

Krakow UNESCO City of Literature UCCN Monitoring Report 2013 -2017



We have no need of other worlds. A single world, our own, suffices us; but we can't accept it for what it is.

- Stanisław Lem, Solaris

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EXECUTIVE SUMMARY



1. Executive Summary

On October 21, 2013, the inaugural day of the 5th Joseph Conrad International Literature Festival, Krakow was designated a UNESCO Creative City in the field of literature. This international recognition celebrated the diversity of the city's publishing sector; quality of educational programmes; vibrancy of literary events and festivals; quantity of libraries, bookstores and cultural centres; strength of its book market; depth of its translation initiatives; spectrum of public and private sector activities in literature; as well as the very central role played by literature, drama, poetry in the development of modern Krakow.

Oh, I adore Krakow – for not by the stones is my distress caused – by living men. Nothing shall shake my spirit nor transform it, nor shall my inner fire stop to burn, since its roots in Faith rest that engloves my thought with rosy dawn and wakens me. And every time you throw a stone at me, you build a mound – with me on top of it.

Stanisław Wyspiański, Translated by Joanna Bilmin

As a result of the designation, the Krakow UNESCO City of Literature Programme, implemented by the Literature Department of the Krakow Festival Office, was developed to provide support for the sector and its development. Since 2013 the Programme focused around 10 priority tasks¹, including to:

1. Integrate a diverse literary sector
2. Create links between literature and other creative industries
3. Shape attitudes to reading and literature
4. Organize literary events and festivals
5. Support the development of the book industry
6. Improve conditions for the presence of literature in public space
7. Expand scholarship programmes
8. Strengthen connection between literature and human rights
9. Deepen international cooperation
10. Develop literary education programmes

It must be said that the designation opened doors and the subsequent programme helped to systematize the slew of activity percolating in the city. Throughout the past four years, integration has taken place on many planes. The city has introduced more appropriate financial and management mechanisms and structures that ensure transparency and vision for responsible development of the book market and literary industries, including **the UNESCO City of Literature Development Strategy**. Consequently, the third sector has been emboldened to take charge in this City of Literature and create long-term strategies for itself and the literary community. The city has also introduced

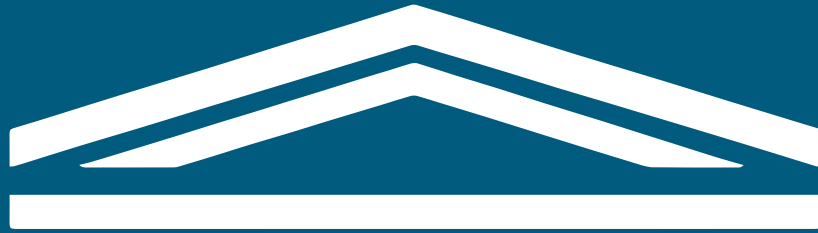
¹ Approved by the City Council with the municipal resolution on the Krakow UNESCO City of Literature Programme 2016-2020 [PL], <http://bit.ly/2hPjNFI>

a new, coherent management system for public libraries in Krakow, administered by **Krakow Library** [Biblioteka Krakow], a new municipal institution that serves as a consultation and information platform, provides an integrated loan system and a single Krakow Reader Card, and runs local cultural events. The Reader of the Year Award further incentivizes reading and use of the public library system.

Education has been at the heart of the City of Literature Programme, offering literary and cultural education for all social and age groups, using such tools as the **Creative Writing Courses** as well as training and professionalization services for the sector, like librarians, publishers and booksellers. Together with the sector, dozens of projects with national and international scope were launched, many at the intersection of two or more creative fields like new media, film, video games, music, art and more. **The ReadPL** campaign that engages nearly 500 cities in Poland and worldwide could not have been possible without the cooperation of over 20 publishers. The **Support Programme for Independent Bookstores** in Krakow is the result of collaboration between the city, private business and the third sector, and the **Programme for the Support of Literary Debuts**, including the first in Poland award for Debut of the Year, called the **Conrad Award**, is unique in its holistic approach. As a result, the City of Literature Programme has contributed to strengthening the sector and ensures further engagement. From local literary initiatives held in hospitals, **Second Life of the Book**, and prisons, **Reading Lessons**, to several hundreds of activities organized as part of the **Conrad International Literature Festival**, **Miłosz Poetry Festival** and many more, Krakow is buzzing with events that aim to promote literature and reading. Home to the **Polish Book Institute** and the largest International Book Fair in Central Europe, Krakow is a global centre for literature. The city's residency and grant programmes continue to open the city and its citizens to the world, especially the **International Cities of Refuge (ICORN) Programme** that offers shelter for persecuted writers in Krakow. Freedom of speech and expression is central to this city of open gates and the diversity that the UNESCO Cities of Literature represent a great opportunity for intercultural dialogue, exchange of knowledge and experience and learning.

Bearing in mind the depth and breadth of measures and initiatives since 2014, the future is bright for Krakow. In 2018 the **Regional Literature Fund** will be initiated to support not only literary activities as well as publications connected to the tenants of the Krakow UNESCO City of Literature Programme. The flagship project for 2018-2021 continues to be the building of the **Centre for Language and Literature**, called **Planet LEM** and inspired by the life and works of science-fiction writer Stanisław Lem. And as the city will be tackling these monumental projects and other international ones concerning everything from literary education to literary tourism, in June 2018 Krakow will undertake the role of host for the **UNESCO Creative Cities Annual Meeting** along with Katowice UNESCO City of Music.

Krakow is a city for which literature is the basis of identity and the foundation of its sustainable development. It is actively involved in the international literary movement, constantly expanding its literary heritage based on the creativity of its past, present and future generations of the people, cultivating the diversity and quality of the creative sector connected with the book and literature. The City of Literature designation has immensely helped to catapult and integrate the city around its common mission and we look forward to an exciting future.



GENERAL INFORMATION



2. General Information

2.1 Name of the city:

Kraków

2.2 Country:

Poland

2.3 Creative field of designation:

Literature

2.4 Date of designation:

October 21, 2013

2.5 Date of submission of the current report:

November 30, 2017

2.6 Entity responsible for the report:

Krakow UNESCO City of Literature Office

2.7 Previous reports submitted and dates:

Internal Annual Reports submitted in January 2014, 2015, 2016

2.8 Focal point of contact in charge of the daily management of the designation:

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2.1 Contact details of officer in charge within the city government:

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**CONTRIBUTION TO THE
NETWORK'S GLOBAL
MANAGEMENT**



3. Contribution to the Network's Global Management

3.1 Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory):

UCCN Annual Meetings

- Chengdu, China: 2014
- Kanazawa, Japan: 2015
- Ostersund, Sweden: 2016
- Enghien les Bain, France: 2017

Cities of Literature Subnetwork Annual Meetings

- Heidelberg, Germany: 2015
- Dublin, Ireland: 2016
- Barcelona, Spain: 2017

3.2 Hosting of a UCCN annual meeting and dates:

- [upcoming] Krakow and Katowice (Poland): June 2018

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

- Reading Małopolska Conference for UNESCO Cities of Literature: May 2013
- Special guests of the Conrad International Literature Festival:
 - Reykjavik: October 2013
 - Edinburgh: October 2014
 - Lviv: October 2017

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

- Writing Freedom Biannual PEN International WiPC Conference: May 2013
- 3rd World Congress of Translators of Polish Literature: June 2013
- Second International Haiku Conference in Poland: May 2015
- Biblioteka Nowa International Seminars for Librarians: 2015 – 2017
- 4th World Congress of Translators of Polish Literature: June 2017

Participation in international conferences and meetings:

Book Festivals and Fairs:

- Brak Festival, Bratislava Book Festival: May 2014
- Edinburgh Book Fair Jura Unbound: August 2014
- Wien Buch: November 2014
- New Delhi Book Fair: February 2014
- Salon du Livre International Book Fair in Paris: March 2015
- London Book Fair: March 2017

UNESCO Conferences:

- UNESCO World Forum on Culture and Cultural Industries (Florence, Italy): October 2014
- Second UNESCO Creative Cities Beijing Summit (Beijing, China): June 2016

International Cities of Refuge Network (ICORN):

- General Assemblies: May 2014 (Ljubljana, Slovenia) and March 2016 (Paris, France)
- Network Meeting: May 2015 (Amsterdam, Netherlands) and May 2017 (Lillehammer, Norway)

Creative Cities Conferences, Meetings and Events:

- Digital Books and Future Technologies (Shenzhen, China): November 2014
- International Literature Showcase (Norwich, England): March 2015
- DLD Tel Aviv Innovation Festival and Creative Cities Summit (Tel Aviv, Israel): September 2015
- UNESCO Cities of Music Summit (Katowice, Poland): January 2016
- International Culture Forum (Ulyanovsk, Russia): September 2016
- Literature Parliament (Heidelberg, Germany): December 2016
- Melbourne UNESCO City of Literature study visit (Melbourne, Australia): March 2017
- Culture Forum on the Sustainable Development of Literature (Nanjing, China): May 2017
- UNESCO Cities of Music Summit (Katowice, Poland): October 2017

3.5 Financial and/or in-kind support provided to UNESCO Secretariat:

In 2014 the call for applications to host the UCCN Secretariat was launched by UNESCO and with the intention to make a tangible contribution to the network, Krakow proposed a bid which included the provision of an 8 person team and over 500 000,00 USD annual budget for the management of the network by 2018. The city's offer also included free infrastructure and administrative services for the physical location of the Secretariat, bringing the total financial and in-kind proposition to nearly 700 000,00 USD. It was later decided that the Secretariat shall remain in Paris and the city's bid was turned down.

Krakow provides ongoing support for the management, communication and visibility of the UCCN year round as the chair of the Cities of Literature and active member. The city implemented a management structure for the subnetwork that creates 3 work groups focusing on strategic areas of development: development and integration, communication and promotion, and project cooperation. As the Chair, Krakow oversees the work of all the groups and manages all relevant processes not covered by their activities. Moreover, Krakow promotes the Network on its dedicated website and social media pages, print materials, as well as during literary events, international conferences and more. Therefore Krakow's contribution to the support of the Secretariat has covered a vast spectrum of activity.

