

2021 RHODES DODECANESE EUROPEAN CAPITAL OF CULTURE CANDIDATE CITY







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INTRO DU DU CTOON GENERAL CONSIDERATIONS

WHY DOES YOUR CITY WISH TO TAKE PART IN THE COMPETITION FOR THE TITLE OF EUROPEAN CAPITAL OF CULTURE?

Rhodes and the Dodecanese island complex are home to diverse cultures, communities, religions, commercial activities, artistic expressions and even architectural styles. Throughout the centuries, whoever has arrived here has taken something, but also left something behind as a legacy. Given that our islands contain all the "ingredients" of the Mediterranean Sea, they are open and ready to be a space for exploring solutions to many of Europe's current challenges.

The multifaceted crisis across Europe is far from behind us! Financial issues are coupled with social instability and a general questioning of the common European vision and **identity.** The recent rise of xenophobia, intolerance and hate-speech is endangering the European edifice itself, our most impressive effort in establishing democracy, peace and prosperity. It is of the utmost urgency that we **re-define, together, a sense of European citizenship.**

The recently peaked turmoil in the Middle East has a considerable impact upon Rhodes and the Dodecanese. Our islands literally stand between Europe and the Middle East and this is why we are deeply concerned with issues regarding war and its humanitarian consequences. The Dodecanese islands have been on the forefront of the refugee crisis. Our people send inspiring messages of hope and solidarity to the world. At the same time, our islands have always been a welcoming place for reconciliation and dialoque. The hosting of the 1948 truce signing between Israelis and Palestinians, the 1959 negotiation to counter the political conflict in Cyprus, the European summit in 1988, the convention of Ministers of Foreign Affairs from 14 Arab and European countries in September 2016, are only a few indicative examples. Rhodes has earned its place as an East-West Dialogue Platform. Arts and Culture is the best way to nurture citizen participation in this dialogue, and the European Capital of Culture title would offer the magnifying lens for the dialogue in Rhodes to be projected across Europe.

The Dodecanese is one of the few island complexes in the European Union! Sustainability – social, environmental and economic too – is synonymous to surviving in insular environments. Rhodes and the Dodecanese are the perfect experimental field for the development and implementation of sustainable practices, culture included. Rhodes and the Dodecanese want to utilise the European Capital of Culture title as a transformational opportunity, exploring **Insular Sustainability** through Creativity, thus establishing a new applicable Pan-European benchmark.

To navigate towards what European citizenship means, to inspire dialogue between Europe and the Middle East and to explore sustainable futures for Europe's islands and their insular communities, Rhodes and the Dodecanese needs urgently to invest in Arts and Cultural infrastructure on the islands in the quest for economic prosperity, development of neglected spaces for cultural expression and the creative industries. Spaces for artistic expression need to be re-established and reinforced, in order to support our citizens' and visitors' hopes, visions, skills and innovative ideas. "Rhodes-Dodecanese 2021" (RD2021) will orchestrate efforts so that the islands become a Creative Space for Creative People, a canvas to rejoice cultural diversity. Join us on the Journey to the Light!

"We do not know what the mist is we, indeed, make it all in the Liaht"

> The Roots of the world **Yiannis Ritsos**

DOES YOUR CITY PLAN TO INVOLVE ITS SURROUNDING AREA?

The inclusion of the Dodecanese islands is reflected on the title of the candidacy "Rhodes-Dodecanese 2021" (RD2021). The area of the Dodecanese island complex is home to a very interesting and quite diverse cultural capital, expressed differently from island to island. That diversity provides inspiration for projects, artists and creative industries.

This is why we decided to include all 18 islands – with more than 190,000 inhabitants, spread across an area of 2,500 Sq Km - with Rhodes as the epicentre.

That cultural diversity is the result of the natural adaptation of islanders to new peoples that journey to their lands. Significant issues of insularity, sustainability and accessibility to the most basic necessities for survival, create a challenging question regarding access to culture. Rhodes plans to use insularity as a playground of experimentation that will combine the islanders' extroversion and networking with new technologies, new digital media and an advanced audience development plan for Arts and Culture.

Insularity reveals a deeply symbiotic rela-

tionship. Rhodian cultural capital is exponentially enriched by the diverse cultural identities that are projected through a surprisingly high number of Cultural Associations and Organizations. RD2021 has already partnered with the Federation of Cultural Associations of Rhodes (44 member organizations) and the Federation of Cultural Associations of the Dodecanese (10 members). Many of the projects envisaged will be featured from island to island (e.g. Journey to the Myth, Play For The Mediterranean) or be presented on specific islands (e.g. Polivotis, Rhodes Annex) with a plan to ensure maximum dissemination using new technologies. Most importantly, RD2021, as part of its audience development plan is going to deploy a horizontal digital support platform, in order to ensure the largest possible dissemination of the values of our cultural programme among the inhabitants of even the smallest island, and indeed to potentially reach every European Citizen. For that reason, we have already partnered with the Informatics Department of the University of the Aegean, based on Samos island, and with the Foundation of Research and Technology - Hellas (FORTH) in Crete.

Our digital audience development plan will ensure that RD2021 is a truly European Capital of Culture.

VISION

EXPLAIN BRIEFLY THE OVERALL CULTURAL PROFILE OF YOUR CITY

Coming from the Past

Rhodes emerged from the sea as a "gift" from Zeus to the God Helios (the sun). It has been inhabited since 4,000 BC, first by the mythical Telchines, followed by the Minoans and later by the Doreans. Three city-states were established, lalyssos, Kamiros and Lindos, that united into one, the city of Rhodes, in 408 BC. Since then, Rhodes had been a centre of trade, art and industry, welcoming the Phoenicians and transferring the spirit of cooperation across the shores of Asia Minor and the Mediterranean. Persians, Athenians, Ptolemies from Egypt and Romans led Rhodes towards the Hellenistic period, during which the island became a real cradle of civilization. During Pax Romana, Rhodes welcomed artists, athletes, philosophers, scientists and their students from the known world. During the same period, Julius Caesar, Marcus Tullius Cicero and many others came to attend its renowned school of rhetoric. The Medieval period also embedded a multicultural society in Rhodes - Byzantine, Arab and finally Saint John's Knights established their base on the island. Besides being home to different ethnicities, languages and religions, for two centuries Rhodes became the centre of European cooperation inside the Knights' Order that was comprised by many European ethnicities. The Ottoman conquest in 1523 introduced a unique eastern perspective: "Rhodes became the window through which the West saw the East, and vice versa".

The twentieth century brought 30 years of Italian settlement, the eviction of the Rhodian Jewish by the Nazis, the British peacemaking and finally Greek Integration. Rhodes, the capital of the Dodecanese at the very edge of Europe, is part of the Balkan Peninsula, neighbouring Turkey, Cyprus, Lebanon, Israel, Palestine, Syria, Egypt and the wider Middle East area. **Rhodes remains the gateway, the bridge and the marine route that connects Europe to the wider region of the Eastern Mediterranean. Today, Rhodes does what she has done continuously since "emerging from the sea": She welcomes the world.**

Reviewing the Present

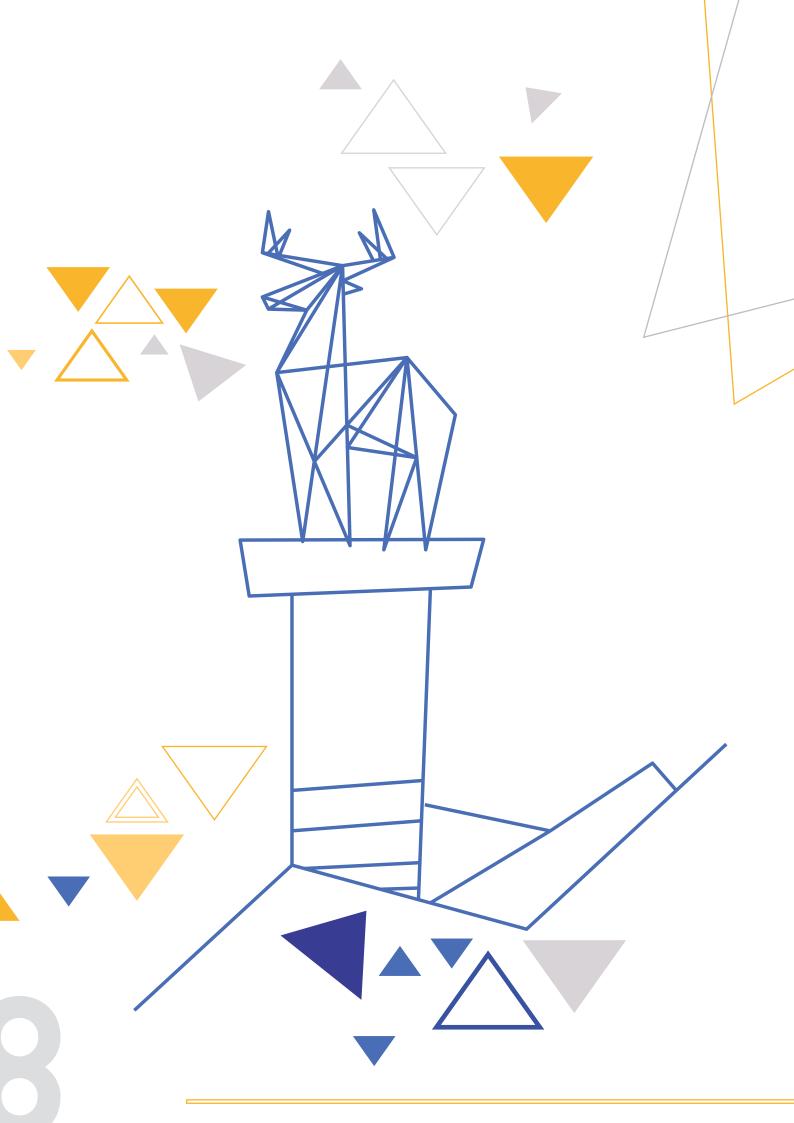
The island is equipped with several cultural venues and longstanding institutions, which are charged with cultural supply to the local community. The Museum of Modern Greek Art maintains four different venues. The Archaeological Museum and the Museum of the Palace of the Grand Master are among the most important cultural venues in the Region. The Medieval City of Rhodes is listed among UNESCO's World Heritage Cities. There are 6 theatres within a 5 km radius: the National Theatre of Rhodes (scheduled to be restored), the Municipal Theatre, the Melina Merkouri Theatre at the medieval moat, the Odeon at the Ancient Stadium, the Rodon Open Theatre and the Sound and Light open theatre which is under renovation. There are also numerous venues suitable for cultural and artistic activities scattered inside the Medieval City, around the New City and all across the island. Moreover in all the Dodecanese islands, appropriate infrastructure to host the planned events is in place. However, the same institutions are lagging behind as far as long term strategy, outreach and management are concerned. The European Capital of Culture title will be an opportunity to address and accelerate better use of our rich heritage sites.

Looking to the Future

Local citizens' thirst for a better cultural supply is depicted in the dynamic presence of many cultural organizations. The Rhodes Municipal Organization for Culture and Sports (DOPAR), the Days of Music Annual Festival, the Piano Academy of Rhodes and Rhodes International Festival of Music, The International Centre for Writers and Translators of Rhodes, a founding member of the Three Seas Council of Writers and Translators, the House of Europe in Rhodes, member of the EUNET, the Association of Multicultural Families of Rhodes and their International School, the Federation of Cultural Associations of Rhodes and the Rhodes Federation of Cultural Associations of the Dodecanese are only indicative. The fact remains that a generation of promising amateur artists, theatre groups, musicians, creative industry entrepreneurs, design professionals are currently trapped in the small scale production due to poor audience attendance and lack of opportunities to diffuse their work as well as to attract high-quality talent to the islands.

The European Capital of Culture action has already kick-started a brainstorming on audience development possibilities and this in turn is evolving into a long-term audience development strategy. This strategy aims to provide opportunities for the local communities of all the Dodecanese islands to discover new talent, share talent, participate and become creative spaces that are no longer marginalized, but instead part of a much bigger movement to interact with European and neighbouring counterparts.





EXPLAIN THE CONCEPT OF THE N PROGRAMME WHICH WOULD BE LAUNCHED IF THE CITY IS DESIGNATED **AS EUROPEAN CAPITAL OF CULTURE** Ε The Journey to the Light is oriented by a very special compass that (re)presents four distinctive directions: **Citizen Europe** CE Diversities and values East - West EW Dialogue Platform Insularity IS Sustainability and access



Citizen Europe

Co-create and Rejoice

Creative Space, Creative People

The fragmentation within Europe, as exemplified in the case of Brexit, of closed borders for the refugees and the rise of intolerance against diversity, is a threatening reality for the future of our common European vision. In view of that, we have developed a cohesive programme that will enhance the impact of artistic expression to act as a wave breaker towards those challenges. Our goal is to strengthen our common European Vision through identifying and exploring cultural diversities and values as a catalyst to an open, inclusive and tolerant Europe.

CC

Rhodes and the Dodecanese are characterised by a multi-cultural social environment, comprised by both diverse local communities and guests. We would like to see Rhodes and the Dodecanese develop into an active space for debating European values. For that reason, the RD2021 team has established an extensive partnership with the House of Europe in Rhodes, EUNET and the vast network of civic society organizations they are connected with, in order to materialise projects that inspire young minds to think about democracy, freedom of expression, solidarity, human rights and equality.

Pilot project **Camp Democracy** has already highlighted the youth's perception on concepts of Europe and democracy through non-formal education tactics and contours.

Another pilot project was the **Suspended Step** cartoon exhibition which opened in Rhodes, by the President of the Hellenic Republic, and toured in other islands and mainland cities, before eventually arriving in Brussels. The exhibition included 120 pieces of 28 Greek cartoonists who shared their view on the refugee crisis, setting the example on freedom of expression and humanitarian values for Europe.



East-West

Besides the long history of Rhodes that reflects certain parts of European and Middle Eastern history, in the last century Rhodes has played a significant role in the reconciliation process between countries, peoples and cultures. Presently, the unstable situation in the Middle East, that produces conflict and war right next to Europe's borders, demands that we provide a safe harbour for solidarity and freedom of expression. As a platform of goodwill and peaceful coexistence, Rhodes has developed a coherent cultural programme that empowers inter-cultural dialogue and encourages contact at a human level that will eventually be heard across national borders through the Arts.

As a strong example, RD2021 has already agreed to offer the permanent base of the **Greek-Turkish Youth Orchestra**, which will expand, educate new members, rehearse and perform in various islands and tour throughout Europe.

We carried out the pilot project **Puppets for the People** in the island of Tilos, where renowned theatre director Jessica Litwak explored emotional therapy with the children, local and refugee, through puppetry and play. The pilot was received with enthusiasm by the local community and the refugee families staying on the island, spreading hope for its positive impact on the rest of the islands as well. Many other projects, such as the **The Medieval Rose Living History Project** and **Mitos**, will showcase cultural heritage embedded in the European identity and discuss the same issues with Middle Eastern partners.



Insularity

A common perception of the island life is one of easy and relaxed living, when in reality it can be a test in adversity with complex challenges including difficult access to culture. Technological developments coupled with extroversion, networking and creative efficiency will provide RD2021 with the tools to transform the Mediterranean into a sea of opportunities.

RD2021 is in close cooperation with the Informatics Department of the University of the Aegean, based on the island of Samos, in order to design and implement a groundbreaking backbone IT system that will centrally plan, organise, disseminate, monitor and evaluate the European Capital of Culture in 2021. At the same time, we will be including in our cultural programme educational activities for the digital arts under the project **e-Xpression Digital**.

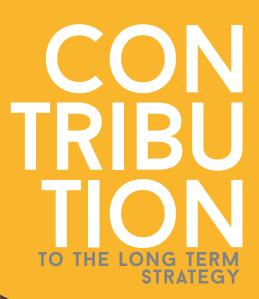
Access to culture on remote islands will not be confined to the Dodecanese, so the program explores relations with other insular communities and especially islands around Europe.

Oher important educational projects such as **Journey to the Myth**, and **Play for the Mediterranean**, focus on the generation that will take sustainability and insularity a step forward. Project **Harvesting the Tradition** will support in a sustainable way the local creative industries in order to make use of the traditional design patterns. The underwater dance performance project **Drops of Breath on Voyage** will be broadcasted live throughout the Dodecanese islands, while the **Free Ports** project will introduce a series of fine arts exhibitions across our island complex.

Creative Space – Creative People

A complex of islands with distinctive cultural capital and possibly the most complete set of venues among the medium sized cities of Greece appears to have less cultural production in relation to the capacity of the place. As a result, the abundance of centrally organized artistic initiatives falls short in terms of visibility, dissemination and international collaborations. It is of extreme importance, therefore, to overturn this situation by transforming Rhodes and the Dodecanese into a creative space that attracts top artistic professionals and creative minds to inspire and motivate innovation.

A series of major performance arts projects, such as **F-Locus**, **Lyrical CrossRhodes**, **The Vigil Performance Series**, will ensure visibility and the attraction of interest in RD2021. In the same logic, an annual music event in Southeast Rhodes is designed to engage the European and Middle Eastern youth, under the title **cFest**. **Rhodes Annex** is a project led by the Athens School of Fine Arts that plans to promote youth creativity from Greece and Europe. In addition, two actions to promote the creative industries and more specifically design, under the **Reflections** umbrella, will run a series of workshops with international designers in fashion and dimensions of the public space.



DESCRIBE THE CULTURAL STRATEGY THAT IS IN PLACE IN YOUR CITY AT THE TIME OF THE APPLICATION, AS WELL AS THE CITY'S PLANS TO STRENGTHEN THE CAPACITY OF THE CULTURAL AND CREATIVE SECTORS, INCLUDING THROUGH THE DEVELOPMENT OF LONG TERM LINKS BETWEEN THESE SECTORS AND THE ECONOMIC AND SOCIAL SECTORS IN YOUR CITY. WHAT ARE THE PLANS FOR SUSTAINING THE CULTURAL ACTIVITIES BEYOND THE YEAR OF THE TITLE?

The cultural strategy comes under Axis 2 of the Rhodes Municipality Operational Plan 2015-2019 that was approved by the City Council, with the decisions 380/2015 and 671/2015. A particular amendment of that cultural strategy was drafted and approved by the City Council by virtue of the decision 703/19.9.2016, in order to comply with the requirement of the European Capital of Culture action for a 10 year duration of the cultural strategy of the City Council. It is worth mentioning that Greek legislation requires Municipalities to draft only 5 year long strategies. The South Aegean Regional Operational Plan 2014-2020 has also been approved by decision no C (2014) 10179/18-12-2014 of the European Commission.

The Cultural Strategy of the City of Rhodes follows the values of the Declaration of Freiburg for Cultural Rights (2007), suitably particularised as follows:

- 1. Protection of the multi-cultural identity of the island with actions based on the dialectic relationship with its past.
- 2. Institutional protection of the human-centric democratic operation against every exclusion.
- 3. Embedding the European, National and local identity and beneficial management of insularity and its networks.
- 4. Emphasis on amateur creation and the promotion of human self- worth.
- 5. Focus on the significance of natural resources and of the environment as factors that shape the social environment.
- 6. Promotion of the tolerance and hospitality of the islanders.
- 7. Emphasis on the democratic planning and reinforcement of citizenship.

Venues and Tangible Cultural Capital	Tradition – History and Intangible Cultural Capital	Arts	Funding policies, managerial support Indicatively:
 Indexing and maintenance of the cultural capital and infrastructure of the City. Research on the tradi- tional urban planning and upgrade of the urban clusters of the City. Recognition of the value of public architectural heritage. Establishment and oper- ation of the Museum of Contemporary Dodecane- sian History Operation and Intercon- nection of the Municipal Life Long Learning struc- tures. 	 Stronger synergy with the University of the Aegean, other educational Institu- tions and individual re- searchers. Support of Archaeological research. Establishment of Municipal educational and vocational organizations. Actions for the familiarisa- tion with public space and the natural environment by the citizens. Promotion of democratic planning and the European identity. Promotion of the multi-cul- tural heritage of Rhodes. 	Support of the Venues for Arts and Culture. Promotion of amateur artistic creation. Organization of high profile artistic events.	Participation in programs funded by the EU. Digital support for democratic planning. Specialisation in the Common Assessment Framework. Establishment and operation of a municipal publisher.

Those values are incorporated in a set of axes and related actions:

That Cultural Strategy has been designed for the decade commencing from 2016, its impact, however, is planned to last much longer. It aspires to nurture citizenship so that young people can experience the changing image of our city and be willing to participate in the consultation for the new strategy. Amendments and alterations are planned to take place every three years and more specifically during the summers of 2019, 2022 and 2025. Every November and December, an online consultation process will commence regarding the prioritisation of specific projects across the aforementioned lines.



The RD2021 candidacy for the title of the European Capital of Culture is fully consistent with the Cultural Strategy of the Operational Plan of the municipality for the period 2015-2019.

The Operational Plan of the City attempts to provide solutions to national and international challenges faced by Rhodes, such as the economic crisis, the wider political instability in southern Europe and the refugee flows affecting Rhodes and the Dodecanese. Moreover, the cultural strategy within the Operational Plan has a close relationship with the concepts of the RD2021 candidacy, the consistency of which is illustrated as follows:

CONCEPTS	ACTIONS
CE	 Promotion of democratic planning and the European identity; Promotion of the multi-cultural heritage of Rhodes Participation in programs funded by the EU Digital support for democratic planning
EW	 Establishment and operation of the Museum of Contemporary Dodecanesian History; Promotion of the multi-cultural heritage of Rhodes; Research on the traditional urban planning and upgrade of the urban clusters of the City;
IS	 Deeper synergy with the University of the Aegean, other educational Institutions and individual researchers; Participation in programs funded by the EU; Digital support for democratic planning; Specialisation in the Common Assessment Framework; Establishment and operation of a municipal publisher; Establishment of Municipal educational and vocational structures;
СС	 Indexing and maintenance of the cultural capital and infrastructure of the City; Support of the Venues for Arts and Culture; Promotion of amateur artistic creation; Organization of high profile artistic events; Support for Archaeological research; Actions for the familiarisation with public space and the natural environment by the citizens; Recognition of the value of public architectural heritage; Operation and Interconnection of the Municipal Life Long Learning structures;

It is clear that the planning of the RD2021 candidacy becomes an integral part of the wider Cultural Strategy of the Operational Plan of the City. The "Social Coherence" value of the Operational Plan explicitly mentions the countering of racism and nationalism, as well as the protection and largest possible inclusion of vulnerable social groups, such as persons with disabilities, social minorities, migrants and refugees. It is exactly those priorities that fall neatly within the Citizen Europe - Diversities and values concept of the RD2021 candidacy. At the same time, the preservation and promotion of the local cultural heritage, and economic development through culture are the counterparts of the multifaceted Insularity - Sustainability and access concept of our candidacy. Indeed, our plan is that 44% of the events, festivals, and performances (excluding the highlights) will not be one-off events, but a first step in a process of self-sustainable annual or biannual activities. Finally, the need to protect and upgrade the built and natural environment by attracting focus through public art and cultural events is elementary towards the concept of our candidacy for establishing Rhodes and the Dodecanese island complex as a creative space, in order to attract creative people.

The aforementioned streams of action for the priorities of the Cultural Strategy of the City are a prerequisite for

the support of the RD2021 cultural program, while the latter is the factor that will expand outreach and dissemination of an otherwise low profile process for the development of Rhodes. More specifically, the visibility of the title of the European Capital of Culture will attract the attention of the citizens towards a new perception of co-planning the cultural strategy of the city, in which their participation is of critical importance. At the same time, it will support the projects and artists that are included in the RD2021 program to gain knowhow and attract partnerships in order to participate successfully in the Cultural Strategy of the Municipality. The parallel relation between the Mu-

nicipality's Cultural Strategy and the RD2021 bid is also reflected in the contingency plan of the former. More specifically, in the event that Rhodes is not designated as European Capital of Culture, the Municipality's Cultural Strategy will take over and implement some earmarked fully sustainable projects that represent 36% of our Cultural Program.

CONCEPTS	REGIONAL OPERATIONAL PLAN 2014-2020
CE	Axis 4: promotion of social integration – development of human resources
EW	Axis 4: promotion of social coherence – development of human resources
IS	Axis 2: sustainable development and management of national resources Axis 5: reinforcement of regional cohesion
СС	Axis 1: reinforcement of competitiveness and innovation Axis 3: improvement of key infrastructures

IF YOUR CITY IS AWARDED THE TITLE OF EURO-PEAN CAPITAL OF CULTURE, WHAT DO YOU THINK WOULD BE THE LONG TERM CULTURAL, SOCIAL AND ECONOMIC IMPACT ON THE CITY (INCLUDING IN TERMS OF URBAN DEVELOPMENT)?

The long consultation process for the preparation of the first bid book for the RD2021 candidacy has revealed that Rhodes and the Dodecanese island complex are on the forefront of significant geographical social and economic changes. Rhodes and the Dodecanese islands need to adapt to these changes and prepare themselves to host a large scale event.

What was illustrated during the preparation of the second bid book, is that although Rhodes presents both the will to change and the capacity to deliver, it requires some crucial strategic planning in training and skills development.

Cultural development

Preparations until the title European Capital of Culture year will see Rhodians develop their capacity in sustainable cultural management. IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) will work to train local trainers enabling them to work for five years to bestow our islands with the organizational and leadership skills in arts management necessary for such a large project. At the same time a new course in Arts Management is earmarked to be offered by the municipally-organised life long learning and vocational education.

Moreover, the envisaged quality of the cultural program – based on long-term planning – will affect positively audience development and participation in cultural life in Rhodes and the Dodecanese islands. Our cultural program is particularly directed towards the inclusion of younger generations and their education (e.g. **Journey to the Myth, e-Xpression Digital** etc), as well as adults through workshops (**Harvesting Tradition, F-Locus** etc).

Social development

Rhodes - Dodecanese 2021 will extend and safeguard intrinsic characteristics of our society, namely openness and inclusion. An inclusive cultural program will allow the meaningful participation of all social minorities. With particular focus on the integration of immigrants and refugees, RD2021 will ensure that the islands are an even more socially and culturally enriched place.

Economic development

Rhodes - Dodecanese 2021 is not aiming for growth in the tourism industry, since it is already the driving force of the local economy. Quite the contrary, our cultural programme is designed to produce an impact on different sectors of the economy in order to reduce the dependency on tourism. Therefore, quite a significant part of the programme is invested in the development of the creative industries (e.g. **Reflections, Harvesting Tradition**).

Sustainability

Rhodes-Dodecanese 2021 has made sustainability a horizontal practice in all our projects. The latter will further produce jobs in a socially, environmentally and economically sustainable way (e.g. **Mitos, F-Locus, Persona**). The focus on digital technologies with groundbreaking partners (Informatics Department of the University of the Aegean, FORTH) and the expertise already present on Rhodes (digital technologies in the 9D Cinema) will provide the change of paradigm needed not only in terms of the economy but also in terms of the way we perceive Culture and Arts. The change of economic paradigm envisaged is of course reflected in the educational and vocational planning already set in motion by the Municipality.

Sustainability is a major priority for RD2021 and by making it so we establish a benchmark for the Capitals of Culture to come. Our bid adheres to almost all the 17 United Nations Sustainable Development Goals. In the scheduled amendment of the Municipal Cultural Strategy, we are going to develop a thorough set of sustainability guidelines under the title **RHODES AGENDA 2021** to commemorate the UN AGENDA 21 and the LOCAL AGENDA 21.

We will develop a management system compatible with the ISO 20121 standard for sustainable events. The implementation of this system will also provide feedback to the evaluation of the impacts as described.

We acknowledge the fact that every event has an impact on the environment. Greening RD2021 will be a highly visible showcase to our sustainability engagements, as it will enable us to endorse better practices, raise awareness and act as a multiplier for a more sustainable management style of events, especially in islands with limited natural resources. Events having youth as a key target group will adhere to a thorough environmental awareness program, utilising all available communication tools.

We have already committed ourselves to minimising the RD2021 unavoidable impact to climate change, by offsetting the CO2 emissions by planting 3 trees for each person contributing to our cultural program from 2017 to 2022. All 18 islands of the Dodecanese will host the **Culture for Nature Forests**. We have already confirmed with the competent local forestry authorities the availability of these areas in order to compensate forest fires affected and arid areas. The **Culture for Nature Forests** will be part of the tangible legacies for the next generations and a contribution to the first Climate Friendly European Capital of Culture. Our intention is to team up with the tourism industry to endorse this project as part of their best practices for sustainable tourism. A carbon emissions calculation tool will be featured on our website, enabling all parties interested to calculate and offset their flight emissions on top of our project.

Regarding the infrastructures' sustainability aspect, the greater percentage of the buildings' infrastructure required to host the cultural program is already in place, thus minimising the environmental footprint of RD2021. All major venues will have accessibility infrastructure. The fleet of buses in operation in Rhodes is accessible by disabled persons. In relation to sustainability in human resources, our bid will result in a strong volunteers' network on every island, ready to cover any kind of social or cultural need in the future, thus enhancing social cohesion. The Research and Sustainability manager will undertake the task of monitoring the implementation of those commitments.

Urban development

The impact of RD2021 will be very important in terms of symbolism. The reason is that Rhodes has possibly the most complete range of purpose-made venues for the needs of Culture among medium-sized Greek cities. Therefore, the title will offer the city the opportunity to re-appropriate the public space for artistic events, as explicitly mentioned in the Cultural Strategy report. An indicative example is the theatre Sound and Light that, as well as being a very impressive private investment in the digital arts, will also provide to the public an old park, with a new use, that will become a focal point of creativity in the centre of the city.

Possibly the most symbolic urban planning impact that arose just from the candidacy of RD2021, let alone the title, is the restoration of the National Theatre of Rhodes, an emblematic opera theatre, built in 1937 and a huge restoration undertaking that was significantly accelerated in order to be ready for the title year.

