

# SALAMIS 2021



EUROPEAN CAPITAL OF CULTURE CANDIDATE



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# Salamis through History...









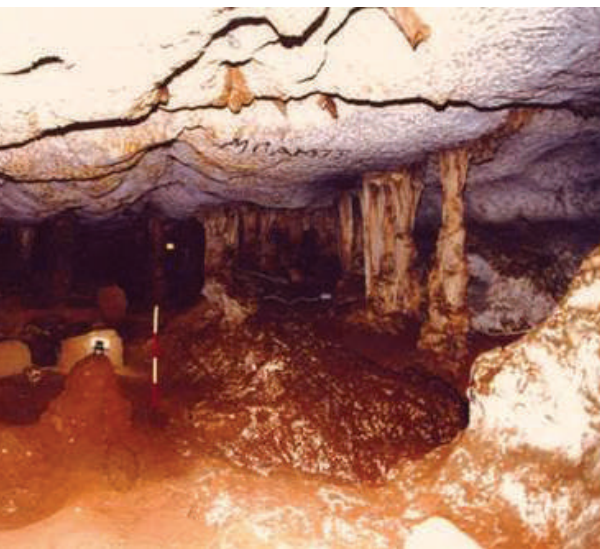


**Geographical location:** Salamis is the largest island in the Saronic Gulf and the one closest to the coast of Attica. The southern part is covered by an extensive pine forest and, generally, the landscape is semi-mountainous. Its shores are of striking natural beauty, with constant alternation between sandy and rocky landscapes. In the northern part of the island lie 'Vassilika' and 'St. George' bays, while the bay of the city of Salamis is located in the centre. Perani bay is located to the southeast, while the capes Koghi and Petritis are located to the southwest part of the island.

**Mythology:** According to mythology the island was named after Salamis, daughter of the river god Asopus, wife of Poseidon and mother of Cychreus, a descendant of whom was king Ajax (Aias), who took part in the Trojan War. Also, according to mythology, Filaios, son of Ajax, along with his brother Eurysaces became Athenian citizens and handed over the island to the Athenians.

**Neolithic period:** Neolithic finds on the southern part of the island mainly confirm the presence of human activity since 5000 BC. The finds come from the excavation of the renowned and historic cave of Euripides, in the area of Peristeria and include pottery, arrowheads, jewelry made of stone and bones and figurines.

**Mycenaean period:** Excavations being carried out by the University of Ioannina since 2000 in the southwestern part of the island and particularly in the area of Kanakia have revealed the existence of a large Mycenaean town with an acropolis, a palace, craft facilities, residences and a cemetery with a heroon. These excavations confirm that king Ajax embarked on his journey to Troy from this coastal region with



twelve ships, as mentioned by Homer in the Iliad. Finds from the region, kept at the Archaeological Museum of Salamis, such as pottery vessels typical of this period, a copper scale from an armour linked to Ramses II, tools etc. draw the picture of a crowded, longstanding city of great prosperity.

***The city of ancient Salamis 7th - 1st century BC:*** Since the end of the 7th - early 6th century BC life on the island was transferred to the north and particularly in the Cape area known today as Punda of Ambelakia. The ancient Kolouris had a peribolos (court), walls and ancient edifices, which are related to the Ruins of the Agora, recorded by the ancient writers Pausanias and Strabo and which often come to light during excavations carried out by the Salamis Ephorate of Antiquities. ***The ancient city fulfilled all those conditions pertinent to becoming part of Athens during the famous Golden Age of Pericles:*** its sheltered harbour, the fertile valley nearby and the easy link to the port of Piraeus led to the creation of a trading post for the exchange of goods and a maritime parking and construction space for the triremes of the Athenian fleet. All this led to Salamis flourishing, ***which is also evidenced by the right it acquired to issue its own currency*** in the 4th century BC. At the turn of the 1st century BC - 1st century AD the Romans attack the coastal areas and life in the city becomes precarious. Residents abandon it and settle north of the rocky hill of Prophet Elias in an area not visible from the sea.

The ancient geographer Strabo (67 BC - 23AD) in his «Geographica» (IX 1, 9) places the city of Salamis during the classical era on a peninsula against Attica (at the south slope of today's Punta of Kamatero), while the most ancient city (referring to the Mycenaean capital of the island) he places it south, almost facing Aegina and notes that it is now deserted. In the middle of the 2nd century AD Pausanias, another ancient traveler, visits Salamis. Much of his narrative is dedicated to Ajax's related mythological and religious tradition and to the description of the ruins of the Agora of Salamis during the classical era (Kolouris). He conversed with inhabitants of the island outside the region of ancient Kolouris and recorded their take on the local tradition as regards Ajax; he also recorded a salaminian event which happened about four centuries earlier and which, up until then, was thought of as a local historical tradition; the event was the expulsion of the Salaminians by the Athenians, because they had renounced their dependence from Athens and had joined Cassander's forces (318 BC). The fact, then, that Pausanias in the 2nd century AD refers to «Ruins of the Agora» means that the ancient city of Kolouris had already been deserted by the turn of





the 1st century BC - 1st century AD and its inhabitants had definitively abandoned it and had moved to inland areas of the island, since the coastal invasions by the Romans were making living around the area rather precarious. By the early Byzantine times life had been transferred to the area of Zoodochos Pigi, in the two small valleys formed north and south of mount. Mavrovouni at Moulki and, finally, to the area of Vassilika, northwest of the island. Besides, during the Hellenistic and Roman times as well as during the times of late antiquity, in these areas, significant urban activity had been developed.



**The Naval Battle of Salamis:** The Persian Wars ended with the Naval Battle of Salamis in 480 BC. The narrowness of the sea did not allow the Persians to use more ships than the Greeks at the forefront, and as a result, the decisive factor in the battle was the bravery and the dexterity of the crews. The Athenian fleet took advantage of the use of bronze rams which were adapted to the prows of triremes, ramming the sides of the opposing ships. The significance of the victory of the Greeks over the Persians was great because it was the result of an alliance of all the Greek cities that contributed to this Naval Battle. It caused the collapse of morale of the Persian leadership to such an extent that they were led to abandon any efforts of winning, although the Persian fleet was nearly three times bigger than the Greek fleet. The most essential contribution, however, is that it halted the march of the Persian tyranny, enabling the strengthening of Democracy and Cultural acme which is summarised in the phrase «*the Golden Age of Pericles*».

**Byzantine Period:** During the early Christian centuries, life on the island develops within inland areas and around cultivable valleys. The areas of Zoodochos Pigi, Ntoroto, Vassilika, Moulki, Perani and Kanakia are populated by people who engage in the growing of olive trees, viticulture and fishing to a lesser extent. During the middle and late Byzantine times, remarkable chapels are constructed in rural areas; the church of St. Gregory at Vassilika (10th c.), the church of St. John the Kalyvitis at the Kanakia forest (11th c.), the church of Aghia Sotira at Moulki (12th c.), the chapels of Agios Dimitrios at Saterli (13th c.), of Agios Nikolaos at Batsi (14th c.), of St George at Gkinani and more stand out. In the post-byzantine years, in the area of Faneromeni, Osios Lavretnios built a monastery resembling a fortress and it was named after him (St. Laurence), and which nowadays constitutes a pilgrimage site for the entire region of Attica.

**Period of the Ottoman rule:** Since the beginning of the 17th century (1610) Salamis constitutes a community, it features a Secretariat (Chancellery) and has its own seal. The members of the Council of Elders (Dimogerontia) were four and were called «elders» or «commissioners». The election criteria were their age, their economic status, their general competences and their influence in the context of the Ottoman administration. The election of the elders was taking place without any intervention by the Ottoman authorities, while most of the time these posts came to be hereditary and were occupied by a few families. However, the possibility of electing lieges and the joint confrontation of problems strengthened the spirit of solidarity and collective responsibility and turned the communities into self-organised hearths.

In a document dating back to 1726 it appears that Salamis, as a community, had its own seal and a «zabit», i.e. an appointed Admiral of the Ottoman Navy, entrusted with administrative, military and police duties. In this contractual document the then zabit, Meimet Aga sells



his rights, particularly the economic ones, that he had over the Council of Elders of Koulouris and the elders choose in his place as «kaza», i.e. leader of the island, Panagiotis Mavrakis. In another document dated 1730 we learn that the «voivode» of Athens and Salamis grants the islet of Atalanti to a resident of Ambelakia.

In 1760 Attica was declared as a «malikane», i.e. an officialdom belonging to the treasury of the Ottoman state. The collection of the «tithe» would be ceded to the highest bidder, who would buy the taxation of malikane and send over each year its collector for the collection of taxes. With regard to Athens and Salamis, the highest bidder was the Sultan's harem. Meanwhile, the Turks of Athens were constantly increasing their oppression against the city's inhabitants. Indeed, after the arrival of the Russian fleet in Piraeus and the beginning of the Russo-Turkish war (1768 - 1774) the Pasha of Chalkis established intervention rights in the affairs of Athens, even to the extent of examining the legality of the existence of churches. For two years (1769 - 1770) the Athenians suffered a lot.

The Russian-Turkish (Ottoman) Treaty of Kuchuk - Kaynarca (1774) and its terms found the Athenians and the Salaminians relieved. The settlement and the appointment of the new voivode, Hadji Ali Haseki Aga (1775), halted any hopes the residents had in relation to the improvement of their lives. Having secured the sultan's protection, this voivode proceeded to arbitrary actions and acts of violence, behaving sometimes vindictively to whoever talked badly of him and punishing large groups of the population. The long-lasting rule of Haseki (1775 - 1795) became synonymous with tyranny. Beatings, imprisonment and arbitrary tax charges became a daily routine for the Athenians. Indeed, for the construction of the wall around the city of Athens, the Athenians were charged with 42.000 piastres and the triggering events pertinent to its construction were some raids of the Arvanites. In 1778 many Athenians leave their city and find refuge in Salamis, because the word was spreading that Maxut - Bouloumpasis with 6.000 Arvanites under his command will attack Athens. After paying a ransom, the Athenians return to their city and the Haseki continues with the imposition of his known intimidation tactics against the Athenian people: murders, hangings and «disappearances» of political leaders. The famine of 1788 and the epidemic of 1789, during which approximately 1.500 Athenians died, forced many to flee to Salamis. Haseki's intimidation period ends at the end of 1795 when he is recalled to Constantinople and therefrom is sent to Kos Island, where he is assassinated. Meanwhile, the 18th century ends with the establishment of the Society of Friends in Greece and as regards Salamis with the





inclusion therein of three leading figures who were Salaminians• abbot Gregory of the monastery of Panagia Faneromeni and two members from the Virvilis family, brothers Anthony and Anagnostis (John) just before the beginning of the Revolution of 1821.

The participation of the Salaminians during the period of the War of Independence between 1821 and 1829 was great and the chieftain Giorgakis Gklistis played a leading role during this period. Georgios Karaiskakis used the island as his headquarters and was collaborating with the Salaminians who had joined the Society of Friends. Elders from the island took part in the first National Assemblies which were held during the period of the Independence War, their objective being the establishment of the Greek state.

**Salamis today:** Nowadays the island of Salamis combines the comforts of a modern city next to coastal areas, which are suitable for swimming and recreation. Visitors can see the restored circular funerary monument at Kolones, the Cave of Euripides at Peristeria, the Monastery of Panagia Faneromeni and nearby the house of poet Angelos Sikelianos, the Monastery of Agios Nikolaos at Lemonia etc.

However, problems such as the restoration of the road network, the sewage system, the decline of the natural and urban environment, the neglect of archaeological sites (Tomb of the Salamina Fighters), the long-lasting lack of a development plan for the island have gradually led to degradation and to the quest for a landmark so that Salamis can redefine itself in modern times.











