

EUROPEAN CAPITAL OF CULTURE

HUNGARY 2023

CANDIDATE CITY: GÖDÖLLŐ





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ANNEX 1

APPLICATION FORM

INTRODUCTION – GENERAL CONSIDERATIONS

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

Gödöllő has a tradition of welcoming its guests with high standard cultural programs. Visitors no longer come from Gödöllő alone; there is constant interest from other settlements of the small region, while a growing part of the audience are culture lovers from nearby Budapest.

Gödöllő used to be known as the holiday city of Budapest due to its favourable environmental, and climate conditions, and its proximity to the capital. The city's popularity started to grow, and it soon developed into a vibrant centre of culture, and art. The Art Colony founded by Aladár Körösfői-Kriesch, and Sándor Nagy are decisive symbols of the city to this day. Its features position it ideally to represent a model of small city culture to Europe that duly expects attention from other cities of similar dimensions.

A great deal of attention would focus on Gödöllő during an annual series of programs under the European Capital of Culture program, an excellent opportunity of introducing Gödöllő's cultural heritage, cultural traditions, uniqueness, menu of culture, and art, values, endeavours, to increase the number of culture consumers.

In addition to showcasing its cultural diversity the city also wishes to take advantage of the opportunity of developing, and changing in the framework of the European Capital of Culture. The population of Gödöllő is satisfied with the potential offered by the city, and its supply of cultural programs; culture fans have a wide range of programs to select from. At the same time the city of Gödöllő is aware of the necessity of development. The 21st century poses – social, economic, digital – challenges to every city to be taken into account, and responded to. Similarly, Gödöllő has no intention of getting stuck in its current state. It wishes to meet challenges head-on, and face up to changes, and development, while at the same time it preserves, and hands down to next generations the values, and traditions crystallised over past centuries, and decades.

Gödöllő has taking care of the young generation high on its agenda. Currently the 50-60 year-old generation represents the power that moves the city forward. Looking ahead 10 years down the road, however, it is necessary to enable the young generation to find their position in life by offering them an even wider range of opportunities to ensure that after completing their studies they will remain in Gödöllő, start their families, and their working life here. The city wishes to use the possibility of the ECoC to assess the relevant needs, and elaborate the responses to be provided.

Gödöllő plans to maintain its current dimensions on a long term, i.e. growing the size of its population is not among its plans. It only envisages expansion in line with the available services in a controlled manner; a population of 30-40 thousand is regarded ideal. That is also justified by the geographical limitations through the surrounding Pilis municipal woodland, which allows little room for industrial upgrade.

The general need in the city for quality lifestyle emerged in the 1990s. A major influx of people in the 1960-70s left no pleasant memories behind. The city had no main square, no inner city; it was a rural settlement all in all. Its present appearance of a good balance between urban, and garden city features is the result of the past 27 years.

Gödöllő has a powerful urban community, a fact clearly manifesting itself also while designing the program of the European Capital of Culture. All groupings concerned: artists, cultural partners, edu-

cational institutions, NGOs, public groupings, local business representatives contributed most enthusiastically, and actively to the creation of the Gödöllő 2023 program. We are convinced that the ECC program can only be successful if a wide range of actors join forces planning together, sharing suggestions, and implementing collectively, i.e. if each inhabitant feels ownership of the ECC program.

Through its Gödöllő Royal Palace has been present at all great moments of Hungarian history since the 1700s. The Palace's last role was to house the focal functions, and protocol events during the Hungarian EU Presidency in 2011. It was another proof that the city has the dedication, collaborative power, and the capability to arrange, and orchestrate a series of diplomatic events spanning an entire half year with the required infrastructure, and technical as well as professional skills.

What model can Gödöllő offer Europe?

- a thriving, culturally sparkling small-city model that respects its traditions, and integrates them in its daily life, and modernises them in a natural process, and opens its doors to the future,
- it has created, and maintained a strong community typical of a small city in which people feel responsible for each other,
- it forms close cooperation with the Gödöllő Royal Palace, a cultural heritage item of decisive importance for the small city, and Szent István University, one of the country's most prestigious higher education institutions,
- it offers a unique example enjoying the benefits of the proximity of the capital, and extending its cultural magnetism to both the capital, and the small region,
- the model of a small city supporting, and mentoring its talents, and maintaining a constant relationship with them,
- which has no intention to grow significantly in a physical sense, instead, it wishes to develop safeguarding its values.

„Gödöllő's heritage rooting in the past, and pointing to the future offers a unique opportunity to realise a multifaceted innovative package of adventures rightly expecting international interest, placing the relationship of man and nature in its centre. It is not by chance that this landscape was an 'island of Life as a Whole' for the artists moving here (Gödöllő Art Colony), whose art is bound to the city through multiple linkages.”

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

Gödöllő exists in organic unity with the surrounding small region. Their cultural-touristic collaboration is strong, and cultural institutions of Gödöllő bring programs to the neighbouring settlements, while at the same time the cultural groups of small regional settlements are also given a chance to introduce themselves in the city. The natural values of the area surrounded by the Pilis forest, the Rákos streamlet, along which the bicycle road – when further developed – provides further connections. Common historic traditions, the events of 1848, cultural traditions are all factors that reinforce collaboration, and cooperation. The city of Gödöllő wishes to build on that strength in applying for the title of European Capital of Culture.

Projects of cooperation with the small region will be discussed in chapter 3. E.g. the festivals of national significance, the events, cultural, and folklore groups of Gödöllő, and the small region should achieve national renown. E.g. Upgrading the Pécel Ráday Palace into a literary palace, Creating a 1848/49 memorial park in Isaszeg, Putting Szada home to the Arts village, and the Bertalan Székely arts centre on the global art map, Transforming the Kistarcsa detention camp into an interactive historic place of remembrance, Kerepes – creating an archeological educational walkway, Keeping alive, and presenting to the wide public the traditions of the Slovak minority, Zsámbok – reviving the tradition of rural wedding parties as a tourist program.

Through cooperation with the small region further cooperation in the community, further resources, even greater cultural diversity, more comprehensive presentation of environmental, cultural, and

historic traditions, higher number of visitors may be attracted. The nature reserve district of the Hills of Gödöllő is 11.996 acre in surface, 128 acre with a higher protection level. Belongs under the Danube-Ipoly National Park Directorate, lies to the East of Gödöllő.

- Explain briefly the overall cultural profile of your city.

Traditional values of Gödöllő:

Hungary's largest baroque palace, oldest theatre building, the world's second most significant collection of agricultural machinery along with the intellectual, cultural, and tangible legacy of the complete Grassalkovich manor. The Gödöllő Art Colony, the concept of 'Island of Life as a Whole', and Hungary's only permanent art nouveau exhibition, Europe's first World Peace Gong, the national Scout Museum, the country's smallest Virgin Mary shrine statue, Art Colony.

One of the most important change of the local society is reflected by the strengthening of grass-root communities, self-sustaining organisations creating, and sharing value operating besides the communities supervised, and controlled by the municipal cultural institution. They operate independently, and need support to achieve their objectives. At the same time the municipality continues to ensure the operation of its key arts associations, groups – qualified as priority – by granting them significant financial assistance. Non-priority arts groups receive support on a case-by-case basis. The city keeps track of, and supports such new groupings along with those whose artistic achievement qualifies as noteworthy in a national context. Numerous such art groups have been established lately.

The institution network of the greatest utility for Hungarian general culture are the cultural institutions, and the public collections/museums (House of Arts, Gödöllő Town Museum, Gödöllő City Library and Information Centre).

Research, and daily experience prove with equal clarity that cultural communities keep alive, and strengthen the local society, lending varied content, and form to the people's sense of belonging together. They find their home, and creative space in these institutions, and community forums.

Hungarian institutions of public culture make personality development for community building purposes the central element of their activity. They ensure the most general access among cultural institutions to cultural goods, and they are the most powerful pledge of cultural equality of opportunities.

The social program of Hungarian public culture rooted in the Reform Era, its wide array of activities, and its organisational diversity is much more complex to be the product of simple public culture institutions and the work they perform. That complexity is proven by the large number, and diversity of art, and cultural groups in Gödöllő, and the way in which their profile supplements the work of public culture institutions.

Major development projects affecting cultural life have been completed. The ground level of the House of Arts has been renovated, the reconstruction project on the Gödöllő Royal Palace now extends to the Rudolf wing, and the riding hall. As numerous historic monuments are renewed cultural locations expand in size including the Royal Waiting Hall that is now re-organised to belong under the museum's direction. Gödöllő's main square has been completed. The renovation of the Damjanich János Primary School makes a new cultural space available to the community. A central element of the school's profile is drama pedagogy that greatly benefits from the new theatre hall.

The number of NGOs, art groups engaging cultural activities has increased. Their artistic life has unfolded, and supporting their operation is fully justified.

The Erzsébet Királyné (Elisabeth queen consort) Hotel and Restaurant has taken the place of the former City Hall as an additional item to the list of cultural, and community spaces.

Private galleries are an organic part of Gödöllő's cultural life.

Cooperating arts groups in Gödöllő: House of Arts', Gödöllő Town Museum, Gödöllő City Library and Information Centre, Gödöllő Royal Palace, Gödöllő New Art Public Foundation, Gödöllő Dance

Group, Gödöllő Symphonic Orchestra, Gödöllő Literature Round Table, Lavender Gallery, BALL creative group, Talamba Percussion Band, Gödöllő Dance Theatre, Cimbaliband, Gödöllő City Mixed Voice Choir, Gödöllő City Folk Band, Gödöllő City Brass Orchestra, Gödöllő Young Artists' Association, Garabonciás Theatre, Midnight Alternative Theatre Company, and Club Theatre, Cavaletta Art Association, Arpeggio Guitar Orchestra, Twist Folk Dance Group, Szent István University

Special traditional events in Gödöllő

With the early 1900s the following events have been gradually re-staged year on year: State, and national holidays (20th August, 15th March, 23rd October), Major events of particular importance for Gödöllő, Hungarian Liberation Day, first celebrated on the last Saturday of June 1991 in front of the Life Tree in Lower Park.

Further functions in the city: Downtown Days, Special celebrations by NGOs extending to different parts of the city. One of the most noteworthy ones is the Blahai Lake Festival staged by the Blaháért Társaság (Association for Blaha) each year, the annual Százszorszép street ball in the Fenyvesi area, or the Havas-Peres days.

Events associated to local history, and anniversaries (they mostly relate to the palace): Coronation week-end, Baroque Days, Hunting Days, Viola Day.

Celebrations of Hungarian culture: Day of Hungarian Culture, Poetry Day, Book Festival Week, World Museum Day, Heritage Protection Day, Museum Night, National Library Days, Ars Sacra Festival, Researchers' Night, Celebrity of Hungarian Sciences.

The city has created the concept of the Thematic Year of Culture under which cultural programs have been coordinated since 2011. In 2010 the local government decided that the city's cultural life should be built around a specific event, or important anniversary each year. Thematic years so far: 2011 - Baroque year, 2012 - Famous Ladies in Gödöllő, 2013 - Art Nouveau Year, 2014 – Old House is a memorial event of the day on which World War I broke out, 2015 - Garden of Arts – Gödöllő 2015, 2016 - Gödöllő 50 - the city of renewing values, 2017 - From Cradle to Crown, 2018 - Youth Year

Cultural Heritage: The Gödöllő Royal Palace is also known as the Grassalkovich Palace. Its construction began in the middle of the 18th century, and it assumed its current shape at the end of the 19th century. Following the historic agreement between Austria and Hungary called the Compromise it became the royal resort, and Queen Elisabeth liked spending time here. Between the two world wars the palace was redesigned for use by governor Miklós Horthy. After 1945 the palace started to dilapidate. One part of the building was used by Soviet, and Hungarian soldiers as barracks, while another part became a social home, and yet another section was transformed into temporary family homes. The park was segmented into small plots. In 1990 the Soviet soldiers left the palace, and the social home moved in a different building. Today the Palace museum has a total visitor area of just below 1000 sqm consisting of 23 rooms. A large number of state rooms and assembly halls of various sizes are available for functions. What is today the palace church used to be the community's reformist church demolished when the palace was erected to build the palace's catholic church in 1749.

Following the death of Queen Elisabeth more than a hundred parks were created countrywide; completed in 1898, the Gödöllő Elisabeth Park was among the first. At the end of the allée lined with trees an Elisabeth Statue is located (József Róna, 1901).

Máriabesnyő shrine: it owes its fame to the pilgrimage church, which is the second most visited pilgrim destinations among Hungary's Marian shrines. Antal Grassalkovich founded the Máriabesnyő shrine. The church was built on the site of the community's former church, and as they cleared the debris they came upon a Mary figurine which transformed Besnyő into a shrine. The shrine church was granted small basilica (basilica minor) status.

The Hamvay Mansion is home of the Gödöllő Town Museum, and the Gödöllő City Movie. It was built by Ferenc Hamvay squire in 1662. In 2001 the museum was awarded 'Museum of the Year 2000'.

The Gödöllő Arboretum was established in 1902. It has a total size of 190 ha, and was completed in 1914. Prior to WWII it was considered to be Hungary's most significant arboretum. Enlargement began in 1960, so today it operates on 350 ha. 90% serves forestry research purposes, while 10% remains parkland.

Sculptor József Lajos Velekei's 9.3m high work of art named Life Tree was inaugurated on Hungarian Liberation Day in 1992. The statue was damaged in a storm in 2008, and the new 7 m high creation standing on a stone pedestal made in replacement of the damaged one was inaugurated in 2010.

The renovated Royal Waiting Hall at the Gödöllő railway station was inaugurated in 2011.

Barn palace, Babatpuszta), Művészeti Múzeum, Apiary Museum, Agricultural History, and Technology Museum, Former City Hall, currently Hotel Queen Elisabeth.

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

Gödöllő's objective by winning the European Capital of Culture title is to implement a small-scale urban development project in harmony with the digital age, and to modernise while maintaining its traditional values.

Gödöllő wishes to maintain, and reinforce a quality small city lifestyle keeping its current size, and focussing on retaining its inhabitants, encouraging youth to start their families, and their careers in Gödöllő involving – in a sustainable manner – its large green areas, parks in an urban lifestyle. As an independent small-city intellectual hub it considers it its task to create a thriving cultural life, and cultural menu that meets the demand of the local population. Gödöllő's offer of cultural programs, and its strategy is a nationally unique small city model, and Gödöllő is proud of its achievements, an example for cultural excellence set for the future generation.

Engage and share – Through the Gödöllő 2023 program our objective is to reinforce, and at the same time share our culture consumers' commitment, and broadening the circle of culture consumers.

In what areas does Gödöllő wish to develop, and change?

- Strengthen a sense of social responsibility among the young generation, handing down a philosophy of being active, and taking commitments, and starting a dialogue with the 20-30 year-old generation.
- Embrace its young talents, support them, and help them embark on their careers even more powerfully
- Disseminate high culture to a broader audience, make it more 'user friendly', easier to digest, and increase the number of culture consumers
- Strengthening the triad of the city, the palace, and the university as the pillars of the small city improving their mutual relationship, and their cooperation.

The artistic mission of the cultural program

Further enrich Gödöllő's rich cultural supply, its diversity, and its European dimension in cooperation with local, regional, national, and European partners in line with the social, and digital standards of the 21st century while maintaining traditional values.

Building a cultural program

The leitmotif of the cultural-artistic program is storytelling. It derives its resources from Gödöllő's past, and foretells its future.

Values we can build on: Tradition, and modernisation, A small city forming an independent intellectual hub with the Gödöllő Royal Palace, a heritage site of national significance along with Szent István university, Its cooperation with the small region, Its cooperation with twin cities.

Tradition, and modernisation: we have a rich cultural heritage, and would like to demonstrate how Gödöllő uses it constructively, how it creates something new in all areas of art by sharing the values of

the past. The scheduling of festivals follows the same concept as we move from past talents to future talents, and supplement high culture with streetart.

Thematic pillars: Small city community, Generations, Communication, Sustainable lifestyle, Eco-city

The decisive values of the city's life are rooted in tradition: the Gödöllő art colony, scouting (representing family and Christian values), the Gödöllő Royal Palace witness to important moments of Hungarian history, and ways of traditional artistic expression. Modernisation means organic development in the city of Gödöllő that helps its values survive, while at the same time it adapts to the social challenges of the 21st century, to digitalisation, new technology, and to using these for artistic purposes without displacing traditions.

Building up the individual pillars we have taken into account the following considerations:

- what does a particular subject/theme mean to Gödöllő
- what specific progress does it wish to make in the individual part-subjects
- is each pillar inspired by capitalising on traditions on the way to modernisation, i.e. can we demo our traditions, present, and even our future. In the first part of the year tradition, and our present will be given extra emphasis, from which, in the second part of the year we move toward the future, messages, and conclusions
- we do this by applying traditional approaches, artistic transformation, and modern interpretations, modern artistic tools, and technologies
- what is the message that Gödöllő sends to Europe, and what example can it show in the individual subjects
- we plan to elaborate on these messages in international conferences, and workshops
- each pillar offers programs to a given target group

As we create the individual thematic pillars we take into account the following needs of the target groups:

- integrative, inclusive intellectual hub, an outstanding cultural menu
- researching for, and developing talents
- encouraging youth to engage in creation, and to establish independent creative groupings
- make high culture consumable, digestible, and accessible for a wider public (cf. young generations, non-regular culture consumers)
- serve the needs of the family-starting generation as much as possible to ensure they stay in Gödöllő
- offering a more extensive menu to the 16-28 year-old single persons

The structure of the ECoC year:

To ensure that we form a few major concentrations of programs during the year meant to attract attention to Gödöllő over and over, and we also plan to stage promotional festivals in certain parts of the year. The themes of these festivals will cluster around the concept of tradition, and modernisation focussing the public's attention on all the artists, and branches of arts that determine Gödöllő's cultural image, but at the same time giving an opportunity to young artists whose talents unfold under the mentoring of their masters to introduce themselves, and enable culture to reach a wider audience.

What does tradition mean to us?: Hungary's largest baroque palace, oldest theatre building, and the world's second most significant agricultural machinery collection, Europe's first World Peace Gong, the only permanent Art Nouveau exhibition, and the national Scouts Museum, and the country's smallest Marian shrine figurine.

What does modernisation mean to us?: Gödöllő's objective is to maintain its current size, and safeguard, and reinforce a quality small-city life style focussing primarily on retaining its current popu-

lation rather than on increasing the number of settlers. We wish to create a small-city intellectual hub independent from Budapest capitalising on the composition of our current population, and the high ratio of the graduate community. We also wish to ensure a thriving cultural life, and cultural offer in line with the needs of the local population.