3.8 Membership of the Steering Group and period:

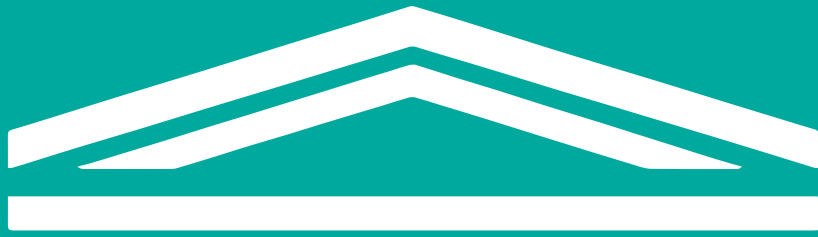
Krakow has acted as the Cities of Literature representative in the Steering Group, as well as the subnetwork's chair since April 2014.

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

Krakow has acted as the coordinator of the evaluation process in 2015 and 2017. The process involves all member cities evaluating all the applications. Nearly 30 applications have been evaluated in the past two rounds, with 11 member cities involved in the evaluation process in 2015 and 20 in 2017. Krakow also regularly advises and mentors interested and applicant cities.

ReadPL e-book campaign





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



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

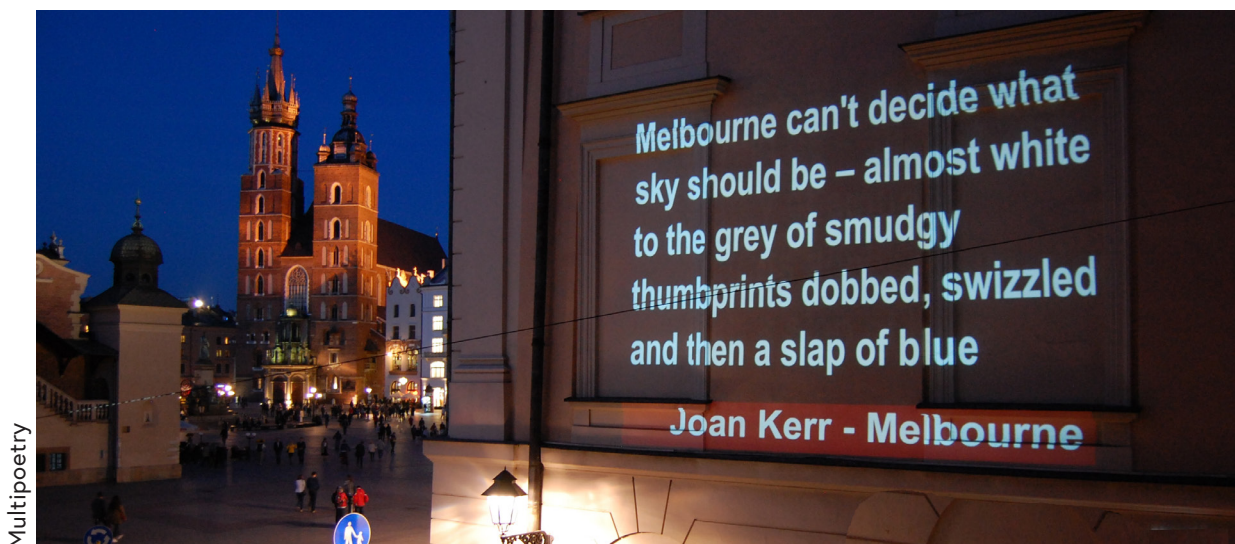
Summary of the main initiatives, partnerships, measures and policies implemented to achieve the objectives of the UCCN, as detailed in its Mission Statement, during the last four years.

While [Krakow UNESCO City of Literature application](#) details the institutions, programmes and initiatives that were already ongoing in the city, the following are the main actions that have been established or developed as a result of the UNESCO Creative Cities title. Subsequent appendixes detail further updates.

Legend:

The UNESCO Creative Cities Network objectives:

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



Krakow UNESCO City of Literature in numbers

- 750 000 inhabitants
- 250 000 students
- 21 higher education institutions
- 80 bookstores
- 199 publishers, including 30 literary publishers
- 5 000 books published each year
- 65 libraries
- 5 universities with literature and language study programmes
- 30 literary NGOs
- 250 writers (155 in association)
- 15 000 people working in the literature sector (2015)
- 40 - average number of literary events per month

Programme for the support of bookstores:

- 20 applications per year
- 6 successful applications
- 21 bookstores and 6 NGOs involved the programme
- 400 000 in grant funding
- 100 000 new audiences

Creative Writing Course:

- 15 courses per year
- 250 participants
- 30 workshop leaders

Kraków Library:

- 57 branches
- 220 000 visitors per year
- 2 000 000 books borrowed per year
- 6 cultural programmes

City Codes:

- 180 benches

READ PL:

- 35 local partners annually
- 56 000 e-books borrowed in 2016
- 85 000 e-books borrowed in 2017

Kraków Antiquarian and Second-Hand Book Fair:

- 10 booksellers
- 2 000 visitors each edition
- 2 500 books sold during each edition

Conrad Festival 2017:

- 110 events per year on average
- 20 000 audiences
- 100 authors and artists
- 10 languages represented
- 15 festival locations

Miłosz Festival 2017:

- 60 events per year
- 3 000 audiences
- 50 authors and artists
- 10 languages represented
- 6 festival locations

Children's Literature Festival:

- 25 events per year per city
- 4 000 audiences
- 50 authors and artists
- 5 languages
- 8 festival locations

Krakow International Book Fair:

- 700 publishers
- 800 authors
- 70 000 visitors

Literary walks:

- 14 per year
- 700 participants

Book Tuck:

- 7 000 books distributed
- 6 cities
- 2000 participants

LEM 2021:

- 20 events
- 5000 audiences
- 15 authors and artists
- 12 locations, including 5 outside of Krakow

4.

Main Square in Krakow



Municipal Programme for the Support of Emerging Talent

3. 4.

Supporting writers first attempts at success on the literary market has become one of the strongest focuses of the City of Literature programme in Krakow. To realise this goal three projects were prepared and are ongoing, each one focusing on a different stage of development of the writer in Poland.

The **Conrad Award**, the nationwide award for emerging writers, is a unique accolade on the Polish literary map. The 30,000 PLN prize is granted every year at the Conrad Festival, and the winner is selected not by the jury, but by the festival audience. The award is supposed to support aspiring writers, but also provide an incentive for publishers to make bolder investments in emerging writers. The award is granted by the City of Krakow and its partners include: Polish Book Institute, Tygodnik Powszechny Foundation and Krakow Festival Office.

The **Promoters of Debuts** initiative also belongs to this programme, which aims to support young literature. It is a Polish Book Institute project, carried out jointly with the Tygodnik Powszechny Foundation and the Conrad Festival. It is addressed to institutions that publish works by emerging writers and its aim is to help financially incentivize greater investment in these writers. The winning publishing house receives a cash prize of 10,000 PLN to cover costs associated with the first edition of the book.

The third element of the programme is the **UNESCO City of Literature Creative Writing Course**, which encapsulates a holistic approach to talent development. Aspiring writers have the unique opportunity to develop their skills not only under the guidance of accomplished and established authors but also specialists from the publishing sector: editors of the largest publishing houses, literary agents, PR experts, and a creative arts psychologist. At the end of the course the three best participants are recommended to key Krakow-based publishers by the organisers. The project is realised thanks to the financial support of the National Centre for Culture in Poland.

4.

Conrad Festival



LITERATURE AND ART

Select exhibitions supported by the KUCL 2013 - 2017

2017

- New region of the world, 8.09.-12.11.2017
- Dark Matter. Interactive installation, 23.-29.09.2017
- A long, long time ago... The Bible According to Serge Bloch and Frédéric Boyer 27.09.-12.11.2017
- Osobliwe, Museum of the History of Photography, 29.09.-31.12.2017
- Günter Grass – Gdańsk Collection on the Road, 24.10.-17.12.2017
- The 10th Anniversary of Ryms Magazine, 26.10.-6.11.2017

2016

- Zuzanna Ginczanka. Only Happiness is Real Life, 8.06.-14.08.
- Personal Miłosz by Judyta Papp, 20.07.-21.12.
- My(d)lenie oczu, Museum of the History of Photography, 2.09.-8.01.2016
- Snakes, Daggers and Rose Petals, 17.09.-11.12.2016
- An exhibition of illustrations by Guido Van Genechtena, October 2016
- TRZY/MAM/KSIAŻKI Illustration Exhibit, Lokator, 23.10.-6.11.2016
- Joy of Writing/Joy of Photography. An exhibition of works by Joanna Helander, October 2016
- An exhibition of illustrations by Przemysław Dębowski (Stanisław Lem's book covers), September 2016

2015

- Drawings from the Book of Luminous Things, New Art. Foundation ZNACZY SIĘ Gallery, May 2015
- A Photo Exhibition by Joanna Gromek-Illeg, May 2015
- Hannah Arendt. Vertrauen in das Menschliche / Hannah Arendt. Trust in Humanity, October-November 2015
- Retirees, Critoteca, 20.10.-8.11. 2015
- THE WAR!, October 2015
- Untold. Jan Peter Tripp, October 2015
- Gisèle Freund – Photographic Scenes and Portraits, National Museum in Krakow, 21.10.2015-24.01.2016

2014

- The Myth of Galicja, 10.10.2014-8.03.2015
- K: Kafka in the Comic Book, October-November 2014

2013

- A Well Designed Book – Let's Start with Children, October-November 2013
- Basis. Author: Martyna Wolna, October 2013
- A Son of His Father, October 2013
- Bohdana Butenko. A Book is Made like a Sweater, October 2013

Municipal Programme for the Support of Bookstores 2. 3. 5. 6.

On January 14, 2016 the city council adopted the first programme in Poland to support cultural activities in bookstores - a municipal competition addressed to non-governmental organizations. This incentivises cooperation between the third sector and small businesses on activities that turn bookstores into modern cultural centres. Among the successful projects, which have received support, are the Festival of Independent Bookshops (Fundacja Kopernika); Champion Bookshops (Krakowskie Księgarnie na Medal – Fundacja Miasto LiteratURY), and Reading Clubs (Fundacja Poemat).

The projects aim to support the Krakow book market by integrating, coordinating and implementing a rich program of cultural events in Krakow's bookstores. This will improve the situation of bookstores, which will acquire additional tools and methods of promotion, enrich their cultural offerings, attract new and diverse audiences in all age groups, build lasting relations with readers.

Moreover, the city broadened the provisions of a resolution that authorises business owners to receive preferential rental prices, even 1/3 of the market price, in municipally owned buildings to bookshops-café's conducting cultural activities. The provisions also expanded the programme for protected industries, to include bookshops.