## **Trek to modern Salamis**



- We start from the port and heading towards Kamatero we climb the hill at «**Panagia Kamaterou**» and from the road that descends to Ambelaki we see the ruins of the settlement of ancient Salamis, where *the Stadium and the Theatre* are located, according to the historian Strabo.
- We descend to the ancient port, from where the triremes of the Battle of Salamis set off and we observe the ancient stone plinths that are characteristic of the port.
- We walk alongshore the **Ancient Port** and arrive to the Tomb of the Salamina Fighters, featuring the characteristic statue placed in 2006, a work by the sculptor Achilles Vassiliou. We see the exposed cist tombs.
- We return following «**Parodos Isodion Theotokou**» street and Sikinou or Vassili Mela street. Behind the Town Hall there is a pleasant pedestrian street that leads to «**Panagia Ampelakion**», with beautiful old mansions along the way. The Folk Museum is located at the yard of the church.
- Downtown we visit the **Folklore Museum** of the Municipality of Salamis and the Archaeological museum on «**Polychroni Lempesi**» street that displays numerous remarkable finds dating back to 5000 BC!
- At Agios Dimitrios one can visit the *grave of the hero of the War of Independence of 1821, Georgios Karaiskakis*.
- Leaving the city, at the exit we go up the «**Patris**» hill where, at the top, lies the church of **Panagia Eleftherotria**, and from there you can enjoy an incredible view to the city. Alongside is located the modern theater, which hosts many cultural event in the summer.
- At Vassilika, **St. Gregory's chapel** is one of the oldest Byzantine chapels on the island and dates back to the late 10th century.
- From Faneromenis Avenue we head through a wonderful pine forest to the **Monastery of Panagia** Faneromeni! In antiquity this was the Temple of Artemis. The monastery was built in the 12th century and during the 17th century the church was renovated by Lavrentios Kanellos the «**Saint Laurence**» - patron saint of the island - when he







found the miraculous icon of Panagia Faneromeni.

- On the beach lies an isolated house that the monastery had ceded to Angelos Sikelianos.
- We return through Steno, Xeno, Resti, to **Agios Nikolaos** and the beach where there are taverns and cafés and the modern life of the city.
- Alongside the sea on *Eanteiou Avenue* we find the same-name village or Moulki.
- We climb the densely pine forested mountain of **Agios Nikolaos Lemonion**, enjoying a panoramic view. It is the only green lung of Attica, since Mt. Parnitha was destroyed by a fire.
- There lies the monastery of Agios Nikolaos and the single space triconch dome chapel of **St. John the Kalyvitis** of the 10th century, erected during the time of the Byzantine Emperor Basil the Murderer [sic] of Bulgarians.
- We descend towards Kanakia; the road on the left leads to Lamprano and Pyriakoni. There, to the south of the small town of Kanakia the «*Mycenaean Acropolis*» stands, which is speculated to be the «Palace of Ajax.»
- If we choose to return via a dirt road we may go for coffee to the Equestrian Club. Below lies the area of Saterli. The road is a rutty dirt road.
- Right after the Byzantine **chapel of Agios Dimitrios** of the 14th century, the road ascends to the prehistoric and subsequently the medieval settlement of Gkinani. Also, at the top you can visit the cross-shaped small church of the 14th century dedicated to St George.
- After passing through the Saterli area and the amazing beaches, at Kolones lies the recently restored monument of a circular, sepulchral peribolos of a family tomb of the 4th century.
- Between the areas of Kolones and Persiteria, at Koghi, at the edge of the sea, stands the lighthouse dating back to 1900.

- At Peristeria the way towards the mountain leads us to the Cave of Euripides and the sanctuary of Dionysus.
- On the way to Kaki Vigla, we visit the «*Elia tis Orsas*» a 2.500 year old olive tree belonging to «King Stratos» who according to the tradition is ... Peisistratus.
- In the middle of the Kaki Vigla village, on the cliff top, lies the chapel of *Agia Zoni*.
- We get to know the island from a peripheral perspective, since we return from Pilo and we descend to Selinia, the stone theater which is one of the modern attractions of the island!



# **Introduction**

## **General considerations**







## INTRODUCTION - GENERAL CONSIDERATIONS

Why does your city wish to take part in the competition for the title of European Capital of Culture?



Salamis, according to historical quotation, constitutes an important and integral part of the Greek, European and World history since it's where some 2500 years ago the naval battle which determined the historical and cultural identity of later history, by giving Democracy the chance to be established and further developed, took place. Had the Persians won, the Western world as we know it would have been different. As regards culture, theater would not have been created, neither would have ancient Greek philosophy, rhetoric, architecture and sculpture etc. had flourished. Democracy - in the form of direct democracy - as a Regime, as initiated in Athens in 510 BC and popularised in the then known world (already by 480 BC there were at least 18 democratic cities - states) would not have survived, a fact which forces us to acknowledge, backed by scientific documentation of global recognition, this historic event as the «Naval Battle of Democracy».

Another aspect that may connect Salamis battle with cultural expansion is that according to legend, Euripides was born in Salamis 480 BCE, at the location and on the day of the Persian War's greatest naval battle.

Euripides wrote his tragedies in a sanctuary, known as The Cave of Euripides, on Salamis Island, just off the coast from Piraeus. Being the last of the three great tragedians of classical Greece, *Euripides* added new levels of intrigue and elements of comedy, and also created the love-drama. It has been suggested by some that Euripides' realistic characterizations sometimes came at the expense of a realistic plot, and it is true that he sometimes relied on the "deus ex machina" (a plot device in which someone or something, often a god or goddess, is introduced suddenly and unexpectedly to provide a contrived solution to an apparently insoluble difficulty) to resolve his plays.

His works strongly influenced later *New Comedy and Roman drama*, and were later idolized by the 17th Century French classicists such as Corneille and Racine, and *his influence on drama reaches modern times*. More specifically, Euripides is identified with theatrical innovations that have profoundly influenced drama down to modern times, especially in the representation of traditional, mythical heroes as ordinary people in extraordinary circumstances. This new approach led him to pioneer developments that later writers adapted to comedy, some of which are characteristic of romance. Yet he also became «the most tragic of poets» [Aristotle], focusing on the inner lives and motives of his characters in a way previously unknown. [Moses Hadas, *Ten Plays by Euripides*, Bantam Classic (2006), Introduction, pages xviii-xix][A.S. Owen, *Euripides: Ion*, Bristol Classical Press (1990), Introduction page vii] He was «the creator of...that cage which is the theatre of



Shakespeare's Othello, Racine's Phèdre, of Ibsen and Strindberg,» in which «...imprisoned men and women destroy each other by the intensity of their loves and hates», [M.Knox, 'Euripides' in The Cambridge History of Classical Literature I: Greek Literature, P. Easterling and B. Knox (ed.s), Cambridge University Press (1985), page 329] and yet he was also the literary ancestor of comic dramatists as diverse as Menander and George Bernard Shaw. [Moses Hadas, Ten Plays by Euripides, Bantam Classic (2006), Introduction, pages viii-ix].

He was also unique among the writers of ancient Athens for the sympathy he demonstrated towards all victims of society, including women. [Moses Hadas] [Nussbaum, Martha. The Fragility of Goodness, pp. 411-13].

Gradually, the island of Salamis flourished, developed, evolved and then declined and was gradually disconnected from its historical identity, which is in search for again today, the triggering event being the 2500th anniversary of the historical event of the Naval Battle of Salamis, in 2021.

This anniversary event constitutes, for modern day Salamis, the best opportunity to redefine its developmental direction, its overall upgrade and the recovery of its international role as a source of historicity, culture, and its transformation into a global meeting point and forum dedicated to democracy, peace, the arts and culture, concepts that stagger around the globe in modern times, but are particularly in question within the Eastern Mediterranean region.



Salamis' candidacy as Capital of Culture 2021, aims at the heart of the problems faced by today's society worldwide. The problems it addresses via the varied and collaborative program proposed, concern the showcasing of the primeval concepts of Democracy, Freedom, Self-Determination, Equitability, Equality, Culture and their positive effects in the history of mankind.

The blows received by the aforementioned concepts, daily and around the globe, must be dealt with effectively. The best weapons we have as a society are drawn from history, particularly the part which brought enlightenment and provided living reference examples, that of the ancient Greek civilization which with its example contributed to the development of societies and their evolution as societies of values and visions.

It is these ancient visions and values that Salamis seeks to revive today via its candidacy as an ambassador of culture, starting with itself.

By planning and proposing a comprehensive programme of actions that will help address local problems and will contribute, in the long-term, to the reversal of degradation and devaluation, the programme continues with the contemporary translation of ancient messages and their «rebroadcasting» in the modern world. The creation of a platform for cultural dialogue, exchange of ideas, artistic events with contemporary value and historical reference, is expected to go be-

**Does your city plan to involve its surrounding area? Explain this choice.**

## INTRODUCTION - GENERAL CONSIDERATIONS

yond the borders of the city, to be adopted by the Region and other cities within the country and to travel in Europe so that Salamis may actually constitute the Capital of Culture for the entirety of Europe. Every event, every activity, every aspect of its programme, is based on the collaboration and the participation of stakeholders across Europe, but beyond that, while the results that will be generated will

serve as a benchmark and a point of reference for all peoples of the world.

Ancient tragedies broadcasted digitally or witnessed live, in other cities of Greece and Europe, the international cooperation in order to produce a spectacle with cultural depth and content reaffirms the universal nature of the candidacy of Salamis, as its contributors perceive it.



### Explain briefly the overall cultural profile of your city

Salamis is full of historical and cultural elements, has a rich archaeological museum, and intends to convey an important collection from Maritime Museums in a suitable space in the city. Every year it conducts cultural events in memory of the Battle of Salamis, while every summer many other cultural events are implemented under the responsibility of the municipality and various cultural institutions of the island. Characteristic of the variety of cultural content is the island's trek mentioned at the beginning of this presentation.

Salamis - the birth place of Euripides, one of the three great tragic poets of antiquity - bases its cultural proposition on the conveyance of the great six words in Greek History and Ancient Greek Tragedy. According to Aristotle, these six words, **Myth, Ethos, Dianoia, Lexis, Melos, Opsis**, constitute the six Acts of Ancient Greek Tragedy.

The City of Salamis' multifold Artistic program is based on these six words, in order for the message of Ancient Tragedy to become currently relevant once more and in order for the timelessness of these messages to be impressed upon the entire humanity, contributing to peace, democracy and prosperity efforts.

All the events will take place both in the city of Salamis, and in other cities in Greece and abroad, while the event presentation initiatives will be undertaken immediately after the submission of the city's candidacy file.

The ultimate goal and objective of the Salamis' candidacy as European Capital of Culture, is to make currently relevant the message sent out 2500 years ago that spoke of Democracy, Freedom and Cultural upgrade, as means of tackling social, economic, and cultural deficits in today's society.

The candidacy of Salamis, so far, has been elaborated methodically to ensure the collaborations with international institutions undertaking historical and social action, with the scope of presenting an ambitious yet perfectly realistic and meaningful cultural program, equal to Melina Mercouri's vision, who suggested the creation of the concept of the «European Capital of Culture».

**Explain the concept of the programme which would be launched if the city is designated as European Capital of Culture.**



**Myth**  
**Ethos**  
**Dianoia**  
**Lexis**  
**Melos**  
**Opsis**

1

**Contribution  
to the long-term  
strategy**









**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 upgrade of the island, the recast of its historical role and, ultimately, the emergence of the city of Salamis as a cultural hub, spreading the spirit of peace and Democracy are the main directions of the city's candidacy.

The powerful international role of the historical and cultural heritage of the city, the need for international dialogue on the values of Democracy, Peace and Culture, the meeting of and the understanding among the peoples of Europe and the world, are the cornerstones of the city's candidacy.

The set of actions included in the candidacy of Salamis also highlight the role and the deeper vision related to the term «European Capital of Culture» as it was inspired and suggested by Melina Mercouri in 1985, who wished to define culture as the adhesive substance of the peoples of Europe and the world.

This message is expected to be developed and disseminated through a series of events, which will be organized not only on the island of Salamis, but all over the world, through a series of events that will be held through international collaborations, so that the name and the symbolism of ancient Salamis can come to the fore once again, accompanied by important visions.

Prominence, as regards the candidacy of Salamis, is given to the developmental dimension of Culture and Democracy, by proposing actions to upgrade the city and to give a new dimension to the historically scientifically proven link between Democracy and Prosperity.



