

# Broumov 2028



## Creative Pilgrimage

European Capital of Culture  
Candidate City

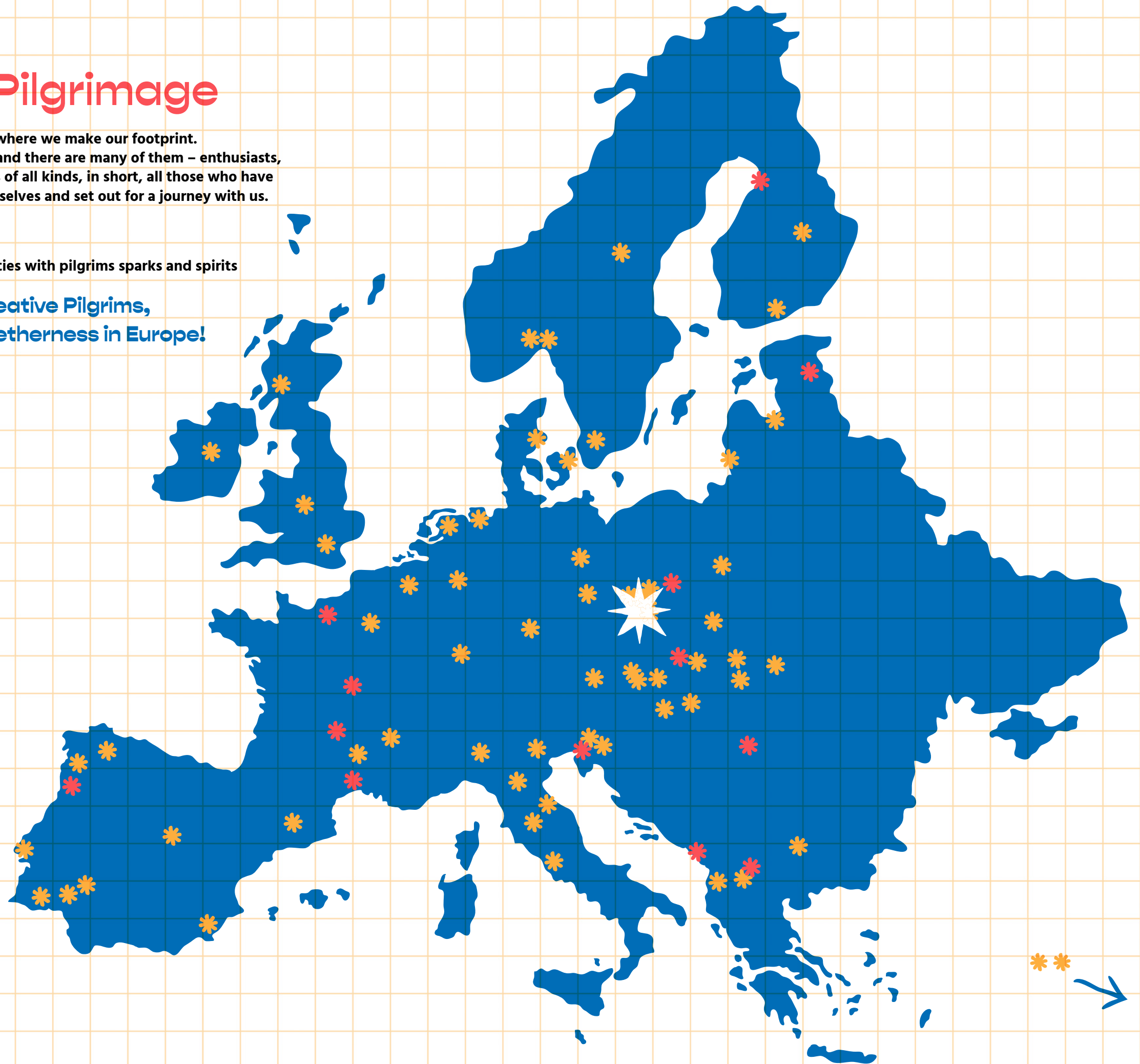
# The Spirits of Creative Pilgrimage

We have lit up points all over Europe where we make our footprint. These points are people we relate to, and there are many of them – enthusiasts, communities, artists and professionals of all kinds, in short, all those who have sparked the pilgrim spirit within themselves and set out for a journey with us.

✿ Our fellow pilgrims

✿ ECoC cities and ECoC candidate cities with pilgrims sparks and spirits

Every step we take as Creative Pilgrims,  
we walk pathways of togetherness in Europe!



	<b>Introduction</b>	<b>/ 2</b>
<b>1.</b>	<b>Contribution to the long-term strategy</b>	<b>/ 4</b>
<b>2.</b>	<b>Cultural and artistic content</b>	<b>/ 18</b>
<b>3.</b>	<b>European dimension</b>	<b>/ 54</b>
<b>4.</b>	<b>Outreach</b>	<b>/ 62</b>
<b>5.</b>	<b>Management</b>	<b>/ 74</b>
<b>6.</b>	<b>Capacity to deliver</b>	<b>/ 94</b>



## List of acronyms

<b>AP CS32</b>	Action Plan of the Cultural Strategy 2022–2023	<b>GIS</b>	Geographic Information System
<b>AR</b>	Augmented reality	<b>HKR</b>	Hradec Králové Region
<b>BBC</b>	Broumovsko Business Club	<b>IAP</b>	Integrated Action Plan
<b>BRDA</b>	Broumov Regional Development Agency	<b>ICFB</b>	Investment Club Fund Broumovsko
<b>BRSC</b>	Broumovsko Regional Strategic Council	<b>ICOM</b>	International Council of Museums
<b>B28</b>	Broumov 2028	<b>IVE</b>	Incubator of Volunteering and Entrepreneurship
<b>CAP</b>	Cultural and Artistic Programme	<b>IWD</b>	International Women’s Day
<b>CCI</b>	Culture and Creative Industries	<b>M&amp;E</b>	Monitoring and Evaluation
<b>CS32</b>	Cultural Strategy 2022–2032	<b>NPI</b>	National Pedagogical Institute of the Czech Republic
<b>ECOC</b>	European Capital of Culture	<b>UHK</b>	University of Hradec Králové
<b>ECCB</b>	Educational and Cultural Centre Broumov	<b>PSO</b>	Police Symphony Orchestra
<b>ECTN</b>	European Cultural Tourism Network	<b>OOH</b>	Out of home campaigns
<b>EFBCC</b>	Endowment Fund Broumov – City of Culture	<b>SGDs</b>	Sustainable development goals
<b>ESG</b>	Environmental, social and corporate governance	<b>SSLHK</b>	Student and Scientific Library Hradec Králové



# Introduction

## Q1

Has the concept of the programme described for the ECoC year changed between the pre-selection and selection stage? If yes, please describe the new concept and explain the reasons for the change.

**It is the wildness around us that inspires to experiment with human-nature relationships. Small small cities like Broumov with their resilience and living communities close to nature contribute to insights into ourselves to resist muchness in Europe. After all, it is in wilderness where people can feel their true size.**

The pandemic has shown the need to connect isolated people. Rural settlements – where 25% of Europeans live in 75% of the total European area – have fewer resources to deal with resistance against shocks. Resilience grows through connecting people. Culture and creativity give people great problem-solving skills that create connections. It provides the Europeans with a mirror to society patiently encouraging to understand themselves. Where they see the journey from endurance to encouragement, from disruption to dissolution, from competition to cooperation, from agreeable to accommodating, and from reaction to pro-action.

With our Benedictine monastery, we are on one of those edges where Europeans have patience and feel close to natural wildness – the heart of the human condition inside us. Hide-outs where people and nature need connections and relationships between small small places.

People not only from small places share experience we have had in the last three years: when combined, small acts have a big impact. The Creative Pilgrimage has led to a flow of messages, talks and energies of people that have told us to join in on our journey and asked how they can encourage and welcome us with their activities.

As our area – Broumovsko, with our main companion – the Hradec Králové Region – and our European, Polish and Czech partners, we have moved on ever since. Practical working agreements are made with people from Ukraine, with natural art therapists, with school-teachers, with pragmatic philosophers, with experts from Natura2000 and with inspiring bureaucrats from small places. There are voices that are seeking ways to communicate and to be heard. What we created together are practical action plans that strengthen our relationships and cooperation.

Our Creative Pilgrimage concept is a journey that explores the resilience of communities such as Broumovsko in a modern European context.

With the cultural and artistic programme, patience is collected to experience new European pathways in water retention and slow tourism. We bravely rework new understandings of contemporary monasteries and modern ways of being alone & well, and with natural curiosity and fun, we work on safe & brave spaces with and inside resilient communities.

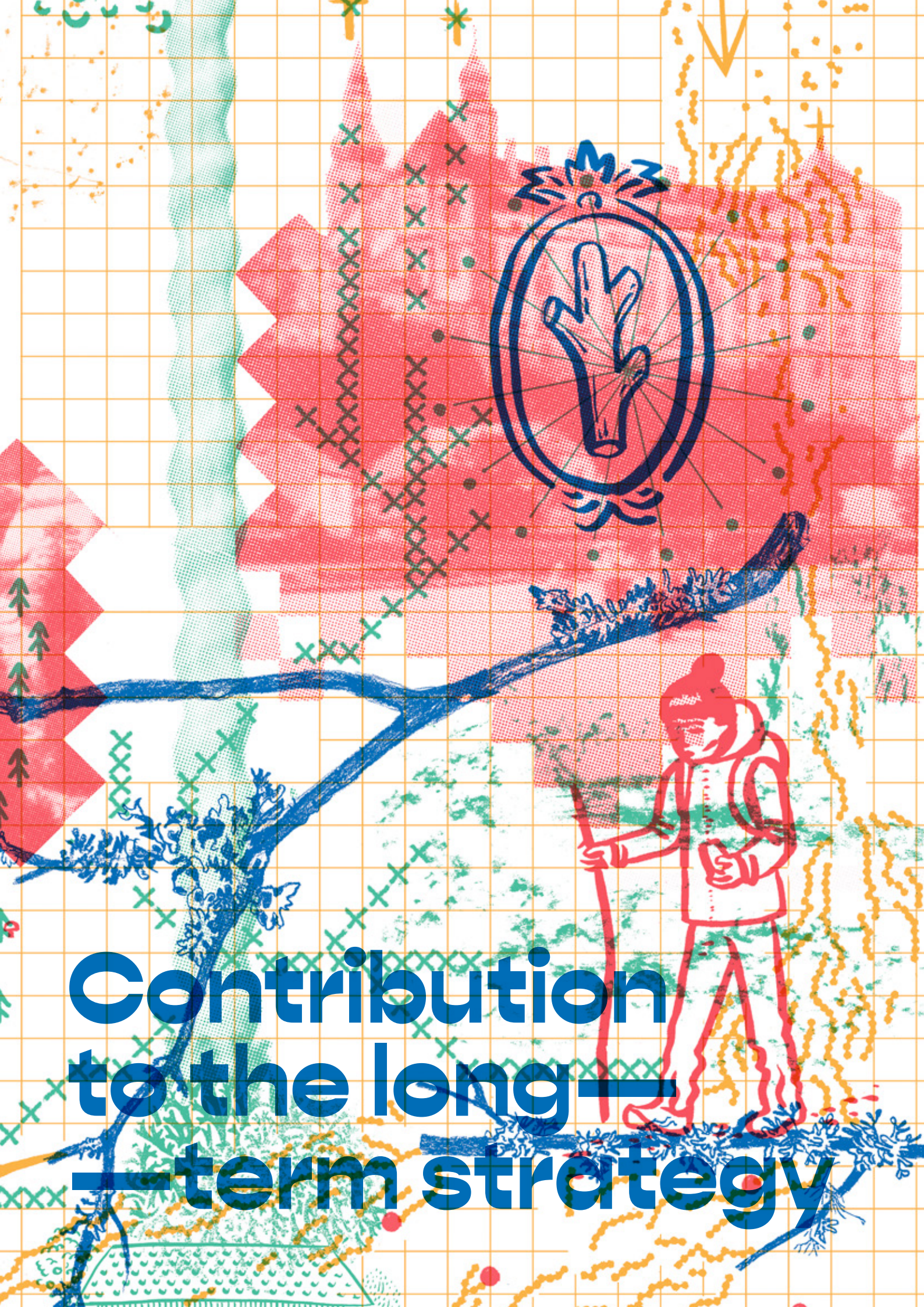


Long live the King! 100 years of climbing in the Adršpach Rocks, 2023 © Petr Kašpar

### What do we aim to achieve with the ECoC title?

- Build capacity for resilient and living communities as well as civic societies in terms of connection, cooperation, creative entrepreneurship, and other areas.
- Share experience and inspiration in being resilient and having a proactive attitude across Europe.
- Help to create a good neighbourhood which spans borders and empowers the Europeans to participate.
- Strengthen the cultural and artistic community in terms of regional, national, cross-border, and international cooperation and co-creation.
- Generate European profile to attract impact investment, creatives and people with youthful minds.

With this bid, we aim to set up a movement of Creative Pilgrimage that brings us on a journey through the land, time and mind. With our European themes, we aim to experience the human-nature relationship in a respectful dialogue, rethink stories of the past in favour of the future, and build capacities mainly in rural, remote and isolated areas as places of well-being. We perceive European public space as brave spaces encouraging everyone to be themselves and relate to others. We recognise the resilience of communities such as Broumovsko – that means rural, remote and isolated – in a modern European context to open a new chapter for our children and new generation to come.



# Contribution to the long— —term strategy

## Q2

**Describe any changes to the cultural strategy since the preselection stage, and the role of the ECoC pre-selection in these changes, if relevant. Indicate specifically which priorities of this strategy the European Capital of Culture action intends to contribute to, and how.**

Through the participatory process of developing the Cultural Strategy 2022–2032 (CS32) and its first Action Plan (AP CS32), we have learned to be curious listeners to other cultural operators and stakeholders, to understand each other and to act as trustworthy and consistent partners ready to see things from new perspectives. We have worked to address and accept common problems and solve them together. The transparent process has helped us to build trust in culture, and in the ECoC process as a whole.

Culture connects us to ourselves, to others and to the landscape around us. Culture has the power to accelerate change and to inspire and encourage people. The journey outlined in the pre-selection bid is a deliberate continuation of the direction set.

### How we deepened our approach

On 15 June 2022, the CS32 was adopted by the City Council, bringing together seven approaches in total. These are policies in the creative and cultural sector, tourism, youth employment, cultural education and institutional support, residencies and relevant parks and public space. The vision for Broumovsko is to act as a regional cultural leader through its role as a cross-border centre for the cultural partnership of Wrocław, Kłodzko and Wałbrzych (PL) and the Hradec Králové Region (CZ). This series of decisions concluded the three-year process of participation in the CS32 document which aims to achieve the following strategic goals for the natural resort, city and region by 2032.



With its Czech-Polish surroundings, Broumovsko is:

1. a lively cultural area which builds on intensive local-regional cooperation, cross-border and international connections;
2. a socially coherent and community-oriented area;
3. a true organism with shared experience of the landscape;
4. a present place with a history that is a source of learning and inspiration for the future; and
5. enriching space for connection and the flow of creativity and innovation.



The operational goals of CS32 and their localised SDG's can be found here:

The CS32 strategy is now embedded in a practical and professionalised framework of policies that support and synergise each other. Guarantees that the cultural strategy of city and region synergise with the ECoC process are now fixed in the interrelationships between the Integrated Strategy of Urban Development of the City of Broumov (2020), the Cultural Concept of the Broumov Region (2021), the Tourism Development Strategy of the Broumov Region 2028 (2020), the Hradec Králové Region Development Strategy for 2021+, the Strategy for the Development of Culture, Heritage and Cultural and Creative Industries of the Hradec Králové Region 2022-2030 (2021), the Strategy of the Hradec Králové Region in the Field of Cycling Transport until 2035 (2023), the Strategy of Intelligent Nowa Ruda 2030 (2020) and the Development Strategy of the Lower Silesian Voivodeship 2030 (2018). All these strategies were the basis and inspiration for the creation of the AP CS32.

### Voices seeking ways to communicate and to be heard

The pre-selection phase was an accelerator of change in the Broumov 2028 area that no one could have imagined. The belief that big things can happen in Broumovsko by starting with a series of small, coherent activities set stage for decisions with long-term effects. The final phase has created deep and sometimes new interconnections between the Polish hinterland and the Hradec Králové Region (HKR) and its surroundings. It also increased Broumov's positive awareness and self-confidence leading to professional and personal European connections with similar settlements and

communities. Altogether, this has promoted our region and other small cities and microregions across Europe, and increased professionalism and fun at work while building capacity.

Since October 2022, cross-border partnerships among municipalities, institutions and individuals have confirmed concrete and operational goals. Budgets place good neighbourliness and “active borders” at the heart of everyday working practices, with Broumov 2028 as the engine and reason for intensifying deeper integration of living together in the landscape. Our twin city of Nowa Ruda, and other partners – the Nowa Ruda municipality, Radków municipality, Jedlina-Zdrój, Głuszyca, Kłodzko, the Kłodzko municipality, the Kłodzko district, Kudowa-Zdrój, Mioszow, Polanica-Zdrój and Wałbrzych declared cooperation and relevance of our European themes on 14 April 2023 in Broumov. The agreement on cooperation within the Broumov 2028 project was signed by the HKR and the Lower Silesian Voivodeship in June 2023. The Euroregion Glacensis, which connects the Czech and Polish border regions, signed the Memorandum of Cooperation with Broumov 2028 on April 2023. Inspired by our discussion with the Polish Embassy, we are preparing Czech-Polish workshops at the government level focused on the promotion of cultural management and regional administration for partners from Ukraine and other eastern neighbours of the EU.

### The Polish are our local Europeans

Intensive work has been carried out to establish cooperation with partner Polish institutions which are natural partners of the Broumov 2028 cultural and artistic programme (CAP). In hundreds of conversations, we figured out how the cultural programme can strengthen their ways to grow in the coming years and thus strengthen us along the narrative of this bid. We decided that the best way to learn together is to start pilot projects: the Interreg Europe programme (2021-2027) has just launched its first calls for cross-border projects and we put forward joint applications that accelerate sustainable Creative Pilgrimage connections. Not only the work with the Polish hinterland, but also within the HKR has stimulated extraordinary and new synergies that have also created relevant European insider connections.

The partnership with the HKR deepened and became robust across horizontal areas along the ECoC project preparations. Working side by side makes Broumov 2028 feasible, sustainable and realistic. Further mutual understanding will validate the power of culture in transforming rural peripheral areas like ours. We worked extensively together on monitoring and evaluation, capacity building, data storage, legal and public

requirements. Also, financial and political backing of larger regional governance was necessary for realistic preparation of a comprehensive project such as ECoC by a small European city like Broumov.

The regional strategic documents mentioned above also clarify the role of the ECoC in the HKR development plans. After Broumov got shortlisted, regular meetings were held during the second round between the ECoC team and representatives of the Hradec Králové Region. As a result, the HKR launched annual calls for grants (with a budget 125,000 Euros for 2023) to support projects related to Broumov 2028. The programme runs from 2023 till 2029 and accompanied with a new position of a Commissioner for Broumovsko that will be established by the HKR in case the ECoC title is awarded.

### Changes in City Council

As a result of the local elections in the Czech Republic in Autumn 2022, Broumov has a new political leadership, including a new mayor. He was already a member of the governing body of the Endowment Fund Broumov – City of Culture, the organisation responsible for preparing the bid. He was also a member of the decision-making bodies that adopted the CS32 for the future implementation of Broumov 2028. The adoption of the CS32 document by the new City Council confirmed Broumov’s regional cross-border position as a centre of culture and education. The city development strategy of Broumov is operationalised in three goals for the development of the business environment and employment, the revitalisation of the city centre and the overall improvement of the quality of life for all residents.

The candidacy accelerated the preparation of the CS32 document. The new City Council has turned it into a living, transparent document. Following the best practice of the participatory approach of the strategy development in the last three years, and due to the size and importance of the city in a natural resort area, the involvement of a wide range of people has proved essential.

### The Action Plan is ready for all of us

Firstly, as approved by the City Council on 26 April 2023, the AP CS32 sets out a plan of specific activities for each calendar year, with transparent indicators to measure success and compliance. The plan includes budgets, payment schedules, roles and deliverables. The AP for 2023 and 2024 is now in force, with the main priorities being the creation of a coordinated communication system at the level of Broumovsko, strengthening and modernisation of existing cultural and social institutions, and promotion of education, especially





Celebrate and Revive Broumov, 2022 © Jitka Šmolíková

with regard to the role of the library and the Broumovsko Regional Museum. The AP CS32 also aims to create revitalisation plans of the town centre; thanks to the URBACT project (Q6) we will create it together with seven European cities. To increase support and attractiveness for new entrepreneurs, we work with facilitators to open public discussions about the possible use of empty buildings, especially in the city centre, and their renovation – for example a new café or space for the youth. However, this would not have been possible without a parallel informal process that has taken place extensively.

Secondly, the participatory process was instrumental in creating the cultural process. In our community, it was mostly an informal process of personal group meetings, face-to-face conversations and debates preceding formal decision. There was not always a 100% consensus on everything, but that is understandable. Listening, hearing and double-checking together was the key lesson, and it resulted in multiple interests coming together around the themes of the bid. No voice was left unheard.

Thirdly, a new City Councillor for Culture, an open-minded and youthful politician with a background in the creative sector, requested and was given responsibility

for the creation of the AP and the implementation of CS32. The capacity and competence of this position has been increased and his close connection with the candidature team is natural and professional. Since his first day in office, he has been putting into practice his vision of an effective system of coordination of all cultural actors with the broad involvement of the public. The tool is the Cultural Committee, made up of cultural operators and non-profit and independent organisations, whose monthly meetings are open to the public. Transparent governance and decision-making results in local participation, ownership and trust in the city's leadership. This openness and transparency have led to local and regional support for the bid and the people who make it happen. The newly established committee run by the new City Councillor for Culture has become an active part of the interaction and operation of the city, professionalised and proficient in the implementation of CS32. All of the committee members have been very supportive of the candidacy. To ensure that the ECoC process is integrated and advised on current issues, one of the Broumov 2028 team member is a proactive member of the committee instead of being just a listener waiting for its decisions.

## How Broumov 2028 contributes to the strategic priorities

The European themes of CS32 are organically rooted in the policies of the city, the HKR and the Czech-Polish region and its hinterland. Our cultural journey to jointly address a number of challenges such as water retention, resilient communities, slow cultural tourism or brave spaces are significant from both a European and local perspective. We have been truly honoured by the number of quality international connections and partners interested in working with us. Being a Creative Pilgrim in the final phase establishes the sense of belonging to Europe and gives it meaning.

Working in a transparent way to build long-term trust and resilience means acting together with the Czech and Polish citizens, artists, creatives, cultural, educational, environmental and tourism operators, politicians, public administrators, investors, entrepreneurs, managers and experts. With a growing series of presentations and discussions, both formal and informal, digital and face-to-face meetings the shared themes connect us slowly and steadily. This is even more encouraged through the growing group of people participating in our outreach activities.

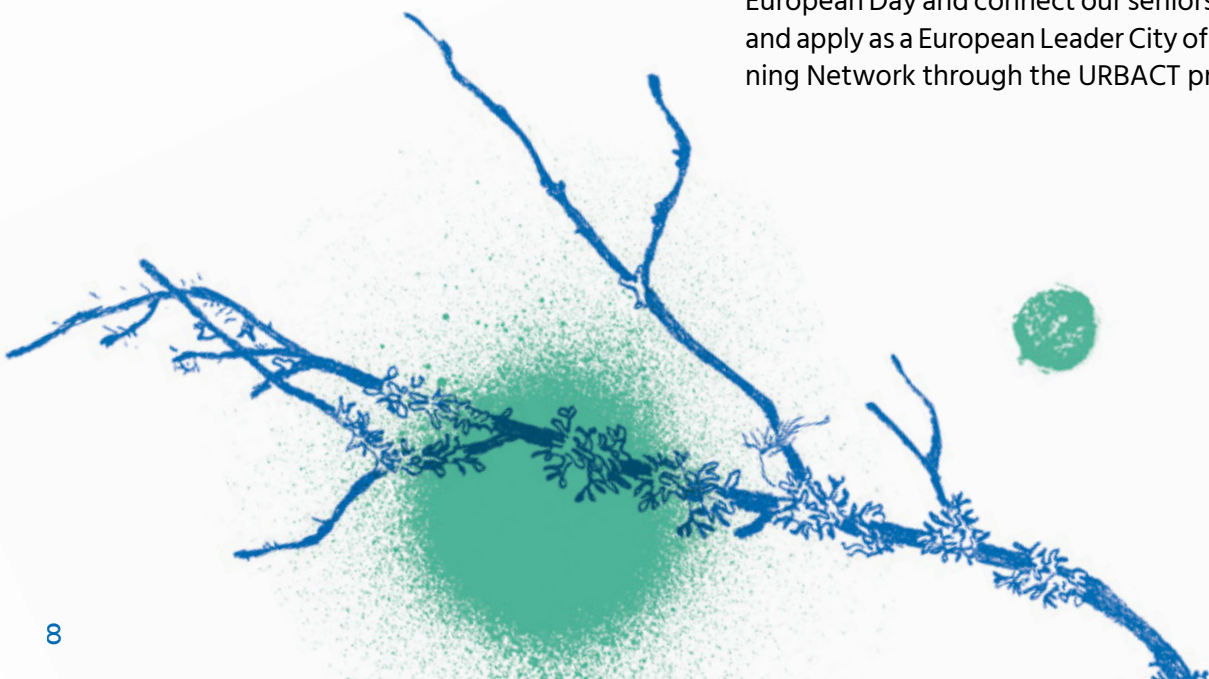
Being resilient as we are, the municipality of Broumov approaches the project with a hands-on mentality. It realises the importance of being a curious listener who wants to learn and focus on what is important, keeping things simple and letting go of blocking behaviours. At the same time, via its active formal role as area leader in the Broumovsko Regional Strategic Council (BRSC), the municipality is able to combine interest of the 23 municipalities in the surrounding landscape. This governance structure makes sharing of capacities/costs for regional development possible on a level between the municipality and the HKR - an approach that is innovative in the Czech environment.

International, national and local experts encouraged us to understand the scope and scale of the project and the HKR was asked to help us. We are particularly proud of the fact that in the final phase, the HKR has understood that it needs to support without taking over. This often means listening and acting together instead of acting alone. New city representatives take responsibility for the process and prioritise appointments/decisions and passionate commitment. Constantly hearing from outside that not everything is possible also gives a sense of mutual understanding. Broumov 2028 is a capacity building journey for European Broumova and we already have a story to tell.

If anything changed since the pre-selection phase, it is the fact that the institutions have become more connected, more courageous and more confident.

**The “Yes, let’s do it” pro-active approach has replaced the hopelessness of the “No, it’s not possible here” approach.**

There is the new sensation that we are taken serious by international and national partners. New connections to join international networks, support from politicians and technicians in Prague, Brussels or the Polish president, to be inspired, respected and learn from European experts, to partner with national organisations such as CzechTourism, Czech Centres, CzechInvest or the Czech Academy of Sciences, or to partner with business leaders such as Škoda Auto, Czech Digital, and to bring relevant local issues to Europe is mostly new for us. It is possible to learn by doing and send a young energetic local music band to perform at the Veszprém 2023 music festival, create space for the international creative workcamp in Broumov, engage several of Polish schools through a Creative Call whilst teaming up with Czech schools, set up a workshop with creatives in Prague about natural lifestyles, organise joint event with Bourges 2028 and Oulu 2026 to celebrate European Day and connect our seniors across borders, and apply as a European Leader City of the Action Planning Network through the URBACT project.



# Q3 + Q4

Have your intentions in terms of long-term impact of the European Capital of Culture action on the city changed since pre-selection?

If yes, please describe the changes or further impact foreseen.

Describe your plans for monitoring and evaluating the impact of the title on your city and for disseminating the results of the evaluation. In particular, the following questions could be considered:

Who will carry out the evaluation?

What objectives and milestones will be included in your evaluation plan, between the designation and the year of the title?

What baseline studies or surveys do you intend to use?

What sort of information will you track and monitor?

How will you define “success”?

Over what time frame and how regularly will the evaluation be carried out?

How will the results be disseminated?

With our Monitoring and Evaluation (M&E) findings, we aim to contribute to a wide body of research focused on three aspects: regional development led by culture, rural creativity and its specifics, and attraction and retention of talents. We need both academic research on the one hand, and practically oriented policies on the other one. **Based on thorough research, long-term measurements and a combination of qualitative and quantitative approaches to data collection and evaluation, our outcomes will form a unique set of knowledge that can be applied by people.** Our pragmatic approach brings realistic recommendations and ready-to-use data, guidelines and arguments applicable to building and strengthening resilient communities in peripheral areas through culture.

## How it works

As we stated in the first Bid Book, Reflection, Celebration and Learning are the three pillars of our monitoring and evaluation approach, along with standard M&E methods and tools such as Hussey’s EASIER model.

Developing the M&E principles, we have drawn on the 2018 ECoC guidelines, a number of academic research papers focusing on the impact of culture on rural environments, the experience, interviews and reports of the ECoC cities network, starting with the now iconic Impact 08 and ending with Bid Books and international jury reports for recent ECoC cities (Leeuwarden, Oulu, Trenčín, Chemnitz, Bad Ischl and others), many of whom we have consulted directly with. Thinking and planning for M&E also takes place in relation to the objectives and indicators of local development and cultural strategies of the city and region.

## M&E impact for Europeans Broumovs

We understand that the main M&E aim is to provide the European Commission, the Panel, the regional and national management, shareholders and the general public with a coherent and comprehensive set of data and arguments during and after the ECoC year in Broumov. The Broumov candidacy aims, among other things, to rethink and pilot-test the ECoC guidelines for M&E from the perspective of small small cities.

As pragmatic as we are, we have experienced the need to offer European small cities and hideouts in remote and peripheral areas an easy-to-grasp and easy-to-use monitoring kit. We know that developing a kit together – with others that need it – enlarges the wisdom in it and increases considerably the possibilities of its wider application. Besides the kit, we bring ready-made arguments about the need and importance of supporting culture for resilient rural communities and for their well-being.

The advantage and benefit of thorough M&E in a municipality the size of Broumov is the possibility to go into great depth thanks to a smaller sample of surveyed respondents and information based on a truly individual approach on the part of the interviewers as well as personal stories and detailed data on the reality under investigation.

## M&E impact for CEE and CZ

We aim to establish and maintain facilities for collecting and evaluating cultural data in the region and to create a dynamic cultural research centre with national ambition – HUB for culture research, shortly Culture ReHUB. Through its work, we want to make a profound contribution to high-quality advocacy for promotion of culture, especially among municipalities and regions. We also offer to mediate trends and arguments from the European discussion on the value of culture for the Czech Republic. The Culture ReHUB, as explained below, will also be the first and only organization dedicated to cultural research in the Czech Republic.

To demonstrate the huge change for European Broumovs caused by ECoC, we plan to include not only Broumovsko in the M&E, but also another micro-region in our region that is comparable in its demographic, geographical and other parameters, but lacks a large socio-cultural intervention related to ECoC. This comparison allows us to draw clearer conclusions about the impact of the ECoC on the development of rural areas.

## Our definition of success

Our indicators of success are divided into four impact areas. These four impact areas are the result and combination of Broumov 2028 goals; they are based on the logical framework of the entire project and respond to the programme pathways. The social impact responds to building a resilient pilgrim community. The culture-nature impact connects artistic approaches with environmental aspects, so important to Broumov. The European impact tries to capture the opening to the world, the Europeans in their daily life, neighbours and ourselves. And finally, the image impact characterises the transformation of the stigmatised region into a proud and self-confident one.

The M&E process of Broumov's candidacy and its idea of creative pilgrimage is in its beginning and details will still be set. We bring a taste of the basic M&E menu in the table below, the rest of our existing considerations on the entire ECoC impact assessment process can be viewed under the QR code.

Objectives set in the table (the next double page) refer to the Guidelines for the cities' own evaluations of the results of their ECoC and to Broumov 2028 aims set in Q1.

## Who carries out the evaluation

An experienced European consultative team has already been created to formulate main attitude and principles towards the M&E part of ECoC. The team consists of national cultural evaluation experts and academics with social science background and pragmatic methodologies, with extensive understanding and knowledge of the Czech countryside and our region especially. The team also has numerous consultants with backgrounds in public administration, artistic research and cultural planning, operation and evaluation. A set of creative workshops with this group was held to formulate the framework and main M&E goals. Their work was then consulted with experienced cultural management experts from the ECoC network and details were amended and learnings were implemented. We intend to work in the same manner on the way forward, includes expertise when needed and guarantee that the M&E work stands on itself.

## The M&E networks and partners we have worked with include:

Charles University · University of Hradec Králové · City of Broumov · Hradec Králové Region · Networking and cultural advocacy NGO Nová síť · Top Czech and European experts · ECoC city Tartu 2024 and its team · CzechTourism · Regional festival gatherings (Applause! festivals under the auspices of the region) · Network of regional cities/ its experts working in culture · Platforms of cultural actors in the region

## The roles in the partnership

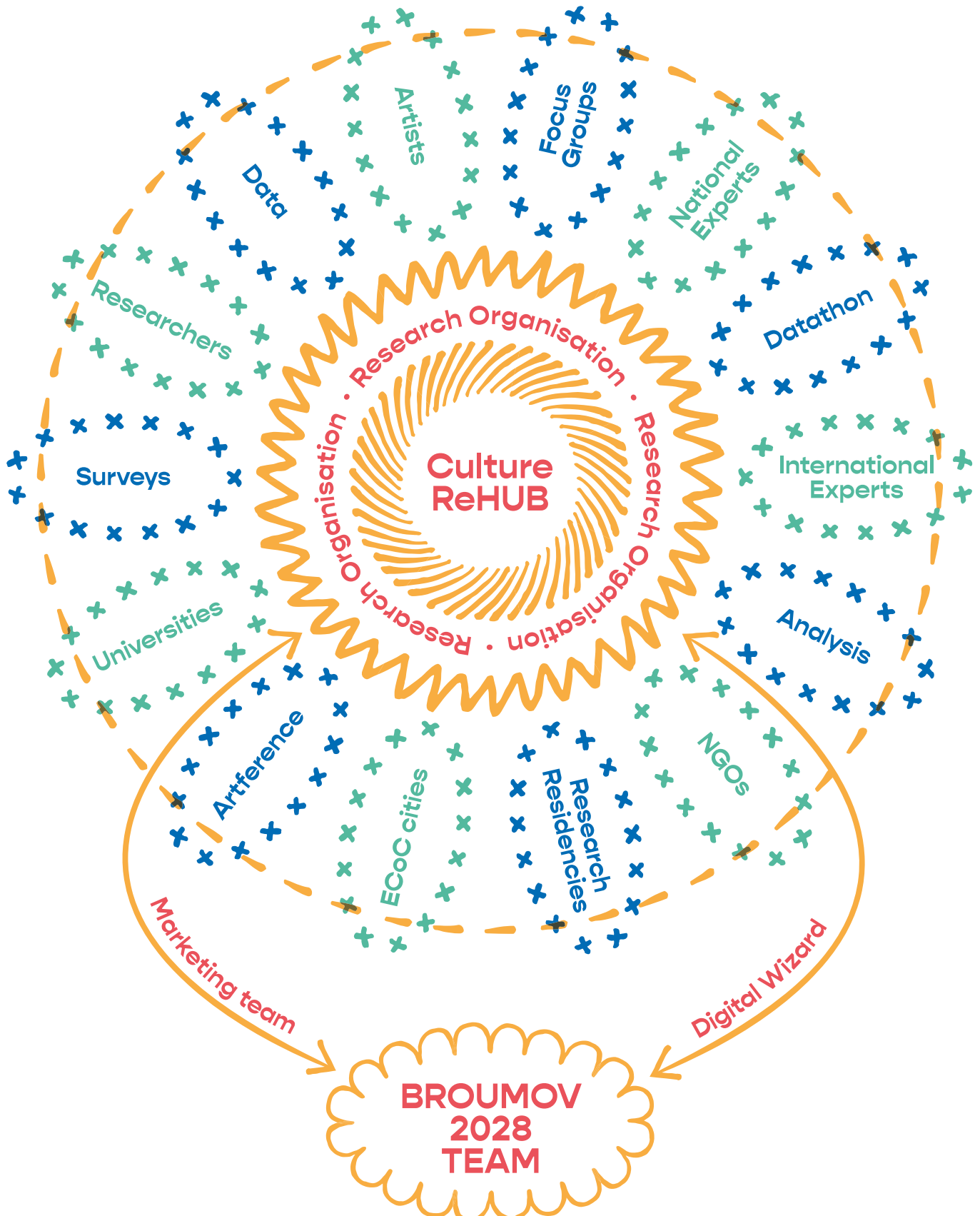
An independent entity, separate from the Broumov 2028 team, will carry out and implement the entire M&E process. We set up the Culture research HUB (Culture ReHUB) in 2024 as a pilot initiative. The Culture ReHUB has its own staff (2 members at the beginning). The Culture ReHUB is incubated as a basis and foundation of a future research institution at the national level that is steadily engaged in culture research with a strong action-oriented approach. We have started negotiations to work under the name of an independent branch of an existing scientific institution between 2024-26. Its sustainable operation in the future would be one of the key legacy moments of Broumov's candidacy, with the benefit of creating new jobs with high added value in Broumovsko, and also with implications for cultural advocacy and data-based decision-making of public administration in the Czech Republic in the future.

In 2024, there is a basic division of roles between:

- the M&E Manager: setting up data collection from projects and partners, performing M&E, liaising with the implementation team, a sparring partner to the Digital Wizard, responsible for report production;
- the Research Team: research residencies and their content, conducting specialised parts of the research, publishing research expert reports in a transparent manner;
- the M&E Cluster: expert consultancy role, inserts natural critical thinking, feedback and constructive insights on reports, recommending approval of reports to the Endowment Fund Broumov – City of Culture. It includes, among others, artists, local and international experts, university departments, a creative digital methodologist and public administration representatives;
- the Culture ReHUB team and the marketing team: planning the ongoing dissemination of M&E outputs in an attractive way for the public;

- the Culture ReHUB team and Digital Wizard: implementing of data collection into digital programme version. This ensures that monitoring is closely linked to the digital version of the whole ECoC process. It taps into vast electronically available data cost-efficiently and transparently, making it useful for baseline understanding.
- In 2024 and periodically in annual cycles thereafter, there is also a capacity building activity – explaining the meaning and objectives of M&E to the Broumov 2028 implementation team, municipality and all our partners.

