



SAMOS
EUROPEAN CAPITAL
OF CULTURE
CANDIDATE CITY 2021

People²+ Creativity²
= Culture²

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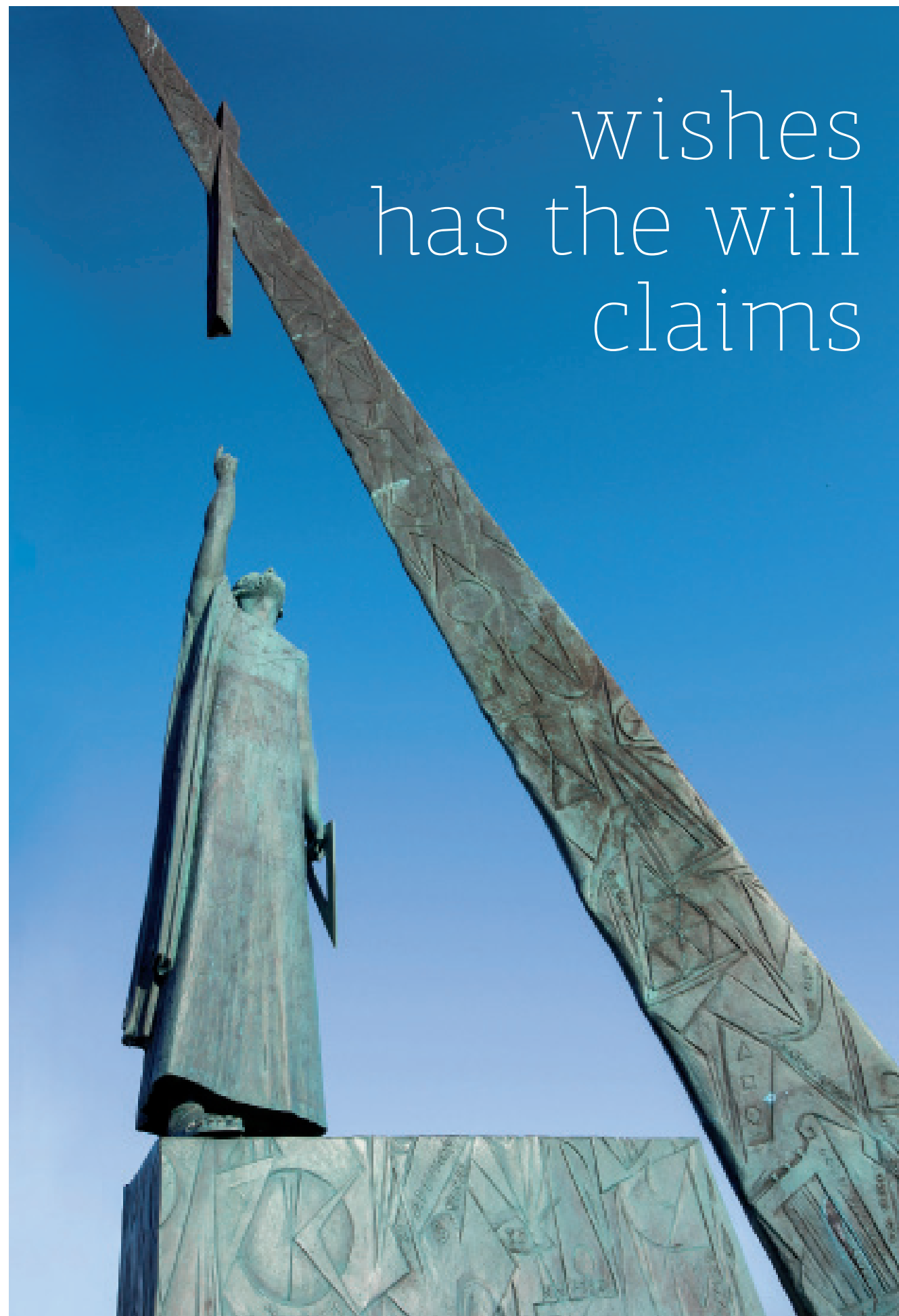
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wishes
has the will
claims

Samos

Samos of myths
land of Gods and Sages
of Maths
of Astronomy
of Architecture
of Technology
of Shipbuilding
of Sculpture
of Painting

Samos, the island at the confines of Europe,

Samos, a History of more than 6.000 years

Samos today is rising over her ancient past to claim her repositioning in the History of European civilization.

Samos today is building, like Samos of yester days upon knowledge, philosophy, culture!

Samos today is being flooded by waves of refugees.
They arrive by thousands from the shores across, crossing the 1300 meters of sea that separate two continents!
Her citizens have opened their doors and their hearts,
they tend and care for them, because this is what civilization is about!
Being civilized towards your fellow man!!

Samos today has been declared a monument of World Cultural Heritage!

Samos today **wishes, has the will** and **claims** to be the
European Capital of Culture in 2021.



United Nations
Educational, Scientific and
Cultural Organization



World
Heritage
Centre

1031

world
monuments

802

cultural
monuments

Pythagoreion
and Heraion of Samos
have been declared
World Cultural Heritage Monuments
by UNESCO in 1992.



SAMOS

17

monuments
in Greece



message from the Mayor

At the border island of Samos, at the outermost European frontier, cross the central axes that compose what we know as the European, western culture, whose roots are planted in ancient Hellas: the philosophy of Pythagoras, the science of Aristarchus, the technology of Eupalinos.

Samos is the island of Harmony, which Pythagoras considered as the fountain of everything. Harmony, is indeed the basis of a free and productive life, both public and private and the sign of an integral person and of an integral society.

The Pythagorean Theorem of Culture inspired us:

$$\text{People}^2 + \text{Creativity}^2 = \text{Culture}^2$$

Our slogan: «**Knowledge Connects**».

With a free creative man as a core, knowledge connects people of cultures and eras. Knowledge connects and connection brings knowledge, communication, mutual understanding. It is the creative meeting of cultures and ideas, a meeting of people without discrimination or exclusion.

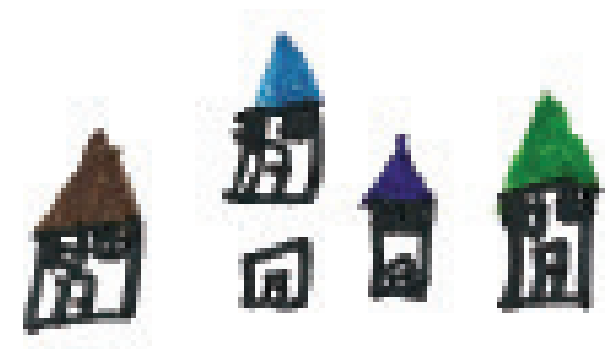
Harmony, Culture, Knowledge.

These concepts mobilized the synergy and the coordinated initiatives of the City staff, the island's entities, the volunteers and the worldwide Samian Community.

Our strategic plan is to transform this emblematic island of Samos, into the focus of a permanent meeting of the living elements, of which the biodiversity of modern european civilization consists, and at the same time open to dialogue and approachment with other civilizations.

Michalis Angelopoulos
Mayor of Samos

supporters



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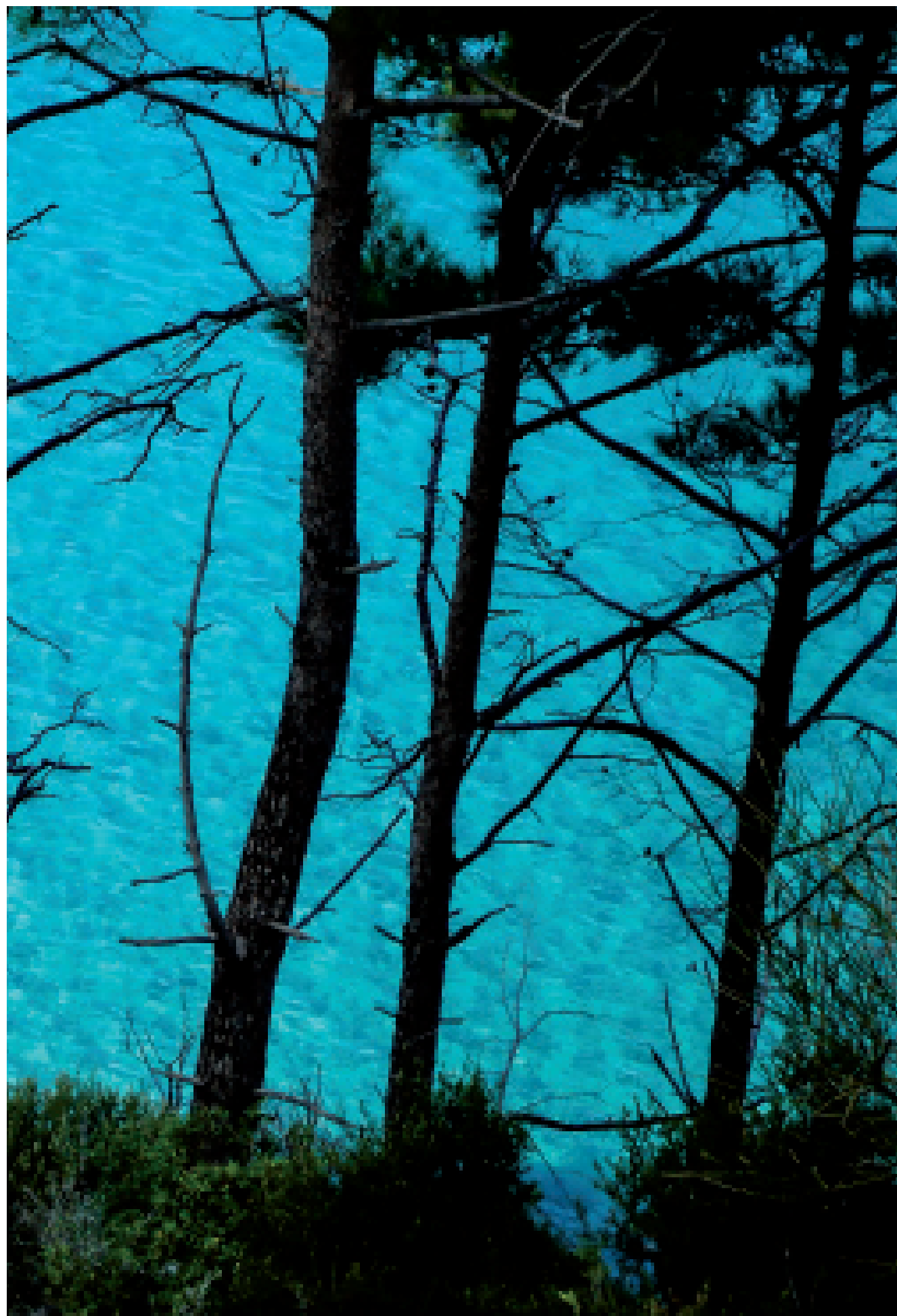
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TURKEY	
Ozer KAYALI	The Mayor of Kuşadası - TURKEY

the local
authorities
support Samos



Samos

The name of Samos is first mentioned by Homer, in his Hymn to Apollo, verse 41:

«Και Σάμος υδρυλή, Μυκάλης τ' απεινά κάρηνα».

Samos is a beautiful mountainous island situated in the north and eastern part of the Aegean sea, just 1.2 kilometers distant from the shores of Turkey. It is 476 square kms and has a resident population of 32977 (2011 census). Its GDP is 0,3% of Greece and it functions mainly through the terciary sector which adds up to 88% of the economic activity.

The island is famous in Greece for producing the country's best quality wines and for the hospitality of its inhabitants. It is also famous internationally for its ancient history, and for being the birthplace of the great philosopher Pythagoras and the astronomer Aristarchus, the first to present a heliocentric system.

It is embellished with interesting archaeological sites and monuments dating from antiquity, including UNESCO heritage sites, like the Heraion of Samos, a large sanctuary dedicated to the goddess Hera, and the Pythagoreion which is the archaeological site of the ancient town of Samos. The site contains ancient Greek and Roman monuments and a famous ancient tunnel, the Tunnel of Eupalinos or Eupalinian aqueduct, which is 1,036 m (3,399 feet) long. It was built during the reign of the Tyrant of Samos, Polycrates, in the 6th century BC.

The Golden "jackal" and Mediterranean chameleon are endangered species that are mainly found in Samos. The Samian pine tree and other local plants, such as boukna, are unique to Samos. Indeed, Samos is also home to diverse species of flowers, herbs, wild animals like seals, wild boars, flamingos and other birds.

Samos boasts a History of 9000 years. The archaeologists revealed a Neolithic settlement of 6.000 b.C.



our proposal

knowledge
connects



SAMOS
EUROPEAN CAPITAL
OF CULTURE
CANDIDATE CITY **2021**

Introduction – General considerations

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

Our history obliges us, our belief in our European identity is unequivocal, the citizens desire it: growth through culture. Samos is an island of exquisite beauty with luxuriant vegetation, surrounded by the crystal clear Aegean waters. It is the Eastern Extreme of Europe with a millenary civilisation. By winning the bid for becoming the ECoC, Samos aspires to become an interesting place for every European. The main reasons for our bid is our island's history, its contribution in global civilisation, arts, technology and science and mostly the will of its inhabitants to use culture as a pivot of growth in order to overcome the financial crisis, to be worthy of our ancient values and customs by standing by the refugees who flood our island.

We want to involve as many Samians as possible in the culture and creative industry sectors, thus producing a better place to live and a quality upgrade in our tourist services. Samians long to leave their mark in the carving of european cultural identity which will affirm our common european roots and future.

Regardless of whether Samos wins or loses the bid, our candidacy is a declaration of values and a delineation of mid to long term aims.

Regardless of whether Samos wins or loses the bid, our candidacy is a declaration of values and a delineation of mid to long term aims.
We look forward to gain the aptitude needed for taking part in international events, so as to be able to market our island as a leisure destination but also as a hotbed for the growth of european and international relations in the fields of education and science.
Currently, we are programming events and infrastructures that will develop gradually.

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

The Furni islets complex, Icaria, Lemnos, Chios and Patmos islands are included in our designs. The islands of the Region of the N.Aegean, are a singular economic, political, social, cultural, and economic space, which will be further promoted with the new synergies and the creative momentum that the ECoC will create. Those islands are bonded with Samos through history. Each of these islands that are scattered in the Aegean Archipelagos constitute, due to their microclimate, a unique terroir, resulting to each one of them producing a unique landmark product: Samos and Lemnos produce unique Muscats, Icaria exquisite honey, Chios produces the rare Mastic resin. In addition, all of the aforementioned islands have Natura 2000 Habitats and Birds Directive Designated Zones.

Our islands are also facing common problems like the recent wave of Syrian refugees. With a population of only 33.000 people, in 2015 alone, through Samos transited more than 90.000 refugees. In the event that this crisis is history in 2021, the expertise gained through managing such a humanitarian disaster, enriches our knowledge and sharpens our communicative skills and collaborative efforts.

Even the opposite facing shores of Turkey and especially the city of Ephesus and Kusadasi are ancient geographical and cultural continuities that constitute a current and future space of cooperation and growth. It is a certainty that the need to overcome the historic burdens of the past and for neighbouring people to cooperate and connect, promoting the dialogue between cultures and societies, in order to breed mutual understanding and peaceful coexistence, can better be served by local government which stands closer to citizens (principle of subsidiarity), but mainly by the european culture of mutual respect and cooperation.

The geographical space, the proximity to Minor Asia, played an important role in envisioning our bid. Samos as an extreme frontier of the EU, has played, depending on the historical period concerned, a dual role: that of a continental divide and that of a bridge between civilisations. Historical experience leads us to promote and to foster the second choice as a driving force for the creation of culture. That is why we declare as our axiom.

Border- less... Culture-plus

Our bid is at the same time a powerfull message of opposition to anything that breaks away from dialogue and civil interaction. We firmly stand by our belief that people should overcome imposed borders, come together and coexist.

People and Nations should pursuit interaction and continuous dialogue ,as these principles constitute the cornerstones of civilization. From the physical - geographical bridge that is Samos, we pursuit our right to a borderless, unobstructed, unharassed civilization. We pursuit the coming together of people, nations and ideas. We are building cultural, scientific, historical bridges; We are promoting equality, mutual respect, diversity and human rights.

The triangle of cultural heritage and cooperation formed by Samos - Ephesos and Patmos, all three designated Unesco Monuments of World Cultural Heritage, is intended to function as a pivot of cultural tourism and growth, as well as a bridge of communication between the EU and Turkey. The Mayors of all three Municipalities have confirmed their will to work on this.

Furthermore Samos is interested to include in its plans the Romanian ECoC, as well as coastal cities of the Black Sea, with which it has already signed MOUs forcooperation within the European framework as explained below.



Explain briefly the overall cultural profile of your city.

Samos has a dynamic cultural and artistic life. Three Archaeological Museums, two Museums on Popular Culture, a Byzantine Museum, Wine Museum, a Natural History Museum and a Museum of Shipbuilding under construction, a Philharmonic Orchestra, many classical and contemporary dance groups (30), Photography clubs and a Cinematheque and an impressive presence of civil society institutions with more than thirty cultural ones, all in an island of only 33.000 inhabitants. This reveals that a great part of the islands population is implicated in cultural activities.

The rich historic and cultural heritage of Samos that also boasts an UNESCO World Cultural Heritage Monument in the Heraion and Pythagoreion, is spread everywhere in the island:

The Heraion Sanctuary, dedicated to the goddess Hera, that was born there according to the legend. There are remains of 4 temples dating from the 8th ,7th and 6th centuries. Mentioned by Herodotus as the biggest and most imposing Temple of his time.