The main axes of the Salamis city's candidacy are:

- The prominence of the international dimension of the candidacy, through joint international cultural collaborations, events and cultural networking actions
- The pursuit of the island's economic upturn as a whole, by upgrading the existing infrastructures, while, at the same time, supporting the development of modern economic activities compatible with the environmental and cultural identity of the island,
- The promotion of developmental activities with a social dimension, leveraging and specifying the concept of «social economy» which, as a third pillar of development, should contribute to the wider regeneration/ revitalisation of the city, serving as an example for both the country and Europe, and
- Leveraging the inactive human capital of the island, as well as its supporters at the international level, through voluntary actions with a view to accelerating the implementation of the developmental actions proposed, as an organised and structured set of actions aimed at further development.



**How is the European Capital of Culture action included in this strategy?**

*«Culture:  
The soul of the Society»*

Salamis' decision to vindicate its nomination as Cultural Capital and the drafting of its programme are based on the updating of Melina Merkouri's message when she met the European Community Ministers of Culture in November 1983, with regard to the necessity of Culture that serves as the ***Soul of Society***. This is the reason that this message is the core of this candidacy and evidently its slogan: ***“Culture: The soul of the Society”***

**If your city is awarded the title of European 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 city of Salamis on the occasion of the candidacy, claiming the title of the Capital of Culture for the year 2021, develops a comprehensive action plan, which aims at the overall upgrade of the island, focusing on four main directions, under the broad title: **«Cultural, Social and Economic Revival of Salamis, until 2021»**.

The individual actions and Priorities set out in this integrated program are as follows:

### **Priority A: Revival of the Cultural Identity of Salamis**

**Action 1.1:** Development and gradual implementation of the «Cultural Programme» on the basis of the conveyance of the six great words in Greek History and Ancient Greek Tragedy, namely: Plot, Character, Thought, Diction, Melody, Spectacle, which constitute the six Acts of Ancient Greek Tragedy. The cultural programme comprises a plurality of interconnected parts and events and takes place throughout the period preceding the milestone year. Other actions apart from those contained in the Cultural Programme, which is analysed in a separate section of the candidacy proposal, are the following:

**Action 1.2:** Relocation of the European Institute of Maritime Studies and Research (INMER) in Salamis. The action refers to the relocation of the Maritime Museum of INMER in Salamis, with a view to highlight the seamanship of the Greeks over the centuries and to increase the number of city visitors, but also aiming at the gradual emergence of the city as a pole of attraction for visitors.

**Action 1.3:** Creation of a standing Committee of Tourist - Cultural Development and Promotion on a voluntary basis, comprised of citizens of Salamis, of the island's supporters and of personalities of international reputation, wishing to highlight the historicity and the cultural identity of the island.

**Action 1.4:** Creation of a Historical - Archaeological Thematic Park at «Paloukia - Kamatero» with a Conference Centre and a permanent exhibition space, which will be housing all the cultural structures and infrastructures, and will be a cultural point of reference for the city and the wider region.

**Action 1.5:** Annual International Conference on History and Culture, in collaboration with the Departments of History and Culture of Greek and foreign Universities.



**Action 1.6:** International Conference on «The timeless contribution of Democracy in the context of Development and the Economy»; Prof. N. Kyriazis of the University of Thessaly will be appointed as the scientist responsible for the project. The Conference proceedings will be published in the form of an Honorary Volume in digital and printed format, and they will be communicated to Educational Institutions and business schools in Europe.

**Action 1.7:** Integration and promotion of the Cultural spaces of the island in collaboration with the Ministry of Culture. Priority is given to the «cultural routes» by issuing relevant maps in printed and digital format.

**Action 1.8:** Collaboration with the Hellenic National Commission for UNESCO and participation of the Municipality of Salamis to EU Calls of the 2014-2020 period, the objective being the submission of co-funded cultural and developmental project proposals, with a dual aim: the development of projects co-funded by the EU, on the one hand, and the salience of the cultural overabundance of Salamis, on the other.

**Action 1.9:** Networking with cultural and developmental bodies of the 22 Hellenic cities and of the city of Croton in Southern Italy, which took part in the naval battle of Salamis and pursuing the undertaking of joint cultural action, joint submission and implementation of cultural and developmental project proposals, pursuing the exchange of actions and events, the exchange of expertise in the context of promoting cultural and development projects, and achieving a broader result.

**Action 1.10:** Initiating dialogue with UNESCO, the objective being the promotion/ inclusion of the historical / archaeological sites of the island in the UNESCO catalogue as a Monument of World Cultural Heritage / Monument of Freedom and Democracy.

### **Priority B: Revival of the Social Identity of Salamis**

This part aims at using the Social surplus and the Principles of the Social Economy towards upgrading the island, but also towards identifying “good practices” on a level of Region and country. The actions that will gradually be implemented till the end of the landmark year concern the following:

**Action 2.1:** Development of a “Social Entrepreneurship” incubator at the premises of the Municipality of Salamis. At the incubator – hatchery of new ideas on social entrepreneurship, the principles, opportunities and philosophy of solidarity economy will be analysed, aiming to strengthen the social fabric and to migrate the impacts of the financial recession.



## CONTRIBUTION TO THE LONG - TERM STRATEGY



**Action 2.2:** Development of a “Social Open University”, with emphasis on the elderly and those who did not have the chance to attend a higher educational course in their lives. The idea is based on international standards; it is already in place in several European countries and in Greece, while special efforts will be made towards networking the cities where Social Universities operate. The implementation of the idea has volunteerism as its base as also the participation of scientists from across all disciplines, who are willing to offer to their co-citizens the ability to get informed and to develop their sociability on issues related to education and learning. The Social Open University will be open for the citizens of all Municipalities of the Region.

**Action 2.3:** Creation of a “Think Tank” Network, aiming to the submission of ideas, methods, operational modes, developmental motives, or any other beneficial idea that would promote the public interest. The “think tank” shall include scientists, men of letters, artists, but also people that will want to contribute with their accumulated knowledge in order to search for solutions and deal with the city’s problems. This is a network of broad-based consultation with the participation of citizens from around the world, who originate from Salamis and have an acclaimed scientific and professional course.

The ultimate goal of this part of actions is to develop and enhance the social structures of the city and to strengthen the participation using modern means and tools.



### Priority C: Economic Revival of Salamis

The economic context in which Salamis is candidate as the Cultural Capital for 2021 finds not only Salamis, but the entire country in the middle of a deep economic and social crisis. For this reason, Salamis suggests a series of interventions and actions aiming to its overall revival, based on its special cultural reserve, its strategic location, its unexplored nature and the numerous developmental opportunities that are activated as a result of this candidacy.

**Action 3.1:** Creation of a contemporary Urban Planning, with space redesign and new delimitation of the economic activity zones, the uses of lands and the development of the base on which the strategic orientation of the city shall be placed in the long-term. This action will activate investing and developmental forces that will reap the benefits of the island’s productive potential.

**Action 3.2:** establishment of satellite developmental synergies, in collaboration with the Universities and aiming to the sustainable development tendencies of today. The main stepping stone of the guiding thought shall be the



approval for the materialization of the island's link to Attica and the configuration of a new landscape in the field of communication with the mainland part of Attica. The research for the appropriate developmental actions that will be in line with the new reality shall take into account the protection of the island's natural environment and the preservation of its natural and cultural identity.

**Action 3.3:** The showcasing and usage of the European Union policies for the Maritime Spatial Design on a country – region – city level. Salamis has never up to today made a planned suggestion for the spatial planning of its sea front. Therefore it does not make use of the developmental guidelines that EU's Integrated Maritime Policy offers, and of the relevant available funds.

**Action 3.3:** The development of tourist harbors with emphasis not only on the creation of infrastructure, but also on the establishment of an integrated usage network, by attracting at the same time the respective tourist movement.

**Action 3.4:** Delimitation – arrangement of the necessary issued for the developmental of an integrated water airport in Salamis, which shall link the island with the entire complex of the Aegean Sea islands.

**Action 3.5:** Registration and usage of the island's productive reserve in collaboration with either private or public bodies for its more extensive valorization, or its allocation to bodies that will emerge in the context of the social entrepreneurship incubator.

**Action 3.6:** Upgrade of the infrastructure and of the role that the Port Fund of Salamis plays, which currently manages the most populated shipping link in Greece and supervises the island's maritime developmental zone.

**Action 3.7:** Reinforcement of the Green Entrepreneurship, by taking actions towards saving energy in public spaces and towards the development of sustainable energy management systems.

**Action 3.8:** Completion of a series of renovations and basic infrastructure of the island in the context of the Programming Period 2014-2020. They include, among others:

- Restoration of the stone lighthouse at "Koghi" site
- Construction of a Rowing Center at Ag. Nikolaos region in Salamis
- Completion of biological cleaning projects in small settlements of the Municipality
- Integration of Kanakia Forest in the Natura 2000 protection zone
- Designation of both sides of Faneromeni Avenue as a Historical Center
- Amendment of the city plans in small traditional streets, which shall be pedestrianized and paved
- Pedestrianization of the Karaiskaki promenade, in its section from Faneromeni Ave. to Agios Minas
- Opening of the Ag. Nikolaou ring-road to the periphery of "Myloi" hills
- Restoration and creation of a park at Myloi site, with a representation of the traditional grinding

The proposed actions will contribute both towards the economic upgrade of the city of Salamis and to the more extensive rejuvenation of the area and the region.

## CONTRIBUTION TO THE LONG - TERM STRATEGY

The impact assessment of the title award to the city, will be conducted by a scientific committee set up for this purpose. Scientists of all specialties (economists, sociologists, historians, architects, environmentalists, etc.), will assess the impact on social, cultural, environmental and economic level.

The development of a specific action plan with an according timetable will assist the implementation of all actions included in the overall program.

Exploiting existing studies, will contribute to the earliest possible maturity of the actions required for the implementation of both the cultural program and the additional infrastructure development program.

The assessment of implementation of the physical and financial progress will be made semi-annually in both political group (the City Council of Representatives), and from the scientific committee necessary for this purpose.

The nomination of the city of Salamis is a unique opportunity to reverse the island's depreciation on financial, social and cultural level. The city currently faces development issues in all aforementioned areas and claiming the title of Cultural Capital has rallied the population and the local political leadership in an effort to upgrade substantially by implementing projects that will awaken and highlight Salamis, as a city that continues its long and significant history.

The long term goal of Salamis is to leverage factors such as culture and its important historical background to spark reconstruction at all levels and gradual transformation into a beacon of developmental ideas, dialogue and cooperation field, but also a source of inspiration and artistic creation at European level.

The cultural identity of the island is expected to offer particular developmental character and extroversion and to assist its transformation into a visit attraction based on its natural beauty as well as on the large number of events that will take place over the next five years.

The success of the candidacy of Salamis will be the greatest achievement among all objectives at local and supra-local level, but mainly the startup of growth and upgrading of the island and of the society as a whole.