### How the partnership works



IMPACT AREA	ECoC and B28 OBJECTIVES	IMPACT / OUTCOME / RESULTS	INDICATORS EXAMPLES	SOURCE OF INFORMATION	TIMELINE / FREQUENCY
European impact	ECoC_GO1 ECoC_SO1 ECoC_SO2 ECoC_SO4 B28_GO B28_SO2 B28_SO3	Sharing INSPIRATION FOR and FROM EU	Broumov's key topics coming from our pathways (water retention, slow tourism, monasteries & spiritual places, safe spaces for creation, resilient communities etc.) are visible and shared on the EU level/agenda (hundreds of articles, thousands of shares).	Partner organisation internal data, data from media monitoring and analysis. Specifically focused research from online residencies.	Thorough ongoing collection of information with extensive specifically focused research periodically repeated in the period 2024-32.
	ECoC_GO1 ECoC_SO1 ECoC_SO2 ECoC_SO4 B28_GO B28_SO2 B28_SO3	Growing TRANSNATIONAL COOPERATION	Active - deepened cross-border partnerships with municipalities, institutions and individuals on daily basis increased by 50%.	Partner organisation internal data, data from open calls, data from language courses, data from CZ-PL Interreg programme.	Five-year cycle (2024 - baseline study, 2029 - evaluation, 2033 - sustainable report).
	ECoC_GO1 ECoC_SO1 ECoC_SO2 ECoC_SO4 B28_GO B28_SO2 B28_SO3 B28_SO4	Enhanced DIGITAL FOOTPRINT of Broumov visible for and from EU	85% of our visitors are online. 99% of Broumov 2028 project have their own digital version.	Our application data, digital world analysis, social networks analysis, Culture ReHUB and Broumov 2028 team's inner information.	Ongoing with annual overview evaluation.
	ECoC_GO1 ECoC_SO1 ECoC_SO2 ECoC_SO4 B28_GO B28_SO2 B28_SO3 B28_SO4 B28_SO5	Sharing INSPIRATION FOR and FROM EU	Sharing of stories and oral history from Broumovsko and offering it to Europe - hundreds of shared stories.	Our application data, digital world analysis social networks analysis.	Ongoing with annual overview evaluation.
Social Impact	B28_GO B28_SO2 B28_SO3 ECoC_GO1 ECoC_SO2 ECoC_SO4	Growing European COMMUNITY OF CREATIVE PILGRIMS	The number of creative pilgrims grows to hundreds of thousands.	Data about online pilgrims from our application (download figures, data about users' behaviour), web and on-line instrument analysis, figures and behaviour analysis of social networks, data about physical pilgrims from all project partners, data about pilgrims on social networks specific audience surveys, ReHUB internal data from focus groups etc.	Thorough ongoing collection of information with extensive specifically focused research periodically repeated in the period 2024-32.
	B28_GO B28_SO3 B28_SO4 ECoC_SO2	Stronger, RESILIENT COMMUNITY in developed civil society	The number and profile of active volunteers grows to thousands; the level (depth) of their commitment: - 1 in 3 people get involved in volunteering activity at least once a year. - Foreign volunteers represent 25%. - The number of volunteers in our team and partner organisations grows to hundreds.	Data from Volunteering Incubator, data from Innex, partner organizations (PSO first of all) data.	Annual evaluation.
	B28_GO B28_SO1 B28_SO4 ECoC_GO2 ECoC_SO2 ECoC_SO3	Stronger, RESILIENT COMMUNITY in developed civil society	80% of libraries in the region work as (all) barrier-free cultural centres, providing information on social rights or media literacy in rural areas.	Data from partner organisations, audience and infrastructure survey.	Five-year cycle (2024 - baseline study, 2029 - evaluation, 2033 - sustainable report).
	B28_SO1 ECoC_SO3	NEW CAPACITIES in terms of people, experiences, expertise; cross sectoral connections	The number and profile of people and organizations participating in academies - cultural management, slow tourism, creative bureaucracy.	Data from organizations, participants evaluation, feedback from municipalities.	Annual evaluation.

IMPACT AREA	ECOC and B28 OBJECTIVES	IMPACT / OUTCOME / RESULTS	INDICATORS EXAMPLES	SOURCE OF INFORMATION	TIMELINE / FREQUENCY
Culture-nature impact	ECOC_GO2 ECOC_SO2 ECOC_SO3 B28_GO B28_SO1, 2	SLOW CULTURAL TOURISM is our guiding principle in the use of landscapes and heritage for residents and visitors.	MonaStories - connecting new spiritual artistic and digital pilgrimage spaces - hundreds of shared pilgrims' stories.	Data from Interreg and other programmes, data from our partner organisation apps analytics.	Biannual with at least one specialized survey within 2024-32.
	ECOC_SO2 ECOC_SO3 B28_SO3 B28_SO4	Raising awareness of WATER RETENTION and its Broumovian specifics	The number of people/volunteers in the landscape, involved in water ceremonies, taking care of water resources raised by 50%.	Data from partners, respect to water citizens survey.	Ongoing with annual evaluation.
	ECOC_SO2 ECOC_SO3 B28_SO3 B28_SO4	SLOW CULTURAL TOURISM is our guiding principle in the use of landscapes and heritage for residents and visitors.	The number of slow tourism products prepared by local and international partners increased by 40%	Information from our partners, data from tourism sector, tourism and other apps data.	Biannual.
	ECOC_GO2 ECOC_SO4 B28_SO4 B28_SO5	LIVING CENTRE OF THE CITY, RE-USE of abandoned brownfields, non-functional buildings etc.	90% of planned infrastructure project carried out before 2028 + cultural programme offering.	Investments programme data data from municipalities.	2029
Image impact	ECOC_GO2 ECOC_SO3 B28_GO B28_SO5	WEAKENING STIGMA of the place, feel of the city on the periphery	Volume of positive media coverage on Broumov increased by 50%, changes in city positioning / representation / first-time inclusion in (international) city brand rankings - significant shift in position.	Media monitoring and analysis, rating and statistical rankings.	Annually.
	ECOC_GO2 ECOC_SO3 B28_GO B28_SO1 B28_SO5	Increasing number of HIGH-ADDED VALUE JOB POSITIONS	20% increase in employment in the cultural and creative sector.	CCI mapping project	2024, 2025, then with a five-year cycle.
	ECOC_GO2 B28_SO5	YOUNG and open-minded people HAPPY in the region	The number of happy young and openminded people living in the region increases by 40%, they would not feel anymore forgotten or overlooked.	Surveys, focus groups, demographics data, participation of young people in public life and the cultural programme.	Thorough ongoing collection of information with extensive specifically focused research periodically repeated in the period 2024-32.
	ECOC_GO2 B28_SO5	Stronger CONFIDENCE, being proud to be Broumovian, open-minded attitude	People are happy to live in Broumovsko - 30% increase.	Citizen survey	Biannual citizen survey.



The full version of indicators is available here.





## There is a digital basis

In 2023, an initial search of available data, analyses and executive partners was conducted. We have learned which datasets are needed and which databases (residual data from mobile operators, aggregated payment card data, media monitoring etc.) will be purchased. We plan to work with big data, and open data. In an exercise that brought together data we have become confident to see what is available. On such detailed topics as water and nature retention or via mobile operator data and place specific mappings, we already see correlations with meta information. Critical creative thinking is needed to piece together the jigsaw puzzle of info pragmatic and who knows artistically by 2024 to create a set of transparent outings that can show where the ECoC is in its development. We check sources at local, regional, national and cross-border levels.

A focused baseline survey to collect basic comparative data is to take place by 2024. At the same time, from 2024 onwards, we start working with the use of:

- time-lapse visual material collected over the course of several years (the entire ECoC project, e.g. 2024-2032); a long-term process of participant observation;
- building long-term relationships in the region with informants and focus group members; and
- new data.

We expect the established focus groups to take shape in as many different ways as possible and their perspectives (and inevitably their composition) to change over the almost 10 years of planned activity. This multi-longitude impact measurement is possible since there is a smaller number of respondents needed for our surveys to be considered representative.

In M&E (as well as in the programme part), we put an emphasis on residencies, in this case work-live placements for researchers (sociologists, anthropologists, cultural researchers, journalists, creative researchers, resident field researchers, artists, IT specialists and historians). Residents' work is concentrated on integrated sub-topics in the M&E process. Residency programmes are also prepared as online residencies; here we reduce our ecological footprint – European residents with specific assignments related to the virtual and online dimension of the candidacy can participate online, without travel costs. With online residencies we also support digital nomads and European rural environments – by giving an opportunity to people in creative jobs doing remote work in Culture and Creative Industries (CCI) and cultural research anywhere in a rural environment in Europe. Similarly, digital nomads from all over Europe are able to take part in, for example, a datathon whose main task is to extract as

much information as possible from the digital space and use it creatively for the benefit of the candidacy – for example to design solutions in CCI mapping in the region.

## We have passion for culture research

Regardless of the ECoC candidacy, there is a number of running initiatives we can take in account in our approach:

Open Data: starting in 2020, the regional office is building a region-wide open data portal profiling interesting datasets and GIS stories. The portal is both a source of information and a convenient channel to disseminate M&E results.

CCI area: mapping of the CCI in the region – the quantitative phase implemented since 2020, the qualitative phase implemented since 2022. We obtain data on regional stratification and localization of individual segments of CCI, data on the number of people employed in the CCI, data on the share of CCI in the total GDP of the region. (A running project with the budget of 91,000 Euros.)

CCI area: measuring the impact of festivals in the region on both the economy and the well-being of residents. Ongoing from 2023-25; in collaboration of the HKR and the University of Hradec Králové. (A running project with the budget of 9,000 Euros.)

Potential for CCI development: a research application submitted to the Technology Agency of the Czech Republic on barriers and opportunities for developing libraries as places for community development. Submitted in December 2023 by the University of Hradec Králové with the HKR as a partner.

Quality of life and well-being: the research project Heritage in Depopulated European Areas (JPI CH, Cultural Heritage, Society and Ethics, 2022) with three case studies in three countries (the Czech Republic/Broumovsko, United Kingdom/Shetland, and Lithuania/Kaunas). The project focuses on the decline of European peripheral areas suffering from population outflow. In Broumovsko, the project aims to make a case study rediscovering old traditions and to build a new regional identity of the border areas of the Czech Republic. To reach this goal, it intends to use the potential of the abandoned churches, monasteries and other buildings that are no longer used for religious purposes and transform them into the cultural and meeting centres that could serve the rural communities for building the sense of belonging and regional identity. (A running project with the budget of 224,000 Euros.)

Tourism: for 2023-25, the HKR as our main partner prepares a detailed analytical material on tourism potential

in the region. It is a mapping of tourist attractions in the region with a pilot project being prepared for the Broumovsko in 2023. The outputs can contribute to a well-structured distribution of the tourism load, preventing over-tourism and building products to support slow tourism. (A running project with the budget of 35,000 Euros.)

### Research to be communicated and used

An ARTFERENCE is our leading attitude and practice plus our main channel for M&E dissemination. The ARTFERENCE is an ongoing marketing approach to communicate the success of Broumov, Broumov as a good place to live, Broumov pride and a sense of European belonging. This approach uses a combination of exact M&E outputs with artistic approaches throughout the preparation, 2028 and sustainability period in order to be understandable and emotionally compelling for the general public. With every completed research project or survey, we invite selected artists and discuss an intriguing presentation of the outputs to the public. Artists, performers and musicians etc. will creatively depict scientific outputs – on billboards, at exhibitions, street performances etc. This can be used in the Share and Action phase of our marketing strategy (Q41).

After the final report, an ARTFERENCE event will be organized – a conference with a strong art dimension, as the name ARTFERENCE suggests a creative connection between the conference and art. The goal is to communicate the conclusions of the ECoC experience in Broumov to Czech and European small municipalities and rural regions. A policy recommendation is to be formulated for the ARTFERENCE which becomes a part of the legacy of the Broumov candidacy. Scientists and their findings are supported by an autonomous artistic component that not only turns the conference into a cultural event, but also conveys the importance and potential of promoting culture for the overall development of the non-urban community, its self-esteem and well-being, using artistic language and means that primarily affect the emotional centres of the human brain.

### Giving research a place

The Culture ReHUB as a source of data and information becomes a place that continuously implements and publishes research and surveys on trends in culture, and barometers of creativity in the region and collaborates with other major national players, thus filling a blank space in the research map of the Czech Republic – a place dedicated to culture research that



Feeling map of Broumov, 2022 © Jitka Smolilková

contributes to the ECoC brand with pragmatic data gathering and specialized analyses. In the data collection design, we make sure the information is understandable to be used by wider audiences. It will be double-checked with the citizens whether we are readable and consistent from the beginning.

It is planned to continuously involve the following groups in dissemination:

- scientists (academic publications)
- marketing specialists (clear language and clear message)
- public administration (Broumov city and the Hradec Králové Region actively sharing their gained experience)
- and especially artists (an emotional message for the wider engaged audiences)

Thematic discussions and debates with the public are held annually in Broumov and in HKR to reflect the findings and communicate their conclusions locally, nationally and internationally.

A set of data and arguments for smaller municipalities on the impact of culture on regional development are handed out to municipalities and their cultural workers on the regular meetings organized by regional office. The data are also used to create an e-learning module, as part of Smart Academy – the capacity building programme that the regional authority offers to municipalities in the region.

The outputs of interim research and individual reports are published online on an ongoing basis, followed by public debates and discussions, and the conclusions are formulated in a guiding and clear way so that as many local authorities in small cities across Europe as possible can benefit from them.

The M&E outputs are also handled by IT specialists who display the findings and conclusions in a gamified, interactive format.

## What it costs

The amount of 500,000 Euros from the “Other” budget chapter for M&E finances the 4-year period of 2024-2027 including the expensive data collection part. In order to leave meaningful legacy of cultural planning, knowledge exchange, residencies and policy support in small cities and settlements, we plan to financially cover the 4-year period of 2028-2032 from one sixth of the Melina Mercouri Prize (250,000 Euros). For research, we raise funds from external sources such as JPI, the Ministry of Culture, the Visegrad Fund, the Technology Agency of the Czech Republic or private foundations such as Open Society Foundation and Civitates.

## Milestones

### 2020–2022

Analyses of the cultural sector and CCI in the region – for the cultural strategy of the region, the city of Broumov and for CCI mapping.

### 2023

Formulation of M&E objectives and principles, creation of a team of experts, formation of the Culture ReHUB, securing contractual relationships and operational principles, purchase of available datasets.

### 2024

Reframing guidelines for M&E for small cities’ needs, initial research, setup and initiation of material collecting in the course of 2024-32, announcement of first residencies, establishment of focus groups, training of the internal ECoC team + training of organisations, institutions, organisers and public administration on the meaning and principles of M&E.

### 2025

Research on specific topics (e.g. local community, its cultural participation, sense of Europeaness), work with focus groups, thematic research residencies, work on time-series data, publication of outputs.

### 2026

Research on specific topics (e.g. ageing, brain-drain of young creative professionals), work with focus groups, thematic research residencies, work on time-series data, publication of outputs.

### 2027

Research on specific topics (e.g. CCI, remote work professions, barriers and potential), work with focus groups, thematic research residencies, work on time-series data, publication of outputs.

### 2028

The Year! Enhanced monitoring work complemented by a strong emphasis on audience research.

### 2029

Comparative large-scale research on cultural participation, sense of Europeaness, local pride and identity. Report, conclusions, analyses.

### 2030

ARTFERENCE – European conference summarising the outputs and conclusions of the ECoC, targeted at periphery communities and rural environments, combining targeted scientific outputs with the artistic character and dimension of the event.

### 2030–32

Comparative follow-up research for cities and settlements in small places, sustainable functioning of the Culture ReHUB, working on culture research.

*Toolkit of pilgrim leg*



# Cultural and artistic content

## Q5

Describe in detail the artistic vision and the strategy for the cultural programme of the year outlined at pre-selection stage, explaining any changes brought in since pre-selection.

**Our Creative Pilgrimage concept is a journey that explores the resilience of communities such as Broumovsko in a modern European context. Where for a pilgrim the true place is always some distance and some time away, for us – creative pilgrims – there is a purpose and meaning in every step. This creative mindset allows us to listen and combine observations, rethink habits and ideas, share knowledge and have positive attitude towards acting together in European local communities.**

Creative Pilgrimage is a call to action, an extraordinary resonating way of connecting with each other and the Europeans. Throughout the final phase, we have felt how powerful it is, and we have been grateful for it. We have happily received a wide international response and actively sparked the pilgrim spirit in many fellows with our European themes. We have been joined by numerous groups of European pilgrims, national and international artists, cultural and scientific organisations, journalists, digital wizards and ambassadors. That's why we continue to walk along the cultural journey set out in the pre-selection, and we have deepened our vision for the future.

Setting out on this journey was not an easy step, but we could never have made a better decision! Feeling the power of wild nature around us has encouraged natural creativity in our programme development.

Putting on the pilgrim's shoes means we begin to reshape the way we are in touch with the world around us, how we sense other forms of perceiving our everyday life and ourselves, and how we work together to transform European public spaces into a places of good neighbourhood relationships.

Our journey so far has taught us that courage, responsibility and patience are values of the programme. When we opened to deeper dialogues with our partners, and explored the true range of diversity, it has inspired us further to embrace curiosity, fun, coaction and co-operation in many of our programmes and activities. All of these are values we share with our fellow pilgrims across Europe.

### We have made four curatorial decisions:

- **DI-vision:** This is the name of our creative digital pilgrimage kit embedded in every programme part. A team member – the Digital Wizard – ensures this compact set of integrated electronic activities is present in each programme part from the very start, before the design table of every activity. It is not focused on digitalisation or use of tools. The aim is for the use of websites, apps, live stream, podcasts, WhatsApp groups, shared photo albums, AI and digital journeys to be remotely accessible and present in dialogue, an essential element of living in a hide-out area.
- **MEETING place:** On our journey, we create symbolic spaces for dialogues among a wide range of peers through meetings on cultural events. These spots bring together actors from distant parts of the cultural spectrum, allow mutual inspiration for independent individuals and open the doors of traditional institutions.
- **PRESENCE in every step:** We are not afraid to make mistakes on our conscious way forward. We experiment and listen carefully and attentively. Celebrating the moment, we are resilient to be overwhelmed and resist the constant flow of the pervasive consume pressure. This principle allows us to immerse in our natural creativity and make culture present in every step we take.
- **SENSE of journey:** Unlike the traditional concept of pilgrimage driven by reaching the destination, a Creative Pilgrimage is a state of mind where the goal is the journey. In our journey, we see creativity as an attitude that allows us to see things differently. Our understanding of pilgrimage is a circular process of learning and mutual enrichment. Therefore the programme layout consists of 3 pathways with each one having its own highlight (which means 4 highlights in total with the opening) and 23 programmes and projects incorporating the “process on the go” approach. The highlights are going to be curated and created by Endowment Fund Broumov – City of Culture, the highlights and programmes through intensive cooperation with partners from the region, national and cross-border partners, European contacts as well as co-created with audiences.

The symbol of the journey is a pilgrim's stick. It stands for support, encouragement and welcoming, it holds talent and competence combined to build resilience through connection. Holding a stick makes you one of the creative pilgrims. Are you going to pick it up?

## Main events of 2028

### JANUARY

Start of Be the Spirit of Creative Pilgrimage  
European Opening Ceremony

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### FEBRUARY

Water Stories  
RECYUPCY Circular cultural and educational  
centre grand opening

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### MARCH

Be the Spirit of Creative Pilgrimage festival  
National Ponds and Pools Day

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### APRIL

Trails Angels and Academy of Cultural  
Management capacity building festival

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### MAY

MLýN – Creative Mill opens  
Hydrotherapy  
Europe Day celebration  
National Ponds and Pools Day

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### JUNE

On Stage festival  
Opening of The Healing Landscape  
From Silence to Vibrance

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### JULY

Be Grand – cross-border festival

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### AUGUST

Brave Spaces  
Walking Meditations

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### SEPTEMBER

KREAFEST (Educreation festival)

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### NOVEMBER

MonaStories  
(European Listening Night)

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### DECEMBER

Our Dear Volunteers  
(International Day of Volunteers)

## Q6

Describe the structure of the cultural programme, including the range and diversity of the activities and the main events that will mark the year.

For each one, please provide with information about project partners and estimated budget.

Our programme is structured with three programme pathways that explore and deepen our pilgrimage connection with the LAND, TIME and MIND through a variety of art forms. Each of these pathways is earmarked with two European themes as the outcome of many meetings on the pilgrim's crossroads so far. Every pathway has specified capacity building projects, altogether called the Embracing Programme. Our unique approach to the development of the cultural community with regard to attractiveness to an international audience is the Reconnecting Programme called Pilgrims' Crossroads.

We have made sure the activities in our programme are as varied as the characters, interests, ages and life journeys of creative pilgrims of various European communities close to our open concept. They range from art therapies and natural ceremonies, creative education giving a new life to waste material, and cross-border community picnics to a journalism simulator or volunteering and entrepreneurship incubators. We are particularly proud of empowering music circles for children from disadvantaged families, incumbents for CCI's in the countryside, artistic research focused on wild nature, welcomed connections with Ukrainian cultural centres, "wellness" programmes for bureaucrats and high-quality classical music performances in places of contemplation that are usually inaccessible.



## The route

The European themes of our LAND programme pathway are water retention and slow cultural tourism. We step forward with the question how we can experience the human-nature relationship in a respectful dialogue through interconnected art forms.

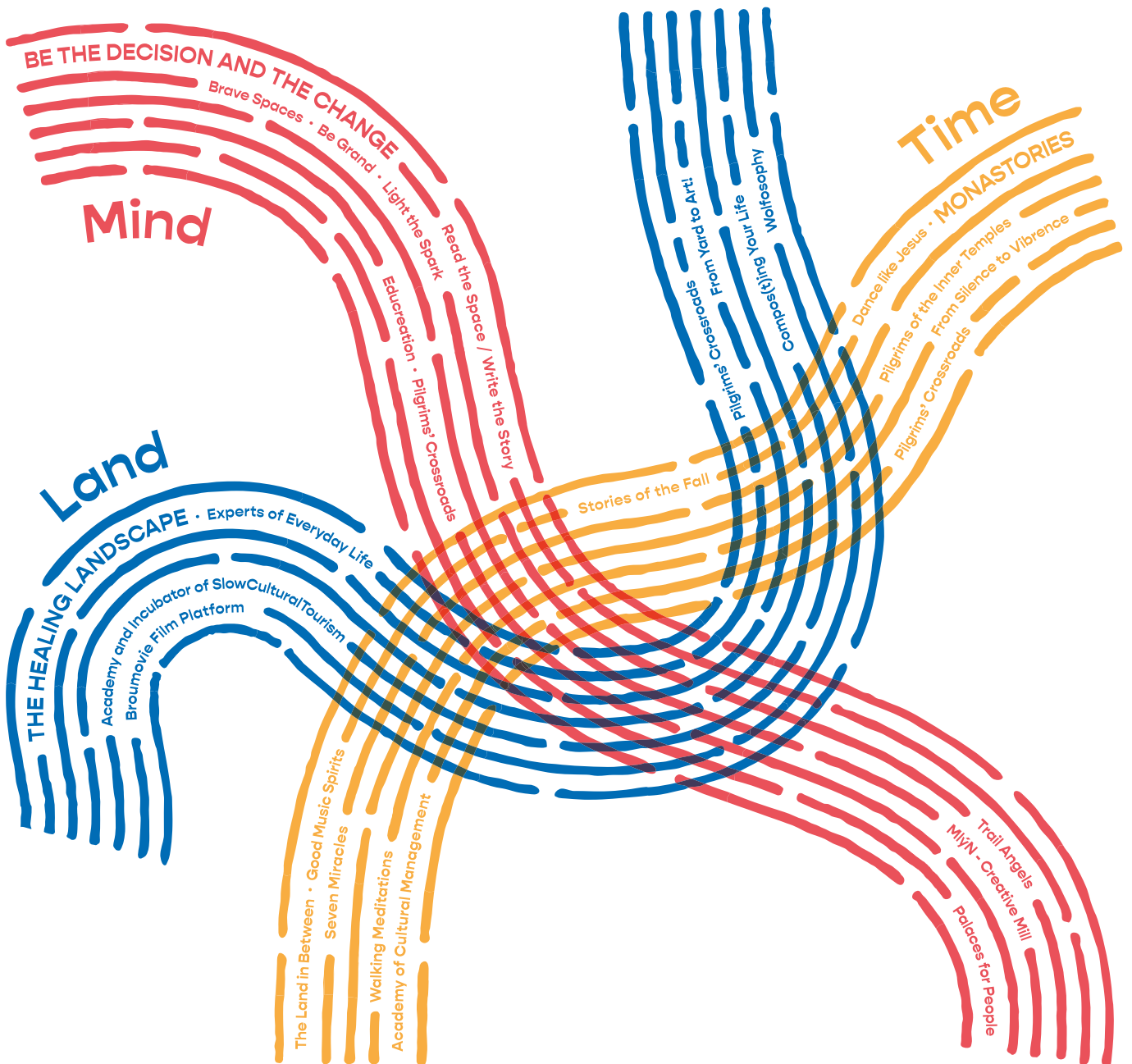
On the TIME pathway, with patience and responsibility, we work on former monasteries and places of well-being mainly in rural, remote and isolated areas. We rethink stories of the past in favour of the future and explore contemporary forms of spirituality in today's Europe.

On the MIND pathway, we create brave spaces encouraging everyone to be themselves and relate to others. With coactions in European and local communities, we practice resilience, make shifts in social infrastructures and experiment how the built environments could positively shape our values.

## The highlights

Based on the European themes, each programme pathway has its own highlight. Together with the opening ceremony in the spirit of a great European pilgrimage, this makes four signature projects. A highlight has a coherent layout: it combines multiple outcomes, connects traditional audience groups with non-traditional ones and leaves communities of (digital) participants as legacy.

Together with our partners, we used four curatorial questions: What is the artistic approach? What opportunities are there to build capacities in the local/regional scenes? How can we include as many pilgrims as possible, both online and in person? And what are the concrete moments of celebration on the calendar that are very visible, possibly with a physical output? Given the robustness of our highlight, we have developed a sustainable business plan for each one with our partners.





## The way we walk

The capacity building is united in a coherent block of activities in what we call the Embracing Programme. The three programme pathways are embraced in this manner with learning to have the experience, skills and managerial and implementation capacities for our European pilgrimage. It works the following way: the people we partner with express their learning needs and together we find peers, be it Europeans, regionals and locals, who connect, work together without the fear of making mistakes, and in a joined manner, they build competence and networks.

Similarly, we build competence and presence with the digital pilgrimage kit. The aim is accessibility for all. We focus on making our programme and co-creation remotely accessible and find new pathways on which the wild nature, humans and technology nourish each other. Living in the countryside, we do this pragmatically. The approach is that from the design table each project team includes a digital Wizard. This new member

of the team is to be hired in 2023 and provides the digital pilgrimage kit. It all starts with a list of tools and experience of instruments that the curator-producer team might already use naturally. The wizard supplements these with one common new instrument for all (think live streaming or digital trails) and with access to other practical electronic tools from the beginning to create digital roots.

## The footprint

Our vision of Creative Pilgrimage, during which we try to be present at every step, encourages us to think carefully about the impact – the footprint that all our activities together have in the European as well as national and regional context. Through the roots in our programme, we aim at four impact areas: European, culture-nature, social and image (Q4).

Our programme primarily focuses on raising the European profile and experience of diversity of the Broumovsko area in Polish-Czech surrounding. Our vision is Broumov as an inspirational meeting place and motivation for arts, creativity and culture in similar rural, remote, isolated and primarily underestimated areas in Europe. Every pilgrim on his or her journey in a difficult moment is helped by the knowledge that no one is alone. We create long-term ties with people in places like Broumov. If persons in such places relate to another person, they can hear each other's stories and experience and therewith the hope, creativity and strength in it that makes the long-term connection work. Here we can see in practice what solutions bring true well-being and a sense of fulfilment to these areas, both for current residents and for the increasing number of returnees or newcomers. We need to be a place, where the youngest generation feels supported, welcomed and find opportunities for a future with jobs, creativity and culture.

We create opportunities to test new forms of cultural tourism as well as support for the diverse companies, private investors or productions to develop partnerships and cooperations. Our candidacy connects European professionals, municipalities, artists, cultural producers and the public on the issue of water retention as well as creating brave spaces. In such places everyone feels safe and supported to be themselves in order to strengthen the needed sense of togetherness in Europe.

Creative Pilgrims in Broumov see any Polish partner as European locals and therefore we mention them together with the Czech ones in the regional partner section of our programmes. In addition, European and international cooperation partners, are listed separately.



## European Opening Ceremony

### Be the Spirit of Creative Pilgrimage

Over the last few months of 2027, we have lit up points all over the map of Europe where we have left our pilgrimage footprint. These points symbolise the many enthusiasts, communities, artists, professionals of all kinds, in short, all those who have sparked the pilgrim spirit within themselves. Now is the long-awaited moment to pack your pilgrimage staff and set out together to celebrate the Opening Pilgrimage Celebration in Broumov 2028...

The Opening Ceremony consists of two parts: The winter brings the great European pilgrimage. This is followed by a second part, a weekend festival in early spring, that will take place in Broumov and at several other sites on the Czech-Polish border. Both emphasise and create space for active physical and digital engagement.

The Great European Pilgrimage will be launched in January with the symbolic handover of the pilgrim's stick from the previous two ECoC cities of Liepaja 2027 and Évora 2027. This weekend's festival will be a hybrid multi-genre cultural experience, featuring regional artists alongside international ones to celebrate together the thousand faces of pilgrimage journey towards resilient and living communities.

Supporting our vision, we put emphasises on accessibility and inclusivity. For those who cannot walk for various reasons, we prepare activities which will support the idea that everyone is welcome to awaken the spirit of creative pilgrimage.

**Led by: Broumov 2028 in coproduction with PSO (CZ) and Klicpera Theatre (CZ)**

**Regional: All cultural organization and stakeholders from Czech and Polish border region (CZ + PL), independent cultural players and artists (CZ + PL), Divadlo Drak, Geisslers Hofcomoedianten (CZ), Wrocławski Teatr Lalek (CZ)**

**International: Slovenské komorné divadlo Martin (SK), Cittaslow International HQ (IT), Liepaja 2027 (LV), Évora 2027 (PT)**

## Reconnecting Programme

### Pilgrims' Crossroads

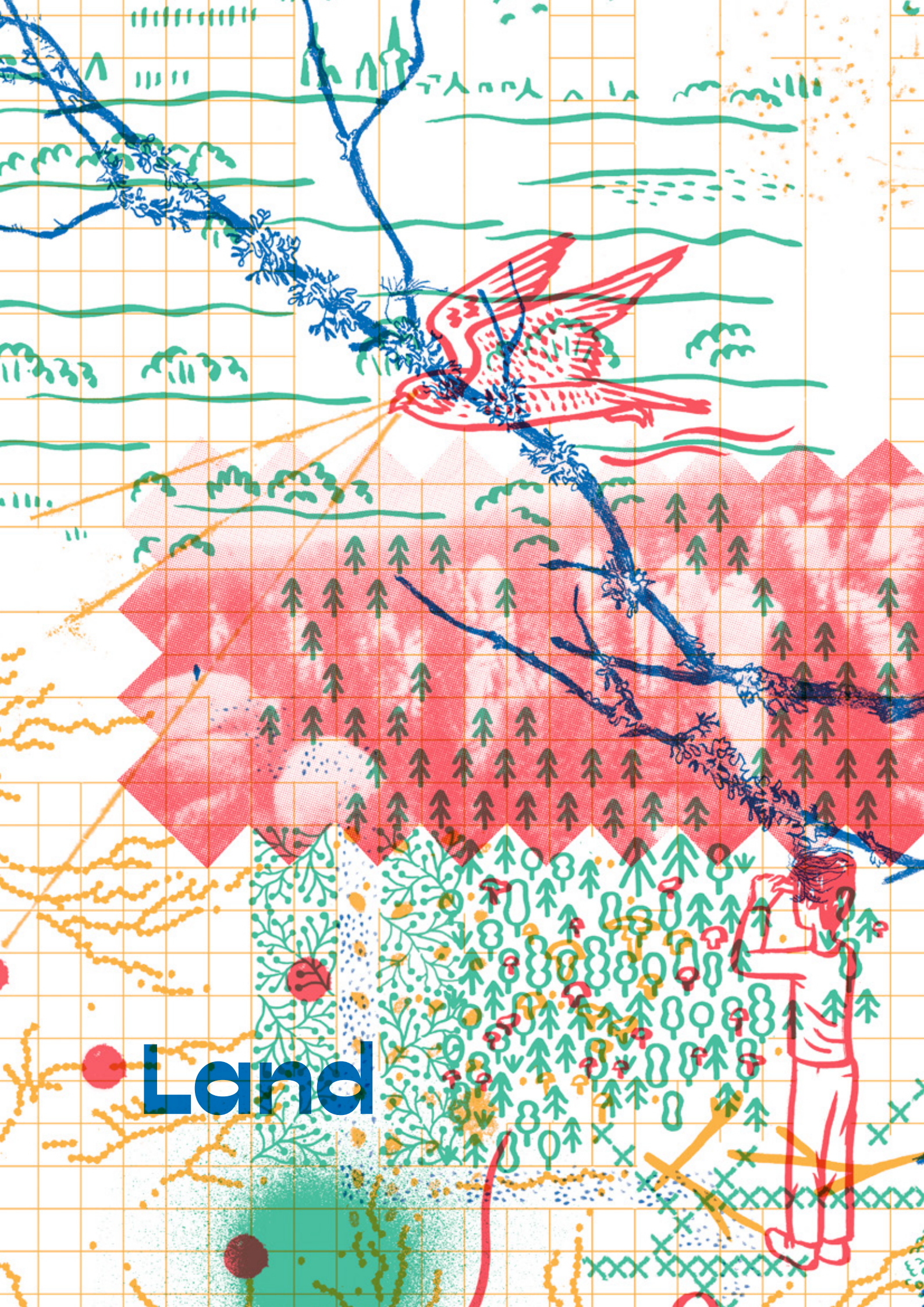
Have you ever crocheted while listening to thrash metal? In the pilgrims' crossroads, everything is possible. To make this journey even more European, we ask curators from other European capitals and culture networks to help us to see behind the horizon of our expectations. From the various meetings we held during the candidacy, we felt the strong desire for mutual cooperation between regional cultural agents and stakeholders on the one side and the European partners and audience on the other one. Even from those that could never expect to work together without the ECoC.

The task is not to create a programme that is already there but push the horizon of the current cultural stakeholders and agents along the pilgrim narrative. In newly established cooperations of partners – not necessarily from the same cultural environment – together with European curators, the programmes encourage to create elements of new content. We want to change (and challenge) the way they work together and intertwine their paths of their future development with the pilgrimage spirit.

In order to create one's own understanding and share promotion of the ECoC in various networks, we will follow the circular economy principles and re-use what is already there. What you will see during the years is a specific programme created in mutual cooperation, such as our pilot programme Pilgrim Express Train (Q14) where several cultural agents and institutions aim to meet on board of the train to combine their programmes and approaches and to travel around. In that scenario, Broumov 2028 plays the role of the pilgrims' crossroads that welcomes people to work on the common ground and jointly shape directions for the institutions and individuals in our region.

We see the synthetic culture, the mix of culture and counterculture, as a fertile ground for exchange and experiments. The Pilgrims' Crossroads is a place for a mix of different formats as something that can attract a broad audience from all over Europe. Our key legacy is to promote cultural unity without creating a monoculture.





Land

# HIGHLIGHT

# The Healing Landscape

The pilgrims feel deeply that our future strongly depends on the transformation of our relationship to nature, to our home planet Earth. We realise that we can lean on the broad European movement of Creative Pilgrims and help to restore natural balance with our collective efforts, knowledge and creativity. The process of healing is one of the crucial attitudes of the Creative Pilgrims' mindset, which permeates through the whole programme. We heal wounds and we also let ourselves be healed.

The first highlight allows us to experience a uniquely personal form of dialogue with nature as an entity, to awake an interest in caring together for the future of the environment and to raise awareness of our dependence on the land. That is why the first culminating event is dedicated to an artistic and experimental exploration of the healing process of the landscape. And in turn, letting the landscape heal us.

Broumovsko and similar European places are still receiving the same amount of rainfall, unfortunately much less water remains in the soil. But even this can be changed with joint efforts, and we are already working on it with help of numerous pilgrims of all age groups, professions and backgrounds. Our long-term vision of connecting pools of creativity and different streams of public groups culminating with huge wave in 2028 gives each of us an opportunity to participate in the healing of nature, discover the power of cooperation and feel joy from joint work. To be able to get the broadest possible community excited about this idea, we invited members of the Sense of Place project (Leeuwarden 2018) based in Rotterdam to be curators and participating artists. This group, also cooperating with the international art network IN-SITU, aims to help the residence of our region to create an environmentally respectful public work of art made in a way that would respond to the common need to protect the landscape regardless of borders and symbolically reconcile different interest groups: nature conservationists, farmers, old-timers, newcomers, families with children and the elderly, entrepreneurs and environmentalists, hunters and mushroom pickers. The set of programmes included in this highlight aims to leave a legacy to a wide range of international participants.

Let us take a breath and celebrate our bodies, whatever shape or age they may be. Being inspired by European as well as local traditions of **Hydrotherapy** – represented among others by Vincenz Priessnitz and Sebastian Kneipp – we aim to revive the mystical power of spring water, folk herbalism as well as Benedictine knowledge of natural healing. The year-round series of site-specific artistic water ceremonies and curated videos is designed to invite a wide range of participants to experience unique form of wellness and invite us to create our own daily selfcare rituals. The international team of artists includes among others Shelley Etkin (DE) and Zinzi Buchanan (GB) who have a wealth of experience with community bodywork art.

## Led by:

Broumov 2028

## Regional artists and curators:

Tereza Silon (CZ), Lucie Králíková / Efemér (CZ), Ewelina Vlček Chiu (PL/CZ), Dan Bárta (CZ), Matěj Hájek (CZ), Miroslav Chyška (CZ), Vít Kříšťan (CZ), Jen Hovorka (CZ)

## International artists

### and curators

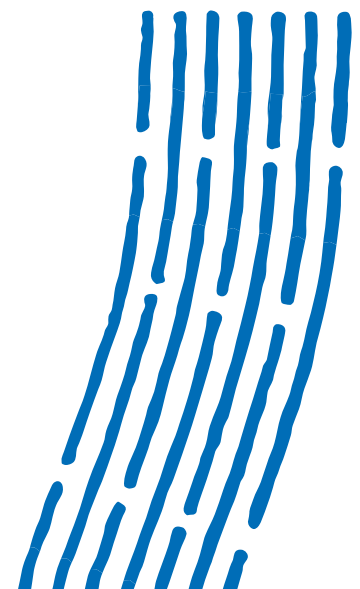
Sense of Place (NL), Shelley Etkin (DE), Zinzi Buchanan (GB), Kornél Fekete-Kovács (HU), Rhani Krija (MA/DE), Martin Valihora (SK), Jean-Pierre Moulères (FR)

## Partners:

MAK! (CZ), Gallery of Modern Art in Hradec Králové (CZ), Krajínohled (CZ), Living Water (CZ), other Czech-Polish environmental NGOs, BRDA (CZ), Benedictine Archabbey of St. Adalbert and St. Margaret in Prague (CZ), Bourges 2028

## Timeframe:

→ 2027–2028



# Outcomes

## The Healing Landscape 2028

The start is a 10-days event with public lectures, design workshops, inspiration sessions, hiking tours and small public interventions to collaboratively create an idea that will help fulfil the initial vision in the best tradition of 'land art'. Opening of the finished work in the form of a one-day open-air music-light immersive evening.