But the support for bookshops hasn't stopped there. The Read Local campaign, a promotional initiative, provided independent bookstores with free gadgets that encouraged readers to buy more books. The Bookstore of the Year award was initiated in 2017 to celebrate the highest quality bookstores in Krakow, with five selected per year following a public plebiscite. Lastly, the City of Literature Programme organises the Krakow Antiquarian and Second-Hand Booksellers Fair, a cyclical, outdoor event where these businesses can gather, sell their books and enjoy greater promotion

4.

LITERATURE AND FILM

- Film adaptations of books or films inspired by literature that were supported financially by KUCL 2014-2017:
- *Uwikłanie* – A Polish crime film from 2011 directed by Jacek Bromski which was based on Zygmunt Miłoszewski's crime novel of the same title.
- *I'm still coming back. Portrait of Ryszard Krynicki* – a documentary film directed by Adam Sikora, devoted to one of the most outstanding Polish poets of our time.
- *Pod Nocnym Aniołem* – Polish drama from 2013 directed by Wojciech Smarzowski, based on the novel by Jerzy Pilch of the same title. The film was made in Krakow on the corner of Felicjanek and Mała Streets in the Cafe Szafe bar as well as in the towns of Brzesko and Nowy Sącz.
- *Fanatyk* – short film based on copy-paste. It is the story of the choleric who hates the world and commits himself solely to freshwater fishing. The narrator of the film is addicted to the internet and a socially withdrawn son.

Krakow Library [Biblioteka Krakow]: 4. 5.

The Krakow Library was created as a result of the merger of four independent library branches: the Krowoderska Public Library, Nowa Huta Public Library, Podgórska Public Library, and the Public Library in Krakow. By decision of the City Council, since 1 January 2017 the Krakow Library constitutes one self-governing organizational unit. The new institution carries out statutory activity throughout 57 branch libraries operating in the city. The scope of the Library's tasks includes cultural and educational activities, knowledge-sharing, as well as providing access to library materials and services. Since June 2017, the Library administrates the journalism club Pod Gruszką. In the same month, the Library became co-editor of the Krakow-based monthly Krakow and organizer of the Krakow Book of the Month Award. In October 2017, the first issue of Biblioteka Krakow was published. In 2017, on the 100th anniversary of the death of Antonina Domańska, the Kraków Library decided to set up a nationwide "Yellow Ciżemka" Award for best book for children and young people.

ReadPL 3. 5.

ReadPL! is the largest campaign in Poland to promote reading and the first of its kind in the world. Thanks to it, public transport stops turn into e-book rental zones. To use them, one can simply download the mobile application and then scan with its help the QR code on the poster. In 2017 the project took place in 30 cities as well as 450 towns where schools have joined the project. Over 7000 posters and e-lending tools will allow for the free rental of e-books and audiobooks. This year's edition has also taken place in 10 Creative Cities, including Barcelona, Dublin, Dunedin, Dundee, Edinburgh, Lviv, Norwich, Nottingham, Prague, Reykjavik. The campaign was created by the Krakow Festival Office, the operator of the Krakow UNESCO City of Literature programme, and the online platform Woblink.com. The project was financed by the Ministry of Culture and National Heritage.

Encouraging readers of all backgrounds to enjoy reading is one of our key aims at Nottingham City of Literature, and more widely as part of the UNESCO Creative Cities Network. With this in mind, the Read PL! Campaign was perfect for Nottingham, which has a large Polish community, and Krakow's lovely posters gave us an innovative way to engage this group using new technologies. We're always keen to engage with audiences in a variety of different languages, and being a UNESCO City of Literature allows us to share expertise and reach diverse groups within our own city and beyond.

Sandy Kaur, Nottingham City of Literature

Conrad International Literature Festival 2. 3. 4. 5.

The Conrad Festival is the largest international literary event in Poland and one of the largest in Central Europe. Since 2009 the festival is organised annually by the Tygodnik Powszechny Foundation and the Krakow Festival Office. The idea is to create a festival of the largest possible scope and range, that is widely recognised around the world for its innovation, creativity and diversity of programme. In 2016, the Conrad Festival found itself on the London Book Fair Excellence Awards shortlist as well as among the festivals named for the 2016 International Festivals and Events City Award received by Krakow. Moreover, in 2017 the Conrad Festival was distinguished with the EFFE Label.

The list of distinguished guests of the festival is long and includes such greats as Svetlana Alexievich, Orhan Pamuk, Paul Auster, Jonathan Franzen, Jaime Cabré, Boris Akunin, John Banville, Etgar Keret, Jeanette Winterson, Yuri Andrukhovych and Amos Oz as well as the Polish headliners, such as Hanna Krall, Wiesław Myśliwski, Olga Tokarczuk, Marek Bieńczyk, Eustachy Rylski, Krzysztof Varga, Andrzej Stasiuk, Dorota Masłowska, Wojciech Jagielski, Magdalena Tulli, Michał Witkowski, Justyna Bargielska, Jacek Dehnel, Krzysztof Wodiczko and Zygmunt Bauman.

The festival welcomes guests from all over the world, representing various cultures and worldviews as well as cultural disciplines, including film, theatre, music, visual arts and more. The goal is to put world literature front and centre, represent various perspectives and ways of describing the world, which result from different experiences, and initiate intense artistic and social discussion relevant for our times. The participants of the organised debates, workshops, film screenings and theatre performances, concerts, exhibits, literary walks, interactive city games have the opportunity to immerse themselves fully into literature from a variety of angles, expanding their knowledge and co-creating the literary landscape that exists in Poland. Besides the main programme of the Conrad Festival, since 2017 the Conrad Festival After Hours programme has been introduced and literary events take place throughout the year and outside the confines of the Festival. The International Book Fair in Krakow is held parallel to the Festival and attracts tens of thousands of book enthusiasts every year.

Miłosz Poetry Festival 2. 3. 4. 5.

The Miłosz Festival is a time when Krakow enjoys and celebrates poetry. It's the largest such festival in Poland. The history of the festival dates back to 1997, when Czesław Miłosz and Wisława Szymborska (both Nobel Prize in Literature winners) became the honorary patrons of the Krakow Meeting of Poets of East and West. In 2009, five years after the death of the Nobel Prize winner, it was decided to organise a festival that would bear Miłosz's name and be inspired by his work. Jointly organised by the Krakow Festival Office and the City of Literature Foundation, the festival, originally held every two years, is organised on annual basis as of 2015. The festival brings together translators, literary critics, researchers, and the greatest poets from different countries and generations.

The OFF Miłosz segment of the Miłosz Festival is a platform of expression dedicated to young and independent poets and creators who are not afraid of literary experiments and embrace less traditional forms of poetry, slam or performative poetry, spoken word, rap or hip hop, song-writing. At OFF Miłosz's core are educational activities for students

of middle and high school, intercultural and creative exchange between international poets and educators with the Krakow community and integration of the local young and emerging poetry scene by building an environment for them to thrive and providing tools necessary for the improvement of their craft.

Children's Literature Festival **2.** **3.** **4.** **5.**

A nationwide celebration of children's literature taking place in four Polish cities -- Gdańsk, Krakow, Poznań, Katowice. Founded in 2014, this festival aims to raise future generations of book lovers. CLF has taken place in more than 80 festival locations, hosted 200 guests, organized 300 events (and that's just a rough count!), and welcomed over 22 000 audiences.

During the Children's Literature Festival the prize for the best Polish book for children is granted. The winner receives 10 000 PLN and a statue of Ferdinand the Great.

OTHER LITERATURE FESTIVALS

- **Non-fiction Festival** – is the only reportage festival in Poland, bringing together literature, photography, film and radio in a celebration of all that is non-fiction.
- **Krakow Comics Festival** – an open and free event, offering a comic book fair, workshops, lectures, film screenings for children, youth and their parents – everyone who loves comic books
- **KFASON** – a festival dedicated to horror, thrillers and crime novels
- **Halwangarda International Experimental Literature Festival** – a celebration of avant-garde, experimental and unconventional creative work. Participants have the opportunity to get to know a wide array of the most interesting developments in digital literature. Organised by the **Halart Corporation**
- **Jan Błonski Literature Festival** – focuses on essays and literary criticism

International Book Fair in Krakow **1.** **3.** **4.** **5.**

The largest national publishing and book-related event in Poland, dedicated not only to the industry, but above all to readers. The beginnings of the Book Fair in Krakow go back to 1997, when 140 exhibitors took part in the event. Today, there are over six times more of them – the 20th edition of the Book Fair in Krakow in 2016 brought 700 exhibitors together and almost 800 authors. And the number of visitors growing every year with nearly 70 000 in that same year, which is proof of the good condition of the Polish book market. The Fair is promotionally combined with the Conrad Festival, forming a creative platform of cooperation for publishing houses, institutions, and media.

ICORN Programme **1.** **3.** **5.**

A residency programme for writers persecuted for political and philosophical reasons in their home countries, which was initiated by Salman Rushdie and his idea for a global network of shelter cities. Krakow is one of the nearly 70 member cities of the network since 2011. Until 2017, 7 writers from countries such as Iran, Egypt, Turkey, Belarus, Libya and the Congo have stayed in Krakow as part of this fellowship programme organised by the City of Kraków, the Villa Decius Association and the Krakow Festival Office.

LITERATURE AND PUBLIC SPACE

Organized and supported by KUCL Programme

Year-round projects

- Poetry Intercom. Poetry recordings available at Nowa Prowincja, one of Krakow's most literary cafes / 2014 – 2017
- City Codes. 180 literary benches in Krakow's city centre / 2014 – 2017
- Multipoetry. Poems on City Walls / 2014 – 2017

Cyclical projects

- Krakow UNESCO City of Literature Letters. Public installation / 2014 – 2017

2017

- Stanisław Lem's Mural – Marcin Czaj's project on the wall of Krakow's Main Shopping Centre
- What is democracy really? – An outdoor exhibition, Children's Literature Festival
- Literary Tram and Bus Stops – Multimedia literary stops, featuring works by Joseph Conrad, Krakow's Avant-garde, Stanisław Lem and Stanisław Wyspiański

2016

- PINXIT! Exhibition of Bohdan Butenka, Children's Literature Festival
- Ginczanka. Exhibit – performance of Maria Dębska during the finale of the exhibition
- Stanisław Lem's Car in celebration of Lem's 95th birthday
- Literary tram – actors reading on the T4 tram called Nuremberg
- Flashmob Krakow reads on the Main Market Square
- Dragon Tales on the Dragon Playground – public readings for children

2015

- You have the right, man! – An outdoor exhibition, Children's Literature Festival
- Barcelona – Mural by Bartolomeo Koczenash with a poem by Adam Ziemianin
- Hackathon – beacons technology used under the Wawel Castle

2013

- Poetry Port: Kraków-Reykjavik – A mural featuring quotes by Polish and Icelandic poets on the facade of Krakow's old salt port

Other Key Initiatives

3. 5.