The Tunnel of Eupalinos or Eupalinian aqueduct:

It is a tunnel of 1,036 m (3,399 ft) length in Pythagoreion, built in the 6th century BC to serve as an aqueduct. The tunnel is the second known tunnel in history which was excavated from both ends («having two openings»), and the first with a geometry-based approach in doing so. Known as the 8th wonder of Antiquity.

The Wall of Polykrates, 6,5 km long and 3 m high.

The Archaeological Museum of Samos (with the biggest statue of Kouros preserved, 5,25 m high).

The Archaeological Museum of Pythagoreion, with more than 3000 exhibits covering the history of the island from 5.000 b.C.

The Castle of Lykourgos Logothetis, in Pythagoreion, with remnants of the Byzantine era.

The historic Temple of the Transfiguration of our Saviour, built for Samos independence in 1824.

The Natural History Museum at Mytilinioi, with Paleontological, Botanical, Seafife and Mineralogical exhibits.

The Wine Museum with specimens on the centuries old winemaking Samian art. Many Byzantine Temples and Monasteries dating between the 12th and 14th centuries.

The Ecclesiastical and Byzantine Museum with an important collection of icons dating from the 13th century.

The Folklore Museums of Karlovasi (porcelaine, jewellery and old furniture), Pagondas (with a complete representation of a traditional samian mansion) and Koumaiika.

Many other sites of interest like the **Cave of Pythagoras** and **the Monastery of Panagia Spiliani** with the Virgin Mary Cave and a famous icon.





Every year a host of interesting and popular Festivals take place in Samos, attracting thousands of attendants from Greece and abroad and also many Turkish dayvisitors. This experience of hosting events, using and at the same time protecting the natural and cultural environment, constitutes a guarantee for the ability of Samos to implement the ECoC programme.

Main Samos Festivals:

The Heraion Music Festival is the most popular in the eastern Aegean. It takes place early August in Heraion, just a few metres from the ancient temple of Hera. It was established in 2004 and every year it hosts famous artists of the Greek and foreign music industry.

The Heraia-Pythagoreia festival, with references to the ancient mysteries related to the worship of goddess Hera. It takes place under the auspices of the Hellenic National Commission for UNESCO and the Association of Greek Olympic Champions. During the festival, philosophical and scientific conferences and high-level cultural events are hosted.

The Young Artists Festival is a meeting of prominent artists from all over the world in the ancient theatre of Pythagoreion, with an emphasis on the exchange of culture through music.

The Samian Wine Festivals are hosted every summer, with many musical and dance events taking place throughout Samos and starring the famous Samian wines.

The Festival of Societies and Associations, were the work of civil society and volunteers is presented, as well as the cultural productivity of the Samian people.

A Film Festival, is held every summer with outdoor screenings of Greek and foreign films and documentaries.

The Reenactment of the Mykali Naval Battle, that secured the islands independence, is held in the port of Pythagoreion every August 6th followed by festive events.

The island possesses many event venues and sites of interest that are or can be used to host events, exhibitions, concerts and symposia.

festivals
points of
reference

The Youth
of Samos
carries the torch
for ECoC 2021

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

Knowledge as catalyst of the formula

$$\text{people}^2 + \text{creativity}^2 = \text{culture}^2$$

NUCLEUS AND VISION OF THE PROGRAM ARE THE EUROPEAN CITIZENS THAT COME TOGETHER AND CONNECT THROUGH THE PROCEDURE OF ACQUIRING KNOWLEDGE AND COPRODUCING CULTURAL WORK.

The principal motto of Samos' bid, chosen and promoted in every step of this procedure by the island's people as a declaration of values, is the transformation of the world known mathematical Pythagoras's theorem, of to a theorem of Culture.

In order for creativity, that already contains imagination, to become a work of culture, knowledge functions as a catalyst. Sharing knowledge is not only a duty of every organized society to its members, but of each and every human person to humanity and the coming generations. We firmly believe that knowledge connects! The great success of the ERASMUS program that has contributed so much to the connection of European young persons and to the deepening of european unification – which needs to be promoted - has dictated to us the core of our vision for Samos ECoC 2021 and for Samos in general.

knowledge connects

We want to transform Samos to a hub of knowledge transmission that brings together the youth of Europe, for them to connect with the bonds of the European citizen by acknowledging that apart their local proper cultural identity, there is a common European culture that functions as the foundation of the set of values that unites us in a natural and forceless way.

Samos ECoC 2021 will be a huge ERASMUS with master classes, summer camps, workshops and studios on numerous subjects and resulting in cultural and art events, with an emphasis on the three historical references of the island: Music and Maths (Pythagoras), Astronomy and the Cosmos (Aristarchos), Technology (Eupalinos, Shipbuilding) and on eight sectors of human crettaivity:

100 laboratories, art studios, workshops, with the participation of young people from all over Europe, great works of art and culture

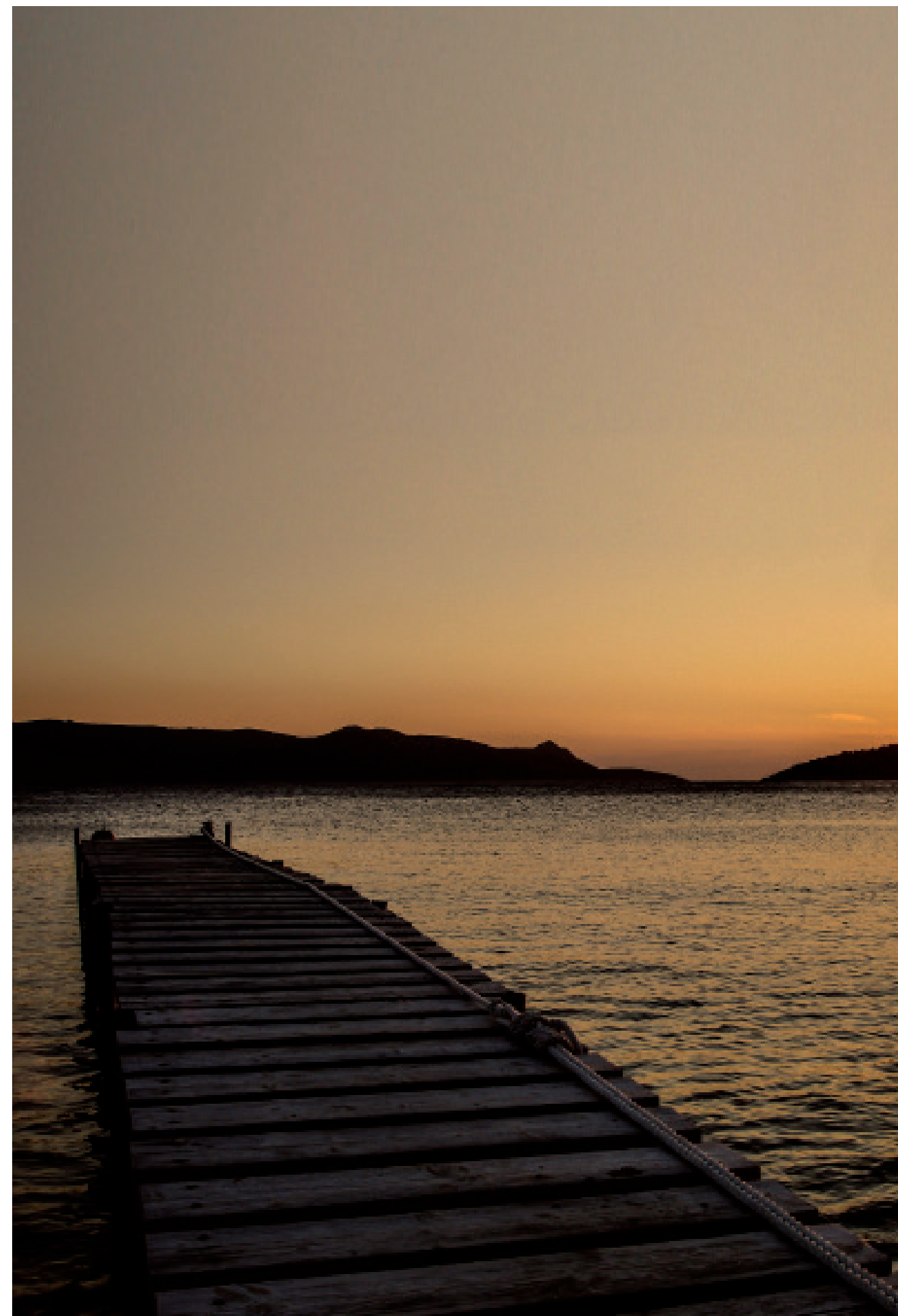
- **Ecology and Green Growth.**
- **Visual arts, Cinema and Theatre.**
- **Tourism – Entrepreneurship, Economy and Culture.**
- **Sciences – Architecture – Technology – City Planning.**
- **Gastronomy, Art de vivre, Popular Culture.**
- **Mythology, History and Archaeology.**
- **Music and Dance.**
- **Litterature – Poetry – Letters.**

The cultural events of ECoC will mostly be the result of these knowledge procedures. Concerts and Opera or Theater happenings will follow relative Art Studios, Fine Arts exhibitions will follow cooperative labs and so on, as a result of the connective power of knowledge bringing together European creators.

We guarantee that more than 60% of the events will have participants from other EU countries

The people of Samos that took the decision to bid, have made proposals, took part in discussions and expressed their interest in promoting local culture and hospitality through cultural tourism and educational events, with the students of schools being part of the effort.

A volunteer movement has been born due to the refugee crisis and now makes giant steps with the ECoC bid. The effort for the bid gives solutions to the refugee problem.



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?

Our strategy of the European Capital of Culture does not simply imply a long-term strategy for culture which contributes to the sustainable development of Samos, indeed, it IS our strategy.

knowledge based society is a tool for sustainable development

Our plan up to 2026 is to look forward to increase the central role of culture and the knowledge based society in the sustainable development of our municipality.

The key to our plan is the recognition it places on the importance of knowledge, such as its function to connect people, to learn together and to develop creativity and produce culture.

Sustainable development. Urban planning and regeneration according to new standards stipulated in EU directives, the World Health Organisation (WHO) and the Habitat Agenda. Samos aims at urban planning and regeneration for all towns; a town which takes into account the needs of the elderly, children and the disabled, generates new culture infrastructure and makes use of and improves existing one.

Mayors Covenant on climate change. Aiming to reduce pollutants in cooperation with Electricity Company, recycling, waste, water control, and alternative energy.

WHO on Promoting Health – It includes the membership of the Municipality of Samos in the National Network of Healthy Cities, preparation, certification and harmonization with the European policy of WHO; a Health Plan that takes into account the physical and mental health profile of the people.

International standards and best practices for education, environment, culture, sports, economics, urban planning, - Horizontal actions and policies, planning with citizen participation. Culture and Health. Health and quality of life.

Co-operation with the other islands of the North Aegean and cities of the Turkish coast.

Currently, Samos is implementing important infrastructure improvements in the island. This includes the refurbishment of the seafronts at the major settlement like Karlovasi, Vathi and Pythagoreio. These refurbishments are actual complex urban and architectural regeneration schemes which aim to make the seafronts much more attractive, accessible and safe. By 2021, the island's transport infrastructure will have been completely refurbished. The seafronts will become places to enjoy, the streets will become safe and people will be able to rent a bicycle and cycle across the island.

Samos is planning to be heavily involved in the development of the marine spatial plans (MSP) for Greece which is due in 2021. MSP are recognition by the EU that something has to be done to stimulate blue and green growth. Samos wants to be a leader in this development.

Europe since the Lisbon Treaty has had an ambition to be an advanced digital economy. Samos has signed an MOU with the European Regional Framework for Cooperation (ERFC) in order to make use of two innovative online projects: the Culture Exchange Platform (CulturEXP) and the Black Sea Silk Road Corridor (BSSRC). CulturEXP is like an artists' Facebook, specifically in the Black Sea region, but it has great potential to be extended to other countries and is already being used by North American and South American

artists for contacts.

This online tool enable artists and cultural professionals to come together, exchange information and plan new projects. Partners come from Georgia, Moldavia, Bulgaria and Armenia as well as Greece. The BSSRC is more about making sustainable use of the cultural and natural heritage for tourist purposes and has created an innovative online platform designed for APPs. The potential of BSSRC is huge and could be an important tool for visibility purposes and in assisting Samos in attracting visitors to its events from well outside the EU.

In implementing "SuCSuT (see point 3) and in cooperation with cities of Dubrovnik, Durres and Trieste, Samos will develop and install an online application (APP). The APP will be accessible through a Q-Bar Code on leaflets, brochures, posters, panels and placards throughout the island. Initially, the APP will focus on marine tourism (i.e., cruise tourism and to a lesser extend yachts and marinas), and all kinds of tourist services. The aim is to export this APP to as many port cities and towns as possible. Indeed, Samos and its partners aim to sign MOU with other port cities to use the APP and to produce a charter on good practices which will be applied to port cities that cater for cruise tourism to sign up to.

There is of course the permanent partner of Samos, the University of the Aegean and its the department of Digital Governance Research Centre (DGRC), on the role of which see section 3.

The city has a vision for the future. The vision has emerged from the participation and cooperation of citizens. This vision is not just another guide for the future, but a long-term strategy for individual projects.

What is it to be gained::

- *Cooperation and synergy between citizens and institutions - the use of volunteering and knowledge for organized and consistent effort put in projects and actions.*
- *The creation of a new dual citizen's identity; a cultural and a civil one.*
- *The strengthening of new organisations to generate more culture, employing specialised and experienced professionals who have gained knowledge working with different cultures and art professionals from different countries, having a culture of tolerance and openness.*
- *Non Ephemeral projects and actions (that will continue to exist), like the project for an International Centre of Music, Mathematics and Astronomy and others linked to infrastructure and bettering quality of life for locals.*

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

As explained above, the action of European Capital of Culture fits in perfectly with our strategy. The European Capital of Culture will be the driving force around which policies and actions of the past and the future will be based on.

Bridging cultures, ideas, values partnerships that will continue to exist. Samos aims to use the bid of 2021 European Capital of Culture in order to develop a long-term culture policy whereby culture becomes a permanent process, constantlyrejuvenating and rebranding the island. The inhabitants have expressed their views and, indeed, this process of cultural development has already started which in th long run will improve the quality of life. The projects envisaged will not be one-off affairs, but will be repeated on a regular basis. For example, the project relating to the Art of Directing will become a regular event after 2021, as well as the creative industries trade fair.

The latter, would stimulate the economic development of key creative industries in our region, like viticulture in Samos, mastic of Chios, honey and related products in Icaria and olive oil and related products in Lesbos. On top of that, Samoswill be cooperating with universities, one of which is the Aegean University and other universities (see point 3 on cultural and artistic content) thus developing European-Mediterranean-wide projects relating to tourism, the natural heritage and culture.

all in the cloud

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)?

Our candidacy for the institution of the European Capital of Culture 2021, has the following motto:

an island
claiming
the right
to urban
culture

Samos is an **“open city”** with four urban settlements and 33 villages. The depiction of the island as an «open city» is not a figure of speech or slogan. The flows of people, goods, information, ideas and human relations, between all the villages and our cities are so dense as to declare it a de facto socio-residential unitary space. One could say that the human conditions of this micro-society is much more dense and meaningful than the human relationships in modern gigantic residential complexes. Residents may have relatives in one or more villages, moving about in the evenings between job and home, enjoying themselves sometimes in one and sometimes in another village.

The image of the open city is now evident, thanks to modern infrastructure. BUT while it is an open city, it does not have the opportunity to enjoy full civil culture. And this is due solely to inability organizing of life and space. Otherwise we could have a city of 32,000 inhabitants which is not small functioning as an urban centre and developing a dynamic urban culture.

Furthermore the concept of INSULARITY is treated in the EU as an inconsistency. The fact is that islands, being generally small geographic and spatial units, are the «weakest link» in the European Union and many of them are in grouped regions, which are distant from any significant internal markets and urban centres.

The islands due to their geographical location are isolated from the mainland to which they belong and are deprived of the benefits the connection with the mainland which could give them access to the single internal market. Their geographic isolation weighs heavily on imports and exports and often does not even allow for the development of a free competition regime. Moreover, despite the reference to Trans European Network (TEN), not all the islands could benefit from these networks in terms of transport, energy or telecommunications.

Islands and in particular small islands have distinct cultural and environmental characteristics, lifestyles, identity, social and economic structures should be taken into account in all policies and measures of the EU.

Moreover many islands in the EU are close to conflict zones and are exposed to sudden influx of migrants and all kinds of illicit human trafficking. They are also vulnerable to incidents of accidental or deliberate marine pollution and they are particularly exposed to climate change. All these elements add to specific identity of the islands.

The Treaty on the EU (TFEU) references is made in the chapters referring to Cohesion Policy (Art. 174) and in the chapter on trans-European networks (Art. 170 paragraph 2) in Declaration 33. Furthermore, Article 349 TFEU clarifies the meaning of insularity and that of the geographical isolation of the outermost regions (Outermost Regions).

Therefore the proclamation of Samos as European Capital of Culture includes the desire to promote EU cohesion policy, with obvious benefits for Samos and particularly for urban development. Since the proclamation, even better and more frequent communication and engagement between citizens from different districts, and neighbourhoods is construing a more cohesive concept of urban coexistence and social partnership.

The island's location in Europe and on the world map is not just a matter of culture. Indeed, Samos is not just a dot on the map between Europe and Asia, but it is a place that plays and important role in the cultural development of Europe as a place that continues to produce culture, a place utilizing its

past and bridging today's differences.