The Salamis ECoC 2021 Evaluation Framework assesses the range of potential intended and unintended impacts related to the preparation, delivery and legacy of the European Capital of Culture 2021. The rationale for developing the Framework is to ensure that the ac-

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

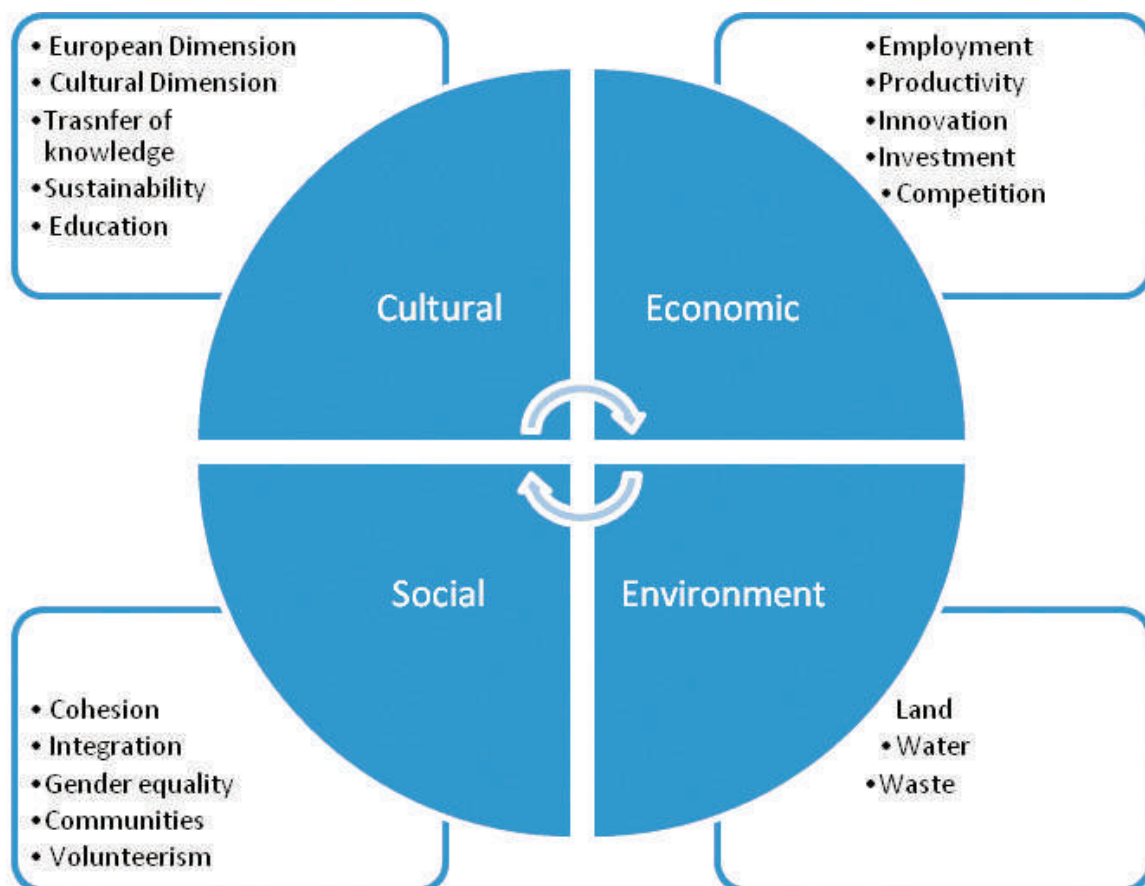
- **Who will carry out the evaluation?**
- **Will concrete objectives and milestones between the designation and the year of the title be included in your evaluation plan?**
- **What baseline studies or surveys - if any - will you intend to use?**
- **What sort of information will you track and monitor?**
- **How will you define "success"?**
- **Over what time frame and how regularly will the evaluation be carried out?**

tivities and projects related to the Salmis ECoC 2021 and their legacy can be comprehensively evaluated. It will also support the systematic monitoring of progress. The Salmis ECoC 2021 Evaluation Framework will cover the period from 2016 lasting four years after the end of the title year (2025), in order to properly observe longer-term impacts.

The proposed Evaluation Framework defines and prescribes a core set of evaluation requirements with consistent outputs. The objectives of the Evaluation Framework can be summarized as follows:

- to help to identify the gaps in planned and proposed evaluation work across the range of activities associated with the bid;
- to provide a common methodology for monitoring of progress and outputs linked to the Salmis ECoC 2021 Programme;
- to provide guidance to individual evaluators which will help to ensure consistency and allow different evaluations to be compared and where appropriate linked; and
- to enable evaluations to be completed in order to inform on relevant outcomes from multiple perspectives.

The Salmis ECoC 2021 Evaluation Framework defines four groups of outcome areas which are: cultural activity, economic, environment; and social aspect.



## CONTRIBUTION TO THE LONG - TERM STRATEGY

Under this scope, each evaluation process is expected to highlight those primary and secondary outcome areas it expects to address, aiding both the initial analysis and subsequent organisation of evaluations. The main impact questions to be defined are:

- Who is impacted?

Some Salamis ECoC 2021 projects will impact on the entire population while others will be focussed on specific groups (e.g. helping disadvantaged) and communities. Thus, some project objectives will look to evaluate only the total social outcomes whereas other may have specific interest in understanding how certain groups have performed. In addition, projects aiming at the more general population may also have socially specific impacts if certain groups find it easier to access them or are more likely to receive their benefits. This analysis should be used to understand the equality impacts of programmes. The results of this question from across evaluations will enable the assessment of Salamis ECoC 2021 impacts on specific social groups and communities as well as to the overall society.

- Where are the impacts addressed?

The relevant geographical scale of direct and indirect impacts will vary between projects. Some activities will be clearly spatially focussed (e.g. Kynossoura event) with an analytical focus on considering the scale of the direct impacts and the spread and significance indirect impacts elsewhere. Other projects may appear to be spatially neutral, but their delivery and impact may have spatial concentrations in practice which need to be tested.

There are also significant expected indirect impacts through the development of new communities, public amenities, skills provision, engagement in culture, increased cultural activity and numerous other activities.

- When are the impacts expected to fall and how long will they last?

The period of impact will vary between projects. Some projects will have long delivery times whereas others will be operating quite quickly. The evaluator needs to be comfortable that they are considering a sufficient period to capture all the major events and a sufficient degree of the total impact in order to make a timely and robust assessment of the total impact related to the project.

- How have the projects been designed and delivered?

These need to cover both the decision-making process – including the analysis of weighing up alternative options – and the usage of public resources to see whether these provided value for money.

Considering the aforementioned, certain indicators have been specified, which are presented at the following table:

<i>Outcome sub area</i>	<i>Objective</i>	<i>Output Indicators</i>	<i>Outcome Indicators</i>
<b>Culture</b>	Increase opportunities for Salamis & suburban citizens to become involved in culture	People participating Cultural events held	People participating in regular cultural activities
	Increase opportunities for Salamis & suburban citizens to become involved in culture	People participating Cultural events held	People participating in regular cultural activities
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	Increase opportunities for Salamis & suburban citizens to become involved in culture	People participating Cultural events held	People participating in regular cultural activities
<b>Social</b>	Ensuring access and maximise opportunity for all	Rate of involvement in community activities across different groups	Economic and social participation by disadvantaged groups
	Ensuring access and maximise opportunity for all	Rate of involvement in community activities across different groups	Economic and social participation by disadvantaged groups

## CONTRIBUTION TO THE LONG - TERM STRATEGY

<i>Outcome sub area</i>	<i>Objective</i>	<i>Output Indicators</i>	<i>Outcome Indicators</i>
	Demonstrate Salamis Island is a creative, inclusive and welcoming place to live, visit and work in	Events taking place Attendance at events	Employment rate
	More cohesive, empowered, active and safer communities	Involvement in community activities Investment in community infrastructure and communities	Economic and social participation by disadvantaged groups Crime rates
<b>Economic</b>	Raise the productivity of the Salamis & suburban economy	Wages Business Profits	% productivity growth
	To raise the international profile of Salamis through culture	Volume and % of positive media coverage of cities Tourists participating in ECoC events	Increase in tourist visits Awareness of the ECoC among residents
	To foster the contribution of culture to the long-term development of cities	Business Profits	Increase in GDP and employment in Salamis cultural and creative sectors
	To strengthen the capacity of the cultural sector and its links with other sectors	Acquisition of strategy for cultural development of the city	€ value of investment in cultural infrastructure and facilities
	Benefits from new jobs, business and volunteering opportunities	Jobs created Jobs kept	Long-term employment rate
	Create conditions for business success	Business start-ups Business survival rates	Number of enterprises Local Growth
	Demonstrate Salamis Island is a creative, inclusive and welcoming place to invest in	Financial investment	Capital intensity in economy
<b>Environment</b>	Develop sustainable communities	Waste recycled Land management Pollutant gases	Recycling rate per capita Environmental outcomes based on land management Water usage per capita



The choice of indicators will balance the appropriateness of the indicators in measuring their objectives with the availability of timely and comprehensive data. The indicators provided will monitor progress, report the initial impacts, and the long-term outcomes.

Methodologically, data gathering/ analysis process will be based on external literature and document reviews, case studies, sampling approaches/ surveys/ quantitative – qualitative models, stakeholders' consultation, trend and cross-sectional data analysis, statistical analysis. The tools for interpreting the results of the analysis will be benchmarking and cost – benefit analysis. Apart from the direct impacts, evaluation process will look for additionality by considering wider impacts or how the project may have impacted on other activities. For this, specific research on the additionality effects will be undertaken using primary and secondary sources.

In parallel with the evaluation procedure, monitoring procedure is also considered vital for the successful implementation of Salamis ECoC 2021 Programme, in order to identify issues, delays and gaps with Solutions to ensure. The purpose of monitoring is to:

- Track the operation of the process and enable the identification of trends toward a critical limit that may trigger process adjustments
- Monitor progress of workstreams through Report approach adopted with Red, Amber, Green system for identifying projects within the programme that are on target or have problems.
- Identify when there is a loss of control
- Risk Assessment for high level risks
- Provide written documentation of the process control system

Monitoring of the preparations for the Salamis ECoC 2021 Programme will be mainly achieved via a series of Project Reviews and Coordination meetings (on monthly basis, shortening to a more frequent monthly basis in the lead in period to 2021) by responsible Committees throughout the whole period from host city election through 2025. These meetings bring together experts involved in the process to review progress and assist the Local E.C.o.C. Committee & the European Capital of Culture 2021 Organising Committee., as well as helping manage the working relationships between the different parts/ stakeholders. The main aspects to be considered by the Monitoring Process are respect and protection of the dignity of the individual, integrity of all organizing parties, correctness in the use of resources and in management of relations between organisations and authorities involved, and confidentiality of sensitive information.

There has to be mentioned that the staff involved in the organisation of the Salamis ECoC 2021 Programme will be appropriately trained and informed on the evaluation and monitoring procedure. The adopted both evaluation and monitoring procedure ensure the successful implementation of the proposed project with countable results during and after the Salamis ECoC 2021 Programme completion.







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## European dimension









**Elaborate on the scope and quality of the activities:**

- **Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens;**
- **Highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes;**



Salamis' comparative advantage as a candidate Cultural Capital is the important wealth of its cultural and historical reserve, which interacts over time with the entire humanity. The importance of the Battle of Salamis, of the ancient tragic poet Euripides, of the poets and artists that lived and created their works in Salamis, as well as the ancient, Byzantine, Medieval and contemporary monuments in the city, witness the durability of the especially great offer of Salamis to the Greek, the European and the worldwide culture. With Salamis' programme of actions, the younger European generation will get to know through a different approach the valuable contribution of this Greek land to humanity.

Salamis' decision to vindicate its nomination as Cultural Capital and the drafting of its programme are based on the updating of Melina Merkouri's message when she met the European Community Ministers of Culture in November 1983, with regard to the necessity of Culture that serves as the Soul of Society. This is the reason that this message is the core of this candidacy and evidently its slogan.

The attempt of Salamis to become the European Capital of Culture is a reason for the overall cultural, social and economic upgrade of the island. The construction of works and the hosting of events related to the institution aim to upgrade the existing infrastructure, to revive the city's cultural identity, to update the messages of the ancient Greek history and to establish cultural synergies with other cities, either Greek or foreign.

- Featuring European artists, cooperation with operators and cities in different countries, and transnational partnerships.
- Name some European and international artists, operators and cities with which cooperation is envisaged and specify the type of exchanges in question. Name the transnational partnerships your city has already established or plans to establish.

The Cultural Programme of Salamis is implemented at a great extent in collaboration with operators and people from around the world. People participating in the Cultural Actions (worldwide known Institutes, artists acclaimed internationally) have already made contacts with bodies around the globe, since the semantic references of the Programme are worldwide important historical events, international cultural heritage and universal values with perpetual significance.

Salamis' candidacy has numerous well-known supporters from Greece and around the world. An indicative list of supports is mentioned at the end of the candidacy file. Acclaimed artists on an international or national level have already agreed to undertake the main cultural actions. The main element of the creation of a documentary aiming to showcase the historical, cultural and social impact of the "Battle of Salamis" will be entire undertaken (creation, funding) by a foreign production company with international experience and recognition, so that this will constitute a worldwide event.