Writers in Motion – An audiovisual library of interviews with local and international writers. Prepared and conducted by doctoral students of the Faculty of Polish Studies of Jagiellonian University under the supervision of experienced literary critics. Writers in Motion brings a fresh look on the issues of contemporary literature. Interviews are made available in Polish and English under an open license and enrich the documentation of the literary life of Krakow. Eleanor Catton, Svetlana Alexievich, Robert Hass, and Boris Akunin have been among those interviewed. Listen to the interviews [here](#).

City Codes – Inspired by the "Word from a Bench" project in Reykjavik, Krakow has unveiled 180 literary benches dedicated to the most important writers and poets associated with the city since 2014 along the Planty Park, a greenbelt around the city centre. Their patrons include: Jan Kochanowski, Joseph Conrad, Wisława Szymborska, Neil Gaiman, as well as Szczepan Twardoch and Ziemowit Szczerek. Each bench features a slate with an author's name and a QR code that directs the reader to a website where it is possible to learn about the author and listen to an audio recording of his or her text. Krakow's publishers have participated in this project by contributing archival materials, as did the authors themselves, who have recorded fragments. Thanks to this, it is possible to hear the voice of Czesław Miłosz, Ewa Lipska or even Graham Masterton. Meanwhile, Jagiellonian University students translated dozens of fragments of literary texts into English. Listen to the fragments [here](#).

Literary Walks - A series of exceptional walks through the streets of literary Krakow initiated in 2014. Every last Saturday of the month, those interested for a walk around town can move in the footsteps of the most intriguing and captivating authors and famous protagonists from Krakow and explore diverse stories about the city, its literary trends and contexts. These thematic walks include tours of second-hand bookstores – in connection with the World Book and Copyright Day, Czesław Miłosz's Route, and "City of the Future" an exploration of Literary Nowa Huta. More information can be found [here](#).

I open the window: it's a June day, there are lights
gleaming on the river they call the Vistula. There are bridges,
towers with domes green as trees, there are trees
like green towers, there are blue trams full of people,
of their voices. There are all the voices there can be, there is
everything there can ever be, and only this is
truth: don't hope for more, don't ask,
it's time to grow up, to be like a child
on the threshold of a mystery
open before you

Bronisław Maj, Translated by: K. Kietlińska & D. Malcolm

Books Not Dead / Talks Not Dead - literary broadcasts. The broadcast's authors bring life to the traditional format of discussions about books and culture. In each episode, they discuss one book with one guest (BND) or provide the recording and commentary about the key literary events taking place around the city (TND). They are obsessed primarily with literary novelties, although they're so punk that they constantly go back to the classics. You can check them out on radiofonia.net.

Reading Lessons – It started as an educational programme for teens, which was based on engaging young people in analysis of selected literary works and lectures conducted by critics, writers and translators. Since 2017, the programme has been expanded to include reading lessons held in prisons and hospitals.

SAGA Writing Workshops – An educational project entitled Saga, which is a series of creative writing workshops addressed to seniors. The workshops are led by experienced writers and journalists, providing knowledge about diverse literary genres, introducing writing techniques, and activating participants to share their own knowledge, experience and skills. More information at: www.saga.villa.org.pl

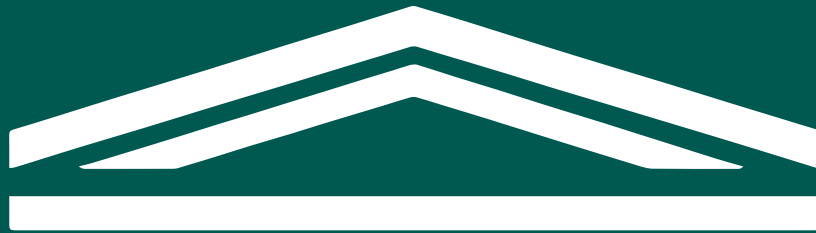
Second Life of the Book – A cyclical free exchange of books, which has been permanently incorporated into the cultural calendar of Krakow and includes special thematic editions, co-organized with universities and national institutes. SLB is also organized throughout our large network of bookshops, clubs and restaurants, hospitals and social welfare centers, as well as literary festivals and institutions, which ensures that we reach as many readers as possible.

Jump into a Book – An online literary program about niche literature set in De Revolutionibus Bookstore, a place for poetry, young literature, books about science, physics and religion, as well as children's literature from around the world. Writers and literary critics discuss their books and the series is available on YouTube and the UNESCO City of Literature website.

LITERARY AWARDS

Organized by or under patronage of the Krakow UNESCO City of Literature 2013-2017:

- Bookstore of the Year
- Reader of the Year for the most active library user
- Conrad Award for the best literary debut of the year
- Book of the Year (Children's Literature Festival)
- Krakow Book of the Month (Krakow Library) for a book by a Krakow author or a book about Krakow
- Żółta Cizemka Award (Krakow Library) for the best book for children and adolescents.
- Kazimierz Wyka Award for literary critics and scholars
- Wisława Szymborska Poetry Prize for a poetry book published in the Polish language in the preceding year.
- Stanisław Vincenz New Culture for a New Europe Award for creators and promoters of culture from Central and Eastern Europe and outstanding achievements in popularizing the culture of this region
- Jan Długosz Award for outstanding achievements in the field of culture, including literature



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



5. Major Initiatives Implemented through Inter-city Cooperation to Achieve the Objectives of the UCCN

Drop the Mic: Nordic – Baltic Slam Poetry Network 1. 3. 4.

The Nordic-Baltic Slam Poetry Network Project aims to build an international platform of cooperation between writers, poets, and songwriters, as well as the festival organizers and promoters of slam poetry and performative literature that support them, in order to: discuss existing work and trends; support one another; promote work to a greater audience; identify the similarities and differences between slam poetry traditions in the participating countries and develop a sense of regional community as a result; and work towards common international cross-cultural projects in the future. Thus far the network has helped to circulate works, resources and talent for greater diffusion of knowledge and best practices and develop new ideas that will lead to the production of new experimental works and further development of the field. The Network is composed of the following partners: Reykjavik (Iceland), Tartu (Estonia) and Copenhagen (Denmark), Krakow (Poland) and Heidelberg (Germany).

Anchoring ICORN 1. 3.

Anchoring ICORN is a network based on the participating members of the International Cities of Refuge Network (ICORN) in the Baltic Sea region, which aims to expand knowledge sharing platforms between BSR countries as well as the EU Eastern Partnership region, build promotional strategies of the region's integration activities of persecuted writers and literature and human rights principles, as well as to prepare a foundation for future development of the network in the respective partner countries, region and joint initiatives. The cities of ICORN offer shelter for persecuted writers and artists seeking safety from governments and political oppression. Partners include: Växjö (Sweden), Krakow and Lviv.

Engage Young Producers: Poetry is My Language 1. 3. 5.

Engage Young Producers is European project coordinated by PEN Català (Barcelona) aimed at working with small to medium-sized literary institutions to help them to find innovative and creative ways to truly interact with young people. Poetry Is My Language is a year-long educational initiative run as part of this larger project (2016-2019) in districts outside of Krakow's city centre, including Nowa Huta and Podgórze. It aims to encourage creative expression among youth, to promote thoughtful dialogue, to engage with youth on subjects related to freedom of expression, democracy and community, as well as those that they consider most relevant to the development or impediment of those subjects. Creative writing and festival production workshops will be held under the tutelage of theatre specialists, rappers, Polish and international poets, and festival producers. Participants will have the Miłosz Festival stage to showcase their work and final projects. Project partners include also Writers Centre Norwich and Der Fria Ordert Hus in Växjö, Sweden. It is supported by the Creative Europe Programme.

Krakow City of Literature Residency Programme 1. 3. 4.

The Krakow UNESCO City of Literature Residency Program is dedicated to young and emerging writers from the Cities of Literature of the UNESCO Creative Cities Network. The Program was created with the belief that the Network provides an excellent opportunity to develop interconnections, boost mobility, and offer professionalization services for writers. It aims to promote the Cities of Literature Network, provide writers with a platform to showcase their work and talent to a Central European audience, support greater diversity of voices and literatures on the Polish and Central European book market and offer local writers the chance to create links with international writers as well. Since its inception, Krakow has welcomed three writers from Reykjavik, Edinburgh and Norwich.

Less is More 1. 3. 4.

LIM, Less is More, is a European platform for project development of limited budget feature films. In the past few years, a growing proportion of the most creative and interesting feature films in international independent cinema have been produced within the framework of severely limited budgets. The aim of LIM is to help writers and writer/directors integrate cost constraints into script development. LIM does not define limited budgets in accounting terms, as such conditions vary from country to country, according to economic context. LIM offers a new generation of filmmakers, already known either for their short films or first feature films, the opportunity of designing their own route into limited budget feature film production.

The project is led by Le Groupe Ouest and developed in partnership with Control N (Romania), Vlaams Audiovisueel Fonds – VAF (Belgium), Krakow Festival Office – KBF (Poland), and the Transylvania International Film Festival – TIFF (Romania). It is supported by Creative Europe – MEDIA Programme of the European Union.

Multipoetry 3.

From 2014-2015, on the corner of the Main Market Square and Bracka Street, one could read the poems of the UNESCO Cities of Literature. The project Multipoetry. Poems on walls took place during the first week of every month on the wall of the Potocki building at the Main Market Square. Poems from the Creative Cities in Literature: Dublin, Edinburgh, Heidelberg, Dunedin, Granada, Prague, Iowa City, Melbourne, Norwich, Krakow and Reykjavik were displayed. The poems were projected in Polish and English. The organisers of the literary event were the Krakow Festival Office and the Poemat Foundation.

The legend of an eerie, astral apparition spread throughout Poland – the apparition of Wyspiański. The legend of the city of painters, the city of stained glass, the city of poetry, the city of graves, the city of life, the city of art - the city of Cracow.