Modernisation – will technology solve everything? Or will it destroy human relationships, and human societies? (an optimum application/use of technology, and promoting the renewal of human relationships) Man remains the highest value in the 21st century both when considered separately, and when seen in his – narrow or broad – environment. That is what a small-city lifestyle can reinforce. We need a cultural model that represents these values, and makes them attractive for others.

The majority of the people are unprepared for change, and are more the victims than the active shapers of such changes. We emphasise, besides individual values, the value of the community, solidarity, belonging together – it offers more than it takes away

Building on the proximity of Budapest, reinforcing synergies: attracting audiences from Budapest to cultural programs in Gödöllő, and further development of the transport infrastructure, investigating the options of building an international airport

The ‘renaissance of Art Nouveau’, the re-discovery, and re-thinking of traditional culture, and techniques. What they did so well a long time ago on the Art Colony is becoming ever more relevant.

The pillars whereby the European Capital of Culture can contribute to Gödöllő’s development: Gödöllő the liveable small city

- the small city as an attractive life style is a source of well-being, and comfort: a cultural menu, a community to belong to, identity, accessible services, high quality constructed environment
- cultural, creative base as an economic resource
- localism
- the relationship with Budapest
- social responsibility through the eyes of teen- and twenty-agers, and thirty-forty year-olds
- Gödöllő as a small regional engine, a centre of decisive significance

Gödöllő Royal Palace

- It is the biggest baroque palace in Hungary
- The Gödöllő Royal Palace, an emblematic building of the city carries the signs of Hungarian history from the 1740s to most recent times starting from the Grassalkovich family arching over to the 2011 EU presidency. The city is witness to moments of great importance of our history.
- Queen Elisabeth, a modern thinker of her age, an exemplary character even today
- A particularly important cultural location with Hungary’s first permanent theatre building with its pavilion on King’s Hill, the palace park, the riding hall, and the body guard barracks

Szent István University

- 15.000 students, 10% of whom come from abroad, a multicultural environment
- 200 institutional relationships with other higher education institutions
- Hungary’s first and only university of agriculture which, as a result of integration today includes numerous faculties, and disciplines in the country under the name of St. Stephen.
- Independent university Campus with decisive historic monuments as the Apotheosis of the Seed (Amerigo Tot), the equestrian statue of duke Kálmán herceg (József Róna), the Botanical garden, and the Agricultural History, and Technology Museum
- Science based technological development
- Social responsibility, scientific, and popular science programs for the wide public, close relationships, and cooperation with kindergartens, primary, and secondary schools.



1. CONTRIBUTION TO THE LONG-TERM STRATEGY

1.1. Describe the cultural strategy followed by your city when the application is being submitted, and the plans of the city concerning capacity building in the cultural, and creative sectors – including the development of long-term relationships between the previous sectors, and the city’s economic, and social sectors. What plans does your city have to ensure that cultural activities are kept up in the period following the title year?

Gödöllő’s Public Culture Strategy, and Integrated Settlement Development Strategy define jointly all the objectives that Gödöllő wishes to achieve using the instruments of culture in order to maintain its high quality small city lifestyle. The reference period of the Public Culture Strategy is: 2013-2018, while the same for the Integrated Settlement Development Strategy is 2015 – 2020. When it comes to a strategy determining the city’s future, Gödöllő agrees, and matures them in each case in a consultation process based on broad partnership, involving those concerned, taking into account also international best practice. That approach guarantees that specific strategic objectives should enjoy wide ranging support, and that they serve the city’s development. The Public Culture Strategy takes account of trends, changes, the legislative environment seen in domestic, and international cultural, and art life, and integrates them in its own set of objectives. The present time-frame for the Public Cultural Strategy is 2013-2018. However, the City Council met the decision on 14th December 2017 to modify and incorporate the ECoC objectives and programme structure in the the Public Cultural Strategy in the course of 2019 up to 2025.

The objectives of the Integrated Settlement Development Strategy:

Gödöllő’s urban development objective is to maintain, and further develop the high standard recreational, cultural, and knowledge centre.

Strategic objectives:

- Creating the unity of the residential, work, and recreational space
- Taking account of ecological consideration
- Operating the city in an eco-nomic manner
- Forming a high quality life style in Gödöllő
- Well balanced, sustainable growth
- Strengthening the concept of local governance, and localism

The city intends to implement the above objectives in consideration of conceptual principles based on which, in direct, and indirect correlation with cultural objectives one witnesses the appearance of the improvement of intellectual potential, the retention of youth, the aspect of the retaining the population instead of encouraging settlement, the protection, and enrichment of urban values including Gödöllő’s rich cultural heritage, the strengthening of identity, and of the partnership of the city, and its small region.

While doing the above it develops its tourism with its main pillars being the palace, the theatre, art nouveau, ethnic governments, the Máriabesnyő shrine, and scouting traditions. Given its natural, and environmental features, the city builds on its green surfaces, recreational areas, the environs of the lakes, and assigns priority to sports aviation, equestrian sports, parks, and groves. Environmental considerations for implementing the eco-nomic city include the environmentally conscious urban waste, and energy management. The city wishes to reinforce its relations with the St Stephen University, and supports the development of the university’s character as a centre for innovation, and knowledge, and its biotechnological innovation centre as well as the strengthening of conference tourism.

We have defined the set of objectives of the European Capital of Culture program in harmony with the objective laid down in our Public Culture Strategy.

The following are the objectives specified in the Public Culture Strategy:

- Direct communication with youth, and involving them in decision making, and conducting an active dialogue. Involving them in the city's cultural life in the preparation, design, and implementation of programs concerning youth
- Cooperation of cultural, and educational institutions to ensure that youth can participate in a structured art pedagogy program
- Creating communal spaces for youth, satisfying entertainment needs adapted to young persons' worldview, specific to given age groups, talking to youth in their own language in line with modern, 21st century reality created by the technological achievements of our age
- New communication surfaces: taking advantage of digital communication possibilities
- Gödöllő, the city of festivals: the global art festival staged every year where each cultural grouping of Gödöllő can show their art of music, dance, prose, theatre, fine art. Share programs with the wide audience, take art to the street, and then bring the audience in to the performances. To supplement that, a twin city festival is organised each four years.
- On-line, interactive, digital relations: an online cultural series of programs: digitally accessible exhibitions, program suggestions, programs. Displaying new, interactive cultural content in the institution system for public culture. Establishing, and developing on-line – interactive, digital, cultural relationships: inside the country's borders, and also connecting the settlements, cultural institutions of the Carpathian basin, and EU countries. (developing twin city relationships).

The city's plans concerning capacity building of its cultural and creative sectors:

The plans of Gödöllő under the European Capital of Culture program include embracing its talents even more effectively than before:

- Cooperation with schools under the talents management programs: embracing the talents discovered by schools
- Launching artistic, and scientific careers: seeking out scholarship possibilities, finding sponsors
- Turning art, and cultural activities into products, increasing their marketability and increasing the number of culture consumers:
- Encouraging young persons' grassroot groups by supporting art mentors
- New spaces, new locations are being created for youth culture which ensures an opportunity of introduction for young music bands
- Strengthening professional coordination between the various genres opens the door for new possibilities, and for the harmonisation of the cultural offer
- Increasing the number of art pedagogy programs raises the openness of public education participants for culture
- Better familiarity with young persons' needs, and expectations expands the cultural supply provided to them
- Taking culture and art 'to the street' opens a wider range of opportunities for interactivity, and active participation in culture

Cooperation with the creative sector:

- Involving young talents, young art groups in the mentor program through corporate sponsorship to enable them to become independent
- Encouraging the operation by young people of facilities founded for young people through entrepreneurial skills development, and start-up support
- Strengthening the cooperation between the city's creative sector, and art groups, encouraging new projects, and reinforcing sustainable long-term relations
- The city has specified cultural, recreational, and conference tourism as its objective. Designing

complex tourism program packages through the involvement of the creative sector

- Developing the digital cultural offer in cooperation with the creative sector

As part of our preparation for the title year in 2019 a detailed capacity building plan will be elaborated. A detailed needs assessment among the 20-35 age group to find out about their culture consumption needs that give us further information concerning the finalisation of the programs.

Keeping up cultural activities in the period following the title year:

Gödöllő's cultural offer is particularly rich even at the moment, and the objective for the years following the title year is not to increase the number of programs, but to maintain the quality changes to be achieved during the ECoC year:

- Strengthening the relationship between the university, and the city, keeping joint programs in operation
- Keeping up the synergies between the palace, and the city in the city's theatre program
- Non-cultural programs: applications, solutions reinforcing the urban community, solutions, maintaining online communities
- Maintaining joint artistic thinking, and the harmony of programs established during preparing, and implementing the ECoC program (for identical age groups, in identical branches of art)
- Operating programs for young persons, and freshly opening places
- Keeping up of the streetart character of culture, and involving, in a creative, and participative manner, culture consumers in cultural programs
- Transferring best practice in the annual cultural program

1.2. How does the European Capital of Culture initiative appear in this strategy?

In the previous chapter we described Gödöllő's public culture strategy, and the concept of the European Capital of Culture Gödöllő 2023 program. The ECoC program forms an integral part of the city's cultural strategy, and the achievement of its set of objectives contributes to the increase of the city's cultural capacity, to keeping up its high quality cultural menu that attracts, and communicates with large groups of culture consumers, and to the realisation of the changes identified among the list of objectives.

Infrastructure:

- Building on the city's cultural infrastructure, and involving venues so far underutilised
- Organic development of new venues e.g. the Palace renovation program, Arboretum stage
- Involving smaller, unusual, temporary venues in the ECoC program
- An applications, and sponsorship coordinator has been put in charge of managing funding possibilities within the Gödöllő 2023 Agency.
- A coordinator is employed within the Gödöllő 2023 Agency specifically to offer incentives to the cooperation of cultural programs, and the creative sector
- Organisation of programs, and harmonisation venues, age groups, and genres on the one hand, and programs on the other
- A coordinator within the Gödöllő 2023 Agency only to strengthen, and organise twin cities' cooperation

Participation:

- A program built on broad participation both in terms of preparation, and implementation
- Embracing young talents: international, and domestic mentoring programs
- Creative camps in all genres during the summer
- Master courses, workshops for international, and domestic artists
- Bringing in educational institutions, and sharing art with them

- Streetart festival – broadening culture, active involvement of culture consumers in the process of creation
- involving the cultural, and natural heritage in programs (see chapter 3)

1.3. Should your city win the title European Capital of Culture how long lasting cultural, social, and economic implications would it have in your opinion (also from a city development point of view)?

Cultural effects:

- long-term maintenance and diversification of high level artistic repertoire
- promotion of Gödöllő's cultural prestige
- strengthening of Gödöllő's cultural multicolourness
- a higher level of harmonisation of the cultural menu
- an offer of programs designed to meet the demands of 20-30 age group
- increasing the number of culture visitors from both the capital, and the small region
- Gödöllő kistérségi kulturális központ szerepe erősödik
- strengthening Gödöllő's cultural-artistic alternative centre role besides Budapest
- strengthening of twin cities' cultural relationships, and a growing dimension of twin cities' cultural cooperation
- Cultural-artistic opening of Gödöllő towards Europe
- comprehensive artistic synchronization and harmonization
- development of an artistic educational-training programme in accordance with the life-long-learning concept

Economic effects:

- expanding the services that accompany cultural programs
- expansion and development in accomodation infrastructure and other accompanying infrastructure and services in favour of the cultural-artistic programmes
- intensification of cultural tourism
- intensification of conference tourism
- intensification of eco-tourism
- moving toward the achievement of the eco-city objective
- strengthening of the creative sector
- establishing sustainable art careers in cooperation with the business sector
- improving cooperation between the creative sector, and the city
- festival of new digital infrastructure
- development of the new digital infrastructure
- a cultural, sustainable infrastructure development
- development of local and regional transport infrastructure (densification of bus service, connection of local train and train service is realised, accessibility of Máriabesnyő is improved, bike infrastructure is improved)

Social effects:

- strengthened relationship of the university, and the city
- more intensive cooperative ventures of cultural, educational, and urban institutions
- a growing number of art pedagogy, and talent development programs within educational institutions
- a higher number of mentor programs available to young talents
- more and more international cultural relationships
- a shift of generations in the NGO sector: bringing young people on board social organisations

- a higher number of culture consumers
- conditions for life long learning facilities are improved

1.4. 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 town of Gödöllő aims at a comprehensive evaluation and monitoring process of its European Capital of Culture programme by using both qualitative and quantitative methodology. Leaning on up-to-date and wide range of instruments of evaluation we combine different methodologies in order to reach a complete evaluation result, like data gathering, secondary data analyses, case studies, mapping of data, mind-mapping, focus groups, surveys, interviews, analysis.

An evaluation and monitoring coordinator will be employed with the responsibility of managing evaluation and monitoring related tasks. An independent Evaluation and Monitoring Committee will be set up, and evaluation experts from previous EcoC programmes, one expert from the sister EcoC city and one expert from St Stephen University will be invited as members, altogether 5 members.

The task of the elaboration of the evaluation and monitoring concept and programme will be delegated Economic and Social Sciences Faculty of St Stephen University will be, including the monitoring system, the baseline studies and surveys, and the implementation of the evaluation action plan.

In order to ensure a comprehensive evaluation of the EcoC 2023 programme, an open tender will be announced for the evaluation of the preparation phase, the EcoC year and the period after the EcoC year, in the time frame 2021-2025.

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

Overall objective of the evaluation is to check if the aimed objectives, the methods of preparation and planned implementation are appropriate for reaching the planned results and impacts.

Milestones:

- Defining baseline data during preparation phase
- Elaboration of a research concept for measuring, analysing and evaluating cultural, economic, social, touristic and environmental impacts, including the proper list of studies, analysis and reports.
- Elaboration of the monitoring system
- Setting up an open access database with relevant data, information, studies and reports.

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

The evaluation is based on six thematic areas, the evaluation concept and the studies to be prepared will follow also this structure: cultural content, cultural outreach, economic and touristic impact, social and urban impacts, European dimension and implementation.

- What sort of information will you track and monitor?

Cultural content, Total n° of events / No. of cultural and artistic events / € value of EcoC cultural programmes / N° of activities highlighting European diversity, based on European themes or based on transnational cooperation / % of positive and negative reviews of cultural programmes / No. of new collaborations and shared activities / No. of new cross-sector and interdisciplinary collaborations / Peer view of significance of cultural and artistic programme overall of the programme % of local, regional and national significance / Peer reception of key events % excellent, good, poor / % of public investment in the cultural sector and number of grants / % of private investment in the cultural sector and number of grants / % of EU investment in the cultural sector and number of grants / % of earned

income in the cultural sector / No of people employed in culture / No. of learning programmes for professionals in the cultural sector / National–international recognition of cities as being culturally vibrant and having improved image

Cultural outreach % of local, regional and national participants / % of participants by socio-economic background (age, annual income, education level, etc.) / % of participants with little previous affinity to culture / No. of citizens participating in art works / No. of volunteers at the events / No. of registered and active volunteers / No. of days volunteering / Reception of events: % of excellent, good, poor / No. of cultural venues adapted to people with disabilities / No. of discount tickets, pass cards, dedicated transport to events / No. of free events / No. of events in neighbourhoods, schools and community venues / No. of press and digital articles / No. of reports in electronic media / No. of published items in social media

Economic and touristic impact No. of employees in tourism / No. of employees in knowledge economy / No. of companies that provide services and goods for the cultural programme / Increase in GDP and employment in cities’ cultural and creative sectors / average amount of visitor spending / No. of visitors / No. of conferences in city / Total room nights in the city and the region

Social and urban impacts % of people with a strong sense of belonging and local and regional pride / % of people that have built new social connections / % of people that report increased self-confidence and confidence in the community / Citizens’ awareness and appreciation of the diversity of European cultures / No. of renovated buildings and remodelled public squares / No. of regenerated urban areas / No. of events that use regular promotion of environmental awareness

European dimension No. of European partnerships and countries involved in new projects / No. of projects based on European themes / No. of participants in events from other European countries / No of people that see the city as a cultural destination / No. of people who desire to visit the city / % of residents with awareness of diversity of European cultures / % of residents with a sense of belonging to a common cultural space

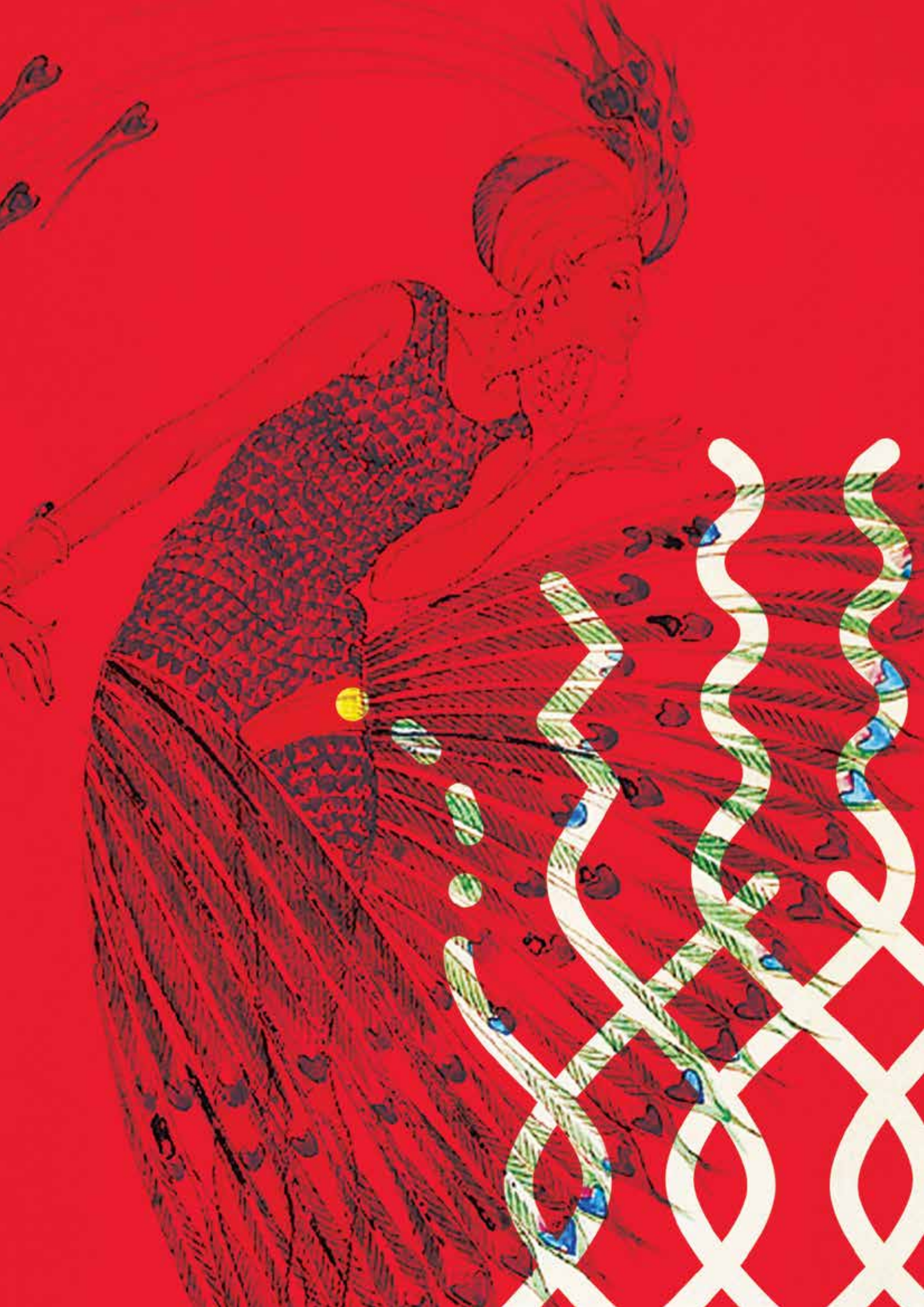
Implementation No. of sponsors / % of income from private sector / % of income sources from local, regional, national government, other public sectors, EU / % of expenditure on cultural and artistic programmes, marketing and administration / Sustained multisector partnership for cultural Governance / No. of cultural professionals involved and delivery team in governance and the delivery team / % of professionals from other sectors involved in governance and the delivery team / % of employees by socio-economic background (age, annual income, education level, etc.)