## Hydrotherapy 2027–2028

### International Ponds and Pools Day

Research of the landscape and water locations will be conducted, followed by creation of an online and offline Illustrated map with QR codes. These give an access to the website for curated artistic videos.

The year-round series of water ceremonies in the open-air artistic sanatorium as well as indoor spaces according to the season.

Ceremonies around collective landscape working (tree planting and/or aquatic biotope building) with volunteers and environmentalists.

## Water Stories 2028

International exhibition of visual and media arts in the Gallery of Modern Art in Hradec Králové.

Participatory collection of photographs from personal archives and subsequent opening of the exhibition in Broumov.

In addition, the invited international team of artists led by Tereza Silon (CZ) and Lucie Králíková / Efemér (CZ) will connect with European and local climate resilient landscape designers who are experts in water retention in nature. Together with the already existing extensive network of volunteers, the newly established **National Ponds and Pools Day** will be celebrated. This will be accompanied by pond digging, tree planting as well as outdoor education programmes for students.

**Water Stories** as an enduring inspiration for artists across the centuries as well as amateur photographers. In cooperation with Gallery of Modern Art in Hradec Králové (CZ) we aim to open visual and media arts international exhibition. It allows us to take advantage of this curated exhibition as a starter for bringing attention to the large-scale participatory exhibition of photos from family archives that will take place in Broumov since we see the storytelling as a tool for a collective healing. Thanks to this approach we can connect the European theme of this pathway with many local and regional audiences. The participatory exhibition will be curated by Jean-Pierre Moulères (FR) later in the year. Moulères is an expert in finding hidden gems in the family photos that re-tell the story in the contemporary context. His year-long project helps to actively include hundreds of participants who present their family albums, bring the local photo-club or open old archives of institutions.



## Embracing Programme

# Academy and Incubator of Slow Cultural Tourism

We proudly open our “pilgrimage travelling agency” that will offer real connections based on mutual understanding and respect for the landscape, its history and inhabitants, rather than superficial experiences. The academy aims to critically rethink the role of tourists as contemporary pilgrims, establish their relationship with the locals based not only on economic impact, promote mutual enrichment and the transition from fast consumption to coaction.

The project aims to contribute to the development of sustainable cultural tourism which is currently not represented in the Czech Republic to the following extent and concept. Keeping in mind the values of Creative Pilgrimage and the environmental message of our first programme pathway, we combine cultural tourism with sustainability and an emphasis on the conscious movement of pilgrims, adding „slow“ to our cultural tourism. From the very beginning, it is designed as a platform for long-term Czech-Polish cooperation with the participation of a wide range of international experts from networks like a Cittaslow International and other ECoC cities.

In the upcoming years, tourism and culture stakeholders (representatives of destination management and municipalities, administrators of tourist and cultural institutions, educators and students and others are going to discuss, share know how, analyse and develop strategies as well as new products in the spirit of slow cultural tourism, especially in the remote rural areas.

According to our long-term vision the key questions should be how to make a given place attractive for visitors to stay there for a longer period of time or how to offer them mainly less exposed places spread throughout the year. This should ensure the development of new services in the areas and other opportunities (e.g. expansion of cultural events, facilities and additional infrastructure for visitors, etc.). We believe in the power of creative solutions arising from interdisciplinary crossroads discussions where art historians and entrepreneurs or producers of regional products and ethnographers can meet.

**Led by:** Broumov 2028 in cooperation with Organisation for the Destination Management of Broumovsko and other offices in the region (CZ)  
**Regional:** European Grouping of Territorial Cooperation NOVUM (CZ/PL), CzechTourism (CZ), Central Tourist Office of the Hradec Králové Region (CZ), network of regional municipalities (CZ)

**International:** Cittaslow International HQ (IT), Rouen 2028 (FR), Nova Gorica 2025 (SI), World Tourism Organization (UN)

→ Timeframe: 2024–2028

## Compos(t)ing Your Life

Can we give back to nature what we haven't taken from it? Do children know that the food does not grow in the supermarket but it sometimes has to travel across the world to our tables? Do we know the origin of the groceries we purchase every day? And what does the best pilgrim snack made from regional produce taste like? To figure out the answers to these questions, we create a food hub platform for promoting food self-sufficiency where principles of closed food cycle can be applied in practice.

We live in a world shaped by food, in a Sitopia (sitos – food; topos – place). Food has defined our human journey. Our goal is to focus on growing and composting sustainable path to the respectful human-nature dialog. We aim to work with the public, especially with schools, to explore how we can use food to find balance between urban and rural areas, strengthen existing resilient communities and create new ones.

The international networks we are partnering with in this project are helping us on this journey. With the ECoC we aim to promote the International Compost Awareness Week and community gardening. Thanks to our main partners we could create a fruitful cooperation with a research project RESISTIRÉ. Its methodology is aimed at finding solutions to gendered inequalities caused by COVID-19 pandemic and to strengthen societal resilience.

Our vision is to create a place where food connects and helps to compose our everyday life in a more balanced way. Let's grow together the idea which Carolyn Steel has planted in her concept of Sitopia. With the help of local farmers, food lovers and Kokoza, this Sitopia is going to be Broumov!

**Led by:** Kokoza (CZ)

**Regional:** BRDA (CZ), network of regional schools (CZ)

**National:** Smart Food (CZ), Zachraň jídlo (CZ), Zerowaste (CZ), CAMP (CZ), KPZkoALICE (CZ), Liko-S (CZ), Skutečně zdravá škola (CZ), Parallel Garden (CZ), AMPI association (CZ), Moram (CZ), TESSEA (CZ),  
**International:** RESISTIRÉ (FR, SE, BE, CZ, UK, IR, IT, TR, SP), Ecogardens project (CZ, FR, AT, SP, HU), Gardener (AT, IT, UK, FR, PL, DK), Community Gardens Australia (AUS)

→ Timeframe: 2026–2029

## Broumovie Film Platform

The Creative Pilgrim, like a filmmaker, is a careful observer of the ongoing climate crisis and knows that the film, as a universally understood medium, has enormous power to spread the message of the state of the environment and our planet through visuals and emotions. The pilgrim is also a seeker of new stories about our shared, more environmentally friendly future. Therefore, together with our partners, we have prepared a new festival of documentary films about nature, landscape and sustainable public space planning to promote an environmentally conscious European community. We want to creatively look for intersections between these three spheres: urbanism, protection of cultural heritage and environmental protection. We believe this process can cultivate an active community consisting of artistic professions in the audio-visual field, general public, architects, urban planners, creative centres, government and all of those committed to spotlighting films that make us care. Together we can continually push the boundaries of independent cinema.

The project foresees a direct involvement of the amateur public in the creation of their own short documentary films. The ambition to support new intergenerational communication on the issue has the established support group of individuals – volunteers from the field of audio-visual creation who are ready to participate in filming with crews consisting of creative individuals, but whose technical experience does not reach the level required for finalization of the submitted project.

Individual films from the festival programme, as well as amateur short films at the kick-off, will be shown on their own online platform using the secure Artinii technology. This innovative way of presenting the work is not only a remnant of adaptation to the conditions created during the pandemic, but it also strengthens legal community film viewing.

Partnership in the project established with educational institutions such as the Mendel University and its Faculty of Horticulture, the Centre for Artistic Activities and professionally oriented institutions such as the Kaplicky Centre Foundation, the Czech Chamber of Architects and the Warsaw Film Festival guarantee a high level of expertise and the quality of outputs. An added value is our collaboration with the Centre for Contemporary Art EPO1 which has residencies and a sculpture symposium for Central European artists and thematically focuses on the transformation of the relationship between man and landscape, the promotion of environmental education and landscape-architectural interventions. And since the aim of our pilgrimage is to connect a variety of audiences, we will develop

a collaboration with The International Mountaineering Film Festival – one of the largest festivals of this genre in Europe which attracts a large climbing community from many European as well as non-EU countries to the region every year.

**Led by:** Kaplicky Centre Foundation (CZ) and coproducers; Centre for Contemporary Art EPO1 (CZ) **Regional:** BRDA (CZ), Broumov City (CZ), Kaplicky Centre Foundation (CZ), Faculty of Horticulture of Mendel University (CZ), Centre for Artistic Activities in Hradec Králové (CZ), HKR (CZ), Warsaw Film Festival (PL), Krkonoše Mountains National Park Administration (CZ), Trutnov City Library (CZ), The International Mountaineering Film Festival (CZ), Bio Central (CZ)

**National:** Academy of Fine Arts in Prague, Faculty of Fine Arts BUT Brno, Landscape festival (CZ), Perplex Publishing House (CZ), Artinii (CZ), Nová síť (CZ), Institute of Art IDU (CZ), Czech Chamber of Architects (CZ)

**International:** Staatliche Kunstsammlungen Dresden (DE), Academy of Fine Arts in Dresden (DE), Academy of Fine Arts in Bratislava (SK)

→ **Timeframe:** starts in 2026 (pilot year)

## Experts of Everyday Life

When you find yourself in a place you want to get to know better and understand the people who live there, what are you going to do? Do you go to the local museum, read a book from a local author or do you ask a local farmer at the market about the story of his orchard or the seniors sitting in the park where they used to play as children? The Creative Pilgrim is a collector of such stories, bringing together experts from a variety of fields and everyday experts.

In this project, shared knowledge, experiences and memories form the base for a holistic understanding of the region. The baseline method will be collaborative landscape mapping. The collected data will then be used to create new museum exhibitions, especially in regional memory institutions such as the Broumov Regional Museum. The aim is to transform these local institutions to meet the needs of the 21<sup>st</sup> century and better convey knowledge to the travellers of the digital and offline world.

The pilot area will be the Czech-Polish border in the Broumovsko, where a series of public multidisciplinary workshops and landscape walks take place. Creative data collection will be guided by a variety of lecturers (e.g. historians, geologists, philosophers, but also artists). Obtained data should be reworked by the curatorial team and presented in the form of a final output (e.g. exhibition, sound installation, community happening)



RECYUPCY Circular cultural and educational centre in Jaroměř © Tomáš Mrkvica

A permanent imprint in the landscape will be the newly created pilgrimage trail connecting the Czech-Polish twin cities. The innovation of this project trail lies in the connection between natural sciences and humanities, geology, biology, anthropology and literature. In addition to its cultural heritage, Broumovsko offers an exceptional natural wealth. A Creative Pilgrim can find several locations in our region which are registered in the Natura 2000 list. It is a network of protected areas covering Europe's most valuable and threatened species and habitats in the territory of the European Union. Everyone can explore this natural heritage – whether a curious pilgrim or students with their teacher – on an interactive digital map created under the auspices of the Museum of East Bohemia.

This collaborative research has the potential to expand the cooperation with the Olga Tokarczuk Foundation as a main partner. The Nobel Prize Winner also created the Olga Tokarczuk Ex-Center Academic Research Center, affiliated at the University of Wrocław that leads art-academic project Topography of Tenderness.

**Led by: Regional Museum Náchod and its regional network (CZ)**

**Regional: City of Náchod (CZ), City of Broumov (CZ), City of Kudowa Zdrój (PL), City of Radków (PL), City of Nowa Ruda (PL), Landscape Park Broumovsko (CZ), MAS+ Local Action Groups (CZ), Náchod Library (CZ), Leisure time centre Děčko (CZ), Children and Youth House Domino (CZ), Museum of Folk Culture of the Sudeten Mountains (PL), Kladsko Region Museum (PL), Olga Tokarczuk Ex-Centre (PL), Olga Tokarczuk Foundation (PL), Broumov Regional Museum (CZ), Museum of Eastern Bohemia, Hradec Králové (CZ)**  
**National: Memory of Nations (CZ), Bohemiae Rosa (CZ), Centre of Early Medieval Studies in Brno – Masaryk University Brno (CZ)**

→ **Timeframe: 2024-2028**

## From Yard to Art!

An average European citizen produces about five tonnes of waste a year, although almost half of it can be recycled. The pilgrim asks how we can deepen our relationship with the things we buy and how many of them can be given a second life instead of being thrown away. The following two projects focus on creative education, material and production innovation and capacity building, artistic waste processing and its return to the public space/landscape.

One project is based on the newly established regional RECYUPCY Circular cultural and educational centre in Jaroměř which is looking for ways for European society to move from a linear to a circular economy. The activities of the centre focus mainly on schools, children and young people from 3-30 years of age, the zero-waste community and connecting majorities and minorities in society through creative workshops. The aim of their school upcycling workshops is not to give new meaning to waste, but to use waste for creative learning. The workshops focus on sustainable fashion design, re-using glass, creating electronic sound objects or fanciful and playful "wilds" from old cycloramas, among others. With the help of the public, the centre is gradually creating a local collection network for waste materials, where everyone can contribute their waste. This creates the basis for a widely usable material bank. In addition, the Centre is launching residencies for European artists, giving them space where they can experiment with recycling materials. The year-round programme includes festivals, symposia and public lectures.

In the next project, a team of national and international artists, led by a Czech-Polish curatorial board, will create a series of monumental sculptures from scrap metal, mainly from black dumps in the region. The perception





of art in public space is a very sensitive issue so the selected artists will work with local communities (students, seniors, art and hobby associations) to create the works using a participatory method. The locations for the sculptures were chosen along the Czech-Polish railway line as a historically important link. The intention is thus to promote railway, slow and sustainable tourism and to highlight the historical links between the two countries. Alongside the sculptures, an online guide and interactive maps will be created. The resulting public art is intended to be an imprint of the diversity of local communities and to mediate a dialogue with contemporary art in rural areas as sensitively as possible.

**Led by: Regional Activities Association (CZ), Polish State Railways (PL), Association FortArt (CZ)**

**Curator: Dan Merta (CZ)**

**Regional: Park 360 (CZ), Ameba Production (Rock for People) (CZ), Central Tourist Office of the Hradec Králové Region (CZ), HKR (CZ), Gallery of Modern Art (CZ), Marius Pedersen / Hradec Králové City Services (CZ), In Situ Foundation Sokołowsko (PL), Stara Kopalnia Wałbrzych (PL), University of Hradec Králové (CZ), University of Wrocław (PL), Architectura Association (CZ), Lower Silesian Tourist Organisation (PL), Local Tourist Organisation Wałbrzych Agglomeration (PL), Academy of Fine Arts Eugeniusz Geppert in Wrocław (PL), BRDA (CZ), network of Czech and Polish participating cities, MAS+ Local Action Groups (CZ), network of regional technical services and re-use centres, network or regional primary art and secondary craft schools (CZ)**  
**National: Railway Administration / Czech Railways (CZ), Cyrkl – Headquarter in Prague (CZ), Institute of Circular Economy (INCIEN) (CZ), Czech Re-Use Federation (CZ), Society for Creativity in Education (CZ), České Budějovice 2028 (CZ)**

→ Time frame: 2024–2028

## Wolfosophy

Do you know what colours and shapes a wolf can see? What kind of wolfish behaviour should we understand to be better cohabitants on our planet and to transform the wolf into positive and admired hero of our stories and tales we are sharing around the pilgrim's campfires? In Broumovsko, as in many places in Europe, wolves are returnees who are welcomed by creative pilgrims, to find ways to coexist with wild nature. Understandably not everyone is happy with the return of this animal into our ecosystem. We, pilgrims, believe in the power of art to open an interspecies dialogue in which human and non-human beings are equal partners.

The wolf takes on many roles in European culture – from a feared fairy-tale character to the scourge of farmers or a welcome and legally protected messenger of wild nature. The wolf is an animal that polarises society and its return to the European wilderness is a real challenge for a common dialogue between conservationists, farmers, municipalities, wildlife lovers, hunters and dog lovers on their trips through the forest and... the wolves themselves.

We open this interspecies dialogue through artistic research based on the ability to see the world through the eyes of the wolf and thus create the first step towards better interspecies communication. The outcome will be a series of special paintings created based on the findings of the Wolf Science Centre in Ernstbrunn (AT) and installed in collaboration with regional farmers around the pastures of Broumovsko. Joint monitoring will show how wolves respond to these paintings which simulate their sight. The entire artistic research will be captured in an art film and the observations will also be captured in a handbook for the general public.

In cooperation with Czech and Polish conservation NGOs that specialize in wolf monitoring based on network of volunteers, a series of workshops and public lectures will be held on the possibilities of human-wolf coexistence. Guests are expected to include, among others, anthropologist Rane Willerslev (DE) and Friederike Range (AT) from University of Veterinary Medicine in Wien.

**Led by: Lenka Černota (CZ)**

**Artists and curators: Monika Czyżyk (PL), Torsten Zenas Burns (USA), Edita Micolášková (CZ)**

**Regional: ECCB (CZ), Landscape Park Broumovsko (CZ)**

**National: Friends of the Earth Czech Republic (CZ),**

**Charles University, Faculty of Humanities (CZ),**

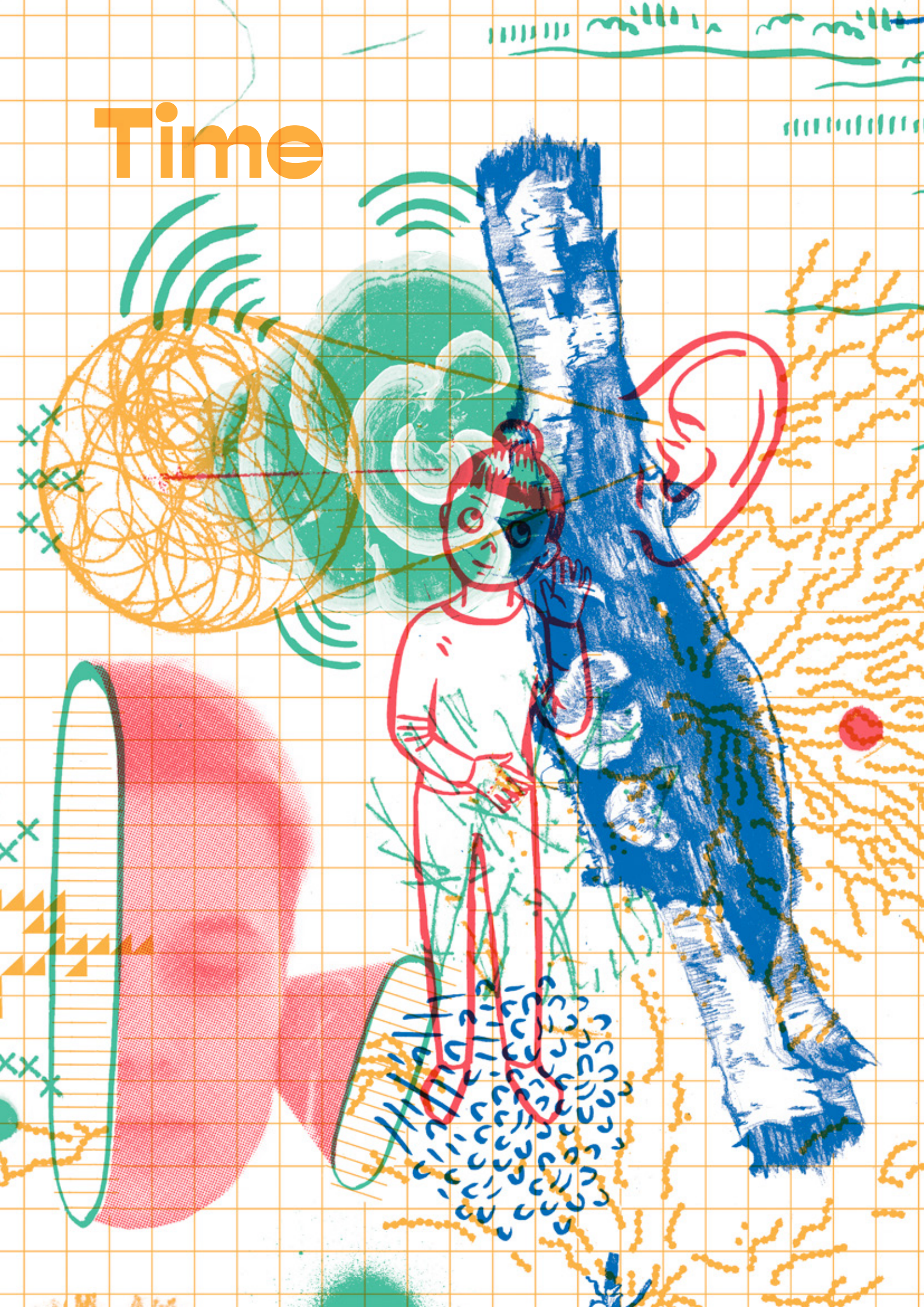
**Academy of Fine Arts (CZ), Barvolam (CZ), Martin Páv (CZ)**

**International: Wolf Science Centre (AT)**

→ Timeframe: 2025–2028



# Time



# HIGHLIGHT

## MonaStories

On our journey through time, we have searched the map for places that can draw us deep into European history, culture and knowledge, witnessing social transformations, regime changes, examples of overcoming upheaval and support for local resilient communities. For us, monasteries and similar historic monuments no longer serving sacred purposes which have been transformed into vibrant and throbbing centres of culture, community and social life, are a great example of such a place. They represent a shelter for contemporary creative pilgrims as well as symbolic gardens of modern spirituality.

Creating and reviving places of contemporary spirituality helps us connect with the roots of our European cultural tradition and discover its powerful legacy for our present. In a time that we perceive as uncertain and full of threats, whether in the virtual or real world, we need places of hope, shelters for our dreams and lights of wisdom our ongoing pilgrimage. We also enable young people to create their own relationship to historical heritage and offer them a way to discover their own spirituality.

We are connecting these places physically and digitally with others in Europe to become a real support for the ever-growing community of European pilgrims – their digital pilgrim walking stick to help them share their stories, lessons learned from their journeys, or to embark on their own pilgrimage for the first time. At the same time, they can learn about the history of a place, digitally glean knowledge from former monastery libraries or feel the pulsing energy of these places through art installations to connect with other pilgrims. That's why our main artistic project of the second highlight MonaStories grow out of combining digital wizardry of the Czech Studio Brainz with the international network of Heritage Sites for Culture ACCR (FR) or and Scandinavian organisation Nordic Pilgrim which takes care of the world's northernmost pilgrim way and promotes especially the pilgrimage of the elderly. The basis for pilgrims will be a new circular pilgrimage route connecting several former monasteries and churches on the Czech-Polish border, which share a common destiny and a new path for transformation.

At the core of the **Walking Meditations** programme is a reinterpretation of the cultural heritage presented by the Broumov baroque group of eleven churches. In this programme we want to build connection of local communities as well as pilgrims from abroad not only to the place, but also to oneself, each other and thoughts that transcend us. It is essential to create conditions for local communities to see new pilgrims as guests who bring inspiration and not as foreign elements that disturb the local peace. A series of follow-up participatory activities should culminate in an international gathering organized by the Scout Department of Spiritual Education. There will also be cooperation and know-how sharing with international communities that succeeded in building modern pilgrimage sites building upon local heritage. Cooperation is also expected with the Benedictine monastery in Rohr, the Rohr Abbey, where exiled monks from Czechoslovakia after 1948 found refuge. Another European partner,

### Led by:

Broumov 2028

### Artists and curators:

Barbara von Flüe (CH), Iva Mladičová (CZ), Petr Nedoma (CZ), kosmo\_nauty (CZ)

### International:

Nordic Pilgrim (SE), ACCR (FR), La Corte Ospitale (IT), Time Machine Organisation (AT), World Community for Christian Meditation (GB)

### Regional:

Benedictine Archabbey of St. Adalbert and St. Margaret in Prague (CZ), Broumov parish (CZ), BRDA (CZ), Czech Scout Institute (CZ), Benetheo Foundation (CZ), Wambierzyce (PL), Ultreia (CZ), Broumov Monastery (CZ), Association Neratov (CZ), City of Nové Město nad Metují (CZ), Opočno Monastery (CZ), BRAINZ STUDIOS (CZ)

### Timeframe:

→ starts in 2024

# Outcomes

## MonaStories 2024–2028

Organically growing database of personal AR audio message library and publicly accessible digitalized monastery library accessible in physical locations within the European partner network

## European Listening Night

Night based on the audio message library

## Walking Meditations 2025–2028

Artistic and sociological research of modern perception of spirituality, and artistic interventions in the landscape around churches, chapels and other places perceived as spiritual in cooperation with international artists and architects

Opening of new digital and physical pilgrimage trails in the Czech-Polish borderland, mobile application and audio guide

## Seven Miracles Starts 2027

The first year of the regular annual pilgrimage and handcraft fair

the city of Graz in Austria, has many lessons learned in establishing fruitful cooperation between the Catholic Church and the municipality.

The programme envisages, among other things, an upsurge of artistic interventions around sacred objects. The selection of artists will be decided by a dramaturgical board composed of art theorists as well as representatives of the church or municipalities. All parties welcome this move. This is an extremely sensitive topic, and our working principle is to create space in which a broad group of actors can come and walk to a consensus.

The baroque landscape as a place of folk spirituality and especially miracles is the source of inspiration for the conceptual artist working under the name kosmo\_nauty. She set out for a journey to re-create seven natural artistic altars in the Czech-Polish border area that were once associated with the Marian pilgrimages and decorated in collaboration with local skilled groups of senior groups who will also prepare small mementos of the pilgrimage. The project **Seven Miracles** will also include creative DIY kits so that each pilgrim can create their own keepsake.



## Embracing Programme

### Academy of Cultural Management

Remote and rural areas suffer from the lack of the young cultural leaders who are leaving for bigger cities with more opportunities for specialisation. A possible way to stop and change this trend is the development and support of high-quality, diverse and creative community, social and cultural life with a focus in the region. For this reason, we want to lay out their way back with bricks of cultural skills and opportunities where they can walk and grow into self-confident cultural agents. Aligned with the latest European trends in cultural management we want to implement a transdisciplinary approach and focus on fresh topics such as a combination of slow life, digital development and sustainable event management. Acquired competencies and inspiration from examples of proven good practice will undoubtedly be reflected in the future quality and development of the cultural life of the given municipality. Education is thus a fundamental prerequisite for the successful implementation of the strategy and must become an integral part of it.

Education will be designed and implemented as a systematic, long-term educational programme to increase skills and competencies (strategic planning, marketing, leadership, fundraising, project management, creative thinking, soft skills, national and international networking) necessary for effective management and creative work of cultural organizations and entities on European level. Experts from the European Network on Cultural Management and Policy ENCATC should therefore be involved in the development of this programme. Expertise will also be provided by the European initiative The Festival Academy.

The organization will be planned in a way for individual educational events take place directly in the region so it can gradually change and alternate. This will fulfil the financial, time and logistical availability for participants, effectiveness of education and the assumption of sharing information, practice and getting to know each other.

Two pilot programmes will focus on institutional development, strengthening the staff capacity and skills of the PSO and the ECCB, both important local cultural organisations whose significance extends beyond the region.

**Led by:** Centre for Cultural Activities Hradec Králové (CZ)  
**Regional:** HKR (CZ), regional municipalities of the HKR, Arts and Theatre Institute (CZ), Ministry of Culture, Ministry of the Interior, Ministry of Regional

Development, Glacensis Euroregion, Organisation for the Destination Management of Broumovsko (CZ), PSO (CZ), Educational and Cultural Centre Broumov (CZ), Nová síť (CZ)

**International:** ENCATC (BE), The Festival Academy (BE)  
→ **Timeframe:** 2023–2028

### Heroes of the Flow

How to regain our peace and learn to immerse ourselves contentedly in activities that fill us with joy? Our ability to concentrate is constantly being shortened by the influence of the constant flow of the online world, but also by the stress that uncertain times bring to our lives. Our pilgrims celebrate and love the flow which can be experienced when happily alone and engaged in a creative activity. Who else to learn it from but the “heroes of the flow”? Young illustrators from all over Europe who actively work on their careers and push the boundaries of their own artistic expression every year are selected to come to the Broumov Monastery. Here, they find space for two weeks in spring to create, connect with citizens and enliven the public space with the colours and stories of their illustrations and to popularize illustration in the region. The possibility of intensive and focused work, the very meeting and inspiration provided by the Broumov Monastery is where we see the greatest importance of the process of coming to a symposium for cultural and creative industries.

In 2027 and 2028 there will always be two participants from the ECoC family. In 2028, the Symposium will celebrate its tenth anniversary with a rich programme as part of Symposium on Tour – 10 years of European illustration exhibition. Selected by a Czech-French curatorial board, a group of two French illustrators, two Czech ones and two representing Budva-Boka/ Skopje 2028 will participate in the Symposium which should celebrate the cooperation between the ECoC cities.

The programme for the public will include workshops for schools, workshops for general public, masterclasses, animated films screening, discussions and talks and final exhibition. The final illustration exhibition travels from summer to autumn to the winning ECoC city in France and Budva-Boka or Skopje.

**Led by:** LUSTR Illustration festival together with Czech illustrators in cooperation with the ECCB (CZ)

**International:** Montpellier 2028 (FR), Rouen 2028 (FR), Clermont-Ferrand 2028 (FR), Bourges 2028 (FR), Budva-Boka 2028 (ME), Skopje 2028 (MK), Association Grafiskie Stāsti (kuš! comics) (LV), Lyon BD Festival (FR), Festival Central Vapeur (FR), Stolen Prints (PT)

→ **Timeframe:** 2027–2028



For the Treasures of the Broumov Region, 2022 © Martin Májek

## From Silence to Vibrance

With their wealth of rarely used monuments, remote locations across Europe offer classical music lovers an unforgettable site-specific experience, completely different from large concert halls and the hustle and bustle of cities, as well as inspiring composers who think differently about music, space and perception of time. The Creative Pilgrim therefore peers through keyholes on their journey into the locked doors of quiet baroque churches, abandoned factories or rests in the shade of monumental trees and imagines the vibrant atmosphere of a concert in just such a place. All of this is possible thanks to European interconnection and further development of the largest music event in the region, the International Music Festival Treasures of Broumovsko.

Our vision includes cooperation with other top musical partners in Europe. A close exchange with the Gezeitenkonzerte festival in Germany and pianist Prof. Matthias Kirschner has been confirmed. In Finland, we have established cooperation with the Kuopio Symphony Orchestra inviting their top musicians to our season, and in Poland with Sinfonia Iuventus – the only professional European orchestra of young musicians aged under 30 – which will help us support our young generation during the Summer Horn Courses. In Slovakia, we are in negotiations with the Beliczay String Orchestra formed by the best Slovak and Hungarian

musicians, and this kind of cooperation opens many forms of partnership not only in Broumov, but also in Slovakia. We look forward to building a relationship with music partners from the French 2028 ECoC region. We have established cooperation with the border-area Sudecka Philharmonic from Poland which will contribute to the programme with three concerts thematising our three programme paths.

**Led by:** Tereza Kramplová (CZ)  
**Regional:** HKR (CZ), City of Broumov (CZ), DSO – Voluntary Union of Municipalities in Broumovsko, local sponsors Kasper and Hobra, Raiffeisen bank, RSJ, BRDA (CZ), Benedictine Abbey of St. Wenceslas Broumov (CZ), parishes in cities of Broumov, Police nad Metují, Teplice nad Metují (CZ), ECCB (CZ), Sudecka Philharmonic (PL)  
**National:** Czech German Future Fund (CZ/DE)  
**International:** Gezeitenkonzerte (DE), Kuopio Symphony Orchestra (FI), Sinfonia Iuventus (PL), Beliczay Orchestra (SK, HU), Goethe-Institut (DE), Embassy of Poland in the Czech Republic (PL), Austrian Cultural Forum in the Czech Republic (AT), Embassy of the Slovak Republic in the Czech Republic (SK), Hungarian Embassy in the Czech Republic (HU), French Embassy in the Czech Republic (FR)  
 → **Timeframe:** 2028

## The Land in Between

What is it like to be born in a country that disappeared? How can we connect old witnesses of these non-countries and their memories with the youngest generation? And what does a space for shared empathy and a playful attitude towards the past look like?

During the journey through time, the pilgrim discovers landscapes that no longer exist within their historical and geo-political boundaries and their former inhabitants who were expelled, as in case of Broumovsko. A joint project of the DRAK Theatre in Hradec Králové (CZ) and the Puppet and Actor Theatre in Wałbrzych (PL) combines their ensembles with equal Czech-Polish representation. Their cooperation will give rise to a new bilingual open-air production with the clear legacy to support puppetry as Czech cultural heritage combined with the Polish tradition and approaches of an alternative puppet theatre. Collected memories of witnesses enrich the Memory of Nations as one of Europe's most extensive collections of life stories of the 20<sup>th</sup> century.

**Led by: DRAK Theatre (CZ) in coproduction with Puppet and Actor Theatre in Wałbrzych (PL) and Broumov 2028**

**Partners: Post Bellum (CZ), network of regional schools and libraries (CZ)**

**→ Timeframe: 2026–2028**

## Slow Is the New Strong

On our pilgrimage, we are looking for solutions to strengthen Europe's rural regions and the democratic mindset of their inhabitants at a time when we see the ever-widening scissors between the big centres and the countryside, and last but not least, there are considerable divisions between different groups of people because of the war in Ukraine. In our vision of pilgrimage, we work with the idea of space in which we encourage others to slow down and discuss challenges from multiple perspectives and cultivate public debate.

The project focuses on three areas of activity: firstly, promoting regional (slow and self-critical) journalism as a tool to strengthen democracy, secondly highlighting the importance of small regions, and finally fostering local pride and promoting positive identity building. The aim is to look for ways to compete with the rapid publication of news on the internet and social media, to cover crucial topics within the region and to reflect on social and political issues with a link to the region. An important question is how to increase readership without reducing the quality of the content

and without resorting to tabloid themes. Therefore, the Journalism Simulator (a series of participatory journalism workshops for local residents) will take place in 2028. The Simulator is aimed at all those interested in journalism (students, elderly people and others) who want to experience how reporting and critical writing works in practice in a small region under the guidance of a media education expert and freelance journalist from the Charles University and from European small cities. The workshops also include media education with a focus on combating misinformation across generations and the spread of fake news and conspiracy theories.

The lasting outcome of the Journalism Simulator should be an expanded pool of European and Polish-Czech contributors to the regional news websites and the involvement of a wider range of residents in activities that promote awareness and development of regions. In addition, there will be International Seminars for Journalists intended as a platform for discussion and sharing of experiences of regional media in different European countries (Poland, Germany, France, Czech Republic, Ukraine).

The second area will be a series of discussions with domestic and international experts between 2025 and 2028, which are intended to bring new ideas for coexistence in Europe in the 21<sup>st</sup> century. The discussions will take place both in Prague and Broumov, as well as in the digital space. The third output is the Strengthening Regions Think Tank as a platform for helping rural regions that will build on the European Commission Priority "A new push for European democracy" with emphasis on the "Long-term vision for rural areas" mindset.

**Led by: Endowment Fund WebDialog and BRDA (CZ) Regional: local Czech and Polish media, Broumov Discussion (CZ)**

**International: Healthy City Community Foundation (SK), Fundación Maimona (ES)**

**Patronage: Masaryk University Brno (CZ)**

**→ Timeframe: 2025–2028**

## Good Music Spirits

Every journey feels brighter with music. A special group of pilgrims are hornists who join us from all over Europe and overseas. In Broumov, we have created space for them where they have time to cultivate their musical spirit. Music is an important component of our programme and one of the potentials for the growth of cultural and creative industries – the pilgrim knows that music can uplift the spirit on difficult parts of the journey, revive the country's cultural heritage, erase language barriers and facilitate better connections with other pilgrims.





The project connects two high-level activities in Broumov in an effort to strengthen their European character. During the week of the Sommer Horn Courses, the biggest European event of its kind, participants from Europe as well as Japan will meet with Europe's leading players in individual lessons and masterclasses, gain experiences in chamber music or orchestral parts and enjoy unique acoustics offered by the Broumov Monastery.

The other one is the Broumov Key international music competition for young pianists under the age of 17. It aims to expand the current possibilities and offer more concerts in the Czech Republic and nearby in Poland. The plan is to cooperate with border festivals and other competitions. Thanks to our ability to be the Pilgrimage crossroads, we have established a strong network with the Israeli pianist Boris Giltburg, German pianist Matthias Kirschnereit and others who will join as leaders for the Broumov Key competition. The competition can also be accessible digitally as we plan to record it and spread via social networks. The project is also committed to capacity development, since it opens possibilities for students to join its organizational team.

**Artistic leaders:** Zuzana Rzounková and Ivo Kahánek (CZ)  
**Regional:** Sinfonia Iuventus (PL), Ministry of Culture of the Czech Republic (CZ), HKR (CZ), City of Broumov (CZ), BRDA (CZ), Benedictine Abbey of St. Wenceslas Broumov (CZ), Treasures of Broumovsko (CZ), Rudolfinum (CZ), Czech Philharmonic (CZ), West Bohemian Orchestra Mariánské Lázně (CZ), Karlovy Vary Symphony Orchestra (CZ),  
**Sponsors:** Hobra Školník and Steinway & Sons (CZ)  
**International:** Beliczay Orchestra (SK, HU), Embassy of Poland in the Czech Republic (PL), Austrian Cultural Forum in the Czech Republic (AT), Goethe Institut (DE), Czech German Future Fund, (DE), Embassy of Slovak republic in Czech Republic (SK), Hungarian Embassy in the Czech Republic (HU)  
→ **Timeframe:** 2028

## Stories of the Fall

What did you or your (grand)parents do on the day the Iron Curtain fell? As Creative Pilgrims, we are patient listeners and collectors of stories. Because stories are the mycelium that grows through Europe, holding it together and nourishing it. And storytelling is the oldest form of knowledge transmission, connecting the past with the present and the future and fostering a sense of cohesion much needed for resilient communities. We will therefore launch a nomadic storytelling micro festival accompanied with alternative local guided themed walks, both based on the recording of the

living memory of various communities (e.g. refugees, minorities, people without home, newcomers). Just as we conceived our creative pilgrimage as a celebration of diversity, as it already connects thousands of pilgrims today, we were inspired by The Human Library Project from Danmark as an umbrella concept.