Tadeusz Boy Țeleński, Translated by: P. DeryŃo

MORE COOPERATIONS ON WITH CITIES OF LITERATURE:

- **Snapshots from Cities of Literature during Reykjavik Reads Festival (Iceland)** – An exhibition of words and images from eighteen Creative Cities of Literature, including Krakow, at the Reykjavík City Hall.
- **Literary Tram Poetry Project, Ulyanovsk (Russia)** – promoting literature through public reading in public transport. Krakow participated
- **Literary Advent Calendar, Norwich (England)** – An online campaign coordinated by Norwich UNESCO City of Literature to celebrate libraries by sharing photos of libraries from across the world on social media feeds. Krakow's Arteteka Multimedia Library was represented.
- **Bus Poetry, Tartu (Estonia)** – A selection of texts from 12 Cities of Literature, including Krakow, printed on transparent window stickers in Tartu public buses. The cities chose the texts that were translated into Estonian and the poetry stickers were designed in Tartu UNESCO City of Literature.
- **Postcards from Cities of Literature, Melbourne (Australia)** – online promotional campaign that promoted Cities of Literature UNESCO and unexpected, cool facts about the cities, including Krakow.
- **Finnegans' Wake, Dublin (Ireland)** - To mark the 75th anniversary of the publication of James Joyce's *Finnegan's Wake* in 2014, each of the seven UNESCO Cities of Literature at the time produced short films based on the novel. These were shown in Dublin in May at various festivals in each city. Krakow's can be seen [here](#).
- **Residency Programme, Prague (Czech Republic)** – Dominika Słowik, one of Krakow's many talented emerging writers spent two months on the literary residency in Prague.
- **CROWD in Krakow** – a literary bus with writers traveling all across the Europe – from Finland to Hungary – visited Krakow with 8 writers that took part in specially prepared literary events. The project was coordinated by [Lettrétage](#), Berlin (Germany).
- **Finnegan's List / SCHWOB** – Every year, the European Society of Authors publishes a list of under-translated or forgotten works called Finnegan's List, made of recommendations from 10 prominent writers from around the world. In 2014 the List was revealed in Krakow during the Conrad Festival.
- **Leith Poetry Projections, Edinburgh (Scotland)** – 11 Cities of Literature contributed poems to be projected onto Leith's busy Constitution Street. A different poem from a different city was projected each night for 11 nights.
- **Cities of Literature Cookbook, Dunedin (New Zealand)** – A digital cookbook that was created in celebration of the 2016 UCCN Annual Meeting. Recipes were inspired by foods featured prominently in literature from each City of Literature.



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



6. Proposed Action Plan for the Forthcoming Mid-term Period of Four Years

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

Planet LEM: Centre for Literature and Language and LEM 2021 Programme

As per Krakow's bid for the UNESCO City of Literature designation, for the past four years the City of Krakow has been in preparation to build a leading centre for creative writing, innovation, translation, education and research, which it plans to open by 2021. It will be supported and strengthened by a partnership network developed in Krakow, Poland and around the world. Planet LEM will play the role of a creative and financial catalyst for national and international projects, focused on the artistic, social and commercial aspects of creative writing, literature and translation. Planet LEM will pursue its mission through the development of the following roles and tasks.

1. To serve as a local, national and international platform for exchange, connection and integration of diverse literatures, cultures, languages and literary traditions;
2. To act as a centre for social innovation for the city and the Małopolska region, which will support key partners, educational institutions and the third sector in meeting their goals;
3. To support industry networks, especially between aspiring talent and the publishing world, and create opportunities for professional development for the literary creative industry;
4. To create a dynamic environment where new business models, literary forms and educational strategies will be developed;
5. To be a meeting place for readers of all ages and backgrounds.

Planet LEM will be a place that will not only pay homage to Stanisław Lem, but also attempt to physically execute some of his ideas and creative ambitions. Planet LEM will combine literature with broader philosophical and artistic reflection as well as new media, technology and design. This space is to become a new architectural icon of Krakow and a multifunctional space, in which completely new activities will be realized. It will attract a mass audience, primarily with its interactive, virtual reality, permanent exhibition that will present the history of Krakow's speculative literature. It will also be the place where major literary undertakings of the Krakow UNESCO City of Literature Office will be carried out.

Starting in 2018, the LEM 2021 programme will be implemented to prepare the ground for celebrating the centenary of Stanisław Lem's birth. It will include a dedicated programme in urban space, mobile application and virtual maps, exhibitions, murals, interactive parks, lecture and seminar series, new publications, film screenings, IOT conference, LEMCON 2018 convention on contemporary fantasy and science fiction and a new website called LEM2021 dedicated to speculative prose.



Miłosz Institute 2. 3. 4.

Within the next four years, along with the Jagiellonian University, KUCL will develop the Miłosz Institute in Czesław Miłosz's last apartment in Krakow, in which he lived for 10 years and which the City of Krakow is in the process of procuring from the Miłosz estate. Educational, literary and research activities conducted jointly with the Faculty of Polish Studies will be carried out as well as short-term residency programmes.

Publishing Fund 3.

The Krakow UNESCO City of Literature Publishing Fund will be a new mechanism under which grants will be awarded to publishing projects that reflect the tenants of the UNESCO programme. In 2018, the following publications will be supported under the fund: premiere publications of poetry in the translation for the Miłosz Festival, a series of new publications around Stanisław Lem (including the first biographical publication about Lem for the youngest readers); publications related to the celebrations of the Year of Zbigniew Herbert, and publications prepared for the Conrad Festival. Moreover, select new publications will be published under the patronage of the KUCL programme, providing significant promotional benefits. The fund will be expanded over the next four years to not only support local publishers, but also those in the Małopolska region.

Other initiatives:

- Books for Babies: Gift package for Krakow newborns. Every child born in Krakow will receive a library card, information about literary programs for children aged 0-3, a book and library information. The programme will be implemented jointly with the Krakow Library.
- Preschool Literary Programme: New development programme for preschool libraries and their modernization as well as literary workshops for preschoolers and trainings for teachers.
- Support for Independent Literary Magazines: New mechanism for financial and promotional support as well as mentoring initiatives for digital and print magazines.
- Innovation in Culture and Creativity Award: Municipal incentive and seed-funding for cultural, social and technological innovations with the possibility to be implemented in the city.
- Literary and Publishing Sector Mapping and Review: a study of the current state of the industry and book market, mapping of the sector, and outline of the challenges and opportunities ahead of the sector in Krakow. To be conducted in 2020.

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

Write the Game ①. ②. ③. ⑤.

Write the Game is an innovative, comprehensive and interdisciplinary project that focuses on video game development among young creatives and emerging talent. As part of the project, Cities of Literature will host script-writing workshops, Cities of Music music composition for video games and Cities of Design computer animation and video game design. All partner creative cities will host summer schools, lectures, workshops, individual meetings with mentors and study visits to some of the most interesting game studios in Europe. The project presupposes an international exchange of experts and trainings carried out by long-standing practitioners. Among the Polish partners are Reality Pump Studios, CD PROJEKT S.A. and Game Desire. It will dedicate an educational and workshop offer to high school students as well as women in the industry. One outcome of the project will be an original video game that will be premiered during the Audiovisual Forum held in Krakow as part of the Film Music Festival with the original music played live in concert to the video game on screen.

Audience Development in Literary Tourism ①. ②. ⑥.

Audience development is one of the key challenges that cultural organisations currently face. As part of the ADLit project, which aims to be funded by the Creative Europe fund and coordinated by the Norwich Business Improvement District, Krakow UNESCO City of Literature will join the Writers Centre Norwich, Municipality of Obidos, and Reykjavik City of Literature on developing a toolkit that will help to understand existing municipal strategies, to develop literary tourism and to build stronger brands as Cities of Literature. Together the partners will evaluate current perceptions and attitudes, collect data, analyze brand needs and assets, compare case studies and demonstrate the value of the distinctive literary features that each partner city possesses and how it can best utilize them for the development of tourism and visibility of these features. The toolkit will be shared with the Cities of Literature, with the potential to be used by other Creative Cities wishing to evaluate their own literary and creative tourism.

Do the Map! Mapping the City: Literary Education Programme for Children and Youth

A Creative Europe project dedicated to educators, librarians and literary and cultural organisations looking to develop activities for our youngest readers. The European programme aims to find new ways of engaging children and young adults in literary activities around literature, identity, interpersonal communication, skill development and other creative fields, such as new media. As part of the Mapping the City project children and young people from partner cities will be involved in discovering the literary heritage and contemporary scene in partner cities, primarily through speculative fiction, fantasy and science fiction in particular.

Other initiatives:

- StorySmash: A programme that connects creative writing, reading and video games which engages 11-25 year olds. Initiated and coordinated by Nottingham UNESCO City of Literature, Krakow will send an expert that will lead a Master-class session in 2018.
- Sleipnir Travels to Krakow: The Icelandic mythical horse called Sleipnir will travel to Krakow for our Children's Literature Festival, as part of the digital project co-ordinated by Melbourne and Reykjavik: www.sleipnirtravels.com/
- Anchoring ICORN in Europe: The Anchoring ICORN programme will be expanded to include an ICORN writer exchange during literature festivals among the European ICORN cities as well as an ICORN coordinators mobile roundtable in order to get best practice and knowledge moving around the continent.
- Drop the Mic: Nordic-Baltic Poetry Network: The programme will be expanded beyond the pilot to a three year project that will involve not only slam poets, but also songwriters and other poets. The exchange will also initiate more local educational activities for young people in the partner cities.
- Polish Creative Cities Residency Programme: A residency programme for cultural managers from the Creative Cities Network that will be hosted in the Polish Creative Cities: Krakow, Katowice, Łódź.
- Independent Publishers and Booksellers International Roundtable Series: Cyclical event series that connects independent publishers and booksellers from the Creative Cities Network.

6.3 Estimated annual budget for implementing the proposed action plan

The Krakow UNESCO City of Literature Office, which is composed of an eight person team (Appendix 1) and operated by the Krakow Festival Office, receives an annual budget from the City of Krakow. This budget is supplemented further by national and international funding, with the Ministry of Culture and Cultural Heritage acting as one of the main contributors.

The following table represents the consolidated budget prognosis for the next four years. Staff costs are covered by the base budget provided by the Krakow Festival Office and approximate 44 400 PLN per year. Staff costs are therefore not included in the totals presented below.

BUDGET 2018 - 2021

Programme	17 310 000	PLN
Infrastructure	100 000 000	PLN
Promotion	1 000 000	PLN
Partnerships and Networks	1 600 000	PLN
Analysis and Evaluation	400 000	PLN

Several of the projects and programmes listed in the above sections will be funded by national and international funds, including:

- Ministry of Culture and Cultural Heritage
- Ministry of Education
- Creative Europe Programme,
- Nordic Kultur Point
- Swedish Institute
- Visegrad Funding
- International cultural institutions in Krakow
- Foreign consulates in Krakow

6.4 Plan for communication and awareness

The basis for the Krakow UNESCO City of Literature programme is communication and ensuring that it functions well both internally as well as externally is central to KUCL's mission.