DESCRIBE YOUR PLANS FOR MONITORING AND EVALUATING THE IMPACT OF THE TITLE ON YOUR CITY AND FOR DISSEMINATING THE RESULTS OF THE EVALUATION.

The RD2021 candidacy has become one of the key development strategies of the city, the island and the Archipelago, as a means for long-term and sustainable economic, social, cultural and environmental development. Monitoring and analysing the impact of RD2021 will be an ambitious task that will be shared between our partners under the leadership of the University of the Aegean and the organization team, in combination with our local partners responsible for managing different actions.

University of Aegean

The University of Aegean, through its Department of Mediterranean Studies (DMS) is the principal partner in monitoring and evaluating RD2021. The University of the Aegean will work independently and transparently. DMS is part of the School of Humanities of the University of the Aegean. Founded in 1984 and with departments located on six islands of the Aegean archipelago, the University conducts itself and participates in international research programmes in fields including environmental studies, communication systems, cultural informatics, product design, food and nutritional sciences, edu-

WHO WILL CARRY OUT THE EVALUATION?

cation design and Mediterranean studies. The University will closely monitor every process in the framework of Rhodes-Dodecanese and ensure that all the partners that organise the projects monitor what is happening.

Research and Sustainability manager of the RD2021 team

Our team will include a dedicated manager who will undertake the task of monitoring the implementation of the commitments and facilitate the continuous data provision required for evaluation indicators.

Advisory panel

We will establish a panel of experts that will provide advice and assistance to the independent body (university) and to the RD2021 team, with a number of coaching sessions and regular visits. The panel will include, indicatively, a recent ECoC research team, Pew Research Centre, et al. WILL CONCRETE OBJECTIVES AND MILESTONES BETWEEN THE DESIGNATION AND THE YEAR OF THE TITLE BE INCLUDED IN YOUR EVALUATION PLAN?

> DMS will commit to analysing the following as part of a long-term and independent evaluation of RD2021:

Aim: to evaluate the capacity of RD2021 to increase cultural diversity and cross-border collaboration long- term (cultural diversity end European dimension)

Map the current level of cultural diversity and cross-border cooperation in the cultural field and conduct surveys on cultural institutions, associations etc. – annually from 2017 to 2022:

- 1. Map the events highlighting European diversity
- 2. Level of perception of the cultural diversity among citizens
- 3. Level of networking with European and non-European partners
- 4. Level of European artists performing annually in Rhodes
- 5. Level of Rhodian artists performing annually in Europe
- 6. Level of activities that involve co-creation

Aim: to evaluate increased citizen consumption and participation in culture

1. Map the cultural offer and infrastructure – annually from 2017 to 2022.

2. Analyse the cultural investment per capita – annually from 2017 to 2022.

3. Conduct surveys on citizen consumption and participation in culture in years that baseline studies and surveys are not conducted.

4. Conduct surveys on visitor consumption and participation in culture annually in years that baseline studies and surveys are not conducted.

Aim: to evaluate the level of the sustainability of the events.

RD2021 will use tools to manage environmental, social and economic impact and performance in the most efficient way possible. The UNESCO CDIS Toolbox methodology will also be used in order to address the evaluation needs by providing step-by-step guidance for the construction and analysis of a set of indicators highlighting the multidimensional contribution to development processes.

WHAT BASELINE STUDIES OR SURVEYS -IF ANY- WILL YOU INTEND TO USE?

The existing studies and data regarding culture and arts are fragmented. Therefore, we will be developing a suitable baseline study as soon as possible after the nomination of the title.

Nevertheless, we will not be starting from scratch. The consultation process that took place during the preparation of the first and second bid book was conducted in the form of focus groups. At the same time, during the wide consultation and dissemination events, leaflets with open questions were distributed to and collected by a large audience. Additionally, the website of the candidacy has been designed based on a structured questionnaire formed by the Greek Open University and completed by numerous Rhodians who described their demands from the website of the candidacy. Moreover, the cultural strategy of the Municipality was designed after consulting and interviewing a representative sample of the citizenry. Finally, two associates of the RD2021 team and members of the Rhodes Centre for Historical and Social Research, an independent research institute, conducted non-participant observation research among the low profile scene of young artists in Rhodes. All the above data collection methods have returned significant results reflected in the content of the present bid book. With a view to design a thorough and sound baseline survey that will be used beyond the European Capital of Culture competition, we intentionally began with qualitative methods in order to form the survey's concepts, its methodology and the cross-tabulation parameters for the data analysis. Nevertheless, that aside, we have created a thorough cultural mapping of the city of Rhodes that describes qualitatively the anthropogeography of the cultural supply and demand.

WHAT SORT OF INFORMATION WILL YOU TRACK AND MONITOR?

The indicators that will be monitored, related to the objectives that we defined in the bid book, are outlined in table below. Following the aforementioned primary design, the method will include qualitative and quantitative data collection approaches, such as focus groups, surveys, mapping and interviews. Following the close collaboration with the Informatics Department of the University of the Aegean and FORTH, semantic web and API interactions will be also used, alongside algorithms to analyse the World Wide Web, as well as a new model on the personality of destinations.

The monitoring framework metrics incorporate those recommended by the European Capitals of Culture Policy Group to ensure comparability, as well as some that are specific to Rhodes -Dodecanese 2021. On the other hand, sustainability, as an integral part of insularity, should be monitored horizontally for all activities through the implementation of an ISO 20121 compatible management system for events in insular areas and, of course, in Rhodes and the Dodecanese.

The concept of the **East-West** poses particular challenges regarding its monitoring. Indicators will evaluate concepts of reconciliation and integration generated by the various projects. Semantic web and API interactions will be used, along with videos and photos that will be uploaded online.

In terms of geographical distribution, some of the indicators are applicable particularly for the city of Rhodes, but most of them will be implemented to all the Dodecanese islands including the island of Rhodes.

GOALS		* INDICATIVE INDICATORS SOURCE	OF DAI
CULTURAL	Events	No of events highlighting European diversity	
DIVESTITY	Awareness and	% of residents with a sense of belonging to a common cultural space	
	perception of	% of residents concerned with security, economic repercussions of refugee crisis	
	residents	 Attitude towards social minorities: % of positive, negative and neutral 	
		• % of residents who perceive that language, customs and tradition as central to national	
		identity	
		 % of residents who say that birthplace is very important to national identity 	
		• % of residents who feel that diversity makes their country a better place to live	
		• Views on refugees and their impact on security, economy: % of positive, negative and	
		neutral	
		• % of residents who have deeper trust that fairness and friendship are possible between	
		people of diverse backgrounds	
	Mobility access	• No of events adapted to people with disabilities and special needs	
	for people with	 No of facilities adapted to people with disabilities and special needs 	
	special needs	 No or facilities adapted to people with disabilities and special fields 	
EAST-WEST	Events	No of events highlighting East-West relations	
RELATIONS	Partnerships	• No of partnership with European and non-European partners	
	Visitor	 No of visitors from other European and non-European countries 	♦ &
		 No of participants in events from other European and non-European countries 	& 🔶
1AKING RHODES	Level of projects		
A PLACE FOR		 No of artists involved 	
CREATION		 No and level of activities that involve co-creation 	
SKLAHON		 No and level of activities that involve co-creation 	
	Managan		
ENVIRONMENT/	Management	• Environmental / sustainability policy and action plan in place and areas covered (e.g.	
SUSTAINABILITY		sustainable procurement, energy saving, catering services, transportation and waste)	
	Training	• No of educational trainings for staff and participants about the green aspects of ECOC	
	Service	 Amount of CO2 offset by individuals and Rhodes 2021 	
		 No of events promoting the local cultural product 	
		No of new employment positions created in direct relation	
		to Rhodes-Dodecanese 2021	
		• Measures and practices to strengthen the participation of minority groups in the cultural	
		program	
		 % of separation of all waste produces (e.g. paper, plastic, metal, organic) 	
		% of reused materials	
	Transportation	 No of commuters on public transport 	
	Awareness	• No of events that use regular promotion of environmental awareness	
		• Reception of impacts of ECOC in terms of sustainability: % of excellent, good, poor	
		 % of people that are more aware of sustainability practices 	
EUROPEAN	Durant the s		
	Promoting	No of activities and level of networking with other European countries	
DIMENSION	collaboration	 No of activities and level of networking among European youth 	
	Theme European	No of events based on European themes or based on transnational cooperation	
		• Residents, regional and national perception of ECOC: % of people that are more aware of	
		ECOC program	
	Featuring EU	 No of events evolving European artists 	
	artists	 Level of EU artists performing annually in Rhodes 	
	artists		
		Level of Rhodian artists performing annually in Europe	
		 No of activities and level of networking with other Greek candidate cities 	
	other ECOC cities	s • No of activities and level of networking with other ECOC cities	
	and Greek		
	candidates		
CULTURAL AND	Events	Total no & value of cultural offer and infrastructures	
ARTISTIC	270110	 Total no of events enhancing cultural heritage 	
PROGRAMME		Total no of events enhancing innovation	
		% of residents with an increased awareness on cultural heritage	
		 Reception of cultural offer % of excellent, good, poor 	
		Citizens consumption and participation in culture	
		 Visitors consumption and participation in culture 	
		 No of discount tickets, pass cards, dedicated transport to events 	
		 No of free events 	
		 No of events in neighborhoods, schools and community venues 	

GOALS		INDICATIVE INDICATORS SOURCE C	OF DATA [*]
* CULTURAL AND		No of participants	•
ARTISTIC	•	No of participants who feel that culture is an integral part of their lives	•
PROGRAMME	•	% of local, regional and national participants	🔶 & 🌢
	•	 % of participants by socio-economic background (age, annual income, education level etc) 	♦ & ♦
	•	No and type of project (quantity of performances, exhibitions etc by geographical	•
		spread)	
		Reception of cultural offer % of excellent, good, poor	•
		Cultural investment per capita	•
		% of public, private and EU investment in the cultural sector and number of grants	
		% of earned income in the cultural sector	•
CAPACITY		No of educational activities	• • •
DEVELOPMENT		No and satisfaction of participants at educational courses	<u> </u>
		No and level/quality of new and innovative collaborations	◆ & ◆
		No of cross-border collaborations and % of new cross-border collaborations	•
		No of employees in knowledge economy	•
		No of new jobs created in relevant sector	•
		No of new enterprises created	•
		No of educational activities for the improvement of the hospitality service	•
		No of volunteers at the events	•
		No of days volunteering	•
		No of tourists	•
		• Average amount of visitors' spending	
		Total room nights in the city and the region	
		No of companies that provide services and goods for the cultural program	•
		Occupancy rates of bed places in middle and low season	•
		% of external produce to feed visitors and Rhodians	*
0.01/501/11/05		No of restaurants, bars and accommodations that use local products	•
GOVERNANCE		% of income sources from local, regional, national, government, other public sectors, EU	• •
	Monitoring	% of expenditure on cultural and artistic programs, marketing and administration	
		Final cost in relation to amount budgeted	•
		% of income from private sector	
IMAGE OF THE		No of meeting of team and steering committee	•
CITY	communication of		
	team and steering		
	committee		
		No and % of multicultural professionals involved in governance and the delivery team	
	governance and delivery		
		No for each type of communication and marketing activities	
		 No for each type of communication and marketing activities % of expenditure for communication and marketing activities 	
		 No of press and digital articles for cultural projects from Rhodes, locally, nationally and 	🔺 & 👗
		internationally	• 4 •
		Photo evidence	
		 Video/sound evidence 	_
		 Reputation and sentiment (review and social channels) 	•
		 Analysis of the digital ecosystem (websites and social channels) 	•
		 Analysis of the digital ecosystem (websites and social channels) Destination personality 	
		 Destination personality % of people that are more aware of Rhodes as cultural and sustainable tourist destination 	
		we people that are more aware or modes as calcular and sustainable tourist destination	*

AREA *	SOURCE OF DATA*
• Cultural	 Program database
 Social 	 Direct surveys
• Economic	 Public authorities (national, regional and local statistics)

HOW WILL YOU DEFINE "SUCCESS"? "Success" will be defined against the objectives outlined in the bid book. After an initial exercise, in 2018 we will define the value of each indicator (starting point). The same year we will also define the value that we would like to receive in 2020, 2022, 2024 and in 2026. Following that, we will monitor the increase every two years. We will consider as successful data analysis results that go beyond 80% of the expected results.

In accordance with the need for strategic planning and permanent structures regarding culture in the Dodecanese, the very process of evaluation will be considered successful if a permanent observatory is established. The purpose of the observatory will be to define strategy in culture, economy and possibly tourism, as well as other key sectors in order to guide the Dodecanese into the future. Finally, success will be also certified when the citizens and European Commission are happy about Rhodes - Dodecanese 2021 Journey to the Light.

> In the first phase, the DMS will define in detail the time plan for the evaluation of each indicator. The surveys will be conducted biannually to ensure goals are being met, while results will be disseminated. In addition, the RD2021 team will track and monitor single projects and actions through the collection of data and evidence for the purpose of publishing the results, lobbying for continued support for culture, as well as improving and developing programmes in the future.

OVER WHAT TIME FRAME AND HOW REGULARLY WILL THE EVALUATION BE CARRIED OUT?

WHAT	WHEN					OUTCOMES	
	2017	2018	2019	2020	2021	2022 +	
Define the team, the evaluation and monitoring research							Defined team Study of other evaluation projects of ECoC Defined detailed plan of action List of indicators and targets approved by the stakeholders Database of baseline metrics
Implementation of Knowledge	▼	▼	▼				 3 visits to evaluation centre of other ECoC cities 8 days of coaching and sharing of knowledge with advisor board 3 congress attended
Baseline studies							Baseline research conducted Reports with statistics and quality indi- cators published
Monitoring							Monitoring completed as defined in the plan
Evaluation							Evaluation conducted as defined in the plan
Long-term evaluation					▼	▼	Report with the long-term effects
Dissemination	•	•	•	•	•	•	Results of the researches published, but also photos and videos of the projects, output of the projects through local, regional, national and international me- dia, through the website, the social net- works, the stakeholders



ELABORATE THE SCOPE AND QUALITY OF THE ACTIVITIES:

From ancient Greek ruins, to Hellenistic grandeur, Byzantine Basilicas, Gothic Cathedrals, Ottoman Mosques, Jewish Synagogue - Rhodes and the Dodecanese are a lesson in European history and cultural diversity. The new city of Rhodes offers also a rewarding backdrop for the European Capital of Culture project.

Europe in Rhodes

Rhodes and the Dodecanese might be further away from the European mainland in comparison to other Greek cities. Nonetheless, our past and contemporary economy are unswervingly connected to that of the rest of Europe. In accordance with the Cultural Strategy of the Municipality, we will be nurturing the common European identity by ensuring, as a minimum, at least two partners from European countries in every project. In fact, our projects listed in this bid book, have an average of 6 European partners from across the European Union.

European values and intercultural dialogue with the East

By being closer to the Middle East than the European mainland, our island complex is directly affected by the unstable relations. In an attempt to counter the Fear of the Other, every project in RD2021 will also include a partner from the Middle East. By instilling this principle in the RD2021 candidacy, we aim to be an active lab for reconciliation that strengthen our European identity while bringing us closer to our neighbours. Exploring our relationship to the values of others we highlight and distinguish what principles drive European values and how these principles came about.

Diversity and Participation

Our cherished multi-cultural society has significantly shaped our perception of diversity. Therefore, European diversity is an integral component of our concept and embedded horizontally throughout our cultural program along with European values such as openness, inclusivity and participation. Open and democratic procedures that are the cornerstone of the European Union have been implemented in the consultation process, and will continue to be key during the project selection phase. Inclusion is also a criterion for selection, coinciding with our audience development plan that identified the need to give better access to hard-to-reach social groups such as disabled persons, Roma and immigrants. Our audience development plan is also set to look at how to involve people in participatory projects. co-creation and co-curation. The multi-cultural environment of Rhodes and the Dodecanese, provides for wide participation that will reflect the harmonious diversity of European society.

European excellence and mark of quality

Living in the periphery of Europe and dealing with insularity, we are acutely aware of the need to raise the quality of artistic provision in order to inspire and motivate new audiences and innovation. We can only do this by bringing the highest quality of artists from across Europe. The possibility of seeing great artists or theatre companies is already creating expectation and excitement in the minds and hearts of citizens. At the same time, we want knowledge to stay on the island, and so visiting artists will give master classes, so that the local artistic community can participate and benefit.



PROMOTING THE CULTURAL DIVERSITY OF EUROPE, INTERCULTURAL DIALOGUE AND GREATER MUTUAL UNDERSTANDING BETWEEN EUROPEAN CITIZENS

Cultural diversity in Europe is central to our whole program, and especially to our artistic program. The 2+1 rule (a minimum of two EU partners and one non-EU) is enshrined in our delivery so that all projects are a vehicle to bring together artists, audience and experts from Europe and the world, thereby contributing to intercultural dialogue and greater mutual understanding between European citizens.

The pillar **Citizen Europe-Diversities** and values is specifically dedicated to promoting what lies at the heart of the European structure, cultural diversity and harmonious co-existence. We strongly believe that European values, such as tolerance, dialogue, freedom of expression, should not be shared only within the European geographical boundaries. As Europeans, we should be proud of these values, while we also need to explore and recognise when these values are abused or overstepped. Cartoonists for example have been notorious for treading the thin line between freedom of expression and incitement, and our program will honour their efforts to raise awareness for critical contemporary issues, as it has done by promoting the **Suspended Step** exhibition. It was an event that included 28 Greek cartoonists and 120 pieces of their work, portraying their edgy view on the refugee humanitarian crisis. Rhodes is a peaceful place, ideal for discussing these delicate matters. Therefore, we plan to invite dialogue to explore what drives satire in a modern, diverse and increasingly intolerant society. The pilot project **Suspended Step**, lead by the South Aegean Region, was extremely successful precisely because of Europe's humanitarian shortcomings. The project toured the islands of the South Aegean, and the next step will be to "sail" it to Brussels in order to better spread the message for peace and solidarity from RD2021.

The East-West pillar explores intercultural dialogue through projects such as the **Greek-Turkish Youth Orchestra**, the **Fear Project / Every Heart** that addresses the issue through musical and theatrical performances, the **Mitos** project that provides historical and philosophical insight for the study of modal music, and the **Woman's Voice** that demonstrates the diachronic and intercultural role of woman in every society providing historic examples of the links among cultures.

Emblematic projects such as **Leaders for the Future**, that includes young Europeans discussing democracy and reconciliation, addresses exactly the issues of mutual understanding, European cultural diversity and tolerance among European citizens. Similarly important is the **Camp Democracy** project, that has been successfully piloted and engages the youth through debate on democracy, accountability and integration.

HIGHLIGHTING THE COMMON ASPECTS OF EUROPEAN CULTURES, HERITAGE AND HISTORY, AS WELL AS EUROPEAN INTEGRATION AND CURRENT EUROPEAN THEMES;

Although in the periphery of Europe, during periods in history Rhodes and the Dodecanese have been nodal points for the development of Europe. The Hellenistic grandeur of Rhodes attracted philosophical and scientific excellence and for two centuries Rhodes was the epicentre of the first European cooperation in the form of Saint John's Knights that were divided in eight different "tongues". Private Entrepreneurs in Rhodes have already began to explore new technologies that transform historic and cultural content into a thrilling experience. In terms of infrastructure, our city has a 9D cinema to share an exciting look on Rhodes' past, which will be the stepping stone for the **Torch of Hope** highlight project. This project addresses the history of Rhodes through virtual mapping and the symbol of Torch of hope in a truly grand and creative way. Another example of restless entrepreneurs, who are also cooperating closely with the RD2021 team, has delivered the plans for the renovation of an iconic infrastructure of the city, the Sound and Light Theatre. Hosting a breath taking digital arts projection about the island's Medieval history on the walls of the Grand Master's Palace, the particular venue consists of a beautiful park with a wide range of attractions and artistic interventions, which will practically be handed over to the RD2021 Artistic Director to organize cultural and edu-taining events.

Rhodes is also re-addressing current festivals and projects to ensure that the message from Rhodes is string and coherent. For example, the **Medieval Rose festival** will be renewed and significantly enriched with partners from France, Italy, Cyprus, Israel and Turkey, that will explore our common cultural heritage through historical re-enactment and educational programs.

FEATURING EUROPEAN ARTISTS, COOPERATION WITH OPERATORS AND CITIES WITH WHICH COOPERATION IS ENVISAGED AND SPECIFY THE TYPE OF EXCHANGES IN QUESTION. SPECIFY. NAME THE TRANSNATIONAL PART-NERSHIPS YOUR CITY HAS ALREADY ESTABLISHED OR PLANS TO ESTABLISH.

Given that every project envisaged for RD2021 has multiple cooperation agreements with artists, operators, organizations and cities, this chapter can only outline some highlights and provide some statistics to convince our audience of our serious intent to be a fully European project.

For example, the projects **Woman's Voice, Journey to the Myth** and **F-Locus** have already established cooperation with more than forty partners particularly from Europe, as well as the Middle East in accordance with the 2+1 Social Erasmus principle. The vast majority of projects selected for the bid book are based on established cooperation with an average of six partners from Europe. Partnership per project is usually envisaged in the field of cultural production but also in terms of planning, consulting and delivering.

Among the partnerships with various organizations, one can find a close collaboration with the House of Europe, the Anna Lindh Foundation, EU-NET - one of the top civic society organizations, FORTH, Le Theatre National de Colline, the University of Leeds, ITI, European Film Academy, the Sibiu International Theatre Festival, the European Film Academy, the Fantasporto International Fantasy Film Festival, the Ankara Cinema Association, the Three Seas Writers' and Translators' Council, the Pur la Paix Musical Association. The Centre Of Art and Theatrical Productions in Spain, the Theatre Research Laboratory in Instabul, the Guildhall School of Music and Drama, the International Ensemble Modern Academy in Germany, Teatro Tascabile from Italy, Teatr Biuro Podrozy from Polland, Close-Act Theatre, Schaubühne of Germany, Kfar Hayarok Youth Symphony Orchestra from Israel and many others that are listed per project in the third chapter of the bid book.

Among the prominent artists participating in RD2021 cultural program one can identify Peter Brook (**F-Locus** and **Confessions**), Ross Daly (**Mitos**), Laurent Aubert (**Mitos**), Arkadi Zaides (**Woman's Voice**), Jan Fabre (**Vigil Performance Series**) and numerous others.

CAN YOU EXPLAIN YOUR STRATEGY TO AT-TRACT THE INTEREST OF A BROAD EURO-PEAN AND INTERNATIONAL PUBLIC?

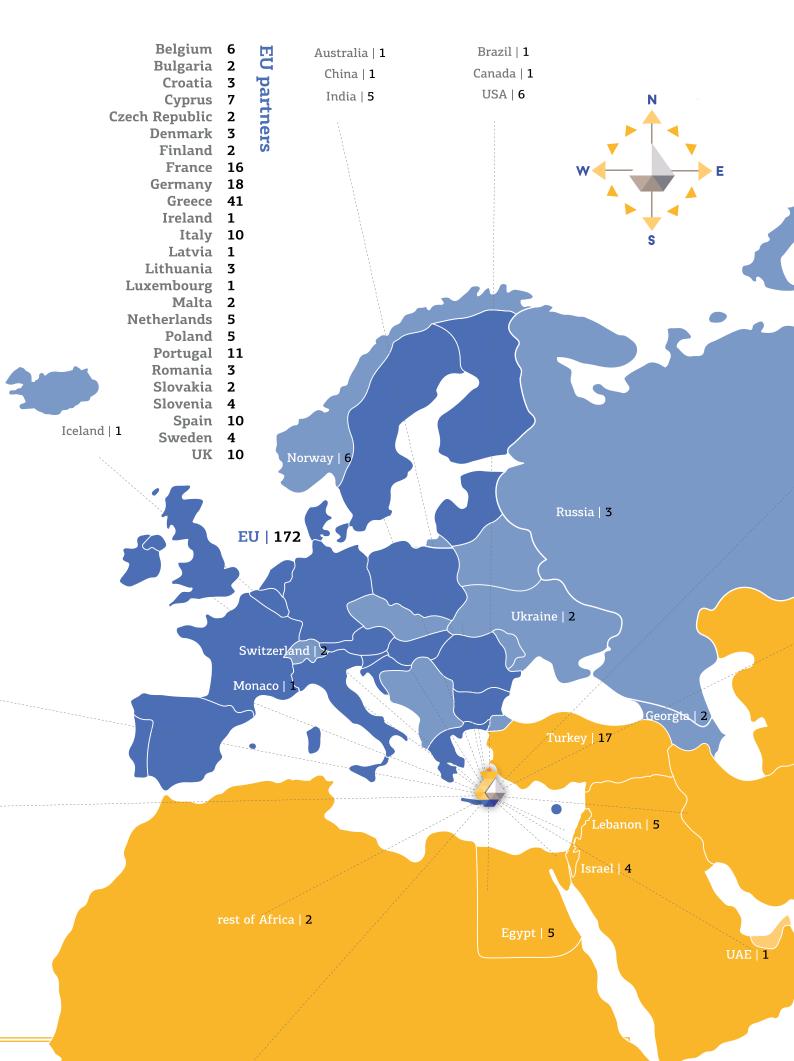
Firstly, RD2021 will attract both European and global interest due to the content of the programme. The issues addressed, especially under the pillar East - West Dialogue Platform, are really of primary significance in the current situation characterised by the turmoil in the Middle East and the mixed migration wave reaching the European capitals. Our partnership with the Anna Lindh Foundation and EUNET will connect our programme with more than 5000 NGOs active in intercultural dialogue. Projects related to the Insularity - Sustainability and access pillar will attract the particular part of the public that are more interested in sustainability, technology and new media. In both cases, we expect to gain the attention of the public due to the values addressed but mainly due to our focus on the participation of young European citizens in workshops, conferences and interactive performances, along with actors, that are planned to take place with the projects that call on port.

Secondly, the Quality of the RD2021 programme is expected to bring to Rhodes significant artists, projects and organizations and along with them the interest of the public. Especially the pillar **Creative Space - Creative People** will trigger an "explosion" of creativity designed to specifically attract creative people. Therefore, the cardinal projects **F-Locus, Lyrical Crossroads** or **Persona** will invite a European and international audience interested in Performance arts, Opera and Cinema.

Thirdly, it is highly important to attract the attention of the guests that would arrive in Rhodes anyway, regardless of the cultural programme. The majority of events, performances and workshops will take place in public space, thus encouraging visitors to participate regardless of the purpose of their visit to the islands. Projects such as F Locus, cFest, Puppets For The People or the Medieval Rose are designed for open access and high visibility. Our aim is to touch the minds and hearts of as many visitors to the islands as possible through flash performances in hotel complexes, at the airport and ports. We have also planned a comprehensive social media campaign to get visitors from the island to share RD2021 message through their social media applications

Finally, the cooperation with the Informatics Department of the University of the Aegean and FORTH for the design and implementation of an IT backbone system that will control the dissemination and live broadcasting of the events across the globe is expected to facilitate the attraction of worldwide interest.

Map of our Partners



TO WHAT EXTENT DO YOU PLAN TO DEVELOP LINKS BETWEEN YOUR CULTURAL PROGRAMME AND THE CULTURAL PROGRAMME OF OTHER CITIES HOLDING THE EUROPEAN CAPITAL OF CULTURE TITLE?

Learning from past European Capitals of Culture is critical and we are working directly with current and previous title holders. RD2021 has started a dialogue with Timisoara 2021, Rijeka 2020, Galway 2020, Matera 2019, Plovdiv 2019, Valletta 2018, Leeuwarden 2018, Pafos 2017, Aarhus 2017 and consulted with former artistic director of Stavanger 2009 as well as taken expert advise from international ECOC advisors Robert Palmer and Diane Dodd.

Cooperation protocols have already been signed with Matera 2019, Galway 2020, Rijeka 2020 and Timisoara 2021. The purpose of the letters of intent to collaborate is to signal to the jury that Rhodes intends to strengthen its program by learning and sharing with others. The Woman's Voice project for example, has partners in Matera 2019, Galway 2020 and Rijeka 2020. The Fear Project / Every Heart invites school children from all the title holders listed above to participate. Additionally, the Torch of Hope virtual reality project will include a competition for children from all ECOC cities to create a new Torch of hope for Europe. The winner will travel to Rhodes to see their design built through a 3D projected in the harbour of Rhodes. The aim is therefore not to recreate Colossus, but to shine a Torch of hope in Europe throughout the title year.

RD2021 is pleased to have already offered projects in the first round to Arad that is now one of the cities working under the wider area of Timisoara 2021. We have just reaffirmed our commitment to carry out these projects and will also explore further joint projects with Timisoara.

RD2021 is pleased to have also signed a significant agreement with Rijeka 2020 to explore the common theme of sea and wooden boats that is an important infrastructure project for Rhodes and linking to the songs and traditions in Rijeka we will explore common sea faring traditions.

Rhodes-Dodecanese has clearly taken the leadership in re-shaping the problematic legal framework in order to allow any Greek city to hold the title. Starting from a round table regarding the legal framework and management cooperation among European Capitals of Culture, on the occasion of the 2nd International Cultural Diplomacy Academy that was held in Rhodes, our leadership organised a meeting between the interested cities and the Ministers of Culture and Interior to discuss a possible solution. The city of Rhodes took the initiative and drafted a suitable amendment to the pertinent legal framework. Following that, our candidacy continued organising meetings with the candidate cities and the responsible Ministers, pursuing their commitment for financial support for the city that will be the European Capital of Culture in Greece in 2021.