Internationally significant Cultural Institutions join forces with Salamis' candidacy, both in promoting the candidacy and in supporting the celebration of the anniversary in 2021. Indicatively:



- The Hellenic National Commission for UNESCO,
- The International Foundation “Center for European Studies and Humanities - Ioannis Kapodistrias”,
- The Greek Centre of International Theatre Institute, “Michael Cacoyannis Foundation”,
- The “Cultural Horizons” Organisation
- The International Life Action Trust Foundation that specializes in sponsorship development issues, in events organization and in the development of international collaborations throughout the world, based in London

### Embassies:

- The Embassy of Israel
- The Embassy of Ukraine
- The Embassy of Bosnia / Herzegovina
- The Embassy of Switzerland, Hans Rudolf Hodel
- The Imperial Society of Teachers of Dancing, London
- The Organisation “Team for the Sisters of the Mission in Rome”

### Personalities of international acclaim:

- Hon Margaret Austin, (ex Minister of Interior and Culture of New Zealand, Chair of the New Zealand National Commission for UNESCO, ex President of Chairs of UNESCO National Commissions World Wide.
- Guy Feaux de la Croix, fmr Embassy Minister, Germany
- Edgardo Agustin Musumeci, Profesor de la Facultad de Ingenieria, Mar Del Plata, Buenos Aires, Argentina,
- Silvana Bujan, Rios Programa ECOS
- Dr. Al. Damianakos, History Professor, University of Brooklyn, N.Y.
- Erik Rorsch, Rorsch & Partners, The Netherlands
- Mary Stassinopoulos Karras
- Grigoris Valtinos, Actor
- Thanasis Polykandriotis, Musician
- Mero Kesesioglou, Consulate General in Côte d’Ivoire / Greek - Africa Action Aid
- Chrisanthy Lemos
- Linda Katechi – Tseregouni, University of California, Davis (National Academy of Engineering Award), USA

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



The links between Salamis and the European history are tight and in 2021 we will celebrate 2500 years of close cultural relations and common historic course. Salami's candidacy and its suggested programme of actions is the means to redefine this relationship and to remind that ancient messages are always up-to-date when read in a contemporary way.

Through its candidacy Salamis aims to introduce these messages not only to Europe and the European people, but to every citizen of this world that "wants to be a European" either by choice or need.

The invitation of Salamis for the joint organization of events, a widened participation of Institutions and bodies from all around Europe, the communication of its Programme to all capitals of Europe in the context of enhancing its effort, aims to elevate it as a real capital of culture, of history and of continuous offer of values to the European continent.

The Cultural Programme that Salamis proposes is the ideal opportunity for Europe to learn again about the Ancient tragedy, the history and the timeless messages for Peace, Freedom and Democracy, which are the messages that the candidacy of Salamis aspires to convey.

All Cultural events related to the diffusion of the ancient Greek soul, as well as the minutes of the Conferences will become available to the European cities. Efforts will be made to present performances in cities with which we will collaborate on issues of cultural exchanges.

**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?**

Salamis' candidature is full of networking actions, as the city is already a member of several city networks and has strong relationships with twin cities. Salamis believes that its cultural heritage and especially the worldwide significant "battle of Salamis" is a legacy that belongs to the humanity. In that sense, the city will offer all possible help and assistance to any other city that will be nominated European Capital of Culture in Romania. The city will invite the co-nominated city to host joint events, to exchange good practices and ideas, as well as to elaborate a "common programme" that will introduce both cities to the rest of Europe.

The actions and the resources for their implementation that are included in Salamis' candidature file will become available to the other city.

Salamis aims to establish a network with other European cities, but also with Greek cities that will be interested to develop joint cultural actions. The topics of the events mentioned in the suggested programme will serve as the base for the vindication of joint submission, vindication and implementation of Projects in the contexts of European Commission Calls in the field of Culture, Education, Environment, youth mobility etc. Moreover, Salamis will establish a network of collaboration with institutions and cities in the framework of the Mediterranean collaboration and the interstate Interreg MED Projects, so as to develop synergies and networking with mutual benefits and diffusion of the project outcomes.





# **Cultural and artistic content**







**What is the artistic vision and strategy for the cultural programme of the year?**

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

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

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

**How has the city involved, or how does it plan to involve, local artists and cultural organisations 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 envisaged and specify the type of exchanges in question.**

The proposed artistic programme will be implemented within the time period that starts with the submission of the vindication file and culminates in the anniversary year of 2021. The entire artistic programme will be performed with the collaboration of international institutions, so that the message of Democracy, Freedom and Culture is communicated in the largest possible part of the contemporary world. Salamis has already safeguarded the support of significant sponsors and production stakeholders with international recognition, and they will participate both in the implementation stage and in the diffusion of the timeless messages it conveys.

Based on the six Acts of the Ancient Greek Tragedy, the cultural leg of the suggested programme includes the following parts:



# MYTH

## *The structure of things*

The specific events will refer to historical events through theatrical performances. There will mainly be ancient tragedies, such as:

- **“The Persians, by Aeschylus”**, which describes the ordeal of the Persians after the Greeks defeated them in Salamis. A theatrical group of young actors will undertake to perform this play. Apart from the impeccable actors that will participate, a group of highly skilled technicians will undertake to render the performance an audiovisual spectacle that will captivate the audience. The play will be performed at the Euripides’ Theater of Salamis, which is built according to the Ancient Greek standards and which has a 2000 seating capacity.
- **“Hippolytus by Euripides”** is another ancient tragedy linked to Salamis. Euripides was born in Salamis on the day of the Navy Battle. The specific tragedy was written and elaborated by Euripides in 428 BC, at the cave of Euripides, located in Salamis. A theatrical group from the island of Salamis will undertake to perform this play.
- **“Cleopatra, the last of the Ptolemeans”**: Cleopatra’s monologue that outlines the personalities of three important individuals; Julius Caesar, Marcus Antonius and Octavian. Cleopatra influences the Roman policy in a decisive period that marks the end of the Hellenistic period and the beginning of the Roman era in the Eastern Mediterranean.

The programme contains the three thematic plays as the core of the events that will be enriched with other performances by artists that will act on a volunteering basis.





## ETHOS

*Competition,  
Collaboration.  
Participation*

The events in this Part ultimately aim at attracting new artists from around Europe, (through a significant European network of supports of Salamis' candidacy), so that they present their work and they promote new morals and customs, since these will be the foundations of the further development and diffusion of culture. The contribution of young people is especially emphasized as the active force that timelessly evolves society and brings it to a new, better level.

- Groups of young people will undertake to shape Salamis with artistic, musical and theatrical interventions and they will present their efforts and work. More specifically, artistic interventions will be made on buildings that already offer an added value to Salamis, and through a modern version they will also acquire a deep status in the course of time. New artists and scientists will showcase the "modern Salamis" with documented proposals and intervention, in the context of the practical implementation of the procedures and resolutions that underlie direct democracy.
- Rowing races will be organized in the ancient way, so that the contemporary world comprehends the way Ancient Greeks would row their vessels, rendering them unique competitive advantages in the trading and war operations of the era.
- Sailing races will be organized on the island, as also contemporary sport events and other parallel events. All sport clubs operating in Salamis will assist in the organization and will present to the public the excellent work of the young people. These races and events will start in 2016 in the frame of the celebration of the "Salaminion", a landmark event to commemorate the navy battle.

# DIANOIA

## *Topics and thoughts*



The actions and events of this Part aim at presenting the time evolution of all concepts and meanings that the word “Salamis” encloses.

- A series of exhibitions will be held on the island of Salamis, so that the visitors become aware of the long-lasting contribution of the island in culture, intellectuality and the principles of freedom and democracy.
- Selected exhibitions will also be presented in a modern digital form in other cities linked with Salamis, either through their membership in the Network of Cities that participated in the Navy Battle of Salamis, or as twinned cities, or cities-landmarks in the European and world history. Many of these exhibitions will have a characteristic of reviewing history from a more contemporary angle, as part of direct democracy and with the transfer of the citizens’ opinion at the “Ecclesia”. Indicatively, some of the exhibitions will be:
  - A painting exhibition with works of school students, entitled “Salamis through the eyes of a child”. How would the children want to see their place. What interventions would they make at the place where they live? What circumstances would they want in their everyday life? All these questions will be answered in the paintings of the young children. Adults will also participate in the painting exhibition with their own works. But they will be invited to paint Salamis of the past. To showcase the historic status of Salamis in their painting. This invitation will be addressed both to professional and amateur painters and the National Gallery is expected to help significantly in the organization of these exhibitions.
  - Photo exhibition that will concern all

citizens of Salamis but also of other cities. Photos that will capture the island’s natural beauty and photos of unexplored landscapes, taken both by amateur and professional photographers and which will help the people, but also the VIP guests, to meet the island of Salamis and its evolution in the course of time. The hashtag *#salamina2021* is already available to the public and the aim is to use the social media to collect even more photos of the island.

- Folklore art exhibitions, as well as book exhibitions will take place on the island. These exhibitions will be hosted in the welcoming premises of Salamis’ City Hall.
- The permanent exhibition at the archaeological museum of Salamis shows Ancient Salamis and the visitors on the island will have the opportunity to come into contact with the island’s history, which on the one hand remain unchanged – as a memory – in time, but on the other side it is unknown. The city’s candidacy as Cultural Capital 2021 and the organization of cohesive parallel events are a unique opportunity to let the history of the island become more extensively known. The archaeological museum of Salamis includes exhibits from ancient tombs that were excavated in Salamis and at the area of the Tomb of the Salamis fighters, ancient tools, weapons, ancient coins as well as visual material about the personality of Ajax, the mythical leader of the island, about the Navy Battle of Salamis and also about the administrative organization of the city. The findings from the cave of Euripides, that had been a place of inspiration for the well-known poet, occupy a prominent position in the archaeological museum.



# LEXIS

## *Recital and speech*

This part includes poetry and speech events. One of the most important Greek poets, Angelos Sikelianos, lived a significant part of his creative life in Salamis. His residence still survives at a location opposite to the Holy Monastery of Faneromeni, right above the sea. There, with a view to the sea, poets, scientists and everyday citizens will join their voices and will travel us into the world of poetry. Sikelianos', Ritsos' and Cavafis' poetry and many other important personalities of the Greek and international poetry will be our company in this trip of the cultural capital.

- Scientists that are acclaimed on an international level will travel us through unexplored paths of sciences, of arts and of Salamis' history. It is important to underline that the history of Salamis' navy battle – a work of Barry Strauss, Professor of History – has been translated in many languages, including Arabic and Chinese. New writers will present their books. The teaching of Ancient Greek will also play an important role, so that the citizens will come in contact with unexplored secrets of the language. The programme of the events will certainly include prestigious speeches by Ancient Greek Professors from Greek and foreign Universities.

- Seminars on Ancient Greek Music will help people to come into contact with the most ancient kind of music in the world, which is actually considered as the precursor of what we are listening to today.

- In 2021, Salamis not only celebrates the 2500 years from the Navy Battle of Salamis, but it is also the 200 years anniversary from the Greek independence from the Turks. It is another significant event that played its role in the formation of the Greek history, as after 400 years of Ottoman rule, Greece was liberated. The ideals of Enlightenment and volunteerism, freedom and democracy inspired the Greeks and the Europeans who decisively contributed to the liberation of the nation and the creation of the contemporary Greek State. In Salamis and specifically at the holy church of St. Dimitrios the grave of Georgios Karaiskakis survives, who was one of the most prominent heroes of the war of independence. Speeches on the Greek War of Independence and the role of Salamis in that war will bring the inhabitants closer to that period and facts that nowadays occupy only a small part of the historical memory will be analyzed. The University of Athens and especially Professors of History will guide us through that era and will speak about the historical events that happened in that War. An exhibition on the Greek War of Independence will be held and will display weapons, costumes and documents of that era.

- o Salamis has already safeguarded the collaboration with significant Institutions of Historical Memory and Historians of worldwide reputation and scientific validity, such as the "Center for European Studies and Humanities – Ioannis Kapodistrias", the "Organization: Cultural Horizons", Professor of History Barry Strauss etc.

- Scheduled guides to the sights of Salamis will be held during parallel events. Visits to the Tomb of the Salamis Fighters, to the ancient city of Salamis, to the Cave of Euripides and many others will help visitors learn the history of Salamis in the course of time.

# MELOS

## *Music*

Music from around the world will flood the island of Salamis. Concerts on several parts of the islands will bring us close to different kinds of music and will travel us into the magical world of Melody.

- Famous as well as new composers, dance clubs, the Lykeio Ellinidon Folklore Dance Association and many other bodies will contribute to the creation of a multi-cultural festival.

- The Lykeio Ellinidon Folklore Dance Association has long tradition. The numerous costumes that the Association has in its boudoir will be presented in an original performance at Euripides Theater, which will travel us back in the antiquity and till nowadays. This event will include all costumes of the Association, visual effects and original score, especially composed for that performance. More than 200 dancers and musicians will perform on stage and in collaboration with the directing team, they guarantee an extraordinary outcome; a travel back in the past and a travel to the future and an acquaintance with tradition.