In order to ensure that the City of Literature is properly connected locally, nationally and internationally and that the flow of information between audiences and stakeholders is uninterrupted and effective, the KUCL Office has developed and will continue to develop the following tools and mechanisms:

- Cyclical consultations and roundtables with literary sector representatives
- An KUCL Ambassadors Programme² for citizens and creative sector representatives
- Cooperation with local, national and international institutions (see Appendix 2) on promotional activities
- LiteraTURA, monthly literary event calendar
- Key publications, such as the Krakow Literary Guide
- Krakow UNESCO City of Literature website and social media
 - [Website](#) (90 000 users in 2017)
 - [Facebook](#) (9786 followers, Nov. 2017)
 - [Twitter](#) (1361 followers, Nov. 2017)
 - [Instagram](#) (1669 followers, Nov. 2017)

And more...

Furthermore, KUCL commits to the implementation of the Communication and Promotion strategy and action plan created by the subnetwork's Working Group in order to guarantee cohesion, network unity and visibility. For a fuller plan for communication and awareness building, please see Appendix 3.

² Inspired by the [wonderful programme](#) developed by the Writers Centre Norwich, adopted for the KUCL context.



APPENDICES



7. Appendices

Appendix 1: Management Structure

Krakow UNESCO City of Literature is characterized by a horizontal, non-hierarchical, democratic governance structure in which independent actors of literary life in the city are involved in the creation and implementation of the programme.

KUCL Honorary Board:

An 8-person council established in 2014 by the Mayor of the City of Krakow, which contributes to the city's cultural policy in the field of literature, consults on strategic plans and helps to identify new activities relevant for the implementation of the KUCL programme. Board meetings are held every April.

Members of the Board:

- Jerzy Illg
- Grzegorz Gauden
- Ireneusz Kania
- Ewa Leipzig
- Bronisław Maj
- Michał Paweł Markowski
- Ryszard Krynicki
- Adam Zagajewski

Krakow UNESCO City of Literature team:

Jacek Majchrowski – Mayor of Krakow

Andrzej Kulig – Deputy Mayor for Social Policy, Culture and Promotion of the City

Izabela Helbin – Director of the Krakow Festival Office

Robert Piaskowski – Director for Programming Krakow Festival Office

Literature Department:

Urszula Chwalba – Head of Literature Department at Krakow Festival Office

Szymon Kloska

Michał Koza

Anna Zygmunt

Krzysztof Żwirski

Oliwia Fryc

International Cooperation Department:

Justyna Jochym – Head of International Cooperation and Development

Elżbieta Foltyniak

Appendix 2: List of Strategic Partnerships

This list identifies the key players in the government, local government and NGO sectors, whose commitment ensures full implementation of the relevant actions covered by the Strategic Plan. The KUCL programme is based on intense cooperation with external partners and sharing of responsibilities. This cooperation results directly from the statutory objectives of both the Krakow Festival Office as the operator of the Krakow UNESCO City of Literature programme and the missions of the strategic partners.

Strategic Partnerships:

- [Polish Book Institute](#)
- [National Center for Culture](#)
- [Polish Chamber of Books](#)
- [Adam Mickiewicz Institute](#)
- [City of Gardens Culture Institution in Katowice](#)
- [City of Gardens Culture Institution in Katowice \(operator of the UNESCO City of Music Programme\)](#)
- [EC1 Łódź \(operator of the UNESCO City of Film Programme\)](#)
- Krakow-based and national publishers
- Krakow booksellers
- [Krakow Library](#)
- Public Libraries
- [Regional Public Library](#)
- [Jagiellonian Library](#)
- [International Book Fair in Krakow](#)
- [Contact.io](#)
- [Woblink Platform](#)

Third Sector:

- [Tygodnik Powszechny Foundation](#)
- [City of Literature Foundation](#)
- [Ha! Art Corporation](#)
- [Polish Writers Association](#)
- [Poemat Foundation](#)
- [Brainstorming Foundation](#)
- [Wisława Szymborska Foundation](#)
- [Lem.pl](#)

Krakow Higher Education Institutions:

- [Jagiellonian University](#)
- [Pedagogical University](#)

Cultural Institutions:

- Museums of Krakow
 - [MOCAK](#)
 - [National Museum](#)
 - [Historical Museum of Krakow](#)
 - [Manggha Museum of Japanese Art and Technology](#)
- [Małopolska Institute of Culture](#)
- [International Cultural Center](#)
- [Villa Decius](#)

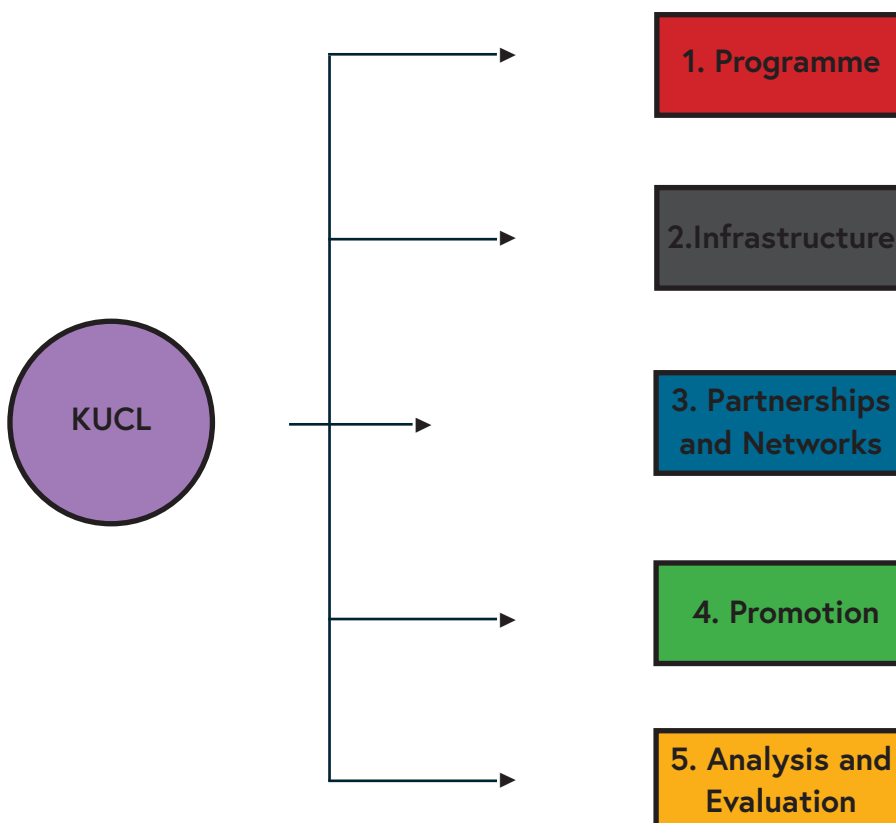
Appendix 3: Strategic Plan 2017 – 2021

As a member of the UNESCO Creative Cities Network, Krakow aims to actively contribute to the implementation of the Agenda 2030 and the sustainable development goals, specifically by galvanizing its local communities, national and international partners, and literary and creative industries to engage in a wider project of co-creating the city. In our understanding language and literature are among the basic tools for building a modern society. Reading books is not only fun and entertaining, but it also has a functional value: it expands one's knowledge and understanding of the world, develops imagination, reflection, empathy and creativity, and builds a sense of community and belonging. That is why first and foremost it is the mission of the Krakow UNESCO City of Literature Office to invigorate a passion for reading and literature among people of every age group and background as well as to provide a comprehensive and diverse literary education offer available to every citizen and visitor of Krakow.

This goal is achieved by stimulating and supporting individual creativity, connecting and integrating the local and international creative sectors, and systematically supporting the book industry at all levels, so as to elevate the quality of literary output and events, improve and guarantee equal access to cultural goods and creation, boost confidence and broaden horizons, and secure and popularise the literary heritage of Krakow and the Małopolska region.

Leveraging membership in the UCCN, we hope to use the programme as a mechanism which contributes to (1) building an open, creative, well-educated and literate community; (2) broadening access to literary culture goods and works, in particular to underrepresented groups; (3) supporting the Polish book market and related creative hubs; and (4) cultivating and protecting the literary heritage of the city and Krakow's position as a global City of Literature.

The 2017-2021 strategic plan will encapsulate five key areas:



1. Programme

The Krakow UNESCO City of Literature Programme reflects the diversity of Krakow's literary sector, supplements it in areas that are in need of support, and engages a wide range of partners in order to guarantee proper representation and social engagement, to connect and integrate stakeholders, and to ensure that the local, national and international dimensions of activities are bolstered and developed. Moreover, it aims to not only protect the vast literary heritage of the city, but also to utilize it for future creative and educational endeavors that will safeguard the foundations of our UNESCO Creative City.

Objectives of the KUCL Programme include:

- A. To develop literary education programmes for Krakow's diverse communities and all readers
- B. To support the development of talent, as well as the professionalization of the literary sector
- C. To create a comprehensive, year-round offer of literary events that reflect the diversity of literature's genres, elevate the literary arts and promote dialogue on a national and international level
- D. To deepen the interconnections between literature and other creative fields
- E. To advance programmes of support for the local and national book industry
- F. To protect and nurture Krakow's literary heritage and the memory of its important figures

OBJECTIVES	STRATEGIES	OUTCOMES
A. To develop literary education programmes for Krakow's diverse communities and all readers	1. Establish a specialized unit devoted to literary education that monitors the development of the educational projects of the KUCL Office ³	a. New, contemporary methodology and monitoring for extracurricular literary education based on knowledge and information exchange with cultural animators and education departments b. Correlation of educational activities with the strategies of the Ministry of Education, Culture and Cultural Heritage, Book Institute

³ This unit would be created in cooperation with the Ministry for National Education, the Polish Book Institute and select higher education institutions. This would ensure the effective knowledge exchange between cultural animators and key stakeholders and the integration of various strategies from the national to the local levels.

