like a Portuguese outpost, arms open to the world. Idanha-a-Nova, a member of UNESCO's Creative Cities Network, in music, and the most recent member of the Strasbourg Club, with the support of the Ministry of Culture, the Secretary of State for Tourism and the Secretary of State for Portuguese Communities, among other bodies involved, made a strong impression on the heart of Europe of a first-class Portugal, one that is able to embrace its rural denominator, whilst never fearing innovation.

Important partnerships and multiple dynamics

were established in Strasbourg, which brought immediate results with direct impact on the economy of the regions and the country as a whole, and which will bear fruit both short- and long-term. The Portuguese "village" in Strasbourg was made up of 16 chalets, where Idanha had a strong presence, alongside a broad range of Portuguese products on display, their origin duly certified (75 tonnes of Portuguese products sold out in Strasbourg)

The weight of the Portuguese presence, however, was much greater. And it was far from being restricted to Place Gutenberg. The cultural heritage of Idanha-a-Nova and of Portugal was disseminated throughout the city and made its mark on the European Parliament, where there was an exhibition of the photography of Valter Vinagre (Barra das Almas), a gastronomic show, led by chef Mário Ramos, and the magic of the adufes, in the hands and voices of the Adufeiras de Idanha-a-Nova. Fado, classified by UNESCO as Intangible Cultural Heritage of Humanity, was omnipresent, represented by Luís Cipriano's project Fado a Cappella. In classical and erudite music, the imposing Strasbourg Cathedral welcomed the project Concerto Ibérico Orquestra Barroca – which originated in Idanha – and which, led by conductor João Paulo Janeiro, evoked the splendour of Portuguese baroque music.



In the church of Saint Pierre-le-Vieux, there was a group exhibition of contemporary art from the Paulo Lopo collection, with huge emphasis on the canvas by Carlos Farinha, which adorned one of the church

walls. In front of the cathedral was Turismo de Portugal's stand, which, inspired by the motifs on 18th-century Portuguese albarrada tile panels , displayed a typical Portuguese Christmas hamper, with a selection of the country's finest products. At Maison Kammerzell, the city's most famous restaurant, also next to the cathedral, a whole week was entirely devoted to Portuguese gastronomy. For a month, Portugal warmed the heart of Europe.

Salva a Terra Ecofestival, Salvaterra do Extremo (Idanha-a-Nova), Portugal, 2017 - 2019



The biennial ecofestival Salva a Terra, held in Salvaterra do Extremo in the heart of the International Tagus Natural Park in the municipality of Idanha-a-Nova has suddenly been confronted with the flip side of its own essential mission: preservation. Internal issues led the Municipality of Idanha-a-Nova to to ensure the continuity of one of the most significant events in sharing good environmental practices and sustainable development, with music in the background.

As a very rare species of festival, in itself a creative ecosystem of diversity and considered one of the most ecological of festivals. A radical experience of a varied nature and of survival, which forces us to find a way forward for a sustainable future recovering that which is essential.

The Municipality of Idanha-a-Nova acted to preserve the festival, ensuring its 2019

edition. Salva a Terra will therefore be extraordinary in various ways, with its function, energy and identity intact, co-organised by the municipality of Idanha, the Union of Parishes of Monfortinho and Salvaterra do Extremo and ONG Quercus (National Association for Nature Conservation).

Concerts, cinema, walks, environmental education, conferences, dancing, street entertainment. The cause generates considerable synergies and all profits go to the Quercus Wild Animal Recovery and Study Centres, in Portugal. For the preservation of biodiversity, which will always be at the heart of this festival.

Online Information: [Link #](#)

SIPPA 2018 : Conference Carte blanche au Portugal, Arles, France

From 16th to 18th of May, the cities of Idanha-a-Nova, Beja, Freixo de Espada à Cinta and the Network of the Historical Villages, took part in the SIPPA 2018, International Fair for Heritage professionals at Arles, to represent Portugal, guest country for this edition.