The social impact is great. The island is in the preparation phase, it has adopted modern practices for bridging differences between people. It is taking measures to promote equality, to eliminate inequalities, addressing social problems, tackle the influx of immigrants, promoting health and quality of life. Samos is a member of international networks, it follows European standards for redevelopment of the urban tissue of the urban and natural environment, it is leveraging its resources, and it involves citizens in a more participatory and decision making way.

Samos expects, economic development through education, culture, trade, tourism and better European networking derived from the European Capital of Culture institution.

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?

The Aegean University, Faculty of Informatics and Statistics, based in Samos will be the main evaluating body. The evaluation will be based on the criteria requested by European Capitals of Culture (ECoC) 2020-2033

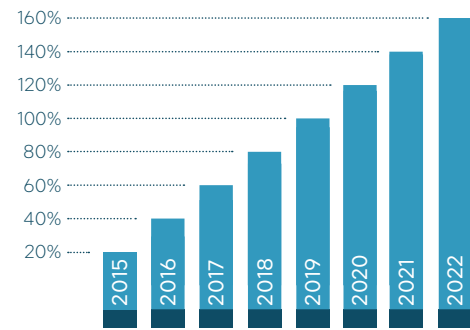
Guidelines for the cities' own evaluations of the results of each ECoC will concern the specific and operational objectives in accordance with the adopted programme. The evaluation will be annual and will start immediately after selection.

Will concrete objectives and milestones between the designation and the year of the title be included in your evaluation plan?

A concrete objective is to evaluate the transferability of a project and to extend its life indefinitely. This would mean how satisfied are the stakeholders and the funders of the event. Each participant would therefore have to be interviewed and their comments on improving the event for a future repeat would be absolutely necessary. For example, the Creative Industries trade fair, all firms invited and all the traders too, will be asked for their views and comments on how effective the event would have been and how to improve it.

The milestones include repetition and replicability. Some activities events like festivals on the art of directing and the trade fair will be repeated in Samos, however, others like development of the APP, tourism and refugees, and others, Samos will seek to be transferred to other islands and port cities in the Mediterranean.

The municipality of Samos, intends to use the title of European Capital of Culture as a driving force for the development of the island, and therefore we plan to carry out an evaluation process throughout the duration of the intervening years so that we can measure our efficiency in all areas of life and development island as well as assess our effectiveness in the use of culture as a driver for the whole development of the island. For this purpose, Samos will provide for a specific item in the budget project of the Cultural Capital covering the preparation, the title year and a year after the title year.



each year a **20% increase** in attendance of the cultural events in Samos. In the year 2022, the increase would have reached 100% or more

20%



by 2020 to have involved in our programs up to **6000 artists, scientists and people** of creation from all over Europe

6000



by 2021 to have created **30 new businesses or NGOs** in the culture and creative economy

30



until 2021 to have doubled Samos culture **GDP**

x2



by 2020 to have **doubled** the knowledge of the citizens of Europe about Samos

x2



by **2020 over 70%** of Samos citizens to consider that culture is the basis for the development of the island

70%

What baseline studies or surveys - if any - will you intend to use?

The Municipality of Samos has already applied to the World Health Organization (WHO) to join the European Network of Healthy Cities and Samos is already a member of the Greek Network of Healthy Cities. Through this programme Samos aims to improve all factors that affect the welfare and quality of life (Environment urban and natural, health, social welfare, culture, sports, lifestyles, and economics) of which the most basic is that culture. The Municipality will follow specific and measurable methodology in the design and implementation of its policy. It is already in the initiation stage of creating the profile of the island, a study that fully reflects the current situation of the needs and problems in all areas of life of the municipality and its citizens. This study will be finished in about a year and its results will be the main input used to redesign the whole governing policy of the island. The survey will take place every 5 year and after each WHO reassessment the city will be re certified. The Study will be part of the basis of the monitoring and evaluation process.

What sort of information will you track and monitor?

Information that will be monitored and controlled.
Since the acquisition to the title year: European Capital of Culture 2021:

- The state of implementation of activities and projects that have been planned.
- The participation of citizens and actors in decision making and implementation of activities and projects.
- The communication strategy,
- The contribution of the programme of European Capital of Culture in the key sectors of the local economy.
- The satisfaction of the islands residents and visitors,.
- The improvement of infrastructure and services in all areas.
- The increase in GDP and reduction in unemployment in the city in the field of culture and creativity.

During title year further information related to the proper implementation of the programme will be added, its effectiveness, impact on development and economy of the island, in interaction with the inhabitants, the involvement of residents the visitor and residents satisfaction and increase of the influence and visibility of Samos' programme to European citizens. We will also try to measure and evaluate the opinion of European citizens and stakeholders about our programme and especially for the products we create and address to the European public. After the year of the title mainly the 2nd, 4th and 7th leg.

Samos will also be looking at basic data: tickets sold, the information coming from the transport and tourist services, like volume of cruise and ferryboat passengers, airport information, hotels, restaurant and night club owners, and information coming from keepers of the museums, archaeological sites and natural parks on visitor satisfaction. This data will be compared.

In particular, Samos is interested in gathering data relating specifically to visitors from abroad and from the rest of Greece: their demographic make-up is especially important. Of interest is their age, how mobile are they, do they come with small children and what are their needs. This kind of information will assist Samos to better plan and develop her tourist services. For example, information like this will assist Samos to develop the appropriate tourist packages for specific age groups, it will assist Samos in addressing health and safety issues more efficiently.

Of particular concern is the cooperation with partners from Romania. Of course we cannot be for certain which Romanian city will be selected, but we intend to give a strong Black Sea dimension to our emblematic projects. We also hope that Samos will be invited to participate in projects taking place in Romania. These activities and initiatives need to be monitored and evaluated. We would particularly like our Romanian partners to assist us in evaluating the transfer and replication of some of the strategic cultural goods and services developed by us, like the APP and on MSP . The exchange of intelligence between our parties regarding the fields mentioned would be immensely beneficial.

How will you define «success»?

Success for us will be:
To take the title and begin implementing this great and challenging programme .

To be able turn culture and knowledge the central pivot of our life and our economy.

Be happy residents during the entirety of this joint effort.

To increase even more the populations team spirit and sense of citizenship.
To increase the number of those working in the field of culture and creativity.

To make our country better appreciated throughout Europe. To get visitors from Europe coming to our island to know more about those who taught mythology and history.

To be able to realise our projects. We think that this will contribute to the culture of Europe and further deepen knowledge and understanding of the peoples of Europe, the consolidation of our European identity and of our common European course.

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

The monitoring would begin right after winning the bid, though as mentioned above, monitoring would nonetheless begin once projects start with evaluation following their completion.

European dimension

Samos is already twinned with Paphos (Cyprus) Kyrenia (Cyprus), Crotone (Italy), the Agde (France) and is consulting further twinning arrangements. It has signed a cooperation protocol with the Greifswald (Germany). We intend to expand our twinning relations with at least 5 other European cities by 2021.

Samos has applied to WHO for certification and inclusion in the European Network of Healthy Cities. We plan to make use and integrate cooperation with 32 National Networks - 1400 cities. Joint actions, mutual support, common cultural programmes are being considered.

Furthermore, Samos has signed a Memorandum of Cooperation with the Black Sea Cities Network (LIMEN / OLCAS network), as it has a long history of trade with these cities going back 2700 years. In this network member cities include:

Greece, Districts of Istanbul, Turkey, Bulgaria, Romania, Ukraine, Georgia, Azerbaijan

Elaborate on the scope and quality of the activities:

Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens;

The main idea of our programme is “Knowledge Connects”, serves all three objectives. Collaborative preparation activities with artists and, or students from various countries of Europe and osmosis with the local community through extensive hospitality activities, promotes mutual understanding. Participation of citizens from Turkey and other countries, for example from the Black Sea region, promotes inter-cultural dialogue, while at the same time implementing a variety of emblematic events and activities is promoting cultural diversity, but always highlighting our common cultural background.

- Pythagoras and Music, The constant change of seasons and equinoxes.
- Traditional Music Festival of the people of Europe.
- The Creative Industries Trade Fair;
- Art of Directing (theatre, film, TV and radio).
- Refugees and the Art of the screen, the image and the book.
- A strategy for Sustainable Welcome tourism based on Mediterranean island and coastal zones (SWEET).
- Culture, tourism and cruise liners - Sustainable Cruising – Sustainable Tourism (SuCSuT).
- Pythagoras and healthy living.
- Samos, architecture and industrial archaeology and heritage.
- Aesop and storytelling.
- Samos and sustainable tourism – heritage trails, tourism routes and blue growth.
- Dionysos and the Amazons: «From the myth of the Amazons to equality did not come about».

These emblematic projects are international and European in nature. Though most of them are still in the design stage, some are in quiet an advanced state. These include: Art of Directing (theatre, film, TV and radio); A strategy for Sustainable Welcome tourism based on Mediterranean island and coastal zones (SWEET); Culture, tourism and cruise liners - Sustainable Cruising – Sustainable Tourism (SuCSuT). While the others are in different stages of development. For a detailed description of these projects refer to question 3 on “Cultural and Artistic Content”. However, specifically regarding the questions posed in this section, ALL these projects are designed to promote Europe’s cultural diversity (contemporary and heritage), promote intercultural dialogue and generate greater mutual understanding between European citizens.

Samos will be working with World Cinema Alliance (WCA) in planning and executing some of these projects, especially on the Art of Directing, Refugees and the Art of the screen, the image and the book; Aesop and storytelling and Pythagoras and the Cosmos – the final frontier. The WCA was established in 2006 and boasts 2500 members from all over the world including famous names like Andrzej Wajda, Michael Moore, Joao Correa, Francesco Maselli, Ettore Scola, David Lynch and others.

It is envisaged that other collaborators would include the International Federation of Actors (FIA), the international Federation of Musicians (FIM) and the European Writers’ Council (EWC). However, these are being approached through their Greek affiliates:

Greek writers’ union, and affiliate to the EWC

The Hellenic Society for the Protection of Intellectual Property (AEPI), representing Greek musicians affiliated to FIM

Greek Actors Union (<http://www.sei.gr/>) affiliated to FIA

Samos will also work in cooperation with the Hellenic Society for the Protection of the Environment and the Cultural Heritage, Thessaloniki Branch. This NGO is famous in Greece as a leader and pioneer in safeguarding the heritage. It is linked to Europanostra and to Culture Action Europe. Its wide contacts will enable Samos to attract internationally renowned names in archaeology like Harry Tzalas and Shelley Wachsmann in marine archaeology, Mohammed Awad former head of the Library of Alexandria and now a famous conservator, important individuals from Turkey, Palestine and Israel (e.g., Ufuk Serin, Osama Hamdan, Yaacov Schafer and others from the Middle East expert in archaeology, history, conservation and architecture), in order to advance intercultural dialogue.

Our strategy is to attract a wide audience, but also to involve artists, culture experts, scientists, invite them to express themselves interact with the public and with different cultural groups like immigrants and refugees.

Samos aims in the involvement of the arts and culture community in a European-wide cultural project, pushes the boundaries even further and uses art and culture to examine society and contribute to the well being of citizens.

In that sense, Samos is aiming at attracting specifically the arts / culture community.

We strongly believe that art is something we live with, not something out of us that we can eventually taste.
Art is made for human beings.
Art makes people feel better.

Highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes;

Our entire programme seeks to highlight what we call in French “fonds culturel européen commun”. We firmly believe that this is the indestructible basis of the unity of the European people, beyond temporary conflict of interest. What unites us is much more than what divides us.

A number of actions make this section. References on modern European issues are made through electronic networking, promotion of cultural dialogue, the refugee issue, and other issues that are raised in the European agenda.

Examples of actions:

Modern and classical music inspired by mythologies. Production of a video to be sent to countries and member cities, will be posted on the websites of national networks and will be used in schools of the municipalities' members by other interested stakeholders.

European musical instruments exhibition- from antiquity to today.

Theatrical performances, theatre and opera. From ancient times until today, international symposium. The Opera, the synthesis of all the arts (Gesamtkunstwerk), is a leading European art form. An inspiration of Florence in 1600 with the group of Giovanni Bardi, was an attempt to revive the ancient Tragedies. At the symposium a dialogue between artists will examine the relationship between theatre and opera with the need to educate citizens as a precondition of democracy.

In the land of Maria Callas, the art phenomenon of Opera is to be celebrated. Apart from the Symposium plans:

PARTICIPATIVE OPERA. Young people from Samos and throughout Europe without special musical knowledge will learn in two hours to sing opera! The program will take place in four different parts of the island and in at least 3 different times. This action celebrates a value for which our society today is desperate for, and which constitutes the very purpose of the Project: the spirit of teamwork and group dynamics. (In collaboration with the Foundation Theodorakis and Katia Paschou project).

«PYTHAGORAS». Opera Performance at the world premiere of a work dedicated to Pythagoras, following an international tender for the libretto and composition, to be presented at the summer theatre in Pythagorion. (In collaboration with the Greek National Opera, Athens Conservatory and cooperation is envisaged with the Aix-en-Provence Festival and the Accademia della Scala di Milano).

The great ancient philosopher, Pythagoras, whose scientific breakthroughs still have relevance today and continue to inspire modern scientists, is a figure that towers over the history of Samos. In order to make use of the extraordinary ancient Greek heritage that Samos is endowed with, the Aegean University will help Samos attract important names. Indeed, one objective of these projects is to create a dialogue between the arts, culture, science and philosophy.

knowledge connects

Within the cluster of Knowledge.

Painting in Europe since the stone age to today. Product and results material to be disseminated throughout Europe.

Mythologies of all the people of Europe. International Symposium. Involve all relevant faculties of Universities. Production and result material to be diffused throughout Europe.

From the discovery of fire to CERN. An acquaintance, and a journey to the technological development of Europe from antiquity to today. Production of material for dissemination in education and other purposes to be used by all relevant European bodies. University of the Aegean, International Centre for Greek and Mediterranean Studies DIKEMES)



As part of this action an exhibition will be presented, titled: «Ancient Greek Technology», with faithfully reconstructed items taken from the Society for the Study of Ancient Greek Technology (EMAET), under the responsibility of Professor Emeritus of NTUA, Theodosios Tasios.

Architecture in Europe. From the Cyclopean Walls and Stonehenge, to Calatrava, Renzo Piano and Rem Koolhaas. Production and result material to be diffused throughout Europe.

The aim of all the above, is the beginning of initiating a knowledge of European development and European culture, through the millennia and the use of clustering to produce scientific and audio-visual material which would be made available to the general public, students and citizens of Europe. If we want to have a common European future, we must know each other, pausing to invest in what unites us and culture unites us.

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.

As we have mentioned above, the basis of our philosophy is cooperation with European and international artists. We guarantee the presence of artists or workers in the artistic and creative sectors in other European countries in more than 60% of events being planned. Some of the artists scheduled to work in classical music and Opera: Dame Gwyneth Jones, Julian Rachlin, Alexei Zuev, Stephen Kovacevic, Ronald Brautigam, Dimitri Kavrakos, Anna Harteros and from contemporary music scene, we plan to work with young artists from all over Europe in a co-operative way with Greek artists of equivalent musical style.

But the essence of our program is production of co-creations for the youth of Europe working together and not those who are already big names and stars.

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

Making best use of town networks to which the Municipality is a member, for the organization of some of these events, and for the dissemination of information and the attraction of their citizens; we aspire to create a movement between the municipalities and their citizens in Europe, beyond the usual tourist promotion and advertising channels, in order to continue creating joint actions and substantive projects after the title year. We look forward to deepening the awareness of European citizens and the common future.

Making use of tourist, cultural and other networks, the media and social networking.

To attract young people we look forward to networking with universities and training centres and social media, in which we give top weight in our every action. We will also use the original students collaboration programme, SCUOLAXENIA.

The program provides for students who come from different countries of Europe to stay in the schools of Samos, specially transformed, to be involved in educational courses as well as encouraging them to attend cultural events, and making bonds of lasting friendship with students of local schools. We invest in the most promising and most active part of European societies, our young people.

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?

If Samos is selected, all cities connected to networks that have been mentioned will be invited to send artists and organizations to participate in 2021. We look forward to cooperating and using all the organized structures, the philosophy and organization of Healthy Cities and other networks in order to find partner organizations, cultural associations, to create performances and above all to further disseminate information after the title year to valorise the joint actions, education activities, and to inform stakeholders and the European citizens.

Samos is keen to develop strong links with other cities, and we have already done this. Strategically, Samos has an agreement to develop projects with the LIMEN/OLCAS network which is a network of coastal cities in the Aegean and the Black Sea.

Further Samos has developed through the SUCSUT (SuCSuT project: City of Durres, City of Dubrovnik, Centre of European Initiative (CEI) of Trieste) and SWEET projects connections with diverse cities, higher educational institutes and bodies in the Mediterranean.

A strategy for Sustainable Welcome tourism based on Mediterranean island and coastal zones (SWEET) Partners:

- University of Sassari
- Foundation University Enterprise of the Region of Murcia
- University of Split, Faculty of Civil Engineering, Architecture and Geodesy
- School of Pedagogical and Technological Education
- Italian Union
- European Regional Framework for Co-operation (Greece)
- Municipality of Castelsardo
- Municipality of Saranda University Consortium
- for Socioeconomic and Environmental Research
- Sicilian UNESCO Heritage Foundation
- Cyprus University of Technology / University of the Aegean
- Asinara National Park
- The Regional Nature Park of Porto Conte
- Nord Sardegna
- Institution Sardinia port network
- Conservatorship the coast of Sardinia
- PLUS the University of the Aegean

Samos and the above mentioned partnership of regions, towns and universities is organizing a series of Seminars and workshops that will take place in Samos inviting participants from the SWEET project aiming to a new approach to micro-hospitality in coastal communities. SWEET examines all the diverse factors relating to sustainable tourism, including the relationship tourism has with culture and with nature, especially the sea. Through a bottom-up approach and inspirational stories from the great and the good of the “Sharing Economy” and “Experience Tourism”, SWEET will have designed and prototype 1) a new form of hospitality and tourist experience 2) new guidelines for all stakeholders. The Welcome Tourism Model will represent a tailored idea of sustainable tourism in this particular human-and-environmental context, based on the concept of a Micro-Hospitality-Based Tourism. The SWEET project gives legs to this multidisciplinary approach to tourism development in the Mediterranean area through 1) a network of research institutes and institutional partners 2) common approaches and indicators to monitor the impacts of this new tourism model (WTM) in terms of environmental sustainability proposing mitigation measures 3) a process of testing and evaluation in pilot sites.