- How will you define “success”?

We consider the Gödöllő 2023 programme as successful in case the planned artistic and cultural content is implemented within the time frame and budget planned. We consider our EcoC programme successful further on, in case our slogan, Engage&Share is implemented, which means, in case engagement and sharing of cultural aspects will be realised on a high quality in a measurable way.

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

The research concept for evaluation and monitoring will take place during 2019-2020. The evaluation programme comprises a five-year-period, starting two years before the EcoC year, and finishing after two years the EcoC programme ran out (2021-2025). This offers an appropriate time frame for the preparation of the baseline studies, and after the EcoC year to measure and analyse not just the results, but the relevant impacts as well.



2. EUROPEAN DIMENSION

2.1. Give details of the scope and the quality of the activities:

- **European cultural diversity, dialogue among cultures and the promotion of better mutual understanding of European citizens;**
- **Highlighting the common elements in the European cultures, cultural heritage and history, and of European integration and topical European issues;**
- **Involvement of European artists, actors from different countries or cooperation among cities and the use of international partnerships.**

Main foreign partners of the Gödöllő 2023 programme are the twin cities of Gödöllő: Giessen, Germany (1988), Miercurea Ciuc, Romania (1990), Forssa, Finland (1990), Beregovo, Ukraine (1991), Wageningen, Holland (1992), Dunajská Streda, Slovakia (1994), Senta, Serbia (1994), Laxenburg, Austria (1997), Turnhout, Belgium (1999), Zywiec, Poland (2002), Aichach, Germany (2006), Valdemoro, Spain (2008), Brandys nad Labem-Stara Boleslav, Czech Republic (2009), Bad Ischl, Austria (2012).

Maintaining the twin city partnerships serves different goals:

- it helps people living in the different cities to learn each other and to develop cultural, art and sport relations (e.g. by organising exhibitions, or the exchange of orchestras and performing artists);
- it is the basis of students exchange programmes;
- exchange of experience is possible in municipal, environmental, EU and application matters;
- helps Hungarians living outside the borders to keep intense contacts with the mother country.

Gödöllő has vivid and regular contacts with its twin cities and has been organising with them different events for many years. In its Cultural Concept, Gödöllő has defined the goal of the Arts Festival of Twin Cities, which was first organised by Gödöllő in 2011 and which will be extended in 2023. Four festivals splitting the year into four sequences will present artists from different twin cities to the audience.

Gödöllő is firmly determined to develop close contacts to other European Capitals of Culture to invite their art ensembles to all of the four festivals during the ECoC year:

We expect already awarded European Capitals of Culture cities with special attention to our own region in Central and Eastern Europe: Rijeka, Timisoara, Novi Sad, Plsen, Wrocław, and Plovdiv.

During the ECoC year we will launch several open international tenders and invite participants from all over Europe: e.g.

- International problem-solving competition for secondary school children and university students
- International application development competition: what application helps your everyday life?
- Sending messages...
- International call for the preparation of installations and models in connection with eco cities

Dimensions of international cooperation:

- European coproductions (Robin Hood, Háy János, Arany ember)
- European networks
- Discussion forum on European issues and their feasibility - mobility of artists, sustainable life paths of artists, modern artistic tools, digital arts, intercultural dialogue, changing European and national identities
- International discussion and argumentation competition for secondary school and university students
- Discussion of issues serving cultural diversity and the broadest possible access, e.g. creative industry, community funding, voluntary work, smart tourism (cultural, eco and conference tourism), cultural use of public spaces

Key issues

The starting point of the set of goals of the Gödöllő 2023 programme was everything the city of

Gödöllő can offer and send as a message to Europe: the thematic pillars - the backbone of the programme - are decisive issues throughout Europe.

The objectives defined are meant to be a model to other European small towns building on their cultural assets. In case of Gödöllő, the size of the city was decisive together with its vicinity to the capital, its rich cultural offer, which attracts visitors from the capital regularly, its cultural heritage, its built and natural environment. Within the pillars, we start from traditions and move towards modernisation, looking into the future, and define the contribution of the Gödöllő 2023 programme to different elements of the European agenda through

- artistic instruments and tools of artistic expression
- cultural programmes
- opinion forming programmes (with the thoughts of acknowledged artists and the European citizens we focus on)
- with drama and theatre pedagogy tools
- with education and training programmes
- conferences, symposia, and
- with the presentation of well-established European best practices

The thematic pillars and the European issues in focus:

- Small town community: how can a small town offer attractive and high quality living environment to its citizens? A major part of European citizens lives in small towns, with similar problems: retention of the population, quality services, attractive living environment, and sound economic basis. Several programmes discuss these issues
- Generations: the problems of demography concern Europe as a whole; the European population is decreasing; the population of small towns is getting smaller in contrast to that of large towns. Social contacts are changing, generation gaps are increasing and individualism is gaining more and more ground. How is the family model transformed, how can it survive as a core unit of the society, how do the traditional male and female roles change, how can we prepare our children to the challenges of the future?
- Communication: the digital revolution, the virtual world, transforming communication. How can we preserve our personal relations, how can we use digital communication to our own advantage? How does the future technology development transform our cultures, cultural habits and communication?
- Sustainable lifestyle: The impact of urban green surfaces on the quality of life, possibilities of community green spaces offer, trends in Europe, trends and possibilities of eco tourism, the impact of pilgrimage tourism on the quality of life, the role of scouts in the education of young people, mental health in the 21st century
- Eco city: presentation of eco city concepts, natural eco systems in urban environment, water as strategic industry, possibilities of cities in the area of energy subsistence, waste management for zero waste, environmental awareness-raising, application of new technologies to increase liveability and habitability.

2.2. Enumerate some European and international artists, economic actors, cities you plan to cooperate with, and give details on the nature of the contact. Enumerate the existing and planned international partnerships of your city.

See Chapter 3.

Visegrad University Association (with 50 universities as members), Association of European Royal Residencies, International Sisi route (cooperation of six countries), International Committee of Museums, Art gallery of Köln, Art Gallery of Bremen.

2.3. How can you present the strategy to raise the interest of the broader European and international public?

One of the main goals of the Gödöllő 2023 programme is to reach out to the broadest possible European public and audience with our programmes throughout the whole ECoC year. It is important to have as many people as possible come personally to our town and attend our events, but we intend to bring the experience to those as well who can only join the Gödöllő processes from their own country. The European audience will not only be involved in the traditional passive manners, but also in an active, creative manner - this will be important not only for the artists but also for the broadest groups of people.

The pillars of these activities:

- an ongoing digital access to the events through applications
- open international tenders can be applied online, submission for the works will also be made possible
- the audience can attend the different attractions and events through on-line surfaces, e.g. the Legends and the works reflecting on them.
- summer camps and workshops: cooperation and joint creative activity of international groups in all genres
- involvement of Hungarians from outside the borders, e.g. changing Hungarian identity, scouts camp, drama festival
- travelling works of arts in 2024: the works of arts prepared and presented in Gödöllő in 2023 will be travelled to partner cities
- 365 Hungarian sentences
- collecting messages in connection with the thematic pillars: small town, generations, communication, life style, eco city
- hospitality in and of Gödöllő: Hungarians are traditionally hospitable. We will develop a special accommodation programme for the guests arriving in Gödöllő to the ECoC programmes and organise accommodation at families or house sharing programmes underlying the small town nature of our city

2.4. To what extent do you plan to link the cultural programmes of your city and the cultural programmes of other European Capitals of Culture cities?

Gödöllő plans a broad cooperation with other ECoC cities along the following dimensions:

- Special cooperation with ECoC partner cities, e.g. opening concert, Labyrinth, Robin Hood and Hány János joint musical and drama presentation
- Partnership and cooperation with past and future ECoC cities in Central and Eastern Europe: common history, cultural heritage, built heritage, e.g. Timisoara, Novi Sad, Rijeka, Plsen, Wrocław, Plovdiv
- Cooperation with European small towns: operation models, cultural and the creative sector as the organising power of quality life in small towns, e.g. Eleusis, Esch, Galway, Valletta, Matera, Paphos.



3. CULTURAL AND ARTISTIC CONTENT

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

Main themes of the cultural and artistic program

Small city community

40% of Europe's population lives in small cities (with populations between 10.000 and 50.000). This fact today places additional emphasis on their development, and the need for small cities to ensure a quality lifestyle. Small cities have a great deal of potential that could be the pledge of their development. The groundwork of their economic growth could be their historic, and cultural heritage, their natural environment, and the presence of the high quality constructed environment. For inhabitants of small cities to see their expectations materialise the most decisive factor is the quality of life achievable there, and the quality of places. If these represent high quality, they will attract, and retain talented, creative people. A small city could be an alternative to the metropolitan lifestyle as long as it can provide welfare, convenience of daily life that people usually identify with the following items: cultural and sports facilities, sustainable lifestyle, healthy food, high quality natural environment, belonging to a community, local identity.

What does a small city mean to us:

Engage & Share – Living in a small city refers to the importance of quality life, of families and communities. Our small city becomes lively as it motivates its citizens, involves them actively and interactively in the formation of its culture and offers the widest possible sharing of its high quality artistic supply.

The core elements of our city community are the civil organizations. They are sources of support who need more assistance. People need encouragement to reach the level of civic organisation, to exceed the conventional frameworks and get motivated for grass-root initiatives. There is a strong community and civil actors are active in Gödöllő, however renewal of the NGO sector is needed, more young workers would be needed to get involved. There is a strong core team of pensioners, who are ready to hand over their experience, which offers the possibility for the meeting of generations. The 60+ age group is currently the dominant social group in Gödöllő, many things depend on them.

“Régióban régiJÓ ... (‘good to live in a good old region’) – to emphasise and further strengthen Gödöllő's central role in the small region, that absorbs and irradiates.

Generations (the international day of families: 15 May)

Ever since the 1960s the institution of the family has undergone major changes in EU countries. Multi-generation families have almost completely disappeared, and the traditional family model (2 parents with children) has also become much rarer given higher divorce rates, and (unregistered) life partnerships. The number of single parent families has also increased. Youth stay longer in education, and elderly people live longer, often alone. New types of family relations are forming as a loose family network of different marriages, partnerships, generations are becoming more widespread. Linkages, and information transfer between generations, the manner in which people help one another is undergoing a change. The Internet, information and communication technology have become part of our daily lives, and also affect the various mechanisms of society.

The governments of various European countries support different models. The model of public support in Central Europe is not uniform; the typical role of women is that they try to bring in harmony their role in the family with their profession. Family support in Hungary is high at 3% of GDP, which far exceeds the corresponding rate of the neighbouring countries, and is among the highest in Europe.

What does the cooperation of generations mean to us?

Engage & Share – Cooperation of generations via knowledge share, common cultural activity, common active participation in artistic creative process. It can motivate families, communities and citizens to be actively engaged in the formation of culture and into the widest possible sharing of high quality artistic content.

Important objectives include social renewal, extra emphasis on family values, strengthening social trust, localism, and supporting and embracing cooperative initiatives by communities, and the general public.

An essential feature of the digital age, of the networked society is that generations drift apart. An urban society, however, cannot split into pieces as it is firmly rooted in the cooperation of generations. The meeting of generations, links among generations must be facilitated, and they need help to turn toward each other. Youth are endlessly information hungry with an ad hoc, and immediate need for which the elderly generation is not prepared. Mutual understanding, helping each other could be the solution.

The interpretation of social role, and responsibility of the generation already adult at the regime change adapted to a different age. How did the assumption of social responsibility transform, and what does it look through the eyes of the teenage, and the twenty-age generation, and how can it be strengthened. The virtual world leaves a mark on the late teenage generation, who represent a new consumer society with new needs. How can the city adapt to all that?

Family values in the world, like multiculturalism, inclusion, a changing family pattern in Europe due to demography and multiculturalism appears differently in Gödöllő, and can be observed mainly at the university. However the issue also affects our twin cities, like Bad Ischl, which elaborated a model program how a small city undergoes cultural transformation.

The role of educational institutions is significant, families move from institution to institution, teachers know the families, thus it is possible to create programs built on top of each other thereby helping the transition from one stage to the next.

“Runs in the family” i.e. the creation of a cultural, and social service standard that serves the entire family, and communicates with each of its members where the power behind the individual programs would lie in targeting not just a single social group / generation / gender, but - taking the complex approach - all the members of a ‘conventional family model.

Communication / Virtual world

Re-valuation of the individual, and the community value, and of human relationships is important, issues like individualisation vs communities, network society and digitalisation arise. We live in the age of the information society, new communication technologies transform our lives, and affect the way society works. Information and communication technologies re-interpret the concept of time. Present time appears in relationships, in linkages as society tries to re-interpret time, and the sequentiality of things. New media is characterised by real virtuality, interactive, consuming, not just receiving culture, and media, part of the process, participates. Audience is no longer a faceless crowd, individuals express their opinion, shape processes, and stories. The Internet, and other ICT tools, and structures have a transformative effect; we connect to various networks at both organisational, and social level that transform our lives. Main social structures, and activities are organised around electronic information networks. People are in constant contact online with one another. In a network society we exercise, we control the real resources, and exercise the ‘power’ through connection to the network. The individual becomes the smallest unit of the network society connecting to the processes through the various networks. That has already happened in western societies, but in Central Europe it is mainly the family, community or workplace community that forms society, but here, too, one may expect the shift toward individualisation.

What does effective communication mean to us:

Engage & Share – Effective incorporation of virtual reality, social media and of relationships based on the social media into our communication. Digital communication widens and opens our cultural relationships, knowledge, messages and artistic composition and share them with European people partly independently of language barriers.

As a consequence of virtual reality, the world of social media, human relationships based on social media, connections become more loose where we aim to practice a counter effect, and strengthen human relationships. We believe that community provides more than it takes away, however virtual reality ‘brands’ the teenage generation. To cite Philippe Zimbardo: the virtual world distracts youth, and renders daily communication difficult, let us bring them back to the world of flesh-and-blood relationships. The language of youth transforms as they use community media language, their phrasing skills, and the way they use their language suffers, which calls for the improvement of their expression, and argumentation skills.

Sustainable green lifestyle

Gödöllő exists embedded in a unique environmental setting owing its existence, and fame partly to the surrounding forest, the parkland in the city centre, its large parks, and its arboretum. The natural environment is a major component of Gödöllő’s small city lifestyle bringing man and nature into harmonious coexistence through a healthy lifestyle, the environment, recreation and sport. It is a key task to implement an ecological approach, and apply an environmentally conscious attitude, and culture in as wide a circle as possible.

What does sustainable green lifestyle mean to us:

Engage & Share – We maintain the incomparable and outstanding natural and environmental capabilities for the future generation and involve it in an active but sustainable way to every-day life and prepare our citizens and people visiting Gödöllő for a conscious and future-oriented utilization of our resources. We motivate the experience based cultural consumption and support gaining and sharing experiences.

Eco-city

Gödöllő’s urban development objective on the long term is to become an eco-city, and to start moving toward self-sustenance. An important partner to it in this endeavour is St. Stephen University with its own campus. Its various faculties may assist the city in scientific, technological, and energy related development projects, and in realising the eco-city concept (agricultural, life sciences, environmental management, land maintenance, landscaping, ecological farming).

What does eco-city mean to us:

Engage & Share – As developing Gödöllő into an eco-city, we build on its natural resources offering its future in a sustainable way, natural resources including biomass, thermal water, solar and water energy, fauna and flora. The aim is the realization of a self-sustaining city with the possibly less waste produced. We share social responsibility with the citizens and people using the environment in favour of its preservation for future generations.

Cooperating partners: Research Institute, and Museum of Small Animal Husbandry, Apiary Museum, Agricultural History and Technology Museum, the Gödöllő Research Site of the Research Institute for Animal Husbandry, and Feeding, the Agricultural Mechanisation Institution, and the Agricultural Biotechnology Research Centre.

Artistic mission of the cultural program: further strengthening Gödöllő’s rich cultural offer, quality, diversity, and European dimension in line with the social, and digital standards of the 21st century, while maintaining its traditional values in cooperation with our local, regional, national, and European partners.

Artistic strategy of the cultural program

The cultural program disseminates Gödöllő's cultural heritage, its cultural strategy built up step by step over the past ten years, and planned further under the ECoC, and its offer of programs, the identity of Gödöllő's inhabitants, the cohesive power, and cultural creativity of its community, and its openness to change. It is our vision to offer a full set of cultural products that already attracts audience from small regions, and also from Budapest. Together with the Royal Palace of European significance, and with one of the country's key universities we manage to identify the needs of people living here permanently, or temporarily, visitors, and those visiting through digital channels.

The groundwork of the arts plan has been laid with the involvement of excellent representatives of local arts life, and artists of international renown related to Gödöllő's cultural, and artistic life, while the framework of the cultural program took place through involving twin city relations so central in the life of Gödöllő. Through the tenders to be announced during the preparatory years, the cultural program offers an opportunity of involving further artists, young creatives, and culture consumers at a European level.

The artistic plan looks at serving the needs of generations' balanced artistic, and cultural needs, placing the emphasis on the young generation fresh out of education, starting their careers, and their families. Gödöllő defines itself as an independent intellectual, cultural hub in a small city close to Budapest. It wishes to implement the European Capital of Culture year maintaining, and further strengthening that role, thereby offering a model, and good practice to European small cities having culture high on their agenda.

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

Structure of the cultural program

Processing the five pillars in the course of the ECoC year will take place continuously within the individual branches of art.