The festival is symbolically reserved for the autumn time. We are returning to the breaking point in the modern Czech history, a period that marked the beginning of political upheaval, economic transformation and far-reaching social change. By involving various communities and foreign partners, we want to find out how differently this period was experienced in cities and villages as well as in Western and Eastern Europe. Nowadays, the autumn is the ideal time for sharing of these stories in the form of public living rooms same as in old Broumov farmhouses by the stove. Wrapped up in blankets and watching first falling leaves, together we will learn the history from those who experienced it themselves.

We want to continue the folklore tradition of the region when stories and narratives traditionally unfolded in the soothing rhythm of handicrafts. An important part of our region's intangible heritage since the 19th century is hand-made bobbin lace. That is why we are going to celebrate this art at the International Lace Festival in Vamberk 2026 with a joint exhibition and workshop focused on traditional Idrija lace, preserved by the Slovenian Lace School in Idrija. Together, with the first yellowing leaves, we will reconnect the community of skilful craftswomen and storytellers.

**Led by:** Broumov 2028  
**Regional:** publishing house of Roma literature KHER (CZ), Romea (CZ), Budějovice 2028 (CZ), International Lace Festival in Vamberk (CZ), network of regional libraries, museum, schools and writers and groups of interest (CZ), Czech Language Supportive (CZ/UK)  
**International:** Braga 2025 (PT), Heimatkreis (DE), Lace School Idrija (SI)  
→ **Timeframe:** 2026-2027

## Printers from a Barn: Centre for Printing and Graphic Crafts

Our intention is to create a contemporary centre for printing and graphic crafts connecting the past, present and future in the spirit of the creative pilgrimage. This living printshop will find its new seat in the renovated former barn of a classicist Broumov-type farmhouse.

The past would be present in a large and valued collection of the Czech printing history that is fully functional and ready to go. Rare vintage printing presses, lead and wood type, graphic equipment and historical artefacts. Everything is restored and ready to use. We believe the time has come to give this collection a dignified and adequate space and make it available to the public. Not as a preserved museum, but as an open space for creating and sharing experiences.

The presence would be shaped by artists and residents creating contemporary graphic art through traditional practices. A centre of this kind in the heart of Europe bringing together graphic and printing artists from the entire European Union and the rest of the world is currently missing in our country. It thus has a great potential as a meeting place and inspiration for international cooperation. As part of international residencies, it will offer the opportunity to get to know foreign artists through their work and specialized masterclasses.

The future lies in the research of the post-digital age and the ways that lead to preservation of the cultural heritage and the application of tradition in the future. In research, the project deals with cultural heritage and overlaps with aesthetics and anthropology through the phenomena of slow-printing and the post-digital age.

The project will make it possible to involve local primary and secondary school pupils in the form of workshops and specialized events. For students from art schools and people with a specific interest, it will offer a space for creation and the possibility to concentrate under professional guidance.

Last but not least, the centre helps to strengthen the field of visual literacy in the region and tourism. All under one roof, with wide open doors.

**Led by:** Eva Horská & Jakub Horský from Upupæpop studio (CZ)

**International:** TYPÄ: Printing and Paper Arts Centre (partner of Tartu 2024) (EE), Tipoteca Italiana fondazione (IT)

**Collaborating universities:** The Academy of Arts, Architecture, and Design in Prague (UMPRUM) (CZ), Faculty of Fine Arts, Brno University of Technology (CZ); Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem (CZ) Faculty of Education at University of Hradec Králové (CZ) Academy of Fine Arts and Design in Bratislava; The University of Texas at Austin (USA)

**Collaborating galleries:** Gallery of Modern Art in Hradec Králové (CZ) Gampa (CZ), City Gallery in Pardubice (CZ), Gočár Gallery in Pardubice (CZ), Fahrenheit 451° Gallery, Tartu (EE)

**Experts:** Nová síť (CZ)

→ **Timeframe:** opening in 2026

## Fight Your Fears // Cultivate Joy

One of the things you must never forget to pack in the backpack as a pilgrim is the ability to overcome fear and learn to trust yourself, own abilities, whether mental or physical. We live in a region where many people have a voice in their heads that forbids them to believe in transformation, in turning things around. Where faith in traditional approaches and solutions fails, we need to come up with creative ones. We see one of them in the vibrant and ever-growing contemporary circus industry that is constantly evolving in the Czech Republic and Europe. With its ability to combine old rituals, experiment, fun culture as well as interdisciplinary approaches, it is perfectly suited to bring new impulses and boldness to the region.

UFFO Trutnov, our main partner in the field of the new circus, has already established cooperation with top Australian circus ensembles (e.g. CIRCA and Gravity & Other Myths) on residencies and has presented their performances at the local festival Cirk-UFF. The next step in their collaboration is to create a joint Australian-Czech performance combining new circus and opera. This is followed by the creation of a new Australian Acrobatic School in Trutnov where children and especially teenagers will get extraordinary opportunities and prospects in an artistic sector that opens doors for the fearless to the whole world. The contemporary circus is an art branch that is becoming more and more popular globally as well as in the Czech Republic. Unfortunately, it has not been accessible for study unlike dance, music or drama courses. This project aims to raise the status of this professional art and the level of art education in our country.

**Led by:** Trutnov Community Centre for Culture and Leisure UFFO (CZ)

**International partners:** CIRCA (AU), Gravity & Other Myths (AU)

→ **Time frame:** 2023–2025

## Pilgrims of the Inner Temples

How to use education to cultivate the moral character of the coming generation without needing to control them through external moral codes, and with helping them to internalize moral principles instead? The assumption of this event is that good, thriving individuals make a good, thriving society.

The first international interdisciplinary symposium on character education in the Czech Republic will contribute to cultivation of moral character policies in the region. Participants will deal with the question how to

effectively educate moral character in the given areas (politics, business, etc.). This project includes discussion about moral aspects of the art which we consider to be important for the culture development. It will be an opportunity to share experience and inspiration in being resilient and having a proactive attitude across Europe. The following keynote speakers have already promised their participation, or we have been planning to invite them: James Arthur (GB), Tom Harrison (GB), Marvin Berkowitz (USA), Timothy Snyder (USA), Martin Brestovanský (SK), Rebecca Tigue (GB). Contributions from the US participants will be streamed to stay in line with our environmentally friendly candidacy. The target audience includes pedagogues – scholars and practitioners, students of pedagogy, lecturers in both formal and informal education, experts in the fields given above (politics, business, etc.) who care about moral character in their fields.

**Led by: Centre for Character Development (CERC) in cooperation with European Character and Virtues Association (EU)**

**Partners: Marek Orko Vácha (CZ), network of partner schools and non-formal education groups (CZ)**

**→ Timeframe: 2028**

## Dance like Jesus

The Christmas is a time of joy for the pilgrim, a time of giving, and above all a time of togetherness and also a call to creatively experience this magical time. Discover with us the lesser-known composers of Czech Baroque Christmas music and experience a warm Christmas atmosphere with the volatile touch of folklore. We aim to fill the Advent time with dance-concert production for

actors, a live chamber orchestra and children's singing and dancing ensemble inspired by the unique sculptural work of Matthias Bernard Braun in the Kuks Forest. The Premiere will take place at the Broumov Monastery in 2023. Other performances will take place in the Holy Trinity Church in Kuks and at the Castle of Gorzanow in cooperation with Fundacja Pałac Gorzanow in Poland. The project will thus symbolically link the border-divided region of Kłodsko, once a crossroads of culture, trade and education. At the same time will enrich the cultural offer of Broumov in the year of its candidacy for the ECoC with non-traditional artistic experience in the spirit of the new baroque (#novebaroko), combining contemporary theatre, music and dance with the traditional environment of churches during the Advent time. Another source of inspiration is Braun's Bethlehem in Kuks, a unique cultural monument in the cradle of the East Bohemian Baroque, from where the project leading company Geisslers Hofcomoedianten originated. Broumov and Kuks represent the two high points of Baroque in the region which the project will also connect. The tradition of the danced mass will move to other places in the Czech Republic and the border region in future years. Shine and dance through the Christmas festivities with baroque ghosts of the past, towards the Creative Pilgrims as preachers of the new future.

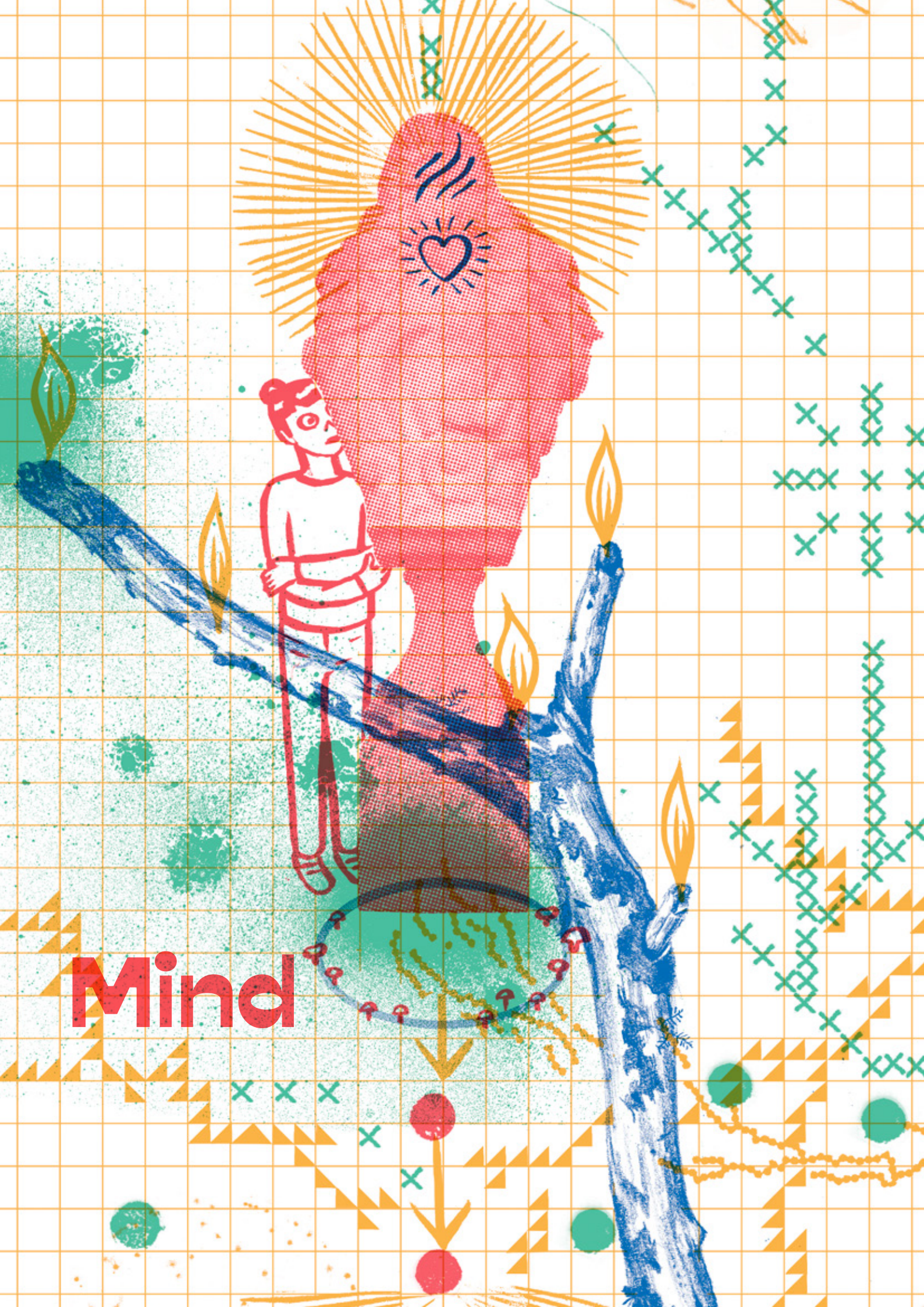
**Led by: Geisslers Hofcomoedianten (CZ), TS Light (CZ), Tomáš Hanzlík (CZ)**

**Partners: ECCB (CZ), Pałac Gorzanów Foundation (PL), Elementary Art School Broumov (CZ), Ensemble Damian (CZ)**

**→ Timeframe: starts in 2023**



Little Stories of the Great Count, Geisslers Hofcomoedianten © Jiří Kottas



Mind

# HIGHLIGHT

## Be the Decision and the Change

Pilgrims create space with their presence. Together with all the European pilgrims we want to create a space where everyone feels encouraged and welcome. We see the sense of belonging as a core European topic. The artistic vision and heart of the highlight is to work with as many small organisations, informal structures, individuals, artists, public bodies and creatives as possible to create a strong concept of brave spaces on its tangible and intangible level. With respect and care for the place where one lives, we invite all pilgrims to experiment, network, and develop together with best practices (as well as learning from mistakes) from European peer cities. This highlight aims to leave a legacy of active cooperation between five hundred key players in community building, volunteering and entrepreneurship. Moreover, it also equips the community of practice with new instruments, connects them (face to face and digitally) with the peers across Europe to practice interdependency, respect and coaction in local and European communities. Although some may perceive the size of Broumov as a disadvantage, we see it as a fertile ground in which the results appear faster and clearer. For that we have created programmes which will be brave drivers for a change in our region and inspiration for similar ones in Europe. It starts with the artistic point of view: through social design approach we create temporary infrastructures with a cause where a debate resonating in communities takes place.

Empowering specific target groups can ignite a chain reaction in the empowerment of other underserved communities in terms of advocacy, awareness, active citizenship and resilience. **Brave Spaces** focusing on skill-building and directing the attention to safe and inclusive public spaces are a part of a vision towards more democratic, equitable and sustainable cities (cohabitation). Within a series of artistic workshops, we will teach the locals with special focus on young women and disadvantaged groups, to 1. develop a strong relationship with the place where they live, 2. methods of participatory design, 3. speak up for themselves and feel brave enough to express themselves.

Brave spaces are centred around three steps. The first one is a mapping of situations, which will be held in cooperation with architectural studios Fruska (HU) and Spolka (SK). The second phase is dedicated to spatial awareness. Through the series of sound workshops led by Czech, Hungarian and Polish artists, people will have a chance to dive deeper into their spatial experiences. Sounds, smells and tastes of Broumov will be uploaded to Radio Aporee. The last steps are a series of interventions in the public space where the needs and values of the workshop's participants will be materialized together with European consultants and local craftworkers. During these workshops, we will also discuss what it means to feel brave or safe in a certain space with a special emphasis on the LGBTQIA+ community.

**Led by:**  
Broumov 2028

**Main curator:**  
Fruska (HU)

**Regional:**  
Municipal Association of the Broumov Region (CZ), Centre for Investment, Development and Innovation with support of mayors (CZ), PSO (CZ), CzechInvest and Creative Business Cup, Business Club of the Broumov region, INNEX – Association for Voluntary Activities (CZ), BRSC (CZ), The Wrocław Institute of Culture's Activity (Wrocław 2016), Local Action Groups (CZ), Voluntary Union of Municipalities in Broumovsko (CZ), cultural agents and curators from regional museums and galleries (CZ, PL), Decision 21 (CZ), Lower Silesian Voivodeship (PL), Pěstuj prostor / ARCHITEKTI PROSTORU (CZ), Centre for Ethics (CZ), Maker Faire (CZ), Šárka Zahálková (CZ), Edyta Jarzab (PL), Ondřej Klír (CZ), Naděje Broumov Family Centre (CZ), regional schools, educational institutions, leisure clubs and the Scouts (CZ)

**International:**  
Mome – Moholy-Nagy University of Art and Design Budapest (HU), Spolka (SK), S39 Hybrid Design Manufacture (HU), Radio Aporee (EU), Gilly Karjevsky – Floating University Berlin (DE), URBACT network lead – City of Tui (ES), Municipality of Resen (MK), Stevns Business Council

# Outcomes

## BRAVE SPACES

2024

Collaborative workshop and stakeholder mapping

2025

Skill building

2026–2027

Place-making, site-specific design and engineering process.

2028

Participatory exhibition on local activities

## LIGHT THE SPARK

2024–2025

Rooting in the local communities, building inner capacities with the support of Erasmus+

2026–2028

Start of the mobility, internship and European exchange programme.

## BE GRAND - SERIES OF GRANT OPEN CALLS

2024–2028

Micro-grant academy  
Borderless Czech-Polish cooperation

Micro-grant programme  
Active associations and informal groups. Based on public voting online tool Decision 21.

Euroregion Glacensis  
A series of cross border projects calls to support culture co-creation, exchange and tourism.

HKR calls

Cultural projects held by institutions and individuals related to the Creative Pilgrimage.

Although the economy is an important engine of regional development, we believe the main driver is the human capacity building. Run together with the Police Symphony Orchestra as an energizing example of successful young creators from our region we introduce the **Incubator of Volunteering and Entrepreneurship – Light the Spark**. It aims to encourage and support young people at the start of their professional life with financial, vocational and mental support in our region. We want the next generation of the Broumovians to be self-confident about their identity, community and sense of belonging. As a homage to our volunteers, we let our pilgrim sticks bloom in the **Day of Volunteers** – a gradually growing visible activity in the annual calendar which will take place in the Czech-Polish border area in a form of a cultural-community shared dinner led by local artists and curators in cooperation with local museums and galleries.



While preparing the bid in close cooperation with the local communities, we understood that a cultural initiative of this size and scope cannot stand on its own and needs to grow along the artistic insight. We therefore put in place several supporting structures to connect creative pilgrims from the whole region. The next brave steps lead us toward establishing **the series of grant open calls – Be Grand**, which are meant to recover and restore the idea of a creative attitude towards the place one lives and also towards each other. Our open calls have a long-term strategy and they are supported by the city of Broumov, the HKR and our Polish partners. Last but not least, we are proud of being the first Czech city from the less developed European region (together with Liberec), which bravely stepped in to become a lead partner in URBACT, the European network.

As a result of all encouraging activities, there is both tangible and intangible legacy and impact that can be accounted for. The tangible impact includes the reshaping of certain public spaces for creating a discussion of placemaking through the community's lens and a built artistic installation and the stories around it. The capacity building and skill development of the local community as well as encouraging advocacy are intangible impacts, and they are expected to be a long-lasting effect of the implemented programmes.

Creating audio-visual content through documentation is crucial in order to build representation of the targeted community in different scenarios of the decision making, assessment, design and implementation process. A short documentary is proposed through the lens of the local community which tells the story of local citizens and their journey. Sounds collected as a part of workshops and volunteering activities will be shared with an international sound community on Radio Aporee (EU).

/ Stevns Erhvervsråd (DK), Municipality of Fermignano (IT), Municipality of Deryneia (CY), Municipality of Hässleholm (SE), City of Olot (ES), AREA (EU network), URBACT network partner – City of Cinisello Balsamo (IT), City of Szabolcs (HU), City of Târgu Frumos (RO), City of Hannut (BE), City of Bovec (SI), City of Mértola (PT), City of Longford (IRL), City of Murcia (ES), City of Kamza (AL), Euroregion Glacenzis (EU)

**Timeframe:**

→ 2023–2029



## Embracing Programmes

### Educreation

To become a creative pilgrim, one needs to start thinking creatively and reflect upon current topics such as the rising influence of the media, videogames or art as a part of a schooling. In our story, teachers are the apostles that can ignite the creativity in pilgrims from their early age. We see schools as another form of a brave space in which children are encouraged to express themselves confidently and freely. Memories from schools are something that pilgrims carry in their bags for the rest of their lives. Good-quality education is therefore one of the European priorities in order to achieve a resilient and strong society. Within Educreation, we also fight against the low level of education and the lack of interest in self-cultivation in the rural areas.

In creative education, the art and media meet the school curriculum and cross the borders of our region in the form of shared practices among the European network of creative education. Our platform for Educreation has strong local roots, but it also wanders into

Poland as our natural partner and Finland as a flagship European country for the creative educational approach. Together with local artists, institutions and schools we set up processes in the form of workshops, conferences and shared practices which will be led by international experts. Our mission is to prepare a series of workshops based on the creative incubator (Q16) which we are helping to establish in 2023. With the help of the Gymnasium Broumov, we plan to implement their results into their current teaching plan so it could become the first school in our region where those methods will be tested.

**Led by:** Centre for Cultural Activities (CZ)

**Local:** GAMPa (CZ), Futuropolis (CZ), Society for Creativity in Education (CZ), Hradec Králové Regional Institute for Education and Innovation (CZ), Innovation Centre Olomouc (CZ), The City of Pardubice (CZ), Cultural institutions of HKR, MAP, HKR (CZ), Local Action Plan for Education and Innovation (CZ), Centrum Edukacji Obywatelskiej (PL), Edukacja Krytyczna (PL), The MUS platform (CZ)

**International:** Koulukino (FI)

→ **Timeframe:** 2023–2029

## Trails Angels

Sometimes every pilgrim prays for a bit of magic on the journey.

Trails angels are often invisible but very important parts of hikes. They provide pilgrims with various forms of support, whether material or emotional. In our story, the Trails Angels are civil servants, those who maintain the roads, those who offer food or water to the ones in need and grace pilgrims with kind words. And we want to pay their generosity back. Being a civil servant is a hard job, often neglected and invisible, but very important in order to keep the culture sector moving. This programme is meant as a wellness project for the European office workers in which we want to celebrate officers from small cities, interconnect them and teach them new ways of doing bureaucracy but also learn from them, hear their needs and wishes. We are together on our journey with all clerks, municipalities, public administrators with a special emphasis on small regional cities/towns. The digital imprint of Trails Angels is an app which is being newly developed for the purposes of our regions. Our idea is based on the decentralization of self-governing organization from the regions to the local levels in order to build a stronger Broumovian identity.

The ultimate goal for 2028 is to create an event in which participants from the Academy of Cultural management meet the Trails Angels. The bureaucracy and art are perceived in the eyes of many as two separate elements. However, we want to take the opposite stand and connect those two sectors together. In the words of our candidacy the year 2028 will be a meeting of time and mind within the Broumovian land.

**Led by: Centre for Cultural Activities (CZ)**  
**Regional: Festival of Creative Bureaucracy (CZ), Hradec Králové Region (CZ), Broumov City and Voluntary Union of Municipalities in Broumovsko, municipalities and ULG of the HKR, Ministry of Regional Development (CZ), Ministry of the Interior (CZ), Glacensis Euroregion**  
**International: Transcarpathian Ukraine – HKR partner municipality (UA), Festival of Creative Bureaucracy (DE) Skopje2028 (MK), Budva-Boka 2028 (ME), Officers of Goodwill Club (SK), The city of Chişinău (MDA)**  
→ **Timeframe: 2023–2029**

## On Stage

On Stage creates opportunities to shine in the brave space, gain self-confidence, appropriate self-critical skills, practice interdependence in the European and local communities, and also support new friendships

among children with different backgrounds and also their families. This programme develops problem solving skills for those in European societies who suffer considerably more when shocks in societies occur.

The whole world may be perceived as an open stage, however the access to it remains limited for some. In order to level the play field, we are inviting On Stage those whose voices have not been properly heard and those who need to be encouraged in order to be seen and recognised. The On Stage project focuses on the work with the Romani youth, young people from disadvantaged families and with children from Ukraine and provides them with the opportunity to create and curate cultural events in Broumov. We have started this journey together, and within the pilot years (2022-23) we have seen how they develop on both the artistic and social level. They gain confidence, improve their communication skills, get to know each other, build new friendships, learn to trust others and more importantly they (we!) have fun together.

In our next steps, the On Stage project exceeds the borders of Broumovsko as we have established cooperation with Trenčín 2026, Veszprém 2023, Kids of the New Circus in Wrocław and membership in the El Sistema Europe network. Together we are developing a strong network of partners actively working with disadvantaged communities and the youth through performative arts to encourage access to culture for people living on the edge of poverty. On a regular basis, we organize cross-border exchanges and appearances at events organised by partners.

The year 2028 is crucial for this project since Broumov will be the stage for all kids and communities that have participated on that project from Broumov, Poland, Hungary and Slovakia. We aim to do the On Stage festival during the summer 2028 in which all the partners will meet and share one stage in the very beating heart of the Broumov – the monastery's garden.

**Led by: ECCB (CZ)**  
**Regional: Children and Youth House Ulita, Children's Home Broumov, Primary Schools Hradební and Masarykova, Primary School and Practical School Broumov, Gymnasium Broumov, kindergartens and primary schools in Broumovsko, Naděje Family Centre, Regional NGOs, Kids New Circus Wrocław (PL), Regional Schools and Artistic Schools**  
**International: Trenčín 2026 (SK), El Sistema Europe (EU), Veszprém 2023 (HU), Bourges 2028 (FR)**  
→ **Timeframe: 2023–2028**





## Palaces for People

Pilgrims form their resilience and sense of togetherness by meeting others. Citizens do this in libraries, which may be one of the first places where we learn our rights but also our responsibilities. The Czech Republic has the highest density of libraries, yet their social potential has not been fully developed. With the lead of The Student and Scientific Library Hradec Králové (SSLHK) we aim to promote the social and community role of libraries as low-threshold places in small cities as they are often the only institution operating in the European rural areas. The project will explore a wide variety of social and cultural topics reacting directly into the needs of citizens. It will be devoted to the education of librarians and the public in the selected issues and creation of information resources, and it will explore possibilities of providing advice directly in libraries. Libraries as a source of knowledge help us to prevent fake news from being spread since they are for some (especially elderly people and people on the edge of poverty, Q15) the only place where they use computers. A part of our programme is thus also dedicated to seniors and their media education. Together with Wikimedia Europe, we established a programme that will help elderly people easily navigate themselves in the jungle of hoaxes and work with reliable information sources.

The pilot phase of the project will be implemented in the libraries of Broumovsko. It will also include a series of literature readings. In literature, gender, sexual and

relational diversity gets a bigger say, the description of which makes it possible to find one's own identity and thus a way to fully live one's own life. The level of discrimination in society combined with a lack of awareness about topics related to different life experiences leads to isolation of certain social groups. Through literature, we want to start reversing this trend and help everyone to create a safe space to find one's own identity.

The project will increase citizens' awareness and understanding of this public space which has a high cultural and social potential. New digital platforms will be created such as the web directory of counselling services and contacts to counselling centres and Wikipedia. This will increase sensitivity of the HKR citizens to social issues such as unemployment, social threats, LGBTQAI+ and mental health.

**Led by: SSLHK (CZ)**

**Regional: Broumov Library and public libraries of the HKR, NGOs providing consulting services in the social area in HKR, Caritas Hradec Králové, People in Need (CZ), Tyfloservis (CZ), Hradec Centre for the Hearing Impaired, o.p.s, Dopravní podnik HK – Public transport provider Hradec Králové, PRIDE (CZ), Publishing house - Kher (CZ), Libraries Association (CZ)**

**International: Helsinki Library (FI), Banská Bystrica Region (SK), Wikimedia (EU)**

**→ Timeframe: 2024–2029**



## Read the Space / Write the Story

Our pilgrimage takes place in the present, however it goes through the imprints of the past in the form of architecture. To navigate in the past, pilgrims use the New European Bauhaus compass to better understand the role of the built environment in their life. The topic of public spaces is not only about creation, but it also involves its maintenance and curatorship of art and architecture placed within. The pilgrim is a responsive observer who knows and appreciates the value of the European cultural heritage.

Together with the Gallery of Modern Art, based on the outcomes of the Regional Cultural Strategy (2022-2030), we establish a new Centre for Architecture as a place which creates conditions for improving the quality of architecture and public spaces in the region in accordance with the adaptation of settlements to the climate, which support the development of professional capacities in the field of architecture, urban planning, public space and art in public space in the region and last but not least which educate citizens and students about the role of architecture in their everyday lives. The role of architecture in rural and remote areas gains a new importance as a crucial factor for young people's decision to leave or to stay in the region. The Centre for Architecture together with its European partners will manage public contracts in our region in order to make Broumov an architecturally well-developed and progressive part of Czechia.

In 2028, the Centre for Architecture will be fully formed and together with curators from our main project, Brave spaces, it will carry out a series of installations within public spaces co-curated by Raumlabor Berlin.

**Led by: Gallery of Modern Art (CZ)**

**National: CAMP - Centre for Architecture and Metropolitan Planning (CZ), The Prague Institute of Planning and Development (IPR Prague) (CZ), Technical University of Liberec (CZ), HKR (CZ), On Plan (CZ), EPO 1 (CZ)**

**International: New European Bauhaus (EU), Afo Architekturforum Oberösterreich (AT), NOPA (NO), Raumlabor Berlin (DE)**

→ **Timeframe: 2023–2029**

## MLýN – Creative Mill

The place for dialogue. Broumov is the beginning and the end of the pilgrim journey. Placed in the periphery, we are aware of how difficult it can be to overcome ideological and geographical barriers that – unnecessarily – divide European societies: centre/periphery, urban/rural, East/West. For this reason, it is extremely important to establish meeting places for artists and creatives in remote locations such as Broumov as well. This enables us to learn how to shift our perspective and discover the potential of such places. A part of our plan to achieve this state is the creation of a new space for art, research, meeting and coworking in Broumov to encourage a dialogue between Czech and international artists. Furthermore, our aim is to invite academics and researchers for long-term internships. Together with Hradec Králové University, we create a detached workplace for postgraduate students from all over the world to bring their new visions and melt them together with local knowledge and experience. We believe inserting knowledge from all over Europe into the local context will have a great impact on development of resilient communities. The centre will also include a low-threshold social training café, which will offer a place for those who cannot find a place in the labour market. Besides that, it will become a shelter for our newly established volunteers and entrepreneurs incubator Spark the Light.

The year 2028 will be the year of the Grand Opening, in the meanwhile it will be a place for different cultural pop-ups and a base for our international volunteers.

**Led by: ECCB (CZ)**

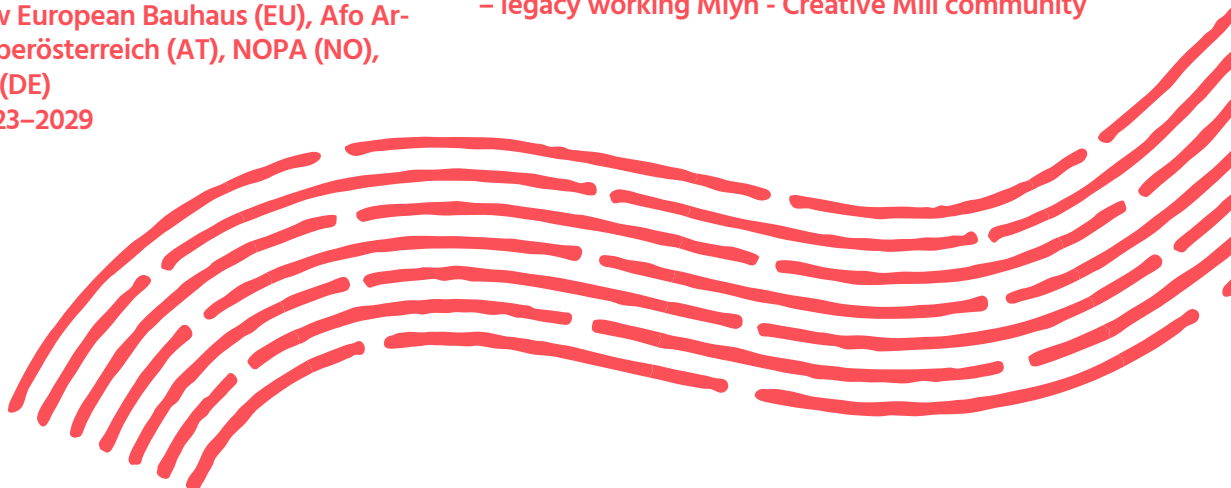
**Regional: University of Hradec Králové (CZ), In Situ (PL)**

**National: Nová síť (CZ), Hate Free Culture (CZ)**

**International: Tanken, Bærum Kommune (NO), TransEurope Halls (EU), Fundación Uxío Novoneyra (ES), European Network of Culture Centres (EU), Žmogui. It (LT), NOPA (NO), Free University of Tbilisi, VA[A]DS School (GE), Maltfarikken (DK), Res artis network + other networks**

→ **Timeframe: 2023–2027 preparation phase, 2028**

**– legacy working Mlýn - Creative Mill community**



## Q7

### How will the events and activities that will constitute the cultural programme for the year be chosen?

Our programme has been chosen carefully but also courageously, with people we know and also with those we did not know previously, during the official meetings, European workshops and ECoC family encounters (Q11), and sometimes by spontaneous cultural combustions. The outcome is a multi-layered statement of how we see Creative Pilgrims as a future brave and resilient European community.

Without these statements the activities cannot be part of the programme.

The selection honours the four curatorial principles of our Creative Pilgrimage (Q5), our goals and standard of the ECoC.

#### **The multi-step programme development process consists of:**

- the possibility of a remote access by having a clear digital mirror of each programme from the very beginning;
- open calls for a variety of selected target groups to match our values, goals, our celebration of diversity and our European themes;
- curatorial selection as a fixed point in internal dramaturgical weekly talks, taking into account our European dimension, artistic level and diversity, public involvement, 70% of projects have European partners, conceptual unity, financial sustainability and authenticity;
- external consultations with regard to the cultural concept of the city and area development and strategic documents of the HKR (Q2), the communication potential and the general public needs. Participatory activities with local inhabitants (maps of feelings, wishes for the place I live – Q14);
- mutual collaboration with the HKR and the Polish partner network, and cultural institutions closely tied to it;
- embracing the European and international cooperation between local artists/institution in order to strengthen their self-confidence and artistic vision;
- fostering and encouraging disadvantaged communities with respect towards each other same as with respect towards the nature.

The key staff to safeguard these statements is appointed on the basis of competence over connections, via open procedures by groups of insiders and people experienced in running large initiatives.

## Q8

### How will the cultural programme combine local cultural heritage and the traditional art forms with new, innovative and experimental cultural expressions?

Combining, mixing and experimenting is the daily bread and cup of happiness for a creative pilgrim. After all, combining different ways of perceiving the world, traditions of thinking and artistic expression is the essence of one's creativity. Below are some examples of programmes, listed alphabetically:

#### **We are not afraid of either experimenting or following traditions!**

**Brave spaces** – Our goal is to create spaces where pilgrims feel supported and accepted. In order to reach out to and playfully draw in even the “invisible” communities, we combine the methods of social cohesive design and the craftwork fest Make fair NGO and DIY skills of the local community.

**Compos(t)ing Your Life** – We perceive food as a huge opportunity to transform society, both in terms of the planet, and social cohesion. This project therefore combines the programmes of the Kokoza NGO and its network of international partners to promote closed cycle of food (growing, eating and composting), with an emphasis on local products and the RESISTIRÉ research project. Its methodology is aimed at finding solutions to gendered inequalities caused by the COVID-19 pandemic and strengthening societal resilience.

**Experts of Everyday Life** – The baseline method of this programme is collaborative landscape mapping, creative walks and field workshops for the public led by artists and experts combining various disciplines. The data collected will then be used to inform the creation of new exhibitions and educational programmes in regional museums. This will help them truly open their doors to the public and enter into dialogue with them. Secondly, the data will be used in the creation of a new network of cross-border pilgrimage trails combining natural sciences and humanities and small-scale landscape-architectural interventions.

## Q9

### How has the city involved local artists and cultural organisations in the conception and implementation of the cultural programme?

**MonaStories** – This programme uses storytelling methods combined with virtual reality. It works with a network of former monasteries and other religious buildings and places for contemplation that are becoming new cultural, social and community centres. It combines lived experience with the digitised knowledge of the historical monastic library and makes it accessible to the interested public. The resulting immersion makes it possible to listen to or become a part of the polyphony that permeates time and space.

**Broumovie Film platform** – Our goal is to combine the topic of climate protection, sustainable planning of public space and landscape architecture as a fertile soil for the creation of new documentary films. In this project, scholars from the Mendel University and its Faculty of Horticulture meet with cultural operators from the Centre for Artistic Activities, architects and European film professionals. At the same time, the festival naturally supports enthusiastic film communities, as it will allow legal viewing of films from any location thanks to the Artinii technology. Anyone can become a filmmaker and a projectionist.

**Printers from a Barn: Centre for Printing and Graphic Crafts** – This programme is an example of the application of traditional graphic technologies and creative practices in the context of contemporary visual design. In the space of a renovated and adapted barn of a Broumov-type farmhouse, a meeting place for art school students and practitioners from all over Europe will be created. Among other activities, they will be able to use the digitisation of analogue media to expand the possibilities of post-production.

**Wolfosophy** – This arts programme combines artistic research focused on interspecies dialogue and the work of international conservation organizations. The project promotes the work of the so-called Wolf Patrols and opens up the topic of European wilderness conservation to the general public.

**The Healing Landscape** – The first highlights include art ceremonies on the occasion of volunteer activities (e.g., digging pools, planting new trees) organized by conservation NGOs. In doing so, we want to promote the idea that environmental crises can be faced through broad collaboration, while bringing contemporary experimental art to places and opportunities where the general public does not normally expect it.

We build our projects together with local artists and residents, with respect to each other and our unique environment. Citizens have always been our inspiration and guides, the first pilgrims, those we have showed paths they tracked out themselves.

#### Stronger local roots, better pilgrim sticks

Through the candidacy, many pathways have crossed and become stronger, more developed, but also better maintained, because together we are stronger, more diverse and inspired. We learn together with artists from Broumovsko, hear their experiences and in return, we provide each other with tools of European networks and best practice stories.

Following the pre-selection Bid Book line, for each of the projects, we have involved a local artist or cultural actor to organically interconnect each other with a European peer and/or partner. We connect at the personal level first, similarly as the online sessions during various meetings in which the picture of a Creative Pilgrimage was shaped in mutual synergy. Not only did we invite potential fellow pilgrim partners into Broumov, but we also took them into our personal spaces and showed them our practical and structural problems in our local institutions and places where we all work. We held several of such meetings with the Gallery of Modern Art, the Hradec Králové Philharmonic Orchestra, the Spectrum Film Festival and the UFFO Trutnov cultural centre etc. in order to feel the atmosphere of each project. Special emphasis was placed on our Polish partners, that we see as local Europeans. Together with the HKR, we have established a new position of a Polish coordinator who speaks both Czech and Polish, who has visited and communicated with our Polish art partners, artists and Polish political representatives.

The concept of Creative Pilgrimage and the values embedded into it resonates well with cultural agents from the area. They found it inspiring and appreciated the openness of the concept to implement their own needs and ideas. This has formed a shared concept that many feel part of. We noticed this over and over during the series of several meetings that took place in the Broumov Monastery between from November to January where they got an opportunity to meet not only with our team but also create a stronger local network among themselves. Several projects in our final Bid Book stemmed from round table discussion



we held with local cultural agents. Those ideas were supported by two rounds of the HKR open calls for financial support for those, who want to enrich, join our European topics and work with these topics in concrete pilots.