This is a project that fits in perfectly with the hospitality of the people of Samos. Indeed, one of the reasons Samians are so keen on being the cultural capital is due to their innate sense of hospitality. In spite of being a tourist destination, Samians have not lost their generosity and their sense of welcoming visitors.

it will be the contribution of Samos to European development & integration

Through the SWEET project, Samos will invite participants, to focus on how the Mediterranean region can develop Maritime Spatial Plans on tourism that into account the needs of culture and the natural heritage. In this way, Samos and its partner will be contributing to the Member States drafting of Maritime Spatial Plans by 2021 as demanded by EU law: Directive 2014/89/EU and the Directive on the Habitats and Birds Directive on Natura 2000.

A request for funding was submitted to the European Commission’s MED Programme Funding: 2.150.000 on 3rd November 2015 (ref 1117); of which 132.000 euros is for Samos. The project will start towards the end of 2016

Culture, tourism and cruise liners - Sustainable Cruising – Sustainable Tourism (SuCSuT)
Partners:
Dubrovnik
Durrës
CEI of Trieste
Aegean University

Cruise liner tourism is a popular and exciting way to see new places and to enjoy the thrills of the sea. Samos is involved in a project proposal to explore how to integrated cruise liner tourism into the best possible practices for enhancing the cultural and tourist development of a region, like the North Aegean islands and the wider Mediterranean region in general. Indeed, cruise tourism is a special type of tourism which includes, music, dance, performances, food tasting aboard and on shore visits to historic sites and monuments and picturesque port cities.

During the Yachting Regatta, Samos aims to attract the cruise liners to Samos to enjoy the spectacular yachting regatta.

Included in this is the “SMART PORT CITY”. Samos along with its partners in Dubrovnik, Durrës and Trieste want to examine how digital APPs can contribute to the smart digital development of port city and island life. It is planned that leaflets, brochures and posters will include a Q-bar code, which visitors can access with their mobile devices and view all the relevant tourist and cultural information. A long term objective is that this APP is transferred to as many port cities and islands in the Mediterranean. MoU with other ports and islands will be signed to expand the use of this APP.

An application to fund this project has been submitted to the European Commission’s Med Programme. Funding is 1 250 900 euros, of which 187 500 euros is designated to Samos and 230 600 euros to the Aegean University.

As with all events the Aegean University will investigate the value of the project. It will evaluate its outcomes and make recommendations on the project’s future transfereability.

Dates: end of 2016.

Cultural and artistic content

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

Our vision is to show human creativity in action.
Every man can be a creator and this creative spark is fostered by togetherness.
That is why we say
The Pythagorean Theorem of Culture.
Thus working together to create becomes possible when knowledge connects people.

In our effort to showcase the European people’s creativity, our strategy is to connect people in the process of teaching and learning together, in order for them to improve and open to each other, creating a work of art.

Hundreds of actions produce, through connectedness in knowledge, their creative outcome which is presented in the framework of Cultural Capital of Europe 2021.

Describe the structure of the cultural programme, including the range and diversity of the activities/main events that will mark the year. For each one, please supply the following information: date and place / project partners / financing.

The creation of a large cluster for Knowledge linking European artists, with master classes, summer and winter camps, workshops, music and opera studios, etc., this is the centre of our structure.

The whole island becomes a place of learning, working together and of hospitality.

We will invite 500 european Universities and educational Institutions to hold their workshops and summer camps in Samos. We will provide the venues as well as accommodation.

Participation of Samian cultural professionals and creative industries, university and schools, ecclesiastical and music establishments, hotels and citizens who will offer hospitality throughout this special programme.

The development of these structures have began since the ECoC proclamation of Samos. They will continue after 2021 because they are part of the main development plan of our municipality.

Most activities of the cultural programme are the result of public consultations processes.

A central role would be carried out by three new, permanent institutions which are being created by exceptional Samian personalities.
These will be based in the new Centre of Logos and Harmony to be constructed for ECoC.

The International Mathematics and Music Research Centre. Its aim will be the study of the relationship between mathematics and music, which was discovered by Pythagoras and also the use of new technologies in music creation.
(cooperation is envisaged with the Athens Conservatory, the Aegean University, Middlesex University, Ecole Normale de Musique de Paris, Fondation Xenakis etc.)

International Centre for the Study of the History of Technology. Reference to Eupalinos, architect of the famous landmark, known as the Eupalineion tunnel or aqueduct. Cooperation with the Greek and the International Association Tunnel Engineers, MIT and the University of Greifswald.

International Centre on the Research and History of Astrology. A reference to the astronomer Aristarchos of Samos the first to describe the heliocentric system. (cooperation is foreseen professors Krimizis, Katsanevas and Simopoulos)

These projects are being developed by artists from across Europe, focusing respectively on the music of the 20th and 21st centuries, with a special presentation of composers using mathematical language (1)

Musical and artistic and theatrical programmes which refer to the universe, and theories on the cosmos - The Universe, Microcosm and Macrocosm (2) and Music and visual arts programmes using modern technology (3).

Here we present a sample:

1. Serial and atonal Music Festival, with works by
Arnold Schoenberg, Anton Webern, Alban Berg, Iannis Xenakis, Karlheinz Stockhausen, Pierre Boulez, Béla Bartók, Luciano Berio, Benjamin Britten, John Cage, Aaron Copland, Olivier Messiaen, Arvo Pärt, Walter Piston, Ned Rorem, Alfred Schnittke, Dmitri Shostakovich, and Igor Stravinsky.
(*prosp.collab. IRCAM, Fondation Xenakis, Ensemble Modern, Greek Artists*)

2a. Ancient Greek Music Seminar and Concerts – Music of the Spheres

With leading specialist Nikos Xanthoulis

2b. Cosmic Music Festival

A music festival with avant – guard composers trying to convey a cosmic spirit through their music.

3a. A Seminar on Music and New Technologies - The Beginning

In collaboration with Vangelis, pioneer in the use of technologies in music and with renowned international technicians in the field.

3b. Lighting Music

A seminar and a concert in the ancient theater of Pythagoreion, revealing the interrelation between music and light.

(Technical Advisor Guzzini Illuminazione, Recanati)

4. The Landmark Ceremony

1080 young people from the 27 other countries of Europe will be invited to attend, along with representatives of former and future ECoC cities. The ceremony will be a celebration of European Science and Humanistic Tradition, with high technology effects by VANGELIS, in the port of Pythagoreion which will be transformed into an open theatre.

(instead of a big Opening ceremony to avoid adverse weather conditions.)

Samos cultural programme will include:

1. Emblematic projects
2. Projects suggested by the people of Samos

A description of emblematic projects with a European dimension that are in various stages of design is to be found below.

On Funding: Two of these projects: SWEET and SUCSUT has been designed and applications for funding have already been sought. One other, the Art of Directing, we are considering applying to the Creative Europe Programme. A fourth project on pathways (heritage trails) we are considering applying with other regions to the Balkan Programme, and may even do this in collaboration with the LIMEN project. Samos will investigate all kinds of funding streams. One area of investigation are private foundations. We are aware that the European Foundation Centre, based in Brussels, has more than 200 members, all of which are foundations that support all kinds of projects: culture, education, the environment, entrepreneurship. The Region of North Aegean will also contribute. The public sector in Greece is at the moment under a lot of strain, therefore directing funding will be modest, however, support, especially in the use of archaeological sites and monuments and museums is expected.

At this stage, the cost of each project is a speculative estimate.

Most of the dates are not yet definitive. These will be decided with the partners.

The means of «communication».

In order for the cluster of Knowledge to function a program of total networking of the island inhabitants is being developed by the Digital Governance Research Centre (DGRC).

DGRC is an initiative of university laboratories and research centers, public administration bodies, enterprises and civil organizations under the coordination of the Information Systems Laboratory of the Department of Information and Communication Systems Engineering, University of the Aegean, with the support of Samos Municipality.

The DGRC is in collaboration with the Electronic Government and Applications Lab of the German Research Centre Fraunhofer - FOKUS, based in Berlin, the ISMB (Istituto Superiore Mario Boella) Research Center, with headquarters in Turin and the Faculty of Technology, Policy and Management of Delft University of Technology, based in the Netherlands.

DGRC will also develop the necessary programs in order for the results of laboratories and seminars to be offered to the use of every European citizen through specific internet sites.

Every scholar, artist or student, every European citizen will carry from Samos to the rest of Greece and Europe the message that Samos a great laboratory of Art and Knowledge for all Europeans.

Awareness raising material will be developed to enhance the candidacy of Samos. Useful information and promotional materials such as videos, photos, and other communication material will be developed. This material will be a useful tool together with the corresponding printed material. This can be used as a presentation material to a wider audience. Two informative «packages»:

- 1) The package which will «communicate» Samos and to forthcoming foreign audiences and
- 2) A «package» which will carry the experiences of students from outside the local community.

This awareness raising action can function as a multiplier to spread the cultural wealth of Samos abroad and assist Samos globally. Students studying abroad can accomplish this with the proper motivation and assistance.

It is worth noting that Samos' Radio and TV networks and journals, will work together with the Municipality and the CCoE Organism, in order to spread the message among the citizens of Samos, but also through regional networks to the rest of the region and Greece. There is a local TV network and four local FM radios ,a journal and five internet news sites.

Emblematic Projects for Samos cultural capital 2021

Art of Directing

Partners:

World Cinema Alliance (WCA)

European Framework for Regional Co-operation

Aegean University

ROMANIA PARTNER + university

Region of the North Aegean

The Island of SAMOS, a Romania partner or Romanian Town bidding to be capital of culture in 2021, European Regional Framework for Cooperation (ERFC) the Directors Guild of Great Britain (DGGB) and the World Cinema Alliance (WCA) and possibly AEPI which is a member of GESAC (European Grouping of Societies of Authors and Composers) will organise a major event, which takes in Samos, North Aegean in 2021 - an ART OF DIRECTING FESTIVAL.

The ART OF DIRECTING FESTIVAL will be an emblematic event for the live and recorded performance arts, drawing together to a single location young people and film and theatre directors; professionals in drama and cinema from all cultural fields; companies in the creative and cultural industries that supply diverse products and services; plus many other representatives. The event is an opportunity for creators, artists, industry representatives and young people to interact, network and to exchange experiences and concepts on the art of theatre and film directing, on production and distribution and on the use of new technologies, services and products on offer. It will bring star directors and personalities of the entertainment industry. Participants will have the opportunity to interact and learn from these famous names who will be invited to take part in key debates and seminars and thus give a wide audience the chance to connect with people who have the deepest knowledge of the art of directing. For the Island of SAMOS hosting the ART OF DIRECTING, FESTIVAL, the event would be an opportunity to:

- **further enhance its reputation as a location for staging major events**
- **extend and develop its own cultural and creative industries, give a boost to those that already exist**
- **attract visitors, especially professionals, young people, industry and well know directors**
- **create a significant opportunity for the host venue to exploit the event for the benefit of its existing culture and tourist industries: Cinemas, theatres, hotels, restaurants, museums and galleries**
- **offer a unique opportunity assisting the local education sector: Academies, colleges and training centres and students of culture to ingratiate themselves in a happening that brings together all the dynamics that make a theatrical spectacle or film work**
- **bring opportunities to existing creative, multimedia, facilities, software, location and service industries to exhibit their wares and expertise to famous names and companies visiting from all over the world**
- **The Aegean University will monitor the event and evaluate it with the long-term aim of ensuring the event's transferability to other forthcoming cultural capitals**

This unique event will generate interest and enjoyment for the people of the islands, raise awareness among young citizens interested in developing careers in the arts, multimedia and especially in cinema and drama, and create significant kudos attached to the host.

Venues: Rex Cinema and the Olympia Cinema, other places in Samos and other cinemas and theatres in the North Aegean islands.

Budget estimate: 500.000 euros

Date: tba

Creative Industries Trade Fair in Samos, August 2021

Partners:

Apivita

University of the Aegean

University of Athens

Romanian Cultural capital

Samos plans to develop a trade fair on cultural industries. Creative companies from all over Greece and other EU countries will be invited to a trade fair that will invite businesses from outside the EU, specifically China, Turkey, Japan, USA, Russia, India and countries from the Middle East.

The event has several aims:

1. The fair will be an opportunity for creative business in tourism, cosmetics, food, clothing, multimedia, arts and crafts to exhibit, make contacts, establish connections and seek trading partners with non EU countries. Hence one aim is to increase EU exports.

2. Focus will be on creative SMEs. Innovation often comes from small and medium sized enterprises that due to the compact size and intimacy are able to think and be creative in an innovative manner. Samos understands this creative process and therefore aims to establish this forum for all these creative SMEs to shine forth and to flourish further in what are at the moment harsh economic conditions.

3. The fair will simultaneously include seminars that tackle vitally important topics for creative industries. Topics like intellectual property rights (branding, trademarks and patents) in the digital economy. Plus topics like food safety and food security, green eco-developments. This is important as many of the SMEs involved will be companies pioneering "Green Growth". Indeed, the creative industries trade fair will also act as an ethical business fair.

4. This fair will be an annual event. The 2021 example will act as a pilot.

Samos is ideally positioned and suitable for carrying out such an event. The islands of the North Aegean, which of course include Samos, benefit for extraordinary micro climates. Samos itself is the best place in Greece for the cultivation of grapes and the production of wine. Indeed, the best wines from Greece are from Samos. 75% of the production is exported. The neighbouring island of Chios has a near monopoly in the cultivation of mastic, from which high quality products are made, while the island of Icaria is considered as producing possibly the best honey in Greece. Approximately 100 firms will be invited from all over the EU. Firms can come based on strict criteria. These criteria would include 'eco' standards, and a proven track record of quality of design and proper use of materials.

In order to attract foreign businesses the Greek Ministry of Foreign Affairs and the Hellenic Organisation of Tourism (EOT) will collaborate to assist Samos in making contacts with foreign businesses.

The venue is to be decided, however, the Wine Museum with its large cavernous halls is being considered.

The seminars on food security, IPR and other topical issues will be organised in cooperation with the University of the Aegean, the University of Athens who will invite expert speakers to assist SMEs in developing correct business strategies.

To organise the event, Samos has contacted APIVITA, one of the most innovative and eco-focused firms in the EU in advising in the organising of this event.

The Aegean University will monitor the event and evaluate it. Participants will be asked their views during the event, and after it is over the University will monitor the effectiveness of the Fair in order to assist Samos in developing the Trade Fair in the coming years.

Funding : 500.000 euros is envisaged.

Venue: Samos, possibly at the Wine Museum

Date: a week in August 2021

Refugees and the Art of the screen, the image and the book.

Partners:

World Cinema Alliance

Partner from Romania.

Partners from former Yugoslavia

European Writers Council – possible

The Aegean University

The Island of Samos, like other Aegean islands, is experiencing an influx of refugees, pouring into the EU as they flee the nightmare wars in the Middle East and Afghanistan. This year alone, 2015, Samos, which has a population of just 33,000 has received over 60,000 refugees.

Europe has a long history of dealing with refugees, and we should not forget that not long ago, many Europeans were themselves political refugees fleeing dictatorships and even wars (i.e., breakup of Yugoslavia).

In collaboration with European partners, Samos will organize a festival that will:

Show films and documentaries on political refugees made by former political refugees. Organize readings of books and poems by former political refugees and political prisoners.

Organise Photography exhibitions on the subject of refugees.

The World Cinema Alliance will select films taken from members according to criteria of subject, that is refugees and political prisoners, and on journeys on fleeing war.

The EWC would likewise select from its members to carry out readings of extracts from books, poems and plays written from 2015 onwards about experiences of being a refugee.

Associated workshops will take place examining the cultural fall from wars, the effects this has on people, but above all how this affects art, especially filmmaking, documentary making and writing. Indeed, a question is does Art matter at all? Can it express the plight of a refugee?

Venues: Rex cinema and Olympic cinema

Ancient theatre for the readings and workshops

Other venues in the North Aegean

Funding: 500.000 euros.

Date: tba

Pianomania

Partners:

Geza Anda Concours

Athens Conservatoire

Theocharakis Foundation

The Piano is the most popular musical instrument and the one for which almost every great composer has written fabulous pages of music. The whole year will be a piano Festival in many venues, even unconventional, all over the island and the other islands participating. 100 professional pianists will perform, from Greece and the rest of Europe, classical, jazz, and popular pieces even ethnic transcriptions.

The Piano is also the principal instrument through which music education is held in municipal and private music schools. There are many accomplished but not professional pianists like the late Helmut Schmidt. So we plan to hold a European Amateur Piano Competition, of a big scale.

A team of experts will hold amateur pianist auditions in the 28 EU countries, selecting three from each. The final stage will take place in Samos, surrounded by several parallel events. Auditions would start in 2016.

Funding : 300.000 euros.

