

The project «C via C - Connecting citizens and towns Via Culture for inclusive growth» was funded with the support of the European Union under the Programme "Europe for Citizens"

Applicable to the Strand 2 – Measure 2.1 "Town-Twinning"

Participation: The project involved 241 citizens, notably 93 participants from the city of Varazdin, Croatia (invited by Pucko otvoreno učilište Varaždin – POU Varazdin), 28 participants from Sremska Mitrovica, Serbia (invited by Tourism Organization Sremska Mitrovica - TO SM); 24 participants from Pomurje Region, Hungary (invited by Muramenti Nemzetiségi Területfejlesztési Társulás – MNNT); 46 participants from Ormož, Slovenia (invited by Ljudska univerza Ormož) and 50 participants from Ptuj, Slovenia (invited by Ljudska Univerza Ptuj),

Location/Dates: The event took place in Varazdin, Croatia from 10/04/2019 to 12/04/2019

Short description: The day of Wednesday, 10/04/2019 was dedicated to the exchange of best practices and experiences relating to the promotion of culture in European communities. The participants included representatives of CSOs (civil society organizations), SMEs, education institutions, youth and students, local government and citizens. At the kick-off ceremony, the city of Varazdin and various local organizations presented the city's cultural assets, souvenirs, actions to include youth, and held musical performances in order to engage citizens and show them the end results of cultural actions. The partners from Slovenia, Hungary, and Serbia presented on how they involve citizens in actions, use EU funds/programmes/priorities for their actions, and how EU values (intercultural dialogue, mutual understanding, solidarity, diversity and volunteering) contribute to making cultural actions more inclusive and sustainable. Q&A sessions held after presentations ensured that the participants could gain additional information on specific actions and discuss cooperation between regions. Various displays of souvenirs and cultural products were also set up in order to show citizens/participants how culture plays an important role in building local identity and pride, and emphasize the role of volunteering in preserving cultural heritage. At the end of the first event, the representatives presented and signed the network agreement, which details how the partnership will continue to work together on cultural activities over the long-term. Press coverage at the opening ensured that there was regional media coverage of the project.

The day of Thursday, 11/04/2019 was dedicated to the cooperation workshop and cultural quiz. The cultural quiz was set up as a means for the participants from different regions to become familiar with each other's know-how, best practices and experiences in promoting culture. Various prize packages were organized which included souvenirs, tradition food products, ceramics, etc. representing each region included in the project. The teams that had the highest scores received the prize packages. During the quiz, it was emphasized how EU integration enhances cultural actions by encouraging citizens to take action, volunteer and cooperate with other towns. After the quiz, Lazar Konstantinovic from Sremska Mitrovica demonstrated how he produces cooper coins in the old Roman way. The coins are used to promote the town's Roman past and produced mainly by volunteers. By showing this example, participants gained a clear picture on how active citizenship contributes to promoting and preserving culture regionally. After the demonstration/presentation, group activities were organized where participants were split into groups. They were presented a fictional scenario. In each scenario a town aims to develop its activities relating to culture. Based on the scenarios, the groups developed concrete brands and detailed the steps that need to be taken put the brands on the open market. Each group presented their scenario and discussed the steps (and challenges) needed in order to develop the particular cultural brands.

The day of Friday, 12/04/2019 was dedicated to a project workshop. To begin the workshop, the partnership presented the outcomes of work from the previous day. Guidelines on how to create a cultural brand were presented. During the presentation, the partnership emphasized that key EU values including volunteering, intercultural dialogue, mutual understanding between groups, transnational cooperation, etc. are essential in building consensus on project ideas, developing sustainable actions, and enhancing the quality of life. The presenter, Patrick Galeski, provided examples in cultural branding from Europe and abroad as a means to show participants how to develop cultural actions that contribute to jobs & growth. The second part of the workshop focused on the Creative Europe Programme, and how to prepare projects for this particular programme. Aneta Stopfer, from the Croatian Ministry of Culture and Creative Europe Desk in Zagreb, HR described the steps that need to be taken to develop a project proposal and presented best practices (funded projects in culture) that have contributed to building joint identity and EU integration.

*Prior to activities held in Varazdin, 4 pre-event workshops were held in the partner countries (Varazdin 19/03/2019; Totszardahely, HU 01/04/2019; Ptuj, SI 04/04/2019; Sremska Mitrovica, 21/3/2019). The workshops were organized to promote the project, enhance know-how on EU policies concerning culture, gain inputs/feedback from citizens on the purposed contents of the main event, and assess what knowledge participants require in order to further develop their cultural actions. By taking this approach, the partnership was able to adjust the contents accordingly, understand more in-depth stakeholders' needs and effectively achieve project aims.

Projekt «C via C – Povezovanje državljanek/državljanov in mest s kulturo za vključujočo rast» je financiran s podporo Evropske unije v skopu programa Evropa za državljane, sklop 2 – Demokratično delovanje in državljanska udeležba

2.1 Pobratenje mest

Sodelovanje: V projektu je sodelovalo 241 oseb, med njimi 93 udeležencev iz Varaždina, Hrvaška (na povabilo Pučkega otvorenega učilišta Varaždin - POU Varaždin), 28 udeležencev iz Sremske Mitrovice, Srbija (na povabilo turistične organizacije Sremska Mitrovica - TO SM); 24 udeležencev iz Pomurske regije, Madžarska (na povabilo Muramenti Nemzetiségi Területfejlesztési Társulás - MNTT); 46 udeležencev iz Ormoža, Slovenija (na povabilo Ljudske univerze Ormož) in 50 udeležencev iz Ptuja, Slovenija (na povabilo Ljudske univerze Ptuj).