Besides formal meetings and work, we also invited several local stakeholders and Czech artists to join Broumov's European workshops. With a special emphasis on participants in the highlights, we provided local operators, creatives and artists with a possibility to join wider European networks and enrich the discussion with their insight of local matters. We also travelled together, and for example, with the members of the PSO, the main partner for the Broumov 2028 opening, we visited the Veszprém 2023 opening ceremony. Together we experienced the atmosphere of this grand event

and learned together how to network with other European (youth) orchestras. And of course, while meeting representatives of the ECoC family, we made friendships and connections.

We do believe that the richness and our inner/local/regional strength is visible in our programme strands. Through the work done jointly, the relationship that is build up with local artists and cultural agents has grounded us and that will help us in our cultural programme implementation. Through the connecting project **Pilgrims' Crossroads**, our relationship continues to develop, and together with local players we look forward to meeting and creating alongside European professionals who have gone through similar experiences as we go through at the moment.

# Q10

Please give some concrete examples and name some local artists and cultural organisations with which cooperation is envisaged and specify the type of exchanges in question.

Some of Creative Pilgrims who have already joined the journey with us and we have built relationships with, include (in the alphabetical order):

**Centre For Cultural Activities** – is a key institution in the HKR which developed – together with our candidacy – the main bulk of Embracing Programmes such as Trails Angels, Educreation or Academy of Cultural Management.

**Cultural Committee of the city of Broumov** – an advisory body to the City Council, composed of cultural stakeholders from both independent and municipal organizations (City Library, ECCB, Art Grammar School, Gymnasium Broumov, City of Broumov, Children and Youth House Ulita and Broumov 2028). The meetings are open to the public, and citizens are actively encouraged to participate

**Educational and Cultural Centre Broumov** – one of the key cultural player in Broumovsko is the lead of artistic capacity building programme On Stage and the newly established MLÝN - Creative Mill.

**Edyta Jarzab (PL)** – The artists living at the border of different cultural forms and two countries is our main lead of sound workshops for the Brave Spaces programme line.

**Heidi Horňáčková** – With her food rituals and ceremonies, this young performer and educator can connect diverse groups across generations and erase geographical and mental boundaries. She is thus our main curator for our cross-border cooperations within our third highlight programme Our Dear Volunteers and she is also actively involved in the incubator in programme Educreation.

**On Stage** – a project that brings together local cultural actors, artists, schools including the Elementary Art School Broumov and educational institutions to create a joint artistic performance which we plan to organise annually. In 2028, we plan to organise an international festival with European partners (El Sistema Europe, Veszprém 2023, Trenčín 2026, Bourges 2028 etc.).

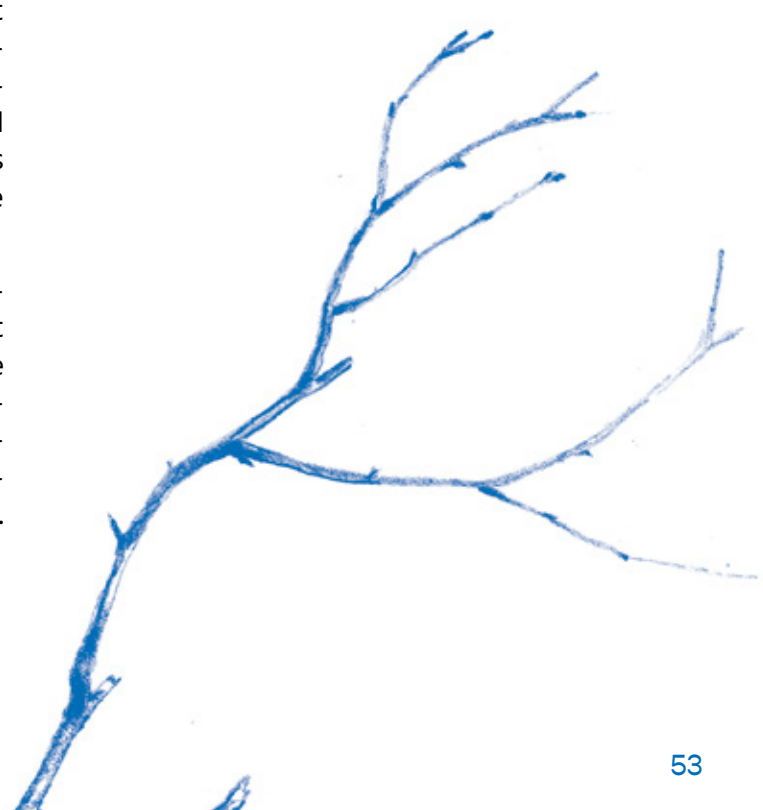
**Police Symphony Orchestra** – We are proud that one of the biggest grass-roots young orchestras comes from our region and bravely steps in to help us on our ECoC journey. The PSO are local curators of the Incubator of Volunteering and Entrepreneurship Light the Spark as a part of the highlight Be the Decision and the Change.

**SSLHK** – The Study and Scientific Library of Hradec Králové is a leading regional library. In partnership with our local Broumov libraries, it has started a transformative programme for libraries in our and Polish regions under the name Palaces for people.

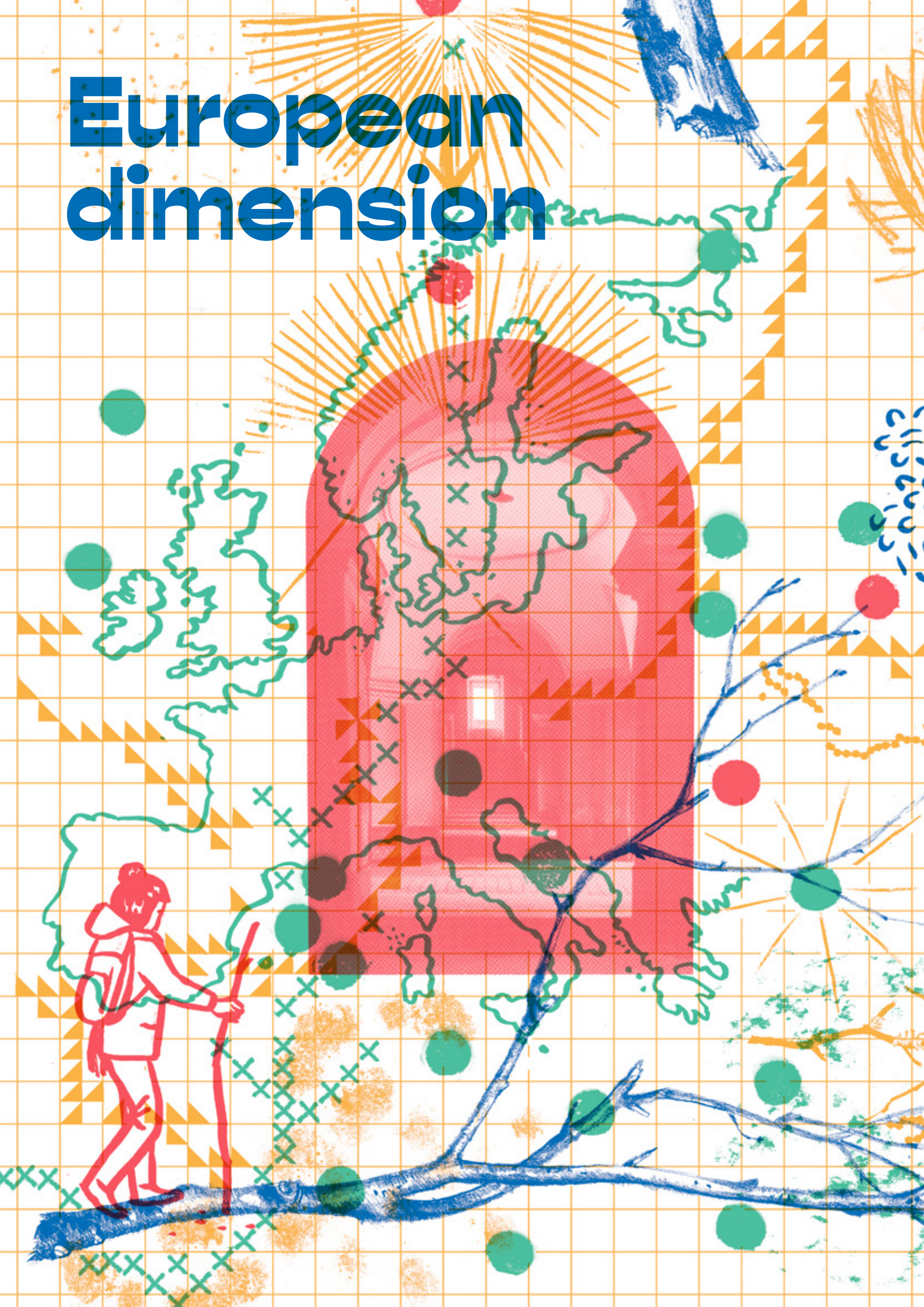
**Šárka Zahálková** – is a visual artist, art producer, curator, cultural activist and currently also programme director in the City Gallery Pardubice. Within ECoC she collaborates on the Brave spaces project in which she works together with Edyta Jarzab a lead sound artist and led the sound workshop Ušima (Q15).

**The FortArt Association** – is a local community of young people with an artistic and social focus. With great enthusiasm, experts by their side and a strong network of partners, they are transforming the unused space of the Baroque fortress Josefov into a RECYUP-CY Circular Cultural and Educational Centre as part of the project From Yard to Art!

**Upupæpop studio** – Together, the illustrator Eva Horská and her husband, graphic designer and printer Jakub Horský, have created the artistic look of both of our bid books, brought our pilgrim's staff to life, and they are looking forward to creating the Centre for Printing and Graphic Crafts at the family farm as part of the Printers from a Barn project.



# European dimension





# Q11

Elaborate on the scope and quality of the activities:

- \* Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens
- \* Highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes
- \* Featuring European artists, cooperation with operators and cities in different countries, and transnational partnerships.
- \* Name some European and international artists, operators and cities with which cooperation is envisaged and specify the type of exchanges in question. Name the transnational partnerships your city has already established or plans to establish.

In the final phase, we made an effort to ensure that the European dimension naturally grows throughout the programme. Without Europe and the European peoples in all their dimensions, this programme could not be possible.

**Every step we take as Creative Pilgrims, we walk pathways of togetherness in Europe!**

When developing the programme, we have kept the support of the European Commission priorities in mind. The Land pathway supports the European Green Deal through its themes and the attention to the landscape. The Time pathway reflects a contribution to European democracy and diversity, especially through development and support for (self-)critical attitudes. The Mind pathway prioritises a European economy that works for people in the countryside and promotion of a European way of life through strengthening the position of European communities of practise and minorities. A vision of Europe fit for the digital age runs through every part of the programme.

**Our strategy is to create five layers of how to perceive, celebrate and promote Europeanness. Each of our programme parts and projects contains at least three of four of these aspects. Most of them are then worked into and networked across borders and in international partnerships.**

In establishing and deepening these partnerships, we have prioritised quality and endurance over quantity and possibility, which we see as a fundamental prerequisite for the successful project growth and delivery.

## 1) Local Europeans creating a good neighbourhood without mental or physical boundaries

Knowing that Broumovsko, as the centre of our European Creative Pilgrimage, is 70% surrounded by Poland, we celebrate diversity of the borderland, deepen cultural exchange and strengthen good neighbourhood relations while walking side by side the same pathway. Our aim for the candidacy is to symbolically set a common cross-border table where we will meet regularly. Since the pandemic, the two regions have come together to address health and security issues. We are the first to move into the area of joint cultural tourism and regular joint cultural productions.

**Programmes:**

### **Academy and Incubator of Slow Cultural Tourism**

– CZ/PL working groups led by international experts, expanding cross-border offerings of sustainable cultural tourism.

**The Land in Between** – CZ/PL artistic co-production with performances in both countries.

**From Yard to Art!** – a CZ/PL curatorial bord, site-specific art in public space connected by a cross-border railway line.

**Experts of Everyday Life** – a CZ/PL curatorial and expert board, a network of new pilgrimage trails connecting CZ and PL partner cities.

**Be the Decision and the Change** – our open grant calls aim to support the mutual cross-border cooperation and cultural exchange.

## 2) European Broumovs and Broumov in Europe peer networks

Despite Broumov's remote geographical location, we (and our partners) have actively sought opportunities to connect with "European Broumovs" through our connections with the following networks and platforms actively cooperating in the development of our programme including:

Trans Europe Halles // European Network of Cultural Centres // Co-founding member Time Machine Organisation // Via Sacra // co-founding member of ECVA (European Character Virtues Association) // RURITAGE (Heritage for Rural Regeneration) // CittaSlow // Rural Pact ACCR - Association des Centres culturels de rencontre // Insitu // Future for Religious Heritage, Euroregion Glacenzis // On the move // JPI on cultural heritage and global change etc.

We work closely with Czech national agencies and their branches all over the world: Czech Centres, CzechTourism and CzechInvest. We have become an observing member of the Culture Next network with a potential to join the European Green Capital.

We see our candidacy as a possibility to extend our connections with the Europeans and join additional international platforms such as RES Artists, European Cultural Tourism Network (ECTN), New European Bauhaus participating in the programme Read the space / Write the story, ICOM and/or to become a member of the Pact of Skills (Creative Skills Europe), URBACT networks for On Stage, AREA, El Sistema Europe, the Euclid Network, European Creative Business Network and SPARSE+.

### 3) Digital Wizard as a pathway for many Europeans to join our movement electronically

Remote accessibility is a creative opportunity. For this reason, we have made sure to think about new opportunities for remote connectivity and participation from the beginning of our pilgrimage. That's why we envisage a digital wizard position to guide each team through the online tools available. In doing so, we are drawing on the experience of the pandemic and looking at European trends, as well as the emerging online communities of digital pilgrims to whom we want to offer our digital pilgrimage kit.

#### Programmes:

**MonaStories** – an organically growing database of personal AR audio message library and publicly accessible digitised monastery library.

**The Healing Landscape** – a digital map with curated artistic videos.

**Be the Decision and the Change** – an online public participatory voting tool D21 and a community documentary making videos.

**Journalism Simulator** – workshops focused on digital regional journalism and combating misinformation disseminated in the online space.

**Palaces for People** – active collaboration of libraries, Wikimedia EU and elderly people.

### 4) European highlights focus on legacy in communities

European relevance is central to each of our highlights. This is why we have drawn on our curatorial principles (Q5) to create them, convening European artists, curators, thinkers, experts and active citizens who can be not only active movers and shakers, but also respectful listeners and, in a real sense, creative travellers on the mind-map. This allows us to ensure that our highlights leave a legacy for European communities.

#### Programmes:

**Sjoerd Bootsma (NL)** – How an ECoC works in the region and at the countryside close to nature. A member of the ECoC family.

**Janka Csernák (HU)** – How a participatory social design can be used as a tool for a community building. A member of the academia in Central Europe.

**Cosmina Goagea (RO)** – How place-making through cultural interventions as well as cultural strategies for urban development shape our lives. A member of a network of curators and architects in Balkan and Catalonia.

**Jan Staroba (CZ)** – How to design nature-friendly measures such as pools, swales, forests, grass strips etc. which help to restore small hydrological cycle of the landscape. A climate resilient landscape designer.

### 5) Learning together, walking towards common resilience

We build on European experience to create our Embracing Programmes aimed at building capacity in cultural operators, tourism service providers and civil servants. We take a pragmatic approach, taking into account current development trends, examples of good practice and expert knowledge. Our aim is to be an example for cities that are still developing their cultural strategy, and we open the way to a creative bureaucracy. We develop multidisciplinary forms of residencies that bring artistic and academic thinking together.

#### Programmes:

**Trails Angels** – an innovative programme which serves as a platform and wellness project for the European bureaucracy.

**Educreation** – bringing creativity into school curricula with the help of cultural agents, artists and institutions.

**Academy of Cultural Management** – building a cultural capacity is a backbone of our candidacy.

**MLýn – Creative Mill** – open space for a dialogue of art, academia, local knowledge and crafts.



Our vision of the Creative Pilgrimage as an international movement can only succeed if it becomes a messenger of truly powerful and widely shared issues. The list below contains our six European themes. From this fertile ground grows our pilgrim stick that helps us walk the programmatic pathways and helps us on our way to lively and resilient European communities.

#### 1) Water retention

To create our cultural and artistic programme, we were inspired by the question of how we can experience the nature in a respectful manner and create new forms

of human-nature dialogue. We care about the future of water, and we want to make this topic a very natural part of the lives of the Europeans, not only a small group of professionals and environmentalists. We are therefore cultivating personal stories, ceremonies and rituals linked to water bodies, because people care more about what is close to their hearts.

#### Programmes:

**The Healing Landscape** – explores the power of collective action as a way to counter the environmental crisis.

**Hydrotherapy** – promotes the importance of self-care as well as caring for limited water resources.

**Water Stories** – discover water as a source of artistic inspiration in the European art tradition and combines it with the power of personal memories.

**Broumovie film platform** – demonstrates potentials for future nature-friendly urbanism.

### 2) Slow Cultural Tourism

We want to prevent overtourism and mitigate its impact on landscapes, monuments and interpersonal relationships between locals and visitors. Instead of oppositions and tensions, we want to create a community of European pilgrims. Through culture, this community can get to know, taste and become part of life in different areas of Europe while nurturing their curiosity. Creative pilgrims travel not to consume, but to mutually enrich themselves and their surroundings. In our programme we therefore explore what new kind of critical thinking slow cultural tourism can foster.

#### Programmes:

**Academy and Incubator of Slow Cultural Tourism** – a creative incubator for a deeper and mutual respectful understanding of local European cultures.

**From Yard to Art!** – emphasises the low-emission way of traveling by rail and promotes DIY culture community.

**Printers From a Barn** – shows how to recognise the use of analogue technologies in combination with contemporary art practices.

**From Silence to Vibrance** – revives the architectural and sacral heritage, offering a site-specific experience connecting the local and European art scenes.

### 3) Contemporary spiritual places & monasteries

Spirituality is contained in the very roots of pilgrimage. We seek to explore, investigate and expand it in the most modern sense of the word through artistic expressions. We look at it without binding it to a particular religion or cultural tradition and, on the contrary, we try to create a space where this intercultural dialogue can flow, like a conversation of pilgrims on a long journey.

#### Programmes:

**MonaStories** – represents a shelter for contemporary creative pilgrims as well as symbolic gardens of modern spirituality.

**Walking Meditations** – reinterprets of the cultural heritage in the modern European context.

**Seven Miracles** – local traditions across Europe are only truly alive if they can authentically engage communities.

**Dance like Jesus** – with respect and courage for the contemporary approach to present European authors of church music.

### 4) Well-being

It is a crucial question for people living in overlooked and stigmatised areas across Europe or, in a broader sense, living in conditions that they sometimes perceive as difficult or disadvantageous. As European society faces serious challenges, such as the mental health crisis exacerbated by the pandemics, the ageing population, growing inequalities, forced displacement due to war and political conflict, and dynamic changes in work and the economy, we seek new solutions through culture and the arts in the spirit of Creative Pilgrimage.

#### Programmes:

**Slow Is the New Strong** – an inspiring interdisciplinary platform supporting the search for creative solutions for the future of Europe with an emphasis on youth engagement.

**MLýN – Creative Mill** – the place with strong local roots and wide European horizons is meant to be a meeting place for all.

**Stories of the Fall** – Intergenerational sharing of stories strengthens our identification with where we live and empowers us to be active creators of our own life story.

**Good Music Spirits** – Instead of competitive rivalry, we create an atmosphere of mutual European enrichment and artistic professional growth.

### 5) Brave spaces

Inspired by Mickey Scotty Jones's poem, we invite all pilgrims to space where everyone feels encouraged to freely express themselves. Brave spaces allow us to make mistakes and learn from them together with others. Imagine European space as one big table, with various people sitting around. In your image, does the table represents something that brings people together or rather an obstacle forming a barrier between them? Instead of speaking for others, in brave spaces we create a set of tools which allow people to speak for themselves. Brave is not about perfection, it is about expression!

## Programmes:

**Brave Spaces** – our goal is to follow the European trend of social design and implement it into the local context.

**Palaces for People** – we want to show how social infrastructure can help to fight inequality and polarization.

**Be the Decision and the Change** – highlight the necessity of participatory tools in remote and rural areas.

**On Stage** – give a courage and mental support to those who dare to stand up and speak for themselves.

## 6) Resilient communities

Such communities foster the art of co-creation and co-operation, and we see them as a central legacy of our Creative Pilgrimage. Resilience is a form of adaptation to a rapidly changing world, it is our capacity to balance between dark and bright paths of life. We do believe that this is a pro-active path that leads towards resilience and happy Broumovs all over Europe.

## Programmes:

**Be Grand** – a tool which strengthen the cross-border cooperation and mutual understanding among different communities.

**Pilgrims' Crossroads** – a place where different paths meet and create new meanings, cooperations and relations.

**Light the Spark** – the embracing programme ignites pro-active approach towards new challenges.

**Educreation** – adaptation of school curricula according to the European needs and trends.



We took recommendations from the first phase of our candidacy to heart and the result is our cultural and artistic programme (Q6) dotted with many points on the cultural and artistic map of Europe. The following lines only contain a selection of various international stops along our three programme pathways:

## LAND

Upstream, as a symbolic return to the springs, a collaboration with the non-binary artist, dancer, performer and writer **Zinzi Buchanan (GB)** has come to us. Zinzi will facilitate the community Acupuncture Clinic, a direct response to the themes of care, repair and healing. In our open-air art sanatorium will also be **Shelley Etkin (DE)**, a transdisciplinary artist, herbal remedy practitioner and especially a co-founder of the Berlin's Social-Body Apothecary. To strengthen the belonging of local communities and foster their pride in where they live, we have partnered with the project **Sense of Place**

**(NL, part of Leeuwarden-Friesland 2018)**. Their superpower lies in staging cultural landscape projects which manage to boost the local economy and strengthen the local social fabric. They will all be active co-creators of our highlight The Healing Landscape.

Following the wolf tracks led us to collaborate with the artist Lenka Černota (CZ), whose long-standing artistic research focuses on interspecies communication and coexistence of wolves and humans. An extremely valuable support for her conceptual paintings and site-specific performances in nature is her collaboration with the international research institute **Wolf Science Centre (AT)**. Their cooperations lead to our project Wolfosophy.

## TIME

We're not afraid of the classics. And we are especially pleased that the candidacy has succeeded in further developing the European profile of our traditional International Music Festival Treasures of Broumovsko. In the years to come, vibrant musical exchanges can take place with leading European ensembles like the **Kuopio Symphony Orchestra (FI)**, **Sinfonia Iuventus (PL)** full of young professionals under 30 and the classical music festival **Gezeitenkonzerte (DE)**. Their common stage will be a project called From Silence to Vibrance.

In the spring 2028, illustrations and graphics will bloom across Europe. The Symposium of Illustration held in the Broumov Monastery, which is a unique event in the national context, has therefore already joined forces with the **Lyon BD Festival**, the **Festival Central Vapeur (FR)** and the publishing house and print shop **Stolen Print (PT)**. Together, they are planning artistic collaboration in the project Heroes of the Flow. Our Printers from a Barn, Upupæpop studio, aim to deepen their cooperation with **TYP A: Printing and Paper Arts Centre (partner of Tartu 2024, EE)** and **Tipoteca Italiana fondazione (IT)** in their intended Centre for Printing and Graphic Crafts.

## MIND

Playful and creative, the research project **Fruska (HU)** is an interdisciplinary design workshop created within the MOME Innovation Centre. Fruska is an artistic guide of our programme Brave Spaces. Their specialized social design methodology and emphatic approach matches the personal relationship approach needed in Broumovsko and our Creative Pilgrimage.

We have partnered with Koulukino (FI), a well-established Finnish organization that brings creativity into the Polish-Czech educational curricula. With their media education formats they help our regional Centre for Artistic Activities to develop and implement the

framework for Educreation in Broumovsko. Similarly the partner Tanken (NO), a creative industries hub from Norway, brings in experience from the creative industries in a remote area, as well as the Fundación Uxío Novoneyra (ES) from Spain to help the partnership to curate the projects where art, engagement and research meet.

## Q12

### Can you explain in detail your strategy to attract the interest of a broad European and international public?

Through our programme, its focus and its European themes in each pathway, we will grow together with our audiences in digital and face-to-face connections in the next years. With this strategy we gain presence, strengthen our brand as well as build resilient communities around our highlights and relevant programme parts.

Cultural and artistic tools are used to collect data to map specific places in Europe sending out an invitation to set out for the Creative Pilgrimage to those who are similar to us. Our ambition aligned with the concept of Slow Cultural Tourism is not for everyone to necessarily arrive in Broumov in person. By making our programme, the co-creation process and experiences accessible remotely, we actually expect about 85 % of the European audiences to be digital.

#### Our strategy has four components:

##### 1) Relevance of the European themes in relation to specific types of audience

Our themes play an important role in Europe in next seven years. The occurrence of droughts and a lack of groundwater can lead to crisis situations in the environment as well as in the drinking water supply and agricultural production. We need not only farmers, but all Europeans – children as well as the elderly, artists and researchers – who can use their creativity to bring the topic closer to our daily lives. We create a community of European travellers like hikers, bikers, micro-adventurers or train lovers who are not afraid to explore slowly and consciously. Together with representatives of destination management and municipalities, administrators of tourist and cultural institutions, educators and students, they are able to prevent and mitigate the impact of tourism on landscapes, monuments and interpersonal relationships. Music lovers or readers can help to create new spiritual places. Equally, for people living in remote areas where medical care is of lower quality and less accessible and important to

well-being, culture can play a crucial role in providing cost-effective interventions for complex mental health problems that may not have an instant solution while alleviating pressure on limited health resources, fostering active citizenship and cultivating relations with healthcare policy makers. Given the remote location of Broumovsko and its peers in Europe, we share a need to strengthen relationships between inhabitants and spaces they live in to empower resilient communities in this area.

We reach these Europeans in person, through marketing activities and digital platforms. By active listening and choosing topics closest to the specific group, we create space for self-identification with the Creative Pilgrimage and Broumov 2028. Through audience development tools that are included in individual programmes, the evolving relationship is deepened.

##### 2) Digital pilgrimage kit

From the very beginning of the project preparation, the emphasis has been on its remote accessibility. We create digital archives and electronic platforms for participation that leave digital footprints of the Creative Pilgrimage. In order to do so, the Digital Wizard meets with the project coordinators, artists and the marketing team in the beginning of the project preparation and offers a digital guide – a list of possible tools (online streams, AR/VR, vlogs and podcasts etc.) that can be implemented. A minimum of 5% of each project's budget is dedicated to developing its digital dimension.

The key is to consider the unique needs and context of each project, and to develop a strategy that is tailored to those needs. What are the abilities of the audience and their access to given technology? Is the digital output inclusive of diverse perspectives and voices? What tools have the institutions or artists already been using? It is necessary to conduct an audience research (surveys, focus groups, representative social media reactions checks, chat rooms). This research takes in account data previously gained through the monitoring and evaluation processes and performance and reach of the marketing activities before developing a programme or deciding on specific digital tools.

There are tools that create a rather immersive experience like live streams (From Silence to Vibrance), sound collections (Brave Spaces) or virtual reality (MonaStories) while others allow remote exploration of landscapes, for example interactive digital maps based on collaborative mapping (Experts of Everyday Life). Last but not least, some are used for mediation of knowledge – these include webinars (Academy and Incubator of Slow Cultural Tourism), broadcasts (RECYUPCY) online workshops and tutorials (Compos(t)ing Your Life!),

digital libraries (Stories of the Fall, MonaStories), online platforms for creative education (Academy of Cultural Management, Educreation) or creative centres partly focused on digitalisation (MLýN – Creative Mill).

### 3) Digital storytelling

Stories nourish Europe, spreading through cultures, connecting the past with the present and the future, fostering resilience of communities. Storytelling is the oldest form of knowledge transmission and for us, it is a vital mean of reaching international audiences. By weaving together the threads of diverse narratives, the fable mycelium enriches and strengthens the cultural fabric.

We merge traditional ways of how stories were shared for centuries with new technologies. Projects like The Healing Landscape digitize pilgrimages and rituals and expand new stories through different media. Through MonaStories, Creative Pilgrims from all over Europe can immerse into narratives via virtual reality and access knowledge preserved in spiritual places.

It is also the story of Broumov, our Creative Pilgrimage and brave visions of citizens and local people as such through which we reach European audiences. We believe the personal approach works. An example is the director Bibiana Beňová who has already begun to weave the legacy of Broumov 2028 in partnership with the Czech television. She and her team aim to preserve and share the unique story of how nature and culture merge together in our region and how stories of Broumovians who were not afraid to dream big developed. Another inspiring story that sprouts from our region is coming to movie screens in 2024. The documentary maps bold dreams of the PSO, their infectious enthusiasm and refreshing love of music, and it became a Czech musical and cultural phenomenon. The distribution in Poland, Slovakia, the Baltics, Germany and France is already planned to highlight the importance of non-professional culture and volunteering.



### 4) Opportunities to join the Creative Pilgrimage

We offer opportunities for artists and researchers to engage physically and digitally in the cultural and artistic programme, outreach activities and monitoring and evaluation processes. By creating a digital presence of Broumov 2028 and inviting artists and researchers to participate remotely, we aim to reach a wider European audience and foster a sense of community and collaboration across borders. With a focus on accessibility and inclusivity, all events will incorporate digital elements, allowing visitors to engage with Broumov's culture both physically and virtually, providing a dynamic and engaging experience for all who choose to participate.

## Q13

**Describe the links developed or to be developed between your cultural programme and the cultural programme of other cities holding the European Capital of Culture title.**

During our journey, we have met several cities from the ECoC family. So far, we recognised that the way these relationships are formed has something of the Benedictine legacy deeply rooted in it. By observing and testing, we shaped the following four-step journey of how these relationships with other cities work:

1. **Listen:** When meeting fellow ECoC pilgrims, we listen with an open mind, enthusiasm, excitement and respect, and we give a space for contemplation.
2. **Recognise:** Through listening we learn about each other's journeys, find the common ground and see the opportunities that we share.
3. **Connect:** We create a safe and brave environment where our input and the community we share matter more than what comes out of it; we build togetherness and communities on collaborative relationships.
4. **Develop:** We jointly and creatively address common opportunities, create journey maps of solutions and reframe the narratives together.

This journey usually begins with a personal contact among the people in the team. It requires an open mind and understanding and also a lot of digital connections that keep the relation thriving.

### **Bourges 2028 and Oulu 2026**

For the second time, we are celebrating the Europe Day with Bourges 2028 and involving our communities in the celebrations – last year it was young people and children through an art challenge, this year it is the elderly making cards for their peers. The Europe Day is a celebration that allows us to connect across the continent while building deeper relationships with the European people themselves in our regions.

### **Braga 2025**

Since the preselection phase, we have shared with our Portuguese partner the vision of pilgrimage as a way to deepen good European neighbourly relations connecting different cultures. Following the transformation of Braga 2027 into the Portuguese European Capital of Culture 2025, we continue to share an interest in promoting Romani culture and the storytelling tradition in particular which we want to develop in the Stories of the Fall project.

### **Budva-Boka 2028/Skopje 2028**

With our programme for building up capacities for creative bureaucracies (Trails Angels) we have aimed to strengthen the Central and Eastern European civic servant cooperation. We therefore invited the other candidate cities as natural partners who relate to us in their geographical location. Additionally, we see overlapping topics such as the lack of creative tools or international networks, that we want to outdo together. We are also counting on their artistic participation in the Heroes of the Flow project.

### **Clermont-Ferrand 2028**

The artistic curatorship of Clermont-Ferrand is inscribed into our concept of Pilgrimage crossroads which permeates through the whole cultural programme. Together we give voice to remote mountainous areas and seek solutions for the development of artist residencies, touring cultural offerings as well as sustainable agriculture attractive to young farmers. Together we aim to develop the idea of a travelling conference platform for sharing examples of good practice and a cultural exchange called Forum des Massifs.

### **Liepaja 2027 & Évora 2027**

Together with our ECoC fellows from Portugal and Latvia, we will be passing our pilgrim staff during our inaugural Be the Spirit of Creative Pilgrimage programme. Our vision is, among other things, to spread their legacy together. Through the artistic leadership of the PSO, we are gradually creating a network for artistic collaboration.

### **Nova Gorica 2025 & Rouen 2028**

We have already started a mutually enriching cooperation with our European partners in the development of cultural tourism. Due to CZ/PL cooperation for our

Academy and Incubator of Slow Cultural Tourism, the development project of Nova Gorica and their Experience Factory is particularly valuable. The exchange of experience and training programmes is planned to continue.

### **Poland 2029**

Since Poland is our natural partner (which shows in all our programmes) and also based on the long-term cooperation with Wrocław 2016, we plan to establish a cooperation with the future candidate cities in Poland to boost our cross-border partnership with a focus on the embracing programmes. For this reason, we have visited information sessions about the Polish candidatures from the start in order to align efforts as early as possible.

### **Tartu 2024**

The M&E part of our bid book has been consulted with the Tartu 2026 team. Our main concern is reporting experience and lessons learned – how to design monitoring and evaluation plan as practical as possible, procedures that make reporting easier and, on the other hand, how to prevent difficulties in reporting.

### **Veszprém 2023 & Trenčín 2026**

Trenčín has been with us from the beginning of the On Stage project, and later we also connected with Veszprém to create conditions for exchanges of children and children's groups at festivals and cultural events, networking among children and teachers across countries, and creating and nourishing new friendships. For many children from the On Stage project (especially those from the Children's Home or socially excluded families), this is the first opportunity to travel beyond the borders of their region and country.

### **Wrocław 2016**

We have been in close contact with the Wrocław Institute of Culture and currently in the first stage of planning our common micro-grant call as part of the Be the Decision and the Change programme which strives to support borderless projects both financially and methodically (via the Microgrant Academy). These projects strengthen cross-border cooperation, build close relations between the Czechs and the Poles and create resilient and vibrant communities regardless of national borders.





Outreach



# Q14

**Explain in detail how the local population and your civil society have been involved in the preparation of the application and will participate in the implementation of the year.**

The Europeans need to be aware of resilient communities coming from small and often neglected regions. Our Creative Pilgrimage is a tool for constantly resilient communities. Due to our location and size, we have had to learn to look after ourselves, improve our networking abilities and find solutions to our everyday problems together. We may not be visible at the first glance, so we decided to be heard and stand up for those Europeans who may feel the same way. No matter what your background is, where you come from or whether you are just a visitor to Broumov, perhaps even virtually, or whether you have found your home here – we create a safe space for all pilgrims as co-creators.

Broumov 2028 is a movement of the Europeans, and a call to action to pick up a pilgrim's walking stick and set on a journey. And there are more and more of the Europeans who picked the stick – more and more of Creative Pilgrims.

## **The change is possible as we are the change**

The acceptance of our candidacy was not always smooth and easy, but the further we went, the stronger our mutual trust grew. Making it to the final was a breaking point for our region and for all of us. We have felt how the Creative Pilgrims' concept speaks to local citizens as it does to pilgrims across Europe. And it has helped us gain confidence and shared joy. We have experienced that our opinions and dreams matter and not only here, but also in similar places as ours in Europe. We have seen that thanks to making connections, even a small small city has a huge potential to stand out and shine. A spark is ignited. A spark that we want to shine, nurture and encourage so it becomes blazing fire of resilient and living communities.

The candidacy has been an organic part of the decision-making structures in the region (Q2). Participation of the locals is the heart of most of the cultural and artistic programmes (especially the MIND pathway) and an integral part of the municipal and regional politics. Involvement has been creatively debated in small cultural centres, in associations and garden gatherings, in pubs as well as at schools, at sport clubs or in the shops. What is commonly felt is that it works when we work on the greatest possible involvement of creative pilgrims, locals, citizens from all over Europe alike

– anyone gets a chance to be an active part of the candidacy and a place where they live. Just as we involve each individual pilgrim, we have started to create space for municipalities to engage in cooperation at the regional level. We can thus be active changers of the place where we live from bottom-up. And we believe this is a way for more Europeans like us - and also those that are different from us - to hear us.

Being located in the border area does not make us marginal. For us, our unique location in the centre of Europe, close to our Polish partners, with Germany, Slovakia, Hungary and Ukraine within 6-hour reach, and in a rich and diverse landscape, symbolizes the **starting line to drive a change**. The borders are a place of wildness and active approach where it begins and spreads further.

We follow the **4-step engagement method "Set out for a journey"**. In the pre-selection phase, we primarily focused on finding common topics and raising awareness about the candidacy. Now we pay more attention to finding pro-active paths of how people mobilize each other and how all of us get a chance to be a part and be engaged. This is the – already present – legacy of our outreach approach and a source of inspiration for Europeans to be present in every step together.

The pilgrim sticks leave a mark in each of our programme pathways: in LAND, we focus on the environment and its protection, and we work with people where they live. In TIME, we adapt to the specific pace of the place and the value of its history and stories. We are aware that some time might be necessary to work with people and dispel doubts or fears stemming from possible distrust and resistance against change and socio-cultural pragmatism in the region such as Broumovsko. In MIND, we make people aware of presence of others, support solidarity and see the richness and strength in plurality.

## **It is our common journey**

In the pre-selection phase, we made a feeling map as an interactive tool which invited the locals to become involved in the candidacy. Now a new participatory tool came into the game: **messenger bags** are present during all events organized across the region and in information centres in regional and Polish cities. Into this "magical" bag, people can post little cards with written or painted wishes and suggestions about the place where they live. Following the same theme, we have launched a **Creative Call** for all types of schools and leisure clubs. The call is focused on teamwork and creativity development (Q15, Q16). This is how we connect with creative pilgrims around the region, survey their opinion and refine the direction of the candidacy and communicate that back to them when we can.

In the final phase, we have created conditions for testing several activities and projects that are a part of the cultural and artistic programme (Q15, 16). The aim of these pilot activities was to:

- involve individual pilgrims, diverse communities, municipalities and the non-profit sector as co-creators of the events. It is all about their ideas and dreams. Many local companies also participated (Q22). **Together we are stronger.**
- test audience interest. **We care about every pilgrim and their community.**
- learn lessons and set up improvements for next steps and the final year of 2028 and formulate together what we all learn. **We strive for the best.**

The results of these events are tremendous - not only in the number of visitors and the response to each event, but especially in the process of creation itself which involved dozens of organizations and hundreds of individuals. **We care about quality.**

We have been truly astonished by how many people want to set out for a journey with us. The message of Creative Pilgrimage resonates not only in Broumovsko, but it is heard far beyond the borders too. We trust in this snowball effect as we feel the huge support not only from our ambassadors, culture stakeholders and

our partners, but also from people in faraway places who fell in love with Broumovsko and our concept. The candidacy became a **genuine love brand, a way of life, a movement and mindset** where culture does not end in the institutions. Instead, it becomes inscribed into our communities and relationships across borders as a way of everyday life in a friendly, supportive and resilient community where nobody is left behind. Each of us is encouraged to step forward and become part of the candidacy as an **Everyday Ambassador** (Q40) – whether by sharing our story or by inspiring others. And so that no one gets lost on their pilgrimage, we as the Broumov 2028 team and of volunteers and ambassadors around us are here and available – we are ready to talk to everyone. Everyone has the opportunity to find us during the regular open hours that take place in cafés, the monastery or the library.

