



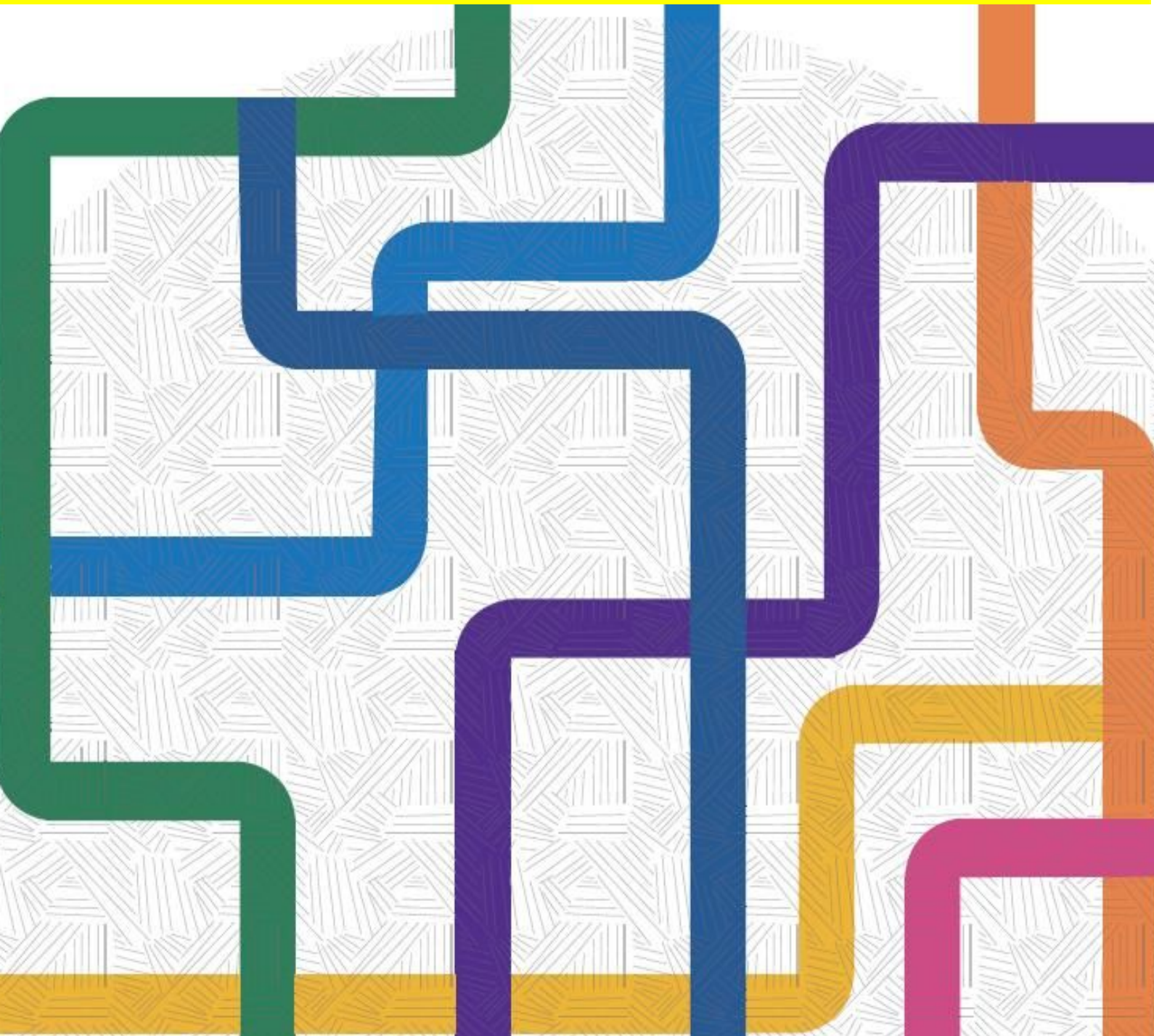
United Nations
Educational, Scientific and
Cultural Organization

Creative Cities
Network

UNESCO CREATIVE CITIES NETWORK CALL FOR APPLICATIONS

2019

Application Form



UNESCO CREATIVE CITIES NETWORK 2019 CALL FOR APPLICATIONS

APPLICATION FORM

Please note that word limits in the Form are enforced and that it will not be possible to enter more text once the limit is reached. Using the "Word Count" function will facilitate this process.