Venue: Samos various locations

Dates of Final Stage: tba

Samos and the Black Sea

Partners:

LIMEN / OLCAS network - 40 historic towns and cities in the Black Sea and the Aegean including: Odessa, Constanza, Batumi, Poti, Sevastopol, Varna, Istanbul, Thessaloniki, Kavala, etc.
Romanian cultural capital
RFC: BSSRC and CulturEXP

The LIMEN project is a development of the OLCAS network of 40 coastal cities of the Aegean and the Black Sea. It aims to make use of the extraordinary cultural heritage of these port cities and islands and the vibrant contemporary culture to develop a new artistic expression, scientifically investigate the cultural heritage and therefore increase our knowledge of the Black Sea and Aegean connections while at the same time encouraging sustainable tourism.

Samos, in collaboration with LIMEN, will organize a symposium and performances bringing historians, archaeologists, conservationists, and artists from the Black Sea to: Investigate through discussion in a symposium the inter-connections between the two regions.

The Culture Exchange Platform is a platform developed to aid the culture sector in the Black Sea and enable cultural professionals to communicate and to engage together to develop projects.

In its preparatory stages, this platform will be used to engage with Black Sea culture sectors to raise awareness of this project proposal, invite them and get comments and their participation.

The Black Sea Silk Road Corridor project (BSSRC) is a tourist project that makes use of heritage in a sustainable way and makes innovative use of multimedia, especially the use of smartphone APPS.

As well as a five day symposium, the event would include workshops whereby archaeologists, museologists and historians would exchange information on the latest results, on diverse topics, including:

- **using the heritage for education.**
- **heritage and landuse planning.**
sustainable tourism and sustainable cultural heritage (include site management, display and museum management). Use of Black Sea Silk Road Corridor and other sustainable initiatives.
- **Heritage and the digital economy. Examination of the Culture Exchange Platform and other related digital initiatives including examination of IPR issues.**

The proceedings of the symposium and the workshops' results would be published in a publication and online. As in all projects, the Aegean University along in collaboration with Samos will monitor the project and assess its long term effects.

Venue: Samos, Romanian European Capital of Culture, Black Sea countries, Northern Aegean.

Budget estimate: 350.000 euros

Dates: tba

Pythagoras and Music, The constant change of seasons and equinoxes

Partners:

AEPI (member of GESAC)
Musicians

The constant change of seasons and equinoxes suggesting continuous cycles of regeneration and stagnation over time in perpetuity. The perpetual cosmic cycle of life of birth, death and resurrection and an exploration of human endeavor to understand and express phenomena to transform fear into hope, to understand the unknown.

The myth in science, natural harmony in music, dance, painting, the initial phoneme in word, literature, theater, and philosophy. Later study and discussions may occur even a combination of all these and the results form the basis of design.

Samos plans to organize a series of music events throughout the seasons and equinoxes of the cultural year. These music events will have as a common theme.

Organization of Music and Dance Festival, to highlight the common course of dances and music in the eastern Mediterranean.

Parallel seminars that will examine the relationship of dance with mathematical precision and harmony, technique and structural perfection, astronomical sequence and consistency and fictional reporting and then documenting both their effect and their temporal sequence.

The same pattern can be designed by theater events, music, paintings, literary expression and others.

Workshop and concerts of rebetika songs dedicated to Roukounas and Karapiperi whose origins were from Samos. Call to artists of various musical currents and species do remakes on selected rebetika songs.

Highlighting the rebetiko song as «musical bridge» between East and West Asia and Europe. This likewise develops the idea of political harmony through music.

Venues: Samos

Budget estimate: 250.000 euros

Dates: tba

Pythagoras and healthy living

Partner:

APIVITA and the Hippocrates Garden in Cos

Ecology is a central point in Samos' proposal. Pythagoras argued that healthy living was part of one's diet and we should take care about what we eat. Consequently, Samos will organise an international conference on the herbs in Samos since the island is famous for its huge variety of herbs available in collaboration with international organizations regarding herbs and their use for health, pharmaceutical, the cosmetic, scents and perfumes.

Art Therapy: The medicinal way of Pythagoras and his way of life: the Pythagorean nutrition is a powerful weapon. In collaboration with European art therapists can organize a Project on the topic that will be combined with visits to cultural sites such as the Temple of Hera and the archaeological museums and archaeological site. The program can also be combined with storytelling, dance, theatre, poetry, writing, and seminars aiming to combine local with the international knowledge.

Samos will invite representatives of Physic gardens of international renown. To do this Samos has asked APIVITA which is a pioneering company in Greece using bee and herbs to make high quality cosmetics products, but is also the keeper of the Hippocrates garden in Cos to assist in the creation of this event.

Venues: Samos and other venues in the region of the Northern Aegean.

Budget estimate: 250 000 euros

Dates: tba

Samos, architecture and industrial archaeology and heritage

Partners:

Hellenic Society for the Protection of the Environment and the Cultural Heritage, Thessaloniki Branch
Hellenic Society of Tunnelmakers
LIMEN + Romania + Turkey (Black Sea)
Aegean University
Architects
Land-use planners
Archaeologists

All buildings obey the laws of mathematics. We take it for granted that trigonometry was developed by Pythagoras. Within the context of Pythagoras, Samos is planning a series of local projects relating to architecture and parks and gardens, however, an international event on architecture and industrial heritage would aim to examine the connections of modern math, the digital economy, building and philosophy.

Amongst other things, Samos is famous for the Tunnel of Eupalinos or Eupalinian aqueduct. This 1,036 metres (3,399 feet) long tunnel is like a symbol of dialogue. This hugely impressive ancient engineering work of Eupalinos can be used as symbolism for dialogue. Somehow Eupalinos dug the tunnel from opposite directions, but still met in the middle. This was an incredible achievement of mathematics and engineering. Two groups of people starting from two opposite directions and meeting in the middle with little deviation can symbolize a transfer of knowledge involving dialogue. What Eupalinos teaches us is that if you want to meet, you will find yourself somewhere with another, albeit by a small margin. So the Tunnel mutates and transforms into a bridge for dialogue, with people meeting, like borders dissolving and creating common places. Recently the Eupalinos Tunnel was declared an international tunneling landmark by the International Tunneling Engineers Association at their world congress, which was held in Croatia.

Another famous Greek is Icarus, the son of Dedalus. Dedalus was the famous engineer and architect who designed the Labyrinth for King Minos in Crete. Mythology has it that he and his son flew away from Crete to escape, but Icarus flew too close to the sun and crashed on the island of Icaria. As acknowledgement of man's engineering achievement in aerodynamic, it would be appropriate to organize on Icaria some of the events of this project proposal.

Samos is embellished with fascinating industrial heritage including:

Wind mills and water mills, of which Samos, like other islands has many. The mills are part of the "street of the water", starting from the source, and ending at the sea.

Ship yards.

**Wine making presses.
Olive making press.**

Art and craft establishments.

Mastica industry in neighbouring Chios.

The activities will investigate and include educational activities, research and involving schools and local arts and crafts industries to participate in examining and developing the industrial heritage contributing towards a dynamic modern and educational economy.

**Venues: Samos, Icaria, Chios and other venues in the region of the Northern Aegean.
Budget estimate: 350.000 euros
Dates: tba**

Marine Archaeology

Partners:

Hellenic Society for the Protection of the Environment and the Cultural Heritage, Thessaloniki Branch
• LIMEN + Romania + Turkey (Black Sea) + Egypt
• Aegean University
• Greek architects
• Land-use planners
• Archaeologists

Like all islands, we take it for granted that the sea shapes much of the culture of the people living on the island. Consequently, much of the heritage and contemporary culture of the inhabitants is with the sea and is found in the sea. How do we manage marine archaeology? An archaeological site on land has identifiable boundaries on which archaeologist can develop site management plans. This is not so easy with the sea and its heritage. Plus, the secret of marine archaeology seems to indicate that trade and commerce between far flung regions used to take place thousands of years ago, long before the creation of urban settlements. Indeed, there is much that we simply do not yet understand about our ancestors and their ability to sail such long distances.

In cooperation with its partners Samos will plan a series of scientific and cultural events that aim to investigate and pass on knowledge and good practice relating to marine archaeology. This would include:

- Safeguarding important marine sites, but also making using of them for recreational purposes,
- Preserving archaeology in situ,
- Learning and understanding the extraordinary journeys our ancestors undertook.

**Venues: Samos, Romanian European Capital of Culture, Black Sea countries.
Budget estimate: 250 000 euros
Dates: tba**

Aesop and storytelling

EWC
WCA

Aesop Nights.

Within the context of this project, diverse actions proposed by the people of Samos will take place:

«Storytellers» from all over Europe recount the myths for children and adults. Groups are created in nature, sitting around campfires. Each group takes to make a variant of the myth and to tell it to another company, in a circular shape which symbolizes the perpetual path of man towards knowledge.

Event writers from around the world would take part in an international event to write about Samos. Every year from 2016 to 2021 authors will be invited and partly be accommodated for a while on Samos in order to write about it. The action will end with the organization of an international literary symposium in 2021 on how different cultures «filter» otherwise the same setting.

Gathering of quotes from ancient Samos to the present day and also sayings from all over Greece and other countries on topics like friendship, justice, democracy and other positive values. Creating electronic library with these maxims.

The book of knowledge. Scenery is a book the pages of which will be white sheets. With each turn of the sheet will be an actor narrating poetry excerpts from a different country's language. Each page and another language, but put together in a common book.

Venues: Samos
Budget estimate: 300.000 euros
Dates: tba

Dionysos and the Amazons: «From the myth of the Amazons to equality which did not come about»

Partners:
Other islands in the North Aegean
Partners being sought.

The myth of Dionysus and the Battle of the Amazons, a victory fought on the island. Folklore has it that the battle took place at a place on the island known as «Panaimo», which means the spilling of much blood. Dionysos, chased the Amazons who had despised him. They fled to Samos. Dionysus sought the help of the Samians and together managed to kill them. In return for the island's people assistance, Dionysos taught them the viticulture, and gave Samos the vine that makes the island's fragrant wine world famous.

The myth of the Amazons can be used as a pretext for an event relating to equality of the two sexes and equal opportunities for women. The Amazons as a symbol of the feminine battle against "male" dominance in the world can provide the basis for a broad reference to the issue through a series of events in the area where according to legend the battle took place.

Venues: Samos and venues in the region of the Northern Aegean.
Budget estimate: 200.000 euros
Dates: tba

The World Cultural Heritage Triangle: Samos, Ephesos, Patmos.
Sustainable tourism – heritage trails, tourism routes and blue growth

Partners:
Island of Patmos
City of Kushadasi
GTO, TTO

A triangular History, Art History and Gastronomy trail through three UNESCO Monuments of World Heritage : Samos-Ephesos-Patmos
Samos is embellished with Ancient, Byzantine, Genoese and Venetian, Ottoman and vernacular architecture. One has views of Samos as a unified sum of large and small settlements and towns. A new or different definition of 'urban entity'. The keyword is technology that could enhance human relations that already exist and to create the appropriate environment for new initiatives in the field of culture. But how can the diversity of Samos' architectural heritage be enhanced in the modern technological age? Is there a common link provided by Pythagorean mathematics? In this context, Samos will invite, with the support of its collaborators an investigation of the Guggenheim effect: The museum as a catalyst for development and attraction. Modern architecture as creator of sites (place making). This implies new places in the current economic climate this is difficult, therefore we propose to recycle, realign and re-brand existing sites at low cost, through sponsorship, with ephemeral spaces (ephemeral architecture).(Prosp.collab. Renzo Piano through Stavros Niarchos Foundation)
Ephesos is one of the most renowned archaeological sites where an ancient city can be perceived.
Patmos is the island of the Apocalypse with unique proto-Christian and Byzantine Monuments.

Venues: Samos and venues in the region of the Northern Aegean and Greece.
Budget estimate: 350 000 euros
Dates: tba

■ ■ The Boat-Bridge of Art and Piece

A series of Boats will bridge the water gap between Samos and the shores of Turkey. Upon every boat musicians and dancers and visual artists from Europe, locals (Greeks and Turks) and Syrians, Afghanis and Iraqis will bring the message of piece and brotherhood through the redemptive power of art. (collab.City of Samos, City of Kushadasi, NGOs, UNHCR, MDM)

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

The whole procedure of ECoC has begun, grows and is being effected with the citizens participation. It is an effort that concerns us and is depending on us.
Every public and private institution in the island, but also individuals, Greeks and foreigners living in the island, have given their propositions and the selection has been done of those that will be applied and which institution will participate.
Groups of volunteers have collaborated with the City staff, worked in thematic units and selected the propositions.

This procedure, regardless of the final result, has given us the opportunity to live a different, new dynamic in our unity and collaborative spirit, a strong sense of common goal and destination, which is our first important gain out of this effort.

So, our the gaps to cover to the final program are in those points that concern other cities and institutions abroad among our city networks and more.

The final program will result with the contribution of local authorities, citizens and actors from Samos and the rest of Europe, under the scrutiny of the Artistic Director and his team.

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:

The Island of Samos wants 2021 to be a European cultural event whereby the citizens themselves generate arts and culture and contribute to the cultural dialogue between people of Europe and the world. In 2015, the municipality organized a large scale consultation of the citizen and asked for idea. More of this can be read under the question 6 "Outreach". However, it is sufficient to say that the response from the people has been huge. This is an indication that the population has taken the idea of capital of culture to heart. Many of the ideas have been developed into the emblematic projects described above, namely:

- Pythagoras and Music, The constant change of seasons and equinoxes.
- Pythagoras and healthy living.
- Samos, architecture, industrial archaeology and heritage.
- Aesop and storytelling.
- The triangle of World Heritage – sustainable tourism, heritage trails, tourism routes and blue growth.
- Dionysos and the Amazons: «From the myth of the Amazons to equality which did not come about».

A whole host of ideas for events and activities have been gathered from the people of Samos by the Municipality. These ideas will have to be developed, some of them merged and some expanded. What is vital in understanding about these proposed projects is that they come from the people. They do not come alone from artistic directors or artist and cultural professionals, though they too have been consulted and their proposals are included. These proposals and ideas are from citizens and therefore do not reflect any scientific or professional understanding of planning, this planning will be done later by the artistic director and his/her team. What is interesting is the sheer volume and breadth

of imagination that ordinary citizen have and how their insight and comprehension of the spirit of European cultural capital has fired them into thinking about culture and artistic development, in engaging with Europe and promoting the European idea through culture by making use of their own local culture, traditions, heritage and social expressions and interactions with visitors.

Through this consultation a series of thematic cultural topics has been established:

- Ecology and green growth.
- Visual arts, cinema and theatre.
- Tourism - Entrepreneurship, economy and Culture.
- Sciences, Architecture - Technology - City Planning.
- Gastronomy, art de vivre, popular culture.
- Mythology, History and archaeology.
- Music and dance.
- Litterature - poetry - letters.

Below are the projects that Samos plans to involve local artists and cultural organisations towards the realization of the cultural programme. In other words these are the project proposed by local people

A. Projects on GREEN GROWTH and ECOLOGY

“A picture is worth a thousand words.»

Views from balconies. At various points in a road there are places in which one can make a stop to rest and observe the spectacular natural environment of Samos and especially the sea, where you can take commemorative photos. Such viewpoints are quite common in our island which require small, low-cost interventions and give the opportunity to the tourists to rest, admire the view and take photographs, making thus the best ambassadors for our island. A photo equals thousand words. We invite tourists to make such a typical photo during their holidays and to send a particular page to be created for this purpose. A cumulative collection of photographs recording different angle, creates a cohesive bond between the visitors and the island creates an artistic legacy of the place visited, and to which one can mentally be visited at any time through this electronic photo album.

Promotion and information on the protected species of Samos. Specifically: Emergence of Samos island as the last habitat of the endemic golden jackal, a protected species, considered «Endangered» according to the Red Book of Endangered Species of Animals in Greece (Athens, 2009). Samos is also a unique habitat in Greece of the Mediterranean Chameleon. The only population of the species in Greece. Protected by the European Directive 92/43 / EC (Annex IV) and protected by the Bern Convention (Annex II / II). A common seminary between specialist scientists and artists who will invent new ways to present the species to the public, making use of digital and other media.

Green routes in the urban fabric: A key indicator for quality of life in Samos, is the ratio of green covered surface with trees, bushes and flower beds, per inhabitant. This ratio of Samos’ towns is definitely too low and should be changed. The proposal for the creation of green routes in the urban fabric is based on utilization of existing and potential green spaces. This first step is the most important; through planting alone it is possible to multiply the green ratio per inhabitant. With the planting proposed is a set of spaces foreseen as green spaces for the Island’s Master Plan. The implementation of green routes in the city is possible, since it takes only small interventions, notably improving planting in existing open spaces. Seminars on planting and city-planning.

Cleaning and promotion of the suburban forest Malagaris and ensure its accessibility.

Caves: Seminars on speleology. Seminars on speleology. Description of caves which are suitable for promotion and tourist development and the requirements for each of these, based on a scientific report by the Committee on Paleoanthropology - Speleology of the Ministry of Culture (2008). Events for speleological wealth of Samos and the importance of its caves.

Eco-tourism of Alikes. Highlighting the importance of wetlands and the need for protection of the ecological and environmental balance.

Natural History Museum - Fossils: Paleontological exploration and study of the Karlovasi area: two fossilized areas with fossils of plants that have been identified in recent years. Following a proposal made by the Department of Geology, University of Athens to the Prefecture of Samos (Proposition C. Theodorou, 6.9.2010). There is a strong likelihood of the identification of fossilized forest of petrified trees, which will act as a benchmark for our island. Paleontological study on the exploration and documentation of animal fossils in Agios Konstantinos.

«**A traveler in the mountains of Samos**». Guided tours for students during which they will they would collect information on the fauna and flora of our region, record and then present it.

Recording of the oldest trees on the island (e.g. the olive “Eva” tree in Pythagorio), part of a seminar, and then signalization and creation of a digital video game for the youngsters.