We can embrace and connect all those Creative Pilgrims we have met on our way – physically, virtually and practically. Our special pilgrim bus brings people from Prague for the opening of the exhibition season in Broumov (April 2023) and our **Pilgrim express train** can take the (international) visitors from Rock for People, the biggest festival in our region, to Broumov for one day in June 2023. The artistic surprises on board stem from the mutual collaboration of different



Dance and music performance On Stage, 2023 © Alenka Hlaváčová

festivals and artists from our region as a pilot for our programme **The Pilgrimage Crossroads**. Therefore we set up cooperation with creative people from the Brainz Studios who are tailoring a digital platform **broumov.world** for us (Q38). We invite Creative Pilgrims from many places in Europe who share our vision and our European message – to walk through our lives consciously, in harmony with nature and other people. The story of connected and resilient communities starts in Broumov, but it does not stop here. Thanks to social media, Europeans of all kinds can support our concept, share their own inspiration for a creative journey and become part of our candidacy.

## Q15

**How will the title create in your city new and sustainable opportunities for a wide range of citizens to attend or participate in cultural activities, in particular young people, volunteers and the marginalised and disadvantaged, including minorities? Please also elaborate on the accessibility of these activities to persons with disabilities and the elderly. Specify the relevant parts of the programme planned for these various groups.**

For almost three years, we have been meeting people across the region every day, listening to each other, looking for common themes and solutions through culture. All the themes described in the following pages resonate across our region, and also in European places similar to Broumov. People and their community have become our focus of design thinking resulting in our cultural and artistic programme. We are inspiration for European Broumova to become resilient and living communities. All you need to do is accept our invitation and set on the journey. The first step seems hard, but we can make it much easier by walking together.

In our candidacy, we give more attention to challenges than to issues because we do not want to burden the position of individuals, groups and communities with additional labels. Each challenge mentioned below is our unique journey to find a common solution through cooperation and creativity, across our region and also beyond.

Below we have designed creative ways to address each challenge and provided examples of our planned CAP and pilot projects which we carried out.

## LONELINESS, ISOLATION AND INTERGENERATIONAL GAPS

### Spirit knows no numbers

→ A challenge that comes over and over in our debates is the one of elderly people across Europe who are struggling with isolation and loneliness and their negative health impact, reduced quality of life, and increased social costs. We decided to create the space that will support them both mentally and physically to come out of their homes and become part of their community again. One of the things we found is the crucial role of telling and sharing stories. It helps to receive appreciation and gratitude for their experiences and memory. Through the CAP, we are connecting the elderly and the young generations together to create collaborations. We can only bridge gaps between generations by creating accessible, regular and safe spaces for them to meet and for all generations to benefit.

→ The offer of **Senior Taxi** by the city of Broumov which has been mostly used for reaching the authorities and doctors or for shopping gets expanded to become an easy transport mode to cultural and community events. In Hradec Králové, a bus to the theatre for the elderly is regularly dispatched. Thanks to various projects that the local municipalities have been implementing for a long time, Czech and Polish elderly people meet regularly through various community events (e.g. balls, IWD celebrations). We discovered it works really well for the elderly people to encourage each other to relate to other places in Europe and the region – through regular courses on the use of modern technologies (e.g. smartphones, internet), trips using VR glasses (e.g. to other ECoC cities) and joint events with other candidate cities (e.g. celebration of the Europe Day). Another useful thing is to set up a joint group on WhatsApp where we share news and invitations to the events and also provide mutual help when needed. Especially the kind of language is an important aspect that we learned. **The Incubator of Volunteering and Entrepreneurship** connects the youth and the elderly and gives them space for cooperation, and also enables active ageing - for example for a retired tour guide who would like to give tours of the city, for a former professor who wants to run a third age university course or for Senior Clubs to organize cultural events. Intergenerational gaps will also be bridged by the project **The Land in Between** or **Experts of Everyday Life** with series of common workshops and walks, sharing stories and history, landscape mapping and creation of expositions.

## SOCIAL EXCLUSION AND POVERTY

### Culture has no limits

→ With more and more people in Broumovsko as well as in Europe at risk of social exclusion and poverty, we decided to pick a pilgrim stick and go on pilgrimage – to change our conditions for the better. Thanks to the ECoC, regions like Broumovsko are visible on the map for the Europeans and, above all, their specific needs can be heard. For our candidacy, culture is the creative and magic tool to solve economic, cultural and social problems. Close and regular conversations with community organizations, social workers and welfare departments within the struggling regions most affected with exclusion and poverty have revealed that free admission is a cornerstone of most of the programme. Low-income households may have limited resources to engage in social activities such as attending cultural events or joining social clubs. The close-knit candidacy team includes community leaders from disadvantaged groups - this helps us reach out to diverse audiences. We deliver most of the programme directly in places where people live - we go out and spend time together in the environment where they feel safe and encouraged. We organise informal events where we all can come wearing our usual comfortable clothes without having to worry about dress codes. In cooperation with the local Diakonie Broumov NGO, we will organize a regular collection of clothes suitable for more festive cultural events to be distributed free of charge to those who wishing to wear them. This applies not only to families in debts, but also to lonely seniors or single parents. The resilience is naturally higher here than in the bigger cities – neighbour support and help is not unusual here and we want to strengthen it.

→ In **Palaces for People** libraries are becoming not only places of wisdom, books and education, but also community and social centres offering counselling and social assistance on a daily basis and in the natural environment of locals. **Stories of the Fall** give a chance to discover a unique (and sometimes very different) world of our fellow pilgrims through guided tours. Our storytelling exhibition **Romani Pilgrimage** about the stories of Romani people in Broumovsko, which travels around the region, presents their stories and rich culture, which can be an inspiration for other pilgrims. Through the micro-grant programme **We love Broumovsko**, we support projects that are based on the needs of individual communities and that are often opened up by these communities to their neighbours. The goal is to deepen mutual understanding, but also to build strong communities based on solidarity.

## BARRIERS AND STAIRS

### Steps forward

→ It is well-known that individuals with disabilities may face physical, sensory, or cognitive barriers that make it harder for them to participate in social activities. Not all of these barriers are visible and physical – the language counts too. Physical accessibility is provided in most facilities and venues where cultural and artistic programmes take place. Information is provided through different channels with an emphasis on clarity and directness, and the community and our candidacy together help to overcome obstacles. Our digital dimension also helps to eliminate barriers with 99% of CAPs made accessible online so they can be attended remotely. For pilgrims living far away or for those who do not want to fly because of climate protection, this will be an opportunity to become part of Broumov 2028 from their mobile phone.

→ **The Incubator of Volunteering and Entrepreneurship** also provides connections helping to accompany people with disabilities to cultural events, offer translation and interpretation, etc. Through the Ušima workshop with artist Šárka Zahálková - a pilot project of **Brave Spaces** - we discovered the world of sounds and delved deeper into what it is like to perceive sound with other senses. Sports are a part of our regional culture – especially climbing thanks to the rocks and cycling thanks to the widespread cycling tours and traditional races that are famous throughout the country and beyond (Sudety Tour, Broumov's Bike). This year we are organizing the first **Czech-Polish friendly bike ride** with a wider accompanying neighbourhood programme as a celebration of the International Bike Day and as a pilot of **Experts of Everyday Life** project. Sports enhance connections and erase (not only) language barriers. Our strong partner for creative work with people with mental disabilities is the community around the Neratovice church participating in the **MonaStories** highlight.

## INVISIBILITY OF DIVERSE GROUPS

### No one is left behind

→ While smaller city communities have many benefits, some unique people and groups may be shy to express themselves in public, thinking that society will not accept or understand them. For this reason, our CAP raises topics that might seem foreign or difficult to understand for many people from smaller cities and shows all of us a different light through culture. It thus offers and opens up a safe space where any differences are welcome.

→ This can be physical space designed according to the needs and by the group itself (for example **Brave Spaces, Centre for Architecture**). We also speak about mental lived space where you are welcome, where you can find support, help and solidarity (**Palaces for People, Be the Decision and the Change, On Stage**). And finally, we speak about those, who suffer from their invisibility in the bureaucracy paths: the **Trails Angels** aims to support local officers in their mission to maintain the roads for Creative Pilgrims. In the project **Fight Your Fears // Cultivate Joy** we will create space for every young Pilgrim to feel encouraged to be brave and him-/her-/themself. **The Wild Pansy Day** (8 March 2023) became an innovative IWD celebration where we involved high-school students as its co-creators, and during its preparation, we discussed topics as equality and solidarity. The celebration then involved tens of people from children to students, parents and senior citizens as we decorated a public space with pansies, and then embroidered and read together excerpts from books by Broumov female writer Marie Stryjová. Our message is: We encourage you to become visible when you are ready - we will stand by you, take the first step with you and support you.

## FAKE NEWS AND LOSS OF DEMOCRATIC VALUES

### Courage to see through

→ In the rapidly evolving world, we can get overwhelmed by the constant flow of information in which it is hard to see the light at the end of the tunnel. The threat of fake news is as high here as anywhere else in Europe, but through culture and creative education we aim to promote and strengthen critical thinking. We have discovered an important fact: people do not trust the system in general because the system does not show trust in people. It is a vicious circle that we break by slowly and creatively gaining trust back and building motivation to think critically. Knowing how to use smart technology properly and where to look for help, take time for critical thinking and reflection and verification of information are cornerstones of resilient communities. The culture and cultural actors play an important role in it.

→ The project **Pilgrims of the Inner Temples** opens doors for proactive attitude across Europe and discussions about morality and deepens critical thinking of the teachers and educators as its participants. Exchange programmes for young people, networking



The Wild Pansy Day, 2023 © Alenka Hlaváčová

with European and global partners help us not only to improve the education level but also to broaden our horizons, make friends and become a true European family. Together we can fight the fear and mistrust. The **Journalism Simulator** introduces journalists to tools and strategies to verify information and become a source of truthful stories that can positively impact society and its individual members. Critical thinking must be an integral part of journalism and other professions that have the power to communicate information to large audiences. **Slow is the New Strong** is a platform for discussions about truth and democracy, open to the locals and creative pilgrims from all over the Czech Republic and Europe. In the project **Palaces for People** we work with Wikipedia Europe against hoaxes, especially focusing on the elderly.

## HATE AND MISUNDERSTANDING

### This place is for everyone

→ In our region, as elsewhere in Europe, there are people with diverse backgrounds. Naturally, there is a large number of Poles, more than 10% Romani people and since the last year, the number of Ukrainians increased significantly. We make people stronger by connecting the majority with marginalized and minority groups, and together, we use culture and creativity to fight hate and fake news. Connecting ourselves with Europe and the rest of the world, we make our community stronger. We work with various language and cultural barriers by offering programmes and information in several languages as well as by implementing events that promote diversity. Our vision is to connect and support **good neighbourhoods**.

→ We support it through numerous programmes such as **Palaces for People**, in which librarians actively work with the most vulnerable groups such as senior citizens, young people and minorities, **On Stage**, where we foster the sense for the common ground of understanding to each other, and **MLYN – Creative Mill** as a central point for the dialogue. The biggest challenge for our candidacy was to gain the trust of the Romani community, and we managed to do that through regular face-to-face meetings and collecting information directly from them. In a “forgotten” region like ours, they felt even more neglected. Working with several Romani leaders, we support them in their efforts and increase their capacity. The Romani community leaders have attended trainings in Brno and Prague, we have connected them with Romani organization in Kolín and Prague that are very active and have a history of regularly organizing several large events. Together, we also prepared a pilot

of **Palaces for People** called Romani pilgrimage and organized a reading with the Romani writers in the library to celebrate the International Romani Day. The goal is to build self-esteem in local people and give them opportunities to overcome fear on different levels – whether by giving them the initial experience of performing on stage and showcasing their art, or by starting a conversation with someone who seems very different from us. We tried this out as part of the **On Stage** project where we organised a joint performance by children from On Stage clubs, children from the Elementary Art School and primary schools in Broumov. The hour-long dance and music performance connected 100 children, 15 teachers and 5 different institutions. We organized 4 performances for schools and one for the public where 400 people attended. Connecting people is the way to go for us, it is a door that has opened, and we will strive to invite in as many people as possible. Some run with wolves, someone protect them while some are upset that they are killing sheep, and some are afraid of wolves because they heard scary folk tales about them. Thanks to the **Wolfosophy** project, we are opening a dialogue and trying to bring wolves and humans together so that they can live peacefully side by side and enjoy the wildness of our nature.

## LIMITED CAPACITIES AND UNEMPLOYMENT

### Together for better European regions

→ Broumovsko and similar regions tend to be inadequately attractive for pro-active and courageous skilled people that have the ability to create follow-on jobs. In the Czech context, the high unemployment rate in the region (8.3% in Broumov, 3.3% in the HKR in 2023) would be reduced by creating new jobs thanks to ECoC, and also by working closely with social departments and labour offices (for example offering short term jobs at cultural events such as production support etc.). We have successfully tested this cooperation in several cultural events already. The high unemployment rate is also related to the low level of education - there is a shortage of jobs for less qualified people. The low level of education is another big challenge that we are trying to address through culture (Q16). Building strong relations with Europe, supporting friendship without borders and opening new European opportunities for the youth are important aspects that we want to promote also through workcamps and student/school exchange programmes. Europe needs confident regions full of creative people connected to their communities and willing to help them flourish – that is what our capacity building programmes help us to do.

→ The **Embracing Programme** gives overall strategies and tools for increasing capacities in the region. Through the **Academy of Cultural Management**, we support cultural workers, through the **Educreati-on** we support local teachers and provides them with the new tools for their curricula, and through the **Incubator of Volunteering and Entrepreneuring** we create new opportunities for employment and new business ventures. As part of the incubator, we prepare an **international workcamp** involving young people from all over the world and young people from local schools. Together they will work (in June 2023) to open the **MLýN – Creative Mill** to the public. Our registered volunteers range in age from 18 to 70 and they come from 6 different countries (Spain, Mexico, Finland, Denmark, Czech Republic and Netherlands). The connection with the Prague Festival of Creative Bureaucracy has been successful in the **Trails Angels** project, which we are putting into practice at the regional level, and we are the first region in the Czech Republic to do a pre-festival programme for our civil servants and cultural workers and bring them directly to Prague by a shared bus. In cooperation with the independent cinema Bio Central in Hradec Králové, we organize the **first Pecha Kucha Night Broumov** which will focus on “creative peripheries”, i.e. places like the Broumovsko – a source of culture, Creative Pilgrims and inspiration. The aim is to inspire young people and show them the whole region offers a lot of possibilities. The event is organized by youth - by themselves and for themselves. A bus will bring pilgrims from whole region to see creativity and get inspiration for their journey. Our projects **Fight Your Fear** and **Printers from a Barn: Centre for Printing and Graphic Crafts** opens the door for young people and invites them to explore acrobatic arts and graphic arts as cultural sectors of the future offering job opportunities.

## Q16

**Explain in detail your strategy for audience development, and in particular the link with education and the participation of schools.**

The strategy for audience development of our candidacy is based on the long-standing practice of regional cultural actors and is developed in close connection between outreach and marketing. The daily contact with individuals and organizations helped us to identify and describe the needs and interests of all groups of Creative Pilgrims and those who have the potential to hear and join our call: Set out for a journey! Our pilgrimage has neither an end, nor a beginning - we set out together, plan and organize a cultural and artistic

programme, involve other pilgrims, learn together from what has succeeded and failed, and so on and so forth.

The strategies for audience development are an integral part of all strategic documents at the level of the HKR, the city of Broumov and the Organisation for the Destination Management of Broumovsko. Provided with such systematic supports, cultural institutions and organisations of the region put these guidelines into action. The HKR systematically support audience development as part of the grant calls for cultural actors. All of this experience and good practise examples show up in training of cultural managers within the **Trails Angels** project, **Academy of Slow Tourism** and the **Academy of Cultural Management**.

Excellent work we want to build upon is done by our regional partners. For example, the **International Music Festival Treasures of Broumovsko** combines free and paid admission and inventively seeks accessibility for a wide audience. **ArtCafé** – a series of regular concerts in the Broumov monastery – is club-like and offers its members various additional benefits and opportunities to co-create the programme. As part of its literary and musical residencies and theatre projects, the ECCB engages local artists and young people directly in its programmes, thereby widening the audience to their local area, and also works closely with other bodies such as the library or the Elementary Art School. The **Regional Museum Náchod** provides an extended offer for young visitors, foreigners and expats. We got inspired by the **Rock for People** festival which offers barrier-free entrance, a special tent camp for wheelchair users, and translation and interpretation services for foreign visitors.

We see inspiration in the **Klicpera Theatre** and the way they work with elderly people or the **DRAK Theatre** which is well-known for its brilliant international work with teenagers as well as the **Gallery of Modern Art**, which established annual meetings for art educators in order to improve their work with young audience. The **Regional Charity of Hradec Králové** organizes an annual festival about homelessness where people without homes participate as its co-creators as well as many Romani organizations in the region which give voice to their community.

**The Welcome Office** in Hradec Králové helps attract and retain foreigners in the region offering information about the region and its culture to migrant workers and students. The **Creative Pilgrim Welcome Centre** in Broumov and the **Culture of Nature Centre** in Teplice nad Metují are new infrastructure projects to support services for pilgrim-tourists who come to the region so that they could feel at home, nurtured and have the opportunity to leave a sustainable footprint. (Q44).

During the COVID-19 pandemic, we learned to focus more on online audiences and incorporate the remote access into cultural institutions and performances. A good example is the HKR's project #semi-opened (#potevřeno), which created a digital platform for all the cultural institutions in our region in order to stay in touch with their audiences during the pandemic. Immediately after the arrival of the first Ukrainian refugees, we formed a regional platform to help them and came up with concrete activities to involve them in community life as its natural part (neighbourhood dinners, fundraising events etc.).

What keeps us moving forward is the feedback from those who have already joined us and are involved in the CAP or candidacy, as well as those who are not yet involved - through their insights and emotions associated with it, we can better target our CAP and projects to the needs and tastes of diverse pilgrims.

**Young people are a creative source of our candidacy, part of its core team, a source of information and inspiration. Our candidacy is giving voice to the youth and children. Building our future together makes us young again and it feels amazing and invigorating. It is time to appreciate their passion and support them by doing whatever they dream about. It is time to create safe spaces (physical and digital) where they feel comfortable to express themselves. It is their time to shine.**

### **Group teaching, joy and success: Our tools for social change**

New approaches towards the current school curricula are a major challenge in our candidacy. Children from socially disadvantaged families and children's homes have a difficult start in the education system and a very limited access to leisure activities. This most urgent topic has been treated by the **On Stage** project which is in its second year now and in our CAP we prepare its development. This programme offers free music and dance performance in leisure clubs. The children become co-creators of the show, experience joy, success and in a safe space, they are also allowed to make mistakes, so needed to learn any skill. The pilot has had great results and about 80 kids have already enjoyed several public appearances. This has translated into improved school attendance for children and more friendships across social groups. This results in benefits not only for participating children, but for the whole community.

On Stage comes from a social action music programme called El Sistema, which was born in Venezuela in 1975 and focuses on intensive and joyful music making as a vehicle for social development. It has been proven

that attending children develop social competence and the art of teamwork while they also improve their school attendance and performance. This leads to reduction of crime and easier integration into the labour market with positive impacts on the fight against poverty and social exclusion. We have adjusted the programme for the needs of Broumov children and teenagers with group lessons in theatre, modern and street dance and poetry reading. In addition, we have become a part of the international **El Sistema network** (as one of the two organizations from the Czech Republic), with strong connections to Madrid, Spain, and Athens, Greece among others, and we cannot wait to share experience, arrange exchange stays for children and continue to build strong European relationships.

On Stage is the flagship of our Outreach programme and our legacy as we reached out not only to the kids, but also to their parents and whole families which, in case of Broumovsko, covers practically the whole local Roma community. The **RECYUPCY Circular Cultural and Educational Centre** project which often works with children from disadvantaged backgrounds and





children from mainstream society is based on the same principle of co-teaching resulting in social cohesion and bonding.

### Shine on You

As we have confirmed repeatedly with experts and colleagues, the lack of targeted support for children and young people from socially excluded families or children's homes is one of the biggest shortcomings of the Czech educational system. Thanks to the **On Stage** projects, we have already discovered many hidden talents.

In cooperation with the National Pedagogical Institute of the Czech Republic (NPI), the HKR school department and local partners we have started a unique pilot programme for systematic talent support which includes the creation of a new position - the "well-balanced inclusion guide" in all the elementary schools in Broumov (2024-2025) – and creation of the school coordinators for talent support and training of local teachers (2026-2027). By 2028, we will be ready for finalisation of the comprehensive local system of talent support as the first Czech city. With the support of society, schools and other institutions, it is possible to break out of the vicious circle of socio-economic problems and support children once misdiagnosed as troubled.

Through these projects, we encourage children who want to engage or improve in performing arts - by offering leisure clubs, trips abroad and networking with other children and children's groups from similar backgrounds across Europe. Through this systematic support, we want to increase the number of talents among the children's audience and their quality of life, including education and further employment.

### We team up with universities

One of the biggest disadvantages compared to big cities is the fact that the nearest universities are as far as in Hradec Králové (70 km) and Wrocław (110 km). So many young people leave for their studies and then find it hard to return to the region with a lack of suitable jobs or places to enjoy their free time in ways they had in big cities. Our programme offers creative ways of capacity building and also range of universities, e.g. the Centre for Ethics is an international research environment and some of its members help us to develop the concept of the **Brave Spaces** project. The project collaboration will move towards direct action planning to implement social cohesive design practices together with locals and students from the Moholy-Nagy University of Art and Design in Budapest, Hungary. Our nearest universities - the University of Hradec Králové (UHK) and the Wrocław University - actively collaborate on several projects including **From Yard**

**to Art or Printers from the barn: Centre for printing and graphic crafts.** In the long run, the UHK students will find a hinterland in the new **MLýN – Creative Mill** in which the research residencies will take place. We recognise that research centres are equally important for society as universities - and we are working closely with several of them to develop our programme (e.g. the Wolf Science Centre in Ernstbrunn, Institute of Circular Economy).

European and Czech art school students as co-creators have introduced elements in the cultural and artistic programme that are authentic for Broumov and appealing to European audiences at the same time. As a pilot project for their involvement, we announced a call for their works to be installed on the building of the old brewery in the centre of Broumov. The aim of the call was to give the artists (especially those who themselves come from the region) a space for self-presentation and to revive the building, recently a subject of public discussion about its future use. The **Wolfosophy** project is run by Lenka Černota, an artist and Ph.D. student at the Academy of Fine Arts Prague. The Broumovie film platform engages art school students from three countries – Academy of Fine Arts in Prague (CZ), Dresden (DE) and Bratislava (SK) - and it also benefits from collaboration with Mendel University in Brno and its expertise. The project **Printers from a Barn: Centre for Printing and Graphic Crafts** is an excellent example of connecting several Czech and international art schools and universities, namely the Academy of Arts, Architecture, and Design in Prague (CZ), the Brno University of Technology (CZ); the Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem (CZ), the Academy of Fine Arts and Design in Bratislava (SK) and the University of Texas at Austin (USA).

We have managed to overcome the physical distances by our close cooperation on the development of the CAP and by our proactive approach.

### Time for desires

We believe that culture and creativity are excellent tools for educating our kids about the world and life. The goal was to make it easier for teachers to get involved in the creative education programmes and have all the information they need about the fresh cultural offer.

Offering a creative environment for educators, cultural actors as well as regional and municipal departments of education and other institutions, our programme **Educreation** aims to put together a comprehensive offer of creative programmes in HKR which will be available to all schools and educational institutions and which will respond to the needs of children and

young people (e.g. the topics such as sexual identity, bullying, the war in Ukraine). The programme has strong partnerships at the European level with Finland and Poland, but it also draws on local links, especially the progressive Futuropolis organisation based on the teachings of Paulo Freire and his Pedagogy of the Oppressed. This book and learning were a great inspiration for us. As a pilot, we are running the **Creative Incubator** based on monthly regular offline meetings (about 50 participants from the HKR). Together with the Centre for Artistic Activities we organized a conference (January 2023) and the **KREATFEST** (June 2023) to promote and develop systematic creative education in the region, and to create connection between teachers and artist so that they could help each other to look outside the box.

In the final phase, we launched a big **Creative Call** for schools, leisure clubs and groups of children and youth in all of the HKR and also in Poland's districts of Wałbrzych and Kłodsko. We asked the youth to make their "Big wish for the place we live in" and gave them an opportunity to get creative while expressing their desires. To make it more fun, they had to team up in groups and use whatever creative form they love: painting, video making, animation, sculpture and others. An exhibition of submitted works will be opened in virtual reality in several locations in the region and in Poland as a pilot of the project **Palaces for People** in regional libraries. This way, we reached out to thousands of children and asked them about the future of the region we live in – their future! Last, but not least, with the Creative Call we reached out to all the teachers and principals in the regional schools, and we intend to use these contacts for our future projects. We consider the renewal of school parliaments and simulation of elections at the regional and European levels the perfect method of for transferring the European values and principles of democratic society. Together with schools, teachers and artists, we want to bring the theme of active citizenship, democracy and Europeanism into schools.

## Schools as a game changer

It usually starts in kindergartens, where we first encounter culture, visit cultural institutions and learn to experience culture, so we focused on systematic approach to schools in our region. The Education Department at the Regional Office of the HKR linked us to schools at the regional level. In Poland, we established cooperation mostly through municipalities. We took advantage of existing networks and focused on deepening cooperation across the region. We started to work closely with the network of 14 Local Action Groups in the HKR which are implementing the Local Action Plans for Education ("MAP" in Czech). One member of the Broumov 2028 team is a regular member of the Commission for Education and Equal Opportunities in Broumovsko. The MAP project is aimed at the development of high-quality joint education for children and pupils of up to 15 years of age. It covers the areas of pre-school and primary education, leisure and non-formal education. It aims to improve the quality of education in the region through cooperation of all stakeholders. In the follow-up project MAP Broumovsko (2024-2027), we have included funding for On Stage and a pilot talent support project. This year, we also established a strategic group for the development of education in Broumovsko which is supported by the SCBR and includes other regional partners (municipalities, schools, leisure clubs, local action groups, etc.). Working together, we have a stronger voice and position to become a changer above the regional level.

At the same time we need to stay in touch with the current priorities and issues crucial to young people in across Europe. To get align with the European policies, we included the European Youth Goals into our education strategy and programme making.



Connecting EU with Youth	<b>Slow Is the New Strong, From Silence to Vibrance, MonaStories</b>
Equality of All Genders	<b>Brave Spaces, Palaces for People</b>
Inclusive Societies	<b>On Stage, Brave Spaces</b>
Information & Constructive Dialogue	<b>Journalism Simulator, Palaces for People</b>
Mental Health & Well-being	<b>Hydrotherapy, Walking Meditation, Heroes of the Flow</b>
Moving Rural Youth Forward	<b>Be the Decision and the Change, Creative Call, Slow is the New Strong</b>
Quality Employment for All	<b>Incubator of Volunteering and Entrepreneurship – Light the Spark, Academy of Cultural Management</b>
Quality Learning	<b>Pilgrims of the Inner Temples, Educreation, Experts of Everyday Life, Academy of Cultural Management</b>
Space and Participation for All	<b>Palaces for People, On Stage</b>
Sustainable Green Europe	<b>The Healing Landscape, From Yard to Art!, Broumovie film platform, Compos(t)ing your life, Academy and Incubator of Slow Cultural Tourism</b>
Youth Organisations & European Programmes	<b>The Incubator of Volunteering and Entrepreneurship – Light the Spark, Walking meditations, From Yard to Art!</b>

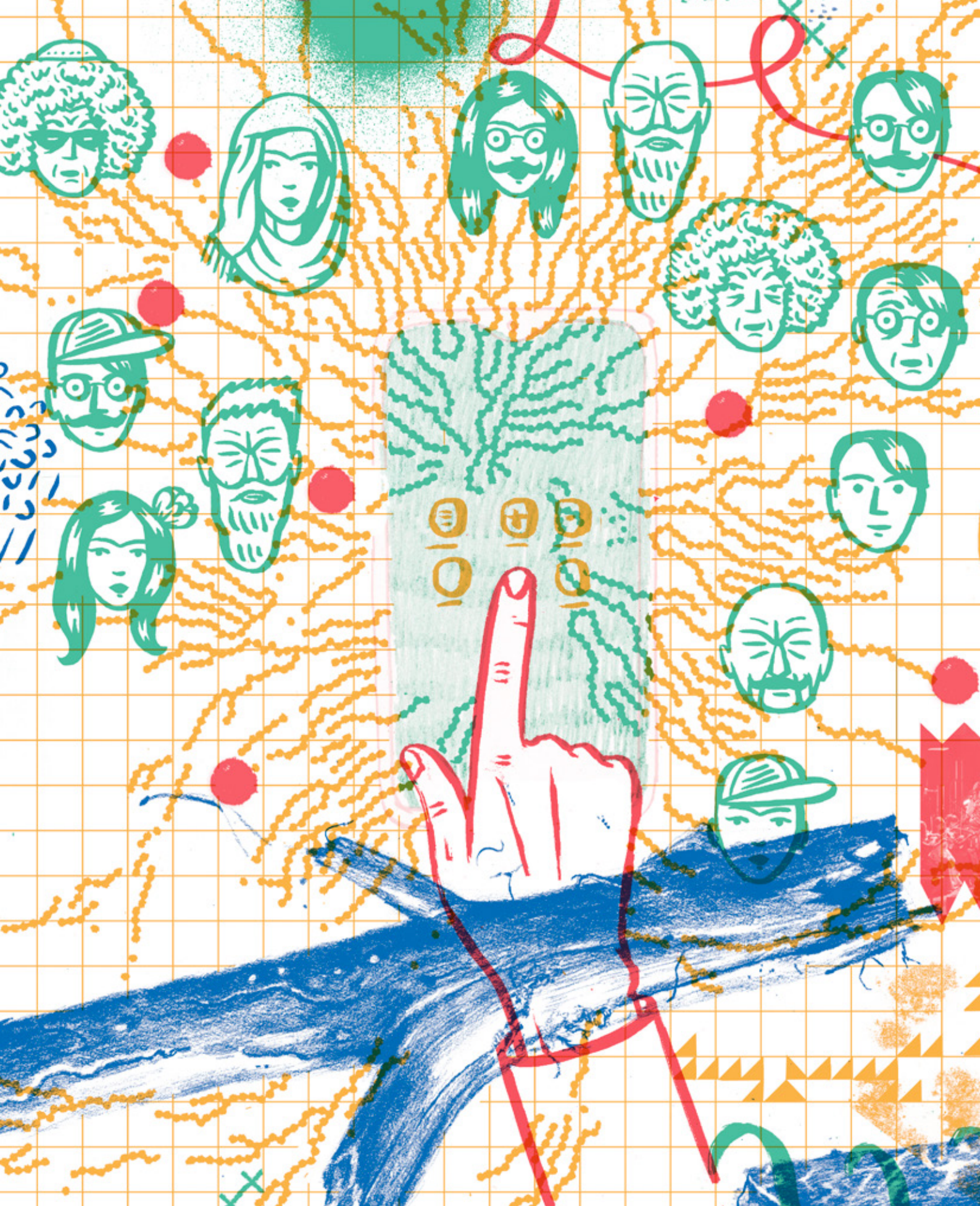
## Light the Spark

The Incubator of Volunteering and Entrepreneurship (IVE) encourages (not only) young people from the region to pursue their dreams, do what they enjoy, gain experience and contribute to the development of the region – it is meant to be their guide to the world of volunteering and entrepreneurship as well as a mentor and supporter. The IVE will organize not only volunteers working for regional NGOs and companies, but also for the ECoC team and other stakeholders. The involvement of volunteers is essential for the completion of the ECoC and we also see it as a capacity building strategy, with more people gaining experience in organizing cultural events beyond 2028. The number of volunteers working for Broumov 2028 team will increase annually and we expect it to peak in the title year (Q32).

The IVE will be run as a social enterprise supported also by The Incubator of Social Enterprises managed by the HKR (mentoring education, networking), and giving young people and people with handicap their first work experience as its coordinators and admins. The incubator will be located in the **Špýchar - Community and Cultural Centre** and **MLýN - Creative Mill** buildings.

Opening the Broumovians' doors to the whole of Europe, the incubator networks, connects, and creates opportunities for development, learning and gaining new experiences which in turn come back to the region and enrich us with European perception and know-how. Our partner is INEX-SDA with strong connections to the European and world network of volunteering organizations we cooperate with on the pilot international workcamp (Q15).

The IVE will closely cooperate with the regional CCI incubator which will offer support services to creatives throughout the region and in a wider demographic and specialization scope. It is primarily focused on supporting the cultural and creative sector and artists, creatives and entrepreneurs who work in it and increase regional capacities. At the same time, it creates collective conditions for cooperation in Broumovsko so we can help the region confront depopulation and the low level of education using innovative approaches to entrepreneurship and livelihoods.



# Management

# FINANCE

Please confirm or update the budget figures using the tables below.  
Explain any differences with regards to pre-selection.

Our budget has been adjusted after the pre-selection phase in accordance with clarifications of the state contribution. We followed the practice of the first phase when all candidate cities communicated and coordinated the financial ambitions to representatives of the Ministry of Culture of the Czech Republic. Both finalists together have encouraged the Ministry of Culture to specify financial commitments that would proportionally have equal consequences for both candidates.

The Ministry made the following decision:

- the total amount of the state's financial contribution is 20 million Euros,
- of which the total of 8 million Euros is for the operational budget (with a maximum state share of 40%), and
- the amount of 12 million Euros is intended for investment projects (with a maximum state share of 30% for individual projects).

The Government of the Czech Republic is expected to confirm the state contribution to the selected Czech ECoC 2028 accordingly in 2023.

## Q17

**Total operating budget**  
(i.e. funds that are specifically set aside to cover operational expenditure)

Total income to cover operating expenditure	In Euro	In %
From the public sector	18,164,597	91.58
From the private sector	1,670,000	8.42
Total	19,834,597	100

In the final phase, the HKR has increased its contribution by 1.4 million Euros.

Due to the specification of a maximum state share, the proposed state contribution is reduced by 2.4 million Euros in case Broumov 2028 is selected.

After the joint preparation of the Broumov 2028 project with our partners and extensive expert talks in Prague and Brussels during the final phase, it became clear that the potential of the EU contribution in the previous phase had been underestimated. Therefore, the EU financial contribution has been increased to 1,9 million Euros.

## Q18

What is the breakdown of the income to be received from the public sector to cover operating expenditure? Please fill in the table below:

Income from the public sector to cover operating expenditure	In Euro	In %	In % from overall income (for information only)
National Government	7,930,000	43.66	39.98
City	825,931	4.55	4.16
Region	4,378,666	24.10	22.08
EU (except Melina Mercouri Prize)	1,930,000	10.62	9.73
Other (project support from public institutions)	3,100,000	17.07	15.63
Total	18,164,597	100.00	91.58

## Q19

**Have the public finance authorities (City, Region, State) already voted on or made financial commitments to cover operating expenditure? If not, when will they do so.**

Public authorities pilgrim with us:

- The Broumov City Council unanimously approved the financial contribution on 26 April 2023. The decision states the amount to be paid annually, on 31 March of each year, to the Endowment Fund Broumov – City of Culture from 2024 to 2029. The contribution for 2023 was agreed in 2022.
- The Council of the Hradec Králové Region unanimously approved the financial contribution on 27 March 2023 and declared the overall support for successful implementation of Broumov 2028. The decision states the amount to be paid annually, on 31 March of each year, to the Endowment Fund Broumov – City of Culture from 2023 to 2029.
- Both candidate cities received a clear commitment of 8 million euros from the Ministry of Culture of the Czech Republic. The final approval by the Czech Government is expected in 2023.

## Q20

**What is your fundraising strategy to seek financial support from Union programmes/funds to cover operating expenditure?**

We designed our pragmatic fundraising strategy to seek support from the EU programmes and funds. The strategy is condensed and integrated because the activities and investments have to be tightly connected and we need to have viable projects in 2028. It employs all possible synergies of funds, resources and partners. We intend to cover/support the operational as well as capital expenditures from the EU funds based on the following pillars:

- growing a sustainable/long-breath strategy;
- continuous growth into a respected partner;
- steps to support the long breath;
- Brussels as a source of knowledge, networking and extra funding for complex operations;
- foreseen strategic long-breath partnerships.

### **Growing a sustainable/long-breath strategy**

Engaging with the EU resources by an at least 2-person European Fund team to leverage project funding in the region is an essential part of the strategy to stabilise the

ECoC projects carried out by organisations of considerable differences in size (scale). As the biggest barrier, we have identified our volatile absorption capacity. This approach is designed to overcome the impact of organization of administrative and self-governing agendas in the Czech Republic due to Broumov's peripheral position. We are aware that obtaining EU funding is a process for cities and regions like ours that needs a long breath and craft work by administrators and specialised personnel. Before we were shortlisted for the final round, many people had believed Broumovsko did not even have a chance to get such funding.

### **Continuous growth into a respected partner**

To be a match for bigger partners, we have to gain and strengthen our knowledge and abilities. We need to become a lead partner everywhere – by joining relevant applications with strategic partners, we will finally become counterparts for larger and more specialized institutions with long-term impact on the city and within the wider region.

### **Steps to support the long breath**

- We will start the European Fund Team with one person paid by the EFBC and the other one by the region. Together with various representatives of all actors (agency, city, region), we will draft an action plan for all the actors in summer 2023. We will then organise the strategic team to start working on a regular basis to agree and implement investments.
- This includes pinpointing sources for funding and making sure that costs are administrable without touching the cultural and artistic meaning of the activities.
- Applications shall be written in a proper and timely way, and we will take into consideration lessons learned, representing cooperations and partnerships in the European manner.

We will thus ensure that potential EU funding and programmes are made accessible by setting up a shared European Fund Team with two full-time positions whose work will support applicants during respective application processes. One advisor will focus on Broumovsko as it includes mostly capital investments while the other one will be in charge of the rest, i. e. mainly soft projects in the Czech-Polish borderland, the HKR and calls directly in Brussels with European and national partners and other ECoCs. The European Fund Team is planned to be a part of the Broumovsko Regional Strategic Council organisation. The team is expected to have a small budget to include specialized people in specific funds with capacities in the relevant peak moments of the project preparation.