The form Cession of Rights and Register of Photos in the annex hereto shall also be duly completed.

1. NAME OF CITY:

Viljandi

2. COUNTRY:

Estonia

3. CONTACTS:

3.1 Mayor of the City

Title (Mr/Ms):MR

Family name: Timpson

First name: Madis

Address:

Telephone number:

Email address:

3.2 Representative of the Mayor

The representative will facilitate the communication between the Mayor (the Municipality), and the UCCN Secretariat and provide political support to the designated "Main executive contact" of the city (see point 3.3).

Title (Mr/Ms):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

3.3 Main executive contact

The main executive contact will be the focal point of the city for all communication and coordination concerning the UNESCO Creative Cities Network. This person should belong to the unit or structure executing and managing the designation. In case of the city's designation, this person should be officially designated by the Mayor or competent municipal authorities (see point 10.4).

Title (Mr/Ms):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

3.4 Alternative contact

The alternative contact will provide support and backup to the "Main executive contact".

Title (Mr/Ms):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

4. CREATIVE FIELD:

Please choose only one between: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music [Click on the drop-down menu].

5. GENERAL PRESENTATION OF THE CITY:

Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc. (1500 characters maximum).

Viljandi is often called Estonia's capital of culture and folk art due to its high concentration of festivals, cultural institutions and creators compared to its relatively small population (municipality 17 400, functional region ca 46 000).

The town is located at the centre of Estonia, 161km from Tallinn, 81km from Tartu, 97km and 245km from Riga. Frequent bus and train connections link Viljandi to the rest of the country.

Viljandi's economic base is manufacturing. Recently ICT and creative industry companies have gained prominence.

The town is governed by legislative Town Council and executive Town Government. Municipal budget for 2019 is 40,7 M euros.

Viljandi is home to a professional drama theatre Ugala which gives over 250 performances and receives over 90 000 visitors every year. University of Tartu Viljandi Culture Academy has over 700 students and is the leading teaching and research university in cultural studies, arts and native crafts. Estonian Traditional Music Centre is an NGO that teaches, researches and popularizes traditional music. It organizes the annual Viljandi Folk Music Festival that receives more than 30 000 visitors every year.

Viljandi has a vibrant art scene. The Kondas Centre of Naïve Art is dedicated to Paul Kondas who lived and worked in Viljandis. Several other private and municipal galleries offer many opportunities for exhibiting and enjoying art.

Recently Estonian Folk Culture Centre moved to Viljandi from Tallinn.

6. MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY – USING CREATIVITY AS A DRIVER FOR ACTION:

Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying opportunities and challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development and mitigate and resolve the challenges they face (1200 characters maximum).

Viljandi's main challenge since the start of this century has been population decline (20800 in 2000, 17 400 in 2019). During the last 20 years, mainly young people have moved to Tallinn or abroad to seek better job opportunities. Although this trend has slowed in recent years, the population is still in small decline. In order to solve this problem, Viljandi is creating an environment that is appealing to young families. The town has a strong school network as well as co-curricular schools that offer music, art and sports courses for children and evening courses for adults. Viljandi is marketing itself as a place where everything is within walking distance and children can move between home, school and co-curricular school by themselves. Its vibrant cultural scene is attracting creators from both Estonia and abroad who benefit from the many opportunities to present their work at cultural institutions and events organized in town.

Viljandi dedicated 57% of its budget to education and 14% to culture in 2019. Since 2015 the municipality has implemented inclusive budget principle, setting aside 1% of its investment budget for citizen led projects.

7. GLOBAL DEVELOPMENT STRATEGIES AND POLICIES:

Presentation of the city's main and global development strategies and policies, particularly those in line with the international development agendas, such as the United Nations' 2030 Agenda for Sustainable Development (1000 characters maximum).

8. EXPECTED IMPACT OF THE DESIGNATION AND THE MEMBERSHIP ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:

Presentation of the main reasons behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation (1200 characters maximum).

9. PREPARATION PROCESS FOR THE APPLICATION:

The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network (1000 characters maximum).

10. COMPARATIVE ASSETS OF THE APPLICANT CITY MADE AVAILABLE TO THE NETWORK:

In the following fields, candidate cities are invited to present their main cultural assets – particularly those in the creative field concerned – that may be highlighted and tapped into locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are strongly advised to avoid presenting lists and to provide succinct and relevant information so that the city's cultural and creative assets can be assessed properly (1000 characters maximum for each field).