Each pillar contains the activities, and programs offered to the given target groups. This is how Gödöllő's ECoC program can communicate to given target groups maintaining culture consumers, but also adding to their list.

Detailed description of the cultural program

Storytelling. Storytelling creates a community, and is a social, and a cultural activity at the same time. By storytelling we reinforce Gödöllő's essential values, and traditions, and move its story to the future. During the ECoC year we share the city's stories, and create by various artistic means the stories of present, and future. Through the city's story Hungary's history will be presented from several facets such as the role of the Gödöllő Royal Palace at the turning points of the country's history through the main stations of the history of the city's development.

An open tender will be announced in 2022 to writers, poets, literary experts to write the history of Gödöllő. We will collect them into a volume, which we will present at the opening event. The stories will be shared city-wide on screens throughout that year at emblematic spaces of the city determining its history.

The main moments of Gödöllő's history:

- The legend of the Csörsz ditch (a small regional motive)
- Reviving the opera called Gödöllő
- Medieval Gödöllő
- Antal Grassalkovich I. the city's re-founder, and developer
- Gödöllő's Art Nouveau artist colony, and the artist families

- The interlacement of Gödöllő Royal Palace, Grassalkovich heritage, the interlocking history of Gödöllő and Hungary
- events of 1848-49, mainly the Spring War
- Gödöllő, the royal resort
- The Máriabesnyő pilgrimage
- Scout traditions
- Babat's Árpád Age church
- Babat barn palace
- Premonasterian heritage
- from an agrar university towards a multi-campus Szent István University

The guiding motif of the cultural program is represented by quality programs through an optimum mixture of large, and small functions offering all age groups the necessary choice. Gödöllő has long organised its traditionally rich cultural menu around thematic years, and plans to continue that practice in 2023 under the European Capital of Culture program along five themes. Tradition, and modernisation appears together in the program menu, representing the city's roots, its present, and future nurtured by its past.

Activities overarching the year, providing the framework of storytelling:

Gödöllő 2023 puzzle: Puzzle pieces fill up the contours of the logo as the year progresses. At the opening ceremony we will place the 2m framework on the Main Square. The first pieces will be added right at the opening ceremony, and further festivals will see new pieces fitted in place, with the entire picture to be completed at the closing festival as the year comes to an end. The pieces tell the story of Gödöllő, with its present, and future using narrative, and visual elements. We are going to run an open tender in 2022 to select the creative group that consists of young, and already successful artists who design the image, and the content. These artists as the evaluation board will receive the puzzle pieces, and place them in the framework based on the concept. Each puzzle piece is prepared by a different artist or group of artists including domestic, and international, thereby presenting Gödöllő's diversity, and its integrative, inclusive nature.

Gödöllő's message to Europe: How can a small city be successful in the 21st century?

- If it builds a small city community that provides its inhabitants with high quality services, cultural programs, a good constructed environment, jobs, and nurtures relations with the region, and strengthens, and encourages the shaping, and cohesion of communities,
- If it strengthens the families forming the basis of society, regards them as the basic unit of both the cultural offer, and the services, and supports them through its educational institutions. If it helps generations turn toward each other, to mutually understand each other, and cooperate with each other,
- If in an age of increasingly digital communication, and virtual relations it finds the right balance between modern technology, and human relations/personal communication
- If it builds on the features of its city, its NATURA 2000 areas, parks, environmental potential, and offers an urban lifestyle in harmony with nature, aware of how to use the potential in its cultural, and ecological environment,
- If it builds on the knowledge base of its university, and works towards its objectives of achieving an eco-city, and develops environmental solution options along with their application.

We expect answers from Europe's small cities, and from citizens of Gödöllő in the course of the whole year. During that time we will collect ideas on a virtual message board, which will appear on a number of displays all over town, and can also be followed on a dedicated application. At the end of the year we will place a selection of these ideas on the screens, and the application, and will publish them in physical form titled 'Gödöllő's message to Europe'.

Children’s publication about Gödöllő in Hungarian and English: It guides children all the way through Gödöllő’s sights, and local legends (Gödöllő Town Museum)

Gödöllő 2023 mascot: **little Balázs** – a young male figurine that may be turned inside out, and transformed into a magic ball.

Our common story with the partner ECoC city

- An interactive competition in English in cooperation with our partner ECoC city
- Two plays, one associated with the partner city, and the other with Gödöllő e.g. a special production of the story of Robin Hood, and of Hány János – a theatre piece, and dance performance
- Common points, history, and great historic figure of the partner country, and Hungary

Structure of the ECoC year:

To ensure that we form a few major concentrations of programs during the year meant to attract attention to Gödöllő over and over, and we also plan to stage promotional festivals in certain parts of the year. The themes of these festivals will cluster around the concept of tradition, and modernisation focussing the public’s attention on all the artists, and branches of arts that determine Gödöllő’s cultural image, but at the same time giving an opportunity to young artists whose talents unfold under the mentoring of their masters to introduce themselves, and enable culture to reach a wider audience.

The concept of festivals: tradition, and modernisation in Gödöllő

The festivals are global art festivals, and in each four cases a Twin city festival accompanies the events.

- At each festival there will be a section dedicated to introductions by the small region’s settlements.
- In each four cases the sister ECoC city will stage their associated productions.

The opening festival in the light of the traditions:

The opening festival will have a lineup of Gödöllő’s talents whose fame, and recognition reaches beyond the city. They are artists either living, and working in Gödöllő, or having launched their careers from the city, and now building their successful artist career in some other country of Europe e.g. Kornél Mundruczó, Ágnes Langer, Emőke Baráth.

Suggestion: Ahmed Moussa dance artist, and the Fricska Dance Group who participated in Britain’s Got Talent, and in Hungary’s Got Talent, and Balázs Unger dulcimer player

The opening festival’s program will be designed through a closed tendering process inviting bids by artists or groups of artists living, and creating in Gödöllő, or having some connection with the city free from restrictions of genre, simply sharing with the audience what they think, what message they have concerning Gödöllő within the framework of the given subject. Evaluation will be based on the diversity of branches of art, and the balance of the five pillars. E.g. music works, theatre shows, a long walkway with an exhibition surface, e.g. photo, applied arts.

The audience of the opening festival will have the opportunity to meet artists of Kaunas, Esch, Estonia, Austria, and of future ECoC cities.

Summer festival: Master and student

A decisive feature of Gödöllő’s art life is managing the city’s talents. Primary and secondary schools go a long way identifying, and developing talents giving them an early opportunity to youth to find their mentors, and masters to move them ahead on their career paths. The summer festival will be an occasion where masters and their students perform together paying extra attention to masters, and students of twin cities. A special element of the festival will be artist families where parent, and child take the stage to show their art to their audience.

Autumn festival: Streetart

Gödöllő’s objectives include the dissemination of culture in a wider circle, and making it digestible,

extending the process of creation in line with our present time, and involving creative groups. The autumn festival offers space to all in the framework of the Streetart festival. We will show a different face of Gödöllő by extending the available space, and take the works of art to unusual places, we open closed spaces, and encourage groups of artists, and young artists to produce works big or small, and display them on various locations in the city. The objective is diversity, attracting a large pool of visitors as well as introducing artists.

Closing festival in the light of modernisation:

Response to the themes/subjects presented at the opening festival. A new tender will be run following the opening festival this time encouraging youth to create works of art under an open international tender. Successful artists take their share from the mentoring of youth, and helping them embarking on their career. The summer period is spent attending courses, doing talents management, working in creative camps, learning at a summer university, and meeting the audience at the closing festival in December. As with the previous tender, there will be four themes without restrictions of genre, but a balance of both genre, and theme will be the basis of the evaluation.

The closing festival will include the protocol action of handing over the baton to the Austrian, and Estonian ECoC cities of 2024 to which we invite the representative of the European Union. A joint concert will be offered by the symphonic orchestras of the Gödöllő, sister ECoC city, the Estonian and Austrian ECoC cities. Young talents from the then past and future ECoC cities of Kaunas, Esch, Estonia and Austria will present their works and art. Besides the four core node the thematic programmes will run parallel. Festivals, exhibition openings will be organized around the program concentrations that are then followed by on-going creative work in more intimate spaces, smaller art workshops, and young artists' creative groups.

The festivals of the ECoC year in detail:

The grand opening of ECoC 2023 will start with an opening concert of the symphonic orchestra to be followed by the official opening festival in March. The Symphonic Orchestra will represent Gödöllő with several cultural programs throughout the year.

As part of the grand opening we will take over the baton from the ECoC cities of 2022: Kaunas, and Esch.

Gödöllő symphonic orchestra: concerts to salute the year – the riding hall of the Royal Palace

Contributing artists: Talamba percussion group

Invitation of the symphonic orchestras of Kaunas and Esch as guest orchestras.

1.) Opening festival in March:

The official opening festival of the ECoC will relate Gödöllő's history by artistic means involving all branches of art.

We invite the conductor of the symphonic orchestra of the partner ECoC city to the opening concert while the conductor of the Gödöllő symphonic orchestra conducts the British orchestra.

Further musical programs in the course of the year: Choir festival, folk music contest. Classical, church, and modern music are all important components of Gödöllő's cultural life.

Cooperating partners: the choirs of the Symphonic orchestra, Frédéric Chopin Music School, Ferenc Erkel primary school

Folk dance, and modern dance courses – a Gödöllő dance master travels to Britain to teach, while a dance instructor of the ECoC city holds courses in Gödöllő. We will invite dance groups from several ECoC cities.

Pubs for young musicians; we will invite musicians from many cities of Europe through an open application (House of Arts)

Street musician in Gödöllő, and in British ECC city play music at the same time, everyone playing their own voice, shown online on screens. That same may be repeated during the year through open application involving several cities (House of Arts).

Gödöllő Symphonic Orchestra Foundation

Masterpieces in Gödöllő – Symphonic orchestra concerts in the course of the year

2.) Summer festival in June:

Summer programs would be primarily built on the open-air events, and the open-air theatre would be brought back to life besides the programs that exist already. In addition to the open air stage to be built on the Main Square there are further major options available to the city with the cour d'honneur of the Royal Palace, the internal yard of the Museum, next to the open air altar of the Máriabesenyő Basilica, the involvement of the lower park, and with the stage of the Arboretum. The summer festival provides further details of Gödöllő's history emphasising the individual themes. It brings up subjects in the framework of the summer theatre festivals, and further processes them during the creative workshops in summer.

Theatre festival, improvisation festival, European amateur summer festival, European school theatre groups.

The summer season: summer workshops, camps, master courses: creative workshops on an on-going basis along the five themes

The opera titled *Gödöllő* referred to above will be shown in summer under the baroque festival. For those few days Gödöllő will revive its baroque memories. Music bands will perform in costume, contemporary fashion show, life style, and gastronomy festival

Activity: one theatre story for all five themes in the form of a creative tender. A moral question – should members of the audience / interested people be allowed to vote? What about the outcome: should the users of the app be able to influence the result or should the audience/people interested be the court of justice that adjudicates concerning the themes to be included in the tender. Inviting writers to tender (House of Arts)

Theatre play: delegation of task – on actor from each country, one director, and they all create one play; same concept with the symphonic orchestra (House of Arts)

Student writers' camp: creative prose writing for secondary school students, and young adults; contemporary poetry course: re-working legends with contemporary literary tools (Gödöllő City Library)

Summer theatre performances organised by the Garabonciás Group – performing the re-worked legends in the individual parts of the city for the local population either open air, or at some unusual venue.

Gödöllő Royal Palace: Baroque Theatre Educational Program: involving a reconstructed baroque palace, an architectural rarity, in theatre education; using drama pedagogy sessions designed for various age groups. Summer workshops, camps, master courses: on an on-going basis.

Stage on the Main square: opera, ballet, world music, and jazz performances would be on show 3 evenings per week in July-August on a 23x13.25 m screen (300 sq m) using a mobile audience system without language barriers.

Gödöllő Symphonic Orchestra Foundation

Masters and disciples – The masters are the teachers of the music school, the children, teachers playing in the orchestra together with former students starting a musical career. Soloists are former students of the music school currently studying at the Franz Liszt Academy of Music or applying for a place.

Inclusion of the Water Tower: a music tower (concerts and music in special times of the day): Georg Friedrich Händel Water music composed for George the 1st. STOMP orchestra, Kodály: Raining in the city, Sun-set picnic and light-painting

3.) Gödöllősz festival: Streetart – art of public areas

Streetart is fine art in cities' public areas that, on the one hand involves an ever larger artist community, and, on the other, focuses attention on certain points of the city. Such attention may be focussed by condensing the message, by humour, irony, or through esthetic means. Its toolbox include the graffiti, individual posters, patterns, reliefs, installations. We realise streetart by requesting specific artists, and running open international tenders. A requirement under the tender is also that Gödöllő's artists should find the exciting, noteworthy locations so far lesser appreciated, and should suggest installations, and artworks. The creations will then appear on house walls, or exhibition surfaces made available specially. We also bring in literature by involving the city library, and open the door to slam, instapoem, and street poetry

The objective of the autumn festival is to popularise, and grow the consumption of culture in terms of urban spaces, artist groups, age groups, message, and tools. How can we effectively transmit our messages by various artistic means? How can we extend the group of culture consumers beyond the young generations, although placing great emphasis on them?

4.) Closing festival: projecting Gödöllő's future

A presentation of global art projects created in the course of the year. Attention is focussed on the future, and on youth. Young artists, cultural groups introduce themselves, and show their work, and their creations accomplished during the year.

Frédéric Chopin Music School: Exhibition of the GÖMB creative group (fine arts) in the music school – relating to thematic pillars in all four themes producing the artworks inspired by music.

About 50% of the events of the title year will be offered without linguistic barriers.

Thematic pillars in detail

1./ SMALL CITY COMMUNITY

Gödöllő's small city community is the cornerstone of its existence. What does our small city community mean to us?

- The retention power of the local groups, and local communities
- The mutually helping, supporting power of communities of various parts of the city
- Social responsibility following the regime change, and today
- Living traditions, and local history as it lives with us that becomes integrated also in the lives of the young generations
- Reinforcing the cooperation among the city's three pillars: the small city, the Gödöllő Royal Palace, and Szent István University
- The small city community cooperating closely with that of the small region

Our objective is to further strengthen, extend, and keep the above components within the pillar.

Projects:

- Our small city community

I live in a small city ..: Does living in a small city mean a narrowed framework of existence? Advantages, and disadvantages of the small city life style.

Why should I stay in my small city? Or shall I move away? Partner: Garabonciás theatre company

- Drama sessions for children, adults, elderly people, parents, representatives of different trades (teacher, health workers), a common project of children, young persons, adults, and elderly people
- Youth programs specifically for the secondary school age group: encouraging social responsibility through drama classes, and with a film director at a filmclub (documentary, social awareness raising), theatre performances for young people, classroom theatre
- Joint workshop or performance with acting and/or drama group of (non-Hungarian) twin cities

(with English as the working language), the shared subject could be the re-working of some social phenomenon)

- Debate theatre to discuss problems associated to the subject
- Social awareness raising: a joint project by persons with disabilities, roma, homeless, etc.

In the summer season a methodology workshop with the involvement of drama teachers (Hungarian, and non-Hungarian) of twin cities.

Great Hungarian anniversaries as reflected by the ECC in Gödöllő: Anniversaries to be celebrated in 2023: 200th year anniversary of the birth of Sándor Petőfi, Imre Madách, and the creation of the Hungarian national anthem composed by Ferenc Kölcsey. Sándor Petőfi visited Gödöllő several times, and he also translated Robin Hood here. Zoltán Kodály wrote Hány János on the basis of Petőfi's János vitéz inspired by the first performance of Petőfi's Bolond Istók, a play gaining significant popularity by its folk style in 1923. We plan to put on stage all three of Petőfi's works in the framework of the ECC program. Robin Hood would be performed on the stage of the Arboretum, Bolond Istók on the large stage of Main square, and Hány János on the cours d'honneur of the Royal Palace. All three would be produced by culture groups of Gödöllő, and well known Hungarian actors. The dance version of Imre Madách' Tragedy of Man would be shown in cooperation by the Gödöllő dance theatre, and the Gödöllő dance group.

10 small pelikans – extension of a digital game of information about the city, and the related tourism, and the discovery of the past by means of the future. The information collected while familiarising with the city of legends enriches the history database of the present: we build up Gödöllő from personal memories. Family tree research, Dreaming Gödöllő's tastes, recipes Locations of movies shot in Gödöllő, Creating the short movie Gödöllő Like, Photo montage, Writing a Gödöllő legend, Making an interview, Promotion slogan, Coat of arms, logo.

The 10 tasks process 10 subjects: it encourages the participant by the use of digital tools to discover Gödöllő's old, and new treasures while erecting the city of the future: the city of legends, Gödöllő. (Gödöllő City Library)

We extend the program to include twin cities, and the ECoC partner city.

Szent István University – „We dreamt of a beautiful university city at the top of the hills (Dr. Páter Károly rector). A walk-around at the university to the Csörsz ditch: built and artistic heritage of the university.

Gödöllő, the small city of legends. Partners: House of Arts, Gödöllő City Library and Information Centre

Gödöllő introduces itself through its legends. Common points: statue of Kis Balázs, statue of Duke Coleman, the guards' barracks, the Norbertine grammar school, the King's waiting room, palace, the palace's watchboxes, Bezsilla villa, the Gong. Creating a thematic nature trail with an information table at each station, and a travel guide also accessible through an app. The library will collect the local legends from Gödöllő, and its environment through a literature tender. It will also digitalise, and develop the content of the Gödöllő Wikipedia, which is Gödöllő's digital vault. Based on the legends it will stage afternoon tale telling events titled Gödöllő Anno. We will publish the written legends in a talebook, and as a short film series to be uploaded to Youtube. Visitors can see the projected versions of these, plus they have the following options: Continue the legends in thought, extend the plot, or create an alternative story, Write a poem, Create, and take picture of static pictures, large pictures, as they relate to the legends, and upload these on-site, To compose music to the legend, Write a choreography, perform it, and upload the performance.

Legends: Legend of little Balázs (Lullaby), Duke Coleman and his shining horse, The story of the guards' barracks, The treasure of monks (Norbertine grammar school), The secret of the King's waiting room, How come there is a peony in Gödöllő's famous china pattern?, The palace's watchboxes,

Queen Elisabeth's sunshades, The secret of the Bezsilla villa, The Gong's legend, the story of the university water tower. A virtual guide book will be created for to supplement the legends, and the locations enabling a tour even for those who cannot come physically to Gödöllő.

Actors' meeting of twin cities' children's and youth. Partners: Garabonciás Színtársulat, House of Arts, and the schools of the city, St Stephen University. The legends are processed in summer art camps, then during the Actors' meeting of children and youth the legends are performed for the first time. Twin cities, and the partner ECC cities are invited to come and perform their own legends. The opening performance of the actors' meeting will be Kis Balázs performed by Garabonciás Színtársulat.