- Thanasis Polykandriotis, an exceptional composer and bouzouki master, the man that introduced the bouzouki into Athens' Music Hall and who participated in the opening ceremony of the Olympic Games in Athens in 2004, will take us on a musical trip to undiscovered places of the Greek folklore music.

- Stamatis Spanoudakis, a composer with huge hits in his career, such as "Petrina Chro-nia", "Alexandros", "Marmaromenos Vasiliias" and many many others, will offer us together with his orchestra a night that will combine the blue of the Sea that surrounds Salamis and the uniqueness of his compositions and which will be especially designed for Salamis.



- The band of the Navy with its long history will play together with the known symphonic orchestra as well as with other valuable Greek and foreign artists and we will enjoy classic and modern melodies related to the Sea. The event will be held at Salamis' Naval Station, where the fleet of the Navy has its headquarters. /the band of the Nay has already participated in well-known festivals in Greece and abroad and has escorted great Greek artists. The band's conductor, Major Tslimbaris will be the artistic director of the event and will present us classic melodies, followed by operettas and more contemporary music from the Greek and international repertoire.

- Anastasis, as is Anastasis Sourmpas internationally known and famous, originates from Salamis and he will present his first orchestral work, which has been critically acclaimed on a worldwide level. His collaboration with Vasilis Saleas, a master of the klarino, who has collaborated with great musicians such as Stamatis Spanoudakis and Vangelis Papathanasiou, is a guarantee for an amazing melodic trip through electronic and traditional sounds.

- The State Orchestra of Athens will present works of great classical composers, but also works that have been composed for cinema movies. We will listen to works composed for movies by worldwide famous composers, such as Hans Zimmer, Vangelis Papathanasiou, Alexander Desplat and many others.

- Both before and after the main events, there will be contests for young composers, who will be asked to compose music works on the occasion of the 2500 years anniversary of the Naval Battle of Salamis. All compositions will be presented live at the Euripides Theater, with the active participation of the audience in selecting the winner.

- All folklore and dance association of Salamis will present a night with dancing and music and will take the audience into the Greek tradition.

- The city's Conservatories and the Philharmonic Orchestra of Salamis will add their own stamp to the events.

- We aim and we have a vision to organize a chorus festival with the participation of choruses from all around Greece.

- The music part of the artistic events during the Cultural Capital will include the participation of many artists that have already expressed their interest and whose names will be announced in the course of the programme.





# OPSIS

## *Visual spectacle*

A prominent position in the Cultural programme of Salamis is held for the creation of a documentary on the Naval Battle of Salamis.

- The documentary will be specifically tailored for the commemoration of the 2500 years of the Naval Battle of Salamis and the ultimate goal is to present the rich mythological, historical and wider cultural background of the Island, as well as the timeless significance and deeper notions of the Battle of Salamis between the Greeks and the Persians in 480 BC and its catalytic role in the rise of the Golden Age of Athens, the course of the Greek civilization and the role in the subsequent evolution in the Western civilization in general. It is obvious that this topic is not selected only for reasons of commemoration. On the contrary, it is the anniversary of the naval battle that gives the reason to showcase the multidimensional importance of a series of events that are placed geographically on Salamis, but whose impacts exceed on multiple ways and by far the borders of Greece. The naval battle and the victory of the Greeks marked the prevalence of Europe against Asia and marked the further course of the Western civilization. At the same time, this production will showcase the ability to analyze and comprehend the historical, political, social, spiritual and philosophical context in which the naval battle is placed and which constituted the starting point of a cultural progression.

- Salamis has safeguarded the unreversed collaboration of the worldwide reputable "Organization of European Studies and

Humanities 'Ioannis Kapodistrias'", which undertakes to act as the leader in the implementation of the project and which comes as a continuance to the amazing things that this Organization has offered to the World Historical Memory. The documentary will be co-produced by the New Zealander **Gary Hannam**, one of the three producers of the trilogy "The Lord of the Rings". Another co-producer will be **William Stewart**, an independent producer of Channel 4 in London. The documentary will be edited by **John Gilbert**, Oscar winner for the second part of the trilogy "The Lord of the Rings". Most possibly, it will be directed by the New Zealander **Roger Donaldson**, known from Hollywood productions, such as «The world's fastest Indian», starring **Anthony Hopkins**, together with the skilled English director Christopher Miles. The script for the documentary will be assigned to Roger Robinson, Professor at the University Victoria, Wellington NZ.

- The narration of the documentary will be assigned either to Jeremy Irons or Anthony Hopkins, while Giannis Chatzidis, artistic Director for Salamis 2021 will compose the music.

- The aim of the documentary is to attract international interest based on evidenced historical facts and images, as well as details from interviews of well-known Professors around the world, whose opinions and views will add the required significance to the movie.

- The ultimate goal is to present the documentary at the Tomb of the Salamis Fighters during the celebration of the 2500

years in 2021, in the presence of personalities from around the globe, as well as of representatives-diplomats from all around the world.

- At the top anniversary event, a digital representation of the Naval Battle of Salamis will be presented at the actual place of the battle, with live narration and visual effects that have never before been used for such an occasion. A screen that will project the facts from inside the sea, as well as the necessary projectors that will be set up on the perimeter and even at the opposite side, on Aigaleo Mt, the spot from when King Xerxes would watch the Naval Battle and would give instructions to the Persian fleet, will create an audiovisual spectacle that Greece has never seen before.







# IV

**Capacity  
to deliver**







**Please confirm and evidence that you have broad and strong political support and a sustainable commitment from the relevant local, regional and national public authorities.**

All the political parties involved in the Municipality of Salamis unanimously gave their support to the «Salamis European Capital of Culture 2021» application team. All cultural associations, bodies and clubs of the city, have been helpers in this effort as well as in the implementation of the cultural and developmental programme as reflected in the candidacy proposal.

Also, the politicians of the Region and the Government support the proposal of Salamis as a candidate city for the «European Capital of Culture» during a landmark year for the history of the city, the country and Europe.



**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 infrastructure.**

**What are the city's assets in terms of accessibility (regional, national and international transport)?**

**What is the city's absorption capacity in terms of tourists' accommodation?**

All relevant cultural bodies of the city will participate in special events, so that the inhabitants of the city will become involved in the institution of the Cultural Capital. Indicatively, with regard to the Cultural events of the city, active participation will be asked from Cultural Associations, Sport Clubs, Music Associations, the Lyceum Ellinidon [School of Folklore Dance], the Scouts, the Trade and Industry Association, the Parents' Associations, etc.

In parallel, Salamina plans already the development of new infrastructure (i.e a thematic cultural park), as well as a new Naval Museum with already agreed exhibits and a certain timetable for the development of the relevant infrastructure (exhibition centre).

The island of Salamis is accessible by two locations, through a sea trip of small duration. According to an announcement of the Ministry for Public Works in Greece, it is expected that the project for the underwater link between Salamis and Perama and the new ring road will soon be commissioned. This construction work will reduce down to only 30 minutes the time required to access Salamis from the center of the Greek capital.

Today the island is accessibly by ferry boat from Perama and it takes only fifteen minutes. You can also reach the island from the west side, also with a ferry boat and the trip lasts again 15 minutes, while the exit is located on the new national road Athens-Patras. The distance of the island from the airport is not more than that of the south or west outskirts of Athens, which significantly less time will be required, once the underwater link is completed.

In the summer the island is an attraction pole for many visitors, especially in the weekends and at several parts of the island that offer swimming, food and entertainment all day and night.

There are some internal routes (by car, motorcycle) or one can use a boat or an inflatable vessel to access some more secluded and very interesting parts of the island (pine forest, tranquil rocky beaches, areas ideal for fishing, picturesque taverns, as also old monasteries and Byzantine chapels).

Salamis is close to Athens and to the port of Piraeus, so it has no access or accessibility issues. So, the capacity of the island to welcome visitors is increased to the maximum possible degree.

On a local level, the hotel beds are relatively few. However, there are a lot of apartments and detached residences with courtyards and gardens that are usually rented "for the season" either by Greek or foreign tourists.

V

## Outreach







## OUTREACH



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



Salami's application was designed and implemented by volunteers at its entirety. At the pre-submission stage, the proposal was put to public consultation, which involved institutions and private volunteers who have provided the necessary experience, expertise and commitment in order for this venture to take shape and begin to breathe. These forces will be gradually reinforced by numerous new attracted and enlisted supporters that will implement the various actions and the program as a whole, under the authority of the state and specially designed expert bodies.

**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 activities to persons with disabilities and the elderly. Specify the relevant parts of the programme planned for these various groups.**

The proposed Programme makes special reference to the youth of Europe, calling them to create around the Programme's theme. Young groups, on a local and regional level, will undertake to contribute with artistic, musical and theatrical interventions and they will present to the public their efforts and work.

Apart from the cultural programme, networking and entrepreneurship actions are also developed in the field of social economy, aiming to tackle unemployment among the youth and to develop Social Cooperative Enterprises in the fields stipulated by the relevant legislative framework (social enterprises for the integration and social welfare, mainly aiming to benefit the elders and also enterprises of collective and productive purpose).

Moreover, the creation of an "Open Social University" aims to the elderly and more generally to people that did not have the opportunity to attend a tertiary education course in their lives. The implementation of this idea is based on the voluntary offer of inter-disciplinary scientists for their co-citizens, while the visiting professors will collaborate so that those who benefit from the action can be informed and can enhance their sociability on issues of education and learning.

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

The overall proposed program has a strong educational character as it includes cultural events that bear meaning and values to address the whole world. The schools of primary, secondary and higher education will become partakers of the values of Greek history and will receive the updated messages of the ancient era that remain invaluable.

School participation will be sought at three levels:

- Voluntary participation to strengthen the organizational potential,
- Participation in events and activities included in the cultural program
- Knowledge development and integration of the principles and values of the ancient Greek spirit, which runs through the whole of the proposal



**VI**

# **Management**







## a. Finance

### City budget for culture:

**What has been the annual budget for culture in the city over the last 5 years (excluding expenditure for the present European Capital of Culture application)? (Please fill in the table below).**

The overall budget is based on data, obligations and guarantees arising from the following:

- The Bid File;
- The Host City Budget Lines;
- The first version of the Salamis E.C.o.C. Project Master Plan;
- The data available at the time (planning and/or financial data) from the preparation for other ECoC projects;
- An optimal analysis, adaptation and evaluation of the aforementioned available data, on the basis of the cultural and financial conditions of Salamis & suburban society and market place.

More specifically the usual annual budget for culture in Salamis Municipality over the last 5 years is presented in the following Table.

Year	Annual Budget for culture in the city (in euros)	Annual Budget for culture in the city (in % of the total annual budget for the city)
v -4	120.000 euros (est.)	0.6%
v -3	100.000 euros (est.)	0.5%
v -2	80.000 euros (est.)	0.4%
v -1	60.000 euros (est.)	0.3%
current	60.000 euros (est.)	0.3%

Η Σαλαμίνα θα αυξήσει τον προϋπολογισμό της μέχρι το έτος – ορόσημο, ώστε συνολικά να επενδύσει στο Πρόγραμμα το ποσό των 4 εκ. ευρώ.

**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 starting from the year of submission of the bid until the European Capital of Culture year.**

Salamina will increase its budget gradually until the year of the event, so that the overall budget invested for the Programm to reach the amount of 4 m. Euros.

### Operating budget for the title year

#### Income to cover operating expenditure:

**Please explain the overall operating budget (i.e. funds that are specifically set aside to cover operational expenditure). The budget shall cover the preparation phase, the year of the title, the evaluation and provisions for the legacy activities. Please also fill in the table below.**

The total budget amounts to 30 mil. Euros and covers all phases of the project, after submitting the proposal. Of this amount, 12 million euros reported in operating costs, while the rest 18 m. regards capital expenses.