	<p>2. Set up a dedicated literary offer for infants (0-3 years old) and children (3-11 years old)</p>	<p>a. Wyprawka literacka – Books for Babies Programme providing a special gift pack for every child born in Krakow</p> <p>b. An increase of book collections for the youngest readers in municipal libraries by 10% annually</p> <p>c. A year-round literary events offer for children ages 3-11 to be realized in schools, cultural centres and commercial spaces</p>
	<p>3. Create a dedicated literary offer for teenagers (12-18 years old)</p>	<p>a. Young Adult Literature Centre hosted in the Planet LEM: Centre for Literature and Language</p> <p>b. LEMCON programme developed in cooperation with local fandoms</p> <p>c. Writing courses and workshops for teens (comics, film, TV series, computer games)</p> <p>d. "Reading Lessons" – a year round literary programme in high schools</p> <p>e. A mobile literary and education programme that reaches all districts in Krakow</p> <p>f. Engage Young Producers / Poetry is My Language European project for teens 2017-2019</p> <p>g. Word for Word (Słowo w Słowo) Leadership in Literature Programme</p> <p>h. Youth Festival Boards for</p> <p>i. OFFMiłosz: poetry education programme for youth</p> <p>j. Annual contest for young festival programmers</p> <p>k. Award for Best Young Poet (Miłosz Festival)</p> <p>l. Drop the Mic, European poetry network / project for young and emerging talent</p>
	<p>4. Develop the literary offer for seniors</p>	<p>a. SAGA Writing Workshops for Seniors</p> <p>b. Year-round literary programme for seniors, including book clubs, reading lessons and workshops.</p>

	<p>5. Expand the literary and educational programmes for social groups that are marginalized or excluded from culture</p>	<p>a. Reading Lessons in Prisons b. Reading Lessons in Hospitals and social aid centres</p>
	<p>6. Engage communities around freedom of speech and expression topics through educational programming.</p>	<p>a. Year-round cultural and educational programme based around ICORN residents in Krakow and Poland.</p>
<p>B. To support the development of talent, as well as professionalization of the literary sector</p>	<p>1. Improve support systems and conditions for emerging talent and debuts</p>	<p>a. Creative Writing Course, consisting of single, weekend and year-round classes b. Conrad Award offering financial rewards as well as promotional and professionalization opportunities for debuts c. Incentive Programme for Publishers of Debuts, resulting in financial support for 5 to 6 new publications per year</p>
	<p>2. Develop residency programmes and grant opportunities for young and/or emerging talent</p>	<p>a. City of Literature Residency Programme (4 int'l authors per year) b. Digital Writing Residency Programme (2 per year) c. Teen Writer Residency Programme (6 per year) d. Czesław Miłosz Residency Programme (tentative start date June 2018)</p>
	<p>3. Establish professional development courses for librarians, publishers, booksellers and literary managers from Poland and abroad</p>	<p>a. Mobile training programme offered locally and regionally (one / year) b. Professional programme for librarians organized with Library Krakow (one / year) c. Training for librarians on social assistance, including crisis management (one / year) d. Training programme for preschool teachers (min. one / year) e. Academic programme for future specialists working in the literary sector developed in conjunction with select universities (two / year) f. Conrad Festival Industry Days g. International Conference on the Book Industry in cooperation with the Book Fair in Krakow (tentative start date 2019)</p>

<p>C. To create a comprehensive, year-round offer of literary events that reflect the diversity of literature's genres, elevate the literary arts and promote dialogue on a national and international level</p>	<p>1. Organize literature festivals of national and international scope</p>	<p>a. Conrad International Literature Festival (annual, October)</p> <p>b. Miłosz Poetry Festival (annual, June)</p> <p>c. Children's Literature Festival (annual)</p> <p>d. Non-Fiction Festival (annual)</p> <p>e. Comics Festival in Krakow (annual)</p> <p>f. Ha!wangarda Festival (annual)</p> <p>g. KFASON: Krakow Festival for Amateurs of Fear, Disgust and Anxiety (annual)</p>
	<p>2. Use non-literary cultural events (both local and national) as an opportunity for the popularisation of reading and literature</p>	<p>a. Dedicated literary programmes (for years 2017-2022) during:</p> <ul style="list-style-type: none"> • Jewish Culture Festival • Sacrum Profanum Contemporary Music Festival • OFF Camera Film Festival • Krakow Film Festival • Materia Prima Theatre Festival • OFF Festival • Open'er Music Festival
	<p>3. Offer cyclical, local literary events and activities</p>	<p>a. Literary Holidays by the River – outdoor events planned during the summer</p> <p>b. Second Life of the Book, monthly book swap (min. 12 per year)</p> <p>c. Independent Bookshops Weekend</p> <p>d. LEMCON programme</p> <p>e. Poetry Night, annual municipal event</p> <p>f. Błonski Literature Festival, annual local festival</p> <p>g. Monthly literary programme for the district of Nowa Huta</p> <p>h. Cyclical literary events in Jama Michalika cafe</p>
	<p>4. Organize and commemorate benefit events, anniversaries</p>	<p>a. Zbigniew Herbert Year 2018</p> <p>b. Other anniversaries 2018-2022</p>

<p>D. To deepen the interconnections between literature and other creative fields</p>	<p>1. Literature and Film: inspire and create film adaptations, screenings, workshops and contests and provide financial, material, and organizational support for the popularization of literary heritage of the city and the richness of modern literary life through film</p>	<p>a. One film production inspired by a literary personality or topic per year</p> <p>b. Complementing the cultural offer of Krakow cinemas with one literature-inspired film review per year</p> <p>c. Co-financing literary screenplays and/or support for film productions popularizing Krakow's literary heritage</p> <p>d. Full-time, 3-month creative writing course and / or weekend course (at least 1 programme per year) dedicated to film script and time-lapse animation.</p> <p>e. Film adaptation projects of Stanisław Lem's works</p> <p>f. Literature event series at film festivals (OFF Camera, Krakow Film Festival)</p> <p>g. Poetry film reviews at the Miłosz Festival, Conrad Festival, Children's Literature Festival and Stanisław Lem's birthday literary events</p>
	<p>2. Literature and New Technologies: support initiatives at the intersection of literature, cybernetics, hypertext, new technologies and create new products that support the educational objectives of KUCL</p>	<p>a. Read PL! e-book campaign to be held annually</p> <p>b. Multimedia literary expositions in cultural centres in Krakow, including Planeta LEM (permanent and temporary) by 2021.</p> <p>c. Annual financial and promotional support for the Hal'wanguardia International Literature Festival</p> <p>d. Production of literary board games for educational purposes</p>
	<p>3. Literature and Music: support adaption of literary texts to music, production of new pieces and mutual promotion of music and literature</p>	<p>a. Concerts as part of literature festivals and municipal events</p> <p>b. Literary event series as part of local and national music festivals (Sacrum Profanum and Off Festival)</p> <p>c. LEM 2021 Programme including projects inspired by music</p> <p>d. New musical adaptations of literary texts</p>

	<p>4. Literature, Visual and Public Arts: support the realization of installations, theatre and street performances, happenings, street art works and other public art which increase the visibility of literature in public space</p>	<p>a. City Codes (one thematic installation / year, for ex. relating to the literary history of Krakow's neighborhoods: Nowa Huta, Bronowice, Podgórze)</p> <p>b. Thematic exhibitions (Min. four / year dedicated to famous personalities or literary trends: Wisława Szymborska, Czesław Miłosz, Stanisław Lem, Joseph Conrad, Stanisław Wyspiański Avant-garde, Young Poland, etc.)</p> <p>c. Permanent exhibition in the Wyspiański Pavilion</p> <p>d. Promotional gadgets inspired by significant literary personalities and the heritage of Krakow</p> <p>e. Literary murals created annually</p> <p>f. Interventions in public space (i.e. KUCL letters installation)</p>
<p>E. To advance programmes of support for the local and national book industry</p>	<p>1. Develop a comprehensive programme for the support of bookshops</p>	<p>a. Implement and modernize the system of the rent subsidy programme for independent bookstores, including to update the provisions of related documents.</p> <p>b. Establish 4 new bookstores or antiquarian shops in municipally owned buildings.</p> <p>c. Map the municipal locations dedicated to bookstores and antiquarian bookstores</p> <p>d. Pursue the implementation of the resolution on the uniform price of books.</p> <p>e. Update regulations on procedures for preferential rent of municipal space</p> <p>f. KUCL Quality Bookshop Distinction for 5 shops per year.</p> <p>g. Cyclical editions of the Antiquarian, Used and Rare Book Fair in Krakow</p> <p>h. Integrate literary tourism into the Development of Tourism Strategy for the City of Krakow, with emphasis on bookstores and antiquarian booksellers</p>

	<p>2. Develop a programme for the support for publishers</p>	<p>a. Initiate a Publishing Fund, wherein a minimum of 10 titles per year are published under the patronage of KUCL</p> <p>b. Dedicate the KUCL stand at the International Book Fair in Krakow to small and independent publishers</p> <p>c. Support for publications via the KUCL website</p>
	<p>3. Organize literary awards for outstanding achievements</p>	<p>a. Conrad Award for best literary debut of the year</p> <p>b. Ferdinand the Great Award for Best Children's Book</p> <p>c. Lem Award for Best Book for Experimental And Cyber Literature</p> <p>d. Ginczanka Award for Young Poets</p>
	<p>4. Support for municipal awards or those granted in Krakow</p>	<p>a. Wisława Szymborska Award – annual</p> <p>b. Jan Długosz Award – annual</p> <p>c. Kazimierz Wyka Award – annual</p> <p>d. Stanisław Vincenz Award – annual</p>

7.

Early Readers in Krakow



F. To protect and nurture Krakow's literary heritage and the memory of its important figure	1. Develop a dedicated programme that safeguards the heritage and creative works of famous writers and literary phenomena related to Krakow and strengthens the city's literary identity	a. Initiate the LEM 2021 Programme b. Year-long anniversary projects 2017: Conrad Year 2018: Herbert Year 2021: Lem Year c. Two publishing projects per year dedicated to Krakow's literary heritage d. Thematic and interactive exhibitions e. Memory plates and literary benches f. Literary walks series (10 – 12 per year) g. Annual, cyclical lecture series h. Miłosz Institute Educational and Research Programme i. Interactive expositions dedicated to the history of printing, publishing and bookselling in Krakow
	2. Digitalize library collections	a. Organizing and digitalizing municipal library collections with special attention paid to rare, unreleased or books unavailable in digital form with minimum 10% increase per year
	3. Systematize management and acquisition of archives	a. Establish collaboration with the Jagiellonian Library, Jagiellonian University and the Krakow division of the Polish Writers' Association and create a dedicated work group.