Our hosts, and Kócos Copfos: A tale book of Gödöllő – a collection of Gödöllő's landmarks with photos, drawings, including a children's travelbook, a dramatised account, a playful sightseeing tour, to be published also in English. A sightseeing tour for children together with an application development project also in English. Partner: Gödöllő Town Museum.

The development of our city through planning by the community

We will determine the direction of Gödöllő's development, and the future of its image as a community effort. We will invite the opinion of the local population relying on NGO assistance what they would like, and how they would improve the city. How can the city adapt to social, architectural, and technological challenges. By such a rich input from the public the city's decision makers will receive information, and suggestions that will greatly help them in their effective city development effort.

SzÉpítészek – we use environmental education to help future generations become conscious users of their city. We adapt the methodology elaborated by the Culture Active Association through the involvement of the primary, and secondary school age group.

Hidden spaces: Poster exhibition (e.g. Main square) and unusual locations, like the Tram depot, firewalls of tower buildings, the roof terrace of the Coop supermarket, Skatepark. Partners: Plakát Társaság (István Orosz) and the International Poster Art Association.

Connecting educational museum programmes and guided tours for foreign visitors with help of English speaking animators to present the history of the town, teambuilding training for foreign groups visiting (Gödöllő Town Museum, Szent István University).

Gödöllő 100: Gödöllő 100 – 2023 the library organises 100 programmes with the involvement of the local community: all clubs and cultural workshops will present themselves, presentations will be organised not only in the library but in "less known cultural" locations of Gödöllő, too: floriculture, underground car park of the library, playground etc. A foretaste of the 100 programmes: Literary round table, Save the Cats - student writers, Paper-readers - reading marathon, Autumn blue (Őszikék), Puzzlers, Chess club, War game, Baby-Mom corner etc. International Slam poetry panel in cooperation with the Library of Szent István University (Gödöllő City Library and Information Centre, Szent István University)

Within the frame of the comprehensive arts festivals: The Gödöllő Symphonic Orchestra has in its 30 years of operation developed a broad repertoire. We wish to continue the traditional concert series, among them the Masterpieces in Gödöllő and the Castle concerts, like the New Year's Concert, the Coronation Week-end, the Baroque Days, the Advent Concerts as part of the annual festival programme. The audience of each concert is ca. 400-500 persons. Annually: 9-10 thousand. Week-end promenade concerts. Jazz Club with István Csányi and Csaba Nádas. Joint festive concert of the Frédéric Chopin Music School and the Gödöllő Dance Theatre.

Háry János project of the Frédéric Chopin Music School: themes with special instrumentation, interaction of music and drama - developed in the summer camp for artists, first performance in autumn, and: summer nursery with music and tales.

- The organic unity of the small town Gödöllő and the Royal Palace of Gödöllő

Highlighting the uniqueness of Gödöllő: Revised performance of the musical theatre play “Gödöllő” originally performed at the visit of Maria Theresa to Gödöllő. The piece of art was ordered by Miklós Eszterházy to honour Franz Josef and was performed in the theatre of Tata. The work was presented in Tata on a single occasion. Its libretto and the lyrics were later lost and found only after a long process of searching. A national competition will be announced for its musical setting.

Hungarian history through the eyes of Gödöllő: The Royal Palace of Gödöllő has been the location and witness of major events determining the Hungarian history since 1700s - presentation in an interactive exhibition with museum education tools.

Every month a new, for that month typical event of the Hungarian history will “receive” the guests. The message of the month and the historic event hosted by the Palace will appear on the information boards in the parking site of the Palace. The opening of the Place in the morning will be linked to the historic event. There will be times when Queen Elisabeth (Sisi) receives the guests, there will be a Maria Theresa-month, Lajos Kossuth and the heroes of the revolution will expect the guests in April, but Soviet soldiers may also greet them. The theme of the months will also be presented in the permanent exhibition of the Palace. The furnishing of the rooms will not change, but on the touch-screens installed guests can see pictures and descriptions, old documents of the specific period in different languages.

History labyrinth: Labyrinth exhibition - three parallel spirals at different locations in Gödöllő will present the history of Gödöllő, Hungary and Europe (the latter focusing on issues specific to the European Capital of Culture sister city and twin towns). Time spiral at various locations with different eras from the Hungarian conquest to the present days, in locations like the Tesco area, the Lower Park, Palace garden.

1751 Maria Theresa visited Antal Grassalkovich in Gödöllő, the builder and landlord of the Palace. The visit was a crucial moment in the life of the earl and the city and the host seemed to be well aware of this. He received the emperor with the greatest possible pomp - among others he illuminated the Palace park with torches and lanterns. We wish to revive this with modern technology. We will decorate the internal court of the building, the Palace park and its fountain with light painting of the history of the Palace. The sight will be supported by background music and story-telling. The programme will be open at weekends continuously between spring and autumn and on special occasions. The performance will be presented in the internal rondeau of the park and in the flower garden.

- Small towns in Europe

Cultural diversity, cultural inclusion: framework game for children throughout the year: let us get know European small towns: learning about and involving twin cities and other European small towns, involvement of former and future European Capitals of Culture. On the basis of an annual theme we involve the nurseries, primary and secondary schools of Gödöllő and its vicinity in four age-groups: the year starts with a project week, we will invite guests and distribute project tasks for the children to keep them involved in a longer term. Ongoing games, tasks to collect points, research, collection of documents, make interviews and presentations, research history and work with texts (Main Partner: Petőfi Sándor Primary School)

- In organic unity with the (sub)region

Cooperating towns: Kerepes, Csömör, Kistarcsa, Isaszeg, Mogyoród, Valkó, Szada, Dány, Zsám-bok, Nagytarcsa, Tura, Pécel. Presentation of Slovakian traditions with the involvement of Kerepes, Csömör, Nagytarcsa and Kistarcsa through the material and intellectual heritage (gastronomy, folk costumes, objects, written heritage, folk music, dance, brass bands) Partners: Town Treasury Committee, Slovak National Minority Self-Government, Pávakör Association, Kerepes and Kisvirág Dance Ensemble.

International festival of national minorities – “dance house” movement, brass orchestras, preservation of folkloric traditions, involvement of young people, identity of national minorities, preservation of identities, tradition of vintage festivals, folklore in fashion. The national minority festival will be supplemented with a symposium on the contemporary preservation of traditions.

Military traditions, hussars as unique Hungarian tradition. This is strongly present in the Gödöllő sub-region (Isaszeg battle, Mogyoród Sándor Hussar Troops, the Spring War, etc.) Events related to the Spring War: Festival of Hussar and Military Songs, remembrance on the only Lady Hussar, Mária Lebstück (who inspired the operette story Lieutenant Maria), accompanying events: horse theatre performances, exhibitions, operettes. Partner: Hungarian Association of Military Traditions, and its Hussar Captain, Tibor Székely, living in Kerepes and being an honorary citizen of the town.

Due to the agglomeration function of the cities in the sub-region, there is an increasing number of artists moving here from the capital. There are many performing and fine artists in the area who will be active participants of the different cultural events; e.g. the Horváth couple – wood carvers, Imre Ragoncza – dancer, dance teacher, János Szerekován – member of the Hungarian Opera House, tenor; Judit Götz – opera singer, Károly Peller – light opera singer. The widow of the painter János Határ also lives here and preserves the valuable heritage of the artist; the works of Sára Somló, sculptor, are also accessible. The Bohák dulcimer from Kerepes is world famous, Balázs Unger plays also such an instrument. A unique and very special inlay artist lives in Kerepes, his juried works are world famous.

The legend of the Csörsz valley, as part of story-telling in Gödöllő: with a complete drama pedagogic programme (Petőfi Sándor Primary School, Éva Kovács), and the related exhibition (Eszter Madár, a painter from Valkó). The Csörsz ditch track can be followed with a framework story and activities on the basis of the legend.

Tisztartó Ház (relay station for horses) is one of the oldest buildings of Kerepes and the country, and is the symbol of the most important station along the route to Gödöllő. It is today in ruins, the building under monument protection is as old as the Gödöllő Royal Palace. Hunting and horse riding culture is characteristic in the sub-region.

In harmony with nature: Zsámbok bio farm, eco farming in the sub-region, Partner: Open Farm Foundation

- The preserving strength of the local community: community building, social responsibility in cooperation with the NGOs.

With responsibility for each other: Associations of the City Quarters and their umbrella organisation, NGO of Gödöllő Quarters - GVCE organise in their responsible areas the communities, the community building programmes and the renewal programmes to improve the built environment; they also organise different cultural events. The Neighbours for Each Other movement’s main aim is social care for each other, the main pillar is the civil guard, under the Ózon-Pajzs 2100 Environment and Civil Guard Association. They organise public security fora in cooperation with the police. Development of applications will be inspired related to their activities with the involvement of young people. Implementing Sharing economy in Gödöllő: adaptation of the Our Street project: mutual support of neighbourhoods with information tools and contacts on digital surfaces and applications.

Social celebrations: An important task of the community in a small town is to have special attention for the elderly. Therefore, the Gödöllő Pensioners’ association continuously organises programmes for the elderly. (Different clubs: Pensioners’ Club, Teachers in Retirement, Pensioners of the Szent István University, Forestry Pensioners, Őszikék, Soldiers’ Club.) They will include elderly people visiting the town in their usual annual programme in 2023 as well, e.g. June Festival for Pensioners, Pensioners’ Day, New Year’s Eve for Pensioners. The Pensioners Association of Gödöllő will arrange the touristic presentation of the city to Hungarian speaking foreigners coming to the town and from outside the country. Partner organisation: Budapest Chamber of Commerce and Trade, Guides Training Centre.

Strengthening social links: The Civilian Round Table Association organises several programmes aiming at the improvement of the relation among people living in the city and highlighting the importance of social responsibility: e.g. Civil Picnic, Civic Street, Civic Christmas. Within the frame of the Civic Christmas, amateur literary evening is organised with the title “Tell a true story”, where the amateur writers can present their own writings, poems, literary pieces. Performers: Gödöllő art groups and light music bands.

Organisation of international forum on the future of social responsibility, on reaching out for the young generation, on the future of NGOs in Central Europe and Western Europe, the presentation of good practices with the involvement of twin cities and partner ECoC cities.

- Social inclusion, equal opportunities:

Equal Opportunities Week Partner: Életért Alapítvány, NGOs, religious, social and educational institutions of Gödöllő. Traditionally 100 persons with disabilities, 150 students (on voluntary basis and the target group of the sensitisation) and 20 social experts will be involved in the implementation of the programme, together with 20 persons from the staff of cooperating institutions – the number of active participants will be 300 persons. The goal is to deepen and develop the barrier free approach within the society and especially, among students to draw their attention to problems and difficulties of the elderly and of people with disabilities. Sensitisation programmes organised to present positive examples of those concerned and to prevent the burnout of experts helping these groups. The programmes will

“Accessibility for yourself!”: since 2007 one of the weeks in May has been devoted to the disabled of the Metropolitan Home for the Elderly in Gödöllő, when they go as informants to the education institutes. During the programme, the informants speak about situations from their everyday life and the students, as part of the empathy exercises, can test the life of people with disabilities. 3 secondary grammar schools and 3 primary schools have been involved in the programme for years and the sensitisation programme is offered to students every day during this week. There are two blocks involved: a theory and a practice block. Parallel with the informant programme, there is a free-time series of cultural events with the following elements: Performance of the Borostyán Theatre of the Metropolitan Elderly Home in Gödöllő, the actors are old people and elderly in wheelchairs from the Home. The scenery for the play is made by students from the secondary grammar schools as part of their voluntary community service. A main element of the programme is the exhibition. Every year, a selected disabled artist presents his or her works: the members of the Association of Disabled Painting with Mouth or Foot (Szájjal lábbal festők), and the 3D works of Inka Romanek for visually impaired. Discussions in the library: people with disabilities introduce themselves – people who set a positive example for the others, who have outstanding human qualities, who in spite of their difficulties can set an example to everybody, on the basis of their expertise or outstanding achievements. In the past years, among the guests we had were para-Olympic champions, writers, poets and outstanding experts with disabilities and living a full life. We plan an interactive programme with ample possibility for the audience for active participation. Closing event: Performing artists in the past years were the “Roll Dance” dance ensemble, the Szivárvány Orchestra of the Tordas Home for Mentally Disabled and Psychiatric Patients and the Baltazár Theatre, an ensemble of young people with Down syndrome.

Empathy laboratory for supporting experts, teachers and secondary school students: in the past years, the participants saw films on the special needs of social groups with difficulties, on the limits of the relation between helper and the supported, and on emotions and high-flying dreams. After the film shows, discussions for small groups are organised.

Alzheimer Club: Alzheimer café for people with dementia, their relatives and experts have been in operation since 1997 and offer a dialogue for those concerned. Within the frame of social responsibility and in a broad interpretation of the goals of the foundation, we join this initiative implemented in different cities of our country for the benefit of the special and vulnerable group of people with dementia. Setting up an Alzheimer café in Gödöllő.

2./ GENERATIONS

Families are the basis of the ongoing social renewal in Gödöllő: the family as a unit is placed in the centre as a value and as a pillar of our approach. The issues to be tackled:

- social responsibility through the cooperation of generations,
- increasing generation gaps as a result of technology development of the digital era – overcoming the gaps and strengthening the convergence of the generations,
- the changing young generation, new consumption society in the digital era,
- the preserving power of families,
- changing female roles,
- talent promotion.

- Generations reflecting on each other

Do we have anything in common? “Value Trends” Generations finding each other. “Your child, my child, our child.” How to interpret the term “whole family” in our age? Garabonciás Theatre

- drama programmes for children, adults, the elderly, for parents, representatives of different professions (education, health care), joint projects of children, youths, adults and elderly groups
- youth programmes targeting at the secondary school age group: encouraging social responsibilities through drama education, film club with film directors (documentary, social sensitisation), theatre performances for youths, school theatre
- (non-Hungarian) twin cities theatre groups and/or drama groups cooperating in joint workshops and performances (working language: English), the common theme is some social phenomenon
- discussion theatre to discuss problems in connection with this topic
- social sensitisation: joint project of persons with disabilities, Roma, homeless, etc.

Professional workshop in the summer period with the involvement of drama teachers from (Hungarian and non-Hungarian) twin cities - methodology workshop, drama - symposium

Improvisation theatre festival: main theme: possible meeting points for generations. Do we understand and accept or reject each other?

Book prompter! Choose a book easily! Partner: Gödöllő City Library and Information Centre. As a result of an on-line game to develop reading skills, the “Olvasók Diadala” [Victory of Readers] was created in 2015, a database of about 300 books: <http://konyvsu-go.gvik.hu/>. Parents, teachers and young people can choose books from the site with the help of book reviews written by adolescents. The database could also be upgraded to the international level as the young generation reads books in several languages. The game is organised together with the libraries of the twin cities, which could lead to an extended digital database with books and reviews in different languages. Our intention is to translate the database and the website into the English language.

Chamber Music Festival (Vilmos Szabadi, Béla Drahos) in spring, **Liszt Festival** (Alex Szilasi, Jenő Jandó, Ivo Haag) in the autumn – both music festivals support young talents and invite internationally known artists. The main goal is to internationalise and gradually extend the programme until 2023. Partner: Gödöllő Royal Palace.

The world through the eyes of young generations: With different instruments and in different genres: video, short films, photo, digital instruments, explanatory videos - a programme organised, implemented and juried by young people; the competition for the implementing team will be opened at the beginning of 2022, the contest 2023 and the presentation of the works at the festival in December.

Gödöllő in 50 years

A three-generation competition in chosen genres, and the submitted works must be the product of the grandchild - parents - grandparents trio - prepared in different artistic areas - and must present an or-

ganic unity - What will be Gödöllő like in 50 years? - A liveable small town in the second half of the 21th century

Changing identities: The Hungarian identity through the eyes of different generations

What does it mean to Hungarian children outside the borders to be Hungarian - mapping up the question through activities - reflecting to all generations (teenagers, 20-30, 40-50, 60+), changing identities, mapping up and presenting the changes with the involvement of Hungarians outside the border, primarily through the twin cities (Beregszász, Dunaszerdahely, Csíkszereda, Zenta) - Contests: storytelling, folk songs, short story writers.

- Masters and disciples

Masters and disciples – comprehensive artistic presentation Béres Ágota - Langer Ágnes – violinist; Barta Katalin, pianist – Baráth Emőke, opera singer; Buka Enikő, oboe – Baráth Nóra, Pintér László, Farkas Ágnes musicians; Ferenczi Anna, pianist – Barta Katalin, Balogh Péter Piusz; Barta Katalin, pianist – Puskás Máté, Szilágyi Zsuzsa, Szilágyi Bence, Levente, Herczenik Anna opera singer; Cser Ádám accompanist; Fodor László Clarinetist of Hot jazz band klarinétosa – Eszenyi Zsombor clarinetist; Bali János, composer, conductor – Szalai Borka (Bécs), Kis Dorottya (Amszterdam); Bódis Erzsébet - Katona Szabó Erzsébet textile artists (mother and daughter); Remsey family, fine arts; Katona Szabó Erzsébet - Hidasi Zsófia - Kecskés Fanni; Folk-blues trio: members of Terra Profonda: Vincenzo Io Buglio, Kiss Krisztián, Szabó Mátyás

Series „Artjáró” – the Master and disciples series in literature: invitation of well-known contemporary literary artists and their students, or multi-generation writer-families, artists - e.g. Lóránt Kabai and Réka Borda, Gergely Péterfy, Éva Péterfy-Novák, Bori Péterfy and Márton Gerlóczy, István Kemény, Zsófi Kemény és Ágnes Szirmay, etc.

- Artists-in-residence: roots and message to future generations

Living intellectual and creative workshops Partner: GIM-ház. Through organising exhibitions, frequent visits by well-known Hungarian artists and organising literary and musical evenings. The GIM House hosts different artistic courses, a painting school, ceramics workshop, textile and drawing workshops in the exhibition area and in summer time in the garden. The construction of a new atelier in the garden will allow 6-10 artists to work and to organise open days and an international artists-in-residence programme. Professional fine art and applied art is a special feature present of Gödöllő.

Exhibition in applied arts: textile e.g. Sue Hiley Harris (Wales) glass, e.g. László Lukácsi, copper engravings, graphic, e.g. István Orosz, Líviusz Gyulai; leather, e.g. Erzsébet Katona Szabó

Fine art exhibitions: Mózes Incze painter, Márton Barabás installation and fine arts, Thomas Kühnapfel sculptor (Germany), Monika Siebmanns sculptor and ceramics (Germany), Miklós Tui Szócs sculptor

International relations of the Artists-in-residence

Exhibition from Finland, the artists-in-residence programme has connections to Finland (Akseli Gallen Kalela, Tarvaspaa, other contacts: Pre-Raffaellits in Great Britain, Diód, Transylvania, the Swedish Leo Belmonte)

Generations in the Artists-in-residence

Film shows in the garden (involvement of youth, inter-generational contacts): Animation film shows in summer could be in the garden - in line with the approach of the GIM House, presentation of contemporary films or films about the above mentioned artists-in-residence.