## Brussels as a source of knowledge, networking and extra funding for complex operations

We have had extensive communication and meetings in Brussels to debate the long-term strategy to boost stable amounts of funding in Broumovsko and the HKR. This has brought concrete applications to be written for operational costs/programme items with the support of the following institutions and sources. For the overview of capital expenditure, see Q27.

EU Institution and sources	Fund/s	Activities eligible for funding and examples of project/highlight name
<b>EC DG Regio</b>	ERDF funds and activities of regional and economic development	SMEs, education and RD infrastructure, tourism infrastructure, networking of European partners. Light the Spark - stimulation of incubators, small business and creative industries development. Academy and Incubator of Slow Cultural Tourism – development of cultural tourism concept. Compos(t)ing Your Life – promotion of sustainable lifestyle.
<b>EC European New Bauhaus</b>	European New Bauhaus (combination of ERDF/Horizon Europe/Life...)	Heritage, cultural tourism, quality of HR and education, sustainability and architecture. MLýN - Creative Mill programme activities – concept development of creative programming in the wider region, cooperation with architects, academy and research institutes. MonaStories – Exposition and experience space development of programme activities with European partners. Read the space/ Write the story – newly established Centre for Architecture working according to the principles of NEB.
<b>PermRep of CR</b>	Recovery Fond on the national level - national ministries	Coordination of projects with EU partners and BXL level partners and agencies, networking. Communication of activities/projects in BXL and EU.
<b>CoR/EP</b>	Lobbying for the regional cause	Networking, pilot and benchmark projects in heritage, local development and various supportive schemes for integration. Be the Decision and the Change – awareness raising and networking of the topic of participation and digitalisation and communities in rural areas.
<b>Other EU sources</b>		
<b>National EU funds, operational programmes</b>		Regional development, business development, infrastructure, education and social integration. Špýchar Multifunctional Blackbox – community centre. Creative Pilgrim Welcome Centre – stimulating sustainable tourism accommodation. MonaStories – restoring heritage and going digital.
<b>Interreg, Interreg Central Europe</b>		Cross- and trans-border activities: Living boundary – cross-border cooperation, joint conferences, attention to the landscape. Embracing programmes – new skills for developers and capacity building of staff of institutions. Academy and Incubator of Slow Cultural Tourism – promoting the new of tourism in the border areas. The Land In Between – cross-border theatre cooperation with a new theatre play as an outcome. MonaStories – connection of former monasteries in the Czech-Polish border area.
<b>Life</b>		Cultural landscape sustainable development. Wolfosophy – cooperation of rural areas with similarities in the natural environment. The Healing Landscape: development of water management retention systems and European cooperation in sustainable tourism and landscape management.
<b>Creative Europe</b>		Creative and artistic cooperations. The Healing Landscape: partnerships in the field of site-specific cultural expression in the countryside. Brave Spaces – partnerships in the field of social design architecture.
<b>EAFRD</b>		Local development mobilization projects. Be The Decision and The Change – mobilisation of actors in the countryside to promote sustainable development.
<b>Erasmus+</b>		Education, higher education cooperation. Projects with universities and schools, further education projects. Light the Spark, Palaces for People, Brave Spaces. Volunteer programme: exchange programmes for citizens, artists, artworks and cooperation between schools in small settlements.
<b>Horizon Europe</b>		Research development projects Projects with universities and research institutions – cooperation of academic institutions on research of culture led programmes in rural development in Europe.
<b>URBACT</b>		Urban development and tackling problems specific to rural settlements and places in the European countryside. Our Towns Are Alive! U. R. Impact: Prioritizing Social Impact in Urban Regeneration
<b>Visegrad Fund</b>		Culture, heritage and art related projects. Brave Spaces – location specific artworks with respect to the Central European heritage.
<b>ESF</b>		Education programme and job training. Embracing programme – trainings for policymakers and stimulation of creativity in the labour market.

## Foreseen strategic long-breath partnerships:

In the last eight months, institutional partnerships for projects and funding were subject to consultation with the following entities:

Institution	Goal/Funds	Activities eligible for funding
<b>The city of Hradec Králové (HK) and its organisations</b>	Quality art/culture and education institutions integrated in the Broumov 2028 integration with activities and partners in HK. Funds ERDF, ESF, Horizon Europe, NEB, etc. National OP, ERF	Cooperation projects with partners in the city integrating the space of Broumovsko and the ECoC into wider regional strategy of cultural tourism, education, further education and innovation, a trilateral project including Hradec Králové, university and cultural institutions of Broumov 2028.
<b>University of Hradec Králové (UHK)</b>	Strengthening and institutionalising links with the University in areas art, culture humanities and creatives industries. Funds ERDF, ESF, Horizon Europe, NEB, etc. National OP, ERF	Projects focused on cultural heritage and further education, hosting academic activities in Broumov and its vicinity, academic pilgrims - sabbatical, seminars and research projects.
<b>Czech Academy of Sciences</b>	Strategic partnership with the Academia and its relevant institutes to engage in and with the local entities in (humanities, history, sociology, peripherality and social integration). Funds ERDF, ESF, Horizon Europe, NEB, etc. National OP, ERF	The Academy of Sciences is interested in projects, working retreats activities, specialised scholarships focused on topics in social studies, heritage, social inclusion, identity, cultural tourism and quality content produced, carried out and presented in Broumov and the region (the Sociology Institute, the Philosophy Institute etc.).
<b>Prague Tourism</b>	Partnership in developing quality destination marketing, research on content development and research institutions cooperation. Funds ERDF, ESF, Horizon Europe, NEB, etc. National OP, ERF, private funding	Projects on cultural tourism, strategic cooperation in marketing of cultural tourism and related multilateral research projects.
<b>The Regional Office</b>	Agreement on a strategic document integrating HR and financial support of the EU/CR and region of wider Broumovsko with the ECoC 2028 topics at its heart. Funds ERDF, ESF, Horizon Europe, NEB, etc. National OP, ERF	Establishment of regional representative and institutionally integrated strategy with representatives in Broumovsko to be classified.
<b>NPI, MinEdu</b>	National professional institutions in further education. Potential partner for a national hub in culture and an art Edu hub linked to activities of local musical schools and several highlight projects. National funding, ESF, Europe for Citizens, ERDF	Art and culture related projects in the area of education led by local/regional actors including educational institutions, schools and music schools. On Stage, Educreation.
<b>Škoda Auto</b>	Strategic partnership with focus on development of local strategies improving quality of life, sustainability, culture social integration. National funding, ESF, Europe for Citizens, ERDF, private funding.	Co-operation on integrated management and coordination of microregions focused on integration projects, cultural art projects and priorities of Broumov 2028.

## Q21

According to what timetable should the income to cover operating expenditure be received by the city and/or the body responsible for preparing and implementing the ECoC project if the city receives the title of European Capital of Culture?

Source of income for operating expenditure in Euro	2023	2024	2025	2026	2027	2028	2029
National Government	25,000	100,000	250,000	535,000	2,270,000	4,350,000	400,000
City	95,834	95,834	95,834	95,834	115,834	210,927	115,834
Region	291,666	464,000	604,000	735,000	825,000	919,000	540,000
EU	0	0	100,000	200,000	660,000	920,000	50,000
Other (project support from public institutions)	125,000	250,000	250,000	350,000	300,000	1,675,000	150,000
Sponsors	0	50,000	100,000	120,000	500,000	800,000	100,000



## Q22

### What is the fund-raising strategy to seek support from private sponsors? What is the plan for involving sponsors in the event?

Our core fundraising strategy remains unchanged. Due to our size, communication lines are short. The volume of private support depends on three pillars.

The first pillar is natural and intuitive. Bringing together entrepreneurs that understand the power of long-term strategic partnerships, and the Broumovsko Business Club (BBC) has a track record. This group of people attracts local investors for whom it is important to see the broader socio-economic impact and improve the quality of the business environment in the region. There are many such businesses in the region. In collaboration with the Broumovsko Regional Strategic Council, where the BBC is a co-founder, and with the Via Foundation, we create a broader donor platform, the Broumov 28 Community Club, which makes it possible to engage more regional partners. First experiments with these partners are promising as they encourage the general public to take an active approach to solving common challenges.

What fits well with our region are the sponsoring ideas as of the experience of Leeuwarden 2018 that worked with a basket of regional products of other donors. This basket is given to a new donor who spends 20,280 CZK (approximately 852 euros) to enter, and a picture is published in the media to announce so. This way of connecting and joining the movement works well in our Czech-Polish context.

The second pillar involves connections with leading Czech philanthropists and impact investors (RSJ Investment, PaleFireCapital, EUROWAG, Albatros Media, Wikov Holding among others) who naturally invest in our cultural and educational activities in the region. With some of them, we have established the Investment Club Fund Broumovsko (ICFB) where we actively create projects with a positive impact on job creation and the economy of the region. These initiatives place a great emphasis on investments in culture and quality of life. In this field, we plan to form an alliance with other small regions and together convince such partners that addressing regional and community cohesion is beneficial to society as a whole. We see a lot of potential in working together with the Strengthening Regions Think Tank and the digital imprint as part of our Trails Angels programme where we work on positive values of regional diversity and creative business and bureaucracies also in companies.

Via the third pillar, we seek to bring together experts at the European level (for example our contacts from the ESPON2030 platform) who link regional development with corporations and businesses on both sides of the border that are interested in the fulfilment of the SDGs and ESG criteria. Europe's small rural regions are present in many SDGs (at least in 4.7, 6.5, 6.6, 6.b, 7.2, 7.a, 8.2, 8.3, 8.6, 8.9, 9.1, 9.4, 10.2, 10.6, 11.3, 11.4, 11.a, 12, 13.1, 15.1, 15.9, 16.7). As a starting point, we can benefit from our long-standing cooperation with Coca Cola which has a production plant in Broumovsko and has already provided support for the Broumov 2028 candidacy. In this partnership, we have started to form a group of business minded people, especially from corporations that understand that small and often underestimated European regions have a substantial message to express.

### During the final phase, we have made significant progress in the following areas:

One of the other main partners of our project is Škoda Auto Corporation, a leading Czech car manufacturer who has production plants in the area. The enterprise understands the importance of this project for the local community and the European audience. We had the opportunity to meet Škoda Auto representatives and discuss their experience with regional development in the regions where their business is present. In addition to the financial support, we are excited about the opportunity to share their personal capacity and experience as expressed in our memorandum.

At this stage, the candidacy has already developed closer and deeper cooperation with Polish partners. We are extremely pleased that the ECF Foundation founded in 2009 by Mr. Andrzej Czerniecki, a Polish businessman and philanthropist, has expressed its support for the candidacy in addition to the political representatives of the municipalities. The Foundation has developed the Philanthropy for Impact programme, a learning journey with the mission to "empower people of means to take responsibility for the democratic resilience of Central and Eastern Europe".

Thanks to the candidacy, a number of our projects have already stimulated interest of private partners planning to participate. These include companies such as Česká spořitelna (Erste Group) and local family businesses.

We have also been able to involve other private institutions such as the EPO1 gallery of the Kasper family (KASPER Group), the Benetheo Foundation of the Krejník family (Vertue group) and sponsors through the involvement of partnering cultural institutions and organisations, for example via our networks of the Broumov Talks.

# Q23

Please provide a breakdown of the operating expenditure, by filling in the table below:

	In Euro	In %
Programme expenditure	13,200,294	66.55
Promotion and marketing	2,750,149	13.87
Wages, overheads and administration	3,149,154	15.88
Other	735,000	3.70
Total of the operating expenditure	19,834,597	100.00

# Q24

Planned timetable for spending operating expenditure:

Timetable for spending		Programme expenditure in Euro	Promotion and Marketing	Wages, overheads and administration	Other
2023	In Euro	198,524	62,384	273,592	3,000
	In %	36.9	11.6	50.9	0.6
2024	In Euro	544,354	92,553	295,927	27,000
	In %	56.7	9.7	30.8	2.8
2025	In Euro	794,354	242,553	335,927	27,000
	In %	56.8	17.3	24.0	1.9
2026	In Euro	1,164,354	362,553	420,927	88,000
	In %	57.2	17.8	20.7	4.3
2027	In Euro	3,164,354	732,553	600,927	173,000
	In %	67.7	15.7	12.9	3.7
2028	In Euro	6,665,000	1,015,000	970,927	224,000
	In %	75.1	11.4	11.0	2.5
2029	In Euro	669,354	242,553	250,927	193,000
	In %	49.4	17.9	18.5	14.2





## Q25

What is the breakdown of the income to be received from the public sector to cover capital expenditure in connection with the title year? Please fill in the table below:

Source of income for capital expenditure	In Euro	In %	In % from overall budget (for information only)
National Government	12,000,000	31.32	26.56
City	1,037,500	2.71	2.30
Region	6,512,500	17.00	14.41
EU	18,761,000	48.97	41.52
Total	38,311,000	100	84.79
For information only: private and non-profit	6,874,000		15.21
Total incl. private and non-profit	45,185,000		100

## Q26

Have the public finance authorities (city, region, State) already voted on or made financial commitments to cover capital expenditure? If not, when will they do so?

Following the pre-selection phase, our capital projects are feasible, pragmatic and incorporated in the strategic development of the city and region.

Small small cities such as Broumov have limited resources, so funding for infrastructure projects depends on regional, national or European public resources. The government's commitment to cover 30% of infrastructure expenditure with the amount of up to 12 million euros for capital projects is expected in 2023. For this reason, our planned infrastructure projects are embedded in the development of the city, and financial commitment of the municipality can only be made

after granting of national and EU subsidies for individual projects. Our fundraising strategy is to raise scarce resources as mentioned in Q20. This in turn reduces this barrier that European Broumovs are struggling with. For the infrastructure projects of Broumov, Police nad Metují, Teplice nad Metují and the HKR, the financial commitments will be made accordingly in 2023 and 2024.

For cities the size of Broumov, it is also necessary to combine the forces of the public and private sectors to implement infrastructure projects that serve successful implementation of our pilgrimage. Financing larger infrastructure projects in geographically remote or smaller communities like ours is complicated due to a negative cost-benefit analysis and cohesion criteria. Therefore, the long-term ECoC process helps to attract impact investors that participate in projects such as the MLýN Creative Mill and Špýchar Multifunctional Blackbox.

# Q27

## What is your fundraising strategy to seek financial support from Union programmes/funds to cover capital expenditure?

As described in Q20, our fundraising strategy to seek financial support from Union programmes / funds to cover capital expenditures is designed together with the operational expenditures.

The Brussels experience (Q20) has also brought concrete capital applications to be written for and with support of:

Institution and sources	Fund/s	Activities eligible for funding and examples of project name
EC DG Regio	ERDF funds of regional development	Investment projects, SMEs, education and RD infrastructure, tourism infrastructure, networking of European partners Creative Monastery Multifunctional public space (parking + open-air events) Contemplation sky walk
EC ENB calls	European New Bauhaus (combination of ERDF/ Horizon Europe/ Life...)	Heritage, cultural tourism, quality of HR and education MLýN - Creative Mill Exposition and experience space
PermRep of CR	Recovery Fond on the national level - national ministries	Coordination of projects with EU partners and BXL level partners and agencies, networking Community Library
CoR	Lobbying for the regional cause	Networking, pilot and benchmark projects in heritage, local development and various supportive schemes for integration MLýN - Creative Mill Creative Monastery

### Other sources

National EU funds OP programme		Regional development, business development, infrastructure, education and social integration. Špýchar Multifunctional Blackbox Creative Pilgrim Welcome Centre Sustainable tourism accommodation
Interreg, Interreg Central Europe		Cross and transborder activities: Walking tourism (pilgrims)
Life		Cultural landscape sustainable development: Culture of Nature Centre
EAFRD		Local development mobilisation projects: Mobile facilities for creative cultural makers
Invest EU etc. EIB.		Investment projects: Projects for capital investment of the city, SMEs and wider regional



## Q28

According to what timetable should the income to cover capital expenditure be received by the city and/or the body responsible for preparing and implementing the ECoC project if the city receives the title of European Capital of Culture? Please fill in the table below.

Source of income for capital expenditure in Euro	2024	2025	2026	2027	Total
National Government	3,285,000	5,227,500	3,180,000	307,500	12,000,000
City	480,000	335,000	222,500	0	1,037,500
Region	1,135,000	1,717,500	2,360,000	1,300,000	6,512,500
EU	5,500,000	7,186,000	5,067,500	1,007,500	18,761,000
Total	10,400,000	14,466,000	10,830,000	2,615,000	38,311,000
For information only: private and non-profit	650,000	3,044,000	2,770,000	410,000	6,874,000
Total incl. private and non-profit	11,050,000	17,510,000	13,600,000	3,025,000	45,185,000

## Q29

If appropriate, please insert a table here that specifies which amounts will be spent for new cultural infrastructure to be used in the framework of the title year.

Project (see Q43 for descriptions)	Est. Timeframe	Est. Capital expenditure in Euro
Creative workshop next generation	2024	2,500,000
Multifunctional public space (parking + open-air events)	2024-2025	1,375,000
Community library	2024-2025	1,625,000
Elementary Art school	2024-2026	4,000,000
Creative Pilgrim Welcome Centre / Sustainable tourism accommodation	2024-2026	5,000,000
MLýN – Creative Mill	2024-2026	5,000,000
Exposition and experience space	2025- 2027	2,750,000
Špýchar - Multifunctional Blackbox	2024-2026	5,000,000
Garden Observatory	2025-2027	1,125,000
Culture of Nature Centre	2024-2025	1,375,000
Walking tourism (pilgrim)	2024-2026	1,875,000
Mobile for creative cultural makers	2025- 2026	875,000
Creative Monastery	2024- 2027	12,500,000
Centre for Printing and Graphic Craft	2024- 2025	185,000
Total in Euro		45,185,000



# ORGANISATIONAL STRUCTURE

## Q30

### What kind of governance and delivery structure is envisaged for the implementation of the European Capital of Culture year?

If Broumov is chosen as the ECoC 2028, the Endowment Fund Broumov – City of Culture (EFBCC) will organise and implement the ECoC. The entity was co-founded in 2020 by the City of Broumov and the BRDA. In the spring of 2023, the Hradec Králové Regional Authority joined the Supervisory Board and took a position in the Committee. An endowment fund is a legal form in the Czech Republic that can be defined as an independent entity of a financial nature established to support activities and projects that work to the benefit of the public.

The Committee currently has 5 members. After the ECoC title is awarded, it will expand up to 9 members.

Our governance and delivery structure are designed to be collaborative and responsive to the local context.

#### The Committee

The Committee oversees and advises on the implementation of the ECoC project and ensures that the framework set by the Bid Book is followed by the management. The Committee is the statutory body of the EFBCC. Committee members meet every six weeks. The Committee chairperson is selected from and by the members (from regular members, not guests).

The members of the Committee are:

- the City of Broumov: 2 persons (one of them is the Mayor)
- the Regional Government of the Hradec Králové Region: 2 persons
- the Broumov Region Development Agency: 1 person
- a Polish partner: 1 person
- an ECoC expert: 1 person
- the Managing Director (CEO): 1 person – permanent guest
- the Creative Director: 1 person – permanent guest.

#### Supervisory Board

The Supervisory Board is the collective controlling body of the EFBCC consisting of representatives from:

- the City of Broumov: 2 persons
- the Regional Government of the Hradec Králové Region: 1 person
- government of the Czech Republic: 1 person – permanent guest.

The Supervisory Board elects a chairperson. In order to minimise the risk of the Regional Government of the Hradec Králové Region taking over the project, the representation of the city of Broumov has two seats. A representative of the Government of the Czech Republic will be invited by the Supervisory Board as a permanent guest. The board meets twice a year, possibly three times in case of urgencies.

Traditionally, the Supervisory Board provides strategic guidance and oversight to the organising committee and programme directors. In order to encourage a respectful partnership between the financial roots (Supervisory Board) and the delivery governing body (Committee), both bodies are illustrated at the equal position.

#### Advisory Board

The Supervisory Board can rely on the assistance of the Advisory Board consisting of expertise and experience from many different fields. They can provide independent, both solicited and unsolicited insights.

The Advisory Board essentially acts as a permanent digital table of experts with an international mindset, who can share their local/ global/ specific/ thematic/ network experience and energy not only in the cultural field, but also in the social, economic, educational, tourism, sports, environmental and urban development fields. Their presence mostly depends on what the development of the ECoC process demands.

The role of European cultural experts is to safeguard the purpose of the ECoC and to act as a sounding board as we develop a programme worthy of international standards. As we are building on the experience of previous ECoC cities and consulting with them already in the bidding phase, we would like to invite their representatives to join our Advisory Board.

# Q31

**How will this structure be organised at management level? Please make clear who will be the person(s) having the final responsibility for global leadership of the project?**

**Managing Director (CEO)** - While the CEO works closely with the Creative Director on overseeing the management of the organisation, the Bid Book realisation is ultimately the CEO's responsibility. Together, their role is to implement the Bid Book and co-develop strategic planning and oversee its implementation and coordination. The CEO is responsible for budgeting, administration, legal and all other aspects the programme is embedded in.

The following departments report to the CEO: Administration & Finance & Legal / Marketing & Communication / International Collaboration / HR IT & Risk Management / Fundraising & Sponsorship Volunteering Team.

**Creative Director** - The Creative Director oversees the cultural programme and engagement sections in close collaboration with the members of the team. In the implementation, they can act independently and with conceptual freedom. The Creative Director is responsible for programme planning and ensuring that activities are relevant to digital, international and local cross-border audiences. They are supported in their work

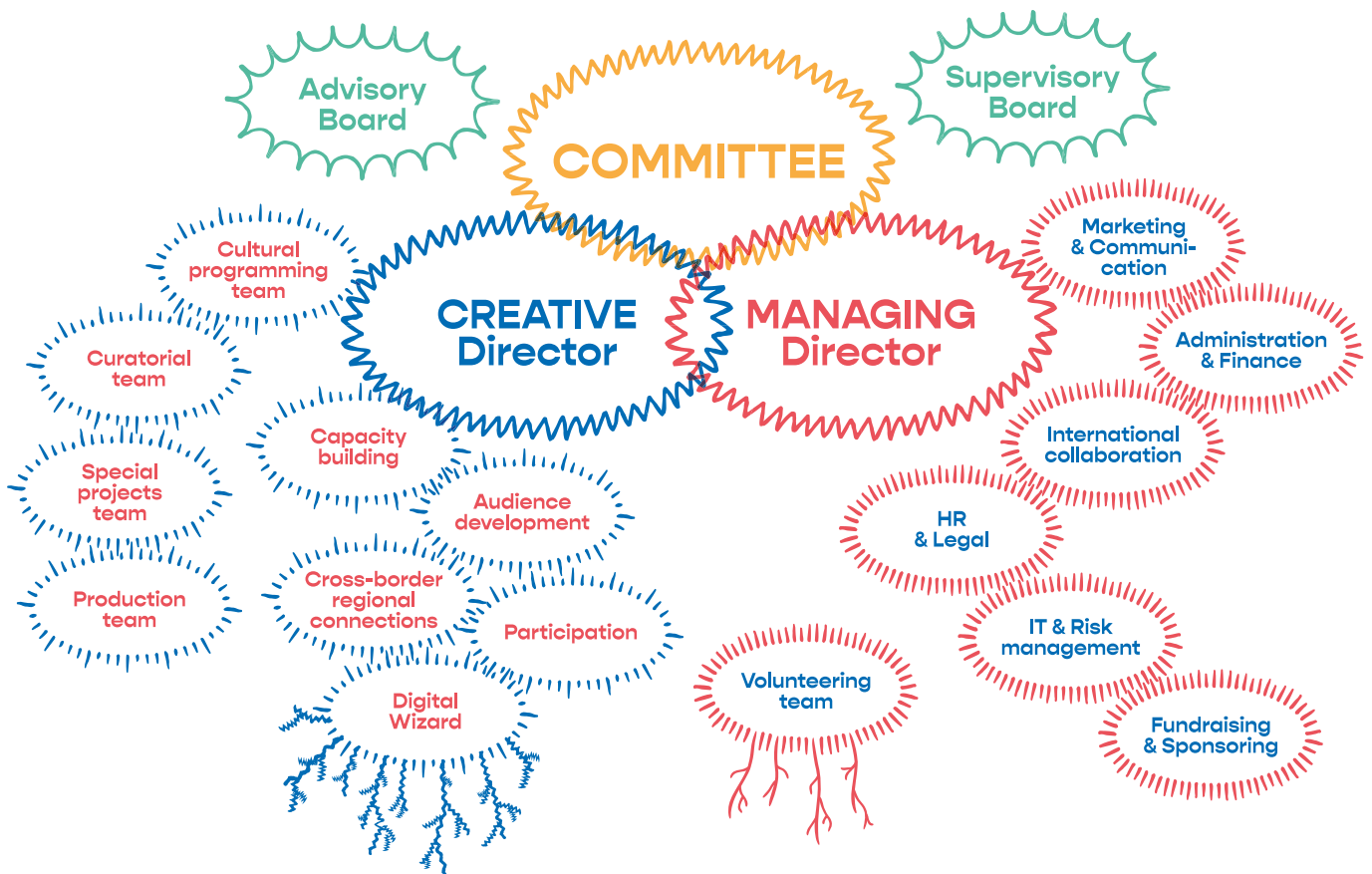
by the Cultural Programming team which consists of curatorial, special projects and production sub-teams. The curatorial team is a group of experts in fields such as nature, quality of life, spirituality, literature, music, theatre, visual arts, digital technology, new media, architecture, design and urbanism. The roles and teams of Capacity Building, Audience Development, Cross-Border Regional Connections, Participation and Digital Wizard all report to the Creative Director.

**Digital Wizard** - to ensure the cultural and arts programme is accessible remotely, this person will be responsible for implementing our digital strategy. The digital wizard will work closely with the Programming and Marketing & Communication departments and is among the first four people to be appointed. (Q12)

**Volunteering Team** - The Incubator of Volunteering and Entrepreneuring will incubate regional and international volunteers for regional partner organisations and also manage volunteers for the ECoC delivery (Q6).

**Monitoring and Evaluation** - to ensure independence and transparency and to avoid any conflict of interest, an independent organisation called Culture ReHUB (Q4) will be responsible for the development and implementation of a monitoring and evaluation strategy, therefore it is not included in the organisational structure (Q4).

**European Fund Team** - regardless of the ECoC title, we plan this department to be part of the Broumovsko Regional Strategic Council as introduced in Q20, therefore it is not included in the organisational structure.



## Q32

### How will you ensure that this structure has the staff with the appropriate skills and experience to plan, manage and deliver the cultural programme for the European Capital of Culture project?

The whole Broumov 2028 pilgrimage is a capacity building opportunity for our region, so it is important that the experience and know-how remains in place after 2029. We learn by doing and by listening to the experiences of other ECoCs. Therefore, one of the most important legacies of Broumov 2028 will be the unique experience and professional development of all those who will be part of the implementation team or involved in the realisation of the cultural programme.

The pandemic period has taught us how to work remotely and more flexibly, how to use digital tools in management, and we are experiencing how humans supported by machines make decisions together. Hard digital data together with soft approaches and interpretation helps to make pragmatic decisions.

In the last two years, the bidding team learned how to work remotely, in a mixed team of locals and external pilgrims, with a strong emphasis on closed and daily contact and co-creation. Although we learnt that working with less experienced but highly committed people with common goals leads to stronger group results and open and trusting learning, it is necessary to balance wisely such team with experienced professionals to meet the ECoC needs.

During the final phase, we have a Polish-speaking colleague with a strong Polish network. We learnt that eliminating language and cultural barriers was necessary for a successful deeper connection with our Polish neighbours. Therefore, special attention will also be paid to reducing language and cultural barrier between the team members and our stakeholders.

<b>Broumov 2028</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>
Number of people	11	11	15	27	37	53	12
Full-time employees	8	6	9	12	12	18	8
Part-time or contracted	2	3	3	7	10	15	2
Interns & Volunteers	1	2	3	8	15	20	4

## Q33

### How will you make sure that there is an appropriate cooperation between the local authorities and this structure including the artistic team?

Although the ECoC experience is a one in a lifetime adventure for the local authorities and the implementation team, we believe that thanks to sustainable partnerships of learning, listening, sharing and working together, the creative pilgrimage will be successful.

The city of Broumov, the BRDA and representatives of the HKR are members of the Endowment Fund Broumov – City of Culture, the body responsible for implementation of the candidature project. The CEO will be accountable to the municipality of Broumov and through the Committee. For this reason, there is a direct link between the local authorities and the implementation team.

The following steps will be taken to ensure successful cooperation.

Regular and open communication and feedback meetings will be held at the Broumov City Hall to keep local and regional authorities informed of progress. Our experience of working under time and other pressures

during the bidding phase has taught us how important it is to create time and space for communication and pulling together.

It is necessary to clearly define the roles and responsibilities of local and regional authorities and the ECoC team. This will help to avoid confusion or frustration and ensure that everyone understands their role and place in Broumov 2028. In cities the size of Broumov, with limited resources but with common sense, people often work in several areas and need to be more flexible in specialising and covering several roles. This can sometimes lead to confusion and frustration. Therefore, proper management of roles and responsibilities is necessary from the start.

What we plan is to take several key people from partner organisations on study visits to ECoCs (openings and key events) to provide insights in terms of scope, size and potential.



We have extensively encouraged our local authorities to be involved in pre-selection activities such as developing cultural strategies or pilot CAP's events. With our projects like Trails Angels, we invite office workers to become creative pilgrims by our side.

## Q34

**According to which criteria and under which arrangements have the general director and the artistic director been chosen – or will be chosen?**

**What are – or will be – their respective profiles? When will they take up the appointment? What will be their respective fields of action?**

**The CEO** is responsible for the overall management and administration of the Creative Pilgrimage. The person will be selected on the basis of their proven competence and experience in European (cultural) initiatives of projects comparable to the ECoC in size and complexity, experience in leading a diverse international team, excellence in open and kind communication, in respectful negotiating and diplomacy, in building and maintaining partnerships, excellence in time management, fundraising and budgeting, and the ability to lead in a respectful environment of inspiration and encouragement.

**The Creative Director**, on the other hand, is responsible for the artistic direction and cultural programming of the ECoC and will be selected based on their artistic direction and cultural vision for the Creative Pilgrimage, experience in international cultural and artistic projects, and ability to engage respectfully with local/international artists, teams of creative and artistic experts, and diverse cultural stakeholders. The profile of the Creative Director includes expertise in international cultural programming, awareness of and respect for Broumov's cultural context, effective communication and public speaking skills, audience development and artistic curation. The Creative Director is required to speak Czech, English and some Polish language.

### Procedure

The selection of both directors will be carried out through a competitive and transparent international process. A selection commission will be made up of representatives of local authorities, an independent cultural operator and an educator, a business person and ECoC experts. The selection commission will evaluate the candidates on the basis of their qualifications, experience and alignment with the Creative Pilgrimage. Special attention will be given to the understanding

of the European areas like ours and the importance to be remotely accessible. The selection committee will make a recommendation of 1-3 selected candidates to be approved by the Broumov 2028 Committee with consultation of the Supervisory Board.

If Broumov is awarded the title of ECoC 2028, the CEO and Creative Director are proposed to the Committee by the selection committee at latest in spring 2024. The bidding process has taught us how important it is to have clear and competent leadership throughout the process.

Although both directors have different areas of responsibility, as described in Q31, they will need to work respectfully and closely together, listening to each other to ensure that the journey is well planned, effectively and creatively managed and successfully implemented.



## CONTINGENCY PLANNING

### Q35 + Q36

**Have you carried out/planned a risk assessment exercise?**

**What are your planned mitigating measures?**

Yes, the Broumov 2028 team has carried out a risk assessment exercise. Pragmatic as we are, the risk is a part of our debates along the ECoC opportunities.

If a city as small as Broumov considers a project as large as the ECoC, the risk analysis as well as monitoring and evaluation of the process is fundamental, and it only makes sense if it is not only written, but actually tested. The impact is thus more visible, embracing the landscape, people and their mind because in case of Broumov it is not just a fancy title the city has decided to obtain: it is an honest and consistent path we have taken and we will continue to walk.

These are significant risks and their solutions as identified during the bidding journey:

Risk	Solution Journey
Regional power The HKR takes over the ECoC due to the size of the city and region.	Broumov representatives have majority decision-making power in the organisational structure of Broumov 2028. Motivation of the HKR to partner with Broumov 2028 is to contribute to the development of its weaker area. The HKR is involved in horizontal issues of building a resilient Broumov community such as capacity building and monitoring and evaluation.
A lack of funding that could be spent on the ECoC programme; cash flow problems due to the size of the budget of the city.	National and international contacts, monitoring of national and Polish funding and early warning contacts. Early stage and continuous dialogues with contributors. The ECoC panel and Broumov 2028 monitoring process.
Cross-border connections are not accomplished.	Intensive contacts were established during the application phase at individual, community, institutional, municipal and regional levels, especially at personal level with administrators/institutional staff and including the highest political representation of both countries. Polish partners and involved in most projects. Cross-border people-to-people projects, communication translated into Polish, language courses, long-standing contacts among theatres, libraries, cultural centres, tourist sites, schools and businesses. The place is small enough for everyone in charge to know each other.
Limited local experience of the staff and expertise in the international context to implement the project.	Our Embracing Programme of capacity building projects and residencies is an internal element of all three pathways of Broumov 2028. Our digital approach to management improves co-operation regardless of physical separation. We have included a business experience network to stabilise certain projects. Partnership with the HKR and the cross-border area and with Europe serves as a source of external capacities. Networking where possible with people connected to Pilsen 2015, Trenčín 2026 etc.
The current strong political and administrative support may change after the elections or due to external uncertainties regarding the economy, energy, health or security.	Ongoing strong dialogue and cooperation between the ECoC team and the political representation and administration will be established at different levels of the organisational structure. Integration of the ECoC project into the strategic development of the city and the region. The unpredictability of future requires development of project management that can adapt to the situation and allow data-based and AI-supported decisions.
Resistance to connecting with non-local pilgrims	Due to some negative experience with people from large centres coming to the region to “teach” the locals, the implementation team is and will be selected as a healthy mix of local and external pilgrims, respectfully following the organisational culture and values of Creative Pilgrims. Our experience with residency programmes, volunteering and working retreats helps us open up and enable further connection and co-creation between local, external and international pilgrims. In addition, appropriate change management, together with learning from previous city experiences and other ECoC cities, reduces resistance.
Resistance to participation by a wide range of local people	Participation has been an essential step in our journey since the creation of the CS32. Our 4-step method to increase participation (Q14). Regular, patient and kind communication through online and offline channels. Projects especially in the third highlight MIND as micro-grant calls, the Incubator of Volunteering and Entrepreneurship, On Stage. Values of Creative Pilgrimage of courage, curiosity, patience, responsibility, fun, coaction and cooperation are our pilgrim sticks supporting our every step to walk in areas and groups such as schools, entrepreneurs, farmers, thinkers, businesspeople, walkers, water protectors, forgotten youth, courageous bureaucrats, politicians and non-professional artists.
Local people’s fears of mass tourism destroying our landscape	Slow Cultural Tourism is one of our European themes, communicated through our respectful projects, and the Academy and Incubator of Slow Cultural Tourism aims to protect our natural treasures for future European pilgrims.
Accessibility of the programme is limited due to the city size	Our digital strategy aims to increase the accessibility of the programme. Partnerships with the HKR and Polish partners as well as our landscape provide additional physical infrastructure to meet the ECoC standards.
Failure to attract international audiences	Our Strong European themes will be communicated digitally together with the European Creative Pilgrims community development. Learning from other ECoCs, early stage (at least 2 years before the big events) preparation and communication to the international audience by the national institution such as CzechTourism or Czech Centres and international media and press. Reduction of local language barriers.
Failure to implement the projects as planned	Strong Monitoring & Evaluation plan, Embracing Programme (Q6), and detailed and early revision of all projects to develop them in more detail before their realisation.
Unrealistic expectations of local people	Outreach expectation management strategy. Two-year preparation – a strategy for communication activities, providing planning to share with local people and partners. We have been working with the public for two years to avoid raising false hopes, but also to capitalise on the enthusiasm of people and partners involved if we do not win the title (Plan B). Unrealistic expectations are also reduced by working with the public on a daily basis, involving them in the development of the programme and by open and transparent communication during the preparation years.

# MARKETING AND COMMUNICATION

## Q37

Could your artistic programme be summed up by a slogan?

### CREATIVE PILGRIMAGE

## Q38

What is the city's intended marketing and communication strategy for the European Capital of Culture year, in particular with regard to the media strategy and the mobilisation of large audiences? This includes the use of digital communication channels.

Our marketing strategy encourages all the Europeans to set out for the creative journey with us and keep going. It treads accessible paths on which the fellow pilgrims can learn about Broumov 2028, where they can easily find ways to join the Creative Pilgrimage and the courage to create local impact of their own. It is a journey through which each of us brings more humanity and resilience to Europe. Giving instead of receiving as well as real life challenges and culture that intensify what resonates among people – this is what we call Real Life Marketing!

### Common challenges

Through tens of outreach activities and development of the cultural and artistic programme we gained insights on what people in European Broumovs see as their biggest challenges (Q15). Together with our partners and hundreds of citizens we spoke to in the streets, we have identified challenges that need to be solved. We tested common topics that resonate the most. Topics that matter to people. However, it takes more than methods and techniques; this requires sincere human attention. Whereas the traditional pilgrim travelled to a destination to acquire something, be it health, wealth, spirit or eternal life, the Creative Pilgrim is present at every step, adding something, sharing, creating and collaborating throughout the journey. This is how we built our Real Life Marketing Strategy. By listening first and recognising each other and our journeys, we give a real meaning to our communication.

In the communication context, these challenges bloom and grow to fellow pilgrims across Europe, and the use of digital and offline channels can encourage them to overcome fear, set out for a journey and keep on going.