Currently the Municipality of Salamis, as also all the competent bodies of the “Regional Unit of Islands” of the “Region of Attica” have not approved, neither have they committed to pay any specific funds in the event that the island-city of Salamis is nominated “European Capital of Culture 2021”. It is, however, absolutely certain, as history proves, that in such a case and right after the city of Salamis is nominated, the above bodies will do everything that is necessary in order to host a series of impressive events and actions which will promote the European ideals and will educate both the Greek and foreign visitors with regard to the principles of European Culture. In their oral statement, the Mayor of Salamis, the elected Municipal Board (including the members of the opposition) and all competent institutions have expressed their reassurance that, immediately after the first selection of the cities and in the event that Salamis is among those who vindicate the title, they will draw up a budget and will approve the funds that will be deemed adequate and appropriate for the assignment of the “European Capital of Culture 2021” to the island-city of Salamis. The Public Administration bodies are fully aware of the fact that the “European Capital of Culture 2021” will be a project with a long duration and they have expressed their willingness to offer their support wherever needed.

Total income to cover operating expenditure (in euros)	From the Public Sector (in euros)	From the Public Sector (in %)	From the private sector (in euros)	From the private sector (in %)
12 m. euros	7 m. euros	58,33%	5 m. euros	41,67%

#### Income from the public sector:

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

Income from the public sector to cover operating expenditure	in euro	%
National Government	2 m. euros	16,67%
City	2 m. euros	16,67%
Region	2 m. euros	16,67%
E.U (with exception of the Melina Mercouri Prize)	1 m. euro	8.33%
Other (private sector)	5 m. euros	41.67%
Total	12 m. euros	100%



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

A basic element in delimiting the maximum level of the Organising Committee expenditure will be the revenue budget. An amount of revenues is expected to be the Melina Mercury prize (1.5 m. €), whereas a large percentage of revenues is expected to originate from Sponsors, as well as European funds arising from Salamis participation in co-financed European Cultural Projects. In addition, it is expected that some amount will be originated by the Municipality budget or other Regional resources.

To be noted that in Greece there is no legislative framework that sets in advance the obligations and commits a priori Public Administration funds for the event that a city of Greece is successfully nominated “European Capital of Culture”. In view of this absence, there are no pre-approved funds in the budgets of the Municipalities and/or of the Regions, to elaborate the relevant plans and events.

However, history has proven and it is widely known that Greece, in all instances where either the country or any Greek city has been assigned with the organization of an international-wide “event” or a project of international interest, especially when it is related or linked to culture, all State and Public Administration bodies, either on a local or national level and depending on the condition, join forces both on a technical and economic level and achieve an impeccable completion of the project and/or work assigned. We just recall in mind the organization of the “Olympic Games 2004”, the “Weight-lifting World Championship in 2001”, the “World Basketball Championship in 1998” and so many others. In all of the above cases, which are just indicative examples, the administration of the country has provided full technical and financial support for the implementation of the necessary actions and in all cases the international community has unanimously agreed that the organization has been impeccable, safe and impressive.

In addition, the expected Licensing revenues are another source of revenues. Apart from the aforementioned, many sponsor agreements are expected to stipulate revenues for the benefit of the Salamis E.C.o.C. 2021 Organising Committee in kind, which means that part of the revenues will be realised through the provision of services or the supply of goods instead of cash payments.

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

Salamis will participate in EU Calls in order to raise additional resources for the implementation of projects and the Cultural Program. The budget proposal regards small scale leverage of EU funds, as they can not be considered as certain.

Thus, the project budget will include funds from the budget of Salamis, the Region and the Ministries, unless of course individuals - donors. If EU funds obtained, these will be added to the budget.

#### **Income from the private sector:**

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

There has to be mentioned that the most part of the estimated income for preparing and implementing the ECoC project will be received by the city of Salamis and/or the Organizing Committee prior to 2021 based on the public finance authorities’ budget for this purpose and the relevant sponsorship.

In order to obtain funds for the successful organization of the Salamis E.C.o.C. 2021 Project, and in order to satisfy the need for specific items or services required, the Salamis E.C.o.C. 2021

Organising Committee will seek collaborations with commercial entities active in various areas (local, regional, national and international level), contributing financial resources and/or products/ services for the Project. In return for the sponsorship support, sponsors depending on the sponsorship level will obtain a series of rights from the Salamis E.C.o.C. 2021 Organising Committee, such as the right to use the trademarks, logos, emblems of the Salamis E.C.o.C. 2021 Project, to advertise using the official characterisation, to obtain a certain quota of Tickets.

Sponsorship Levels can be summarized as follows:

- Premier Platinum Host & Sponsor: Be the exclusive sponsor of the event
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Contributor

More specifically, taking into account the business environment in Salamis and the wider region, it shall be noted that private bodies have also warningly embraced the perspective of Salamis being designated as the “European Capital of Culture 2021” and they state being ready to support the effort by all means and evidently to donate the funds required for the accomplishment of such a valuable and important mission, both for Salamis and for the wider region.

The companies activated in the country’s central harbor (Piraeus Port Organization and COSCO) have already stated their willingness to participate and support actions related to the “European Capital of Culture 2021”. Greek ship owners, those who own ship under Greek flags, and which account according to the Hellenic Shipping Cooperation Committee in London for the largest fleet in the world, maintain traditional links with the island-city of Salamis. It is absolutely certain that the Greek ship owners will back up with zeal the candidacy of Salamis, and will generously contribute in any financial need throughout the organization.

The Merchants and Businessmen in Salamis are anxious to see how the first selection will turn out and they have already made plans for original and very interesting events and actions that will be organized on the island-city, and which will be funded entirely by the. At the same time, Sport Clubs and Associations, Cultural Associations, Private Schools and numerous representatives of private bodies that are linked or work with young people and children are ready to pleasantly surprise both the inhabitants and visitors of the island with impressive events and actions that will keep the interest high for all those who attend.

The element of volunteerism is especially high on the island and the inhabitants of Salamis, both young and adults, are ready to literally “transform” the island’s image, through organized and self-funded actions, so that Salamis will honor to the highest extent the title of the “European Capital of Culture 2021”, The private sector and private initiatives are the pillars on which the main volume of the events and actions will be based.

### **Operating expenditure:**

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

Breakdown of operating expenditure:

Programme Expenditure (in euros)	Programme Expenditure (in %)	Promotion & Marketing (in euros)	Promotion & Marketing (in %)	Wages overheads and administration (in euros)	Wages overheads and administration (in %)	Other (please specify (in euros)	Other (please specify (in %)	Total of the operating expenditure
7 m. euros	58.3%	3 m. euros	25%	1.5 m. euros	12.5%	0.5 m. euros	4.1%	12 m. euros

## M A N A G E M E N T

**- Budget for capital expenditure :**

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

Income from the Public Sector to cover capital expenditure	In euros	%
National Government	4 m. Euros	22.22%
City	2 m. Euros	11.11%
Region	12 m. Euros	66.67%
E.U (with exception of the Melina Mercouri Prize)	-	-
Other	-	-
Total:	18 m. euros	100%

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

Like the operating costs, local and regional authorities decide in a later stage, right after the nomination of the Culture Capital City.

**What is your fund raising strategy to seek financial support from Union programmes/funds to cover capital expenditure?**

There is no mention of such, since the procedure for obtaining this type of capital is considered non-certain.

**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.**

The new cultural infrastructures refer mainly to create Thematic Cultural Park and the creation of the Maritime Museum. Detailed budget will be agreed following the conclusion of maturity studies, which will be completed during the first half of 2016.

**b. Organisational structure**

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

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

**- How will you ensure that this structure has the staff with the appropriate skills and experience to plan, manage and deliver the cultural programme for the year of the title?**

**These two questions above could be answered by enclosing in particular diagrams,**



**the statutes of the organisation, its staff numbers and the curricula vitae of those primarily responsible.**

- **How will you make sure that there is an appropriate cooperation between the local authorities and this structure including the artistic team?**
- **According to which criteria and under which arrangements have the general director and the artistic director been chosen – or will be chosen? What are – or will be – their respective profiles? When will they take up the appointment? What will be their respective fields of action?**

Before proceeding to the description of the Salamis ECoC governance structure, there has to be mentioned the structure of the **Bid Committee**. The Mayor believed that the Bid Committee had to remain independent of all political interventions or other manner of dependencies. The President assigned by the Mayor undertook to form a point group of individuals involved in culture, with special experience in various crucial sectors of actions.

The members of the Bid Committee which, were limited in order for the bid procedure to be flexible, were the following:

- Managing Director/ President: G. Pachis
- Head of Operations: Emm. Nikolaidis
- Head of Cultural Events: G. Hatzidis
- Head of International Relations: E. Sakellariou
- Head of Public Relations: V. Plaka
- Strategy Group: M. Maniati
- Press and Media Group: N. Charalambous

The mobilisation process associated with the organisation of the European Capital of Culture 2021, once Salamis wins the bid, is expected to bring into surface a series of issues to be settled as they affect the implementation of the relevant projects. Thus, Salamis is going to proceed to the establishment of a **Supervisory and Advisory Committee** for organising and conducting the **European Capital of Culture 2021 Programme**. This committee is comprised of two bodies that can operate in parallel with the existing local authority at all administrative levels: the **Local Salamis 2021 E.C.o.C. Committee** and the **Salamis E.C.o.C. 2021 Organising Committee**.

**The Local Salamis 2021 E.C.o.C. Committee**, consisting of the Mayor, local councilors and stakeholders' representatives, is responsible for the overall planning, design and organisation of the Salamis E.C.o.C. Project. It will meet quarterly, and provides leadership direction on the Salamis E.C.o.C. Project operational progress, especially related to venue planning, financing, and the cultural experience. The Local E.C.o.C. Committee is in essence the "vehicle" created by all stakeholders with the mission of staging the Salamis ECoC 2021 Programme and it may assure the coordination between authorities at local level in case an area around the city is involved in the event.

**The Salamis E.C.o.C. 2021 Organising Committee** bears the responsibility for the timely and quality completion of the main cultural and other supporting projects. The following organisational units are envisioned:

- Cultural Programme Organisation Division
- Marketing, Communications & Media Division
- Administrative Division

## MANAGEMENT

- o General Secretariat for the European Capital of Culture 2021 is the head agency responsible for undertaking all planning and co-ordinating activities.
- o Finance Department
- o Legal Department
- o Technical Department
- o Human Resources Department
- o Departments of Procurement & Logistics
- Salamis E.C.o.C. Project Support Division (Volunteers, supporters, sponsors, other public supporters/ authorities)
- Salamis E.C.o.C. Project Work Division
- Planning and Monitoring Division

**The Salamis E.C.o.C. 2021 Organising Committee** will grow from a small organisation to reach several thousand staff, contractors and volunteers by the time of the Salamis ECoC Project. The Organising Committee starts its work with a period of strategic planning. It is the first step in the overall planning process, with a focus on ECoC Project -wide organisation, in particular the roles and responsibilities of the stakeholders along with the financial plans and accountabilities for the Salamis ECoC 2021 Project.

The next phase is the “Planning Phase”, where the Organising Committee is going to deliver a more detailed planning for Salamis ECoC 2021 operations, designed to move the organisation towards a state of readiness to deliver the whole Project. The Organising Committee will also work with its partners to define how the experience of the groups participating in Cultural Events will be delivered more broadly across the Salamis and suburban area, and how the Organising Committee and its partners will work together to deliver them.

The Planning Phase transitions into the “Readiness Phase”, which is synonymous with the hosting of test events and other exercises that help build the Organising Committee event capability and validate that Salamis is ready to stage the main Cultural Events of the ECoC 2021 Project. This phase will focus on integrating people, processes, venues, infrastructure and technology to achieve the state of preparedness that is needed to be confident that the Salamis ECoC 2021 Project will be successful and deliver the vision agreed at the outset of the project. The Readiness Phase will also involve the rapid mobilisation and training of thousands of teams of people, who need to be able to respond to both routine and non-routine situations. The outcome of the Readiness Phase is tested and commissioned venues that are ready to welcome participants, artists, the media, spectators and the other groups working on the Project, whilst delivering an outstanding experience.

The “Operations Phase” is the period when the activities associated with staging the Salamis ECoC 2021 Project occur.

The final phase is called “Dissolution”, where the Organising Committee will concentrate on business closure, evaluation – including the delivery of final reports – as well as the retrofit and return of venues to their long-term use.