Online information: [Link #1](#)

2CN-CLab Talk "Culture, Networks and Policy: Portugal in the UNESCO Creative Cities Network", Centro Cultural Raiano, Idanha-a-Nova, Portugal. (September)



2CN-CLab (Cultural Cooperation Networks – Creative Laboratory) aims to promote

critical and constructive discussion on cultural cooperation networks and, thereby, to sensitize and empower the stakeholders to participate in this kind of organizations.

Online information: [Link #1](#) | [Link #2](#) | [Link #3](#)

XXVII Economic Forum 2017, Krynica-Zdrój, Poland.



Idanha-a-Nova, Creative City of UNESCO, in the area of Music, participated in the XXVII Economic Forum 2017, which took place from the 5th to 7th of September, in Krynica-Zdrój, Poland.

Under the theme "Project Europe - which recipe for the next decade?", Idanha-a-Nova was the only creative city of the UNESCO network present at the event, integrated in the panel dedicated to the Potential of Cultural and Creative Industries in the area of the New Economy .

Together with political and academic representatives from Ireland, Italy, Russia, Ukraine and Romania, the role of cultural events in boosting the economic development of peripheral regions in Europe was reflected.

The Economic Forum - the largest conference in Central and Eastern Europe - brought together a record number of participants, some 4,000, more than 200 thematic debates and special events, with the participation of Heads of State, senior representatives of governments and parliaments, CEOs , as well as representatives of local governments and experts from various areas.

The Economic Forum - the largest conference in Central and Eastern Europe - brought together a record number of participants, some 4,000, more than 200 thematic debates and special events.

WOMEX 2017, Katowice, Poland



Idanha-a-Nova, UNESCO Creative City of Music, was present in the most international music meeting of the world, Womex, taking part on the Conference Session about "How to build a UCCN Music City (October), along with other UCCN Music Cluster members (Kingston and Adelaide).

5th European Congress of Local Governments, Krakow, Poland, 2019

Idanha-a-Nova UNESCO Creative City of Music is partner of the 5th European Congress of Local Governments, that will be held on April 8-9, 2019, in Krakow, Poland.

The 5th European Congress of Local Governments is a meeting platform for local leaders and regional elites to exchange views with public administration, NGOs and business.

Idanha-a-Nova was invited to moderate the discussion panel "The Recipe of Festival Cities for the Tremendous Success", including speakers Ukraine, Denmark, Portugal and the Czech Republic

STEPS project – Intercultural Cities Programme, Lisbon, 2019

Together with Amarante, Mannheim, Katowice and Krakow, Idanha-a-Nova participated in the round table and the study visit on the participatory mapping of diverse cultural heritage methodology, that took place in Lisbon, last 25 February 2019, in the framework of the STEPS project within the Intercultural Cities Programme.

Culture 2030 – Rural-Urban Development: The Future of Historic Villages and Towns, Meishan, China, 2019

Last June, Idanha-a-Nova was invited as a keynote speaker, to share the experience and the creative challenges presented to a territory like ours, marked by the small size and a strong rural character.

Portugal 2030 – Strategy for Portugal Central Region, Fundão, Portugal, 2019

Last November, Idanha-a-Nova was invited to be part of the reflection group, held to prepare the next Portugal 2030 programming period and, more specifically, the strategic reflection on the future of the Central Region, in the medium and long term. The Regional Directorate for Culture of Center Portugal has commissioned this study to the Observatory of Communication and Culture Policies of the University of Minho (POLObs), which aims to produce a multidimensional diagnosis of the cultural reality of the region, evolving the municipalities, intermunicipal communities and cultural entities, with the organization of six discussion groups, distributed throughout the regional territory and organized according to thematic areas of the Satellite Culture Account.

Idanha-a-Nova UNESCO Creative City of Music featured in VIA Magazine, an institutional publication of Santa Catarina's Federal University, Brazil, which dedicates this edition to UNESCO's Creative Cities.

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

Projects aiming to achieve the Programme objectives locally

Culture for All

Aims the development of a participatory art project, promoted by OSF (Orchestra Without Borders) among other stakeholders. The work to be done presupposes the appreciation of the human heritage and the social inclusion of excluded or socially disadvantaged groups of the territory, through the participation in workshops / workshops of different performative areas (musical, scenic and creative writing) that will allow them to acquire capacities for creation and staging an artistic spectacle.