RD2021 will not stop here. We intend to build meaningful relations with all former European Capitals of Culture and to support every level of cooperation and co-creation. Furthermore, we have launched the idea of the creation of a network between Greek candidate cities regarding the implementation of joint projects. Delphi, Samos and Mytilene, as well as our co-candidate city in the second phase, Eleusis, have expressed their will to join that network. Finally, our candidacy has made an official commitment, in case we win the title, to invite all candidate cities to present a selected action from their programme during the title year.



WHAT IS THE ARTISTIC VISION AND STRATEGY FOR THE CULTURAL PROGRAMME OF THE YEAR?

The artistic program is the output of an intensive and substantial procedure that followed the success of RD2021 in the preliminary selection stage. Numerous local, European and international partners as well as dozens of organizations and important cultural networks from all over the world contributed significantly in order to achieve cooperation with over 300 partners, focusing on the reinforcement of the relationships with the Middle East and European values. At this stage, it became obvious that the seven axes of the program in the initial bid had to merge, in order to make our message clearer. Therefore, without changing our mission or our vision in their essence, the axes of the artistic program in this bid are four: Citizen Europe, East-West, Insularity, Creative Space.

Our Artistic program is centred around the theme of celebrating cultural diversity and therefore our vision that it is inclusive to all regardless of race, religion, age, gender, sexual preference, etc. Within this framework, RD2021 will shine a torch of hope and inspiration to all the vulnerable groups and marginalized communities from around the world. Women, disabled and gay people still, in many countries (even European countries) live under a social if not political repression. The RD 2021 artistic program provides a safe space for them to share their thoughts, anxieties and dreams through art and culture.

Within this context rejoicing in cultural diversity

inspires meaningful intercultural dialogue and creative collaboration, as an invaluable tool for the promotion of European values and ideas. Freedom of expression is an important component of European values and therefore we won't be afraid to address difficult issues within the protection of the proscenium arch – where respect, tolerance and acceptance are key no-

tions

Our program further aims to provide means and motives for the revival and the development of creative industries, so that Rhodes and the Dodecanese will become an attractive place for artists and creators. Investing in education and training, in all types of artistic expression, as well as sustainable events management, our artistic program aims to leave a legacy of skills and competencies in Rhodes community.

Another important parameter for the structure of the program is audience development, through timeous and solid planning, education, audience participation and strategic marketing in order to attract new audiences and involve socially marginalized communities/groups. It is therefore a priority to actively put the audience into the heartbeat of events.

Every year, at least 30 umbrella – projects will generate hundreds of cultural activities (workshops, seminars, master classes, conferences, celebrations, etc). Many of them will be part of an outreach program on the other Dodecanese islands and aim to achieve maximum local participation. This is another priority in our bid, fully analyzed in the insularity pillar.

So, if Rhodes is selected as European Capital of Culture for 2021, the Journey to the Light will start in 2017 focusing initially on the education and involvement of the local population as well as on the foundation of permanent, sustainable structures (e.g. **Journey to the Myth**, **F-Locus**, **Mitos**, **Persona**, etc). It is worth mentioning that two pilot projects already took place in Rhodes: **Camp Democra**cy and **Strange in us**; also, the project **Puppets for the people** which took place in **Tilos Island** and where both local and refugee children participated.

The utilization of all venues: museums, theatres and archaeological sites all across Rhodes, especially in the Medieval City, will revive and transform the island into a vast space of creativity, culture and festivity. Performances and shows in public spaces: music bands, street theatre, modern circus, modern art creations, site specific shows, outdoor sculpture exhibitions, temporary installations and important cinema productions with famous directors and actors of international reputation; they will all touch the mind, the heart and the senses of the locals, the Europeans and the millions of visitors that will come to Rhodes during/for the ECoC events.

Our ambition is that in 2021 - after 4 years of intensive work and collaboration with the numerous international partners on a series of projects - Rhodes and the Dodecanese will already attract a significant number of artists and audience from all over the world; widening the target group year after year and enriching the cultural offer.

Flagship events include the **Torch of Hope** project that will be the culmination of a European -wide school project to design a new Torch of hope for Europe. The chosen design will be projected using projection mapping in the harbor throughout the year at the size of the mythical Colossus. We hope this project will gain media attention and raise awareness not just of European history but of our quest for peace in a contemporary Europe.

Five more dynamic highlight events include important local and international partners, such as the Greek-Turkish Young Orchestra, the Ballet of Istanbul Opera, Close Act from Holland, Theatre Buiro Portrose from Poland, HELIX from Greece and KITON B from Italy. They will provide large scale and visibility events (Icon Dragon, Polivotis etc) with international im-

pact, aiming to touch the interest of the locals, the curiosity of visitors and the imagination of the international press.

The opening and closing events will therefore be large scale spectacles of high artistic value and will be principally aimed at rewarding the citizens of Rhodes and the Dodecanese for their humanitarian spirit and celebrating their example as remarkable European Citizens in a festive way.

The opening ceremony will be especially formed and performed by the famous Spanish Group **La Fura dels Baus** (opening ceremony of the Youth Olympic Games of Nanjing 2014, Mediterrani Mar Olímpic, etc). Through a process of collective creation, their unique universal language, style and aesthetic is expected to produce a spectacular event, with the instantly recognizable stamp of the group within the atmospheric background that Rhodes offers.

The Closing Ceremony will be a big fest; in cooperation with the French Group **Royal De Luxe**, a grand show with Giant Puppets will transform the city into an enormous stage while a grand fest will be held, reflecting Greek hospitality and the multicultural character of RD2021, with hundreds of musicians and dancers from the Dodecanese and the Mediterranean.

This bid would be a recognition of the humanity and generosity of the Dodecanese islanders as well as to Rhodes, which will once more become known for its creative spaces and people, that rejoice in cultural diversity and fulfil an important role as gateway to the East. DESCRIBE THE STRUCTURE OF THE CULTURAL PRO-GRAMME, INCLUDING THE RANGE AND DIVERSITY OF THE ACTIVITIES/MAIN EVENTS THAT WILL MARK THE YEAR. FOR EACH ONE, PLEASE SUPPLY THE FOLLOWING INFORMATION: DATE AND PLACE / PROJECT PARTNERS / FINANCING

"It takes a great deal of courage to stand up to your enemies, but even more to stand up to your friends." J. K. Rowling

CE

Our entire programme is designed to project the humanitarian values Europe was built on, and aims to inspire passion and creativity. This part of our Journey entails a deeper look at our collective view of citizenship. The quote above is not meant to convey rivalry or strife, but rather highlight the importance of honesty and accountability in a relationship between enemies, friends, or even between a citizen and the state. We essentially invite the peoples of Europe to actively participate in this cultural event, and rise to the challenge of meaningful and candid communication through artistic expression. Thus we will highlight communal elements that shape our European identity and our common future.

Confessions – Connecting through Monodrama

"Confession has become one of the most highly valued techniques of producing truth. It has spread its effects far and wide. It plays an important part in medicine, education, family relationships, love, in the most ordinary affairs of everyday life, in the most serious of problems: one confesses one's crimes, sins, thoughts and desires, illnesses and problems. One goes about telling, with the utmost precision, whatever is most difficult to tell." – Michel Foucault

Undoubtedly, this transfer of the personal/autobiographical material in live performance finds its ultimate expression in Monodrama. In this unique form of theatre, we have one performer addressing the audience. Whatever is being said on stage is a confession of one person to a group. Whether it is a literary text or the performance text written by the actor him or herself, the outcome is a truly unique attempt to connect by means of confessing. Given the fact that Europe is struggling with monumental issues such as migration, refugees, religious intolerance and fragmentation, we believe that by creating a platform for monodrama artists to express themselves and share their problems, we help build connecting bridges between cultures and people. Connecting Through Monodrama will also have workshops, master classes, screenings of renowned mono shows, site-specific performances, taking thus advantage of the wonderful buildings and spaces of Rhodes, and other immersive experiences in the world of theatre. This innovative project will be developed and launched by the Noiti Grammi theatre group, which is in the league of avant-garde theatre groups in Athens and one of the first to create Devised Theatre in Greece. The plan is to establish an annual meeting, beginning in 2017, reaching its peak in 2021 and leaving the city of Rhodes a well-established event that will continue beyond the 2021 celebrations.

LEADER

Noiti Grammi Greece

PARTNERS

EU Luxembourg Fundamental Monodrama Festival www.fundamental.lu/en

Germany

Thespis Monodrama Festival www.thespis.de/en/ International Monodrama Festival in Kiel

Italy Astragali Teatro www.astragali.org/

France Brook Productions

NON EU

Russian Centre of the International Theatre Institute

Ukraine Vidlunnya Monodrama Festival muda.co/zurich/

Canada Ex Machina

USA Between the Seas Festival of Med. Performing Arts

South Afrika PANSA

LOCAL

Rhodes International Centre of Writers and Translators Dodecanesian Ephorate of Antiquities "Diodos" Centre for Mental Health "Elpida" Association Kalymnos Theatre group

Stranger in Us (piloted project)

Literature workshops about what is important in order for people to co-exist in societies, and the hindrances to living in peace. Europe provides a good example, with the unification of different countries that previously had a significant history of rejection, oppression and violence. But this peaceful unification is facing difficulties and hindrances. Political movements appear to be stepping back from the idea of a united Europe. Why are European citizens not content with what has been achieved? This question is crucial for the development of societies in Europe. The answer might be hard to find, especially in the light of millions of refugees that are seeking peace and shelter at the same time. The entire Arab, Near Eastern, and European society is characterised by mythologies, which are summarised in the Old Testament of the Bible. They have a different, partly locally-dominated, impact and have become the basis of the two largest world religions, Christianity and Islam. The origin of the world and the deity that stands for it were taken over and transformed. Our perceptions are therefore created mainly not from what is around but within us. And the answer might be found here. Many writers from different countries and cultural backgrounds have chosen to undertake this task, and approach it in literary terms, in the form of essays, short stories, or poems. The participating writers will arrange the activities on behalf of the members of the organizing network with one or two special cooperation partners, invite writers and translators from other countries as well to participate and assist new, aspiring amateur writers to actually entangle with the aforementioned challenging topics. Selected works produced during the workshops will be published and distributed through the vast network of the organizer.

Camp Democracy (piloted project)

The four points of the compass, 60 highly motivated young adults, six European destinations, a bunch of challenges for Europe's future – one project with outstanding experiences and a lifelong network.

The basic idea of Phase I, which is already in motion, is to bring young adults from four different European locations from the north (Sweden), south (Greece), east (Romania) and west (Germany) together to work on political issues that are crucial for the future of Europe. In the next stage, an additional two countries from Europe's borders, most possibly Turkey and Ukraine, will be brought in for the second launch. Sharing different experiences and opinions, discussing different solutions and approaches are the core elements of the project circle. The project will enable the participants to engage more deeply in social and political activism as a result of increased knowledge and understanding of the decision-making process, the key issues in the EU and their impact on society. They will be exposed to the latest social media channels and digital tools that support democratic engagement and political participation. Thus, they will be able to apply and deploy activities in their local communities. Moreover, Camp Democracy offers the opportunity to network in Europe, discover other countries and cultures, learn in a non-formal way, develop oneself, think outside the box, make new friends and have fun.

The partners are going to work with different partners and stakeholders, use a variety of innovative methods to approach the topics and make sure that this project will get the maximum of attention. (all project process will be published at www.houseofeurope-rhodes.eu/campdemocracy)

Phase I has been launched with 6 participants and 1 leader from each country in Rhodes, taking place from 4 to 10 September 2016, and will continue in Sweden (Gavleborg) from 27 Feb to 3 March 2017, Romania (Bucharest) in the autumn of 2017 and Germany (Bad Marienberg) in the spring of 2018. Phase II will be launched with 6 participants and 1 leader from each country in Sweden, in the autumn of 2019, Romania in the spring of 2019, Germany in the autumn of 2019, Turkey in the spring of 2020, Ukraine in the autumn of 2020 and, finally, Greece (Rhodes) in the spring of 2021.

LEADER

The Three Seas Writers' & Translators' Council, an international organization with 22 member organizations from 14 countries that links to other literature associations around the world.

LEADER

The House of Europe in Rhodes.

PARTNERS

Sweden Europahuset Gavleborg ABF Gavleborg

Germany Europahaus Marienberg

Romania Institute for Digital Government

For Phase II various partners from Turkey and Ukraine are in touch, to be confirmed by end of 2017, a year before the launch of Phase II.

Woman's Voice

For centuries women have to speak loudly to be heard, to overcome barriers set in their daily life, in their aspirations and gain themselves the rights that men are given on birth. In particular, the history of Rhodes offers a true symbol of this struggle, Kallipateira, who was the first woman to break the law and enter a track field while the Olympic Games where underway, thus risking her life, just to enjoy the victory of her sons and nephew. The woman voice has been strengthened in Europe, but not in its neighbourhood; a neighbourhood heavily troubled and affecting Europe in various ways: culture, stability, the very composition of our future societies. The role of the female voice in the effort to remove all kinds of barriers between people of different nationalities, gender, colour or religion has always been critical, and nowadays is both under threat but also the opportunity for the oppressed communities of the Middle East to develop. A group of artists from the wider area of the southeastern Mediterranean will creatively reflect the story of two heroines of theatre: Euripides' Medea, and Scheherazade from A Thousand and One Nights, inspired by two strong female archetypes that questioned man's rule, but reflecting also the limits to be set in order to achieve the desired balance, in any community, European or other.

The Programme will run in 15 phases, from September 2017 until September 2022, with particular emphasis in the summer of 2021. It will consist of organising an International Forum, performances, art events and installations, as well as a wide range of public educational activities, seminars and conferences, that will be focused to actively involve the audience, an audience coming from the both the local community and the international guests of Rhodes. Its outmost goal is to actually increase the access of the public to art venues and attract social groups and minorities in active participation and ownership of the creative outcome.

The project is developed by HMC in collaboration with amateur groups and local networks of the Dodecanese, national and international organizations, art institutes and cultural operators is turning to innovative and radical approaches in order to ensure wider impact and visibility, even in terms of economies of scale. Parallel to the main programme, we are organising a series of educational activities and seminars open to the public, in collaboration with distinguished professionals and universities in Greece and abroad, always in the context of portraying the female voice, the struggle to be heard and the cultural interconnection between Europe and the Middle East.

LEADER

Michael Cacoyannis Foundation

PARTNERS

EU

Greece, Athens University of Athens, Department of Theatre Studies Athens' School of Fine Arts IntermediaKT (Interactive Media Knowledge Transfer) Mediterranean Youth Platform

Irland, Galway European Capital of Culture 2020

Croatia, Rijeka European Capital of Culture 2020

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University of Leeds, School of Performance and Cultural Industries

France, Paris National Theatre of Colline,

NON EU

Israel

Suzanne Dellal Dance Centre for dance & theatre

LOCAL

Rhodes International Centre of Writers and Translators Dodecanese

Leros Theatrical group

The Patmos scene

Archeological Ephorate of Dodecanese

INTERNATIONAL LCCPP (League of Cannanite, Phoenician and Punic Cities)

After Orlando

LEADER Missing bolts productions USA

Rhodes is an open, tolerant and diverse community. Rhodes recently introduced the Rhodes You Are Not Alone (R.Y.A.N.A.) movement whose aim is to develop and promote gay tourism on the island. The island of Tilos within the region was the first place in Greece to welcome gay marriage. We have a history and a practice of cultural diversity. In that spirit, RD2021 is proud to announce a cultural collaboration with the LGBT Community, when in Greece and the wider region of the Eastern Mediterranean, such topics are fringe or not to be touched upon. We will offer staged readings and performances of "After Orlando" a series of plays written by 70 playwrights world wide who have come together to create works of art inspired by the events in in 2016 when a gay community was gunned down in an Orlando, Florida night club. The collection includes pieces from playwrights including: Neil Labute, Anders Lustgarten, Mia Chung, Caridad Svich, Jessica Litwak, Oladipo Agboluaje and many more. The plays will be performed at the University of the Aegean, at café's, nightclubs, at the Municipal Theatre with student actors, tourists and citizens performing in solidarity. There will also be performances at the National Theatre with celebrity actors from all over Europe and the U.S.

After Orlando is an international theatre action co-curated by Missing Bolts Productions, Inc. (Blair Baker & Zac Kline, artistic directors), a registered 501(c)(3) organization and NoPassport Theatre Alliance & Press (OBIE-winning playwright Caridad Svich, founder).

Puppets For The People (piloted project)

Piloted on the island of Tilos in partnership with the Tilos Hospitality Centre for Vulnerable Refugee Families to help broaden the debate about refugees and mitigate public fears, this is a travelling theatrical performance focused on humanising immigrants and refugees. The project will employ theatrical techniques, including audience interaction, image theatre and choral poetry, to engage and impact the audience. Using minimal set and props, the performances will be bilingual, in Greek and English.

The Leaders of the Future

The Leaders of the Future project will bring together in Rhodes young people, students, and professionals from fields related to cultural diplomacy and strategy. The target is to attract 4 persons, aged 18 to 35, from each of at least 60 countries, including the EU 28, the EU-candidate states and the ENP countries, creating a dynamic body of representatives from all of Europe and the Mediterranean.

The LotF project will consist of 4 preparatory meetings and a main conference. The preparatory meetings will be linked and executed within the framework of the Rhodes Model Regional Co-operation, an award-winning simulation conference held in Rhodes every October. The meetings will take advantage of the organizational efficiency and capacity of this conference, to reduce costs and improve visibility through its vast international network. RhodesMRC alumni may also be a significant pool of possible candidates. The target of each preparatory meeting is to draft and adopt a written declaration providing specific steps and recommendations to governments, cultural organizations and other related stakeholders in all the participating countries to actually implement cultural strategies that promote peace, stability and respect among them. The main conference, held in 2021, will provide a platform for the young leaders to actually be heard and apart from their joint declaration, they will further rule upon the next steps of the body's development to a new permanent intercultural institution.

The Medieval Rose Living History Project

Living history describes attempts to bring history to life. **The Medie**val Rose Living History Project (www.medievalfestival.gr) is inspired by the historic period between 1309-1522, when the Hospitaller Knights of St. John of Jerusalem administrated the island of Rhodes. As a Living History Event in the form of a Festival, the Medieval Rose reclaims history – until recently ignored or forgotten, despite being a glorious one – fading traditions and unknown legends of Medieval Rhodes and the Dodecanese (called Noties Sporades at the time), which are recreated through happenings, events, workshops and games during a lively and recreational feast.

Utilising the wonderful scenery of the Medieval City of Rhodes (a UNES-CO World Heritage site), the events and re-enactments that the Medieval Rose organises re-animate the Byzantine and Medieval era and narrate, in an intelligent and unstrained way, the history of the island and the region of the South Aegean to all audiences, locals and visitors. All of the project's activities draw upon the triptych of: Education – Culture – Cultural tourism.

Enhance Intercultural Dialogue Induce the Social Sector Contribute to Edutainment Motivate Voluntarism Vitalise the Environment (archaeological landscape) Reinforce Economy LEADER The Heat Collective USA

LEADER

House of Europe in Rhodes

PARTNERS

European Network for Education and Training EUNET e.V. (network of 61 partners from 20 countries). the International Center for Black Sea Studies. the Center for International and European Studies, Kadir Has University. Istanbul, Turkey, and the Institute of European Integration and Policy, University of Athens. Further partners will be confirmed from the Anna Lindh Foundation and its networks (includes potential and actual partners from EU and the Mediterranean).

LEADER

The Medieval Rose Living History Project

PARTNERS

EU Cyprus Municipality of Agia Napa

Germany Geschichtserlebnisraum Lubeck

Italia CERS

NON EU Turkey Simya Sanat

Israel Regnum Hierosolimitarum

LOCAL Directorate of Primary Education

University of the Aegean

Living History Camp	A space, set up in the medieval moat and St. George bastion, where re-enactors (including knights) live the way people did during the middle ages and use exclusively medieval equipment. Visitors may not interact with re-enactors but they can walk around the camp and observe the medieval everyday life, which is very instructive, as a living museum.
Exhibitions	There may be different themed exhibitions every year, such as photography with a focus on heritage events and monuments, medieval artefacts, costumes, technology, architecture, illuminated manuscripts, etc. Exhibitions will be hosted in suitable venues, such as the Palio Sisitio, the Inn of France, etc.
Competitions	Competitions addressed to artists who will create projects inspired by given historical or legendary medieval themes, mostly derived from local history. The themes will be announced long before the festival, to give the participants time to prepare before they present their work. Winners will be selected by a specific artistic committee and the public.
Games	Games will be either free to the public or with a participation fee, and there will be a variety, such as board games, team games and hunts, i.e. the Rhodes' Dragon's Hunt, which is a recreational game that includes mental and physical activities, through which players learn all about the history of the Dragon of Rhodes. Competitions and Games will take place in different venues of the Medieval City, such as the Moat, the Lady of the Burgh, Museum Square, etc.
Concerts Performances	Concerts and theatre or dance performances inspired by the middle ages, either faithful to the time (in costumes, music, sets etc) or contemporary but with reference to historical themes, will be held in venues within the Medieval City, e.g. Kastellania, the Spanish Inn, the St. George Bastion, etc.
Bazaar	A large bazaar with medieval-style merchants will be hosted in the squares of the Medieval City, such as the Platanakia Square and the Argyrokastrou Square. In this bazaar, visitors will find all kinds of handicrafts, made of natural materials, e.g., leather, wood, ceramics, etc, and medieval taverns where they may taste medieval recipes, roast meat, local wine and beer. There will also be competitions for the public in these taverns, on the theme of gastronomy, as well as short workshops in the bazaar about crafts of the era.
Spectacles	The opening ceremony of the Medieval Rose Living History project will be a spectacle, using mod- ern technology and medieval equipment at the same time, suggestively located in the court of the Palace of the Grand Master. There will also be a themed "central scene" with a ticket fee, which will be held every day of the festival in the moat and will include knight tournaments, horse shows, etc.
Street Events & Re-enactments	All around the Medieval City, in open spaces, in the squares and streets, there will be happenings and re-enactments, referring to the time of 1309-1522 AD. Short performances will be repeated from across the town, e.g. puppet theatre, story tellers, jugglers, fools, men on stilts, stray musicians, for- tune tellers, beggars and whoever one might find in a town like Rhodes during the middle ages.
Workshops Seminars	For the preparation of the festival there will be workshops and seminars to train local participants in performing arts and medieval crafts. Workshops for the audience with a small participation fee will also run during the festival itself. These workshops will be held in venues near the bazaars.
Other events	Archery displays and workshops, falconry, trots, pageants and more events will take place in the moat and the Medieval City, every day of the feast.



Bayna

Bayna is an artistic project that aims to create links beyond any borders: geographical, artistic and social. "Bayna" will match participants and artists from different countries, with and without disabilities, bringing together people of all ages and of different worlds, by offering a way to gather and combine different arts: music, dance, visual arts, sound creation, Street Arts creation. The core of the project is Arts-through-diversity, making the inner side of each one visible through artistic expression, by changing attitudes and by enabling one to perceive the world of disability from a new angle.

"Bayna, Making the inside visible" Performance

A Franco-Hellenic project connecting Greece with young people living in French decentralised areas, and dancers with cerebral motor disabilities. The target is to reach a Humanity maturity driven by impetus, enthusiasm and vision, and to bridge developed societies with challenged ones.

Workshops: "En toutes Confiances"

The education activities are implemented by the dancers and choreographers of DK-BEL, intervening most of the time in the disabled – body abled interaction. The thematic intervention aims to enhance self-esteem and is directly connected to the repertoire. For example, in «En toutes Confiances», confidence in oneself, confidence in the other, confidence in the future. It is a workshop on Contemporary dance combined with Hip-Hop, bringing connection of senses and physical contacts between the dancers. LEADER DK BELC France

PARTNERS

EU Portugal VOARTE Lisbon Moinho da Juventude Lisbon

Belgium The Milena Principle

Greece Hellenic Centre of ITI

NON EU Lebanon Beirut Ataya international School

LOCAL «Elpida» Association

"Cultures are never merely intellectual constructs. They take form through the collective intelligence and memory, through a commonly held psychology and emotions, through spiritual and artistic communion." Tariq Ramadan

Throughout history, cultural diversity has often been the cause of strife and conflict. The current situation in the Middle East demands our collective undivided attention, since fear, pain and intolerance inevitably recognise no national borders. It is the mission of our Candidacy to establish viable communication channels through the Arts. Artistic expression and contact on a human level will bring the peoples of Europe closer to each other, and closer to people in the Middle East and the wider Mediterranean region.

Mitos

Either literally or figuratively, the act of joining hands signifies good will, trust and strength through cooperation. The "Mitos" is major umbrella-project that will apply this rule and encourage exploration in modal music. This physical forum - open to all regardless of age, race and occupation - achieves intercultural dialogue and innovation in two ways. Firstly, by framing and advancing the discussion on modal music, which is a field not yet formed or adequately defined. Modal music is a field of significant interest, which is as yet outside the frame of mainstream interest in Europe, but constitutes a significant part, not only of European musical history, but also of present day folk traditions primarily in the Scandinavian and Celtic regions, as well as in Eastern Europe. Secondly, the project's methodology itself will revolutionise the development of this field by putting the music in a concentrated living environment, as well as in an academic context. The students of this establishment will experience music beyond the physical instrument and attend courses in history, mathematics and philosophy, designed by specialists in each field, representing the traditions and ethnic methods of the wider Mediterranean region. These courses will shed light on important concepts, and replace misconceptions with the thirst for intimate knowledge and artistic expression. Bridging all various traditions of modal music, will provide a wide field of dialogue among the various musical interpretations of our region and will produce a new stage of expression, one that will be inspired by shared ownership, a musical acquis produced by the very dialogue of East-West.

Master class

This activity aims to utilise the top musicians – who represent important music traditions – by organising, annually, 16 seminars; each seminar will have no more than 12 advanced students and will last 7 days.

Musical Synergies – circle of events for the presentation of the activities' results These musical collaborations will be presented weekly, in the form of high quality events, in central spots of Rhodes; this will give the chance to thousands of people, locals and visitors, to become acquainted with a magical "mosaic" of different musical colours, that together compose a new cultural "proposal" but also a new perception of the relation between different folks.

"Mitos" Mediterranean Festival

The establishment of Rhodes as the place of expression for these musical synergies and the constant presence of important musicians, provide the opportunity – they are vital elements – for organising a Music Festival, arguably the most important within the Mediterranean. An annual multi-thematic and multicultural, 7-day long Festival that will promote and showcase the island as a central meeting point of different cultures and musical traditions; it will not have a "museum character" but it will be a dynamic and extroverted event, that will encourage renewal and exploration.

Modal Creation Orchestra

After the evaluation of the advanced students that will participate in the master classes, an orchestra will be formed to personify and **realise in a practical dimension** the forum's study on modal music.

LEADER Labyrinth Musical Workshop, Greece

PARTNERS

EU Greece United World Music Management

NON EU

Geneva Ateliers d' ethnomusicologie

Turkey Vaye Communication Group

LOCAL

Musical School of Rhodes

Municipal Choir of Rhodes

Primary Education Directorate

Secondary Education Directorate These 8 students will be offered the chance of a 4-month long – initial – stay, as well as access to all seminars, so that they can have a rounded approach to the required needs and skills. This will give them the necessary time for intensive daily teamwork, with the support and under the instruction of teacher-musicians and the Director, so that they can achieve a demanding, high standard repertoire. The orchestra will be able to move and perform compositions in a variety of contexts, including impromptu street concerts, concert venues, festivals, and of course schools all over the island, throughout the Dodecanese and across Europe, and all the way to the far East. The Modal Creation Orchestra will rise to the challenge of delivering a familiar and recognisable sound to audiences of – seemingly – very different cultural backgrounds.

Music Portal

The portal will be an invaluable instrument that will assist the creators of the music hosted on it to support their work financially through a process of fair commerce, whereby it will be stressed that the musician him/herself will be the prime beneficiary of revenue. Each participating musician will be allocated a specific "space" on the portal where he/she will be able to present their work in the manner which they see fit, and either sell it or give it away for free as they wish to those interested in acquiring it. The potential for revenue will enable the musician to plan and realise future production with a realistic expectation of recovering costs. The difficulty in this area is the single greatest deterrent to the realisation of new productions in the music industry today.

The Life Of The Instrument

This innovative educational structure would not be complete without a chapter relevant to the construction of instruments. The musical instrument is among the most important imprints of cultural heritage, literally turning history and collective soul into sound. An instrument manufacturing infrastructure will attract luthiers from Europe and across the world to exhibit their work and will also offer a viable prospect for sustainable entrepreneurship. Coordinated field trips of schools in the region and an integrated web-marketing campaign will ensure the development and viability of this sector, as well as the forum's access to sophisticated tools and skilled professionals for its creative research.

Greek-Turkish Youth Orchestra

The project consists of a symphonic orchestra of 70 members, formed by an equal number of Greek and Turkish musicians. Once a year, the orchestra unites for rehearsals in Greece or Turkey, giving their first concert in Rhodes, followed by a tour in both countries. The rehearsal sessions are guided by professional instrumentalists, imbuing this part of the project with an exceptional educational character. Almost 35% of the musicians change every year, which means that by 2021 at least 500 young musicians will be hosted, rehearse and perform with the orchestra, primarily in Rhodes and then in major venues elsewhere.

Since 2015, the GTYO has been the orchestra-in-residence of the Music in Rhodes Festival. For the coming years, the objectives are to increase the number of the musicians, in order to be able to perform a most demanding repertoire, to invite tutors from major Orchestras from all over the world in order to prepare the young musicians, to be presented in major European venues and, finally, to participate in the 2021 European Cultural capital with a demanding, fully staged opera project.

The GTYO will be gathering annually in Rhodes, from 2017, for a period of two weeks, when the young musicians will rehearse the works to be performed, coached by European master instrumentalists. Then a Tour of another week is going to follow, starting with a symphonic concert in Rhodes. It is in our intention to visit major European cities in the following years.