József Fülöp, university professor (dean of MOME) introduced the film shows in these programmes and presented the film directors: Tomek Ducky: Life-line; Bella Szederkényi: Orsolya; Tünde Molnár: Simon vagyok; and Péter Vác: Rabbit and the deer animation film. These films were granted several international awards of young directors, e.g. the film Péter Vác was presented at 300 international film festivals, and won 125 awards. With their attendance, we plan open air film shows. Kornél Mundry, László Csujá are also to be involved.

Art workshops (the theme of the family and the inter-generational contacts): Artist-teachers could organise workshops for the visitors on request - community and audience building - e.g. weaving, ceramics, drawing, painting, felting.

Opening the Artists-in-residence - (periodic) opening of the Körösfői street and periodic ban on traffic in the street to organise activities: Nagy Sándor House, Remsey House, Esze Tamás House, Leo Belmonte House, Léda villa

- Changing female roles

Being a female artist in Gödöllő and in Europe

Female artists in Gödöllő: Literature: Gödöllői IRKA circle - female writers and poets; Artists and crafts women: Eszter Kerti, enamel jewellery, Veronika Balla painter, gingerbread-maker, Young Artist of Folk Art, Eszter Anna Vörös graphic artist; Photography: Zsóka Somogyvári, Dancing: Júlia Sánta-Széphalmi, Virág Gyöngy, (both dancers started in Gödöllő and are now in Budapest theatres), Performance, fashion design: Krisztina Gyuris, Tímea Kolozs, Creative art - dance: Gyöngyvér Vajda, Gabriella Kézér, Judit Tóth.

Cultural comprehensive arts presentation:

Dance, singing, music, literature and fine arts two or more arts disciplines together in complex projects, performances, exhibitions

Dance and photography: “We have a face to it” – theme photo series, photo exhibitions on artists, “Impossible?” – irregular photo series on the creative process, “Otherwise” – irregular photo series on performers, artists, creators; everything that is behind the scenery

Dance and fine arts: „Befutó a kifutón” – irregular fashion shows by contemporary creators: dresses, jewellery, accessories and/or the use of rediscovered folk motives, „Lélekszövet”, „Lélekruha”, „KONTEXTUS”

Literature: „Hölgyválasz” – portrait series, interviews; (women about themselves, about their works and careers, families, difficulties and achievements)

Literature and dance: „Szótalán víz” – the fulfilment through magic action in the folk art performed without a sound. Against that background, poems are presented through dancing, words, actions and in silence.....

Famous women in the life of Gödöllő

Built on the previously implemented programmes and experiences of the former thematic year. Famous women in Gödöllő: we present ladies with great reputation from past and present times. In the first half of the cultural year, we focus on historic female figures and on conveying their message, while in the second half of the year we will shift our attention to contemporary creative women.

Famous women from Gödöllő: Krisztina Bossányi; countess Terézia Klobusitzky; Queen Maria Theresa; dutchess Leopoldina Esterházy; Queen Elisabeth (Sisi); Ida Ferenczy, reader of queen Elizabeth; archduchess Mária Valéria, the “princess from Gödöllői”; Adél Brüll (Léda), Ady’s muse; Mariska Undi painter, artist of the Gödöllői artists residence; Laura Kriesch, the wife and muse of Sándor Nagy, artist of the Gödöllői artists-in-residence.

Contemporary creative women in the life of Gödöllő: Erzsébet Katona Szabó, Anna Herczenik, Emőke Baráth, Erzsébet Szekeres (weaver, folk- and religious works), the eldest marathon runner Mária Sztarenszky, Anna Istók, Erzsébet Sz. Jánosi, Anna Nádudvari, Marika Oszvald, Krisztina Benedek, Krisztina Miklós, Zsófia Hidas.

The life of historic female figures will be presented in exhibitions and with tools of drama-pedagogy, we will highlight how these women contributed to life in Gödöllő.

Presentation of contemporary artists: in exhibitions (fine arts), interviews, the artists present their own

message in connection with the meeting of generations, being an artist and a women, work-life balance and changing female roles. Summary of messages published on apps, public spaces.

The Sisi Road. Partner: Gödöllő Royal Palace. Temporary international exhibition about the stations of the Sisi road. 2-3 spectacular, real objects and VR-glasses help a virtual site visit, 5000 persons, international conference on Elisabeth. Museum education at week-ends.

- The strength of the family - Művészetek Háza (the House of Arts)

A transformation of the family model – round-table discussions, improvisation theatre.

Family in broader terms: presentation and vales of the nurses network which provides support for children and families.

Family: what does family mean, what kind of family images exist, what expectations are there in relation to families, parents, children – do the generations understand each other’s languages.

„Remains in the family” - first event of a traditional folkloric family festival.

Planned locations: „Papó zenedéje”, „Tátiék tánca”, „A szomszédék deszkája”, „Nagyi sütődéje”, „A sógor sufniája”. This is the plan of a family festival in which families performing artistic activities (singing, music, dance, fine arts) can present their “joint” skills which is a the same time the strength of their family. There are many multigenerational families in the dance ensemble or in Gödöllő and its agglomeration in which already the parents, grandparents had been dancers or were active in different arts.

The festival is planned to be rounded up with gastronomy event entitled: “Grandma’s bakery”(„Nagyi sütődéje”) - participants could test each others’ skills and the interest of the audience.

„Childrens’ May Day” - Regional folkdance and folksong festival organised by national folklore associations and the Gödöllő Dance ensemble on annual basis around May Day. After a long break, the traditional festival was organised again 2016, filling a great gap in the life of folklore groups in the region.

Traditional thematic family dance houses in MUZA on monthly basis: complex thematic family programmes for all generations, transmission of values (singing, music, dance, folklore and folklore through objects), gastronomy, crafts and techniques, with information masters invited. Co-organising associations: Folklore association of Central Hungary, Folklore Association for Children.

„Miből lesz a cserebogART?” (Hidden talents in art): Students, followers, presented individually or in smaller groups, which have been awarded in national, regional or international competitions.

Family picnic weekends. Partner: Gödöllői Royal Palace. between May and September, with food tasting by partners of the Sisi-road (Swiss, Austrian, Italian, German, Greek), 3000 persons.

Good to live in a family. Partner: Levendula Galéria

- competition for tale-writers, only Hungarian audience – the world of tales encompass the life of families. This would be relaunched with the title Family story
- Tradition of our grandparents: old photos – the age of our grandparents for Hungarian and foreign audience – also internationally, more and more artists turn to the old world, to the traditions of grandparents. Several artists in Gödöllő deal with this theme. This would be the subject of an exhibition. (Partner DD55 Art Gallery Cologne, kunstmix Bréma, Community House of Szada)
- Exhibition Women - female identity, Hungarian and foreign audience. There was an exhibition already in Óriszentpéter and Gödöllő with the title Én, Te, NŐ (Me, you, SHE) which has been re-considered. (partner: DD 55 Art Gallery, kunstmix, Stuttgart Gedok, with female artists as leaders!)
- Through a child’s eye: guided tour for children, Hungarian and foreign audience
- The message of tales: exhibition of international tale illustrators, Hungarian and foreign audience. Partner Sarolta Szulyovszky (Italy)
- rocking horse exhibition - Hungarian and foreign audience. The collection of Ferenc Tóth and

Mária Ladó: 2500 rocking horses. Contemporary artists will reflect on this.

- exhibition of artist families - Hungarian and foreign audience. Artist families are an asset for Gödöllő. These families will present themselves
- thematic exhibitions of the GÖMB artists, e.g. Madártávlat, Kívül-belül, Mini, Létra, Fehér, Ready-made

Introduction of artist families

The issue of family is a highlight in the artistic life of Gödöllő, as there are numerous nationally and internationally reckoned artists living in our community who can both be examples for their art and for family cohesion. The Remsey family is the most outstanding in the world of arts. There was already 2016 an exhibition of four generations in the city and could be extended to the whole family by 2023. They are Vilma Frey, András Remsey, Gábor Remsey, Ágnes Remsey, and the Pirk family. Beyond arts, contacts among the generations could also be demonstrated through the world of sports and medical sciences. Films about families of artists.

Life of large families in Gödöllő. Partner: Gödöllő Fészek Association of Large Families. being member of a large family – the Gödöllői Fészek Association of Large Families is very active in Gödöllő, it has 190 member-families, almost persons, their main goal is the representation of interest of large families and community building. The national meeting of the National Association of Large Families will take place in Gödöllő in 2023. Reach out to young people – to create their own communities with state-of the art tools. Young people open to the elderly and vice versa, preparing an interview and video-report with the title “Your grandpa, grandma”. Renewed Foundation of Generations: organises courses for married couples, families and partners. Discussion and presentations in the area of religion – about the questions of life with 80-100 students at the university – dr. Endre Judák, Pál Pataki. Greetings on Mothers’ Day at the World Peace Gong: the family is the smallest unit of the society, its cohesive strength and the healthy development of its children depend largely on Mothers. Partner: Gödöllő Civic Roundtable Association, National Association of Large Families.

Gödöllő Symphonic Orchestra has been organising youth concerts from the early beginnings of its existence (for 36 years). Yarning music (interactive inclusive concert) for primary school children (age 7-10) and for secondary grammar school students. Musical journey (interactive inclusive concert). These concert programmes can also be implemented with the involvement of grandchildren and grandparents. The youth concerts have been performed for 5-6 years in the region in 8-10 villages and towns, for 5000-6000 children. Existing, live regional contacts! Families of artists: Sivadó - Benyus family, 8 children and parents make music together. Juniki Spartakus - Orsolya Bálint and 4 musician children.

The 25 years old **Arpeggio Guitar Orchestra** (awarded with Culture Prize in 2007), gives a Christmas concert in the Royal Riding Hall (Lovarda) with young talents as soloists.

They also give guitar concerts in classical music for young people to bring classical music closer to the young generation (as well): e.g. W. A. Mozart: Divertimento No. 7 in D major Edward Grieg: Solveig’s song, Luigi Boccherini: Minuet, Op. 13. No. 5., Jacques Offenbach: Barcarole, Niccolò Paganini: Cantabile etc.

3./ COMMUNICATION - THE VIRTUAL WORLD

The renewal and the adaptation of Gödöllő to the challenges of our times is also visible in the area of communication. How can a small town as cultural centre apply the tools of the digital world? We will analyse the following issues:

- where values of the individual and the community meet, the link between and the increased value of human contacts

- building on the benefits of virtual reality, applying them consciously, but not allowing technology to control
- isolation vs socialability
- consumerism and youth

- **“The long road from soul to soul”**. Does it work? Does it not work? Testing communication channels. Partner: Garabonciás Ensemble

- drama programmes for children, adults, the elderly, for parents, representatives of different professions (education, health care), joint projects of children, youths, adults and elderly groups
- youth programmes targeting at the secondary school age group: encouraging social responsibilities through drama education, film club with film director (documentary, social sensitisation), theatre performances for youths, school theatre
- (non-Hungarian) twin cities theatre groups and/or drama groups cooperating in joint workshops and performances (working language: English), the common theme is a social phenomenon
- discussion theatre to discuss problems in connection with this topic
- social sensitisation: joint project of persons with disabilities, Roma, homeless, etc.

Professional workshop in the summer period with the involvement of drama teachers from (Hungarian and non-Hungarian) twin cities - methodology workshop.

On the way from the past to the future - meeting points: locations of films shot in Gödöllő: The different stations are the locations of the films in Gödöllő, e.g. the University, the Palace, the Film Factory, Gödöllői Kutyasport Központ, Autópályamérnökség, City Centre, Máriabesnyő. We will install screens in these locations to show the relevant parts of the films. The photos, posters and uploaded photos from the stories are the activities, which will be available continuously on the Gödöllő 2023 digital surfaces. Partner: Művészetek Háza.

Related programme **Retró Film Club** 2022-2023 in the Gödöllő Town Museum, led by Szilveszter Hídi and Gábor Pál - nature films, costume films (e.g. films based on the works of Mór Jókai), films from the 1970s and artist films.

- Communication without linguistic barriers

Legends without language barriers: Universal languages of communications - international project by inviting foreign towns. The legends are described with communication tools that do not provide language barriers: giant puppets of Dávid Remsey, light installation, pantomime, tableaux and live pictures, shadow theatre, dance coreography, explanatory video.

Robin Hood / Rózsa Sándor / Hány János / Aranyember. Partner: Művészetek Háza. International competition for partner towns. Participating ensembles can present a scene in four categories: pantomime, tableau / live picture, shadow theatre and dance coreography. Participants present the pieces that had been constructed by the different ensembles.

Improvisation - National Impro Festival. Partner: Club Színház. The National Improvisation Festival's Central Hungarian semi-final had been organised regularly in Gödöllő together with the national final, also for Hungarian ensembles from outside Hungary. The festival of the Hungarian Szín-Játékos Association (national umbrella organisation of amateur theatres).

Stop the moment! Photo and short film competition in 2022 and 2023

2022: I love Gödöllő! It is good to live here! - we expect 5 photos or 2-minute short film. Out of these works, we will prepare an exhibition and film show at the opening festival in 2023.

2023: Gödöllő - Cultural Capital of Europe - with the title ‘The most exciting moments to me were...’ - also 5 photos or a 2-minute short film is expected from the competitors, international audience. From the works, we will make up an exhibition and film show at the closing festival in 2023.

Levendula Gallery

- 20x23 cm works, message from the past to the future, virtual postcards - Hungarian and foreign audience – reflecting on 2023 with European artists individual/joint works of art depending on the artists (partner DD55 Art Gallery Cologne, kunstmix Bréma)
- traditional graphical solutions and modern technology - young artists reflecting, Hungarian and foreign audience - Hungarian universities already offer study courses based on the new media. The modern tools will be contrasted with the traditions. Partner Eszterházy University, Hungarian University of Fine Arts, MOME
- ‘I love you’ project: Hungarian and foreign audience, Volker Hildebrandt (Cologne, Germany) large international project. The reconsideration of his I love you project. Further, love pro toto, in which the word ‘love’ is pronounced in all languages of the world (www.loveprototo.com)
letter of intent – DD55 Art Gallery Cologne, partner
- mail-art exhibition with international artists, Hungarian and foreign audience partner, Magyar Küldeményművészeti Társaság.

The 25-year-old **Arpeggio Guitar Orchestra** (awarded by Kultúra Prize in 2007), organises every third year, therefore also in spring 2023, an **international guitar orchestra festival** in Gödöllő. They will perform pieces transcripts on guitar and the accompanying events are the master courses. During the autumn, a mini festival will supplement the guitar orchestra’s programme announced and organised at the sub-regional level. Zoltán Györe, composer from Gödöllő, composed already 4 guitar concertos for the Arpeggio orchestra. He prepares with a new piece for 2023.

“Tradition and modernity” or “Be a winner in dance because folk dance is cool here” - message interpreted through the instruments of dancing, music and art. Partner: Gödöllő Dance Ensemble.

- dance as the presentation of a direct communication language: organised and ad hoc flash mobs, with kindergartens, schools, in public areas and municipal events
- irregular folk dance classes in public education - because folk art is cool...
- dancing in Gödöllő Skate park - shooting short film to raise attention. (https://youtu.be/iA_Am6c-qppk)
- traditional dance on a race track - reach out to the children of today with contemporary tools and contents - a clip and irregular photo shooting in traditional costumes but in an urban environment
- “Village in town” - time traveller folk court programmes, where participants can try out, experience and live everything that is part of the past
- Coproduction of twin cities with the title “Meeting of Rhythms” - the partner city is Valdemoro (Spain) - from Flamenco to Hungarian men’s dance, or games and dance without borders, or borders that do not separate but link

- Pieces of art as language of communication

The Art of the Week. Partner: Gödöllő City Museum. In line with our digitalisation strategy, the majority of our art and collections will be digitalised by 2023. Therefore, it will not be a problem to implement this programme: projecting on the walls of the museum of the suburban train’s side, we will present different pieces of art every week through projection and animation. Pieces of arts, e.g.: Öltöztető Mária sculpture, 18th century, Mária collection, Ferenc Sidló: Awakening (Desire), János Vaszary: Ginger puppet. Tapestry prepared in the carpet weaving workshop of the Gödöllő Artist Residence, Rezső Mihály: Peasant on a box with tulips, Cserkészkürt (collection of Ferenc Ignác).

International conference on museum pedagogy. Partner: Gödöllő Town Museum. With the involvement of the ECOC partner cities. International museum pedagogy trends are in the focus of interest. The Gödöllő collections make it possible to invite speakers from other parts of Europe to make presen-

tations together with a show / activity (the works of the Gödöllő Artists-in-residence and scouts, local history documents and archaeology exhibitions could serve as basis).

Artwork of the Week through the child's eye: Children groups will discuss these works in the schools from art history point of view and in form of installation, contemporary presentation of an old object in the street art festival.

- Transport as communication

The role of transportation is decisive in the life of Gödöllő. The organic link to Budapest is the suburban trains (HÉV) - transport tools are also included in the communication of culture as they also help to present the capital the Travelling Gödöllő.

Travelling Gödöllő: Exhibition in the HÉV carriages, about the road to Gödöllő being awarded with the title of Cultural City of Europe: the involved institutions, talents presented, who make our main travel through the world, legends, everyday life in a small town. Partner: Gödöllő City Library and Information Centre, Gödöllő Town Museum, Művészetek Háza.

HÉV theatre at the terminal on the bus and on the suburban interactive theatre.

Terminal: Built-in touch screen games with digital software, stationed in the ECoC year in Gödöllő and for three months rented to other ECoC cities. The bus will travel in the next years to other Hungarian towns to entertain people there. The games are linked to the past - present - future of Gödöllő.

Guerrilla theatre on the suburban. Partner: Club Színház. Our drama experiences in a 10-minute compacted stage version: It will attract the interest of the audience by the force of surprise. Without additional tools, like music, light or without costumes. Performance also possible in other locations e.g. at schools in the breaks or in public areas in Gödöllő.

- Communication through dresses

Fashion in the past: The history of Gödöllő mirrored by fashion: the presentation of the fashions from the different periods and of the famous historic and literary female figures: large-scale fashion shows during the four festivals, following the line of tradition and modernisation - from the period of Elisabeth to our present day and the fashion of the different periods in between - fashion shows - with the involvement of the sister ECoC cities. In cooperation with Mónika Czédly, owner of D'Elia Szalon, who re-designed the dresses of Queen Elisabeth. Summer camp for children and adults: drawing costumes and dresses.