This project will be developed in 4 phases:

- 1 - Mapping of excluded or socially disadvantaged groups in the territory and understanding their potential in the performative areas to work: Music - musical instruments and singing; Stage construction and costumes; Creative Writing - creation of the plot of the show to be created, with resources to stories and memories of the territory.
- 2 - Development of regular workshops / workshops in each of the areas, promoted by specialists in cultural pedagogy.
- 3 - Development of collective rehearsals, with all participants from various areas, to build the final artistic project.
- 4 - Exhibition of the final artistic show

ReNew Infrastructures

Instead of building brand new infrastructures for cultural purposes, Idanha-a-Nova intends to invest in adapting existing infrastructures, to face the growing needs of music and other creative industries. Recycling old buildings contributes to urban rehabilitation, increasing social awareness about sustainable development.

A disabled disco and the old market

place, in Idanha-a-Nova, and two large haystacks, in Idanha-a-Velha were signposted and are now about to be intervened to house art residences, cultural performances and meetings, and to serve as multidisciplinary work areas.

Projects aiming to achieve the objectives of the Programme at international level

UNESCO's Portuguese Network of Creative Cities

Idanha-a-Nova, Óbidos, Amarante, Braga and Barcelos - has set a mission to inspire and develop Portugal by promoting creativity applied to cities and their sustainable territorial development strategies, fostering the sharing and cooperation between them in the context of the principles of the UNESCO Creative Cities Programme.

- To inspire and enable Portuguese cities to use creativity as a factor for sustainable economic and social development;
- Position Portugal as a creative tourism destination of excellence in the world context;
- Enhance the development of the creative industries sector in the country, making it more innovative, sustainable and international;
- Promote the integration of new Portuguese cities in the world network;
- Enhance the interaction between the various creative domains, particularly with the UCCP portuguese speaking members, Brasil e Cabo Verde;
- Promote the integration of culture and creativity into national, regional and local development strategies.

Within these objectives, Idanha-a-Nova will host the first meeting of the portuguese UNESCO Creative Cities, integrating fellow members from the UCCP cluster areas.

DEM – Days of Electroacoustic Music

Contemporary and fusion music creation gather an increasing interest, in particular among the younger ones. Several experiences already taken, evolving youngsters - such as workshops and masterclasses - revealed the desire to learn more, beyond the official pedagogical model that takes place in regular school. This opportunity is seldom given in regions such as Idanha-a-Nova and its surrounding area.

This project evolves a partnership with private stakeholders, with a large experience and well connected both at national and international level.

Artistic residences, concert cycles and new audiences formation are three structural axes of this initiative.

Estimated annual budget for implementing the proposed action plan

The projects presented evolve, at some level, partnerships and several stakeholders, some private, others related to governmental institutions. The Municipality of Idanha-a-Nova represents the main financial supporter so far, affecting a significant part of funds to the cultural sector (about 1,8 m€, representing circa 12% of the municipality's general budget).

Plan for communication and awareness

Idanha-a-Nova presents itself as a small scale city with high rate dynamics, committed to the UCCN objectives and its achievement through the city's communication priorities and strategy. In spite of the coherent branding developed since the year of designation, one can still feel there's room for a deeper integration of the project.

Planning and developing a strategic model to achieve higher social impact and a clear understanding of what does being a Creative

City effectively means, in a broader scale.

Some of the actions already considered – part of them already in try out – aim to reinforce the branding and, therefore, to strengthen the articulation between the Creative City and the public:

- reinforcement of the Creative City branding;
- approach to target audiences: local communities; schools; culture and tourism professionals and stakeholders
- promoting the communication/ branding tools and the general use of brand manual;
- development and diffusion of a consistent merchandising line, brand associated;
- development of centralized communication line and resource center.



United Nations
Educational, Scientific and
Cultural Organization



IDANHA-A-NOVA
CITY OF MUSIC

Designated
UNESCO Creative City
in 2015



MUNICÍPIO
IDANHA-A-NOVA