Every year, a chamber music section is also active, involving all the musicians of the GTYO in groups of 3 to 10 musicians, creating a second programme that can be presented in more unexpected places, like small squares in the Dodecanese Islands or Asia Minor villages.

For 2021, a longer period of rehearsals of three weeks is going to be required, in order to prepare an operatic work to be staged, starting from the National Theatre. At this stage, the work proposed is Richard Strauss' "Elektra", a milestone of 20th century music, involving East-West music themes and referring to one of the most recognisable ancient tragedy motives. LEADER Phormigx Concert Agency Greece

PARTNERS

NON EU

Monaco Association Mousique Pur la Paix

Turkey International Economical University Izmir TBC

LOCAL

Musical School of Rhodes

Municipal Choir of Rhodes

My Heart Is In The East

My Heart is in the East is a play and public event that focuses on the relationship between EAST and WEST. The play takes place in Ancient Cordoba, Spain, when poetry contests served as a potent cultural exchange that facilitated peace. The story takes place in two realms: Present-day conflict zones in the Middle East, and medieval Spain. The historic setting is very similar to Mediaval and modern day Rhodes where Christians, Muslims and Jews live, work and worship in close proximity. The play serves as a model for peace and cultural exchange.

Poetry workshops and language workshops (Arabic, Hebrew, Greek, English and Spanish) will accompany the performances. There will also be a poetry contest after every performance. At the end of 2021, a book of poems collected from all of the poetry contests will be published along with the play and photographs of the events, to leave a legacy of creative tools for the islands.

The Fear Project / Every Heart

A traveling theatrical performance, led by director, award winning playwright, drama therapist, and Fulbright alumna Jessica Litwak. The goal of the program will be to engage communities in Rhodes and the islands in interviews with the local populations and promoting the debate about refugees and mitigate public fears. Interactive theatrical performances tailored to each of the islands will then be presented and will be accompanied by a series of other activities as workshops and open discussions, around the universal perceptions of fear, as an emotion and state of mind.

LEADER

The Heat Collective USA

PARTNERS

Italy La Mama Umbria

Athens Hellenic Centre of ITI

NON EU

Dawar for Artists & Development

USA Arts Connect International

LOCAL

Rhodes International Center For Writers & Translators

LEADER

Missing Bolts Production USA

PARTNERS

NON EU

Arts Connect International India Jana Sanskriti Centre for Theatre of the

Oppressed

EU Athens

Hellenic centre for ITI

LOCAL

Tilos hospitality Centre for vulnerable Refugee Families

Free Ports

The project is carried by a vision of interconnection and diffusion between two cultures, Western and Islamic, with the implementation of at least one joint art exhibition with Greek and Turkish contemporary artists, aiming to promote cultural diversity and artistic dialogue between East and West. Emphasis will also be placed on people with disabilities and their need for artistic expression, including the relative artistic effects of the School of Fine Arts of Athens.

Each of the cultures and traditions that touched the island, e.g. Christian, Ottoman/Islamic, Jewish, will host diverse art exhibitions spanning to all possible venues of Rhodes Medieval City and adjacent monuments. This very fact will launch a dialogue between venue and artwork and will provide an inviolable condition for international cultural survival and will support an effort effort of understanding the diversity approach of societies and people in art takes place clearly. The fruitful and creative cultural dialogue that will occur with the public through meetings, seminars, briefings and discussions between the artistic personalities of major worldwide artists, will undoubtedly have huge and extremely valuable spiritual, but also material benefits on all levels, for Rhodes and for the other islands of Dodecanese, that will be further involved to contribute hosting diverse art exhibitions, under their individually unique settings. "I will lay gravel on the blue sea, I will lay marble on it, So that I can come and meet you" Traditional song from the island of Leros

As explained in our bid, and as exemplified in the verse above, insularity does not mean isolation. On the contrary, it has ever been a strong motive for creative quests and advancements. It does not make people give up on communicating with the outside world, but actually makes them desire communication even more. Our artistic programme will not have to lay gravel or marble on the Aegean. It will, however, dedicate more than enough resources to developing sustainable creative cells, strengthening each island's cultural identity, and establishing networks through new media for meaningful cultural exchanges with communities across Europe and the Mediterranean.

Sea Of Troubles: The Long Journey Home

Sea of Troubles is a site-specific musical theatrical performance enacted by youth (actors between the ages of 16-21). The play combines scenes and choral poetry with song and dance. The audiences follow the actors along the path of Odysseus, watching scenes that are staged along the route. As the audience trails the action, stopping at each point along Odysseus' journey from Ithaca to Troy, the young people re-envision history, mythology and connect the journey to current day issues of home, including the stories of contemporary refugees. The play will be performed in two locations: The moat of the Medieval City of Rhodes, and at the islands of Kalymnos and Telendos. This production will be the first of the International Youth Theatre that celebrates the children of all of the ECoC cities. This project will involve youth from Rijeka, Matera, Cluj and Galway.

Journey to the Myth

IS

"... myth is unsuccessful in giving man more material power over the environment. However, it gives man, very importantly, the illusion that he can understand the universe and that he does understand the universe. It is, of course, only an illusion." Claude Levi Straus

These words by Claude Levi Straus outline the challenge to which the "Journey to the Myth" project is going to rise. It will involve all 18 islands of the Dodecanese, and it is going to employ all art forms to make the "illusion" come to life. Artistic crews from the region and around the world will travel to the islands. There will be a different curator every 18 months, responsible for the entire project. An Art Suitcase will be delivered to every island, containing everything the project requires, including yearly additions according to the new curator's plans. The coordinated activities will engage children up to 14 years old (resident, visiting, migrant and refugee), and they will include all forms of theatre, music, arts and crafts, choirs, all forms of creative writing, workshops and educational programmes in cooperation with the Primary and Secondary Education Directorates of the Region, University Departments and Artists Unions and Societies. All activities will take place in modified spaces designated by the municipality on each island. In this massive and tightly coordinated project, the children will learn of the myths of the globe, and via a mobile new media kitchen for digital storytelling*, they will connect and interact with children and communities in other countries, according to the origins of a myth. They will discover the truth and the meaning behind the myth, and they learn about the history between the lines. It will be the Curator's job to coordinate people, themes and activities, in order to transform this cultural exchange into a single coherent artistic event at the end of his/her term.

* A new media kitchen for digital storytelling consists of a large table and chairs where an individual or a group can work and study. A shelf is used to store books about myths in the world, next to technological equipment. The kitchen is equipped with laptops, a projector, cameras, sound recorders, headphones, books, e-books and links related to myths and digital storytelling, a printer, paper and pens and it provides a stable wifi connection and plugs for the users' laptops and other devices. As the designers of an unordinary kitchen, our wish is that the users can use or ignore the resources provided to create experimental and unorthodox "dishes" based on the myths of the world.

LEADER

The Heat Collective **USA**

PARTNERS

EU France FAA: La Fabrique Autonome Des Acteurs

NON EU

USA La Mama Eavpt **Dawar for Arts & Development**

LOCAL

Theatrical Team of Kalymnos

LEADER

Interface. non-profit organization Athens, Greece

PARTNERS

FU Amsterdam, Netherlands Zid Theatre

Germany Bürgerstiftung Rohrmeisterei

Schwerte (Rohrmeisterei)

Spain, Seville Centro de Arte y Producciones Teatrales SL (TNT Theatre)

Roma **Teatro Potlach Italy**

Belgium The Milena Principle, Malselem,

Poland Brama theatre

Irakleio, Crete OMMA STUDIO, non-profit organization

LOCAL

Primary Education Directorate

Secondary Education Directorate

Rhodes' Federation of Cultural Associations of the Dodecanese

playforTheMEDITERRANEAN

playforTheMEDITERRANEAN is an innovative art and education programme based on the idea of "play" and its essential role in the making of art and life. Its starting point is the philosophy on "Homo Ludens", by the Dutch historian Johan Huizinga, who argues that "play is a most fundamental human function and has permeated all cultures from the beginning". playforTheMEDITERRANEAN visits different islands and creates playful interventions, in conjunction with local artists and residents. Local characteristics and elements of each island's tradition become the material for new games and places get transformed into unconventional game boards. Gaming becomes an indispensable artistic tool, which invites us to revisit daily practices from a brand new, self-made perspective. A multifaceted group is being created; diverse people play together, interact and challenge the possibility of creating new performance forms, new possibilities of co-existence and exchange. Locals, guests and migrants get involved in creating lively public games, social and cultural life and local change. Participants will become active recipients and creators of culture instead of being merely passive observers.

Drops of Breath on Voyage

Inspired by the theme Journey to Light, Drops of Breath, the first underwater dance performance in the world travels to Rhodes to disseminate and cultivate its values during its four-year voyage in the Dodecanese and the Mediterranean. The aim of the two choreographers and owners of the performance, Sophie Bulbulyan and Apostolia Papadamaki, is to provide an underwater space for interaction between body-abled and disabled artists and audiences from the Mediterranean (Greece, France, Cyprus, Turkey, Lebanon, Egypt) and to communicate that likewise our common right to Breathe, we are all equal with one another, we are all one and we rise as One into the light.

The choreographic structure of the performance begins at the bottom of the sea, at 6 metres deep. Dancers and underwater audiences experience together this voyage towards the light, physically and spiritually, until they meet and unite in the end with the snorkelling audience on the surface, all washed by the light. The screen audience blends into this experience through the synchronised video projection.

Besides the 15 body-abled and disabled dancers, Drops of Breath on Voyage will involve 5 more dancers from other Mediterranean countries. 200 volunteers will participate in the preparation and implementation of the performance, which includes environmental and body workshops for the community of Rhodes and of the Dodecanese. With respect to age limits per activity, the performance and the workshops, as well as the volunteering, are open to individuals aged 6 to 75 years old.

LEADER Finger Six Greece

PARTNERS

EU

Cyprus DANCE HOUSE LEFKOSIA Arianna Economou Dance house based in Lefkosia

Portugal VOARTE BACTERIA-

Cristina Planas Leitão Choreographer / performer / teacher / improviser Spain

ALTERATIONES

Antonio Guiles

Performer / choreographer / teacher / specialised in working with people with mental disabilities Belgium

Katrien Oosterlinck Visual artist / teacher / researcher

NON EU

Turkey / Tal / Sevi Algan Theatre Research Laboratory based in Istanbul

LEADER

DK Bel France Quasi Stellar Greece

PARTNERS

EU Cyprus Lia Haraki –Pelma

U.K. MDI Organization

Portugal Devir Capa

NON EU

Turkey Istanbul Delvet State Opera & Ballet

LOCAL

Blutopia Marine Park www.blutopia.gr

PARALLEL ACTIONS TO DROPS OF BREATH ON VOYAGE THAT CAN UNFOLD IN 4 YEARS

A Forum: An international forum with projections, lectures and discussions, about arts, humanity and the environment. The Arts can promote human connection and communication by using predominantly their body and senses. Opening up our eyes to really seeing, opening up our ears to listening carefully, opening up ourselves to "fitting" with one another and "moving" towards one another: these are actual preconditions for a communication on equal terms.

Mediterranean Bodies: The interactive exhibition Mediterranean Bodies seeks to foster connections and exchanges between young artists in the Mediterranean countries.

Drops of Breath on Voyage photo exhibition: a team of at least four underwater photographers will capture underwater motions and feelings. Pictures in large-scale print on polycarbonate surface will invite the spectators to dive into this unique artistic universe. This exhibition can tour together with the film in the Dodecanese.

Drops of Breath on Voyage Film projection: A 35' film of the underwater performance that captures the spirit of this innovative concept, recorded and edited without using any special effects. The activity is two-fold and the projection emphasises on "how to make the impossible possible" through a discussion with the artists and the audience following the projection of the film. The film, selectively and under the technical coordination of two choreographers, will be projected in primary and secondary schools of the Dodecanese and of the Mediterranean accompanied by a questionnaire with topics for the teachers to elaborate with their students.

Artistic and environmental workshops: Dance, music, visual arts and the environment embracing the Drops of Breath philosophy, become the vehicle to educate and raise awareness to children aged 6 to 16 years old.

Refugee voices

The Rhodes Women's Refugee Creative Expression Project, "Refugee voices" is a cultural undertaking developed in Rhodes in collaboration with the Tilos Hospitality Centre For Vulnerable Refugee Families, Greek theatre artists and the U.S. based H.E.A.T. Collective. The project uses art, theatre and expressive therapies to improve the lives of women who have been displaced from their homes. The information given through education and performance aims to protects the rights of women and youth displaced by conflict and crisis. There are currently almost 60 million refugees and internally displaced persons (IDPs) worldwide who have been displaced by conflict. But Women Refugees have very specific needs. They face gender-based violence, issues of sexual and reproductive health, issues of children and family, as well as basic peace and security. The healing aspects of theatre, art and drama therapy are extraordinarily useful for addressing the needs of a refugee community, especially for women who often feel more comfortable to express themselves in the presence of other women. The H.E.A.T. Collective uses Playback Theatre, Theatre of the Oppressed techniques, Drama therapy and Creative Voicing (Voice work and Playwriting tools) to encourage women refugees to express themselves creatively, useful not only for the women who participate in the workshops but also for the community audiences who witness the work, including the migrant communities and the local ones.

The Moons Of Jupiter

The time is the near future. The global water shortage has dried up the earth. There is no public water left on earth. Only vodka. Water is only available through black market traffickers at high costs. A female astrophysicist believes she can access a strategy for replenishing the earth with water by traveling to Europa, one of the moons of Jupiter. As she struggles with world-changing actions, she is visited by a family of Greek Gods and Goddesses. Zeus is tired of the earth's troubles and wants to shift his focus on another planet but his three daughters (the Moons of Zeus) argue for Earth's value and come up with plans to save it. The Moons of Jupiter teaches us about the history of mythology and science, the future of climate change, a crucial matter for the future of any island, and the courage and necessity of love. The play has been produced in the U.S. and will be re-envisioned and re-written to suit Rhodes and the Dodecanese as its historical and natural background. It will be performed in two languages (Greek and English). This project brings cultural heritage, scientific education and entertaining theatrical art to a wide audience of both Rhodians and tourists.

LEADER

The Heat Collective

PARTNERS

EU

France FAA: La Fabrique Autonome Des Acteurs Athens

Hellenic Centre for ITI

NON EU

india Jana Sanskriti Centre for Theatre of the Oppressed

Egypt Dawar for Arts & Development

LEADER

The Heat Collective

PARTNERS

EU France

FAA: La Fabrique Autonome Des Acteurs

Athens Hellenic Centre for ITI

NON EU

india Jana Sanskriti Centre for Theatre of the Oppressed

Egypt Dawar for Arts & Development "Others have seen what is and asked why. I have seen what could be and asked why not."

Pablo Picasso

Creativity is a mindset. The RD2021 artistic programme understands that people are the most important part of any infrastructure. Furthermore, it recognises that people can be creative anywhere, anytime, as long as they can enter a creative mindset. Rhodes and the Dodecanese will become an attractive space for creative minds. This space will nurture creative people and will channel our imagination and our skill sets towards European values such as solidarity, freedom of expression, peace and prosperity.

Digit:lsle

As an international hub of digital creativity and innovation Digit:Isle – New Media and Digital Art Hub will provide a physical space in the city of Rhodes for local and international youth to meet and experiment with the latest technological innovations in art. The center aims to introduce a wide variety of artistic and educative activities for younger audiences and emerging artists concentrating exclusively on contemporary art domains that use new media and digital technology as essential part of creative process. Digit:Isle will host exhibitions of local and international emerging digital artists, workshops on technology and arts, master classes, contemporary screenings, new media performances, smaller scale music concerts and other immersive experiences in the world of digit.

Art will be used to inspire innovation, engage local people, provide new opportunities for younger communities and emerging artists on the island to build valuable synergies by encouraging and supporting regional, national and international collaborations in new media and digital arts.

This innovative project will be developed and launched by the Cultural Department of the Municipality of Rhodes in cooperation with the Foundation for Research and Technology Hellas – Institute of Computer Science and international cultural entrepreneurs from the city of Barcelona. Digit:Isle will be completed in three phases over the next four years, opening its doors for full operations in 2021.

Furthermore, Digit:Isle will approach European Arts Councils to explore collaborations and to ensure that its exhibitions regularly feature top digital artists from around Europe. We are confident to count on support from National Arts Council and Foreign Institutes as they want to give visibility to their country's creative talent. For example, a collaboration is envisaged with the British Council and Arts Council England (International Arts section) to support the inclusion of a digital installation from a top British artist. Similar conversations are planned to take place with Creative Scotland and Norsk Kulturråd - Arts Council Norway.

Digit:Isle also counts on a collaboration with MAD media hub in Barcelona - the MAD hub has agreed to explore possibilities with Digit:Isle to exchange Catalan digital installations with exhibitions from Rhodes. Another collaboration under consideration is with Pro Helvetica in Switzerland that have had a strong creative gaming project during the past years. Digit:Isle is interested in working with artists from Switzerland to explore where gaming meets digital art. The euRobotics AISBL, a Brussels based international non-profit association will also be invited to explore robots in art. Digit:Isle will share premises with this exciting project which hopes to see Rhodes become internationally known as a virtual reality island.





F-Locus

F-Locus is an organization whose mission is to advance and promote performing arts, at all stages; from education to the creation and production of shows and plays, in the whole range of the performing arts. It particularly focuses on the arts that forsake the classic, conventional theatre and evolve in unorthodox places, like factories and abandoned buildings, thus utilising public spaces and the city's potential to the maximum. To this end, F-Locus will collaborate with organizations and groups from all over the world (Europe, America, Asia and the Middle East). The basic priority of F-Locus is to adjust its activities to the vision of RD2021. The annual F-Locus festival, as well as its parallel activities - more than 150 performances and 25 educational activities - will bring together a significant number of artists - more than 600 artists from all over Europe - and international audience (estimated 1.000.000 pax), while the locals, the young and the visitors will get involved in the whole process:

The creation of a framework, so that performing arts can find their place within elementary schools, high schools and universities.

The foundation of a School for Professionals on performing arts, street theatre and circus.

The creation of a permanent, street theatre and modern circus, artistic cast.

The International Meeting of Theatre and Performing Arts.



PARTNERS

EU Germany Berlin Nemo The network of European Museum Organization www.ne-mo.org Berlin Circus Production & Berlin Circus Festival www.berlin-circus-festival.de Schaubühne www.schaubuehne.de

France

Paris **Culture-Bis** www.culture-bis.com **Group F** www.groupef.com **Brook Productions** www.simonbrook.com Bagneux **CARAVAN Circus Network** www.caravancircusnetwork.eu **Compagnie Ilotopie** Vo'Arte Association

Italy

Torino **BJCEM** Biennale de la jeunes createurs d' Europe et de la Mediterranee www.bjcem.org

Bergamo TTB

Teatro Tascabile di Bergamo www.teatrotascabile.org

Denmark

Holstebro **Odin Thetre** Nordisk teaterlaboratorium www.odinteatret.dk

Sweden

Stockholm Akanni CCD Capoeira Circus Dance Akannicapoeiracirkusdans. blogspot.com

Poland Poznan TBP - Teatr Biuro Podrozy www.tbp.org.pl/home.html

Romania Sibiu Sibiu International Theatre Festival www.sibfest.ro/sibiu-international-theatre-festival.html

Belgium Brussels Open Street AISBL www.open-street.eu

Spain Companyia La Tal cialatal.com

Netherlands Tilburg CloseAct Theatre www.closeact.nl Greece Piraeus Piraeus Municipal Theatre www.dithepi.gr Athens Athens Athens School of Fine Arts www.asfa.gr Hellenic centre of ITI

NON EU

Australia Sydney Strange Fruit Strut & Fret Production House PTY LTD www.strangefruit.net.au

China

Beijing Chinese Centre of ITI: International Project Manager China Theatre Association iti-worldwide.org/china.php

Brazil GV MEI Entrepreneur in Cultural Events, Circus Pedagog and Aesthetic Activities

United Arab Emirates Fujairah Fujairah Culture and Media Authority fujairah.ae

India The Mumbai Assembly

Israel Cameri Theatre of Tel Aviv

Turkey Istanbul Delvet State Opera & Ballet

INTERNATIONAL

LCCPP (League of Cannanite, Phoenician and Punic Cities)

LOCAL Rhodes International Center For Writers & Translators

Praxis Theatre Group



Programme

The **F-Locus - Laboratorium of Performing Arts** will operate thoughout the year. It will be accessible to pupils and students, new and established artists, producers, professionals and, of course, to the local and international public. The Programme consists of the following basic axes:

Laboratorium	A different teacher each month, during the year. Research laboratory, theatre and performing arts school, focusing on street theatre and circus.
GPS Art	10-day long Annual Meeting of young artists with installations. Site Specific events in nature, in the city and in abandoned spaces.
Art = $m \cdot c2$	10-day long annual master class with important creators and artists of performing arts, referring to active performers and actors.
Summer School	Summer school for Performing Arts. All lessons will be taking place either in villages or in nature.
Nomadic University	Meeting of specialists on performing arts and on art in public spaces, street theatre, circus, etc, with both closed and open to the public conferences, moving from village to village and from island to island.
Show Case	Groups, artists, producers, art managers; they will all present their work within a live art exhibition.
F-Locus	International Meeting of Performing Arts : theatre, street theatre, puppet show, dance theatre, music bands, performing arts, juggling, urban games, hip-hop, temporary structures, etc, that transform the city into a large multicoloured cultural feast of arts.

e-Xpression Digital

Insularity is a major challenge for the communication and cultural exchange. Digital Technologies transcend all geographical characteristics and overcomes physical barriers, allowing for the development of projects not bound by such constraints and further allows for the transmittance of cultural product to a device or screen wherever in the world. Rhodes e-Xpression Digital Lab, through sub-projects will encourage the development of new, innovative tools that will be inspired by Rhodes unique cultural diversity, Aegean traditions and the Mediterranean amalgam of cultures. These tools will be employed to foster artistic creation, capture cultural assets and encourage entrepreneurial projects as a mean towards youth development.

Digital Technologies & Arts Hackathon

The project aims at involving young people from the Aegean Sea, Greece, Europe and the Middle East in an international competition for developing innovative internet and mobile applications, involving or promoting a form of artistic creation (music, theatre, literature, etc). The Computer and Arts Hackathon will be implemented in two rounds: a. The submission of proposals for innovative application

b. The on-site event, which will be hosted on the premises of the University of the Aegean in Rhodes.

Aegean Culture Applications Competition

The project will initially create and publish via internet a catalogue of cultural assets from the Aegean Sea (e.g. archaeological sites, places of worship, ancient Greek scientists and philosophers, representing several islands) and then ask for innovative proposals for their international promotion through ICT applications.

Proposals will be accepted via electronic means and then selected teams will be invited to Rhodes for further development, final formulation with the help of specialized mentors, open presentation and selection of the most innovative applications. The results of the project will be maintained for many years, through the open distribution of the resulting prototype applications.

Ict-Based Entrepreneurship Accelerator For Creative Industries

The project aims at organising a two-week international summer school for inspiring entrepreneurship for creative industries (design, arts, culture) with the assistance of information and communication technologies. In this summer school, selected young students from all over Greece, Europe and the Mediterranean will formulate and develop prototype business models, innovative applications and services for doing business with arts and culture, with the onsite assistance of specialised academics and business mentors. The summer school will also target to new forms of social enterprise, non-profit organization and crowdfunding initiatives.

Music Contemporada

The project combines two musical aspects: the composition and the performance of contemporary musical works. In this project, there will be an open competition call for compositions to be submitted and performed during a two-week period of time. Composers from all over the world will be invited to write pieces for specific instrument combinations inspired by elements of the cultural capital "Journey to Light". Original compositions will be submitted in midi format, so that judging will be performed from a distance. The competition winners will be given an award.

One or two works will be chosen to be performed in each concert, together with other, known contemporary music compositions. A CD with all original contemporary musical works, specifically composed for RD2021 and performed live, will be created and published, in collaboration with an international recording label.

LEADER

University of the Aegean Greece

PARTNERS

EU

Portugal Escola Superior de Música, Artes e Espectáculo (ESMAE)

The Netherlands HKU University of the Arts Utrecht Technical University Delft

United Kingdom

Guildhall School of Music and Drama Royal College of Music

Germany

International Ensemble Modern Academy

Athens CrowdPolicy SA Athens Symphony Orchestra

NON EU

Turkey University of Ege

Harvesting tradition

The idea is to create new design formulas by transforming traditional forms of Rhodes, and the Dodecanese in general, into contemporary, functional and aesthetically complete objects of all scales. The aim is to keep alive forgotten and grounded traditional design values and techniques, by helping them evolve and adapt into present and future needs and desires. People come together, they are informed, collaborate, produce ideas and re-appreciate traditional design values.

More specifically Harvesting Tradition, will try to re-invent the following concepts:

Architecture/urban design

Morphological elements, Urban equipment, Transformations of traditional architecture, Traditional techniques

Object/furniture/small scale design

Furniture of the Dodecanese islands, Identity, Landmarks, Memorabilia, Creations of disabled people, Un-memorabilia

Fashion design/transformations

Traditional costumes, Re-definition, Textile and motifs, The shoe and the bag

A Design Centre, a physical space that will serve as an operational core and information source for all events and activities that will take place in the city within the framework of the project, will function as a meeting point for creative people. Each Design Centre will aim to become an interactive space, versatile and polyphonic, where locals, visitors and creators meet. These places will not necessarily be permanent; they will pop up in the city in different locations, in order to achieve a better blending of audiences. At the same time, they will occupy and make use of vacant buildings, stores and other facilities, both public and private. Design has to become an everyday concern and topic of interest, by being part of the city as a physical image and also as joyful and creative interaction. This network functions in both the physical and digital space. That way it manages to attract a greater audience from all over the world and it connects local with international elements.

LEADER

RHO Design Greece

PARTNERS

Spain Mar Oliver Malondra

Romania ZEE Architect Studio

Greece Markos Doubanakis

NON EU Mexico Doma Arquitectura

Turkey Selgün Türkoz

LOCAL

When in Greece Dodecanese Architectural Association Dodecanesian Ephorate of Antiquities Greek Modern Art Museum

Lyrical CrossRhodes

The **Lyrical "CrossRhodes"** supported by DE MUSICA aims to the foundation of a permanent operatic nucleus in the city of Rhodes with the objective of training, entertaining, disseminating the European musical culture and providing opportunities for musical theatre creation.

A wide variety of operatic, symphonic, educative, crossover and popular repertoire will be the vehicle to transmit the European musical values at the highest level of performing.

It will also be a cell for new artists to communicate their art with the island's and the Dodecanese's inhabitants and visitors, through regional, national and international collaborations.

A chamber orchestra consisting of 15 musicians (one for each instrument of the classical orchestra plus piano and guitar), 5 singers, a conductor and 4 technicians will be the manpower of the lyrical theatre. The institution, through a careful selection of musicians who have the potential of cross-playing in various styles, will provide the possibility of a wide repertoire from the opera (small scale productions with reductions) to musical theatre, and from chamber music to large scale symphonic concerts through collaborations. On the other hand, collaborations with famous commercial artists will also be sought.

The plan consists of an interactive intervention in the local society, with educational Programmes for children and adults, in Primary and Secondary Schools, Universities, towns and villages, not only in Rhodes but across the Dodecanese, that will be the vehicle for reaching and creating future audiences.

LEADER

De musica Greece

PARTNERS

Italy Pesaro "Filarmonica Gioachino Rossini" Orchestra

Germany Berlin CONCORNO Kulturmanagement

NON EU

Israel Kfar Hayarok Kfar Hayarok Youth Symphony Orchestra

LOCAL

Musical School of Rhodes Municipal Choir of Rhodes Primary and Secondary Education Directorate

Educational Programme	The 2-day educational programme for each school will operate as a forerunner of the opera productions that will take place in 2021.		
Concerts (Monthly)	Apart from the educational programme, the orchestra will give 2 concerts per month in appropriate venues.		
Performances (Every two months)	Commissions to artists for new works (composers, choreographers, playwrights, directors).		
Workshops and Master classes	Famous artists will be invited to give seminars to young musicians, singers, dancers, etc. The period of the seminar will be an opportunity to organise new productions.		
Opera Productions	Two opera productions from October to April and one during the Summer.		
Gala with famous singers	Christmas, Easter and Summer.		

Reflections

Design In Rhodes

Reflections and Realisation in public space: Regenerating urban and rural areas through cross-cultural activities and citizen engagement. The idea is to enable communities to design and implement integrated solutions for their local challenges though new ways of learning and collaboration. We will design and coordinate an innovative programme of new knowledge and practices on urban regeneration, cross-cultural collaboration and citizen engagement. Building a translocal community between 12 islands and teams and many other academics and practitioners of culture and design, together we will embark upon "a 3-year journey to the light" of mutual learning and support, reflections, and realisation.

We will issue **an Open Call-Invitation in order to build** an interconnected translocal community comprising selected local teams from 12 islands of Dodecanese and many other international trainers, observers, artists, designers and mentors. Candidate teams will be called upon to focus on a specific challenge of public space, describe a communally-shared vision about it, consider and describe how cultural activities have the potential to highlight meaning and identity, and how they are going to engage citizens. After qualitative evaluation, the selected teams will receive training and support (seed funding) for the implementation of their proposal for 3 years.

We will design, coordinate and facilitate an innovative mobile educational programme consisting of 3 academies and 3 workshops. Academies will bring the participants in contact with new theories and practices on topics such as design thinking, creative problem solving, participatory design and participatory leadership, social technologies, sustainable design, urban regeneration, citizen engagement, urban culture, etc, all taught by acclaimed artists and professionals from all over the world.