10.1 Role and foundations of the creative field concerned in the city's history and development

10.2 Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned: data, statistics and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

10.3 Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

Teatrikunst. Riiklik teater ja üks kahest eesti teatrikoolist teevad Viljandist ühe tähtsaima tearikeskuse, mille suurimaks eripäraks on see, et akadeemias õpetatakse käsikäes nii näitlejaid ja lavastajaid, kui ka butafoore, valgus ja helitehnikuid, muusikuid ja käsitöölisi. See tagab väga laiapõhjalise konteksti ja võimalustepagasi kõikvõimalike kultuuri ja pärimusprojektide ellukutsumiseks. Peale tuhandete motiveeritud inimeste on meil Viljandis kasutada regiooni kaasaegseim teatrimaja koos töökodadega kui ka täielikult varustatud ülikooli ja seda toetavate institutsioonide spetsiifiliste õppeklasside ja töökodade võrgustik.

Haridus. Akadeemia pärandtehnoloogia osakond on majakaks nii piirkonna kutsekoolidele, kui kogu Eesti *craftsi*-haridusele ja organisatsioonidele.

Crafts.

Folk Music.

- 10.4** Major fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals and practitioners in the creative field concerned (creators, producers, marketers, promoters, etc.)

Viljandi hansapäevad toimuvad igaaastaselt alates aastast ... juuni esimesel nädalavahetusel. Sündmus ühendab traditsioonilise tänavakauplemise kaasaegsete kogukonnasündmustega, tuues kokku rahvast Viljandist ja selle ümbrusest, Eestist ja kogu maailmast. Juba kolmandat aastat taaselustatakse see ajastu Viljandis laulude, tantsude, pidusöömingute ja näitemängudega. Linna saabuvad kauplajad ja meistrid, käsitöölised ja palverändurid. Keskaeg hõlmas nii meie kui Soome ajaloo märkimisväärse osa ja on jätnud seega sügava jälje meie kultuurilukku. Keskaja turul osaleb 50 valitud kauplajat, kes pakuvad käsitööd ning head toitu. Püsti on pandud nii soontemudija, kristalli-, nõia- kui ka käejoontekoda. Inimesi veavad hobuvankrid, rahvast lõbustavad narrid, palverändurid pajatavad legende, laval astuvad üles muusikud koos tulevärgiga, kõrtsis pakutakse ehtsaid keskaja roogasid ja tuleb ka tõeline pidusööming.

Linna sünnipäev. Viljandi sai linnaõigused 1283. aastal. 2018. aasta septembris tähistasime oma 735. sünnipäeva. Linna sünnipäev on nädalavahetus, kus pered saavad kokku tänavapeol ja DJ-puldil võib olla su oma naaber.

- 10.5** Major festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international general audience

Viljandi Folk Music festival. Igal aastal, juuli viimasel nädalavahetusel peetakse Viljandi lossimägedes ja südalinnas pärimusmuusikafestivali, mis on 1990. aastate algul levima hakanud tavaliselt, pärimust ja paikkondlikku identiteeti väärtustava mõtteviisi tugevaim väljendus. Festival põimib aastasadade ja isegi -tuhandete vältel kogunenud vaimseid väärtusi kaasaegse elukorraldusega ikka selleks, et traditsioonid elaksid, rõhutaksid meie rahvuslikku eripära ning hoiaksid muusikalist emakeelt. Igal aastal võtab Viljandi pärimusmuusika festivalist osa üle 800 esineja ja üle 20 000 külalise üle maailma.

QQ art month. 2017. aasta augustist septembrini toimunud ülelinnaline kunstikuu (visuaalkunst, *outsider*-kunst, audiokunst, kinokunst), mis tõi kokku üle 30 rahvusvahelise kunstniku ning tõi linna enam kui 1200 külalist.