Organization of nature holidays with thematic content (e.g. trees - natural monuments, unique products such as Samos boukna, distributing local seed varieties, promote the concept of school gardens, seed bank creation and collaboration with respective seed banks across Europe, highlighting orchids. The launch of the programme could be done, if it coincides with flowering). A very big event to celebrate orchids, combined with spring bloom and various wild orchids of Samos.

Samian larch. This is a species whose DNA is certified as unique and only comes from Samos. To see if this really is so, an event «The DNA of each one is unique. Respecting diversity. Faith in man «is proposed.

The following proposals fit perfectly with the emblematic project on heritage trails and tourist routes which is something that could be transferred to other islands and regions in the EU:

Promoting the use of bike, event on sustainable mobility and the importance of bicycle for use both as a means to relieve traffic and as an exercise to improve health. Highlight European Mobility Week for organizing actions. An event on «life paths». Cyclists on main roads but also on beautiful paths of Samos which are scenic. Walking trails can be configured with the network of cycling routes, marking these out in maps, creating relaxation points. A path could include the highlands of Vourliotes, Manolates, Stavriniotou, Abelou, St. Constantinou and other places like Mylon, Ireon and Pythagorion.

B. VISUAL ARTS - THEATRE - CINEMA

Exhibitions Photography: There is a lack of visual data on Samos and other places. The challenge will be to transform areas that are abandoned. Make use of ruined buildings as a creative scene that are in themselves an art exhibition and use them as showrooms for artists.

“**The Photograph Triangle**”. Students armed with cameras can go out and find in towns and countryside triangular formations with the objective of creating a giant puzzle and form made from the photos of triangular forms. This activity allows children to gather special photographic material which they can then bend into art.

Create Mobile Museum on Emotions. The selfie collection.

Collection of photographic material (selfies) of people from all EU countries. Recording similarities and diversity in the expression of emotions.

Digital Image Painting. Workshop all over the year, including a contest for the best painting app for tablets. A committee of artists and information technology engineers will accord the prizes. Start-up businesses in the IT sector will realize the project.

Graffiti Festival. Graffiti collaborative team from all over Europe, Turkey and Black Sea Countries will be covering up ugly surfaces in public places like streets with large triangles.

SIMF international organization: The Summer Film Festival. The Summer Film Festival. Already in Denmark and recently at the Malegari Cinema Club of Samos. A further linkage with other European countries on common themes is possible: A European contest will be launched for documentaries featuring Tunnels, whose precursor is the tunnel of Eupalinos.

Theatrical performance of **Menander's «Samia»**. Menander is considered the father of comedy in general and theatre as we know it today and it is his work and the influence that passed through the Roman theatre in subsequent epochs to which so much humor of today is based on. This show would include working with dance groups and ensembles that together perform Menander at Samos' ancient theatre.

«Building on the abandonment.». Cultural Park of abandoned cars. In Samos there are dozens of abandoned cars. Many of those identified by volunteers through a game on lost metal. These places have retro and aesthetic value. The cars will be the raw material for painters and artists from all other cultural capitals who will come and choose one or more and transform them. The aim being to create an outdoor European art park. This event gives a symbolic demonstration for artists from former cultural capitals of Europe to creating coherent bonds and to show the continuity of the institution.

«Cultural bridge emblazonments.». When the euro was adopted, on the bank notes, images of bridges were emblazoned, signifying the transition from one era to another. It is proposed that artists to paint imaginary cultural bridges and walls on selected sites on the island.

Photo exhibition «Samos with one click». For the next four years creating an online databank of photographs that attract tourists and visitors to our island during their stay here. Give us a picture, the most characteristic in their opinion. Illustrating their views about the place through a click.

Representations: the "Representation" ceremonies include the depiction of daily activities through theatrical events, dance, costume, music, art. Through these representations of social life it is proposed to give the most vivid picture of the quality and the difference (socio-philosophical perspective of life) of Greek life which can be shown to the visitor. Artists from other countries will present a counterpoint of habits.

C. TOURISM - ENTREPRENEURSHIP - ECONOMY – SOCIETY

Islanders and Highlanders. We invite the team of ECoC and people of Glasgow to work together in a workshop and define the similarities and differences between the two cities in facing the challenge of ECoC. Something good for us and useful for the posterity...

Walker tourism in Samos. Walker tourism in Samos. Highlighting the historical importance of paths in general. These trails began to appear from the needs of the people to communicate and socialize with neighboring settlements and to travel and transport goods. With the development of technology in recent years and the opening of modern roads, these narrow paths were abandoned, and often covered by dense vegetation and are not used. Today these same pathways can contribute a different perspective to the development of settlements and especially in the mountains.

The island offers the visitor: areas of particular natural beauty and islets of Platanakia, a fantastic landscape, with abundant water, ancient trees and lush vegetation dominated pearl-clear waters where you can hear the melodies of birds song. Wetlands (Alikí, Psili Ammos, Glyfathon Pythagorion and Mesokampos, the estuaries of Fourni Rema, Chesia, Imvrasos. These are sites of particular ecological interest and are included as CORINE Ecosystems and NATURA 2000.

Wedding Tourism: The historical reference for the honeymooning of the Gods near the river Imvrasos creates the conditions for an international call to those who want to get married in Samos and spend their honeymoon in the Gods' paths. Wedding Tourism! During their stay there will be a session of «art therapy» time -2 hours where the couple creates their own personal «souvenir» of the special day of their marriage. Based on the «royal couple» of Hera and Zeus. The same is valid for the guests who will use a variety of techniques (art therapy) to create a gift of personal nature. And of course, for those who think different, there is the myth of Ganymedes.

Theme trails: Create thematic paths for walking tours targeted ecological, cultural or geological contents: 1) The streets of lava (Kallithea Samos fossilized tress of west Samos trees) 2) The olive paths (olives route: Mylon and Pagonda and other, 3) The roads of wine

(Samos Vineyards in Platanos, five other neighborhoods), 4) Roads of water (area of the water mills etc.) and 5) The streets of pine (from the forests of Kerkis and the traditional shipyard Ag. Isidoros). There are also walking paths marked footpaths and rural roads: The Tunnel Ditch of Kakoperato and the mountain range of the mountain Karvounis. Ideal places for exploration are the: • The Cave of Pythagoras, • The underground caverns in Koutsodontis, • Salt Lake area of Mykali, Samos (flamingos spring) • The waterfalls River Karlovasi.

Road Games from the the Heraion to the port of Pythagoreon in honor of two ancient Olympians, Evrimenon and Aigli. Involve children with mental and physical disabilities.

Cultural pilgrimage: The idea of "cultural pilgrimage", as a journey in order to experience culture or architecture, museums and archeology. A new approach of the tourist.

“Export – import” culture through students: A network for Samians studying abroad. Every year, hundreds of thousands of young Greek people leave their homeland to study abroad. Greece has one of the highest export rates of student population to universities abroad. Samos is no exception. The young men and women of Samos join academic communities worldwide. From London to Los Angeles, Stockholm and Sydney. Many return home, many do not return while others return much later. All take with them a piece of Greek and Samian culture. They return as adults, with new experiences of the culture of countries where they have studied and worked. These are the people who can influence the local community and have the opportunity to create great cultural impact in the communities where they study and when they return to Samos, enriching the existing culture with the experiences they have acquired. They constitute a major cultural capital for Samos. They need to be aware that they convey cultural experiences «automatically» through discussions, contacts, through human relationships and in this way they create and communicate with others who are abroad living student communities.

5 December - International Volunteer Day for Economic and Social Development: Awards groups, individuals and associations for their contribution in Samos 2021 ECoC. To be awarded afterwards, each year to a club and or a person for their contribution to volunteering ideal for the economic and social development of the island.

I love Samos Collage. A collage seminar for foreign people living or visiting Samos. Already volunteers are trying to make a list of all those who come from different EU countries and who are connected to Samos (visit for holidays, living here in the summer, etc.). They will express then their love for Samos through a collage. The exhibition resulting will serve also as the opportunity to hold a thanksgiving action for their contribution to our island. The sea nymphs. According to legend, the first inhabitants of the island were sea nymphs or Nereids, which had considerable wisdom. The Nereids were deities who accompanied the god Poseidon, the master of the ocean world, and they helped sailors fight storms and travel safely to unexpected Aegean places. An event for safe navigation for young people learning how to sail in the Mediterranean.

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The Artistic Pentathlon: Synergy with sports activities. In ancient Greece, sport was part of civilized life. The relationship between sport and culture, in ancient times and their connection to principles and values in the course of centuries re-emerged only recently. Here the pentathlon consists in Running, Painting, Biking, sing or play an instrument, swim.

Guinness Book of Records: The Triangle of Culture.

The creation of a huge Pythagorion triangle. Contact the Army's geographic service for making the triangle. Calculation is needed on how many people should participate. Attempt record would take place during the summer with the participation of tourists. Contact with Guinness Agency for the preparation of the action. Aim to involve all ages, population groups, special groups (disabled, etc., elderly).

a. In the area of Pythagorio, the Temple of Hera, the Monastery of Mount Panagias and Evpalineio Tunnel forming an almost perfect equilateral triangle with sides of length 4.6 + 4.6 + 7.5 = 16.7 surveying km.
b. An area almost flat with highest points monastery (230m) and the Tunnel (175m), smooth and rather clean when you look from above. With clasped hands a normal man covers about 1,75metra, a length of 17 km requires the a human chain of at least 10,000 people.

Promotion of the Island's Europeaness. The Europeaness of Samos as being on the border of Europe and as a bridge between cultures with Asia. The cultural history of Europe on the shores of Ionia in the past and the effect this has had on the customs of the island from the 19th to the 20th century. The presence of Europeans on the island (German, English, French merchants, the Catholic mission, etc.)

Celebrate Peace. Samos was the first European territory liberated during World War II after the capitulation of Bandoglio. The temporary liberation of Samos deals with the historical novel by Samiot writer K.I. Kalatzi «Asimopetra». As an antiwar novel and a hymn for peace this story can be used as an inspiration for a seminar on antiwar novels with the participation of European, Turkish, Syrian and Iraki students that will write a participatory novel.

D. SCIENCES – ARCHITECTURE – TECHNOLOGY – CITY PLANNING

Epicourians: Highlighting the great philosopher through the work of Irvin Yalom «The Garden of Epicurus.» The workshop will encourage young students to examine the enhancing effect of the relations between philosophy and psychology.

Ethic of Reciprocity

Epicurus is a key figure in the development of science and scientific methodology because of his insistence that nothing should be believed, except that which was tested through direct observation and logical deduction. He was a key figure in the Axial Age, the period from 800 BC to 200 BC, during which, according to Karl Jaspers, similar thinking appeared in China, India, Iran, the Near East, and Ancient Greece. His statement of the Ethic of Reciprocity as the foundation of ethics is the earliest in Ancient Greece.

The Samos heaven, organize meetings with children that will observe the Samos sky in the manner of the ancient astronomer Aristarchus of Samos. (many meetings during the year).

Creation of an Electronic Library on Pythagoras. As a result of a workshop in new technologies and e-learning. This proposal was made by the late professor John Anton, of S. Florida University. Creating such a library is an international project. All Pythagoreans, scholars and readers, can enrich this electronic library of articles, studies, documentaries, and more generally audiovisual material etc. The project includes cooperation with the University of the Aegean and Apple iTunesU.

International competition for the creation of equations demonstrating why Samos should be the European Capital of Culture.

Musical harmony of Pythagoras [equations and the cup of justice]. Pythagoras, is a font of information on values: friendship, justice, harmony, the value of silence are just a few of them. (workshops allover the year).

Event on space debris: What astronomer Aristarchus could not imagine on the limits of space!

Exploiting international networks of Public Libraries – workshop on open libraries and their appropriate use.

Re-create KEMIS: the Centre for Research and Study of Ionic Thought. Reviewing and editing information and material on the ancient Ionian Thought. Includes understanding better Ancient Greek Technology and Science. This would include a Knowledge Base for Ionic Culture.

The Lexarithmos theory: Change the wording of the Pythagorean Theorem of Culture as follows: «» Man squared + Logic squared = Culture squared. « Counting, result: Human = grammatical symbols 8 = Logic grammatical symbols 6 = Culture grammatical symbols 10. These three numbers constitute a Pythagorean Trinity, as applicable: 8 x 8 x 6 +6 = 10 x 10, ie 64 ++ 36 = 100. Pythagorean Trinity are each a triplet of numbers which verify the Pythagorean theorem, according to which $a^2 + b^2 = c^2$. This technique of linking letters of Greek words with numbers is as old as the Pythagorism. (workshops on maths).

View of Samos as a unified sum of large and small settlements and towns. An international symposium on a new or different definition of 'urban entity'. The keyword is technology that could enhance human relations that already exist and to create the appropriate environment for new initiatives in the field of culture.

Accessibility of residents to cultural events, and the extension of access from town and country. Accessibility also means access through education, learning, information, facilitation, and physical movement and also overcoming psychological and social inertia of moving. This idea is important, at family level, village, town, island, country, Europe, and world-wide.(in connection with WHO)

Louvre Abu Dhabi: Museum proposal. Cooperation with Greek and foreign museums and collections, use a name or brand for raising the visibility and a real exchange of cultural objects and ideas. Viewing existing museums through events, media relations, promotion of existing clubs by using new three-dimensional multimedia technologies, virtual and augmented reality.

International workshop on «kitsch», e.g., in Architecture. The history of the term, its improper use, examples of local and wider European. Kitsch as a peculiar aesthetic proposal.

E. GASTRONOMY - ART DE VIVRE - POPULAR CULTURE

Emainetos, a Samian writer, wrote «On the culinary arts» and «On the Fish». Workshops presenting the Aegean gastronomy, with cooks from both sides of the Aegean Sea. Cooking webinars to be developed.

Special events on Samian wine: Samos will host the International Competition “ Muscats Du Monde”. Aegean Wine festival, an event that can be established as yearly and can constitute a point of reference through the tourist period. A special part will be dedicated to natural wines, i.e. wines without chemical additions.

Timeless Ceramics - Connect with the traditional pottery on the coast of Asia Minor. In collaboration with Kushadasi and Ephesus.

Enhance Techniques developed in ancient Samos in Ionia (lead casting, painting, sculpture, mosaics, crafts, building). Workshops and seminars in collaboration with Kushadasi and Ephesus.

F. MYTHOLOGY – HISTORY – ARCHAEOLOGY

Aesop's trail at Samos villages: Games inspired by the stories of Aisop. Each village will present a story that can be combined with a treasure hunt game. A team can go from village to village and gather items.

Each “puzzle” you solve will earn a «pearl» that will ultimately make a necklace of adventure. Stories selected must have to do with certain human values and contrasted with known myths and stories of other European countries.

Sailing to the Gods: A Sailing competition to the sanctuaries of the Gods of Ionia. Samos (Hera), Kusadasi – Ephesos (Artemis), Sigacik (Dionysus), Didima (Apollo), combining sport and culture in collaboration with Samos Sailing Club.

The mysterious objects of ancient Samos. The museums on the island at Pythagoras, Eupalinos and Epicurus are full of unique and fascinating works of art, many of which are enigmatic. Strange objects on Samos described as «bronze suffix trail of a wooden trolley

with horses», but which look like they are underwater! Source: «Samos: The archaeological museum» (John S. Latsis Public Benefit Foundation. Latsis). According to the book, the strange bronze artifact that appears at the beginning of the article is described as pulling a wagon from missing horses. However, there are some other interesting items:

a) human figures with a very unusual appearance with sharp faces and unusually long neck,

b) the shape of the trailer looks nothing like vehicle (more like a submarine!)

c) the figure at the back place holds something resembling steering wheel.

Another strange object is a bronze horse breast plate depicting four female figures depicting theological symbolism.

One woman pressing on a bull's head keeps it in the hands of the other two heads, while the other three women holding hands with their breasts. The dedication is 9th century BC and has on it an inscription engraved in Aramaic language that was offered as a gift to the ruler Azael from Syria. Relatively recent archaeological discovery includes a codex aptly named: «The Code of unidentified objects.»

The Battle of Mycale alive with 'fire' culture. Samos Students prepare bottles with messages of friendship and harmony which are thrown overboard or transported by boats and delivered to students in Turkey just over the border.

Earthquake Mythology: Many argue that the first inhabitants of Samos were the Naiads. Naiads and Maenads were mythical monsters that caused earthquakes and geological upheavals. Based on the testimony of Heraclides of Pontus the whole island was a result of the scattering of their bones. Based on this myth, an event with seismologists and historians assessing the impact of earthquakes on cultural and social life of places whose populations are changing as a result and over time. «Enceladus moves the plates and populations.»

Events to take place on the banks of the river Imvrasos, in the south of the island, was the birthplace of the Goddess Hera who married Zeus. Since then, the Goddess became the protector of the island. The Imvrasos emerges as a place of the gods and events would be inspired by the myths surrounding Zeus and Hera.

Mythology as a driving force which reflects on Mathematics with result of astronomical search and mathematical investigation. Astronomical search, inspiring and creating a new pedagogic fiction for a new mathematical thinking and new astronomical achievements. A workshop that will study the mathematical and astronomical background of myths and search for a common European pattern, What these myths can express today?

As described elsewhere all these are open data actions and when you read seminars, at the same time you also mean webinars.

G. MUSIC – DANCE - LITERATURE

The refugee culture. The writings of immigrants that have become authors in the language of their new countries. A workshop on writing for immigrants living in several European countries along with a contest for the best short stories. Invited representatives of EU institutions dealing with the issue, international organizations such as Amnesty International, immigrants living in Greece. Paralleling human stories.