Fashion show with contemporary designers, inter-generational link, exhibition of costumes in the exhibition hall. Partner: GIM Ház. Masters: Katalin Sárváry, Klára Bein, Erzsébet Katona Szabó designer textile artists. Young generation: Zsófi Hidasi, Sára Bálint, designers of KELE clothing, designers of Daige, Anna Daubner, Nóra Sármán design artists.

Tradition and modernisation in clothing': Folk art and fashion. Partner: Forrás Művelődési Ház, Kerepes. The folk art motives in contemporary dresses. Folk motives - cool? Fashion show, symposium, designing dresses.

Global village – multicultural life at the campus: performance and presentation of dressing cultures of foreign students studying at Szent István University.

- Preserve our language

A short story here - programme – on billboards in public areas – communication through literature and culture.

Gödöllő Literary Price Without Borders - International literary competition and writers' festival

with the involvement of Hungarian speaking twin towns. Publications: Gödöllő Literary Prize, the price will be 10 years old in 2023 and we will present the winners in a volume. Partner: Gödöllő City Library.

Talents: **Youth Festival** in the autumn street art festival in the area of poetry, literature and slam poetry. Course for young people for several days on writing words. The artistic basis will be presented by the 10-year-old literary workshop of the library, Irka and its students. Partner: Gödöllői City Library.

Facebook impact. Partner: Művészetek Háza. Young people tend to communicate less and less with each other, the conversations are often reduced to signs, photos and links. Under the title Transcriptions, we launch an international competition to re-write the texts written in “Facebook” language into traditional formulation and to make the transcription of short stories into “Facebook language”.

Classics again - transcription of classic stories into comics and facebook profile within the frame of competition - Aranyember, Robin Hood – internationalisation, with the involvement of twin cities and ECoC cities.

Blogs and vlogs - ECoC year through the eyes of young people - subjective experiences, individual stories - international open competition with ongoing receipt of the works, participants of the event share with each other their thoughts and visual formulations. Ongoing jurying and uploading to the website as part of the story-telling: our ECoC year.

International Problem-solving Competition: Partner: Művészetek Háza. Cooperation with the National Problem-solving Competition for Secondary School Students. Separately for secondary school students and university students: secondary school students can express their views on issues on the agenda of the European Union: What will the future of the Union be like? Creativity, ideas re-thought and implemented. The problem-solving skills of young people are weak in general, the approach of finding solutions and the inter-cultural communication need to be developed.

International Discussion Competition. Partner: Művészetek Háza. Development of a culture of debate with mutual respect, including analytic and conceptual thinking, the development of critical reasoning and of empowerment skills. Irrespective of the countries young people live in, they share their concerns and joys. Development of language skills.

Virtual communication: drama writing, synopsis competition. Partner: Club Színház. For children, young people and adults, e.g. Connections: the connection of the mobile phone and young people, personalisation of the mobile phone or the play Online - online reality, avatar question, create a picture about myself, am I like it, does the avatar influence me? Theatre education: theatre plays also brought to the schools –preceded by preparatory drama lesson, then students see the performance and afterwards discuss it. Preparation of those acting, the ones closer in age. School theatre - to bring the play into the environment of the children.

365 sentences in Hungarian. Partner: Gödöllő Royal Palace. We help visitors finding their way by teaching them a Hungarian sentence every day through a central surface of the project. With the involvement of teachers of Hungarian as a foreign language and of the local cultural institutes. In cooperation with Szent István University foreign students studying in Gödöllő will offer translations on their languages promoting the value of multicultural, and will be projected on relevant surfaces.

Cultural, art, social and professional **Academy**, Partner: Gödöllő Pensioners’ Association, Művészetek Háza. Involvement of young people: explanatory video on the different performances.

4./ SUSTAINABLE GREEN LIFESTYLE

Gödöllő is a small town with unique natural and environmental conditions. What does it mean to us to live in harmony with nature and the environment?

- pilgrimage, scouts

- cooperation with churches
- ecological way of living
- ecotourism
- life style and gastronomy
- life style and sports, the city of bikers

- In harmony with nature, ecotourism

“Back to nature!” But how far? Partner: Garabonciás Színtársulat

- drama programmes for children, adults, the elderly, for parents, representatives of different professions (education, health care), joint projects of children, youths, adults and elderly groups
- youth programmes targeting at the secondary school age group: encouraging social responsibilities through drama education, film club with film director (documentary, social sensitisation), theatre performances for youths, school theatre
- (non-Hungarian) twin cities theatre groups and/or drama groups cooperating in joint workshops and performances (working language: English), the common theme is a social phenomenon
- discussion theatre to discuss problems in connection with this topic
- Social sensitisation: joint project of persons with disabilities, Roma, homeless, etc.

Professional workshop in the summer period with the involvement of drama teachers from (Hungarian and non-Hungarian) twin cities - methodology workshop.

Gödöllő, the city of legends: Gödöllő presents itself through legends. Partner: House of Arts. Meeting points: Gingko biloba in the Palace – Fallen tree in Gödöllő – Úrréti lake – Papp Miska spring – the sculpture of Mária from Besnyő – Swan lake – Rákos brook – Arboretum.

Task: Present written legends in form of a children’s book and as a short film to be shown on youtube. The visitors will see these projected in the different stations and have the possibility for the following: continue the legends or the story, or present an alternative story, write poems, make still-images, tableaux, photographs connected to the legends and upload them on the spot, write music to the legend, prepare dance choreography and uploaded

Legends: Gingko biloba in the Palace, The legend of the fallen tree in Gödöllő, Wild pear tree, the tree of lovers, The legend of the Úrréti lake, The legend of Miska Papp next to Besnyő a spring in the forest, tourist spot, The legend of the Swan lake, The legend of Rákos brook – linking the sub-region

Creative workshop to prepare the legends (Garabonciás Theatre)

Green Theatre concept: without a stage and seats for the spectators, built on the terrain, a theatre space was developed, lights and sound provided. **Gödöllő Royal Palace.**

Take a story. Partner: Club Színház. Take a story, look at it, how the natural environments affects it, how the drama evolves and the story gets modified. Themes can be e.g. the environment of the stream, the rocks of Erzsébet park. How do these elements influence the drama? Implemented in an interactive form involving the audience.

Juxtaposed: How does the same issue appear in a natural and in an urban environment? Animal types of the given environment can also be brought in, in a playful form: in the stream, the woods and the city - characters also changed - but the basic situation remains the same.

The legend of Rákos-patak – with the involvement of the surrounding sub-region: Partner: Gödöllő Dance Ensemble

“Living folklore along the Rákos”- or „Good old things in the Region”: creative workshops, circles, dance performances, songs, story-telling tales, family dance houses and creative camps, thematic cre-

ative days, folk yard - within the frame of the Downtown days and on other occasions. (With the help of the living intellectual and material folklore of Veresegyháza and Szada). Re-discovering and presenting the living and re-emerging folklore assets to families and young people in Gödöllő with the help and guidance of the groups and experts actively preserving our traditions.

The “garden” of Budapest: Gödöllő. Partner: GIM-ház Exhibition of groups of contemporary artists: Gödöllő, the “garden” of Budapest: under the theme of Families from the capital - making excursions and the closeness of nature: Presentation of the labyrinth theme in connection with the garden in the exhibition hall and open air. The installations are adapted to future open spaces. Miklós Szőcs Tui sculptor awarded with Munkácsy Prize, Éva Penkala textile artist awarded with Ferenczy Noémi Prize.

The core philosophy of the Artists-in-residence is based on tradition and modernisation. The Back to nature slogan is part of the art philosophy of Sándor Nagy. The closeness to nature, naturalness, living in harmony with the environment is present in education. Transmitting the today’s values to young people.

International Nature Film Festival: The International Nature Film Festival is traditionally organised in May and will be continued in autumn through film shows and training programmes in educational institutes to present the nature lives of Gödöllő that has for centuries been decisive.

The International Nature Film Festival has become by now one of the most outstanding nature and environmental protection events in the region and attracts the attention to Gödöllő, its nature assets and their protection. In 2017, 300 films from 58 countries and several thousands of visitors came to Gödöllő! During the Festival 100 films were shown free of charge and almost 40 000 people were registered in the programmes. Parallel with the Festival, films with nature and environmental protection themes were selected and presented in 19 Hungarian and 2 Transylvanian cities within the frame of the National Nature and Environmental Protection Film Days.

The films awarded in May 2017 in the International Nature Film Festival Gödöllő (International and Carpathian Basin Film Shows) have won altogether 93 international festival prizes. 68 prizes of them were granted to international films, 25 to Hungarian film makers in the different national and international festivals.

Recycling and art: The first presentation of the TRASH ART HUNGARY was in this year’s International Nature Film Festival with huge sculptures and installations made from waste. The goal of the organisers and supporters of the exhibition with presenting the art of recycling was to draw the attention of the audience to the ecologic footprint and our joint responsibility. In 2023 the Trash Sculpture exhibition will be supplemented with E-trash sculptures, exhibition and competition.

Film-making training for young artists in Gödöllő: Linked to the life-style and eco-city pillars, young artists will prepare a short film within the frame of a training in the Carplove Fishing and Recreation Park (Carplove Horgász – és Pihenőpark). Qualification requirements and selection criteria for the training are the plan of a film and the submission of the raw recordings.

Nature and environment education in the „nature exhibition” in the Gödöllő Town Museum. Nature and environmental protection for families, schools. Museum education programmes and games.

ArboFest festival is organised in the Arboretum to make our wonderful nature assets known to everybody, already on the 5th occasion in 2017. The Arbofest – Picnic is a family day organised by young people in Gödöllő, dreamed for families, young people and eternal young people living in Gödöllő and environment. In the Arbofest programmes there are running and jogging competitions, sport and yoga programmes, special programmes for children, cooking open air, concerts and many other programmes. The Arbofest in the year 2023 is planned to be extended to every weekend in the summer period and to be supplemented by other life style programmes. Dress up the trees in the Arboretum - with artists.

- Life style and gastronomy

“Your food - your life” – the programme can be linked to thematic dance house / festival, or can be organised separately.

“Well done, well cooked!”

- thematic gastronomy series on re-discovering the traditional peasant kitchen, natural raw materials, products of small producers, traditional tastes, eco-farming, sustainability,
- Benefits, practices, tricks of our grandmothers.
- International Dinner – a cooking contest in cooperation with Szent István University

Drama is coming! Partner: Club Színház. Foodstar: conflict situation: a small town loses its economic foundations – the enterprise giving work for many people in town uses additives – is this acceptable? Preparation of other drama situations.

Gastro Festival: plants and food from Gödöllő: Application in the vegetable garden of the university: to show the ingredients of the different recipes and where they are in the garden, e.g. truffle, violet.

Dream recipes for Gödöllő: Recipes of twin cities and ECoC sister cities – prepare them – typical meals of the cities – literary gastronomy volume on the foods and recipes re-thought: Literary gastronomy volume Gödöllő and twin partners: Fő az irodalom. Children’s version prepared with the involvement of children: Recipes for children - children’s cook book with drawings and facebook profile through a competition in bilingual form.

Life style festival, environmental life style in the small town: Healthy life style, changing life styles, conscious shopping, shopping communities, trends in diets, regular sports, screening. Life style festival with presentations, consulting and sports to help establish habits of a healthier life style. Programmes e.g. Health is an asset!, Trends in diets, gluten and lactose free nutrition, Herbs in therapy and the foundations of aroma therapy, Why do we eat more than we would like to? You are what you eat!, Media and self-respect, Health-conscious consumer, Screenings, measurements, dietetic consultation, Basic information on resuscitation and first aid. (in cooperation of MUZA and the Szent István University).

From the fields to the table, Eco-conscious farming: an international professional exhibition and conference with interactive programmes in order to promote eco-conscious approaches. The event contributes to a more liveable environment, improvement of quality of life, conscious habit in acquisition and presents technological and architectural innovations. Partner is the St Stephen University, which involves its faculties related: e.g. agricultural and food industrial.

Cooperation with the Master programme Sustainability in Agriculture, Food Production and Food Technology in the Danube Region, which gives students the opportunity to improve their knowledge and grow their skill set with regard to the intercultural and social aspects, anthropic landscape and natural resources of sustainability in agriculture and the food industry in the Danube region. Understanding the intercultural and regional aspects of sustainable agriculture and food technology is crucial in finding viable pathways to long-term success in Central and Eastern European agriculture. The program is offered by the University of Natural Resources and Life Sciences, Vienna (Austria) and Szent István University (SZIE), Gödöllő (Hungary) with contributions from partner universities: Corvinus University Budapest (HU), CULS Prague (CZ), WULS (PL), University of Zagreb (HR), University of Novi Sad (SR), Slovak Agricultural University Nitra (SK) USAMVBT Timisoara (RO).

- Scouts and pilgrimage

Scouts: Memories of the World Scout Jamboree of 1933

The scout movement is the most widespread and most successful education movement for youths. Already 100 years ago, Hungary was among the first countries to recognise its value in preparing for life and in developing the personality. The Hungarian scouts movement had soon become one of the most outstanding organisations of the highest quality within the global scouts movement. The organisation

helps to educate the young and become people with high principles, solid moral foundations, religious, healthy in body and soul and well-prepared for life in intellectual and practical terms. The movement thus supports the society and the Hungarians.

Hungarian scouts have a second task as well: to preserve the scouts movement in 18 countries and in more than 500 troops for the Hungarians. Not only to transfer language skills and the knowledge on Hungarians, but to provide an experience for young people to feel also the emotional links to their Hungarian origins.

The world and also the scout movement has changed in hundred years. With state of the art methods, adapted to the new needs and challenges, the movement is open to modern young scouts. The principles, the set of values and the goals have not changed.

A permanent exhibition in 2018 in connection with the Jamboree, with film shows and animation in the Gödöllő Town Museum.

Scouts bus - a moving exhibition with tableaus and installations on the scout movement.

Meeting of Hungarian Scout Associations Living Abroad (meeting of presidents)

The Forum of Hungarian Scout Associations Living Abroad and the Hungarian Scout Association jointly organise a scout camp in July for 200-300 children, age group between 10 and 16 years.

The Palace and its supporters. Partner: Friends of Gödöllő Royal Palace Association creates the possibility for (Hungarian and foreign) visitors of the Royal Palace to see the Basilica Minor in Máriabesnyő. This could also stimulate religious tourism. The preservation of the tradition of the scouts is visible in several areas in Gödöllő (Scout Archives in the Gödöllő City Library and Information Centre, exhibition in the Gödöllő City Museum, active scouts life in the city). Scout groups of Hungarians living in Canada have several times visited our city. Máriabesnyő is a pulling factor in the sub-region and is a sacral centre as well (Basilica Minor, pilgrimage). Keeping alive the traditions and the approach of scouts and strengthen it through linking the topic to the issue of communication and generations. The Royal Palace is a magnet and offers cultural programmes. Partners in the programme: Forum of Hungarian Scout Associations, Hungarian Scout Association.

Pilgrimage – Babati church from the Árpád Era, the tomb of Saint Sebastian, Premontre Fadrus, Máriabesnyő, the new Premontre church in Gödöllő.

Máriabesnyő - exhibition in the Capuchin part: the life of the Capuchin monks, presentation of the Capuchin order in Hungary and Europe, reconstruction of the Capuchin garden, the Capuchin monks were self-supportive, plantation of herbs.

The church building of the Grassalkovich family throughout Hungary and in Upper Hungary – photo competition, photo exhibition.

Gödöllő, the garden of herbs: Herbs, epiculture, violets, Gödöllő products. Urban epiculture, on the roofs - cooperation with Bremen.

- Active Gödöllő

Gödöllő Royal Palace: The Gödöllő Royal Palace and its huge park is an organic part of the green city. The development of the Palace Park to be completed by 2023 is in line with this concept. The Palace Park has a triple structure with the Palm House that offers ample opportunity for **families and for the active recreation**; on the left side of the alley, we will build a pavement with a rubber carpet. This presents the themes linked to the Palace. It will be supplemented with a virtual system of virtual games linked to smart phones; the games will be in connection with the Palace and can be played by one person or by a group, the tasks pop up on the smartphone and the fields will be symbolised by the rubber carpet on the pavement.

The central part of the Palace Garden is already open to **active athletes** and is well visited by tai chi groups, badminton players and joggers, too.

Queen Elisabeth (Sisi) was actively supporting healthy life style. Development of a sport application in connection with this issue (measuring the distance covered, set goals, etc.)

By bike along Rákos-patak. Gödöllő, the city of bikers.

Life style clubs in cooperation with NGOs in Gödöllő:

Several organisations help ill people, persons with disabilities or in disadvantageous positions and support them in getting equal opportunities: e.g. the Association of Diabetes Stations in Gödöllő, Life Style - Osteoporosis Club, Association of People with Visual Impairments in Gödöllő and Environment (GÖTLE), Group of People with Physical Impairments, Fele-Más Egyesült, the Maltese Service, Életért Alapítvány, Diverzitás Alapítvány (for the employment of people with work skill disparities)

“**See it! Do it!**” Partner: Gödöllő Dance Ensemble. With the title: “Born to recognise unity in diversity” - Short film with the PARAFÓNIA orchestra and the Gödöllő Dance Ensemble. The continuation of the film is planned with the involvement other NGOs. (<https://www.youtube.com/watch?v=VuWCSG7M93w>)

Life Style - Osteoporosis Club: Was established 15 years ago, has 140 constant members and conducts osteoporosis preventive and improving gymnastics courses in 20 groups, 4 days a week. The sessions are led by a physiotherapist. The club is today well-known throughout the country. The leader of the club was awarded by the minister. The goal is to strengthen the cohesion and involves 3 circles - a literary, a health and the creative grandmas’ circle - on voluntary basis with changing participation. Average age of members: 70 years.

Other partners: Gödöllői Kertbarát Kör, GreenDependent Fenntartható Megoldások Egyesülete, GATE Zöld Klub, Klíma Klub, Margita 344,2 Tourist and Sport Association, Bikers Club, Children and Youth Association for Water Tours

Health Conference on old age problems: how to avoid depression, anxiety, loneliness; semi-annual programme. Gödöllő Pensioners’ Association

Open garden in the heart of Gödöllő - Integrated Voluntary Day: Location: Szociális Kert, Gödöllő, once a month between March and September. We offer a family programme and all age groups can join. Within the frame of the voluntary day, healthy and disabled will be jointly active to demonstrate social inclusion. By working in the garden participants can experience that people with disabilities can also do valuable work.

In the voluntary days, presentations are planned on bio farming. We will invite our permanent partners from the Szent István University, Department for Ecologic Farming.