Viljandi Music Walk on nädalavahetus täis muusikat kohtades, mis mõjuvad kontserdipaigana üllatavalt. Kogu muusikaline rännak kulgeb läbi Viljandi ja pakub avastamisrõõmu nii linna- kui muusikamaastikul. Lisaks VMW pakutavatele muusikaelamustele ja jalutuskäikudele toimub festivali ajal linnas veel nii mõndagi, näiteks Tour d'ÖÖ hilisõhtune rattasõit, tänavaturgude päev, *performance*'id ja valgusinstallatsioonid, näitused ja veel palju muud programmiväliselt, mis kutsub külalised sügisese väikelinna kõrvaltänavatesse ja salahoovidesse.

Notafe on nädal aega kestev festival, mis toob juulikuisesse Viljandisse sadakond ühise kirega inimest. Kohaletulnuid ühendab aktiivne suhe keha ja vaimuga. Notafel sünnib kaasajakohane kool, mis kätkeb endas nii verbaalset kui kehalist dialoogi, vastavalt sellele nii mõttelist kui tegevuslikku uudishimu ning jagatud aega ja ruumi. Omalt poolt pakub Notafe välja tervet nädalat hõlmava tunniplaani, jättes osalejale vabaduse teha valikuid. Programm sisaldab erinevaid õpitubasid ja etendusi, modereeritud vestlusi, diskussioone nii õpetajate kui esinejatega ja palju muud. Sel aastal toimub Notafe juba kahekümne kolmandat korda.

- 10.6** Main mechanisms, courses and programmes to promote culture and creativity, as well as arts education for youth in the creative field concerned, both within the formal and informal education systems, including existing active institutions providing capacity-building in this field

University of Tartu Viljandi Culture Academy. Viljandi kultuuriakadeemia annab oma üliõpilastele Tartu Ülikooli kvaliteedimärgiga kõrghariduse, Viljandi kvaliteedimärgiga omakultuurilise enesetunnetuse, tugeva rahvusvahelistumisele avatud identiteeditunde, loovuse ja suhtlusvõrgustiku kogu eluks.

Viljandi on akadeemilise Tartu ja rutaka Tallinna kõrval õppimiskohana nauditav alternatiiv, kus saab Eestis, aga ka rahvusvaheliselt tunnustatud loomeinimeste käe õppida erialasid, milles on ühendatud

- pärimus ja tänapäev
- rahvuslikkus ja rahvusvahelisus
- teadus- ja kunstiloome
- teooria ja praktilised lahendused

Õpetatavad erialad on loomingulised ning nende läbimisega omandatakse mitmekülgsed humanitaar- ja kõrgtehnoloogilised teadmised. Meil on neli osakonda ja kümme erinevat õppesuunda, nende hulgas rahvuslik käsitöö, pärandtehnoloogia (rahvuslik ehitus, rahvuslik metallitöö, rahvuslik ehitus) ja pärandtehnoloogia MA.

Olustvere Teenindus- ja Maamajanduskool asub Kesk-Eestis Põhja-Sakala vallas Olustveres. Kool alustas tegevust 1914. aastal Kõo mõisas Kõrgemajärgulise Alampõllutöökoolina, mis 1917. aastal muudeti põllutöökeskkooliks. Põllumajanduskallakuga koolist on tänaseks saanud

Haridus- ja Teadusministeeriumi hallatav kutseõppeasutus, millele kuulub ka Baltikumi kõige täiuslikumalt säilinud mõisakompleks 29 ehitise ja rajatisega. Kool pakub põhikooli- ja gümnaasiumijärgset kutseõpet ning täiend- ja ümberõpet täiskasvanutele. Käsitöö õppevaldkonnad on keraamika, klaasipuhuja, masinkuduja, tekstiilkäsitöö ja kangakuduja.

Viljandi Kunstikool on ajaloolises Viljandi vanalinnas ohvitseridekasiinosse loodud kaasaegseimate õppeklassidega Eesti tunnustatuim kunstikool. Võimaluste avardamise ja loovinimeste tehnilise ligipääsu tagamiseks on õppeklassides keskmiselt laiemad võimalused näitek keraamika klassis on olemas lisaks tavalisele kõrgkuumusahjule ka rakupõletuse võimalus jne. Lisaks lasteringidele toimub kunstikooli ruumides pidevalt erinevate tipptasemel meistrite meistriklasse, mis on avatud kõigile ja kuhu tullakse osalema üle kogu Eesti.

- 10.7 Lifelong learning, tertiary education, vocational schools, training centres, residencies and other higher education institutions specialised in the creative field concerned

TÜVKA täienduskoolitus. Viljandi Kultuuriakadeemia pakub täienduskoolitusi täiskasvanutele ehtesepisest nahatöötlemiseni.