Illness is not an obstacle to love. Inspired from the Lepers' that worked in Karlovasi, surviving love letters between inmates and their loved ones.

Promenade Performance Loop. A promenade in the Tunnel of Eupalinos, accompanied by performing actors and musicians. Will begin in 2016.

Dancing with Aristarchus. A dance festival with dancing schools and choreographers from all over Europe, with choreographies based on the heliocentric system. Parallel seminars would examine the relationship of dance with mathematical precision and harmony, technique and structural perfection, astronomical sequence and consistency and fictional reporting and then documenting both the intercontinental influences and their temporal sequence.

The most famous of the ancient astronomers, **Aristarchus of Samos** (310-230 BC) first realized that the Earth moves around its axis and around the sun. He found that the volume of the Moon is 1/3 the volume of the Earth and calculated the distances of the Sun and Moon from the Earth, confirmed after many centuries by modern science.

Scenography. The painter Athanarchos son of Eudemus (5th c. BC) worked and developed the scenography. A workshop of scenography will focus on painters designing scenography, like Picasso, de Chirico or Tsarouchis.

Timanthis vs Parrhasius. Timanthis, a great Samian painter of antiquity, competed with the great Ephesian painter Parrhasius. This painting contest from the two shores of the Aegean, will invite Turkish painters to work together with Greek painters and this time make a huge unique painting canvas, the Canvas of Peace.

How has the city involved, or how does it plan to involve, local artists and cultural organisations in the conception and the implementation of the cultural programme?

Please give some concrete example and name some local and cultural organizations with which cooperation is envisaged and specify the type of exchanges in question?

Almost all the above project proposals come from consultations with local people which took place from May to September 2015.

The island's cultural organisations: museums, theatres, local media, archaeologists, theatre and dance groups all took part and participated in this consultation:

1. Lyceaum Amphiteatre
2. Al Giannakis centre
3. Epicurion Cultural Centre
4. Prefecture Amphitheatre
5. Municipal Art Gallery
6. Samos Archaeological Museum and Pythagoreion Archaeological Sites
7. Ecclesiastical Byzantine Museum
8. Centre for Ecclesiastical studies
9. Historical Archives of Samos
10. Archaeological Site of the Castle at the Potami, Karlovasi
11. Municipal Antitheatre
12. Wine Museum in Samos
13. Rex Cinema
14. Olympia Theatre
15. Ancient Theatre Samos
16. Samos Pythagorion Museum
17. Tunnel of Eupalinos
18. Samos Paleontological Museum
19. Museum of Lykourgos Logotheti's Tower
20. Folklore Museum of the Nikolaos Dimitriou Foundation of Samos

Capacity to deliver

5

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.

5.1

The Samos Municipal council has unanimously decided to bid.

Samos has the official support of the local authorities of the other islands of the north Aegean specifically, Lemnos, Patmos and Icaria, but also the support of civil society institutions of the island.

It has the support of the Assembly of Cities of Greece. It has the support of the Region of the North Aegean. It has the support from any national authority. (relevant evidence is annexed)

5.2

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:

5.2.a

Explain briefly how the European Capital of Culture will make use of and develop the city’s cultural infrastructure.

Samos will use its cultural infrastructure as the main venues for its emblematic, as well as its locally inspired projects. Many of these will be renovated and equipped with the relevant equipment, to serve as venues for the ECoC.

5.2.b

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

Samos is situated at the center of the North-South axis from the Black sea to Egypt and the maritime transport is very frequent, as are the cruise boats.

Samos International Airport “Aristarchos of Samos”
International, mainly European connections (France, Germany, UK, Netherlands, Italy, Austria, Russia etc) with 150.000 passengers and increasing. National flights to Athens and Thessaloniki, but also Chios, Lesbos, Kos, Lemnos etc. with 75.000 passengers

Two big Schengen certified ports at Vathy and Karlovassi.
Everyday connections with Piraeus, Icaria, Syros, Mykonos and regular with Chios, Lesbos, Lemnos, Kavala, Patmos, Rhodes, Kos, Leros.

Samos Marina, at Pythagoreion and at only 2,5 km from the coasts of Turkey. (300 boats)

Smaller Marinas and boat shelters at Karlovassi and Marathocampos.

5.2.c

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

The island is already an established tourist destination. About 180 hotels are located, they range from no star to five star. Samos is hosting every year almost ten times its population. Samos is very confident that its hotels have the capacity to absorb any extra influx of visitors. The nomination for ECoC will of course generate an impulse in investing in refurbishments and new building.

In terms of cultural, urban and tourism infrastructure what are the projects (including renovation projects) that your city plan to carry out in connection with the European Capital of Culture action between now and the year of the title? What is the planned timetable for this work?

5.2.d

Regarding this last point, Samos plans to carry out a number of urban regeneration projects. Some of these have started. Earlier it was mentioned that Samos is **re-developing the seafronts**, added to this we can include:

The creation of the Center of Logos and Harmony, main building of the ECoC events. It is the result of the transformation of the former Xenia Hotel a congress center with many workshop rooms, classrooms and an auditorium. It also includes a limited number of rooms to host guests. Another **20 venues** will be **renovated**, in order to serve the purpose of ECoC.

Transformation of the **old Tanneries Tambakika** into an educational-cultural complex, serving as hub for creative industries and venue for ECoC programs.

Upgrading the Marinas in Karlovassi and Marathocampos.

The completion of **the Marine and Shipbuilding Museum** This can host many events.

Renovation of the Ydroussa public spaces. Useful for open air events.

Recreation of rural ways of Marthocampos to Spilia of Pythagoras.

Creation of an environmental park in Ag.Konstantinos

The creation of the **Artists’ Village**, a small village dedicated to artists from all over Europe who will stay and work there, in order to create art, in an inspiring ambiance of relaxation. The works will be exposed at the end of a period

The Emergence of the Hegemonic Garden: The unique garden in the city, the Municipal Garden, also known as Hegemonic Garden. The garden should be given special attention since it is situated directly in front of the City Hall.

Renovation of the historic city of Samos: Unification of the Archaeological Museum, City Hall, Municipal Garden and the small square north of City Hall, and St. Spyridon church with its square would finally be implemented. This includes restoration and enhancement of green spaces.

Revival of the Sacred Way with appropriate signs, information panels.

Epicurus Cultural Center, transformation of an old tobacco factory to a cultural center at Vathi. Auditorium and workshop spaces are ECoC venues.

Creation of special purpose transport to access a guided tour of the sites and monuments such as a horse-drawn carriage with promotional material.

Promotion of the tobacco warehouses that have remained closed since 1930 by creating a tobacco warehouses-folk-industrial museum.

Karlovassi - utilization of the shipyards and tanneries. Harnessing the use of old tanneries which now belong to the University of the Aegean.

Enhancement and development of the historical center of the four towns of the old municipalities of Samos island, i.e., Vatheos, Chora, Karlovasi and Marathokampos. In each of these towns there is a core on which the town developed. The program aims to investigate by examining all source material including literature and do field research, to identify buildings, their function, identify the occupations for whom they were built and where possible plan future work, as areas function as open museums which exhibit the social and economic life of the past.

Integrated **solid waste management** for the island, plan for zero waste.

Smart Samos. Smart city technology for better energy and water management, as well as environmental control through biometric data. A project with IT sector of the Aegean University.

Many infrastructure projects for an overall **upgrade to the road network** of the island.

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?

From the outset we set out to inform the public about the institution of cultural capitals. We have to try and ensure the maximum possible dissemination of information to the local community. A decision was taken by the City Council of Samos, to be a candidate. The proposal for Samos was presented by the Mayor. The advantages and potential benefits in the short and long term that will result from this effort were explained: region upgrade, growth through culture, improving the self-esteem of the inhabitants and the «addiction» to the culture of cultural dialogue and sovereign participation in the production of cultural goods, new opportunities, and results in the creation of institutions that will be a legacy for the future of the island, becoming a place of contacts, exchange of information, skills and ideas.

This is the place where Pythagoras spoke of harmony as the source of everything. We bring harmony as a key factor of the free life, dialogue, mutual respect, understanding, the creative meeting of ideas, nations and people.

The triangle of Pythagoras is rebaptized as a triangle of culture with man and creativity as the main axis. Here we have primary and active roles to allow the people of our island. The same citizens who know the beauty of each corner of this place and its history; Samians themselves invite you to see the whole of Europe in an inspiring, collective vision with a set of common values and goals.

The event was attended by representatives of diverse organisations, citizens, and city and local councilors. After the presentations, it was announced that Samos' candidature would be supported by signed written texts by Samians, other Greeks, non-Greeks and Greeks from the diaspora, including scientists and artists from around the world. This has already permitted individuals and all kinds of organisations to bring ideas and make suggestions, and generated a genuine grass roots process whereby the local community took the lead and ensured that **this European project comes from the people**. To ensure this process would be successful a citizens' committee was established.

This voluntary organizing citizens' committee took charge of the consultation and process of involving the local community, by raising its awareness in order to realize the Island's bid to claim the title of Cultural Capital of Europe 2021. In the committee there is a broad representation of local agencies, groups, associations, institutions and special groups. For example, those who represent families with children that are mentally retarded.

The voluntary organizing committee proceeded to create the facebook page (<https://www.facebook.com/samos2021>) and an online support page to gather signatures for Samos' bid (<http://chn.ge/1e3Lm6l>)

The text calling for signatures was translated into six languages. It was distributed to associations, NGOs, the chambers of commerce, local authorities, hotels, shops and businesses. The Municipality of Samos sent a letter to all Municipalities of the North Aegean Sea, explaining the importance of the institution of cultural capital and asked for their support to Samos' effort.

We called upon operators relating to education (primary and secondary levels) to inform the schools and the active participation of students and teachers on planning relevant activities. Specific cooperation was achieved with the Aegean University, through the signing of a program contract, and the activation of the student community actions. Within the contexts of these initiatives, a letter was sent to the alumni association of the University (alumni association) to exploit the scientific potential of those who live and work elsewhere in Greece and in other countries of the EU to provide assistance to our efforts.

Major public briefings were organized at all communities on the island at Karlovassi, at Pythagorio and at Marathokambos in order to ensure maximum geographical coverage of the island, as requested by the political representatives of the local council. The volunteers organizing committee proceeded to inform stakeholders in parallel meetings all over the island.

Through the Facebook page we continuously informed citizens about the actions of the volunteers organizing committee. Uploads of and posting of promotional material, information and photos were done regularly. Through social media was announced the creation of thematic groups and requests were made for the participation of volunteers in these groups. The initial aim was to gather proposals by mid-July, but the deadline was extended until the end of July due to political developments in the country. The thematic groups established were:

- Cultural Heritage / Popular Culture
- Natural monuments
- Visual Arts (photography, painting, graffiti)
- Music
- Letters / reason
- Film / Video Art
- Performing Arts (Dance - Theatre - performance)
- Identity and place / cultural tourism
- Architecture (crafts, industrial buildings, listed buildings, residential development)
- Sensitive social groups
- Archives
- History - Archaeology
- Cultural economy
- European projects / international collaborations
- Education (children and youth)
- Group supporting the candidature of Samos for cultural capital
- Information technology
- Team Sports - water sports

At the same time Samos' residents were informed that they may submit their proposals to the e-mail: samosculture2021@gmail.com through which friends of the candidacy of Samos had the opportunity to submit their views and proposals for the successful nomination of the island.

On Friday, June 12, 2015 a meeting of volunteers and representatives of associations, clubs and organizations in the island was held, with the Samos City Council, in order to discuss how to take the bid for the Cultural Capital forward. A lot of volunteers attended the meeting. They were organized into thematic groups with each group choosing a coordinator. The groups have undertaken to work towards pooling of ideas. There was also discussion about the difficulties and also about opportunities of the candidacy of Samos. After the time allowed for the submission of proposals (late July), the thematic groups submitted their ideas to the central organizing committee of volunteers which has consolidated all these ideas and suggestions into a single text with the aim of incorporating these, into this single dossier. Volunteers came together in communication with the Samians Associations in Greece and associations of expatriates to seek synergies in their efforts with the aim to assist Samos in finding sponsors to contribute towards the financial support of the bid. Potential contributors can send money to a bank account which is advertised by the media and through the page on facebook.

On his own initiative the Mayor of Samos, Mr. Michalis Angelopoulos wrote to the mayors of all the candidate cities of Greece asking for their cooperation and their commitment to jointly support any town eventually chosen as European Capital of Culture 2021 and their initiatives to ensure support for their candidate cities in terms of the state. This was well received by many of the mayors of the candidate cities.

It is noteworthy that among the thematic groups created, the «International Team» group of Samians includes those living abroad or non-Greeks residing in Samos but who participate in the social and cultural life of the country, or visit the island during the summer holiday. This group undertook to submit its own proposal with an eye to engaging with different cultures and to seize the chance to make use of a splendid cultural potential that knows the strengths and risks through a perspective different from that of residents.

From the cultural institutions of the island was asked to create a short text to describe their actions, in order to make a thorough and complete as possible, **cultural map of the island**. In any event held on the island during the summer season there was a reference to the candidacy of Samos, in order to maximize information and to capitalize on the massive turnout of residents, and not only during those events.

Meetings were organized which further provided information about the preparation for the nomination to the representatives of local media and soliciting their support. Journalists provided complete coverage of the actions related to the candidacy of Samos and decided that every Thursday would be «Media Day», dedicated to the Cultural Capital theme, and designated representatives of volunteers who would carry out updates to be presented through local media

The committees and groups mentioned above will continue to exist and will be enhanced in order to ensure their members and other Samians massively participate in the implementation of the year.

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.

This question is already answered above but also in the sections relating to the European dimension and most of all under the section on cultural and artistic content. It is important to emphasise that our projects take into account the needs of all groups and indeed in some cases are focused on groups. The projects that do this include:

SuCSuC. This project will investigate, amongst other things, the demographic characteristics of the tourist visitors. In this way, Samos and its partners aim to get a profile of the needs of all tourists, their ages, gender, culture and any disabilities they have. The objective being to be able to plan with this data proper tourist routes and trails for visitors coming to the island taking into account ALL the requirements. This is a project with tremendous replicability potential.

Refugees and the Art of the screen, the image and the book: this is a project which examines the effects of being a refugee and political prisoner. It will give an opportunity to artists and people from migrant, specifically refugee background to express themselves through their art.

Dionysos and the Amazons: «From the myth of the Amazons to how equality did not come about»: this is a project that aims to explain all kinds of gender issues through the arts.

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

The Art of Directing (theatre, film, TV and radio) is a multi-disciplinary project that will explore audience development. Audience development and encouraging young people to consider a career in the arts are objectives of this project.

In more detail, rather than competition or presentation, the ART OF DIRECTING FESTIVAL will focus on the participatory nature of the event, providing opportunities for all participants to take part in discussions, workshop sessions and debate, to go on technical visits to multimedia forums and to talk to the professionals involved. Workshops would focus on:

- A) Transnational Mobility: will attract audience from the refugee and immigrant population
- B) Audience development: the workshop will examine the art of directing needs to examine new ways of engaging with audiences.
- C1) capacity building - digitisation: attracts audience having to do with new technologies, new art media etc.
- C2) capacity building – examines existing business models based on advertising, public funding, traditional public relations and marketing, new business models: attracts audience from the business world
- C3) The University of the Aegean will help lead the sessions in engaging with students.

In general students are already involved and will be even more through the Scuolaxenia project, described in section 2, and above all the whole project being based on knowledge connecting will necessarily involve many more students not only in Samos but all over Europe.

Our projects
take into account
the needs
of all groups
of citizens

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)?

	Annual Budget for culture in the city	Annual Budget for culture in the city (in % of the total annual budget for the city)
2011	560.000€	2,5%
2012	711.449€	3%
2013	514.205€	2,2%
2014	295.785€	1,2%
2015	560.000€	2,3%

The budget suffered a decline after 2012, due the crisis and its social consequences. The new administration that took over in 2014, set as a goal growth through culture and therefore doubled the budget for 2015.

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.

	Annual Budget for culture in the city	Annual Budget for culture in the city (in % of the total annual budget for the city)
2016	600.000€	2,5%
2017	700.000€	2,9%
2018	750.000€	3,1%
2019	800.000€	3,2%
2020	900.000€	3,6%
2021	1.000.000€	4%
2022	1.000.000€	4%
2023	1.000.000€	4%

Which amount of the overall annual budget does the city intend to spend for culture after the European Capital of Culture year (in euros and in % of the overall annual budget)?

See table above. Amount remains stable since our goal is growth through culture.

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.

	Total income to cover operating expenditure	From the public sector	From the private sector
€	42.000.000	32.000.000	10.000.000
%		76,19	23,81

Income from the public sector:

What is the breakdown of the income to be received from the public sector to cover operating expenditure?

Total income to cover operating expenditure From the public sector	€	%
National Government	32.000.000	31,25
City	3.000.000	9,37
Region	15.000.000	46,87
EU (without Melina Mercouri prize)	4.000.000	12,5
Other		
Total	32.000.000	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?

The commitment for both the city and the Region come from the unanimous decisions to support the bid. The State is expected to commit.

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

Our proposal as a whole has been structured in a way that each separate action can be suited to the various EU funding programs, like Creative Europe.Samos has decided to create a special program of International cooperation and networking, in a joint effort of the City and the Foundation, in order to benefit from existing EU programs and find partners within the European and international space. The projects and actions proposed, can all be fit in these programs. And this is what we had in mind during planning this bid.

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

Source of income for operating expenditure	2016	2017	2018	2019	2020	2021
EU		500.000€	500.000€	500.000€	1.000.000€	1.500.000€
National Gvt				1.000.000€	2.000.000€	7.000.000€
City	300.000€	400.000€	500.000€	500.000€	500.000€	800.000€
Region	500.000€	500.000€	1.000.000€	1.000.000€	2.000.000€	10.000.000€
Sponsors	300.000€	300.000€	400.000€	500.000€	1.500.000€	7.000.000€
Other						

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?