"Reflections & Realisation" Exhibition. At the end of the educational programme, the city of Rhodes will host an urban event where every team will present their projects, their results and their open "toolkits" of experiences and practices of what works and what doesn't during the stages of collaboration, design, implementation, etc.

Fashion in Rhodes

In 2021, Rhodes will become an inspiration for 12 Greek fashion designers. The stimulus will be its rich history and the intercultural element that has played a radical role in the course of its history. The designers will have to create 12 collections, each inspired by an ancient name of the island. Examples:

- 1. Asteria: the starry sky.
- 2. Atavyros: from the highest mountain, its Attaviros.
- 3. Elias: because of the extensive sunshine during the year.
- 4. Corymb: for corymb shape results in two peaks.
- 5. Ofiousa Oloessa Fidousa: for it had many snakes.
- 6. Pelagia: the island emerged from the sea.
- 7. Poiiessa: the rich vegetation.
- 8. Points: namely sea.
- 9. Stages: because the shape of the island is like an ancient stadium.
- 10. Trinakria: why the figure consists of two triangles.
- 11. Deer: because of Plato deer living on the island.
- 12. Anemoessa: due to the strong winds.

The project is an open creative process whereby every designer will create his or her own collection in collaboration with students from Greek and neighbouring countries' fashion schools and local fashion professionals, in an organised and well-equipped space. Each workshop will correspond to a designer and will last one month. Workshops can be attended by the general public, in the role of observer. The objective of the workshops is dual, on the one hand serving an educational purpose, and on the other hand, laying down

the foundations for the creation of a school of Haute Couture. The stylistic creations will be presented at a fashion show in Rhodes, at the end of the project.

EADER

The Switch Place Identity, Greece

PARTNERS

Germany Mit-Ost

Bulgary

One Foundation for Culture and Arts, the main organiser of ONE ARCHITECTURE WEEK

NON EU

Lebanon MENA Design Research Centre, the main organiser of BEIRUT DESIGN WEEK

Rhodes Annex

The artistic annex of the Athens' School of Fine Arts in Rhodes has been operating since 1947, at the same place, on the Street of the Knights (No 1 Kleovoulos Square). The very existence of the Annex in Rhodes encourages us to enhance its existing function, with the occasion of RD2021 and re-launch its educational offerings with a series of targeted actions that will foster the creativity of young artists. These activities will inspire young students of arts to come reside in Rhodes, inspire and create on the island.

a. Conjectural Exhibition with art work from the Collection of the Pic-

ture Gallery of ASFA (2018-2021)

b. Exhibition of ASFA's teachers' art work (2020-2021)

c. Exhibitions of modern Art, with current or older ASFA students' artwork (2017-2023 alternating themes)

d. Workshop with the participation of current ASFA students and graduates e. Summer School (summer months, 2017-2023)

f. International Conference on History of Arts from the ASFA Department of Theory and History of Art (2021)

g. Sculpture in public space (2021)

h. Conjectural intervention in public space (2018-2021)

i. PRODUCTION of related MULTIMEDIA material (2021)

j. Angels - Scultpure project in the island of Symi (2020 - 2023)

LEADER

Athens School of fine arts Greece

PARTNERS

France ISBA Institut Superieur des beaux-arts de Besançon

Germany Berlin Akademie der Bildenden Künste München Weirmar Bauhaus University

Spain Madrid Universidad Complutense De Madrid

NON EU

Turkey Istanbul Mimar Sinan Fine Arts University

Persona European Centre of Cinema

As a European Centre of Cinema, Persona will ensure the constant presence of cinema on the island of Rhodes. Persona aims to establish a wide range of activities, such as workshops, master classes and open courses, projections, and film productions, on the island of Rhodes and the Dodecanese. The Centre will also cooperate constantly with institutions established in countries of the eastern Mediterranean, such as Turkey, Cyprus, Israel and Egypt, turning Rhodes into a new bridge between East and West through the fascinating art of cinema. International partners and networks will be present in our project by establishing workshops for young directors, children and teenagers, and giving them the opportunity to explore the new digital technologies in cinema production and post production.

One of those Networks is the European Film Academy. Rhodes will be the Greek city to organise and perform the "EFA YOUNG AUDIENCE AWARD", alongside with 25 European cities in a truly European vote, where voters are 12 to 14 year old audience from across Europe.

Another major target of **Persona** is to establish a constant flow of film production in Rhodes, by attracting national and international producers and filmmakers taking advantage of the unique natural and architectural landscape of Rhodes.

Finally, the annual Fantastic film festival will host a variety of national and international films and will attract the local audience to theatres. Furthermore, the same festival will screen, for local and international audience, every single film produced in the Dodecanese as part of the aforementioned activities of the centre.

LEADER

Home Picture Greece

PARTNERS

Olympia International Film Festival for Children and Young People

- Script master class for youngdirectors
- Film Production Workshop for children
- International Fantasy
 Film Festival

Scriptwriters Guild of Greece

• Script master class for youngdirectors

Cultural Services, Cyprus Ministry of Education and Culture

- Script master class for young directors
- Film Production Workshop for children
- Feature Film Production
 International Fantasy Film
 Festival

Montreal International Animation Film Festival

 Animation Workshop for students

International Short Film Festival in Drama

- Script master class for young directors
- Film Production Workshop for children
- International Fantasy Film Festival

World Mass Media Research Foundation

Ankara International Film Festival Festival on Wheels

Ankara Cinema Association

- Script master class for young directors
- Film Production Workshop for children
- International Fantasy Film Festival
- Feature Film Production

Fantasporto International Fantasy Film Festival in Porto, Portugal

International Fantasy Film
 Festival

Filmfestivals.com

 International Fantasy Film Festival

European Film Academy

• EFA Young Audience Award 2016

PERSONA MAIN PROJECTS

				MAIN	
PROJECT	AIM	DURATION	PARTICIPANTS	CHARACTERISTICS	BRIEF DESCRIPTION
Script master class for young directors	To write and improve scripts until they are ready to shoot.	2 Months	Young Directors from Greece and Europe	Synergy between participants, teamwork, final production of the best script	8 Promising and young directors stay and work in Rhodes for two months, advancing their scripts as a team.
Film Production Workshop for children	To familiarize young students with film making	2 Months	Students from local schools	Cooperation, working as team, attracting method (film making as a game)	8 Directors from around the world assembly 8 teams from local schools and help their teams as Tutors to write, shoot and edit their own film.
Animation Workshop for students	To familiarise young students with the world of animation and digital arts	2 Months	Students from local schools	Proposes the other side of digital technology to young children.	Working as one team 12 students from Rhodes and Dodecanese will learn how to and will make their own first short Animation Film
"EFA Young Audience Award"	To make young audiences familiar with European Cinema	1 Day	12 - 14 Year old local audience	Give the opportunity to young locals to become one with other European young audiences	12-14-year-old audiences across Europe, give the Young Audience Award to a European Film every year
International Fantasy Film Festival	To make Rhodes the centre of Fantasy cinema in Eastern Europe and the Eastern Mediterranean	1 Month	Filmmakers from around the world	Attracting filmmakers to Rhodes, Introducing Fantasy Cinema to the local community	Annual International Film Festival with competitive programme and non competitive sections
Feature Film Production	To produce at least one feature film in Rhodes and Dodec- anese Until 2021. To turn Rhodes and Dodecanese as a possible shooting location and establish a constant production flow.	Not specified	Producers and Film makers around the world	Makes the production of a feature film look easier than it seems.	The production of the first feature film as a coproduction of countries located in the eastern Mediterranean will be the pioneer project of all the next ones.

cFest

A month-long attraction offering daily program aimed to attract youth. Some of the main events will be concerts with all kinds of music, theatre and dance performances, presentations of the art of the circus, music contests, walking acts with fascinating costumes, and workshops. All held in open public space that ensure ease of access to everyone. Seaside venues as Prassonisi islet, or Kalathos Beach, are among the top choices. A flea market will also be held at the venue featuring a wide range of artistic creations and craftworks, vintage clothing, handmade cosmetics and unique furniture, vinyl records and books! The whole project will be complete with camping facilities, organised by Didi Music, creating a new reference point for Europe's youth to travel to, exchange, experience and most of all have fun.

LEADER
LEADER
Didi Music Greece
PARTNERS
EU
Netherlands
ETEP – European Talent
Exchange Programme
http://www.etep.nl
Bulgaria
Virginia Records
c/o Stanislava Armoutlieva
htpp://www.virginiarecords.com
Leading music company dealing
with records, publishing, event
marketing, concert promotion,

artist management and PR.

NON EU

U.S.A. New York Globe Entertainment www.globeent.com/#featured-tour

Turkey

Most Yapim ve Gosteri Hizmleteri AS c/o Mustafa Oguz

http://www.mostproductions.com Entertainment company specializing in TV & Film production, music publishing, local & international concert promotion.

Exhibitions (x5 per week)	Exhibitions: painters, photographers, craft-workers, sculpture creators, etc, could pres- ent their work in different public venues.
Concerts (1/2 every weekend)	Concerts such as rock, pop, electro, world, traditional, classical and entechno music, DJs, and musicians from different countries and regions who will contribute to cultural ex- change through the different sounds of the world.
Performances (x5 per week)	Art Performance such as sand sculptures, theatre, dance, juggling, walking acts, fire shows, presentation of the art of the circus, music contests, and multiple activities for children.
Flea Market (Weekend)	Every weekend there will be flea market held on the Prasonisi beach, which will feature a wide range of artistic creations and craftworks, clothing for adults and children, handmade cosmetics and unique furniture. Of course, CDs, vinyl records and books could not be missing from the line-up!
Workshops, discussions (Weekend)	Workshops: Yoga, spiritual sessions, body-painting, juggling, photography, discussions about the history of Greece and Europe, etc.

The Vigil Performance Series

A series of Vigils will be held in different locations all over the Dodecanese, in closed venues, theatres, museums, heritage sites, ancient temples, and castles. The participants will be together from night until morning, participating in an experiential performance where they are the protagonists and the space(s) reveal their memories.

The choreographer and performance artist Apostolia Papadamaki, in collaboration with the composer Tryphon Koutsoureli, will initiate these vigils and invite a different artist to participate, each time, and partially lead the audience to the collective sleep experience. The Vigil performance with and for the audience will last 12 hours and will take the audience/participants by the hand, both metaphorically and literally, from sunset to sunrise, to a «journey into the light», awakening their senses and how they see «art», but also bringing them together, letting them share their experiences and guiding them to find common values.

Each performance will be adapted to the respective venue, the idea being that the audience will perceive each space as a living entity with its own memory and history.

The morning awakening will be in the form of a special sound and light show, and morning coffee will be accompanied by discussion and the exchange of views!

The Theta Series marks the relationship of man with the dark and the light, the performance action and sleep, the theatrical act and imagination. LEADER Quasi Stellar Greece

PARTNERS

Belgium Antwerp

Troubleyn-Jan Fabre www.troubleyn.be Artistic Director: Jan Fabre

Portugal Devir/Capa

UK MDI organization

Cyprus Pelma

Slovenia Bunker Artistic Director: Ne

Artistic Director: Nevenka Koprincev www.bunker.si/eng/international-cooperation

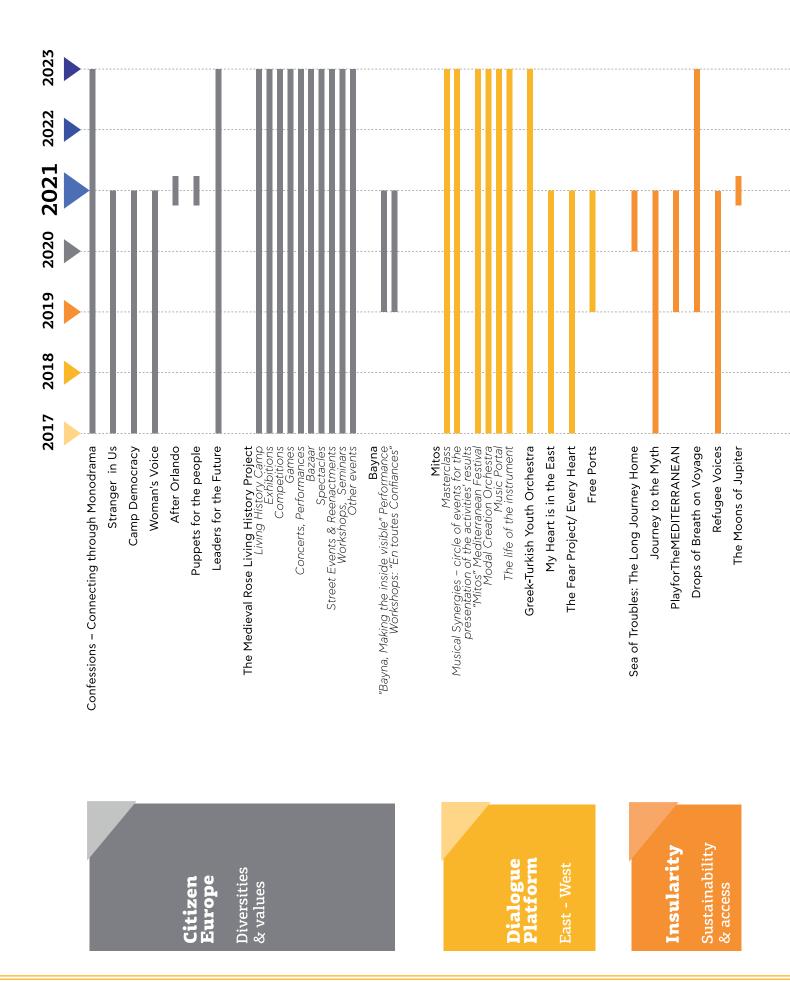
Athens Onassis Cultural Centre URBAN HEAT PERFORMING www.urbanheat.co

NON EU

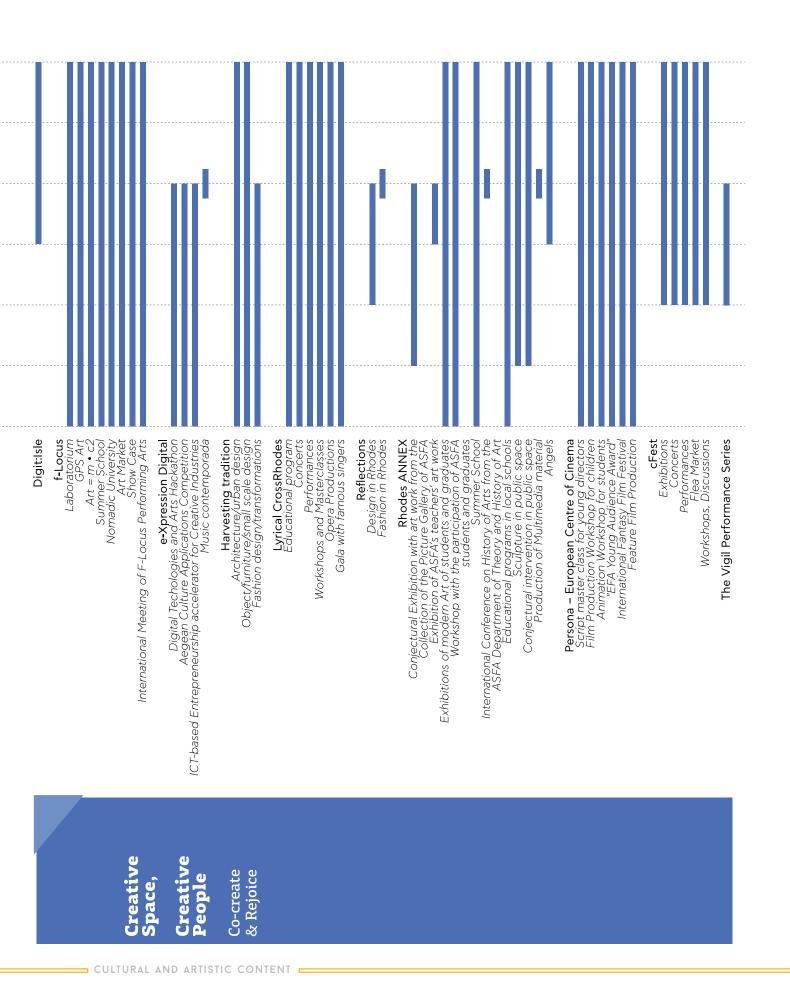
Israel Israel Festival Jerusalem

Turkey Istanbul Delvet Opera & Ballet

ARTISTIC PROGRAMM TIMELINE



{ **DIRECTION //** PROJECT // ACTION }



Highlights

La Fura dels Baus

A spectacular performance, specially modified for RD2021. La Fura dels Baus re-conceptualised two of the most significant aspects of dramatic art: the theatrical space and the public.

Close-Act theatre

Besides the physical trained performers, in multiple theatre aspects, impressive mobile objects and extraordinary air machinery are placed in the spectacles of Close-Act.

Icon Dragon

A highlight event that will take place in 2021, at the medieval moat. The show will be on the move and the audience will follow and watch 26 acts along the way. The theme is based on the local legend about a dragon terrorising the city during Grand Master D'Aubusson's governance.

KITONB Project

Carillon – the flight of time – is an urban theatre show. A huge rotating metal parallel-piped, crisscrossed by a mesh of 600 metres of elastic cable, becomes a surreal Carillon, the central scenery of the show, from which the story emerges and the choreographic and acrobatic performance of the dancers develops.

POLIVOTIS

The Polivotis Project is a hallmark event, which will take place on the night of the August Full Moon (August 21st 2021), within the "Stefanos" crater of the famous volcano on Nisyros island. The full version of Handel's "Music for the Royal Fireworks" will be executed by the Greek-Turkish Youth Orchestra, accompanied by dancers from Istanbul State Opera and Ballet, and an impressive firework show by Group F.

ROYAL de LUXE

A performance specially written for Rhodes 2021. Royal de Luxe are regarded as the pioneer of street theatre in the world and they are to perform the show "of Giants", which will engage the whole city for three or four days.

Closing Ceremony

The Closing Ceremony will be a big fest; in cooperation with the French Group Royal De Luxe, a grand show with Giant Puppets will transform the city into an enormous stage while a grand fest will be held, reflecting Greek hospitality and the multicultural character of RD2021, with hundreds of musicians and dancers from the Dodecanese and the Mediterranean

Torch of Hope

A 30-meter high projected mapping of a contemporary Torch of hope will be projected where popular belief has Colossus once standing. Every night the Torch of hope will shine for RD2021 and send a message of hope, peace and solidarity to all people in Europe and across the world.

llotopie

A brilliant aquatic show with original music and pyrotechnics. Ilotopie Company has turned the liquid element into a solid stage for magical theatrical performance. Bays and harbors in Rhodes are already captivating enough, and we expect this highlight to be something truly unique.



HOW WILL THE EVENTS AND ACTIVITIES THAT WILL CONSTITUTE THE CULTURAL PROGRAMME FOR THE YEAR BE CHOSEN? RD2021 program is strategically aimed to celebrate cultural diversity and inspire creative people, with special emphasis to the cultural interaction between East and West, Europe and its neighbourhood, and to launch a re-evaluation of the European values that lie at the heart of our Citizen for Europe pillar, without neglecting the insular nature of the Dodecanese and the challenges and opportunities it offers. Projects that are embracing the close interconnection of Europe with the wider sensitive area of the Eastern Mediterranean and recognize the significantly multicultural nature of Rhodes and the Dodecanese complex are to be important parts of the program. The RD2021 candidacy has employed a strict horizontal criterion for every single project: at least two partners from Europe and one non EU, especially from the Middle East. In that way, we ensure in advance a basis for international cooperation and exchanges.

Furthermore, projects that comply with our long-term planning to establish viable creative industries in our region, and incorporate both elements of innovation and tradition, are treated as ideal opportunities towards the cultural turn that Rhodes needs to its development and sustainability road map. Another significant aspect of the selection process is the compliance with the general notion of the RD2021 that everyone should be included; either through the topics touched or the target groups set; programs that diversify as to include not only the wider public but also those vulnerable groups of people in our society that really need to find a mean of expression, a feeling of inclusion, the confidence of belonging. This celebration of diversity, a unity through cultural inclusion, is a core to the European challenges that our program wishes to address, as projects that aim to answer the uneasy questions of our future society's characteristics of a diverse, yet to seen, human formation will be highly cherished. The final main element the selection process dictates is the wider possible exposure of the events, the openness to the wider possible public and the attraction in Rhodes of creative people from all over the world, through international calls, people that will create and innovate in Rhodes and the Dodecanese, contributing to the establishment of long-term structures that will permanently serve the Journey to the Light, well after the title year.

HOW WILL THE CULTURAL PROGRAMME COMBINE LOCAL CULTURAL HERITAGE AND TRADITIONAL ART FORMS WITH NEW, INNOVA-TIVE AND EXPERIMENTAL CULTURAL EXPRESSIONS?

Rhodes and the Dodecanese offer a unique cultural and natural landscape, totally connected with its cultural heritage, including the Medieval City of Rhodes, a UNESCO World Heritage site and the dozens of archaeological sites spread across the island complex dating back to Ancient Greece, the Byzantine Empire, the Middle Ages, the Ottoman Empire and the Belle Epoque. These elements of the local cultural heritage are the main venues for the delivery of most of the projects that will take place in Rhodes and the Dodecanese the next five years, given that Rhodes wins the title of European Capital of Culture. The use of these sites inspires an artistic dialogue between the past and the present, the old and the new, promising a possible future of endless possibilities, possibilities captured by the creative process and coming to life via live performance, a common attribute of most of our projects.

The vast mythology and story-telling tradition of the region, will lend heavily as the basis of many of our projects, re-imagining archetypical concepts in order to address modern topics such as human rights and the challenges posed by climate change or political instability and their consequences to the human narrative (such as **Journey to the Myth**, **The Moons of Jupiter**, **Woman's Voice**). Furthermore, projects such as the Rhodes e-Xpression Digital Lab will try to capture the local heritage with new technologies, while others like **Harvesting Tradition** or **Reflections** will go further and will try to isolate unique elements of the traditional artistic expression and re-interpret it providing new artistic motives. HOW HAS THE CITY INVOLVED, OR HOW DOES IT PLAN TO INVOLVE, LOCAL ARTISTS AND CULTURAL ORGANIZATIONS IN THE CONCEPTION AND IMPLEMENTATION OF THE CULTURAL PROGRAMME? PLEASE GIVE SOME CONCRETE EXAMPLES AND NAME SOME LOCAL ARTISTS AND CULTURAL ORGANISATIONS WITH WHICH COOPERATION IS ENVIS-AGED AND SPECIFY THE TYPE OF EXCHANGES IN QUESTION

A consultation process began in April 2015 for RD2021 ECOC candidacy. For the pre-selection phase of the competition more than 27 meetings with representatives of public cultural agents, private cultural entities and third sector cultural and creative associations, have been held. These meetings included no less than four open calls for consultation, two of them held at City Hall and the other two at the Modern Greek Art Museum of Rhodes. They were enthusiastically received by representatives of the cultural and artistic sector of Rhodes who attended en masse, and expressed themselves with great passion. For the second phase, bilateral contacts took place, in order to provide with more specific actions outline and allow the proposed projects to mature, get evaluated and processed.

Heading the local cultural organizations, the International Writers' and Translators' Centre of Rhodes, internationally renowned for its long experience in innovative activities continues to play an important role in the program, securing expertise and partners in the field of literature. The IWTCR will be the local partner for the **Stranger in Us** project, co-ordinating with the leading partner organization.

The House of Europe in Rhodes is still a major partner, committed to facilitating contacts and providing partners throughout Europe for various projects and also enhancing the outreach and promotion actions of the candidacy. The House of Europe in Rhodes is a local NGO dedicated to spreading the European idea through educational projects for youth and adults an active member of the European Network for Education and Training - EUNET e.V., a network with 67 similar NGOs in 21 countries. The House of Europe in Rhodes is also a member of the Anna Lindh Foundation for the Dialogue of Cultures, an intergovernmental institution present in 42 countries with a network of more than 4.000 civil society organizations, and serves as the Focal Point of the Greek Network of ALF for the wider region of the Aegean, the other two focal points being in Athens and Thessaloniki. The House will lead the implementation of two projects, including the pilot project Camp Democracy, which is already underway.

Another active partner is the Dodecanese Architects' Association, with an international outlook and ambitious ideas on shaping the city's built environment that will be complementary to our actions.

The Archaeological Ephorate of Dodecanese provides fundamental cultural documentation and are committed to supporting the scientific and historical knowledge disseminated though our projects, while offering unique insights and access to the various monuments and prospected venues of our program that lie under their mandate. The University of the Aegean, the embodiment of the local academic community and especially the Department of Mediterranean Studies, are actively involved to the program and various aspects of its execution.

The Museum of the Modern Greek Art of Rhodes, leading the local artistic organizations, including the Dodecanese House of Letters and Arts and the Association of Cultural and Architectural Heritage, are enthusiastically supporting and developing projects for RD2021. Individual artists from different sectors, including theatre, dance, photography, music and cinematography have also been involved. The Association of Visual Artists of the Dodecanese is a particularly ardent supporter in developing this programme.

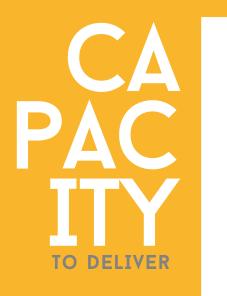
The Federation of Rhodes' Cultural Associations, representing associations from the 40 out of 44 villages of the island, as well as the Federation of Dodecanese Islands' Associations of Rhodes which involves communities originating from all Dodecanesian islands residing in Rhodes and Dodecanesian communities abroad are supportive of the candidacy, and will be greatly involved especially to the projects taking place in the villages of the island and the other islands of the Dodecanese, valid partners for the proper implementation of our ambitious program, especially with projects like Journey to the Myth or the Vigil Performance Series that will take place in various place all over the prefecture. Consultations have also taken place with different associations representing different nationalities living on the island, as well as frequent visitors, commonly known as "Repeaters".

We are in close cooperation with the General Directorates of Primary and Secondary Education of the Dodecanese, and in particular with their cultural and artistic departments and art teachers. These bodies are committed to preparing educational and cultural projects around the themes emphasized by the RD2021 program, as well securing the participation of local pupils community to the RD2021 projects and the necessary outreach actions, including in school activities and joint visibility initiatives.

Furthermore, all representatives from the tourism industry, the Hotel Owners' Association of Rhodes, the Hotel Managers' Association of Rhodes and the Restaurant Owners' Union as well as the Chamber of Commerce have also been consulted. They have been highly supportive and have enriched with their ideas our cultural programme by suggesting ways to reach wider audiences and are committed to actively support our program.

In addition, the candidacy team continues to maintain a fruitful dialogue with environmentalists, volunteers and vulnerable groups representatives all of whom have shown great enthusiasm for the bid.

The RD2021 candidacy office and team have reached thousands of people in our island complex, across Europe and neighbouring countries of the Mediterranean, thereby ensuring wide public engagement.



PLEASE CONFIRM AND EVIDENCE THAT YOU HAVE BROAD AND STRONG POLITICAL SUPPORT AND A SUSTAINABLE COMMITMENT FROM THE RELE-VANT LOCAL, REGIONAL AND NATIONAL PUBLIC AUTHORITIES.

On the 24th of January 2014, the Journey to the Light began for Rhodes and the Dodecanese, when the City Council first declared our candidacy for the European Capital of Culture 2021. The City Council elections of March 2014 brought in office a new Mayor, Mr Fotis Chatzidiakos, who initiated a consultation process with civil society in order to reconfirm the commitment of Rhodes and the Dodecanese.

On the 11th of March 2015, with absolute consensus expressed by the local MPs, the President and Vice-President of the City Council, Heads of minority parties, former MPs, former Mayors and Presidents of the Municipal Council, the Hoteliers Association, the Chamber of Commerce, the Dodecanese department of the Technical Chamber, the Workers' Union, the Chamber of Finance, the Merchants' Association, the Medical Doctors Association, the House of Letters and Arts of the Dodecanese, the Rhodes department of the Greek Tourism Organization, the Bar Association, the Hotel Managers' Association, the Restaurant Owners Union, the University of the Aegean, the Dodecanese Architects Association and many more organizations, the major associations backed the candidacy of Rhodes and Dodecanese.

On the 18th of March 2015, a second meeting convened at the City Council Hall, which included every registered civil society organization on the island. The meeting brought together over 150 representatives of civil society and, again, an absolute consensus was reached. Following this meeting, the Mayor declared the candidacy for RD2021.

On the 25th of May 2015, the City Council unanimously voted to officially confirm the city's commitment towards the candidacy (Decision No 318/2015). Moreover, the leaders of the major political parties represented in the City Council signed a declaration demonstrating their commitment – in the event of their incumbency in the future – to honour the commitment laid down in the bid book.

In addition to the above, formal declarations have been sent by the City Councils of the 18 islands of the Dodecanese in support of the candidacy of RD2021.