Olustvere täiendkoolitused. Masinkudumise tehnoloogilised võtted, pinna dekoreerimise meetodid raku keraamikas, klaasskulptuurid, klaasipuhumine.

Viljandimaa Loomemajanduskeskuse residentuur. Kahe esimese aasta jooksul on juba külastanud Viljandi loomeresidentuuri 5 kunstniku, 3 kirjanikku, 1 sepp ja 3 muusikut.

Viljandimaa Töötukassa koostöös Viljandi Kultuuriakadeemiaga korraldatud tekstiili- ja metallivaldkonna koolitused töötutele.

Viljandi Kultuuriakadeemia väärivate Ülikool on täiendusõppe vorm, kus akadeemilistel loengutel pakutakse erinevate teemadega kaasnevaid uusi mõisteid ja kaasaegseid materjale, käsitletakse praktilisi ning silmaringi laiendavaid teemasid.

- 10.8 Research centres, specialized institutes and programmes in the creative field concerned

Viljandi Kultuuriakadeemia käsitöö osakond. Teadus- ja loometööd tehakse rahvusliku käsitöö osakonnas väga mitmesugustes suundades, mis on moel või teisel seotud käsitööga. Osakonna missioon on hoida ja edendada paikkondlikku ja rahvuslikku traditsiooni käsitöötehnikate valdkonnas, Kuivõrd igapäevase õppetöö raames tegeleme käsitöövaldkondade õpetamisega, on loomulik ja vajalik keskenduda meie uurimistegevused valdkonnale, mida tähistame kõige laiemas mõttes väljendiga käeline pärand. RKO kitsamasse huvivaldkonda kuulub pärandtehnoloogia: loov tehniline ja kultuuriline praktika, rakendused ja arendused, mis lähtuvad traditsioonilistest paikkondlikest käsitöötehnikatest, kujunduspõhimõtetest ja oskustest. Samadest ideedest on kantud ka osakonna loometegevus: enamike õppejõudude ja üliõpilaste loomingu keskmes on pärandi rakendamine kaasajas. RKO käsitöö osakond annab välja ka ainsat Eesti

pärimuskultuuri teadusajakirja, mis vastab teadusklassifikatsioonile 1.2

Viljandi Muuseum on ajaloolise Viljandimaa ja kultuuriloolise Mulgimaa vaimse ja materiaalse pärandi hoidja ning väärtustaja, mille tegevus toetab kollektiivse mälu tugevnemist. Muuseumi põhitegevuseks on Viljandi linna ja ajaloolise Viljandimaa ajaloo, kultuuriloo ja loodusloo kohta käiva tõendusmaterjali kogumine, dokumenteerimine, vahendamine ja säilitamine. Kogumist viiakse läbi vastavalt muuseumi kogumispõhimõtetele.

Heimtali muuseum on loodud akadeemik Anu Raua (Eesti mõjusaim ning rahvusvaheliselt kõrgelt tunnustatud pärimuskultuuri eestkõneleja, kunstnik ja akadeemik) poolt Viljandi valda. Muuseumikogud sisaldavad kohalike koolieluga seotud materjale ning lähiümbrusest pärit tööriistu, lisaks kapi- ja kirstutäite kaupa rahvuslikke tekstiilinäiteid Mulgimaalt ja Kihnust. Miks võib Kihnu seelikuid Mulgimaal näha, see on jälle omaette lugu, mida saab soovi korral koha peal kuulda. Heimtali on kodulooline muuseum, mille kogu väärtus seisneb eeskätt selles, et esemed on jäänud kohta, kus neid kunagi valmistati ja kasutati. Külastajal võiks tekib tunnetus sajandi tagusest elust, mil inimese maailm piirduski suuresti vallaga, kuhu ta oli sündinud ning kui üleilmastumine sõnana oli veel välja mõtlemata.

Loodi. Eesmärk on arendada Viljandimaal asuv Loodi mõis õppe-ja külustuskeskuseks, sealhulgas

- luua tingimused keskkonnasäästliku ettevõtluse arendamiseks
- populariseerida kohalike naturaalsete materjalide kasutamist
- propageerida maapiirkondades käsitöökuste omandamist
- õpetada ja tutvustada keskkonnasõbralikke ehitusviise
- arendada piiriülest koostööd teiste riikide organisatsioonidega, mis tegelevad pärandkultuuriga, ja tutvustada mujal maailmas oma meistreid ja pärandoskusi.