Lokacija/Datumi: Dogodek je potekal v Varaždinu na Hrvaškem od 10. 4. 2019 do 12. 4. 2019

Kratek opis: Sreda, 10. 4. 2019, je bila namenjena izmenjavi dobrih praks in izkušenj v povezavi s spodbujanjem kulture znotraj evropskih skupnosti. Udeleženci projektnih aktivnosti so bili predstavniki organizacij civilne družbe, malih in srednje velikih podjetij, izobraževalnih ustanov, predstavniki mladih in študentov, lokalne uprave in prebivalci partnerskih mest. Na uvodni slovesnosti so predstavniki mesta Varaždin in razne lokalne organizacije predstavili kulturno dediščino mesta, spominke, aktivnosti za vključevanje mladih in izvedli glasbene točke, katerih namen je bil privabiti državljane in jim prikazati rezultate kulturnih aktivnosti. Partnerji iz Slovenije, Madžarske in Srbije so podrobneje predstavili, kako v svoje aktivnosti vključujejo državljane, kako črpajo sredstva/programe/prednostne naloge EU za svoje aktivnosti in kako vrednote EU (medkulturni dialog, medsebojno razumevanje, solidarnost, raznolikost in prostovoljstvo) prispevajo k bolj vključujoči in trajnostni kulturi.

Po predstavitev so sledila vprašanja in odgovori, tako da so lahko udeleženci pridobili dodatne informacije o posebnih ukrepih in razpravljali o sodelovanju med regijami. Na razstavi so bili prikazani spominki in kulturni izdelki, da bi državljani/udeleženci videli, kako ima kultura pomembno vlogo pri izgradnji lokalne identitete in ponosa in kako ključno je prostovoljstvo pri ohranjanju kulturne dediščine. Ob koncu prvega dogodka so predstavniki partnerjev predstavili in podpisali Memorandum o sodelovanju, ki podrobno opisuje, kako bo partnerstvo dolgoročno vplivalo na razvoj kulturnih dejavnosti. Otvoritveni dogodek je bil tudi medijsko podprt z lokalnimi novinarji.

V četrtek, 11. 4. 2019, je potekal kviz o kulturi sodelujočih partnerskih mestih in praktična delavnica. Namen kviza je bil, da se udeleženci seznani z znanjem, dobrimi praksami in izkušnjami drugih regij pri spodbujanju kulture. Predstavniki partnerskih držav so pripravili košare s tradicionalnimi spominki, prehrabnimi izdelki, itd. Ekipe, ki so dosegle najvišjo število točk, so prejele nagradne košare. Kviz je pokazal, kako povezovanje v EU krepi kulturne aktivnosti s spodbujanjem državljanov k ukrepanju, prostovoljstvu in sodelovanju z drugimi mesti. Po kvizu je Lazar Konstantinović iz Sremske Mitrovice prikazal, kako so Rimljani na stari način proizvajali kovance. V Sremski Mitrovici te kovance uporabljajo za promocijo rimske preteklosti mesta in jih izdelujejo predvsem prostovoljci. S tem primerom so udeleženci dobili jasno sliko o tem, kako aktivno državljanstvo prispeva k spodbujanju in ohranjanju regionalne kulture. Po predstavitvi so bile organizirane skupinske aktivnosti, kjer so se udeleženci razdelili v skupine. Podani so jim bili izmišljeni primeri mest. V vsakem primeru je mesto želelo razviti svoje aktivnosti in izdelke, vezane na kulturo. Na podlagi primerov so skupine razvile konkretne blagovne znamke in podrobne korake, ki jih je bilo treba sprejeti, da bi blagovne znamke postavili na trg. Vsaka skupina je predstavila svoj scenarij in razpravljala o korakih (in izzivih), ki so potrebni za razvoj posebnih blagovnih znamk.

Petek, 12. 4. 2019, je bil namenjen projektni delavnici. Na začetku delavnice so sodelujoči partnerji predstavili rezultate dela prejšnjega dne. Predstavljene so bile smernice za oblikovanje kulturne blagovne znamke. Med predstavitvijo so partnerji poudarili, da so vrednote EU, vključno s prostovoljstvom, medkulturnim dialogom, medsebojnim razumevanjem, mednarodnim sodelovanjem itd., bistvene za doseganje soglasja o projektnih idejah, razvoj trajnostnih ukrepov in izboljšanje kakovosti življenja. Vodja delavnic, Patrick Galeski, je predstavil primere kulturne blagovne znamke iz Evrope in tujine, s katerim je želel udeležencem prikazati, kako razviti kulturne aktivnosti, ki prispevajo k nastajanju novih delovnih mest in gospodarski rasti. Drugi del delavnice je bil osredotočen na program Ustvarjalna Evropa in prijavo projektov znotraj programa. Aneta Stopfer iz hrvaškega Ministrstva za kulturo in pisarne Ustvarjalne Evrope v Zagrebu, HR je opisala potrebne korake za razvoj projektnega predloga in predstavila primere dobrih praks (financirani projekti iz področja kulture), ki so prispevali k izgradnji skupne identitete in integracije v EU.

* Pred aktivnostmi v Varaždinu so v partnerskih državah potekale 4 fokusne skupine (Varaždin 19/03/2019; Totszardahely, HU 01/04/2019; Ptuj, SI 04/04/2019; Sremska Mitrovica, 21 / 3/2019). Delavnice so bile organizirane za promocijo projekta, izboljšanje znanja o politikah EU v zvezi s kulturo, pridobivanje povratnih informacij od državljanov o namenski vsebini glavnega dogodka in razumevanju potreb za nadaljnji razvoj kulturnih aktivnosti. S tem pristopom je bil glavni partner sposoben ustrezno prilagoditi vsebino, razumeti poglobljene potrebe udeležencev in učinkovito doseči cilje projekta.