PLEASE CONFIRM AND EVIDENCE THAT YOUR CITY HAS OR WILL HAVE ADEQUATE AND VIABLE INFRASTRUCTURE TO HOST THE TITLE. TO DO THAT, PLEASE ANSWER THE FOLLOWING QUESTIONS:

EXPLAIN BRIEFLY HOW THE EUROPEAN CAPITAL OF CULTURE WILL MAKE USE OF AND DEVELOP THE CITY'S CULTURAL INFRA-STRUCTURE The island of Rhodes is equipped with a complete range of venues, both indoor and outdoor, ready to host exceptional performances. During recent years, irrespective of the decision to pursue the title, local, regional and governmental authorities initiated a restoration plan for cultural venues. The Medieval City of Rhodes has 34 venues, 18 of which are indoor, allowing in total for more than 7,500 seats. The above don't include the moat that can host events with more than 10,000 spectators. Indicatively:

1	Grand hall of the patients of the Archaeological Museum	250
2	Grand hall of the Palace of the Grand Master	250
3	Hall of the Palace of the Grand Master	150
4	D'Amboise Gate	50
5	Inn of England	50
6	Inn of France	50
7	Inn of Spain	150
8	Former Muslim School	50
9	Bastion of St George	150
10	St George Monastery	50
11	Our Lady of the Burgh	200
12	Fabrizio del Caretto Bastion	50
13	Castellania Building	50
14	St Catherine's Hospice	2 halls of 50
15	Municipal Yeni Hammam Baths	2 halls of 50
16	Arsenal De Milly	150
17	St Nicholas and St Augustine Monastery	50
18	St Nicholas Lighthouse	50

Beyond the Medieval City, the island of Rhodes has 49 impressive venues, of which 34 are located in the new city. The seats available add up to 7,500 without taking into account the squares, parks, the Municipal stadium (3,700 seats) and the ancient stadium with its Odeon and the archaeological park (8,000 seats). Indicatively:

1	National Theatre of Rhodes	800 (currently in renovation)
2	Municipal Theatre of Rhodes	250 (recently renovated)
3	Rodon Open Theatre	350 (recently renovated)
4	Melina Mercouri Open Theatre	800
5	Sound and Light Open Theatre	300
6	Ancient Stadium and Odeon	1.000- 2.000

One hundred venues, both indoor and outdoor, have already been earmarked by the team of RD2021 candidacy on the islands of the Dodecanese.

The City of Rhodes and the Region of the South Aegean Dodecanese have already reserved nearly 37 million in restoration and renovation projects concerning venues for culture. It is a point of great pride that these projects will be completed to celebrate and contribute to the legacy of the European Capital of Culture. Indicative projects:

1	National Theatre of Rhodes	10 million €
2	Former Muslim School	4 million €
3	Wooden Pathway embracing the touristic and commercial harbors of Rhodes	5.6 million €
4	Palace of the Grand Master	7 million €
5	Museum of Modern Greek Art	2 million €
6	Akavi building	0.9 million €
7	Slaughterhouse building	Under Planning
8	Enrico Ducci asylum building	Under Planning
9	Nea Agora building	Under Planning

WHAT ARE THE CITY'S ASSETS IN TERMS OF AC-CESSIBILITY (REGIONAL, NATIONAL AND INTERNA-TIONAL TRANSPORT)? Rhodes island is accessible by both air and sea. **Diagoras International Airport** hosts more than **35 thousand** departures and arrivals every year, throughout the year. It welcomes an average of **2.2 million visitors** per year from all over the world. It is situated on the west coast of the island, 15 km south of the city of Rhodes, and it has been functioning since 1977.

Access to the rest of the Dodecanese Islands varies and is dependent on weather conditions. For this reason, projects on the islands will mainly be held during the summer months (April – October).

Rhodes island is also interconnected with all the surrounding islands, Athens and Thessaloniki, by sea. The port is within the city limits, to the north-west side of the island, and it serves daily trips to and from Piraeus, the islands of the Dodecanese, Turkey and Crete. It also serves as a stop or a home port for cruise ships, that call port in Rhodes almost 500 times a year, carrying more than **550,000 visitors**.

The island of Kos has also significant air and sea connections with Athens, Thessaloniki and Europe, while Karpathos, Kasos, Kalymnos and Leros are also served by international airports. Needless to mention that every single island is served by port.

WHAT IS THE CITY'S ABSORPTION CAPACITY IN TERMS OF TOURISTS' AC-COMMODATION? Rhodes island has the capacity to accommodate, sustain and entertain more than 3 million visitors per year. The high standard tourism infrastructure, consisting of 529 hotel businesses (37 five star, 112 four star, 151 three

star, 180 two star, 49 one star hotels), offers more than 45,000 rooms and almost 88,000 beds. This infrastructure will not only serve as "room and board" for the island's visitors

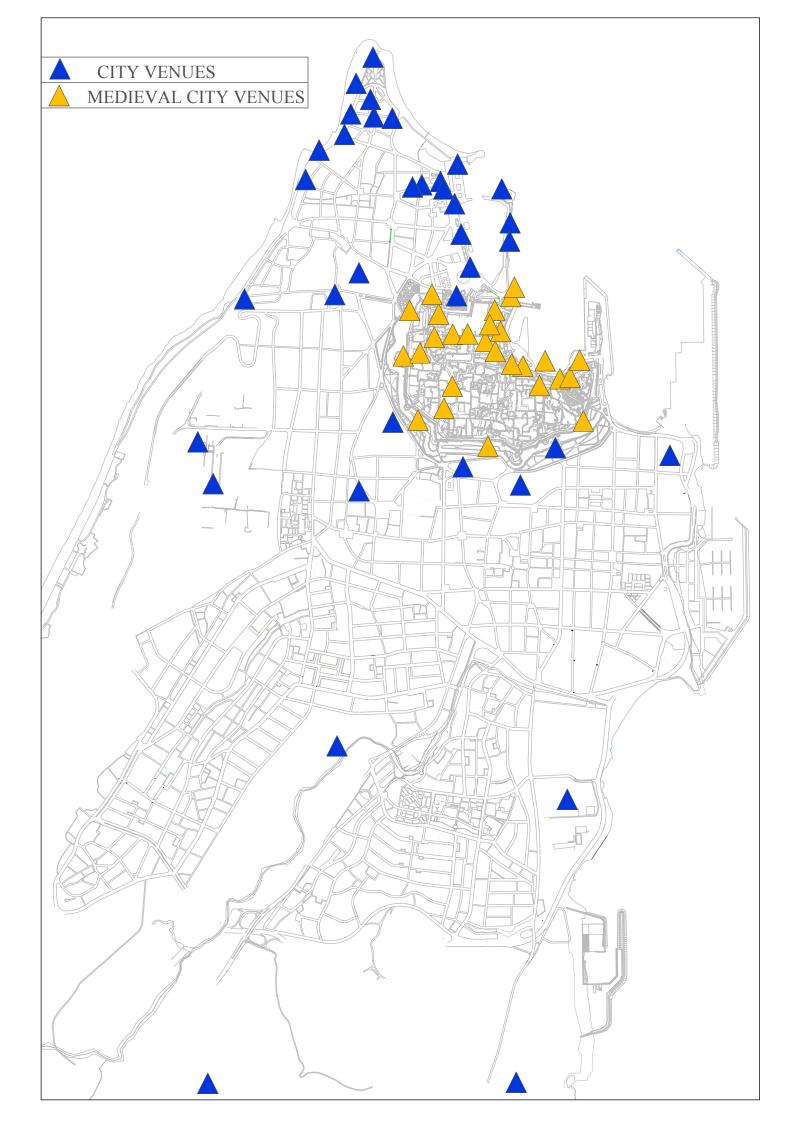
during 2021, it will also be extremely valuable for supplying venues and personnel as integral parts of our cultural programme.

It is in the interest of the hotel owners to extend the tourism season, create a better quality of relationship with guests and to also find sustainable models for supporting the islands' needs. Thanks to this we have fostered a strong relationship with the Association of Hotel Managers and Association of Hotel Owners.

The Association of Hotel Owners has agreed to offer for free 2% of the overall overnight stays in Rhodes from 2017 to 2021 to ensure accommodation for visiting artists.

They will also support the programme in other ways, such as investing in a new training programme with artists and hospitality staff, in collaboration with the Higher School of Tourist Professions.

As our communication and management strategy will involve an active programme to interact and engage with guests in Rhodes, so they will share their experience of the European Capital of Culture with their friends and family back home, we will be looking into how to make creative use of the vast hotel spaces, lobbies, pool areas, etc, as venues for surprise concerts and exhibitions. Above all, it is the Rhodians' desire to re-develop the relationship between locals and guests!



IN TERMS OF CULTURAL, URBAN AND TOURISM INFRASTRUCTURE WHAT ARE THE PROJECTS (IN-CLUDING RENOVATION PROJECTS) THAT YOUR CITY PLAN TO CARRY OUT IN CONNECTION WITH THE EUROPEAN CAPITAL OF CULTURE ACTION BETWEEN NOW AND THE YEAR OF THE TITLE? WHAT IS THE PLANNED TIMETABLE FOR THIS WORK?

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The Municipality Operational Plan 2015-2019 (approved by the City Council of Rhodes decision no 671 / 16-11-2015) foresees **167,263,141** € in Axis 1, on development plans for the built and natural environment and improvement of energy and transportation infrastructures.

The South Aegean Regional Operational Plan 2014-2020, which has been voted and approved by decision C (2014)10179 / 18-12-2014 of the European Committee, foresees **30,000,00,00€** for the development of the built environment and improvement of port infrastructures.

		ĒĒĒ	
Cultural Infrastructures	2018	11 million	Region/ State
Cultural Infrastructures	2020	29,38 million	City of Rhodes
Urban revitalisation	2020	7,62 million	City of Rhodes
Port infrastructures	2019	19 million	Region
Renovation of the 2 main highway entrances to the city /conclusion of the peripheral highway	2019	20 million	City of Rhodes
Transportation and energy infrastructures	2020	30 million	City of Rhodes
2 new waste composting units	2020	25 million	City of Rhodes



EXPLAIN HOW THE LOCAL POPULATION AND YOUR CIVIL SOCIETY HAVE BEEN INVOLVED IN THE PREPARATION OF THE APPLICATION AND WILL PARTICIPATE IN THE IMPLEMENTA-TION OF THE YEAR? After the initial decision to pursue the title, the first consultation took place in March 2015 with strategic partners in the City Hall. Professional associations and key public services decided to support the goal for RD2021. A few weeks later, a second consultation had a much wider audience due to the wide publicity and the open invitation that preceded the event. Cultural associations and the civil society unanimously backed the vision for the European Capital of Culture in Rhodes.

In May 2015, the candidacy team was formed and the very first task was to organise the widest possible consultation both thematically and in terms of population. We used the press and the newly formed facebook page, as well as traditional formal invitations, in order to call the largest possible open consultation in Nestorideio Modern Art Museum. The event was abundant of symbolism. An art space hosted a gathering of artists, the civil society and interested individuals invited through digital, traditional and formal media. It was made clear right from the beginning that everybody is welcome under the same vision for Rhodes, Europe, Culture and the Journey.

Right after that event, the participation forms filled and signed by the attendees were used to create working teams over a number of issues ranging from the urban and natural environment to sustainability and international relations. Throughout the summer of 2015, they met several times for reflection on what Rhodes, Greece and the Mediterranean need. During July 2015, the general consultation process focused on performing arts, in a meeting held at the historic "Aktaion", and a week later another meeting was held for imaging and plastic arts. The local artistic community discussed their views and the need for an audience development strategy. Towards the end of summer 2015, until the final stages of the submission of the first bid book, the Candidacy Office continued deliberating with artists, art companies from the Dodecanese and Greece, civil society associations and strategic partners such as the South Aegean Region, the Hotel Owners

Association, the Federation of Cultural Association of Rhodes and the Rhodes' Federation of Cultural Associations of the Dodecanese.

A special moment of involvement of the local population was the two phases of the logo competition! Graphic artists, designers, even hobbyists and children participated in the competition, proving that the local population is actually embracing the prospect of Rhodes becoming the European Capital of Culture for 2021!

After dozens of meetings with almost two hundred associations, in addition to meetings with individual artists and key stakeholders, we are proud to have effectively touched thousands of people in the consultation process by gathering their thoughts and suggestions.

In that way we managed to:

- Actively involve the people of Rhodes and the Dodecanese.
- Produce a spontaneous mapping of cultural production and consumption.
- Spread the message of Europe through the Capital of Culture.
- Focus on the needs and the ideas of the people of Rhodes.

This highly democratic process had an impact on the conceptualisation of the first bid book. Time has been invested in the second bid book in making the ideas of the people of Rhodes compatible with the needs of the European Capital of Culture. But this bid book remains the product of the vision of Rhodians.

This is what we count on, in order to secure the involvement of the local people in the implementation year, because:

- The projects are based on their own ideas.
- The impact of RD2021 reflects expressively their vision for Rhodes and Europe.
- The programme is specially designed taking under consideration the highly seasonal economy of Rhodes.

Special focus has been provided to special population groups in order to ensure their participation in the year of the title:

Today's teenagers are those who will eventually support and define RD2021. Therefore, digital features play a particularly important role throughout the programme (e-Xpression Digital).

Tourists are also considered to be stakeholders in this endeavour! Special activities therefore may take place in hotels, while others are built around multilingualism (Fear Project / Every Heart).

The elderly are considered to be an invaluable source of cultural heritage treasures, and they are sure to be inspired by projects that elegantly combine tradition and contemporary practises (Woman's Voice, Harvesting Tradition, etc).

Young struggling professionals will find themselves in a new environment full of new opportunities for networking and developing of skills (**Persona, Reflections, Mitos**, etc).

People with disability will establish a new relationship with arts and culture, thanks our programme's content and the city's support in expanding accessibility infrastructure to more venues (**F-locus, Bayna Project,** etc).

A whole chapter of the artistic programme is dedicated to the refugee immigrant integration issues and the majority of the projects require their active involvement (Sea of Troubles: The Long Journey Home, My Heart is in the East, Journey to the Myth, etc)

Vulnerable groups such as abused women and children, recovering drug addicts, mental health patients and, just as importantly, their families, will witness the building of a new and creative support system (**Confessions - Connecting through Monodrama**)

Roma families will be approached and involved in the proceedings of RD2021 through the outreach of the programme in the educational system. In that way, students will become the active mediators between RD2021 and the small Roma community (horizontally scheduled performances and activities for hard-to-reach social groups)

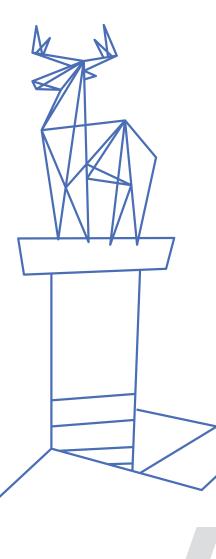
The lesbian and gay community will be welcome in Rhodes to share their anxieties, concerns and creativity through the **After Orlando** project The aforementioned groups are subject to extensive chapters in the city's strategic planning, which has been modified to complement the cultural programme's requirements for outreach and social policies.

Rhodians, therefore, will participate:

As volunteers through the "enlisting of sailors" for the journey to the light! A dedicated and multifaceted recruitment strategy is described later.

As audience who will come together to see their own ideas being materialised in high quality artistic performances.

As facilitators who will support the implementation of the projects, either as professional personnel of RD2021, the Municipality and the Region, but also as the friendly neighbour who will give a hand, or a glass of water and a smile to Europe looking at Rhodes!



OUTREACH

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, THE MARGINALISED AND DISADVANTAGED, INCLUDING MINORITIES? PLEASE ALSO ELABORATE ON THE ACCESSIBILITY OF THESE AC-TIVITIES TO PERSONS WITH DISABILITIES AND THE ELDERLY. SPECIFY THE RELEVANT PARTS OF THE PROGRAMME PLANNED FOR THESE VARIOUS GROUPS.

The decision to involve the entire island, as well as the Dodecanesian island complex, in our cultural programme came with a great challenge and a great responsibility. In terms of outreach, Rhodes will take its strategy further out, to the next level. The sheer size of our programme, as a response to the articulated needs of the local community, will be able to accommodate and engage all ages and social groups. The programme was designed and customised to maximise outreach activities. The bigger the project, the more complete its audience development plan. Apart from a few exceptions, all workshops and educational activities are open to everyone, regardless of age, ethnicity or ability.

Certain aspects of the programme are naturally targeted to specific age groups. For example:

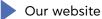
- The **Journey to the Myth** and the **Play for the Mediterranean** project are targeted to children. It is, however, known that engaging a child is by default engaging its guardians, so these projects are just as ready for adult participation as well. In fact, a family experience is always a better one.
- Persona, the Digital Technologies and Arts Hackathlon, as well as the Music Contamporada project are targeting youth, not only in the form of a spectacle, but mainly through an integrated programme of activities that require their participation.
- Projects such as Woman's Voice and Rhodes Annex may have a greater appeal in older age groups, they are however designed to decisively draw the attention of younger audiences by cultivating expectation for intercultural dialogue and creativity.

In an effort to implement a cross-age approach, we have developed projects such as:

- Harvesting Tradition and F-Locus where the spectacle, as well as active participation, are no less than a requirement for a complete experience.
- Projects like Bayna, The Stranger in Us, Fear Project / Every Heart and Confessions: Connecting through Monodrama are actually about sharing emotion and all its effects when it comes to marginalisation and any form of disadvantage or disability.

Artistic work, through its undisputed quality and immediacy, will inspire the disadvantaged and offer them hope for the future. It will also provide the abled with raw information and a different perspective on support, openness and inclusion. Numerous venues within and outside the city limits, not counting those in public space, are ready to host all sorts of activities and their suitability is determined per case, according to the artistic content and the audience's requirements.

Needless to say, our volunteer programme is actually the "main sail of the boat". Naturally, we call our volunteers "sailors", and our recruitment tools are:



- Our social media profiles
- Plus, drafted plans for cooperation with local organizations such as the House of Europe in Rhodes, the Federation of Cultural Associations of Rhodes, the Rhodes Federation of Cultural Associations of the Dodecanese, the Boy Scouts, the Volunteers of Rhodes Association, local sports clubs and the seasonal labour force of the island. Starting in 2017, we estimate to recruit 1,000 volunteers per year.

We aim to enlist more than 4,000 sailors to help us on our Journey!

Our goal is to offer volunteers an unforgettable experience, through which they will grow their skills and develop new ones. A training programme is planned for everyone taking part that will include sustainable events management and follow-a tool-kit approach to environment-friendly events. In 2017 therefore we have planned a training of trainers programme.

Taking into account their own preferences and qualifications, regardless of their age, nationality or any other criterion, we will plan an assignment rotation routine that will allow them to participate in a wide spectrum of our programme, and will eventually make them the spearhead of our outreach strategy.



Our cultural programme is comprised of thematically interwoven projects and activities in order to communicate our concept more effectively, thus making artistic content the basis of our outreach strategy. Furthermore, as explained before, the decision to involve the entire island of Rhodes and the Dodecanese presents a three-fold challenge. Our response is to meticulously spread the programme:

- across space to engage hard-to-reach communities
- across time to counter seasonality
- and across the islands to counter insularity

A total of 28 projects have made specific provisions to develop new audiences in Rhodes and the Dodecanese, and here lies our most obvious competitive advantage... Although Rhodes and the Dodecanese have less than 200,000 inhabitants, we need to stress the existence – and the importance – of the following potential audiences:

- Primary and Secondary education students of the Region
- Students at the University of the Aegean
- Students from Rhodes and the Dodecanese, studying elsewhere in Greece or Europe
- Dodecanesians Abroad
- Visitors

For the locals

The "RD2021" Candidacy Office is closely cooperating with the Primary and Secondary Education Directorates to determine new ways for our cultural programme to interact with the schools' academic curriculum, beyond the projects and activities that are directly targeted to children and/or take place inside the schools.

Students in Rhodes, attending the University of the Aegean, will have the time and opportunity to become "sailors", or take part in the University's function within the European Capital of Culture framework, meaning the projects and activities led by the Informatics department in Samos or the Monitoring and Evaluation procedures. In that way, we expect them to draw in more people from their family and social environment from wherever they come from.

For our visitors

Students from Rhodes, studying elsewhere in Greece or abroad, will have a good reason to visit their home more often, and for longer periods. They too will have the opportunity to become "sailors", gaining valuable experience, as well as the opportunity to observe and participate in the evolvement of our cultural programme, and engage their social and academic circles wherever they are studying.

As far as the educational sector is concerned, our candidacy is armed with almost 70 international partnerships, including foundations, museums, institutes, colleges, research centres and universities in Greece, Europe and around the world, as per the 2+1 rule (at least 2 EU and 1 non-EU partners for each project). To their existing networks, outreach know-how and capabilities, we add the impressive contribution of FORTH, which has agreed to employ the latest technologies in Digital Arts to reinforce our outreach strategy.

Dodecanesians Abroad are considered to be an invaluable resource, especially for Greek island communities that have suffered major depopulation over the various crises of the 20th century. Through the networks and infrastructure of the General Secretariat for Greeks Abroad and the Ministry of Foreign Affairs, Rhodes will establish a direct line of communication with Greek communities around the world.

Lastly, but not least, Rhodes and the surrounding islands are a high-profile summer destination. Our candidacy office has been working closely with public authorities in each of the 18 islands, in order to prepare them for all operational procedures needed for the implementation of the programme. As mentioned in chapter 4 of the bid, Rhodes and the Dodecanese host more than 3.5 million visitors each year, and those visitors – of all ages and backgrounds – will be laboriously engaged via imaginative outreach activities and new media, so that they carry back home the messages of our programme along with cherished memories of a visit to a unique and remarkable place. Our visitors will enjoy a plethora of projects taking place in both public and hotel spaces, they will enjoy participating in all sorts of activities that are either multilingual or transcend the language barriers, they will be encouraged to contribute to the digital image of our programme through the internet, and they will witness the local hospitality infrastructure become a focal point for impromptu artistic events. Our existing tourism industry will effectively become a distribution network for our messages and artistic vision, thus amplifying our dissemination capabilities, while at the same time making a figurative leap forward, towards a much needed upgrade of the local touristic product and a sustainable tourism paradigm.

Institute of Computer Science of the Foundation for Research and Technology - Hellas

The Institute of Computer Science (ICS) is one of the six institutes of the Foundation for Research and Technology – HELLAS (FORTH), the largest research centre in Greece, internationally recognised for its excellence. Since its establishment in 1983, ICS-FORTH has an established tradition in conducting basic and applied research, developing applications and products, providing services, and playing a leading role in Greece and internationally, in the fields of Information and Communication Technologies.

The research domains addressed by ICS-FORTH are: Computational Medicine, eHealth, Bioinformatics, Computational Vision and Robotics, Computer Architecture and VLSI Systems, Signal Processing, Distributed Computing Systems, Telecommunications and Networks, Network and Information Security, Information Systems and Cultural Informatics, Human Computer interaction, Ambient Intelligence and Smart Environments.

RD2021 Cultural Capital of Europe

ICS-FORTH will contribute to specific projects organised in the context of this action and to the dissemination of the results from all the planned activities. More specifically, FORTH's contribution in specific projects can be summarised as follows:

EXISTING Project	FORTH'S CONTRIBUTION TO THE PROJECT
Mitos	ICS-FORTH will create a Music Portal to support the needs of socialisation and organization of the participants of this activity
The Medieval Rose Living History Project	ICS-FORTH will contribute through innovation ICT technology to the dis- semination of the living history of the island:
	ICS-FORTH will contribute through innovation ICT technology to the dissemination of the living history of the island
	Augmented reality application for mobile devices
	Outdoor / indoor interactive systems that will present the living history of the island
	Interactive vehicle that will disseminate the living history of the island to all the popular locations of Rhodes.
Angels	ICS-FORTH will develop a modular and extensible interactive sculpture. This platform (technologically enhanced physical skeleton and extensions kits) will support the collaborative creation of hybrid interactive sculptures with artistic contributions in various forms including digital, physical, hy- brid and contemporary art forms.
Athens School of Fine Arts	ICS-FORTH will develop Art interactive systems that preserve digital informa- tion from the works of art exhibited to the organized periodic exhibitions

In order to fascilitate the widest possible dissemination of the activities, FORTH is going to contribute through horizontal activities aiming to reach the widest possible population on a global scale, as summarised in the following table:

HORIZONTAL PROJECTS	DESCRIPTION
Mythos	ICS-FORTH will implement a Virtual Museum platform to support the pre- sentation of cultural artefacts from the museums of the Dodecanese under the light of ancient Greek myths. Through myth the connections with other civilisations will emerge towards unveiling the threads that unite European culture. Furthermore, myths will be visualised within museums through personalised storytelling and narratives using state of the art technology, including Augmented Reality, Mixed Reality and Virtual Reality.
Global dissemination of the cul- tural capital of Europe	ICS-FORTH will develop Information points in central spots of the Do- decanese, where visitors will interact with culture through state of the art interactive systems (on three islands)
Dissemination through real time Augmented Reality	ICS-FORTH will implement an Augmented reality app for smart phones to visualise the cultural wealth on each street and in each corner of the Dodecanese, and a platform to create and disseminate through AR sound- scapes.
Dissemination through the internet	ICS-FORTH will implement a portal to disseminate information to the entire globe and will organize social media campaigns and dissemination actions to spread the word

MANA GEM ENT

WHAT HAS BEEN THE ANNUAL BUDGET FOR CULTURE IN THE CITY OVER THE LAST FIVE YEARS (EX-CLUDING EXPENDITURE FOR THE PRESENT EUROPEAN CAPITAL OF CULTURE APPLICATION)?

	€ € €	%
2012	5,004,650,00	2,5%
2013	2,226,350,00	1,1%
2014	2,039,044,00	1,0%
2015	3,424,300,00	1,7%
2016	3,009,887,00	1,5%

The city budget for culture covers the wages and operating expenditure of the Municipal Organization of Culture and Athletics and the Municipal Museum of Modern Greek art. The Municipal Organization of Culture and Athletics, apart from its own expenses for the support of the annual art festivals, athletic events etc, covers the expenses for the activities of the International Centre of Writers and Translators, as well as those of the cultural associations of the island.

Until 2012 the budget kept to a fairly satisfactory 2,5 % of the total city budget. During the economic crisis that hit Greece in recent years, it was difficult to sustain this percentage, as the population in need had grown. The city made a decision to place more support to the vulnerable groups, by increasing the budget of welfare and social policy services, leaving cultural budget to a low 1% of the total city budget.

Since the decision of bidding for the European Capital of Culture in 2014, the city is committed to increasing the percentage of the annual cultural budget to 2,5% of the total budget.

IN CASE THE CITY IS PLANNING TO USE FUNDS FROM ITS ANNUAL BUDGET FOR CULTURE TO FINANCE THE EUROPEAN CAPITAL OF CULTURE PROJECT, PLEASE INDICATE THIS AMOUNT START-ING FROM THE YEAR OF SUBMISSION OF THE BID UNTIL THE EUROPEAN CAPITAL OF CULTURE YEAR. The city of Rhodes is committed, in the event of winning the title, to provide additional funding, over and above the existing budget for culture.

The city's additional funding for the ECoC will be up to €17m, for seven years, 2017 to 2023, to secure the legacy of the ECoC.

Our goal is to have an annual 2,5% of the total city budget (€200m), for culture. That adds up to an estimated €5m per year, for the year 2022 and beyond.

WHICH AMOUNT OF THE OVERALL ANNUAL BUDGET DOES THE CITY INTEND TO SPEND FOR CULTURE AFTER THE EUROPEAN CAPITAL OF CUL-TURE YEAR (IN EUROS AND IN % OF THE OVERALL ANNUAL BUDGET)?

Total budget for RD2021	€€€	%
From the public sector	39,600,000,00	88
From the private sector	5,400,000,00	12
TOTAL	45,000,000,00	100

PLEASE EXPLAIN THE OVERALL OPERATING BUDGET (I.E. FUNDS THAT ARE SPECIFICALLY SET ASIDE TO COVER OPERATIONAL EXPEN-DITURE). THE BUDGET SHALL COVER THE PREPARATION PHASE, THE YEAR OF THE TITLE, THE EVALUATION AND PROVISIONS FOR THE LEGACY ACTIVITIES. Income from the public sector to cover operating expenditure



TOTAL	39,600,000,00	100%
Other		
EU *	1,980,000,00	5%
Region	8,712,000,00	22%
City	17,028,000,00	43%
National government	11,880,000,00	30%

* with the exception of the Melina Mercouri Prize

For the years 2015 and 2016 the City Council of Rhodes had committed to a financial contribution to the operational costs of the RD2021 candidacy, which would be administered by the city until a legal independent association could be formed.

The official decision of the Greek parliament, following a voting for an amendment to the law, concerning the local authorities, was finalized on 7-7-2016. This decision enabled every Greek candidate city to sustain an S.A. company to meet with the requirements of the selection phase and, in case of winning the title, to undertake all actions for the successful implementation of the ECoC 2021.

The City Council of Rhodes by decision n. 539/2016 voted for the foundation of an S.A, under the title of "RD2021". The initial capital for the new company was also voted by the Municipality to the amount of a hundred thousand (100,000,00) Euro. The Region of the South Aegean also contribute an additional hundred thousand (100,000,00) Euro (decision is expected).

Furthermore, the City Council of Rhodes, by decision no 735/2016 has pledged that in the event of winning the title, operational costs will be covered through to the end of year 2023, two years following the title to ensure the legacy of the project is preserved. The Regional Council has also pledged to support the ECoC project, in case of success (decision is expected).

National authorities have not yet determined the amount of the contribution to ECoC costs, but the Hellenic Ministry of Culture has announced it will assume a financial commitment towards the winning city. The three candidate cities, (abiding with the recommendations of the selection panel towards the Hellenic Ministry of Culture) have agreed to put a 30% amount of the total ECoC costs, coming from the national government

HAVE THE PUBLIC FINANCE AUTHORITIES (CITY, REGION, STATE) ALREADY VOTED ON OR MADE FINANCIAL COMMITMENTS TO COVER OPERATING EXPENDI-TURE? IF NOT, WHEN WILL THEY DO SO?

WHAT IS THE BREAKDOWN OF THE

INCOME TO BE RECEIVED FROM THE

PUBLIC SECTOR TO COVER OPERAT-

ING EXPENDITURE?

WHAT IS YOUR FUND RAISING STRATEGY TO SEEK FINANCIAL SUPPORT FROM UNION PRO-GRAMMES / FUNDS TO COVER OPERATING EXPENDITURE? The City of Rhodes has a great deal of experience in operating and working with European funds. The Department of Planning and Development of the Municipality is dedicated to appealing and managing European funds on infrastructures, procurements and cultural and touristic action plans, the latter in cooperation with the Regional Development Agency of Dodecanese (ANDO).