- 10.9** Recognised infrastructure for the creation, production and dissemination of activities, goods and services in the creative field concerned, at the professional level (for example, centres for professionals, cultural enterprise incubators, chambers of commerce with specific programmes for cultural goods and services, etc.)

2011.a alustas tegevust **Viljandimaa Loomemajanduskeskus**, mille eesmärgiks on edendada ja toetada (kohalikku) loomeettevõtlust.

Loomemajanduskeskuse prioriteediks on pakkuda kohalikele alustavatele loomeettevõtjatele tervikstruktuurina toimivaid ja hästi varustatud kaasaegseid erialaspetsiifilisi tootmis- ja tugiteenuste keskkondi. Keskuste seadmeпарк on mitmekesine, sisaldades nii **traditsioonilisi käsitöövahendeid kui kaasaegseid masinaid**, mis võimaldavad arendada ja toota uudseid käsitöötooteid. VLK pakutavad tugiteenused aitavad loovisikust ettevõtjal orienteeruda ja hakkama saada keerulisena tunduv as maailmas, pakkudes koolitust, nõustamist ning vajalikke teenuseid kogunud ettevõtjate ja konsultantide käe all. Sihtasutusel on 2 eksperimentaaltöökoda – **tekstiili- ja metallikeskus**.

Kondase Keskus on 2003. aastal loodud, peamiselt naivistliku ja autsaider-kunstiga tegelev kunstikeskus Viljandis, mis on pühendatud Eesti ühele tuntumale naivistile Paul Kondasele (1900-1985) Sisulise töö tulemusena (välitööd Eesti piires) täieneb igal aastal keskuse infopank Eesti iseõppinud kunstnike kohta ning on tekkinud oma väikesemahuline naivistliku kunsti kogu.

- 10.10** Main facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, women, vulnerable groups, etc.)

Viljandi kultuuriakadeemia tekstiilikoda ja villavabrik, mille eesmärgiks on Eesti lambavilla populariseerimine läbi traditsionaalsete meetodite. Uute prototüüpide loomine läbi tuftimise, masinkudumise ja tikkimise.

Viljandi Loomemajanduskeskuse metallikeskus, mille eesmärgiks on pakkuda ettevõtlusvõimekust ja õpitube ehismetallitööst, keemia ja luuksepa töödeni välja.

Cultural Art Space "Koit" and BookBar "Romaan" .

Wimka ehk Viljandi mõttekamber on ideede platvorm, kultuuriklubi ja katselabor Vilma õppehoone galeriis, mis pakub erinevate erialade tudengitele võimalust korraldada interdistsiplinaarseid kultuurisündmusi.

- 10.11** Present a maximum of three major programmes or projects developed by the city in the past three years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

Viljandi linna loomestipendium on mõeldud Viljandi linnas elavatele ja tegutsevatele loomeinimestele, et väärtustada nende loomingut ning toetada nende tegevust Viljandi kultuurielus. aastal 2018 oli see 6000 eurot

Projektitoetus on mõeldud Viljandi linnas toimuvate sündmuste ja projektide toetuseks, mis on suunatud kohalikule elanikkonnale. Projektitoetust saab taotleda neli korda aastas. Aastal 2018 oli see 50 000 EUR.

Tegevustoetus on mõeldud Viljandi linna registreeritud või Viljandi linna heaks tegutsevatele MTÜ-dele tegevusega seotud kulude katmiseks. aastal 2018 oli see 150 000 eurot.

- 10.12** Present a maximum of three major programmes or projects developed in the past three years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between different actors, including the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

Startup Viljandi offers a mentor programme for Academy students as the entrepreneurial studies (15EAP) are mandatory for all creative-field students.

Viljandi Folk Center offers free concert venue for Folk music students.

Viljandi Airplane factory holds active youth center and offers free starting platforms for academy students and develops first Creative Hub for small Creative companies and NGOs.

- 10.13** Role and impact of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

Ilus jutt

- 10.14** Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

Stipendiumid? Suursündmused

- 10.15** Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

Investing into Viljandi Creative Industries to develop new companies in creative field concerned.