2. Infrastructure

In light of the rapid development of Krakow's literary sector, new infrastructure and organizational structures are necessary to effectively manage the KUCL programme and to achieve its strategic objectives. These will guarantee not only stability, but also enrich the literary and creative ecosystem of Krakow.

Objectives for KUCL Infrastructure include:

A. To develop and modernize the key infrastructure in the city that is dedicated to literature and the creative industries

OBJECTIVES	STRATEGIES	OUTCOMES
A. To develop and modernize the key infrastructure in the city that is dedicated to literature and the creative industries	1. Build a new institution in Krakow that serves as a national and international space for the support, development, and promotion of the book market and literature sector	a. A multifunctional, international creative hub called Planet LEM: Centre for Literature and Language (tentative opening date: 2021) ⁴ (Note on the next page)
	2. Create one administrative centre for Krakow's many library branches	a. A modern administrative centre called Biblioteka Krakow located on Krakowska St. (opening date: January 2017) ⁵ (Note on the next page)
	3. Modernize municipal libraries to meet contemporary needs of users	a. Minimum 5 local branches modernized annually (ex. adaptation to needs of people with disabilities, new equipment or book collections)
	4. Develop pre-school libraries	a. Modernization of preschool libraries per year
	5. Create one administrative and support centre for the creative industries in Krakow	a. A Creative Krakow Office which will support the municipality in implementing its strategy for the development of the creative industries and act as the main administrative centre and first point of contact for cultural and creative producers in the city, provide information about central resources, financing and professionalization, and coordinate monitoring and evaluation activities.
	6. Acquire and safeguard space in Krakow strongly connected to its literary heritage and personalities	a. Purchase of Czesław Miłosz's apartment in Krakow from his estate by the municipality

3. Communication and Promotion

Valuing communication as one of its top priorities, KUCL leverages its partnerships in order to build awareness about the scope and range of its activities, which position it as a leading literary city, both internally and externally. Developing appropriate and functional mechanisms that allow for streamlined consultation, communication and promotion have played a pivotal role in the first four years as a UNESCO Creative City, only to become even more important and necessary as the KUCL programme expands, integrates the literary and creative sectors, and builds stronger local, national and international visibility and connections.

Objectives for KUCL Communication and Promotion include:

- A. To strengthen Krakow's identity as a UNESCO Creative City in the field of literature in Poland and abroad
- B. To develop literary tourism in Krakow
- C. To increase visibility of the KUCL title and improve access to content produced by the programme.

OBJECTIVES	STRATEGIES	OUTCOMES
A. To strengthen Krakow's identity as a UNESCO Creative City in the field of literature in Poland and abroad	1. Cooperate with strategic partners on integrating activities for the benefit of improved international promotion	<ul style="list-style-type: none"> a. Streamlined communication mechanism with foreign cultural institutions, consulates and embassies in Krakow and abroad. b. Ordered articles in international press, portals and literary blogs
	2. Organize study visits for journalists and media	<ul style="list-style-type: none"> a. Two study visits to coincide with the literature festivals in Krakow
	3. Develop interest of national and international media in Krakow and Polish literature	<ul style="list-style-type: none"> a. International PR Strategy for KUCL b. Cooperation with key media partners

- 4. Planet LEM (described in greater detail in the Monitoring Report will house the current Krakow UNESCO City of Literature Office and host related programming and activities. It will possess multifunctional rooms adapted for festivals and literary events, a multimedia library, co-working space for literary and creative agencies associated with the book market, exhibition space, cafeteria and garden in the former salt warehouse in the Zabłocie district of Krakow.
- 5. Biblioteka Krakow [Library Krakow] is the central administrative unit of Krakow's municipal libraries, which includes a Centre for Archivization and digitalization of library collections.

B. To develop literary tourism in Krakow	1. Build capacity and knowledge-sharing platforms that support the development of the municipalities policies and strategies concerning cultural tourism	a. Audience Development in Literary Tourism Toolkit (Creative Europe fund)
	2. Analyze the available promotional materials concerning literature, literary heritage and trends as well as creativity in Krakow that are produced by the city	a. Evaluation of the effectiveness of current materials b. New publications, including A Literary Guide to Krakow that provides an updated account of the City of Literature c. New promotional material that takes into account the needs of tourists and the international community in Krakow – greater availability of materials in English and Ukrainian
	3. Evaluate current municipal tourism strategies and cooperate with key stakeholders on creating new content	a. Increase in new content about literary Krakow in the PR and marketing materials of the municipal Department for Promotion and Tourism as well as materials of the Małopolska region b. Literary Tourism Strategy 2019 – 2022
C. To increase visibility of the KUCL title and improve access to content produced by the programme.	1. Establish a multimedia website for the Krakow UNESCO City of Literature that aggregates digital literary content and events on one platform	a. New KUCL website that hosts the LEM Portal, cyber literature, literary premieres, e-library of educational materials, literary current events service, blog/vlog/podcasts, online archive of KUCL projects and recordings from events. b. LiteraTURA monthly events calendar
	2. Develop the digital offer of KUCL for national and international audiences	a. Annual increase of digital outputs, including podcasts, radio programmes, online documentaries, films, TV, as well as audio and video recordings. b. Translation of online material into English.

	<p>3. Manage the KUCL brand</p>	<p>a. Krakow UNESCO City of Literature Brand Style Guide b. Digital and social media strategy 2018 - 2022</p>
	<p>4. Bring KUCL into public space</p>	<p>a. Installations, dedicated plaques, banners, stickers located in: transport nodes, including the airport and in literary organizations, bookstores, cafes</p>
	<p>5. Present Krakow's creative and literary sector at international literary and cultural events, such as book fairs.</p>	<p>a. KUCL at one international book fair per year</p>

Rare and Second-Hand Book Fair in Krakow



4. Cooperation

In order to ensure active engagement and a shared sense of responsibility for Krakow as a Creative City, particular attention must be paid to the development of new cooperation and co-production models that strengthen the local, national and international networks that energize and co-create the city. Integration of the literary sector, first at home and then beyond, as well as deeper and long-term relationships with external partners must be fostered for the benefit of all parties and with the objective to expand knowledge, skills, perspectives and understanding.

Objectives of KUCL Cooperation include:

- A. To improve integration among the local literary sector
- B. To integrate and streamline creative activities at the national level
- C. To activate Krakow as an international creative city
- D. To deepen international relationships within the Creative Cities Network for the mutual benefit of all partners

OBJECTIVES	STRATEGIES	OUTCOMES
A. To improve integration among the local literary sector	1. Initiate regular consultations with the local literary sector	<ul style="list-style-type: none"> a. Bi-annual Literature Parliament, modelled after the Heidelberg initiative by the same name. b. Thematic roundtables dedicated to specific tasks and projects
B. To integrate and streamline creative and management activities at the national level	1. Establish a national network that links UCCN members in Poland, and other towns and cities that have recognized creativity as a factor for strategic development	<ul style="list-style-type: none"> a. Polish Creative Cities Network, with members Kraków, Katowice, Łódź b. Mentoring programme for interested cities in Poland and the region
C. To activate Krakow as an international creative city	1. Increase involvement of representatives of the literary and creative sectors in networking and international activities taking place both in Krakow and abroad.	<ul style="list-style-type: none"> a. Krakow UNESCO Creative City Ambassador Programme b. Travel Grant programme for cultural and literary managers c. Anchoring ICORN Programme dedicated to creating stronger local and international networks around ICORN

	<p>2. Improve access to information about international opportunities for local creatives.</p>	<p>a. One comprehensive, online resource for information about international opportunities and residencies around the globe</p> <p>b. Creative Krakow mentoring and consultation programme</p>
<p>D. To deepen international relationships within the Creative Cities Network for the mutual benefit of all partners</p>	<p>1. Establish long-term partnerships that positively contribute to mutual development and improvement of conditions and opportunities for creatives and are aligned with the objectives of the KUCL Programme</p>	<p>a. Internship programme for cultural managers in Krakow's cultural, literary and creative institutions</p> <p>b. Interdisciplinary and literary projects in cooperation with the UNESCO Creative Cities Network</p>

5. Evaluation

So as to continuously improve the UNESCO City of Literature programme as well as to build awareness of the Agenda 2030, sustainable development goals and the influence of the literary and creative industries on the effort to achieve these goals, the KUCL office will carry out regular evaluations of the quality and effectiveness of its strategies, programmes and projects and cooperate with relevant partners on measuring social engagement, participation, audience satisfaction, economic and ecological impact.

Objectives for KUCL Evaluation include:

- A. To increase awareness and access to information about the economic and social value of the literary sector
- B. To understand the contemporary landscape of the literary and creative sectors in Krakow, their needs, challenges and opportunities
- C. To correlate the municipal strategies and programme dedicated to the literary and creative sectors in an effort to ensure cohesion and unified vision

OBJECTIVES	STRATEGIES	OUTCOMES
A. To increase awareness and access to information about the economic and social value of the literary sector	1. Carry out regular sector reviews in Krakow	<ul style="list-style-type: none"> a. Literature and Publishing Sector Review in 2018 b. Biannual monitoring until 2022
	2. Establish cooperation with higher education institutions to carry out ongoing monitoring and research	<ul style="list-style-type: none"> a. Partnership with the University of Economics and Jagiellonian University on monitoring and research reports

<p>B. To understand the contemporary landscape of the literary and creative sectors in Krakow, their needs, challenges and opportunities</p>	<p>1. Undertake regular mapping of the literary sector in Krakow</p>	<p>a. Literature and Publishing Sector Review in 2018</p> <p>b. Mapping exercise of the literature sector in Krakow in 2018</p> <p>c. Biannual updates until 2022</p>
	<p>2. Implement regular evaluations of the KUCL programme and all related activities</p>	<p>a. Roundtable discussions and assessments with the literary sector</p> <p>b. Audience and participation surveys for major literary events</p> <p>c. Project evaluation reports for all major projects run by the KUCL Office</p>
<p>C. To correlate the municipal strategies and programme dedicated to the literary and creative sectors in an effort to ensure cohesion and unified vision</p>	<p>1. Assess the current regional and municipal strategies for culture, development, tourism and promotion</p>	<p>a. Desk research and report on the analysis of all regional and local documents concerning the literary and creative sector</p>
	<p>2. Work with municipal and regional departments and contribute to newly developing strategies and action plans</p>	<p>a. Municipal Strategy for Culture and Cultural Heritage</p> <p>b. Strategy for Development of the City of Krakow</p> <p>c. Municipal Strategy for the Development of Literary Sector</p> <p>d. Municipal Strategy for the Creative Industries</p>