At the same time with the campaign to inform the people, begun also the campaign for sponsors and already a positive response was given to cover the costs of this Bid Book. Every thematic unity of our program shall be presented to potential sponsors who have specific interests. Depending on the size of sponsorship a specially designed benefits list will be applied for the sponsors.

We intend to address local businesses who will have a direct profit from Samos' ECOC nomination, tourist companies, transport companies, Media, real Estate, Shipping as well as companies belonging to Samians abroad, in Europe, the USA, Canada and Australia.

For the AV production of material for the use of European citizens we shall seek sponsors with production companies in other countries as well as big TV chains.

Operating expenditure:

	Programme expenditure	Promotion and Marketing	Wages, overheads and administration	Other	Total
€	28.560.000	7.140.000	5.040.000	1.260.000	42.000.000
%	68	17	12	3	

The 3% is kept for contingency and insurances. (see below, part C)

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?

Income from the public sector to cover capital expenditure	€	%
National Gvt	42.000.000	19,68
City	2.370.000	1,11
Region	168.000.000	78,73
EU (without Melina Mercouri prize)	1.000.000	0,46
Other		
Total	213.370.000	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?

Part of the funds have been secured, part of it is in the phase of final approval.

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

Capital need are part of the City's Program already. Therefore, programming is being done with this perspective in mind. The success of the bid will strengthen our arguments.

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

Source of income for capital expenditure	2016	2017	2018	2019	2020	2021
EU					1.000.000€	
National Gvt	4.500.000€	1.000.000€	2.000.000€	3.500.000€	3.500.000€	2.500.000€
City	390.000€	300.000€	340.000€	400.000€	460.000€	480.000€
Region	10.500.000€	25.000.000€	27.000.000€	37.000.000€	42.500.000€	25.000.000€
Sponsors		2.000.000€	2.000.000€	2.000.000€	2.000.000€	2.000.000€
Other						

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

Cultural infrastructure (see also point 4.5)		
1.	Center of Logos and Harmony	3.500.000€
2.	Old Tanneries Cultural Complex	2.000.000€
3.	Marine and Shipbuilding Museum completion	3.700.000€
4.	Rennovation of Ydroussa Public spaces	500.000€
5.	Recreation of rural ways	3.000.000€
6.	Ag.Konstantinos environmental park	1.000.000€
7.	Artists Village	2.000.000€
8.	Hegemonic Garden	300.000€
9.	Renovation of the historic center of Samos	3.000.000€
10.	Revival of the Sacred way	1.500.000€
11.	Epicurus Cultural Center	2.000.000€
12.	Special Purpose Transport	500.000€
13.	Tobacco warehouses folk museum	4.000.000€
14.	Upgrading of historic centers of the four main towns	1.200.000€
15.	Renovation of 20 venues	1.000.000€
Total		27.000.000€

Urban Infrastructure and accessibility		
1.	Solid Waste Management	10.900.000€
2.	Water resources management	in total 18.200.000€
3.	Upgrading of water supplies of cities	4.900.000€
4.	Samos & Vathy aquaducts	5.700.000€
5.	Marathokampos water network	2.000.000€
6.	Imvrassos sources water management	4.000.000€
7.	Pythagorion water network management	1.000.000€
8.	Drinkable Water Automated system management	600.000€
9.	Development network of the mountain villages, Trails upgrade	5.000.000€
10.	Local Spatial Planning	1.300.000€
11.	Research, education and observation Center for fauna of Alykes	1.500.000€
12.	Ag. Konstantinos environmental Center	1.000.000€
13.	Pythagorion – Samos Road Deviation	18.500.000€
14.	Karlovassi Deviation	13.000.000€
15.	Coastal zone of Karlovassi Revival	10.000.000€
16.	Smart Samos	1.800.000€
Total		82.200.000€

Organisational structure

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

How will the 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?

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 appointments? What will be their respective fields of action?

As with every candidate from Greece, Samos municipality cannot found an independent organism that would constitute the best solution for best management purposes and to avoid political risk. If an exception for the ECoC institution will not be issued by the Greek government, the City is an agreement with the Samos Chamber of Commerce to create a Foundation for the purpose. In both cases the structure will be the same, even the Board of Directors will be the same, only the main shareholder changes.

Chairman of the BoD is the Mayor of Samos. There are other institutional members like the President of the Chamber of Commerce and the Dean of the University of the Aegean. The Region also is represented with the Vice-President in charge of Culture. Other members will include municipal opposition and civil society representatives and a representative of Samians abroad.

Although Samos European Cultural Capital has cross party support and the support of the North Aegean Region, the legal formula of a Foundation will further guarantee minimizing political risks.

It needs to be mentioned that risk assessment is important. One risk is financial irregularities. To ensure that financial control takes place, each three months, financial as well as activity reports will be submitted to the steering committee. Every year and independent audit will take place.

The role of the BoD will be limited to setting goals and guaranteeing and monitoring their fulfillment. They will not act as a substitute to the Management. The Final Responsibility rests with the General and the Artistic Director.

A liaison team, consisting mainly from the city staff members of the documentation committee will be established to ensure an optimal cooperation between ECoC Foundation and the City.

The General Director and his team would be responsible for: personnel management, financial control, fund raising and tendering, communication and visibility, evaluation and monitoring. The Artistic Director would be responsible for the planning and execution of the emblematic events, the opening and closing ceremonies and the local events. To carry out his/her tasks, staff would be recruited skilled in project management. At this point it is important to state that each emblematic project would have an individual and specific communication and visibility strategy designed for it by the communication team controlled by the General Director.

The General Director would be hired through international call according to strict professional criteria. The decision committee will count as members international experts (former ECoC managers), that will also contribute to setting the final criteria. The post would be advertised in the media, a short list of candidates would be interviewed. The criteria would include:

- Expertise in project management, a long track record in having worked in the cultural field and the arts;
- Experience and expertise in running large scale projects;
- Experience in public relations and in promoting projects;
- Knowledge of languages, including Greek and English;
- Knowledge and expertise in working with local, regional and national governments;
- Knowledge and a good track record in working with marginalised groups and people with disabilities
- Skill in accessing and raising funds, which includes understanding of the drafting of applications, tendering procedures, background in working with private foundations, success in communicating with sponsors, understanding merchandising. This includes good understanding of social network, social media (websites) and dealing with the press.
- Experience in meeting deadlines, dealing with crisis, assessing risks
- Responsible for working with the University of the Aegean in ensuring good monitoring and evaluation,
- Track record in resolving conflicts.

The Artistic Director would likewise be hired according to a similar procedure as that of the General Director. The criteria would be similar to that of the General Director, it would include:

- Long experience and successful track record in organising cultural and artistic events of several years.
- Extensive knowledge of how the world of arts and culture operate.
- Knowledge of Greek and English
- Good liaison skills, this is especially important as the Artistic director would have to carefully liaise with the General Director on important issues like budgets and on communication. On communication and public relations, the Artistic Director would be consulted on all issues relating to the advertising and promoting of events, on the design of any promotional literature, in presenting projects to the public and to the media. This would also include a good understanding of social media and networking.

The recruitment and appointment of the General Director and the Artistic Director will take place immediately after the nomination. Their first task is to develop the recruitment and appointment of a management team.

Board of Directors		
General Director	Financial control	Team of two: One senior accountant and one junior accountants
	Personnel and tendering	Team of two: Senior and junior
	Fund raising	Team of two: Professional fund raiser and assistant
	Communication Promoting and visibility actions	This will include a communication team: Four people: One senior manager, plus experts in web design Media and press expert Local people communicator
	Evaluation and Monitoring	To be done in cooperation with Aegean University
Artistic Director	Assisted by Hosting Manager (responsible for hosting the participants of the workshops, summer camps , seminars etc.), with a team of two	
	Two Teams responsible for organising emblematic projects	Team 1 / project manager and assistant: <i>Organising opening and closing ceremony and projects on:</i> <i>Samos and the Black Sea</i> <i>Pythagoras and Music, The constant change of seasons and equinoxes</i> <i>Pythagoras and healthy living</i> <i>Samos, architecture and industrial archaeology and heritage</i>
		Team 2 / project manager and assistant: <i>Organising:</i> <i>The Creative Industries Trade Fair;</i> <i>Art of Directing (theatre, film, TV and radio)</i> <i>Refugees and the Art of the screen, the image and the book.</i> <i>A strategy for Sustainable Welcome tourism (SWEET) Sustainable Cruising – Sustainable Tourism (SuCSuT)</i> <i>Samos and sustainable tourism – heritage trails, tourism routes and blue growth</i> <i>Dionysos and the Amazons: «From the myth of the Amazons to equality did not come about»</i> <i>Aesop and storytelling</i>
	Two teams organising local projects	Team 3 / project manager and assistant: <i>Organising local projects on:</i> <i>Ecology and green growth</i> <i>Entrepreneurship, economy and society</i> <i>Sciences</i> <i>Architecture</i> <i>Cultural tourism</i> <i>Popular culture,</i> <i>Food tasting Mythology,History and archeology</i>
		Team 4 / project manager and assistant: <i>Organising local project on:</i> <i>Music and dance</i> <i>Visual arts, cinema and theatre</i> <i>Music Festivals</i> <i>Piano Festival</i> <i>Boat Bridge</i>

Contingency planning

Have you carried out or planned a risk assessment exercise?

Samos will have a sum of money for contingency purposes (3% of the budget). This cash will be used to deal with emergencies and one off situations. Samos will resort to hiring sub-contractors if there is a sudden rush of work or need to meet deadlines urgently. Situations could arise for all kinds of reasons, death, sickness, political crisis and other unexpected occurrences.

As well as having a large budget reserve, Samos is keenly aware that it is on the edge of the EU, in a difficult period. Wars and conflicts seem to be increasing as witnessed by the influx of refugees. There are major security and health concerns. To cope with these risks and challenges Samos has developed its volunteering services. The people of the island have embraced the idea of European Capital of Culture and their volunteering will power, as shown by their current courage in saving refugees from drowning and showing them good treatment, a force that will be harnessed in dealing with emergencies. This situation has helped Samos to better organize following best practices and to constantly be in a state of alertness.

Regarding other types of risk, Samos is well prepared. There are yearly updated, memoranda with the Ministry of the Interior, for managing extreme situations of civil protection, namely earthquake memorandum, flooding memorandum and fire memorandum. All with detailed plans of action and all the necessary equipment ready to use.

What are the main strengths and weaknesses of your project?

Strengths:

Samos has a lot of experience in using the power of volunteers and this is a source of Samos' strength.

Samos has a lot of experience in organising artistic and cultural events. Every year the island stages a whole host of festival and public events.

The island has good transport communication: an airport capable of catering for chartered flights, good harbours with ferry connections with Athens, the other islands of the Aegean and Turkey, plus good telephone and internet communications.

Hotel accommodation is plentiful and Samos is confident that the hotel infrastructure can easily manage any extra rush of visitors. The island is adorned with beautiful nature, coasts and cultural heritage.

All proposed actions are within our capabilities. There are no huge constructions or works that we cannot realize.

Our proposal is the choice of our growth policy and will be implemented regardless of our nomination. It is structured according to its usefulness to the Samian and European citizens.

Samos is a name widely known because of Pythagoras of Samos or Aristarchus, or Eupalinos, it is a name that rings a bell for culture.

The islands weaknesses:

The principle weakness stems from the small population of the island, just 33000. Due to this small size the scale of the cultural and artistic programme envisaged is modest. Strategic shows like giant rock concerts are un-realistic.

Another weakness which has been mentioned before is that Samos is located on volatile region bordering a zone of conflict. Her proximity to the Asian mainland has meant the island has had to deal with an influx of refugees.

Bureaucracy.

Brain drain. Difficult to retain our best.

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

Samos is overcoming her weakness of being in the EU border as can be seen in the way the island is managing the refugee crisis. The island's infrastructure has been upgraded and most importantly the people of Samos have shown willingness in volunteering in assisting the personnel of the municipality who are now experts in dealing with a sudden influx of people.

Furthermore, our position will become an asset, if ECoC is awarded to Samos, because this will help us to better collaborate with our Turkish neighbours and work together for a better future.

As for overcoming the small size of her population and not have huge stadiums. Samos has overcome this by designing a programme around emblematic projects that:

- **Develop partnerships between artists and between the citizens.**
- **Enhance cultural creation and tourist potential.**
- **Increase the use of networks and partnerships.**
- **Respect and enhances the diverse conventions and laws respecting the protection of the natural and cultural heritage.**
- **Enhance cultural routes and trails.**

Bureaucracy is addressed by choosing the Foundation management solution.

Brain drain will surely be mitigated if the challenge of holding a great ECoC year is decided to be awarded to Samos.

Marketing and communication

Could you artistic programme be summed up by a slogan?

Knowledge Connects

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 selecting stage, consideration must be given in particular to the a 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)

Samos's communication strategy has two elements:

- 1. Internal Communication Strategy in Samos**
- 2. External communication Strategy for Samos Capital of Culture**

1. Internal Communication

This is to assist the partners to working and to co-ordinate together the diverse emblematic projects that have a European dimension.

Activities include: E-Newsletter of information, Website, Mail, Meetings (skype a.o. video conferencing and when necessary face to face meetings in Samos or elsewhere)

Each project will have its own specific communication strategy.

2.External Communication Strategy

External communication has two parts: Strategic and specific. The strategic is for the whole island, Greece and internationally and targets all stakeholders. The specific will communicate and promote a project. Indeed, the Artistic Director when managing an emblematic project will liaise with the communication team controlled by the General Director to develop specific promotional material and merchandising for a specific event.

There would be a communication strategy towards the media and would include press and media officer to plan and integrate press conference and media events. Samos intends to identify the correct media, which would include information news agencies like Associated Press and Reuters. However, the communication strategy aims at identifying a select group of journalists who work in the relevant media and news outlets, for example culture and art magazines, tourist news sheets and websites and feed them information. Having said this, Samos is aware that the big media like the TV channel and big international broadcasters need to be enticed to come to cover major events.

Merchandising: Samos as mentioned earlier is considering a whole range of merchandise. Some of these will refer to the cultural heritage like the ancient Greek philosophers, others contemporary culture, however, quiet popular among Samos citizenry is to refer to the natural fauna and flora like the rare Golden Jackal and Mediterranean Chameleon as a way of raising awareness about these endangered species.

Regarding social media. Samos is very keen on this, and it has already used social media like Facebook, YT and its own website quite extensively. Social media is the actual and future communicator, and Samos is interested in making use and even developing through the already mentioned projects, (SUCSUT etc.) the use of social networks. The first relevant workshops beginning in 2016 will work on new ideas for the use of social media in the ECoC promotion, so part of the plan is the solution...

The local TV channel and four radio stations are serious stakeholders and participate in this effort. National TV's support is important and will serve as communication sponsor. Its connection with Euronews will be important, in order to disseminate material in the EU. Another of the massive audience, private channels will be declared, after open competition, communication sponsor. France 24 is already a willing collaborator.

Communicating with funders

At this point one would like to add that communication strategy will include a fund raising campaign; in summary:

- Regarding Foundations
- Members of the European Foundation Centre will be contacted an informed about
- Samos and asked to fund parts of projects
- Organisations that sponsor cultural events and activities, like copyright collecting societies like IFFRO and AEPI
- Private companies (e.g., BA, Lufthansa, Olympic Airways etc.),
- Public donors – identify budget lines to apply for money (e.g., European Culture Foundation)
- European institutions (stakeholder) – EU funding programmes applicable to the cultural sectors, like Creative Europe and other programmes that have a cultural dimension.
- Ministries of culture, education and of tourism but also of Economy.
- Communicating with the Arts and Culture sector. If Samos is short-listed, we plan to begin immediately communicating with European and international cultural networks

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

Samos has already mobilised its citizens, a whole series of events since May 2015 have been held. Citizens have been consulted about what kind of events they would like to see and participate in and what sort of cultural projects they would like the island to develop. By using the bid to be the European Capital of Culture, Samos has already involved its citizens and by meeting the massive challenge posed by the refugee crisis, Samos has already transformed the mindset of its citizens. The use of social media has been useful, Samos has found that social media is effective in coupling it with events on the ground, that is meetings and engaging people to actually participate and do the work through volunteering themselves. There are more than fifty Samian communities in European countries, Australia, Canada, S.Africa and the USA. They are in contact with their relatives in Samos and special tools are being developed , like social networks that will enhance this communication and help spread the message for the ECoC.

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

All press and material will mention that the events concerned would be done within the auspices of the European Capital of Culture. All the emblematic events and local events will be promoted as being done entirely within the context of the European Capital of Culture. All press conference, media events and every happening will be done mindful that this year of 2021 in Samos is about showcasing the European Union's commitment to the principles and values of democracy, freedom of movement, tolerance, free speech and freedom of association.

Additional information

In a few lines explain what make you application so special compared to others?

We do not know what other cities are planning. However, apart for our strong stress of the role of knowledge in connecting and growing, which is the special characteristic of this bid, Samos is special in that it has started to plan identifiable European projects, which are multidisciplinary, which involve the citizens and which showcase the European Union's commitment to culture. Samos 2021 understands the European Capital of Culture is a European cultural project which will enable the island to reinvent and transform itself into a powerful and new centre for dynamic cultural creation.

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

Whether Samos is selected or not, it will develop this bid document into a master plan for cultural development with the long term aim of creating a model of cultural development that can be transferred and replicated to other islands and coastal cities in the Mediterranean.

Our long-term goal:
Growth through Culture

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