Investing into restoration projects in the cities old town.

- 10.16** Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

KRISTA KULL

- 10.17** Major programmes or projects implemented in the last three years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

Folk Festival that binds Folk art , crafts and Folk music into one huge festival

QQ Art Month

- 10.18** Main international cooperation initiatives and/or partnerships developed in the past three years involving at least two of the seven creative fields covered by the Network (crosscutting and/or trans-sectoral projects)

Folk Center with music

Olustvere with Estonian Gastronomy

- 10.19** Main facilities and infrastructures made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past three years aimed at promoting the creative fields covered by the Network, other than the main creative field concerned by the application

QQ

ArtCompote,

Viljandi Music Walk

10.20 Provide the city's overall earning and expenditure account over the last five years, showing amounts devoted to the creative field concerned

11. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

In this section, the candidate cities are invited to present an appropriate medium-term (four-year) action plan describing the main initiatives that the city commits to achieving the Network's objectives: using creativity as a driver of sustainable development at the local and international levels.

The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible, in line with the United Nations 2030 Agenda for Sustainable Development. It is recommended to describe the main planned initiatives in a meaningful manner rather than multiple theoretical lists of actions. In case of designation, the city will be expected to implement this action plan in case of its designation and to report on the implementation of the plan in its compulsory quadrennial Membership Monitoring Report (in other terms, in case of designation following the 2019 Call for Applications, the city shall submit its first report in 2023).

- 11.1** Presentation of a maximum of three major initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally (city level) by enhancing the role of culture and creativity in the sustainable development of the city

Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, objectives, outreach and stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (3200 characters maximum).

1. PEALEKASV ja TUGISÜSTEEMID. Käsitöö ja käelise tegevuse kasvatamine ja areng, makerid. Noore Meistri kool . sh külgnevad oskused ja funktsioonid nt kultuurikorraldusöpe (culture management), interdistsiplinaarne koostöö, lõimeleer, puudega inimesed, regiooni tööhõive.

ENCOURAGING AND DEVELOPING HABITS AND KNOWLEDGE OF NATIVE CRAFTS CULTURE, mis sisaldab endas hariduslike programme (arendatud koostöös ülikooli ja teste tippasutuste spetsialistidega) harrastajatele, alustajatele jalapseevanematele, mis võimaldaks teha teadlikumaid karjäärivalikuid ja tõsta üldist kultuurilist teadlikkust. Omavalitsuse toetusmeetmete, mittetulundusühingute, kohaliku kogukonna koostöös luuakse tugisüsteemid ja töökeskkonnad, millega tagatakse crafts and.. alaste teadmiste ja oskuste edasiandmiseks vajalik ligipääs kõigile huvilistele sh noortekeskust, igas õppeastmes õpilastele, haiglates, hooldekodudes ja päevakeskustes.

2. PROFID. City Craftmaster Scholarship ja residentuurid / professionaalide ja rahvusvaheline suund; kultuurikorraldus, residentuur, kohtumispai, rahvusvaheline hüppeplatvorm (kontaktide loomine ja tiptasemel kureerimine),

DEVELOPING THE CRAFT SCENE luues võimalused professionaalide, uurijate ja rahvusvahelise võimekusega manageerijate koostöök, mille keskmes on rahvusvaheline muusikaline keel

3. **MUUSIKA.** Parandada kultuurielus osalemise ning kultuurikaupade ja –teenuste nautimise võimalusi, eriti marginaliseeritud või haavatavate sotsiaalsete gruppide seas, ettenduskeskused, stuudiod

PÄRIMUSKULTUUR, CRAFTS AND MUUSIKA. Rahvusvahelise potentsiaaliga folkart koostöö ja sisuvahetus mille

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

The presentation of the proposed initiatives should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented (3200 characters maximum).

1. Academical degree in BA and MA in traditional crafts

2. CraftCamp worldwide craft camp for folk art and crafts

Craft Camp is an international camp where participants can learn various heritage technologies from Estonia. The camp has taken place since 2014 in Olustvere and Viljandi (both in Viljandi county). The organiser is UT Viljandi Culture Academy native crafts department.

During one week, the participants can learn various crafts and experiment with different materials, such as wool, bone, metal, glass, birch bark. In recent camps, there have been nearly 30 various workshops in the program. The teachers are qualified masters at their field, mostly alumni or partners of UT Viljandi Culture Academy.