RD2021 team will further be supplemented by a person, dedicated and specialized in European Union programmes for financing culture, urban planning and infrastructures development. He/she will work closely with the city department to define structural, education and cultural funding opportunities, such as:

- Identifying EU funding programs;
- Identifying and agreeing European partnerships for funding applications
- Writing and implementing projects for funding in collaboration with European partners;
- Offering advice and support to stakeholders from Rhodes that could benefit from applying independently for funds from the EU.

Through its dedicated research and sustainability manager, RD2021 SA will apply for or assist project leaders to apply for as many as possible from the above funding programs from the national and European funding schemes. Especially in the case of Creative Europe, Europe for Citizens and Erasmus+ programs, project applications will be submitted yearly from 2017 to 2021.

If the applications are successful, the funds reserved in the budget for the corresponding project will be transferred to the reserve funds allowing for the implementation of new projects or the reinforcement of the contingency plan.

FUNDING PROGRAM TITLE	SO	URCE
Special Action for Open Innovation in Culture	National/EU	NSRF 2014-2020
Research-Create-Innovate	National/EU	NSRF 2014-2020
CO-CREATION-01-2017: Education and Skills	EU	Horizon 2020
CULT-COOP-2017: (calls: 01, 02, 03, 04, 06, 07, 09, 10, 12)	EU	Horizon 2020
ENG-GLOBALLY-01-2017: Strengthening Europe's position in the global context: science diplomacy and intercultural relations	EU	Horizon 2020
ICT-20-2017: Tools for smart digital content in the creative industries	EU	Horizon 2020
Creative Europe	EU	EACEA
Europe for Citizens	EU	EACEA
Erasmus+	EU	EACEA

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 THE EUROPEAN CAPITAL OF CULTURE?

Sources of income for operating expenditure	2016	2017	2018	2019	2020	2021 ECoC	2022 evaluation	2023 legacy	CLIME
expenditure									SUMS
EU		120,000,00	170,000,00	200,000,00	200,000,00	1,000,000,00	170,000,00	120,000,00	1,980,000,00
National Government		700,000,00	1,500,000,00	1,500,000,00	2,180,000,00	4,500,000,00	1,000,000,00	500,000,00	11, 880,000,00
City	100,000,00	900,000,00	1,000,000,00	2,000,000,00	4,000,000,00	7,000,000,00	1,354,000,00	674,000,00	17,028,000,00
Region	100,000,00	250,000,00	800,000,00	1,000,000,00	1,530,000,00	3,500,000,00	1,000,000,00	532,000,00	8,712,000,00
Sponsors		500,000,00	500,000,00	500,000,00	1,000,000,00	1,700,000,00	700,000,00	500,000,00	5,400,000,00
Other									
SUMS	200,000,00	2,470,000,00	3,970,000,00	5,200,000,00	8,910,000,00	17,700,000,00	4,224,000,00	2,326,000,00	45,000,000,00

WHAT IS THE FUND-RAISING STRATEGY TO SEEK SUPPORT FROM PRIVATE SPONSORS? WHAT IS THE PLAN FOR INVOLVING SPONSORS IN THE EVENT? Already RD2021 has an agreement with the Rhodes Hotel association to offer 2% of their overall capacity to cover accommodation for visiting artists and crewmembers. Agreements are in place with airline "Aegean Airlines" and shipping company " Attica Group" (BlueStar Ferries), to cover part of transportation costs. An important partner of RD2021 is also the Chamber of Commerce of Dodecanese.

We plan to cover the cost of several of our functional areas (i.e. catering and clothing for volunteers) also with in kind donations, which will be recorded in the income section of our budget as VIK (value in kind). Thus, we already have in place four major sponsors and the commitment of the Municipality to under-take the cost of Transportation, Waste Management and Security among others.

As indicated clearly in our organizational structure under the Marketing Department, we plan to hire experts in fundraising to undertake the campaigns for individual-giving, Foundation, Corporate grants while an expert from the Municipality of Rhodes will work full-time for the ECoC's EU funding where appropriate.

We have already developed our Sponsorship program. The four sponsors mentioned above who agreed to help even during our candidacy are named Founding-Partners regardless the amount contributed. The title is currently based on the time of involvement (candidacy period).

We have however developed the sponsorship benefits for the exciting time that we will be granted the title of the European Capital of Europe.

We are in the process of establishing our very important "Benefit Committee" which falls under Individual Giving. The Benefit Committee will be associated with specific programs and its prestigious members will become our International and National Ambassadors. We have contacted potential members of this important Committee internationally and they all expressed a strong interest in joining us, if we are granted the title.

Our goal is to raise funds from the private and public sector that will cover 10% of our budget either in in kind donations (such as the hoteliers association), or in actual income.

Our corporate sponsors benefit program (there are possibilities for improvement by our future fund-raising team) includes:

- Exclusivity in the product category for the services or product of the sponsor (which means that we will also use this category if necessary)
- Use of our logo for the larger category as a composite logo for other categories in different arrangements
- Right of first negotiation for our signature events (galas, BC upscale fundraisers, premiers etc.)
- Public announcements
- Sponsor- employees matching grant program, among other benefits to be finalized by our fundraising team when they are in place.

Right now we're conducting research on the marketing activities of a limited number of selected companies that might become sponsors. We have conducted and agreed to work with a crowd-funding platform in Athens on specific artistic events in collaboration with our publicity department (when it will be formed).

Similarly our individual giving program, foundation and international will be developed thoroughly at a later stage.

One of our priorities is to encourage cultural entrepreneurship; to this effect we hope that high-level executives (from our potential sponsors' database) will agree to mentor local entrepreneurs on how they can start their creative companies and strengthen this way our local creative industries. The Chamber of Commerce has agreed to assist us towards this direction.

PLEASE PROVIDE A BREAKDOWN OF THE OPERATING EXPENDITURE, BY FILLING IN THE TABLE BELOW. BREAKDOWN OF OPERATING EXPENDITURE

	E E E	%
Programme expenditure	36,000,000,00	80%
Promotion and marketing	4,500,000,00	10%
Wages, overheads and administration	3,600,000,00	8%
Other	900,000,00	2%
TOTAL	45,000,000,00	

The 80% of the operating expenditure covers the cultural and artistic programme.

The 10% of the operating expenditure covers the promotion and marketing budget.

The 8% of the operating expenditure covers the wages and operating expenses of "RD2021", planning to increase the number of people working in the team, from 7 to 60, for the year 2021.

The 2% of the operating expenditure covers new cultural and artistic projects that will come our way in the years before the ECoC year.

Planned timetable for spending operating expenditure

		ČČŠ	%	ČČŠ	%	ČČĎ	%	ČČČ	%
Timetable for spending	SUMS	Programme expenditure	Programme expenditure	Promotion and marketing	Promotion and marketing	Wages, overheads & administration	Wages, overheads & administration	others (in euros)	others (in euros)
2015									
2016	200,000,00			50,000,00	1,11%	150,000,00	4,16%		
2017	2,470,000,00	1,820,000,00	1,820,000,00	300,000,00	6,67%	300,000,00	8,33%	50,000,00	5,55%
2018	3,970,000,00	3,120,000,00	3,120,000,00	400,000,00	8,89%	400,000,00	11,11%	50,000,00	5,55%
2019	5,200,000,00	3,850,000,00	3,850,000,00	650,000,00	14,44%	500,000,00	13,9%	200,000,00	22,23%
2020	8,910,000,00	7,010,000,00	7,010,000,00	900,000,00	20%	800,000,00	22,22%	200,000,00	22,23%
ECOC 2021	17,700,000,00	15,200,000,00	15,200,000,00	1,200,000,00	26,67%	1,000,000,00	27,78%	300,000,00	33,34%
2022	4,224,000,00	3,349,000,00	3,349,000,00	600,000,00	13,33%	225,000,00	6,25%	50,000,00	5,55%
2023	2,326,000,00	1,651,000,00	1,651,000,00	400,000,00	8,89%	225,000,00	6,25%	50,000,00	5,55%
TOTAL	45,000,000,00	36,000,000,00	36,000,000,00	4,500,000,00	100%	3,600,000,00	100%	900,000,00	100%

SUPPORTRT

Income from the public sector to cover operating expenditure



TOTAL	49,600,000,00	100%
Other		
EU *	27,750,000,00	56%
Region	5,600,000,00	11%
City	9,250,000,00	19%
National government	7,000,000,00	14%

* with the exception of the Melina Mercouri Prize

The City Council of Rhodes has voted and approved the Municipality Operational Plan 2015-2019 -decision no 671 / 16-11-2015.

The Municipal Operational Plan 2015-2019 foresees 37,000,000,00 € in Axes 1 and 2, on capital expenditure –mostly historic buildings restoration and urban revitalization (75%, 27,750,000,00 € from European funds, 25%, 9,250,000,00 € from national funds).

The South Aegean Regional Operational Plan 2014-2020 has been voted and approved by the decision C (2014)10179 / 18-12-2014 of the European Committee. Two of the infrastructure projects, the conclusion phase of the former Muslim School and the new project of conservation of the Ancient Acropolis of Rhodes (1,600,000,00€) are already under way, as well as the 2nd and 3rd phase of the renovation of the Palace of the Grand Master ,in association with the National Government (Ministry of Culture).

WHAT IS YOUR FUND-RAISING STRATEGY TO SEEK FINANCIAL SUPPORT FROM UNION PRO-GRAMMES/FUNDS TO COVER CAPITAL EXPENDITURE?

HAVE THE PUBLIC FINANCE AU-

ALREADY VOTED ON OR MADE

FINANCIAL COMMITMENTS TO

NOT, WHEN WILL THEY DO SO?

THORITIES (CITY, REGION, STATE)

COVER CAPITAL EXPENDITURE? IF

WHAT IS THE BREAKDOWN OF THE

INCOME TO BE RECEIVED FROM THE

PUBLIC SECTOR TO COVER CAPITAL

THE TITLE YEAR?

EXPENDITURE IN CONNECTION WITH

The City of Rhodes has a great deal of experience in operating and working with European funds. The Planning and Development Department of the Municipality, along with the Department of the Medieval City and Monuments are going to apply and receive funds from EU programmes to support the capital expenditure related to the 37,000,000,00€ foreseen in the Municipality Operational Plan (MOP) 2015-2019.

The Departments have prepared the documentation necessary for applying to funding projects. The procedure is being coordinated by the Managing Authority of the South Aegean Regional Operational Plan.

As mentioned before, RD2021 team will be supplemented by a person, dedicated and specialized in European Union programmes for financing culture, urban planning and infrastructures development.

ACCORDING TO WHAT TIMETA-**BLE SHOULD THE INCOME TO COVER CAPITAL EXPENDI-TURE BE RECEIVED BY THE CITY AND/ OR THE BODY RESPONSIBLE FOR PREPARING AND IMPLEMENTING THE** ECOC PROJECT IF THE CITY RECEIVES THE TITLE OF EURO-**PEAN CAPITAL OF CULTURE?**

Sources of income for capital expenditure	2015	2016 (current)	2017	2018	2019	2020	SUMS
EU	3,322,950,00	3,705,000,00	4,275,000,00	5,275,500,00	5,366,550,00	5,805,000,00	27,750,000,00
National Government	875,250,00	975,000,00	1,125,000,00	1,187,500,00	1,312,250,00	1,525,000,00	7,000,000,00
City	1,108,650,00	1,235,000,00	1,415,000,00	1,625,500,00	1,757,850,00	2,108,000,00	9,250,000,00
Region	525,150,00	585,000,00	985,000,00	1,032,500,00	1,147,350,00	1,325,000,00	5,600,000,00
Sponsors							
Other							
TOTAL	5,832,000,00	6,500,000,00	7,800,000,00	9,121,000,00	9,584,000,00	10,763,000,00	49,600,000,00

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.

CULTURAL INFRASTRUCTURES 2016-2021	SUMS in €	STATUS	AUTHORITY
Palace of the Grand Master - 2hd and 3rd phase	7,000,000,00		Ministry of Culture/ South Aegean Region
Former Muslim school -conclusion phase	4,000,000,00		South Aegean Region
Ancient Acropolis of Rhodes	1,600,000,00		South Aegean Region
National Theatre of Rhodes	10,000,000,00	E C	
Museum of Modern Greek Art -Municipal Gallery	200,000,00	0 %	
Museum of Modern Greek Art -Nestoridion	1,800,000,00	-#-\$-	
Wooden Pathway -conclusion phase	5,600,000,00	¢ô	
Slaughterhouse building	1,200,000,00		
E. Ducci asylum building	1,200,000,00		
Nea Agora (new market) building	1,800,000,00		City of Rhodes
Akavi building	900,000,00		
Akavi building 2 windmills	500,000,00	Ŀ	
Kanari coast 4 windmills	2,000,000,00		
St Nicholas tower 3 windmills	300,000,00		
Rodini building and park	4,000,000,00	Ĩ	
Rhodian epavli building and park	2,000,000,00	-H-\$-	
Medieval City's surrounding parks and bicycle paths	1,500,000,00	Ē.	1
G. Charitos square- national architectural contest	20,000,00	Ø	
Naval Association premises in P. Kountouriotis square-international architectural contest	100,000,00	Ą	South Aegean Region
Cultural centres and museums in villages Soroni, Me- sanagros, Apolakia , Laerma -conclusion phase	800,000,00	0 %	
Castle of Kremasti village	1,200,000,00	E C	
Historic centres in Katavia and Eleousa villages	1,000,000,00	_	
Silkworm breeding centre in Katavia village	800,000,00	-₩ ‡	City of Rhodes
Profitis Elias camping settlement	80,000,00		
TOTAL	49,600,000,00		<u>M</u>



under planning

ای: ready for issue

₹ issued

approved by (MOP) 2015-2029



WHAT KIND OF GOVERNANCE AND DELIVERY STRUCTURE IS ENVISAGED FOR THE IMPLEMENTATION OF THE EUROPEAN CAPITAL OF CULTURE YEAR? On July 15, 2016, the Municipal Council, by decision No 539/2016, approved the formation of a corporation with expiration date 2023 (2 years after the year 2021) titled "Rhodes2021 S.A" It has a 7-member Board of Directors.

- 1. The Board of Directors is a non-executive, politically independent entity, responsible for the strategy and policy of the Corporation, approval of annual budgets, finance control, the appointment of the Directors and Managers of the Corporation and reporting back to the shareholders.
- 2. The temporary 7-member Board of Directors consists of representatives (majority and minorities parties) of the City Council, the South Aegean Region and the Hoteliers Association.
- 3. In the event that Rhodes is nominated the Cultural Capital of Europe 2021, the Board of Directors will have the following 7 members: representatives of the City Council, the South Aegean Region, the Hellenic Ministry of Culture, the commercial Chamber of the Dodecanese, the technical Chamber of Greece –department of the Dodecanese, the Hoteliers Association and the Regional Association of Municipalities (PED Municipalities of the Dodecanese).
- 4. According to the statutes «RD2021» all members of the Board of Directors are eligible for re-election and freely dismissed. Relevant former experience in Greece shows that a relatively small and flexible board can secure a fast procedure of decisions making and implementation.

HOW WILL THIS STRUCTURE BE OR-GANIZED AT MAN-AGEMENT LEVEL? PLEASE MAKE CLEAR WHO WILL BE THE PERSON(S) HAVING THE FINAL RESPON-SIBILITY FOR GLOBAL LEADERSHIP OF THE PROJECT? The responsibility for the global leadership of the projects will fall on the shoulders of the CEO and of the Art Director for the quality of the cultural programming. The City, of course, will bear a large part of the responsibility, as well, since the Company will depend on the care, diligence and contribution of the Municipality, State funding, support and national attention.

The Chief Executive Officer

Responsible for administration, finance, communication and marketing aspects of the Company. He/she will also be involved in the administrative aspects of the production of cultural events, and will report on cash flow of the company's BOD. They will work closely with the evaluation and monitoring committee, and the auditing and control committee, to ensure that the schedule is intact and all procedures are followed properly. They will collaborate closely with the Art Director on all administrative matters that concern the production schedule. They will also be in charge of all aspects of administrative, marketing and communication affairs.

Artistic Director

Responsible for the concept development and the overall coordination of the projects in terms of maintaining their relevance to the programmes aims, maintaining a high level of artistic quality, managing the scheduling and ensuring their smooth operational procedures. He/she reviews all materials related to the artistic programme, and will be the liaison among cultural institutions, artistic organizations, project managers, artists, etc. He/she has to secure the appropriate mentorship and support for visiting artists, ensuring they have the materials and support structure to carry out their activities. He/she will work closely with the artists and make sure that they all have access to the resources (technical, human) required for the delivery of their projects.

He/she is responsible for coordinating the artistic managers of different art forms. He/she will supervise the production managers who will be responsible of all (administrative and artistic) aspects of a certain number of productions as well as the other curators. The Artistic Director will be the official point of contact for the global creative community and therefore must have an international profile.

Marketing Department

The marketing Department is in charge of a wide range of activities concerning foreign countries (Europe and non-EU countries), Greece and the Dodecanese. It includes:

- The expansion, dissemination and enhancement of Image and Identity.
- Designing educational programs in cooperation with schools, universities and other organizations working with people of all ages and backgrounds (regardless of education level and nationality)
- Recruiting of all sorts of organizations as "sailors".
- A Sponsorship Division to manage revenue from companies, stakeholders and various organizations. To that end, we will be creating a "Benefit Committee" comprised of prominent personalities from around the world and Greeks Abroad.
- A Public Relations Division ensuring the dynamic presence of RD2021 in the media, creating and organizing events (educational programs, workshops, master classes, flash art events, citizens' fora)



Administration and Finance Department

Its duties include budgeting, VIK (value in kind donations) and all legal matters (contracts with artists, contractors, other partners), as well as Venues Management, and all the operational functions of the organization, including but not limited to accreditation, security, catering, transportation, clothing (staff, vols, crews, artists), hospitality, risk management and technical support (internal communication and on stage, off stage, etc). The Administration Department also handles procurement and functional areas coordination (we will decide at a later stage how many staff will be contracted, or run in house with the assistance of the Region and the Municipality). The Planning division makes sure that we have all capacities and resources required for the implementation of our cultural programme, and it creates time- schedules for each department, methods, operational procedures, manuals etc. It will also monitor and evaluate the performance of each division.

Administration will manage the databases that will be used at an operational level, i.e. provide detailed information about "sailors'" (volunteers) capacity and availability and service providers

for marketing and communication

Legacy:

- We will endeavour to hire experts in their fields from national and international resources, and teams of people to support each division. An important legacy element for us is to provide the opportunity for people of the entire Dodecanese region and Greece to gain the skills and training that will enable them to cover all organizational aspects of Hallmark events of this scale in the future. For this reason, we also plan to collaborate with Educational Institutions to develop an accredited comprehensive internship programme.
- 2. In the Marketing Department, we have included an entire entrepreneurship support division, which will encourage and support individual and private endeavours to take form as part of a rising local creative industry.
- 3. A very important aspect of our legacy plan is to utilise the experience gained for the benefit of future ECoC's. To this effect, the Planning division will be in charge of delivering through special reporting and questionnaires to employees, interns, volunteers, partners, associates, contractors so as to record their experience, their obstacles, process etc. This reporting will enable us to better monitor and evaluate the progress of our work, but also to develop a **TRANSFER OF KNOWLEDGE MANUAL TOK**, that can be used by future ECoCs' as an important tool of better organising similar events.
- 4. The Planning division will also welcome **OBSERVERS** from future ECoC's to have a "hands on" experience and to work on activities of their interest during the organization of our events and activities.
- 5. We have asked the islands to assign two people, each as part of a collaboration committee that will hold monthly meetings to coordinate the proper inclusion of their islands in the ECoC's activities, and to collaborate on several events, so as to maximise the experience of this extraordinary Cultural Event. They will also have the option of joining our OBSERVERS programme.
- 6. In conclusion, team spirit, training, dissemination of knowledge and acquisition of skills are paramount to us. "Co-create and rejoice" is much more that a marketing slogan; it applies internally, too.

HOW WILL YOU ENSURE THAT THIS STRUCTURE HAS THE STAFF WITH THE APPROPRIATE SKILLS AND EXPERIENCE TO PLAN, MANAGE AND DELIVER THE CUL-TURAL PROGRAMME FOR THE YEAR OF THE TITLE? By the beginning of 2017, we will recruit, by process of an International Open Tender, the CEO who is key to the successful organization of the ECoC. The Municipality has put in a request to the Ministry of Interior Affairs to an exception, in the event that we are granted the title, and only for our organising Company and for the duration of 6 years, which will allow the CEO to recruit staff without using public tenders, but based only on the merit and qualifications of the applicants.

An organizational structure diagram is included. We intend to begin with 27 members (department heads and division managers) of staff and keep expanding gradually by recruiting the teams for each division. Clerical support staff for the CEO and the Department heads also will be in place in early 2017 (by March 2017).

> HOW WILL YOU MAKE SURE THAT THERE IS AN APPROPRIATE CO-OPERATION BETWEEN THE LOCAL AUTHORI-TIES AND THIS STRUC-TURE INCLUDING THE ARTISTIC TEAM?

The fact that the Board of Directors is mostly comprised by officials, representatives of the Municipality, the opposition, the commercial and scientific chambers of the island, guarantees that we will have cross-party political and general support. This will establish strong collaboration between the Corporation and the stakeholders of Rhodes. It is important to note, however, that the Company will function as an independent entity, which is precisely the reason for establishing it as an S.A. Corporation: to follow the private sector's practices.

In addition, the **Co-operation Island Committee** (as described in the section regarding legacy) confirms our strong belief that the local authorities will be supportive, but not interfering with our activities and our artistic team.

The Council of Youth, which already exists and acts as an advisory board to the Municipality, will also act as an advisory board to the organising structure, ensuring that we have a continuous interaction with a broad audience of young people for input and new ideas, while securing that our programmes appeal to the youth. ACCORDING TO WHICH CRITERIA AND UNDER WHICH ARRANGEMENTS HAVE THE GENERAL DIRECTION BEEN CHOSEN-OR WILL BE CHOSEN? WHAT ARE -OR WILL BE- THEIR RESPECTIVE PROFILES? WHEN WILL THEY UP THE APPOINTMENT? WHAT WILL BE THEIR RESPECTIVE FIELDS OF ACTION?

Besides the CEO and the Artistic Director, RD2021 has identified two other key posts- that of Communication and Marketing Direction and the Administrative and Finance Direction. Below we have summarized their main responsibilities. The CEO and Artistic Director will be appointed by open international tender in early 2017. The other posts will be filled thereafter with the CEO and Artistic Director to be involved in the selection process.

CEO:

The CEO will be hired through an International Public Tender and his/her job description will require high qualifications, a high international profile and strong leadership skills.

He/she will have strong organizational skills, have people management skills, arts management experience in producing large-scale and small-scale events. He/she needs to be able to communicate effectively with the EC and the media. He/she has ultimate decision making power with regards to the entire project and reports to the BOD. He/she needs to act as a liaison between the public, the private sector and academic institutions involved in the project. He/she must be able to control and coordinate all aspects of the Administration and Finance of the Company, and must have a thorough understanding of the Artistic Concept, the Marketing strategy, as well as Fundraising experience and be able to provide the support tools necessary for the artistic programmes development.

The Artistic Director

He/she must have an international profile as an artist, with a broad artistic vision and communication skills. He/she must be able to work with ease with other directors, curators, artists from different art forms and different countries in a collaborative manner. He/she must have a prior experience as an International Artistic Director, a strong knowledge of all art production processes and methods, and be knowledgeable with regard to the international arts scene. He/she must have international experience and be able to oversee large interdisciplinary art projects. He/she is responsible for developing the artistic concept and strategy keeping in mind the ECoC's priorities as defined by the call of application and therefore needs to be able to communicate that effectively to all involved in the project and to the media.

Communications and Marketing Director

He/she must have broad experience in developing effective international and local communication and marketing plans and a proven ability to develop sponsorship programmes, as well as strong communication sklls with respect to sponsors. Good knowledge and contacts from the business world are also required. He/she must be able to develop the communication proposals and artistic events to reach out and attract a broad international audience and to develop solid and long-lasting partnerships with various target groups. He/she must have the ability to develop structures and methods to support his/her programming. He/she must be a team player, open to unfold strong relationships between the general audience, the business and the artistic communities though strong programming. He/she must be able to develop the overall communication programming and direct marketing activities.

Administration and Finance

The Director of Administration and Finance will have experience in managing budgets in the public and private sector, legal knowledge, and will be able to manage a range of staff charged with projects management, coordination and database development. He/she must be able to monitor and control all legal and financial aspects of the Company to have, a solid understanding of procurement. He/she able to outsource or to use Municipal sources to fulfil the operational functions of the Company, including security, waste management, and risk management. He/she is responsible for conducting a "reality-check" on all aspects of the artistic productions, and monitor budgets and operational procedures of the functional areas. He/ she supports all departments in their operational needs and reports to the CEO.

Key positions directly below the Administrative and Finance Manager: Bookeeper/Accountant, Administrative Manager, Legal Contracts, Database Manager.

			E	MPLC	YEES	TIME	LINE
	2017	2018		2020		2022	
BOD							
Managing Director	•	•	•	•	•	•	•
Assistant	•	•	•	•	•	•	•
General Administrator	•	•	•	•	۲	•	•
Contractors							
Sustainability Advisor	<u> </u>	<u> </u>	<u> </u>	<u> </u>	•	<u> </u>	•
International Advisor Communication & Marketing Department	•	•	•	•	•	•	•
Marketing Department Marketing Director	•	•	•	•	•	•	•
Assistant	•	•	•	•	•	•	•
Image & Identity	•	•	•	•	•		
Graphic Designer				•	•		
Look of the city				•	•		
PR Manager		•	•	<u> </u>	•		
Press				<u> </u>	<u> </u>		
Advertising *Education & Training Manager (SE)		•		•		•	•
Education & Training Manager (SE)" Educational Programming				•	•		
				•	•		
Sponsoring Manager	•	•	•	•	•		
Individual Giving				•	•		
Corporate Sponsorship				•	•		
Merchandising Manager		•	•	<u> </u>	•		
Licesing & Ambush Marketing	•			•	•		
Audience Development Manager Development National & International Networks				•			
Volunteer Manager	•	•	•	•			
Volunteers' Training	•	•	•	•	•		
Volunteers' Management				•	•		
Electronic Ticketing & Outlets Manager		•	•	•	٠		
Artistic Department							
General Artistic Director	•	<u> </u>	<u> </u>	<u> </u>	•	•	•
Assistant	•	<u>+</u>		<u>+</u>			
Music Artistic Manager Dance Artistic Manager		•		•			
Classical Music/Opera Manager	•	•	•	•	•		
Visual Arts Manager	•	•	•	•	٠		
Production Manager	•	•	•	•	•		
Production Manager				•	•		
Production Manager (2pax)					•		
Administration & Finance Department							
Administration & Finance Director Assistant	•	•		•		•	•
Planning Manager	•	•	•	•	•	•	•
Monitoring, Evaluation & Transfer of Knowledge			•	•	•		
Budget Manager (SE)*	•	•	•	•	٠	•	•
EU Program Funding Manager (SE)*	•	•	•	•	•		
Research & Sustainability Manager		•	•	•	•		
HR Manager		•	•	•	•		
Recruitment & Staff Evaluation IT Manager (SE)*	•	•	•	•		•	•
Database Management				•	•		
Technical Support (2pax)			•	•	•		
Legal Advisor (SE)*	•	•	•	•	•	•	•
Venues Manager (SE)*	•	•	•	•	•	•	•
Venue Management (SE)*				•	•		
Risk Manager		•	•	•	•		
Entrepreneurship Development Manager	•	•		<u>+</u>	••••••••••••••••••••••••••••••••••••••	•	•
Functions Areas Coordinator Hospitality Management				•			
Transportation Management			•	•	•		
Equipment Management etc			•	•	•		
Procurement Manager (SE)*	•	•	•	•	•		
Total	27	36	43	57	60	17	17
*Seconded Employee							

*Seconded Employee

During the preparation of the first bid as well as during the preparation of the final bid book, we have mapped all potential parameters that could influence the delivery of the ECoC in Rhodes- Dodecanese 2021.

The various risks and challenges associated with our project have been considered. We anticipate that a thorough risk assessment exercise facilitated by an experts panel will be deployed after Rhodes- Dodecanese 2021 is awarded the title of the European Capital of Culture. HAVE YOU CARRIED OUT/ PLANNED A RISK ASSESSMENT EXERCISE?

After completing our overall proposal, we are persuaded that our project presents significant strengths which are summarized as follows:

- Strong and innovative legacy program
- Municipal and Regional Government support
- Wide international network of artists and partners (European and Middle East)
- The insular character as competitive advantage for the cultural capital
- Geographical vicinity to non European audiences
- Infrastructure readiness to support events
- Local Cultural Associations involved
- Multicultural society engaged
- Significant cultural and natural heritage available
- Emphasis on educational activities

Our main weaknesses are the ones described in our first bid book although now after the preparation period, we are confident that we have the readiness to address and mitigate them. As a result of our enhanced risk assessment exercise we have also identified certain challenges associated and we are developing plans for mitigation. These challenges and their mitigation attempt is presented below:

WHAT ARE THE MAIN STRENGTHS AND WEAKNESSES OF YOUR PROJECT?