During all these phases the artistic director will hold prominent position. Since the Bid procedure, Mr. G. Hatzidis is assigned to be Head of Cultural Events. Once Salamis wins the bid, Mr Hatzidis will be the artistic director of the Salamis ECoC 2021 Project, as he satisfies the main selection criteria for the position:

- Demonstrated competence in developing and delivering longer term plans and strategies, preferably in a creative, community or education environment
- Experience in cultural performance and tuition at a professional level, and experience across diverse cultural genres and programs;

- Demonstrated sound relationship management and communication skills, including experience collaborating with artists;
- Demonstrated ability to use sound judgment and initiative while operating in an independent environment;
- Highly experienced in dealing with staff and members of a board, preferably in a not for profit organisation

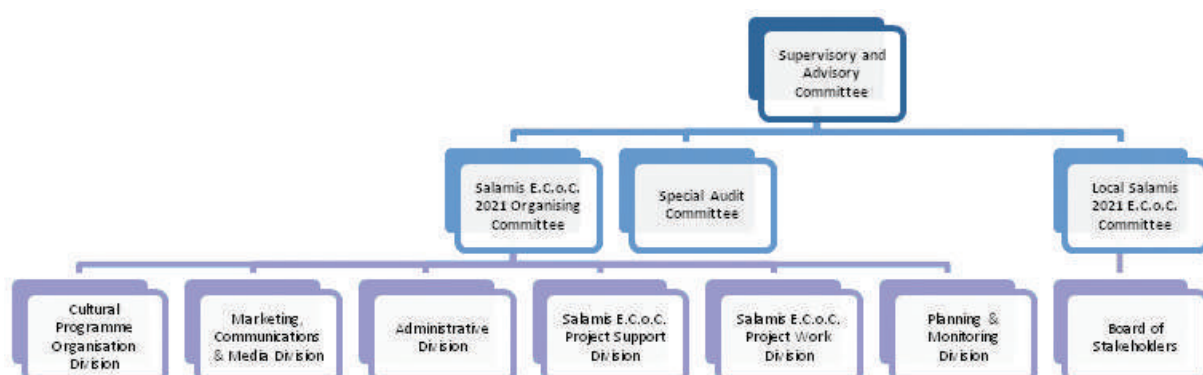
Thus, being the Artistic Director, Mr. G. Hatzidis will be responsible for conceiving, developing, and implementing the artistic vision and focus of the Salamis ECoC 2021 Project, and for major decisions about the ongoing development of the aesthetic values and activities. His main responsibilities can be summarized as follows:

- Hiring, supervising and evaluating artistic personnel including directors, performers, designers, and stage managers;
- Hiring, supervising and evaluating key technical personnel, including Production Manager and Technical Director;
- Developing, implementing, and evaluating all Salamis ECoC 2021 Events;
- Acting as a spokesperson for the Salamis ECoC 2021 Project artistic purpose via speaking engagements, public and social appearances, and at fundraising events and solicitations;
- Fostering the development of good relations with other cultural organizations by participating in meetings and joint activities where appropriate;
- Reporting to the Local Salamis 2021 E.C.o.C. Committee on a regular basis to give an update on artistic activity;
- Supervising the maintenance of written procedures manual for technical and production staff.

Apart from the Organising Committee, another body ensuring total transparency in management will be the Special Audit Committee. The task assigned to the Special Audit Committee will be to audit:

- All draft contracts for works, supplies, sponsorship, leases, etc. before these are signed by the competent officers. During this audit, the Special Audit Committee will express its views on the terms and conditions that had to be met, in order for the contracts to be in line with the provisions applicable, and other provisions of law.
- Payment orders for all manner of expenditures before payment in order to check their legitimacy.

The afore mentioned structure is presented to the following organizational chart.



### c. Contingency planning

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

Risk assessment of the project has already been implemented as an exercise by the Municipality of Salamis and the editorial committee of the proposal, which led to the identification of the risk factors and the appropriate ways to address and minimize them.

#### **What are the main strengths and weaknesses of your project?**

The advantages of the project refer to the massiveness of volunteers and the adequacy of donors in order to implement all cultural events successfully.

The main disadvantages of the project concern the financing, especially the municipal expenditures, since the municipality is relatively small with limited self-financing.

This weakness is outweighed by the concrete actions of the Cultural Program which will be carried out by internationally acknowledged Organizations and Institutions.

#### **How are you planning to overcome weaknesses, including with the use of risk mitigation and planning tools, contingency planning etc.**

The minimization of risks and threats related to the project is undertaken by the corresponding Committee set up for this purpose. The hedging lies in prevention, organization, coordination and monitoring of specific milestones of the project.

### d. Marketing and communication

#### **What is the city's intended marketing and communication strategy for the European Capital of Culture year?**

**(in particular with regard to the media strategy and the mobilisation of large audiences. At the final selection stage, consideration must be given in particular to the partnerships planned or established with the written press and the audiovisual sector with a view to ensuring media coverage of the event and of the plans relating to this strategy).**

The communication strategy of Salamis 2021 relies strongly on the organic place branding and will exploit the international role of Salamis. Promotion of the anniversary of the 2500 years of Salamis Ship battle, will also serve the communication strategy for the ECoC and the key message of Salamis 2021. Culture the soul of the society

The communication objectives of Salamis 2021 are:

1. To attain the maximum possible outreach and participation in the cultural programme
2. To promote the concept of democracy, equality, freedom and participation as common aspects of the European Cultural identity
3. To re-establish the international role of Salamis as a source of history, culture, and its transformation as a global forum for debate and dialogue on democracy, peace, arts and culture,
4. To promote the role and the vision of the concept European Cultural Capital as it was conceived by Melina Merkouri in 1985, wanting to define culture as the glue of the people of Europe and the world.
5. To increase community feeling and participation in local, regional, national and EU level.



In this context the communication strategy will be developed around 4 major concepts.

**Develop ambassadors.** Salamis 2021 has already put forward a programme for volunteers/locals that were involved from the start. This volunteer programme will grow bigger and involve more and more people not only on local but also on regional, national and international level. Those volunteers along with key personalities will act as ambassadors for Salamis 2021 as ECoC.

Key personalities that will act as ambassadors of Salamis 2021 are considered the following:

- Hon Margaret Austin, (ex Minister of Interior and Culture of New Zealand, Chair of the New Zealand National Commission for UNESCO, ex President of Chairs of UNESCO National Commissions World Wide.
- Guy Feaux de la Croix, fmr Embassy Minister, Germany
- Edgardo Agustin Musumeci, Profesor de la Facultad de Ingenieria, Mar Del Plata, Buenos Aires, Argentina,
- Silvana Bujan, Rios Programa ECOS
- Dr. Al. Damianakos, Professor of History, University of Brooklyn, N.Y.
- Erik Rorsch, Rorsch & Partners, The Netherlands
- Mary Stassinopoulos Karras
- Gregory Valtinos, Actor
- Thanassis Polykandriotis, Musician
- Mero Kesesioglou, Consulate General in Côte d'Ivoire / Greek - Africa Action Aid
- Chrisanthy Lemos
- Linda Katechi – Tseregouni, University of California, Davis (National Academy of Engineering Award), USA

**Develop Partnerships and Networks:** Existing networks will be exploited and new partnerships will be developed to involve media, non-governmental organizations, educational institutions, companies, and other interested parties. Salamis 2021 will form alliances with like-minded organizations and work toward spreading its key message “Culture the soul of the society” and inspire in an international context.

**Creative involvement of the media.** Social and mass media will be exploited in order to gain the maximum possible outreach of Salamis 2021. We will supply our media partners with any amount of target-group relevant content, stories, making-of-material, backstage information in order to inspire them and to enable continuous interactivity and ripple effects.

**Cityscapes as communication hubs.** On local level and in order to promote Salamis as a global forum for debate and dialogue on democracy, peace, arts and culture, around key locations in Salamis and elsewhere, (hubs) for people interconnection and communication and open dialog will be developed. These hubs will be activated through events such as thematic workshops, open dialog and discussion sessions around ECoC themes etc.

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

Citizens, institutions and cultural organizations of the island, but also people originating from Salamis who excel abroad, are the ideal ambassadors of proliferation of meanings and actions of the European Capital of Culture.

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

The visibility of the European Union will be ensured through all official communication that carries the Union's logos with strict respect to the guidelines as stipulated on the Europa website. This count for all activities carried out in the context of the ECC and thus the cultural programme and supporting programmes, online activities etc

In addition to that, to envisage the visibility of the European Union and enhance the common aspects of European culture identity that is depicted through the core principles that Salamis 2021 candidacy is based on will be exploited. Open dialogs will be organized with intellectuals, scientists and politicians from Europe about the core principles of Salamis 2021 – history, democracy, equality++++ –in order to associate and enhance those values as common aspects of European cultural identity. In addition Salamis has established partnerships with key EU and international institutions that will contribute to the open dialog and ensure the EU's and Salamis' ECC 2021 visibility such as

- Hellenic National Committee of UNESCO,
- The International Institute "Center for European Studies and Humanities – Ioannis Kapodistrias"
- The Organization 'Cultural Horizons',
- The Embassy of Israel,
- The Embassy of Ukraine,
- The Embassy of Bosnia/Herzegovina,
- The Imperial Society of Teachers of Dancing, London,
- The Organization «Team for the Sisters of the Mission in Rome»
- Hon Margaret Austin, (ex Minister of Interior and Culture of New Zealand, Chair of the New Zealand National Commission for UNESCO, ex President of Chairs of UNESCO National Commissions World Wide.
- The International "Life Action Trust" that specializes on issues of sponsorships, organization of events and development of international collaborations and is based in London
- EU Culture Programme 2014- 2020.

### **Additional information**

#### **In a few lines explain what makes your application so special compared to others?**

The most important elements that differentiate the candidacy of Salamis among the rest of the candidates can be summarized as follows:

- Anniversary reference to an event that still has an important worldwide effect, the completion of 2.500 years since the «Battle of the Republic»
- Important cultural and historical background in all areas that constitute main features of a Cultural Capital,
- The proposed program includes a clear reference to the universal nature of the message that the ancient Greek civilization conveys,
- The Participatory Cultural Programme which extends up to the year 2021 with already secured partnerships and global interest from renowned artists
- Focus on addressing the problems of today, such as: the redefinition of the concept of the Capital of Culture with a program of global orientation and interest, reference to multicultural-

alism and the common values of humanity, the development of networking and joint actions

- Focus on the revision of growth prospects of the island, on economic development based on culture and enhance traffic, on the development of the Solidarity Economy, on the call to creators, artists, and citizens, aiming at the presentation of actions and initiatives for the overall development at local and supralocal level

- Reconnection of the development perspective of the island with the exploitation of its competitive advantages, such as the development of marine tourism, the development of maritime spatial planning, redesigning the terrestrial spatial planning and promotion of historical monuments that still remain untapped

- The gathering of personalities, institutions and organizations from around the world, including those indicatively mentioned in the application file. The active participation of stakeholders proven by the fact that certain activities and events are undertaken by international institutions and organizations.

- Enhance activities aimed at overall positive impact not only locally, but especially on national and international level, highlighting events and themes with global impact

- Strong institutional support to the candidacy of Salamis after Prime Ministers have already expressed positively and have undertaken development initiatives, such as the underwater connection of Salamis with Perama

The aforementioned advantages are sufficient enough to offset the negative impact of the economic situation and reverse the negative effects of the stagnation of recent years which are expected to be a critical element of success for each candidate city.

**Add any further comments which you deem necessary in relation with your application.**

The nomination of Salamis is considered “hope” and “perspective” for the local community, the wider region and even beyond the country and Europe, condensing the developmental perspective in cultural, economic and social level based on the ancient culture and the universal values of Freedom, Equality and Democracy.

The message emitted from Salamis is dominated by the concept of participation and the need for promotion and diffusion of world heritage, as originally presented in their native land, interpreted and adapted to the modern world.

The nomination of Salamis for the year 2021 coincides with the completion of 2.500 years since the Battle of Salamis, which represents a milestone in the new development program based on culture and historical messages of antiquity, regardless of the ECoC candidacy's outcome.

All the aforementioned activities concerning the cultural as well as the development program will be launched and will be implemented within a period of five years, regardless of the choice of the European Capital of Culture. The aim is to honor the milestone year with Salamis upgraded and more than ready to respond to its role as the bearer of a modern message addressing the whole world.