In addition to workshops, the camp program includes cultural trips, concerts, fair, thematic films and other activities. Over the years, the the camp has attracted people from the age of 11 up to the age of 79. There are few participants who have been in the camp for almost each time. The participants have come from 21 various countries, the most exotic being Japan, New-Zealand, Bangladesh and Faeroe Islands.

3. Praktikate tutvustamine ja ühendamise maailmale of folk art and outsider-art through Kondas Art Center

11.3 Estimated budget for implementing the proposed action plan

It is recommended to present the estimated overall annual budget for implementing the proposed action plan over a period of 4 years, as well as the respective percentages that will be earmarked to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any existing funding or funding applications envisaged to national and international funding bodies such as regional and national development banks and institutions, in order to complement the budget from the Municipality itself. Alternative and innovative fundraising mechanisms may be presented (500 characters maximum).

The evaluation will not be made on the basis of the size of the proposed budget but in terms of its feasibility, coherence, achievability and sustainability in relation to the action plan.

11.4 Intended structure for the implementation and management of the action plan

Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. It is recommended that the person in charge of this entity will also be the focal point of the city in case of designation. Brief presentation of the organizational structure and the planned working arrangements of the entity, as well as the potential partners to implement the action plan with names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions (1500 characters maximum).

Projekti kirjutamisel, koostöö edendamisel ja koordineerimisel jääb Viljandimaa Loomemajanduskeskus koordineerivaks asutuseks. Viljandi Loomemajanduskeskus jätkab edukat koostööd Viljandi linna, Viljandi Muuseumi, Tartu Ülikooli, Viljandi Pärimusmuusika aida, Kondase keskuse, Heimtali muuseumi ja kohalike traditsioone ja kunste edendavate mittetulundusühingutega. Nende põhjal luuakse ka nõuandev kogu, kes kohtub neli korda aastas, mille eesmärk on pidada kinni jätkusuutlikuse printsiipidest ja täita UNESCO loovlinna missiooni.

11.5 Intended plan for communication and awareness-raising

Presentation of a plan for the communication and awareness-raising for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of the proposed action plan (1000 characters maximum).

12. SUBMISSION OF THE MEMBERSHIP MONITORING REPORT

- If designated, the city shall provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and

on their impact. The first such report will be expected in 2023 for cities designated following the current Call for Applications.

13. PARTICIPATION IN ANNUAL CONFERENCES OF THE NETWORK

If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, ideally together with the Mayor, in the Annual Conferences of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred. In the event that more than one representative attend (exclusive of the Mayor), it is recommended that the aforementioned city focal point should be included.

14. PROVIDING INFORMATION TO THE SECRETARIAT

If designated, the city shall provide regularly and in time relevant and up-to-date information related to the implementation of the city's membership, notably any change in the contact details (see sections 3.1, 3.2, 3.3, 3.4)

15. COMMUNICATION MATERIALS

In order to prepare communication materials about your city in the event of its designation, please complete the following fields. This information will be used on the UNESCO website and in other communication materials of the UNESCO Creative Cities Network.

*Therefore, please kindly note that the city is **fully responsible for the quality and accuracy of the submitted communication materials**. In order to facilitate the preparation of these materials, you may refer to the UCCN website where a city page for each current member is presented.*

- 15.1** Brief and pertinent presentation of the cultural assets and creative industries of the city in the creative field concerned and avoid merely promoting the city's tourism. Data, statistics and other indicators in the field of cultural and creative fields are highly recommended (1300 characters maximum).
- 15.2** Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 characters maximum, presented in bullet points)
- 15.3** A maximum of three URL links to websites related to the creative field concerned and the contents of the application
- 15.4** List of the city's membership in other UNESCO's cities networks (including UNESCO Global Network of Learning Cities, International Coalition of Inclusive and Sustainable Cities, and Megacities Alliance for Water and Climate), as well as other major international and inter-regional cities networks or platforms

Name:

Mayor of the city of:

Date:

Signature¹:

¹ The Mayor of the city should sign the present Application Form with his/her digital signature. In case the digital signature is not available, please send a separate scanned copy of the page 2 (where personal information about the mayor appears) and the last page, both signed in written.

UNESCO CREATIVE CITIES NETWORK 2019 CALL FOR APPLICATIONS

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