### Real Life Marketing

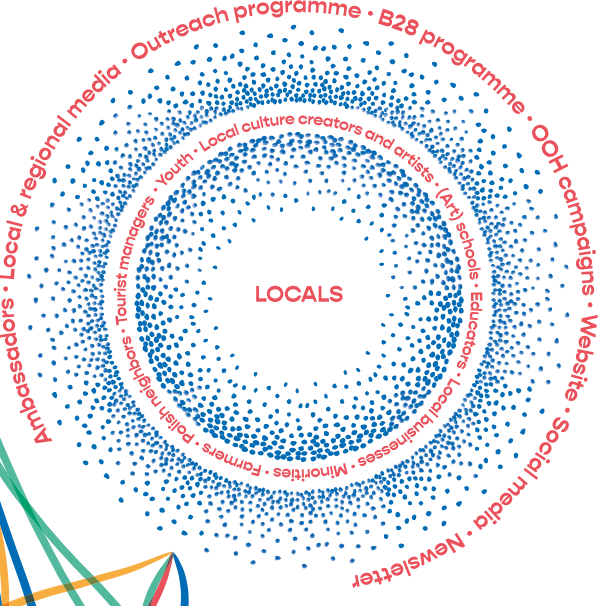
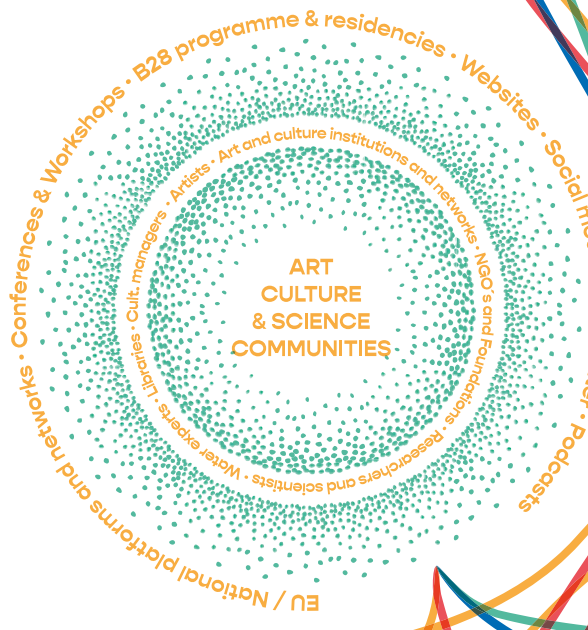
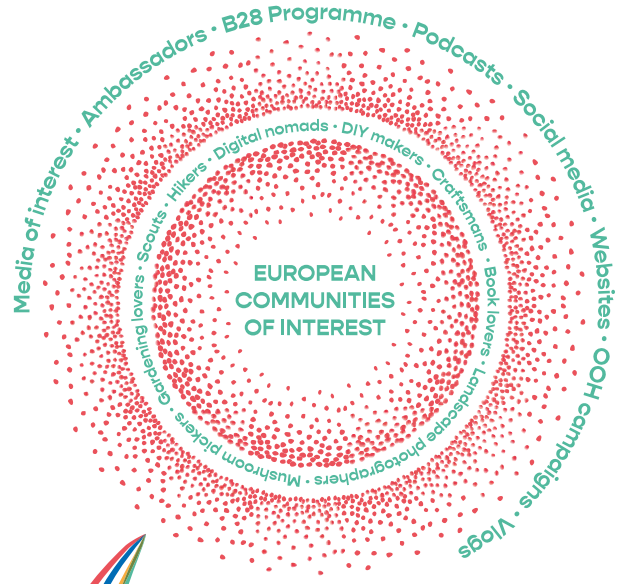
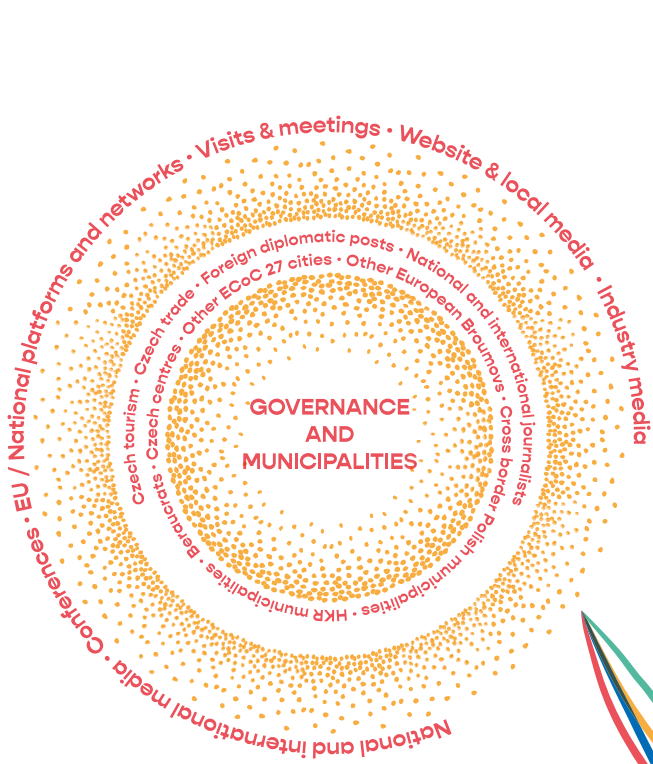
How do we connect with fellow pilgrims? In previous months, we have focused on developing and testing a four-step communication model. It reflects the needs and implementation processes of ECoC cities, periods of mistrust, uncertainty, acceptance and enthusiasm. It is a more humane and resilient way to address challenges that people in remote areas have close to their heart. We communicate an important European narrative that aligns with the artistic vision and outreach objectives, ensuring that the urgent needs of European communities are met while exploiting the flywheel function of culture in this transition.

- Identify (2020–21; 2024): We listen a lot, so we are able to address common challenges.
- Mobilise (2021–22; 2025–26): Raising awareness about Broumov 2028 and ECoC in general. The focus is on why we do it and what we aim to achieve. People recognise us and are in tune with what is being created. We communicate what is close to their hearts and keep everyone updated about what is happening.
- Participate (2022–23; 2026–27): People begin to identify with ideas and activities of Broumov 2028. They need to know more about what they can experience, what it is like to be a Creative Pilgrim and how they can set out on their own journey.
- Movement (2027–29): People recognise themselves as Creative Pilgrims. They want to be actively involved and become a part of the movement. We share possibilities of participation and encourage them to engage and create local impact of their own.

### Digital Pilgrimage

The digital presence of Broumov 2028 starts not with the question of whether we are digital enough, but whether we are accessible remotely for all Europeans. In order to stay connected with those who set out for the journey with us, we are becoming pilgrims of digital journeys. The marketing team works closely with the Digital Wizard (Q12), connecting digital aspects of the artistic programme with communication campaigns and monitoring and evaluation processes (Q4).

As we are a small small city in the middle of a protected landscape area, up to 85% of our audience is digital. Therefore, we are implementing an online marketing campaign to target the Europeans interested in cultural experiences and also creating a digital pilgrimage that engages audiences in new innovative and remote ways and supports the dissemination of outputs and learnings. Whether it is online residence, welcoming space for digital nomads or VR, the Creative Pilgrimage leaves digital footprints all around Europe.



SPIRIT KNOWS NO NUMBERS    STEPS FORWARD    COURAGE TO SEE THROUGH    TOGETHER FOR BETTER  
 CULTURE HAS NO LIMITS    NO ONE IS LEFT BEHIND    THIS PLACE IS FOR EVERYONE    EUROPEAN REGIONS

# BROUMOV 2028

- BROUMOV – IT'S STORY,  
POTENTIALS & ISSUES
- BROUMOV'S  
CULTURAL STRATEGY
- ARTISTIC  
VISIONS & STRATEGY,  
CULTURAL PROGRAMME
- EUROPEAN THEMES
- EUROPEAN  
PARTNERS
- OUTREACH  
ACTIVITIES

## Digital platforms and archives

The Digital pilgrimage kit develops the accessibility of our programme (Q12) but we also explore digital platforms, crossroads on which people meet. How to turn passive support into an active movement of creative pilgrims? How to make digital platforms safe and brave and cultivate slow communication? Over the past few months, we have been testing how to strengthen the outer support and convey it into a courage to creatively approach challenges.

Together with a creative studio Brainz Disruptive that provides progressive digital services and communication concepts, we have created the [broumov.world](http://broumov.world) website. It encourages everyone to find the Creative Pilgrimage in an everyday life, shows the diversity of trails that we can follow and gives a concrete form to the number of people from all over Europe who have responded to our call to action. Everyone can sign up to do something for themselves or for a neighbourhood. You can pledge how many kilometres you will walk, how many times you will bring groceries your grandmother or how well you will bake bread. You get an avatar that you can share on social media. The more of your resolutions you fulfil, the more the avatar will grow. The Creative Pilgrim is present in every step, and this is an example of how we can make conscious but also fun digital footprints.

## Slow communication

But just as some paths can be treacherous, current social media content can take a turn in a direction that is no longer safe or brave. In the spirit of our Creative Pilgrimage, we therefore cultivate a slow communication.

It is an essence of how we truly recognise and understand the other pilgrims. It is creating platforms that cherish solidarity, curiosity and enable convenience. It is finding journeys that – instead of overwhelming our minds – encourage the appetite for discovery, allow us to stay connected to ourselves, our communities and both physical and digital landscape. We cultivate kind, caring and compassionate communication, empathic listening and slow content.

This means we rely on quality rather than quantity, take more time to reach our fellow pilgrims, effectively target communication that fosters long term connections and focus on engagement rather than on number of views. This also means we regulate the publication rhythm and diversify the content. The aim is to cover crucial topics within the region and to reflect on social and political issues. An important question is how to increase readership without reducing the quality of the content and how to build a routine that creates expectation.

Slowing down our communication can also lead to a longer digital journey. In combination with more authentic content we chose in order to become visible and building more trust, we can reach the point where people are going to support Broumov 2028 proactively.

## Q39

**Please describe the partnerships planned or established with media with a view to ensuring wide coverage of the event.**

Our actions are what speaks for us. But it is consistent building of media relations that can spread the impact of these actions. We set out for this journey long ago and we have already started cooperation with media at the local, national and international levels, which is the basis for establishing new contacts and future development of the media strategy. We aim to move themes that are close to heart of our fellow pilgrims to the forefront and through programmes like Slow Is the New Strong strengthen the democratic mindset, return confidence to people in European rural areas and monitor the image impact through media outputs.

**Empower journalism as an accessible tool that rewrites narratives**

Media and journalists are important partners in our journey, a powerful voice that can reach places far away from Broumov and shape perception of many. Through years we got used to seeing a picture of a bleak place – foreclosures, youth exodus, unemployment. Now it is time to rewrite this narrative. To show that we all have the ability to move forward, to make a space for encouraging stories that were often overshadowed by negative headlines. The Journalism Simulator (participatory journalism workshops for local residents) helps to find a way of leading constructive, honest, human and respectful dialogue within current media world.

From 2020, we have contributed on a regular basis to local newspaper or news portal “Our Broumovsko” which is one of the main sources of information for locals. From raising awareness about the candidacy and keeping people updated, we spread the call to action and in the end aim to provide journalism as a more accessible and democratic tool to local people.

**Invite messengers of the Creative Pilgrimage**

Thanks to close cooperation with the entire Hradec Králové Region, there is an ongoing cooperation with the regional press department. The goal is to build awareness and sense of belonging to Broumov 2028 with the half a million inhabitants of the region. This includes distribution of press releases together with the press department, contribution to the magazine “In Our Region” (which residents in the county receive in their mailbox free of charge) or dissemination of information on national level.

In 2022 we started cooperation with PR agency Bison & Rose operating at the national level and also abroad as a part of a global network Burson-Marsteller. In 2023 so far, Broumov 2028 has been a subject of over 70 media

outputs including some of the leading national media like the Czech Television, the Czech Radio, the Deník N and the Lidové noviny dailies. Collaboration with a PR agency will continue to be an integral part of our marketing strategy.

At the same time, media partnerships on the national level will be established in two upcoming years to cover all media formats (print and online news, radio, TV), building on the existing connections mentioned above. Independence, objectivity and credibility are the key values that are considered when establishing these partnerships. The existing media relations of leading project partners and other organisations involved in the programme development will also be used efficiently and adequately if possible. We have collected data during the final selection period to map the partnerships that have already been established. This allows us to target mainly sectoral media that are close to the partners' field of activity and thus to the focus of the specific project.

### **Nurture cross-border and international media relations**

We have already started to establish closer cooperation with Polish journalists and regional Polish media with a PR manager for Poland as a key coordinator of these activities. Relations with other international media will be based on international partnerships and partnerships with other ECoC cities. Foreign journalists will be also addressed in cooperation with the Czech Centres with a possibility of hosting presentation of the programme, press screenings, discussions etc. An agreement with Czech-Tourism about promotion at international fairs and their communication (online and offline) channels has already been made. The International Seminar for Journalists is intended as a platform for discussion and sharing of experiences of regional media in different European countries (Poland, Germany, France, Czech Republic etc.).

## **Q40**

### **How will you mobilise your own citizens as communicators of the year to the outside world?**

By actively involving and engaging citizens in the Creative Pilgrimage, we aim to make them invested in the outcomes and mobilise them as the communicators to the outside world. The communication objectives become an integral part of our outreach activities, reflecting the urgency of addressing local challenges and seizing opportunities. We foster a sense of pride and ownership, which in turn translates into genuine promotion. We not only encourage the locals to share their personal experiences but also empower them to create compelling content, host events, and mobilise other Creative Pilgrims across Europe. This collective sense of urgency and shared purpose create lasting positive change through culture.

As some Broumovians are already active in creating their own tools and channels through which they inform about current events in the region, they look to learn more about each other and find mutual understanding, or promote the region at the national and international level. Examples include the podcast ON.Cast that tells extraordinary stories of ordinary people from the region, and Friday Relay, a column in which locals ranging from students to entrepreneurs, farmers, social workers, artists, doctors and teachers take turns and answer the inquisitive questions of the previous interviewee. About 100 people have already passed the relay from one to another. Another example it is also the brave and joyful musical experience through which the PSO promote the spirit, talent and enthusiasm of the local youth all around the country and soon in Europe as well.

Based on these practises, we foster the following areas which support mobilisation of citizens as communicators of Broumov 2028:

### **Increase and diversify the number of local journalists**

Culture is free, curious and critical, open to different perspectives and perceptions of the world around us. Therefore, the content that covers the objectives and activities of the ECoC should be characterised by its inclusiveness. We put an emphasis on media education of local students, elderly citizens and people with different social or economic backgrounds, increasing and diversifying the number of local contributors to the regional news. We support exchange of knowledge and practice of locals and international journalists, non-professionals and professionals. We provide temporary journalists with access to cultural events and venues as well as opportunities for interviews with artists and cultural leaders.

### **Make technology accessible**

In addition to overseeing the digital dimension of individual programmes, the Digital Wizard makes professional cameras, podcast microphones and other hardware available for local creators and communicators to secure production of a high-quality content and more immersive experience. The aim is to document every event in whatever digital manner possible together with those who make it and produce it, to preserve and share behind the scenes and making of moments. By encouraging the locals to create photos, videos, blog posts, or podcasts that can be distributed through social media we make sure that all the Europeans are able to follow more engaging and honest narrative of Broumov 2028. Mediation of capacity building programmes that help to learn more about the use of social media and new technologies are part of this journey.

### **Create community of everyday ambassadors**

For us, ambassadors are real, ordinary people who recognise themselves as Creative Pilgrims. They are discovering their journey and sense the value it brings to our everyday life. It can be a well-known personality with thousands of followers on social networks as well as a

local florist or an anonymous person who expresses the support through a digital avatar. Being an ambassador takes many forms. Our purpose is to provide diverse options for individual expressions and an open space and a helping hand to those who want to get involved but may not yet know how. Sometimes it can be an Instagram reel, sometimes you are on the other side of the world telling a stranger over coffee about the small small city with a bold spirit you came from, sometimes you pledge yourself to reading every night before bed. Trust and excitement of each ambassador help to spread the word but they are also the ones we learn from – through their journeys, experiences and the connections they make along the way.

### Encourage networking and co-creation

No communication with European audiences would be efficient and meaningful if sharing among local community as such would not work well. Therefore, we first focus on developing channels that strengthen communication between locals and only then multiply the effect it has on European audiences. Tools like the Broumov 2028 app can also be used as platforms for those involved in programme development to share updates with the rest of the community, building trust and good relations with each other. The WhatsApp group for the elderly (Q15) helps to overcome loneliness, isolation and intergenerational gaps, and in combination with technologies like VR, it fosters their relation to Europe.

- Organising workcamps and residencies – we connect locals with visitors and newcomers by cultural and community events, so they stay in touch and keep each other updated – networking, co-creating and following.
- We Encourage the youth and adults to participate in other ECoCs as volunteers.
- We Creating safe and brave spaces where people can meet and spent their time together.
- We Initiate creation of sharing groups, incubators and other platforms where collaboration and sharing of experiences take place.

## Q41

### How does the city plan to highlight that the European Capital of Culture is an action of the European Union?

As one of the smallest ECoCs in history, Broumov inspires a positive impact on public perception. It shows that the EU cultural policy is not only focused on large cultural centres only. It manifests that everyone matters and each of us can make positive and creative steps on our journey – regardless of our size. This could foster a positive perception of the EU among citizens who need to feel more included.

Our pre-selection Bid Book introduced five ways through which we want to foster the European aspect in our communication – the Creative Pilgrimage with Healing Points,

the encouragement to not be afraid of being European, the co-created welcome spots, making the EU logo visible and promoting the European aspect of the project among its partners.

This laid out a strategy that provides a safe space for Europeans to learn about Broumov 2028, highlights key European themes of our programme, encourages small communities, helps European governance connect with them and visually underlines the European legacy.

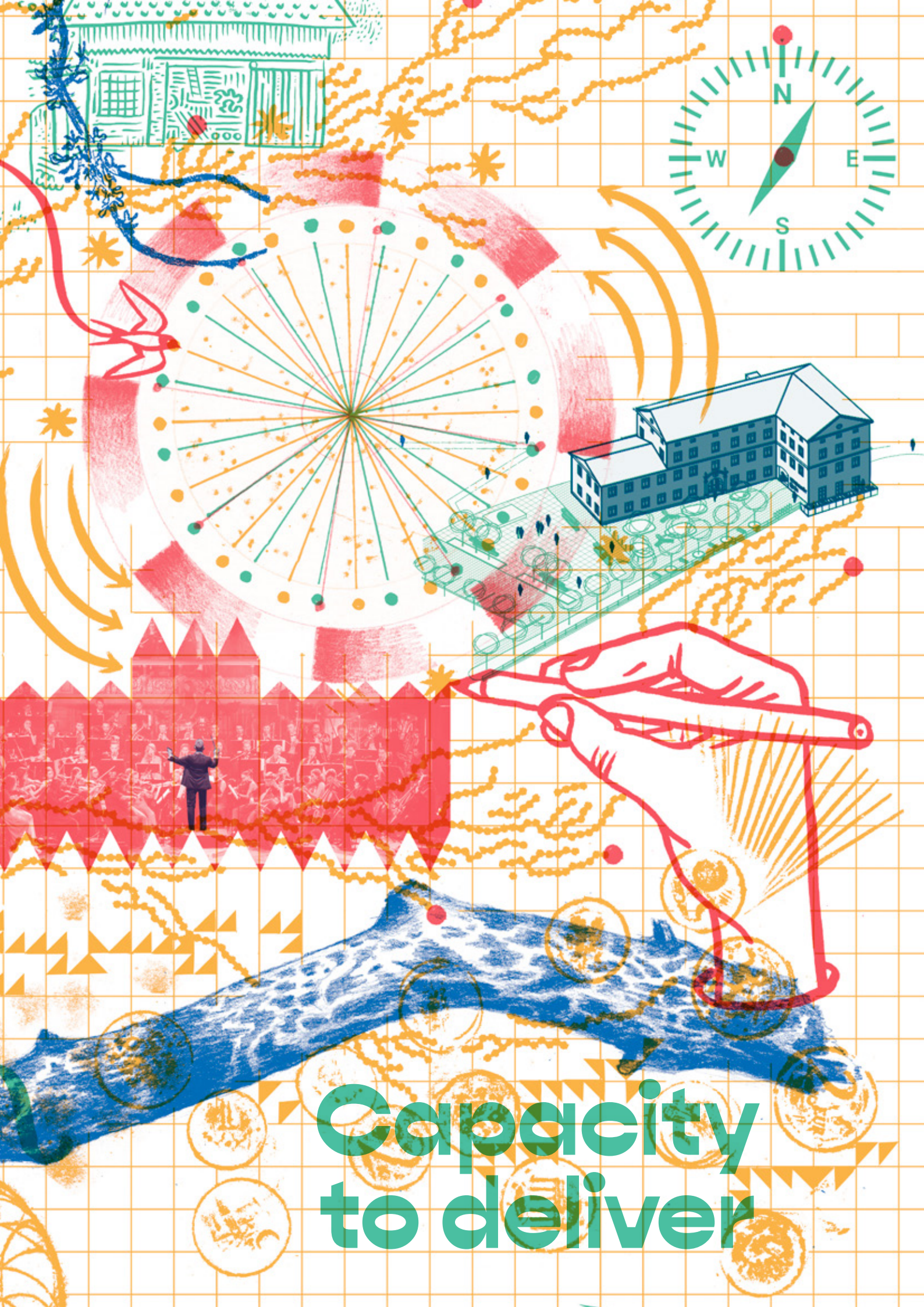
Based on this and the insights we made during our journey, we have traced the following steps, which are an integral part of the plan to draw attention to the EU presence and support.

**Emphasise the EU's involvement across all digital outcomes:** Including a message that the ECoC project is supported by the EU in all digital outcomes such as live streams, vlogs and recordings helps to raise the profile of ECoC and demonstrate its significance. We also incorporate the EU logo into these digital outcomes (for example in screen corner, title or description) to visually highlight the EU's involvement in the project. Promoting these digital programmes on international EU platforms or social media helps to reach European audiences and increases awareness about the project's ties to the EU.

**Map and evaluate the perception:** Data that are collected for monitoring and evaluation purposes also provide us with an insight on how diverse groups of the locals perceive the EU, to which extent they feel European and how this is changing through the whole implementation period. The data help us continuously adjust the communication strategy and also share the best practice with other ECoC cities. For this reason, the ARTFERENCE will also be organised to share the insight on how data can be used for M&E purposes in small small regions and rural areas and promote the legacy of Broumov 2028 (Q4).

**Focus on giving space to the relevance and importance of the project in media:** We emphasise what it means to be a ECoC, what significant cultural and economic benefits it can bring to small small cities and rural regions and how it supports cultural diversity, inclusion, and dialogue in Europe. To ensure that media cover the project in a way that highlights this, we work with local and national media outlets to provide them with information and resources about the project's EU support. We encourage local leaders and stakeholders to speak to the media about their points of view and experiences. By doing so we increase awareness and support for the ECoC title itself.

**Create connections and opportunities for understanding:** Pilgrims' crossroads (Q6) are built on intertwined paths of cultural organizations in the region, which emphasises the joined effort of many people to create resilient European public space. It also helps to understand and promote the concept of the ECoC through co-created experience. Other events that are a part of the outreach activities (Q15) also support this understanding among local communities, e.g. the celebration of the Europe Day for the elderly.



# Capacity to deliver



## Q42

### Please supply evidence of the continuous political support and commitment from the relevant authorities.

Political support was already strong in the pre-selection phase, but it multiplied after we were shortlisted. Before that moment, there was not such strong conviction that we could advance to the final because of the city size and also the fact the city had not been yet perceived as a representative of positive inspirations. Nevertheless, the pride and satisfaction of the work done were also a great motivation for the political representation. As mentioned in Q2, the new political leadership of the city took over the legacy of the previous City Council's support and established contacts with regional and cross-border partners.

### The City Council unanimously set out for the journey

In summer 2020, the Broumov City Council unanimously approved the ECoC candidacy.

In June 2022, the City Council unanimously adopted the Cultural Strategy 2022-2032.

In April 2023 the City Council unanimously confirmed its financial contribution. In April 2023 it declared its financial contribution to the project and agreed to open the door for the HKR to join the organisational structure of the EFBC (Q30). The Broumov 2028 action is included in most of the short- and medium-term strategic documents of the region (Q2).

### HKR Region is Broumov 2028

In addition to its significant financial contribution, the HKR has supported and committed itself to overcoming the limitations related to Broumov's small size, such as limited human capital and know-how capacities in areas such as negotiations with representatives of the Lower Silesian Voivodeship in Poland, the Banská Bystrica Region in Slovakia, the Zakarpattia Region in Ukraine, monitoring and evaluation, legislation, capacity building or transport (Q2). The Regional Council unanimously confirmed its financial contribution in March 2023 as well as joining the EFBC bodies (Q30).

### Historic milestone in connecting European locals

During a visit to the region in January 2023, the Polish President declared his support for Broumov 2028 as an opportunity for greater cross-border connection. The political support of the Lower Silesian Voivodeship was publicly declared on several official occasions during the final selection and in the declaration of June

2023. The Polish municipalities declared their support on 14 April 2023 (Q2). This event marked a significant milestone in the history of the city, because for the first time in its history, so many representatives of Polish municipalities met in the presence of representatives of the HKR and the Lower Silesian Voivodeship and expressed their intention to deepen cooperation and relations. This would not be possible without the ECoC.

### The state as a partner

The continuous and regular communication with the Ministry of Culture of the Czech Republic of both candidate cities has demonstrated a respectful and constructive relationship, where everyone listens to each other, and a solid basis for further partnership for the awarded city can be created. Both candidate cities (České Budějovice & Broumov) received a clear commitment from the Ministry of Culture which is expected to be approved by the Czech Government in 2023.

## Q43

### Please detail the state of play of the foreseen infrastructure projects detailed at pre-selection stage, including the planned timetable for the works. Please clarify the links with the European Capital of Culture project.

Our infrastructure development plan is driven by our pragmatism. Instead of constructing large buildings, we aim to take advantage of the existing dilapidated heritage and transform or adapt them into multi-purpose cultural spaces to increase the capacity to host contemporary artistic and cultural projects. For example, an abandoned school building in the city centre will be transformed into a more accessible community library, a vacant municipal building into an art school, a former convent mill into the MLÝN – Creative Mill, and a former derelict granary into a cultural and community centre Špýchar. All projects are linked to our tourism and cultural development strategies.

Project	Est. timeframe	Description	Broumov 2028 Projects
Creative workshop next generation	2024	New facilities of the Hradební Primary School to enhance the quality of education and the opportunity for youth activities. Location: Broumov	Educreation, Brave Spaces, On Stage
Multifunctional public space (parking + open air events)	2024-2025	Renovation of abandoned public space in the city centre serving to tourism and open-air events. Location: Broumov	Opening Ceremony, URBACT, On Stage, Brave Spaces
Community Library	2024-2025	Relocation and renovation of the municipal library for a broader and more accessible range of services far beyond just borrowing books. Location: Broumov	Palaces for People, Embracing Programme, Stories of the Fall, Journalism Simulator
Elementary Art School	2024-2026	Relocation of the Elementary Art School to the newly renovated space will provide adequate facilities for quality arts education and cultural programmes. Location: Broumov	On Stage, URBACT, Educreation
Creative Pilgrim Welcome Centre Sustainable tourism accommodation	2024-2026	Revitalisation of the abandoned city hotel on the main square provides facilities for the ECoC welcome centre, conference and accommodation. Location: Broumov	Opening Ceremony, Embracing Programme, Pilgrims Crossroads, Be the Decision and the Change
MLýN - Creative Mill	2024-2026	The original abandoned monastery mill will be transformed for artist residences, co-working space and research centre. The building will provide facilities for the Incubator of Volunteering and Entrepreneurship with close connection to Špýchar. Location: Broumov	MLýN – Creative Mill
Exposition and experience space	2024-2027	Brownfield revitalisation of an industrial complex into exposition and experience space. Location: Broumov	Compos(t)ing Your Life
Špýchar - Multifunctional Blackbox	2024-2026	A former granary building gets transformed into a multifunctional blackbox – a community and cultural centre with gastro services, headquarters and facilities for the Police Symphony Orchestral as well as other cultural and community events. The building will provide facilities for the Incubator of Volunteering, with close connection to MLýN – Creative Mill. Location: Police nad Metují	Light the Spark, Academy of the Cultural Management, Trails Angels, Educreation, Opening Ceremony
Garden Observatory	2024-2027	Location: Broumov	Academy and Incubator of Slow Cultural Tourism
Culture of Nature Centre	2024-2025	Construction of a new starting point for many pilgrims in the region will enhance the quality of tourist services. Location: HKR	Academy and Incubator of Slow Cultural Tourism
Walking tourism (pilgrim)	2024-2026	Extension of the pilgrim accommodation facility. Location: HKR	MonaStories, Academy and Incubator of Slow Cultural Tourism
Mobile facilities for creative cultural makers	2024-2026	Sustainable mobile stages and facilities for cultural events. Location: HKR	Opening ceremony, On Stage, Be the Decision and the Change, Pilgrims Crossroads
Creative Monastery	2024-2027	Brownfield revitalization of former monastery creates cultural, community, educational spaces for pilgrims. Location: HKR	MonaStories
Centre for Printing and Graphic Crafts	2024-2026	Rough construction modifications of the former barn and partial reconstruction. Location: HKR	Printers from a Barn: Centre for Printing a Graphic Crafts, Brave Spaces

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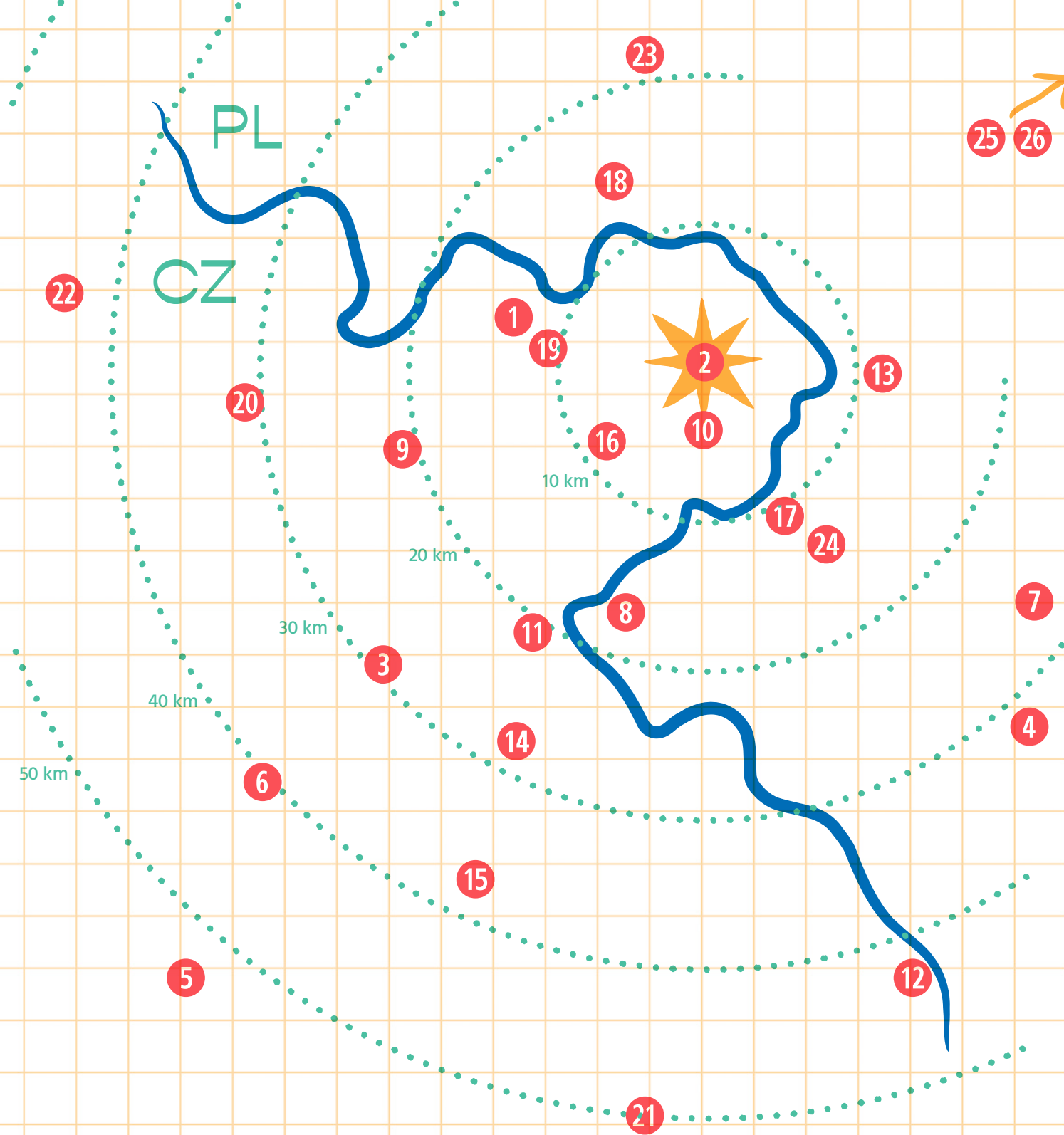
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**1 · Adršpach**  
On Stage

**2 · Broumov**  
The Healing Landscape, Academy and Incubator of Slow Cultural Tourism, Compos(t)ing Your Life, Broumovie Film Platform, Experts of Everyday Life, Wolfosophy, MonaStories, Academy of Cultural Management, Heroes of the Flow, From Silence to Vibrance, The Land in Between, Slow Is the New Strong, Good Music Spirits, Stories of the Fall, Fight Your Fears // Cultivate Joy, Pilgrims of the Inner Temples, Be the Decision and the Change, Education, Trails Angels, On Stage, Palaces for People, MLýN – Creative Mill

**3 · Česká Skalice**  
Broumovie Film Platform

**4 · Gorzanów**  
Dance like Jesus

**5 · Hradec Králové**  
Academy of Cultural Management, Educreation, From Yard to Art!, Palaces for People, The Land in Between, Water Stories

**6 · Joseföv**  
From Yard to Art!

**7 · Klodzko**  
Experts of Everyday Life

**8 · Kudowa Zdrój**  
Academy and Incubator of Slow Cultural Tourism, The Healing Landscape

**9 · Malé Svatoňovice**  
Seven Miracles

**10 · Martínkovic**  
Printers from a Barn

**11 · Náchod**  
Experts of Everyday Life

**12 · Neratöv**  
MonaStories

**13 · Nova Ruda**  
Experts of Everyday Life, Be the Decision and the Change

**14 · Nové Město nad Metují**  
MonaStories

**15 · Opočno**  
MonaStories

**16 · Police nad Metují**  
Light the Spark, On Stage

**17 · Radków**  
Experts of Everyday Life, Be the Decision and the Change

**18 · Sokolowsko**  
Be the Decision and the Change, From Yard to Art!

**19 · Teplice nad Metují**  
Broumovie Film Platform

**20 · Trutnov**  
Broumovie Film Platform, Fight Your Fears // Cultivate Joy

**21 · Vamberk**  
Stories of the Fall

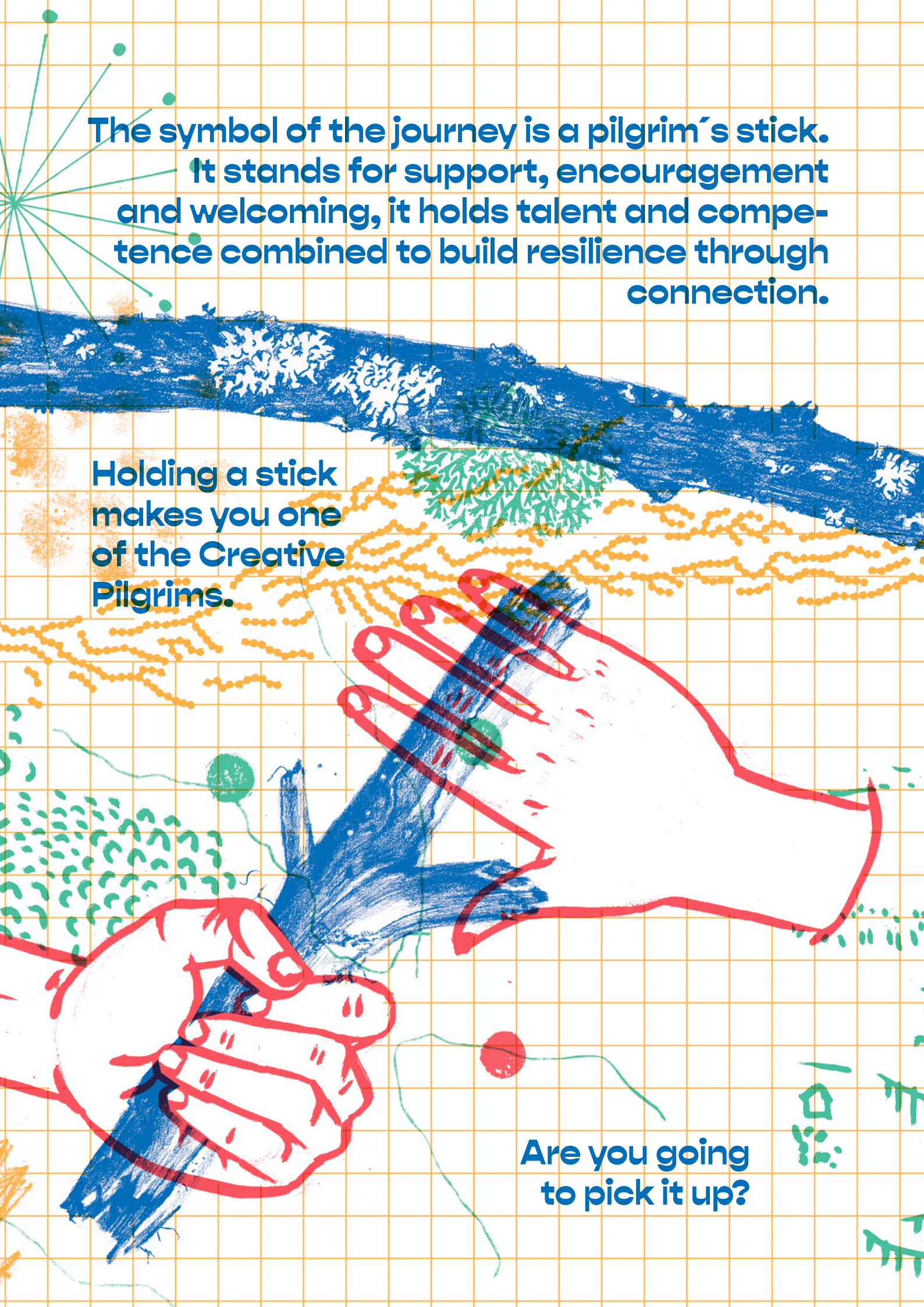
**22 · Vrchlabí**  
Broumovie Film Platform

**23 · Walbrzych**  
Academy and Incubator of Slow Cultural Tourism, From Silence to Vibrance, From Yard to Art!, The Land in Between

**24 · Wambierzyce**  
MonaStories

**25 · Warsaw**  
Broumovie Film Platform, Educreation

**26 · Wrocław**  
Academy and Incubator of Slow Cultural Tourism, Be the Decision and the Change, Experts of Everyday Life



The symbol of the journey is a pilgrim's stick.  
It stands for support, encouragement  
and welcoming, it holds talent and compe-  
tence combined to build resilience through  
connection.

Holding a stick  
makes you one  
of the Creative  
Pilgrims.

Are you going  
to pick it up?