CHALLENGE	PROBABILITY	SEVERITY	MITIGATION
Inexperienced local partners			Development of TOK process and capacity building
Bureaucracy issues within RD2021			Establish BOD manual and Company in-laws
Ministry of Culture unavailability to fund from National sources.			Strong lobbing by the local authorities and our institutional partners
Electronic ticketing necessity and restrictions of the Ministry of Culture			Amendment of current laws for the duration of the project
Direct marketing activities-labour and time consuming	<►		Training of volunteers to undertake this task. Activities below the line.
Unforeseeable changes with refugee crisis			Being informed and prepared to absorb consequences/ Rhodes sta- bility anchor in the area
Lack of technological and digital tools and applications			Implementing interactive digital projects
Audience apprehension only of traditional arts	▼	•	Audience involvement in the creative process though information and participation
Traditional touristic services orientation			Working with agents to offer new and upgraded services related to culture
Older people limited involvement			Providing traditional outlets to inform and projects with young rel- atives to inspire and involve. (Below the line activities)
Lack of support from local community		▼	Extensive audience development and outreach activities
Availability of Archaeological sites	▼		Agreement with Archaeological Ephorate already in place
Reduced islands' (becides Rhodes) involvement	•		Offering administrative and structural support to keep them involved and engaged
Currently limited Creative industry presence		•	Projects directed to creative industries. CEO mentoring program Department of entrepreneurship support

Being awarded with the title of ECoC will bring a series of benefits for Rhodes and the Dodecanese and a wide range of opportunities will emerge

- Upgrading local creative industry
- Support of Entrepreneurs
- Educating local audiences
- Involvement and interaction with citizens
- Stronger tights with the Middle East
- Elevating tourist audience and attract more culture oriented audiences
- Utilization of new technologies for cultural development
- New opportunities for interaction with international audiences

HOW ARE YOU PLANNING TO OVERCOME WEAKNESSES, INCLUDING WITH THE USE OF RISK MITIGATION AND PLANNING TOOLS, CONTINGENCY PLANNING ETC.

Although we have already established and foreseen solid mitigation solutions, the risk mitigation and adequate contingency planning is embedded in the evaluation process that we are developing with our academic partners. As described, the evaluation platform will be a dynamic management tool which along with the adequate human resources that we are going to be deployed as key ECoC staff as well as the given cross party political support of our effort ensure that obstacles will be overcome and will not affect the core of our concept.

COULD YOUR ARTISTIC PRO-GRAMME BE SUMMED UP BY A SLOGAN?

We beleive our concept will serve the principle of respecting Otherness. Our Candidacy moto is "Journey to the Light", which reflects a thoroughly human condition either through the physical journey people embark on as visitors, or through the search for a better life for migrants and refugees, or even through the metaphor of a spiritual journey to enlightenment. The Light is a concept inherently positive in all cultures and religions, and it symbolizes the prevailing of good over evil.

WHAT IS THE CITY'S IN-TENDED MARKETING AND COMMUNICATION STRAT-EGY FOR THE EUROPEAN CAPITAL OF CULTURE YEAR? Our overall marketing and communication strategy will be escalated throughout the years 2017 until 2021 in the following fields :

A. Digital Marketing

The experienced team of Digital Field Marketing will create a dynamic presence that will channel all related information to targeted groups across Europe.

Social Media

The team has already established the ECoC presence in the main social media platforms (Facebook, Twitter, Instagram, Google+, YouTube) and has outlined its expansion into new ones (LinkedIn, Pinterest and TumbIr) once the title is secured. The team plans include specific actions, like competitions, for the production of content by the users and friends of RD2021, User Generated Content, reflecting the cultural identity of Rhodes and the objectives of the candidacy. The aim is to create flows of content through special hashtags originating from the very fan base of RD2021 and to maximize the impact and reach of our message through both online and offline triggers (like selfie spots).



Website

The **www.rhodes2021.eu** website has been created by a team of postgraduate students of the Open University of Greece. Along with the Greek and English Versions, a French, German and Italian version will also be prepared, once the title is secured, while more languages to be included by 2021, for major parts of the website. The special editing team will maintain a daily blog, reporting on all project news and developments. This content will be distributed automatically to all the aforementioned social media channels and through our weekly newsletter.

Direct mail

In collaboration with the Rhodes Hotel Association, we will run expansive direct mail campaigns, targeting the hotels' existing guest databases. The latter will be informed of the RD2021 programme and actions, the outreach events that will take place during the major exhibitions that Rhodes takes part in, and the RD2021 events abroad, running up to and during 2021. Similarly, we will utilise a vast network of NGOs and the Greek Diaspora community to gain direct access to millions of potential guests and participants to the RD2021 projects.

Display ads

The team plans to launch targeted national and group advertising campaigns to promote the RD2021 title and its main projects, in order to attract participants and potential guests to them, and raise awareness for RD2021 and the ECoC institution in general.

The Internet of Things

The constant expansion of the municipal and public Wi-Fi Spots on the island offers a unique opportunity to reach its millions of guests, starting as early as 2017, by promoting the RD2021 title through the Wi-Fi login interface directly to their devices. The same process will be implemented for the users of Wi-Fi connections in hotels and other business, secured by collaborations with their respective associations, and bilateral partnerships between the team and specific businesses. Finally, the digital information infrastructure of the city (infokiosks) already contains relevant material that will be updated and supplemented constantly on our way to 2021.

From 2018, we plan to launch a mobile app (compatible with both iOS and Android) that will offer users the full cultural experience, both online and offline, providing information on cultural venues and nearby events based on their geographical location. Furthermore, the app will include elements of augmented reality, to enhance the user experience and maximise the impact of the ECoC message.

B. National Promotion Campaign

Advertising on national media. Partnerships with Dodecanesian diaspora associations all over Greece, including student-related associations. Additionally, the national partners and networks of Rhodes' NGOs and NGOs of the other ECoC 2021 candidate cities will be invited to participate and thus contribute to the promotion of our message to their local communities.

In addition, we will be organizing familiarization trips (famtrips) for journalists writing on culture, diversity, heritage and other topics compatible with the main objectives of RD2021. The famtrips will be launched immediately after winning the title and will heavily expand by 2021.

Finally, the presence of Rhodes and the Dodecanese in national tourism exhibitions and shows will focus on the RD2021 title, with related printed and digital material.

C. International Promotion Campaign

C1. Marketing Within Europe

Rhodes participates in more than 20 international tourism exhibitions and shows in Europe, and its presence there, along with that of other Dodecanese islands, will be utilised to spread our message, with the "Cultural Calendar of RD2021" distributed to attendees in print and digital format (through NFC and QR codes) by the Rhodes and Dodecanese kiosks, as well as the Greek National Tourism Organization.

The effort will be further supported by screenings of a special video production, live feeds, and Virtual Reality productions (with original material and augmented reality material) at the Rhodes and Dodecanese island kiosks.

These will be accompanied by competitions and other activities for the attendees to join the programme of RD2021, with trips, privileged participation and access to events, air tickets, etc.

Advertisements will be taken out in the publications of the major tour operators (TUI, THOMAS COOK etc).

Famtrips will also be organised and launched immediately, to continue up until 2021.

Finally, through the vast networks of the local cultural associations and civic societies (like the House of Europe in Rhodes), a grass roots approach will be explored to attract participants and guests, through a varied audience, with a strong European identity combined with awareness of Rhodes and the ECoC institution.

C2. Marketing Out Of Europe

Rhodes participates in at least 5 international exhibitions outside Europe (Russia, China, Israel, USA, UAE). A similar approach to European exhibitions will be taken.

A huge advantage is the Greek Diaspora, close to 10 million Greeks organized in more than 200 associations all over the world, most of them in America, with a large majority originating from Rhodes and the Dodecanese. Well-targeted communication with these Diaspora organizations will significantly enhance the impact of our direct mail campaigns, allowing us to reach "warm leads" and turn them into potential participants and guests.

The award-winning Rhodes twinning programme with cities all over the world has created strong bonds that flourish in various sectors, such as education, culture, commerce, etc. Just the schools of Rhodes have completed 6 successful twinnings with schools in Europe, Canada, Turkey and Australia in the past few years. We will invest in and enhance these existing relationships to promote awareness of and support for the RD2021 programme, and strengthen our position further with new twinnings and partnerships with additional cities, especially former and future ECoCs.

C3. Local Promotion Campaign

The large number of guests Rhodes receives on an annual basis has already been referred to. Our collaboration with the Rhodes Hotel Association is a huge strategic advantage that will give us the opportunity to implement the ideas and principles of our marketing actions as described in the plan above to an international audience locally, transforming them into the best corps of ambassadors for 2021.

A thorough and continuous programme of raising awareness among the local community will officially launch by the end of September 2016 with the education sector and will carry on until 2021. This programme will include various actions for groups, tailored to the time when they take place, in accordance with the various schedules submitted by the local partners of RD2021. All participants in this process, citizens and artists alike, will in turn become ambassadors for the ECoC themselves.

The brand identity of the ECoC will become the brand identity of every citizen, every association, and every business that will enroll and comply with the quality criteria that will be defined by the Office.

Press releases, interviews, advertising campaigns and other traditional communication tools will be also adopted to complement the actions and methods described above.

Our aim is for all cultural productions and activities undertaken by local associations and institutions to be included under the RD2021 umbrella, for the local community to embrace it, to achieve success in the run up to and in 2021, and to sustain it far beyond the end of the title year.

Through our matching grant program we will approach corporate employees and their families and encourage them to attend various activities of our program, from educational programs to sneak previews in visual arts shows and "dress rehearsals" in performing arts shows. The Municipality of Rhodes will make use of all its infrastructure and services to ensure maximum visibility for the cultural program in 2021.

Rhodes island is divided in 10 municipal districts with well-organized administrative offices. More than 40 municipal buildings that host the villages' cultural associations will serve as sources of information for citizens and visitors. The buildings will be also decorated with Rhodes2021 banners and flags.

Rhodes2021 will also offer to the children in the municipal child care stations, t-shirts and water flasks with the Logo of Rhodes2021.

The Logo of RD2021 will also be printed in 100.000 notes and invoices sent by the Rhodes Water Company to every home or business.

The Municipal Company of Transport will "dress" its fleet (40 buses) in RD2021 graphics and the logo of RD2021. The logo will also printed in the back side of 2.500.000 tickets issued every year. Promotional videos with all events and highlights will be broadcasted on screens which will be placed inside the buses, for further diffusion of the artistic program schedule.

D. Look Of The City

(Rhodes and the rest of the Dodecanese islands)

The city will be "dressed" with the colors of the European Capital's of Culture logo, brand identity and messages, particularly at the airports, ports and other public transportation spots. In addition, a cultural map will be distributed at the airports of Rhodes and the other islands as well as at the airport of Athens. The RD 2021 cultural map and diary will be presented and distributed at the more than 20 international exhibitions Rhodes participates every year.

Messages for different target groups will be developed such as:

"Celebrating Cultural Diversity – I'll stand by you"

Global message to pass through tourists-a shared message- I stand by RD2021 and I stand by you for your cultural diversity

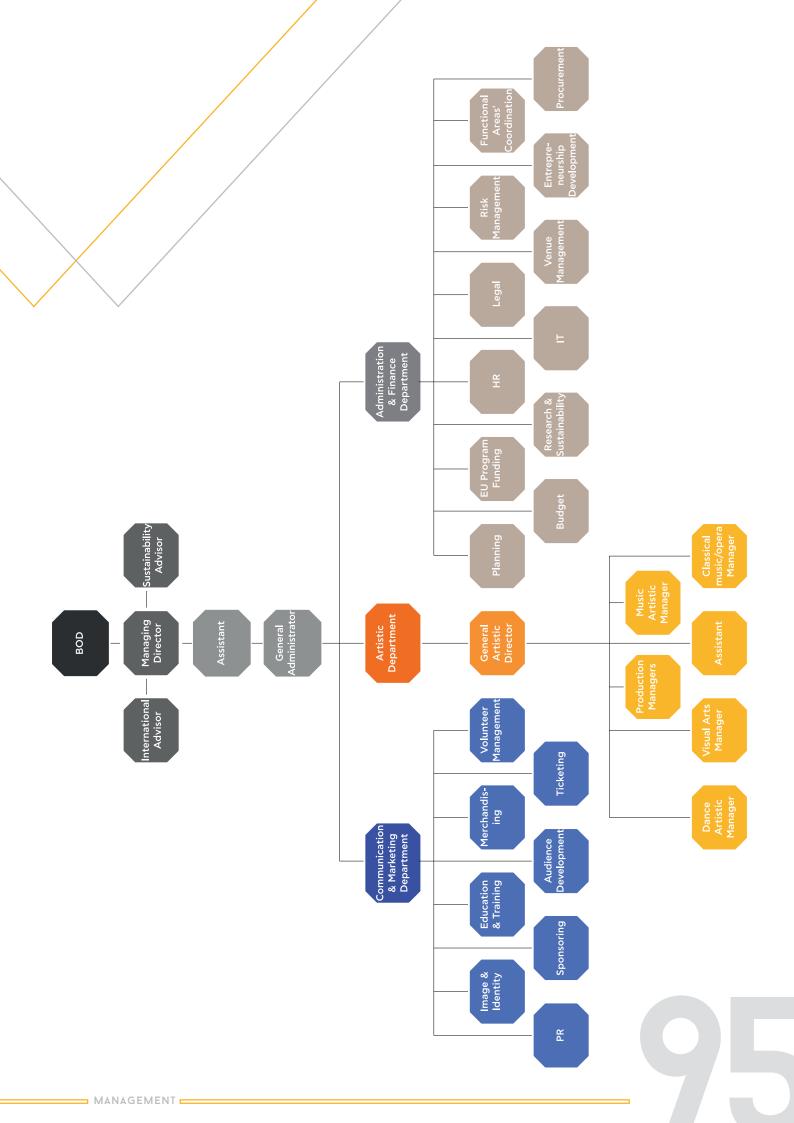
"Celebrating Cultural Diversity- Participate and rejoice"

This would be a local message to invite people to participate

More messages will be developed by our Communications and Marketing Taking into consideration the geography of the island and also the insularity of the Dodecanese complex, we decided to build "marketing bridges" in key spots on the island of Rhodes and the surrounding islands.

- At the Headquarters of RD2021, where the main office of Marketing & Communication will be located.
- At the Municipality's Info Kiosks that include a free app for informing the visitors of Rhodes on the schedule of the RD2021 artistic program.
- The Municipality's Information Offices will also serve as focal points for the coordiantion and assigning of volunteers
- Inside the existing offices of the Chamber of Commerce of the Dodecanese on the islands of Kos, Leros, Patmos and Karpathos. Those spots will be used as the "bridges" with the rest of the islands of the Dodecanese, expanding the reach of the ECoC beyond Rhodes.

The cornerstone of this planning is human resources, the people that will execute the marketing plan with joy, enthusiasm, motivation, inspiration. Following the ancient motto of «Well Begun is Half Done», the Marketing and Communication team will be carefully selected to secure the development and execution of the Plan.



HOW WILL YOU MOBILISE YOUR OWN CITIZENS AS COMMUNI-CATORS OF THE YEAR TO THE OUTSIDE WORLD? The citizens of the Dodecanese with their participation in the development of the concept of our bid, have already proven that they are very proud of hosting such an important and complex event .

As described in other sections of our bid, spread in all 18 islands and mainly in Rhodes, there are associations of non Greek nationals who reside in the islands and consider them home.

They will act as ambassadors to their own countries and will get in touch with their communities passing the message of the ECoC organization in their second home, the Dodecanesian islands.

In another field, most of the primary and secondary schools all over the 18 islands are affiliated through European Programs, like Comenius and Erasmus, with schools in other EU countries. Both the pupils and the teachers-professors will take initiatives to communicate the hosting of the ECoC in their own neighborhood. Nothing can be more efficient than the call of a child. We must also imagine that many of the pupils of today will be officially adults by 2021 and will welcome their "schoolmates" in events where they might be also involved themselves.

Last but not least, we must state again that the Rhodes Dodecanese 2021 bid has the cordial support of all professional association of the island complex. These professionals of any field will be welcoming throughout these years the guests who visit the islands and will be the active promoters of the ECoC.

HOW DOES THE CITY PLAN TO HIGHLIGHT THAT THE EURO-PEAN CAPITAL OF CULTURE IS AN ACTION OF THE EUROPEAN UNION? In every public announcement and marketing activity related to the ECoC, a special reference that RD2021 is an action of the European Union will be made.

We also plan to host in close cooperation with the relevant European Commission agencies a conference with previous ECoCs, awarded future ECoCs and bidding cities in order to better communicate the results and assist the European Commission in further exploiting this very important establishment , the one of the ECoC, through experience exchanging and vision sharing.

Team spirit, the spirit of cooperation and good communication is our strategy for our society and the accomplishment of binary and constant dialogue.

ADD ITIO NAL INFORMATION

IN A FEW LINES EXPLAIN WHAT MAKES YOUR AP-PLICATION SO SPECIAL COMPARED TO OTHERS?

Positivity

In the crisis stricken Europe, hope is on demand! After many years the worries for our future, either economic or social, are not soothed. Our bid will not "save the world"... it will rather point to the bright side!

Insularity

Our bid is the first one submitted by a complex of islands! It is packed with challenges, but the European Capital of Culture action is about challenges itself. Rhodes and the Dodecanese invite Europe to discover new sustainable ways of looking to the future!

Capacity

Blessed with a wide range of venues for culture across the islands, coupled with a competitive budget, our bid really makes the difference in a period in which Greece and the South of Europe are going through hardship. We can deliver!

Visibility

Rhodes and the Dodecanese islands are a magnifying lens! A prominent tourist destination with three million visitors per year is what the European Capital of Culture needs. Let's put our values under the magnifying lens and see them spread across the world!

ADD ANY FURTHER COMMENTS WHICH YOU DEEM NECES-SARY IN RELATION WITH YOUR APPLICA-TION During the preparation of both bids we kept a low profile. Because we strongly believe in the change we designed, and we plan to deliver more than just promotional activities void of content. This change came with every interview, every focus group and every consultation event we conducted in order to understand the identity and the needs of our city.

We saw children embracing our logo, adults asking us persistently how they can help the candidacy team, and older generations "watering the tree, the shadow of which they may never enjoy".

The support by the Municipality, the Region, other authorities and professional organisations is unambiguous. The active support of our society as a whole will be something truly spectacular!

We submit our bid with a strong commitment. The world may be changed in 2021, but the thirst of Rhodians and Dodecanesians, and that of our guests for Arts and Culture, will be the same!

We have already embarked on the Journey to the Light! Join us...

The utmost appreciation goes to the citizens of Rhodes community, the institutional representatives and all our friends from Greece and abroad who took part in this co - creative process in order to bring the title "European Capital of Culture" in Rhodes, in 2021, and make this an expectional Journey to the Light.

Rhodes Municipal Enterprises Singleshare SA, Rhodes Tourist Promotion Organisation, Rhodes Municipal Organisation of Culture and Sports, Rhodes Museum of Modern Greek Art, Municipal Welfare Organisation of Rhodes, City Council of Agathonisi island, City Council of Astypalaia island, City Council of Kalymnos island, City Council of Karpathos island, City Council of Kasos island, City Council of Kos island, City Council of Leipsi island, City Council of Leros island, City Council of Megisti island, City Council of Nisiros island, City Council of Patmos island, City Council of Simi island, City Council of Tilos island, City Council of Halki island, Dodecanese Chamber of Commerce, Technical Chamber of Greece - Department of the Dodecanese, Dodecanese Chamber of Finance, Labour Centre of Rhodes, Rhodes Hotel Owners Association, Rhodes Association of Hotel Managers, Association of Certified Tourist Guides, Association of Business Owners, Rhodes Association of Business Owners in Municipal Shops, Rhodes Restaurant Owners' Union, Rhodes Medical Association, Dodecanese Association of Architects, University of Aegean - School of Humanities, Hellenic Foundation for Culture, Three Seas Writer's and Translators' Council, International Writers' and Translators' Centre of Rhodes, Aegean Institute for the Law of Sea, HCMR - Hydrobiological Station of Rhodes, Dodecanese House of Letters and Arts, Institute for the Intercultural Music Education for the Recognition of the National and Cultural Diversity, Rhodes Centre for Historical and Social Research - Rhodes Project SCE, Rhodes Model Regional Cooperation, Higher School for Tourist Professions, Dodecanese Directorates of Primary and Secondary Education, Music School of Rhodes, Rhodes Technical School of Applied Arts, Rodion Paideia Private Schools, Rhodes College Private School, Rhodes Scholarship Foundation "E & M Stamatiou", Federation of Dodecanese Islands, House of Europe in Rhodes, Rhodes International Society, Association of Multicultural Families of Rhodes - SPOR, Greek-Swedish Society of Rhodes, Maison Francaise aux Rhodes, Club of Cypriots in Rhodes, Association of Egyptian Born Greeks in Rhodes, NGO for the Development of Greek-Turkish Relations – Lysistrati, German Church, Rhodes Women without Borders, Rhodes Women's Cultural Society, Association for Architectural and Cultural Heritage, Medieval Rose Cultural Association, Rhodes International Cultural Heritage Society - RICheS, Environmental Issues Group - Oikologika Rodiaka, Rhodes Ecological and Animal Welfare Association, Mediterranean Anti-Nuclear Watch, Rhodes Road Accident Victims Support Society - Road Safety Observatory, Consumers' Institute of Rhodes, Association of Cretans in Rhodes "O Psiloritis" Koskinou Women Association, Cultural and Folklore Association of Soroni village "Abernalli", Cultural Association "Thari", Cultural Association "Taxiarhis", Cultural Association "Kammiri", Cultural Association "St. Isidoros", Cultural Association "New Life", Cultural Association "Orionas", Cultural Association "Morias", Cultural Association "Platanos", Cultural Association "Gerakas", Cultural Association "Roumeli", Cultural Association "Vrasia", Cultural Association "Prodromos", Cultural Association of Apollona Village "Neoi Orizontes", Cultural Association of Salakos Village "To Spilaio", Cultural Association of Lindos Village "Saint Paul", Cultural Association of Fanes Village "O Prodromos", Cultural Association of Arhipolis Village "Saint Minas", Cultural Association of Archangelos Village "Aithonas", Cultural Association of Kritinia Village "Kastelos", Sunrise Cultural Association of Rhodes, APOPES-Developmental, Cultural and Environmental Association of Rhodes, Dodecanese Regional Ephorate of Scouts, Rhodes' Volunteers Organisation, Red Cross Rescuers, Inner Wheel Rhodes, Rhodes Club "Heliousa", Rhodes Lions Club, Rotary Club of Rhodes, "Greek Women Lyceum" of Rhodes, "Dodecanesian Melissa" (Bee) - Cultural and Charitable Society, Association of Disabled Persons of Rhodes, Rhodes for Life - Association against cancer, Dodecanesian Association of Parents and Guardians of Persons with Disabilities - "Elpida", Dodecanesian Association for the support of patients with Auto-Immune Diseases - "Thaleia", Dodecanesian Association of Parents, Relatives and Friends of Addicts, YMCA, Nautical Club of Rhodes, Rhodes Island Games Organisation, Off shore Yachting Club of Rhodes, FAM Network, Greek-Turkish Youth Orchestra, Hamburger Autorenvereinigung, Lithuanian Writers' Association, PEN-Turkey, Literature House in Vienna, New Writing South - Brighton UK, Turkish Writers' Union, Swedish Writers Union, International Writers' and Translators' House of Latvia - "Ventspils", Floros Art, Omonoia publisher in Bucharest Romania, Top Yayincilik Pazarlama Sanayi Ve Ticaret Limitet Sirketi publisher in Izmir Turkey, NGO La Melena del Huachinango, NGO Prattein kai Poiein, NGO Phormigx, NGO Arte con Anima, Kastrouni Conservatoir, Corelli Conservatoir, Association of Friends of Dancing, Elli Paraskeva Dance School, Mairy Markou Velidaki Dance School, Sofia Melisourgou Dance School, Amerissa Voyatzis Dance School, Marie Gkika Dance School, Helix Theatre Company, South Aegean Theatre, Anapoda (Reverse) Theatre, "Praxis" Theatre Club, "Tehnientos" Theatre Club, Anemi Theatre Club, Symi Theatre Club, Rhodes Visual Artists Association, Association of Outdoor Painters "Apellis", CROPS Photography Group, Almas Photography Group, Documentary Group Docutrans, Cinematography Club - Theasis, Rhodes Haraxis Architects, When in Rhodes, Rhodesign, OPA B.V., Digital Dreams, Throne of Helios 9D Entertainment Centre, Lindos 3D.

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Stavros Kesedakis, Manolis Sarris, Angela Diakantoni, Zafer Giannikoglou, M. Vangopoulos

Fotis Chatzidiakos Mayor of Rhodes Teris Chatziioannou Vice-Mayor for Culture Georgios Chatzimarkos Governor of South Aegean Region Evaggelos Mandrakos President of the City Council

Team	Team Lucia Antoniades General Coordinator Nikos Chatzipapas Artistic Director Ioannis Papageorgiou Research Executive & Projects' Consultant Michael Papamichail Vice Coordinator Michael Kavuklis Digital Communication Executive Asimina Basdani	RD2021 Association	Antonios Kampourakis Antonios Giannikouris Georgios Ypsilantis Charoula Giasirani Panagiotis Tokouzis
		Marketing & PR	HighLight
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	Video Production	Alexandros Louizidis Georgios Mistiloglou Valadis Skoufris	
	Photo credit	Ioanna Chatzidiakou Dimitris Kladogenis Dimitris Koskinas Harris Pastrikos Alex Sotirakis	
Advisors	Diane Dodd George Kazantzopoulos	Translation	Afroditi Tzamourani Dafni Kapsali
Curators	Ross Daly Nikos Xanthoulis Apostolia Papadamaki	Editors in chief	Fedra Spanou Betty Vlachou
Dina Adamopoulou Alexis Veroukas Panos Charalabous Anthony Antonakakis Emmanoyil Koutsourelis Jessica Litwak Vassilis Mazomenos Lambros Georgakopoulos		Printing	Printall
Christos Tsenes Anna Ahiola Xenia Kaldara Olga Pozeli Sophie Boulbouyian Yiannis Maroulakis Lefteris Glentis Theodora Galaziou Sophia Mavragani Nana Trantou Gino Leineweber Mary Karatza	Sponsors	Aegean Airlines Blue Stars Ferries Commerce Of Champer Of Dodecanice Rhodes Hotel Association Dodekanisos Seaways	
	Nana Trantou Gino Leineweber Mary Karatza	Media Support	ERT
	Stergios Stergianakis	Special thanks to	Rhodes City Counsil Committee Mayors of Dodecanese

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TO BE CONTINUED

The undersigned : **FOTIS CHATZIDIAKOS**

representing the following legal person:

full official name: **MUNICIPALITY OF RHODES** official legal form: **LOCAL AUTHORITY (CITY COUNCIL)** full official address: **ELEFTHERIAS SQ. 1 - RHODES 85131 - GREECE** VAT registration number: **997561152 - PFS (RHODES)**

- certify that the applicant city is not in one of the following situations which would exclude it from receiving Union prizes:
- a) is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has been guilty of grave professional misconduct proven by any means which the Commission can justify including by decisions of the European Investment Bank and international organisations;
- d) is not in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, with those of the country of the authorising officer responsible and those of the country where the action is to be implemented;
- e) has been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such activity is detrimental to the Union's financial interests;
- f) is subject to an administrative penalty for being guilty of misrepresenting the information required as a condition of participation in a procurement procedure or another grant award procedure or failing to supply this information, or having been declared to be in serious breach of its obligations under contracts or agreements covered by the Union's budget.
- declare that the applicant city:
- g) have no conflict of interests in connection with the prize; a conflict of interests could arise in particular as a result of economic interests, political or national affinity, family, emotional life or any other shared interest;
- h) will inform the Commission, without delay, of any situation considered a conflict of interests or which could give rise to a conflict of interests;
- i) have not granted and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, where such advantage constitutes an illegal practice or involves corruption, either directly or indirectly, inasmuch as it is an incentive or reward relating to the award of the prize;
- j) provided accurate, sincere and complete information within the context of this

prize award procedure.

- ➢ I declare that the applicant city is fully eligible in accordance with the criteria set out in the specific call for submission of applications.
- I acknowledge that according to Article 131 of the Financial Regulation of 25 October 2012 on the financial rules applicable to the general budget of the Union (Official Journal L 298 of 26.10.2012, p. 1) and Article 145 of its Rules of Application (Official Journal L 362, 31.12.2012, p.1) applicants found guilty of misrepresentation may be subject to administrative and financial penalties under certain conditions.

If selected to be awarded a prize, the applicant city accepts the conditions as laid down in the call for submission of applications.

Last name, first name: CHATZIDIAKOS, FOTIS

Title or position in the city: MAYOR

Signature [and official stamp] of the applicant:

Date: 30 -9-2016

Your reply to the call for submission of applications will involve the recording and processing of personal data (such as your name, address and CV), which will be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Unless indicated otherwise, your replies to the questions in this form and any personal data requested are required to assess your application in accordance with the specifications of the call for submission of applications and will be processed solely for that purpose by the Hellenic Ministry of Culture and Sports. Details concerning the processing of your personal data are available on the privacy statement at the page: http://ec.europa.eu/dataprotectionofficer/privacystatement_publicprocurement_en.pdf.

Your personal data may be registered in the Early Warning System (EWS) only or both in the EWS and Central Exclusion Database (CED) by the Accounting Officer of the Commission, should you be in one of the situations mentioned in:

- the Commission Decision 2008/969 of 16.12.2008 on the Early Warning System (for more information see the Privacy Statement on <u>http://ec.europa.eu/budget/contracts grants/info contracts/legal entities/legal entities en.cfm</u>), or
- the Commission Regulation 2008/1302 of 17.12.2008 on the Central Exclusion Database (for more information see the Privacy Statement on http://ec.europa.eu/budget/explained/management/protecting/protect_en.cfm#BDCE)

JOURNEY TO THE LIGHT