Bio farming in the social garden: on the voluntary day, participants can see the process in practice; in the afternoon experts will present the theory. Everything learned here can be used by the participants in balcony boxes and see the benefits and the everyday use of the ecologic approach.

Between May and September teachers and students of the Music School will give evening concerts, on certain occasions with musicians from partner cities.

Organised by the Diverzitás Közhasznú Alapítvány. Partners in the programme: Frédéric Chopin Music School, teachers and students of music schools from twin cities, teachers of the Szent István University MMK Department for Ecologic Farming, GATE Zöld Klub Egyesület, WWOOF Hungary, Zsámboki Biokert, and bio farmers from the vicinity.

Conferences, workshops: Conferences and workshops on ecologic farming. Courses on vegetable gardens, planting herbs. Light and classical music concerts in the Szociális Kert, of course “unplugged”.

5./ ECO CITY

Gödöllő, the eco city:

- green technologies
- making steps towards energy self-supply

- selective waste collection
- upgrading of the sewage system
- promoting bicycle riding, investment in bicycle routes, introduction of the rent-a-bike system

The Green House. The environmental approach will be visible through a designated central area in the preparation of the ECoC programme, as well. A centrally located, at the moment underutilised building will be ecologically renewed and transformed into a central basis by the first half of 2019, which among others will give place to a coffee and tea house to be run by young people. During the reconstruction, we will use recycled and reused materials exclusively and the main goal of the reconstruction and the operation is to produce zero waste and recyclability during the operation of the centre, too. The design will be made by young artists from Gödöllő selected through a competition. In the building we will organise programmes to change and promote the environmental attitude. It will become the basis for the training of volunteers. Partners: Gödöllő 2023 Agency, Szent István University.

“**Slow-down**” movement to respond to challenges of urban spaces in the modern era. In line with our principles, the goal is to enforce urban planning aspects, green areas and active (sport) areas, develop passage and other meeting points, rehabilitation of the city centre along the heritage protection, improving the retail functions through organising markets (petticoat market, bio market, art fairs), and organise events to support the image. Partner: Szent István University.

The Night of Researchers - to be extended into a **Week of researchers** (every day a different faculty organises programmes), university involving secondary and primary schools, kindergartens. Partner: Szent István University.

The green institution: All cultural institutions will determine how to become a green institute and develop the strategy - to be presented by an exhibition and installation - exhibitions matched in time and in structure. Partner: Szent István University and cultural institutions. As an example: Gödöllő City Library and Information Centre: The development of the “green library” offers in our view the possibility to modernise the building (energy efficiency: external insulation, rationalisation of internal lighting system, reconstruction, solar panels possibly), on the one hand, and the development of a balcony library on the other: by covering the yard and the terrace of the library we could develop an open air community location. With the investment, the green library will offer programmes mainly with street art elements interesting for young people. We plan to upgrade the tile wall (Message to the future), where citizens can send sms-type messages on the wall to future generations, which could be presented on a beautiful artistic ceramic tiling on the library’s wall.

The House of Future – to be constructed in 2023. The goal of the city of Gödöllő is to apply the principle of energy efficiency and sustainable development in the city management and public service institutions and in urban management to improve energy efficiency and to shift to renewable energies - solar energy, biomass, geothermic energy – in order to support the climate friendly, environmental, economical and energy efficient energy use in the public, education, health and cultural institutions. Encourage the energy efficiency and renewable energy use among the citizens and enterprises. Partner: Szent István University

In connection with this, we will launch two competitions: one is an eco project targeting at university and secondary school students in Gödöllő; here we expect models and installations on the eco city from participants of the two generations in cooperation.

The other competition is targeted at university students and young adults in form of an open international competition: we also expect models, installations, technology proposals on the eco city Gödöllő. The jury will select solutions that are going to be used to construct the house of future in the territory of the university to give life to the proposals.

Garabonciás Theatre

Theme: Eco city: “We have only borrowed it.” What are the obstacles of developing into an eco city and how can these obstacles be overcome?

- drama programmes for children, adults, the elderly, for parents, representatives of different professions (education, health care), joint projects of children, youths, adults and elderly groups
- youth programmes targeting at the secondary school age group: encouraging social responsibilities through drama education, film club with film director (documentary, social sensitisation), theatre performances for youths, school theatre
- (non-Hungarian) twin cities theatre groups and/or drama groups cooperating in joint workshops and performances (working language: English), the common theme is a social phenomenon
- discussion theatre to discuss problems in connection with this topic
- Social sensitisation: joint project of persons with disabilities, Roma, homeless, etc.

Professional workshop in the summer period with the involvement of drama teachers from (Hungarian and non-Hungarian) twin cities - methodology workshop.

With the tourism development of the environs of the Gödöllő-Isaszeg lake system (Mill ponds) a 700 ha **Heritage Nature Trail** will be created. Following up on the initiative by the Livestock Gene Preservation Centre (Haszonállat-génmegőrzési Központ), and in the framework of the truly multifaceted project named 'Heritage nature trail' elaborated by it a large number of facilities are being planned including showcasing the remainder of the most monumental line of defence of the Roman empire in the region, gene banking, presentation of indigenous Hungarian species, apiary park, an education base with material ranging from a market garden, and family farm size to university level, and including an arboretum, the new bird rehabilitation centre of the Budapest Zoo & Botanical Garden. Related to the above are culinary specialties, a fair of local farmers' produce, and indigenous fruits/vegetables, fishing centre, and genetic research, the complete reconstruction of the region's water base as one of the most important items, and rural development as well as village program centres.

Gödöllő eco-city: preparing the strategy of the Gödöllő eco-city with various activities: To what extent does Gödöllő currently comply with eco-city standards? How can Gödöllő be developed into an eco-city? What are the applicable optimum strategies? How could its environment be transformed with special emphases on environmental considerations, and how could Gödöllő's character as a pedestrian/cyclist city be strengthened?

- Presentation of European best practices: film, and photo exhibition
- Art workshops: commissioning fine artists to create an artistic representation of the various aspects of the eco-city
- Lectures, workshops to shape public mentality
- Creating, and using educational programs at school
- Presentation of current research results with installations, and lectures
- Organising an international conference on eco-cities

Research projects in cooperation with the university:

Realising cyclic business management: obsolete products are once more turned into raw material, and used again. Controlled, and purposeful discontinuation of waste production.

Water as a strategic resource; state-of-the art water purification methods: cutting down on water consumption; these technologies help reduce irrigation, and waste water, and they prevent sewage water from entering groundwater. What modern sewage water draining solutions exist, and which ones may be adapted? How can infrastructure be turned greener, and how can green areas be preserved?

The loft house: where art and science meets. The loft of the main building of the University will be developed into a multifunctional exhibition and events' hall. Periodical interactive exhibitions will take place, young artists will be invited, but also thesis works, scientific contest results and outputs, and doctoral dissertations will be invited and presented.

Museum of Agricultural Machines – interactive and spectacular physical experiments, presentation of future technology welcomes visitors on special occasions in the year. The time frame will

be extended in 2023, and a time spiral will be developed with the theme 'The history of science'. A photo-exhibition will be organized with the theme: the world of machines. An accompanying literary contest will take place with the title 'The machines of our future'.

We move toward our future respecting our past ... Eco-city development through the eyes of cultural heritage, and culture. Celebrating, and identifying the spirit of place: stories of the spirit of place. Cooperation with various social, and arts groups; art, and crafts become an organic part of the eco-city concept, and thinking: arranging applied art, and handicraft fairs at several smaller urban locations during the year. Product exhibition, product fair: presentation of re-useable products by entrepreneurs.

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

See sub-chapter 3.2.

3.4. How has the city involved, or how does it plan to involve, local artists and cultural organisations in the conception and implementation of the cultural programme? Please give some concrete examples and name some local artists and cultural organisations with which cooperation is envisaged and specify the type of exchanges in question.

See sub-chapter 3.2.

Partners: Damjanich J. Általános Iskola: Besnyői botorkálók, Kézműves műhely, Garabonciás színtársulat, Tanári zenekar, Református Líceum: Színjátszókör, Kavaletta kórus, Török Ignác Gimnázium: Színjátszócsoporth, Kórus, Erkel Ferenc Általános Iskola: Kicsinyek Kórusa, Gyermekkar, Nem tagozatos kórus, Petőfi Sándor Általános Iskola: Német nemzetiségi táncscsoport, Drámaszakkör, Frederic Chopin Zeneiskola: Növendék együttesek: Ifjúsági Vonószeneke, Ifjúsági Fúvószeneke, Kisgitár zenekar, Népzenei együttesek, Dixiland, Swing Kvartett, Útőgyűttes, Klarinét kvartett, Felnőtt együttesek: Royal Szalonzeneke, Vonósnégyes/ötös, Cuento Gitártrío, Gödöllő Consort, Csörgődió trió, Premontrei Gimnázium: Egyházzenei kórus, Kisgimisek kórusa, Sportegyesület, négy látványsport csapattal, Néptánc csoport, Gödöllői Civil Kerekasztal Egyesület, 100xSzép Utcabál Baráti Kör, Agrár Technikatörténeti Egyesület, Gödöllő, ArboFeszt Alkotói Kör, Besnyői Grassalkovich Baráti Kör Alapítvány, Continuo Gödöllő Alapítvány, Club Színház, Csörsz-árok Mente Egyesület, Duflex Fotográfiai Stúdió, G5 Fotográfiai és Mozkóképek Stúdió, Gödöllői Garabonciás Alapítvány, Gödöllői Értékvédő Közhasznú Egyesület, Gödöllői Fiala Művészek Egyesülete, Gödöllői Királyi Kastély Barátainak Egyesülete, Gödöllő Környéki Regionális Turisztikai Egyesület, Gödöllői Ottlik Kör, Gödöllői Richard Wagner Zenei és Művészeti Egyesület, Gödöllői Városvédő Egyesület, Gödöllői Szimfonikus Zenekar Alapítvány, Körösfői-Kriesch Aladár Művészeti Alapítvány, Pelikán Makett Klub, Sisi Baráti Kör, Teleki Pál Egyesület Gödöllő, GATE Zöld Klub Egyesület, GreenDependent Fenntartható Megoldások Egyesülete, Gödöllői Állatotthon Egyesület, Gödöllői Kertbarátkör, Gödöllői Méhész Egyesület, Lakásszövetkezetek és Társasházak Gödöllői Egyesülete, Magyar Postagalamb Sport A40 Egyesület, Magyar Madártani és Természetvédelmi Egyesület Gödöllői Csoportja, Margita 344,2 Turisztikai Sport Egyesület, Ózon-Pajzs 2100 Környezetvédő és Polgárőr Egyesület, Vizenjárók Gyermek és Ifjúsági Túra Egyesület, Weöres Sándor Oktatási, Kulturális és Szabadidős Egyesület, Diverzitás Alapítvány, Életért Alapítvány, Életmód Csontritkulásokos Klubja, Fele-Más Egyesület a Sérült Gyermekéért, Gödöllő és Térsége Látássérültjeinek Egyesülete, Gödöllői Békés Otthon Egyesület, Gödöllői Cukorbeteges Egyesülete, Gödöllői Kulturális és Szociális Közhasznú Egyesület, Gödöllői Szociális Ellátó Központért Közhasznú Egyesület, Katolikus Asszonyok, Lányok Sz. (KALÁSZ csoport), Kontakt Alapítvány, LÉOE – Gödöllői, Aszódi, Veresgyházi Kistérségi Lisztérzékenyek, Máltai Szeretetszolgálat Gödöllői Csoportja, Mozgáskorlátozottak Közép-Mo-i Regionális Egyesületének Gödöllői Csoportja, Regina Alapítvány, 802. sz. Szent Korona Cserkész Csapat, 943. sz. Ráday Pál Cserkészcsapat, Megújult Nemzedékért Alapítvány, Royal Rangers Gödöllő, Socius Kör Közhasznú Egyesület, Gödöllő Város Nyugdíjas Egyesülete, Gödöllői Fészek Nagycsaládosok Egyesülete, Generációk az Ifjúságért Egyesület, Gödöllői Városrészlet Civil Egyesülete, Alvégi Civil Társaság, Blaháért Társaság, Csanakért Egyesület, Gödöllő Városközponti Lakótelepért Egyesület, Haraszt Egyesület, Tündérkert Egyesület, Virágos Máriabesnyőért Egyesület, Csata Táncgyűttes, Isaszeg, Csatangoló Táncscsoport, Isaszeg, Gaudium Carminis Kamarakórus, Isaszeg, Isaszegi Asszonykórus, Isaszeg, Székely Kör, Kerepes, Szivárvány Színjátzó Csoport Kerepes, Isaszegi Szent Márton LovasHagyományörző Egyesület, Mogyoródi Sándor Huszárok és Történelmi Lovas Hagyományörzők Egyesülete, Magyar Huszár és Katonai Hagyományörző Szövetség, Kerepes



4. CAPACITY TO DELIVER

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

Gödöllő's body of representatives has passed a resolution that it would apply for the title European Capital of Culture. The body of representatives had several opportunities of familiarising with the application documentation, it gave its opinion while it was being developed, and approved it at its session on 14th December 2017 supporting its submission.

The Multi-Purpose Small Region Association of Local Governments of the Gödöllő Small Region (Gödöllői Kistérség Önkormányzatainak Többcélú Kistérségi Társulása) discussed the documentation for Gödöllő's application for the title European Capital of Culture, it gave its opinion, and approved the creation of the cultural/artistic content. At its session of 13 November 2017 it approved the submission of the cultural/artistic program.

The Association of Hungarian Local Governments supports Gödöllő's application for the title of ECoC.

4.2. 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.

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

It is Gödöllő's objective to ensure that its cultural infrastructure should be sustainable. It implements its present rich cultural offer through its broad set of cultural infrastructure that it keeps renewing, modernising in the light of emerging demand. It plans development projects, but at low intensity, ones that it will be able to use when the ECoC year is over, integrating them organically in the city's life. Part of the cultural infrastructure serves as venue to events attended by large audiences that constitute central locations in the life of the small city, while a large part of them have smaller capacities more in line with the character of a small city suitable for orchestrating several events simultaneously. We will open further venues of an intimate atmosphere, and place screens in public areas to show online content to those with limited access to electronic devices. The most important consideration when taking account of, and setting up locations was, besides sustainability, our intention that we should get across to each inhabitant, and visitor to Gödöllő with the programs, and ensure that they participate.

Existing physical infrastructure.

Venues for large audiences: Main square with a mobile stage, and mobile grandstand, House of Arts plus Lower Park, Royal waiting room, Facilities of the Gödöllő Royal Palace (Palace building, wings 7 (Muzsikus), and 8 (Orangerie), Castle's marbor barn, Castle's park), Campus of Szent István University (University infrastructure, auditorium, water tower with glass pavilion used as astronomical observatory, its garden), Environment of Gödöllő-Isaszeg lake system (Mill ponds), Heritage Nature Trail concept, airport, stage in the arboretum.

Spaces of minor events: Captain's residence (Guards' barracks), and the neighbouring baroque residence (restaurant), Building and garden of Frederic Chopin Music School, Gödöllő City Library, and its yard, GIM-house and its garden, Gödöllő Town Museum, Lavender Gallery, Bezsil-la villa, Car barn building next to the transformer station, Aula of Norbertine Grammar School, Auditorium, Holy Trinity Church – concert venue, Basilica and its yard (formerly operetta evenings, the operetta theatre staged its programs there), Civil House and its yard, Gödöllő City movie theatre.

Further possible venues on a permanent or on a temporary basis for 2023:

In line with our objective of strengthening the small city community we continue to involve each social group, and target audience in the cultural programs. The diversity of cultural venues adds to the diversity of the cultural programs. We are also willing to involve locations on a temporary basis that normally would not qualify as cultural venues.

- Involving local businesses: e.g.: Szilhát utca, Caravella café, the yard of the carpenter's workshop has been opened, literature evenings, whiskey tasting, locally baked
- Involving the local population: opening yards temporarily, art performances, cafés, occasional shows, for young bands in 2023,
- Staging cultural events at unusual venues,
- Buses, carriages of the local train (HÉV), bus stations,
- Bike road along Rákos brook,
- Streets, squares, and underpasses of the city, e.g. Körösfői street, etc.,
- Playgrounds, and sports terrains/courses.

Involvement of schools as venues: Primary, and secondary schools of Gödöllő have their own complex infrastructure that even currently offer appropriate venues for performances by the schools' art groups. Some such venues also accommodate non-school events. We wish to further improve that cooperation by involving the venues offered by schools in our cultural program menu. The venues: Damjanich J. Primary School: theater hall, small theater hall, Török Ignác grammar school: Aula suitable for audiences of 150-200, suits primarily for orchestras, but meets the needs of conferences as well, Erkel Ferenc Primary School: music hall suitable for inviting choirs, or organising choir competitions, Norbertine grammar school: Infrastructure: auditorium, exhibition hall, concert hall for 120, sports hall, sports terrain, aula.

Green areas, parks as cultural venues: Gödöllő's unique natural situation is a major aspect of its small city character. Designing the cultural program we build on that fact as we conceived the idea of the thematic pillar of lifestyle whose programs rely on green areas. We envisage a city living in harmony with its environment, whose inhabitants integrate parks in their daily lives, and which builds on its potential of being a destination for eco- and pilgrimage tourism see: arboretum, airport, lake system, lower park, palace yard.

Gödöllő derives its charm from its geographical situation. In a strict sense Gödöllő is a basin-like formation like a linear trough in the Rákos brook valley at the meeting point of four valleys. Although the Gödöllő valley is bordered by hills on all sides, it is open because the side-valleys of the Öreghegy (302 m), and the Gudrahegy (251 m) run into it. To the south it connects to the Rákos valley of Isaszeg, and to the east to the dual Besnyői valley. The water of the Rákos, and Aranyos brooks were turned into fishponds between Gödöllő, and Isaszeg, and in Babat. Gödöllő is situated in forestland of good air quality offering a pleasant view. It owes its attraction to its environmental features, and good geographical situation among the satellite settlements around Budapest. The forests of the Gödöllő hills used to be hunting ground of noblemen and the king for centuries. One quarter of the 100 sq km of uninterrupted woodland around Gödöllő is on the area under the city's administration. The green area per capita equals 44.6 sqm. Elisabeth Park (1898), and the Arboretum (1902) are nature preserve areas home to numerous rare species of trees, and shrubs.

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

Gödöllő is situated 30 km north-east of Budapest in the geographical unit called Gödöllő hills, in the valley of Rákos brook. The city is a transport hub with national main road 3, and the M3 motorway crossing the city. Following a branch-off, the M31 connects the M3 with the east stretch of the M0 orbital. Other than these, lower ranking roads lead to Vác, Pécel, and Jászberény. The

Budapest–Hatvan-trainline touches the city, and this is also where the line BKV H8 of the local train HÉV terminates. Gödöllő has 9 bus lines, and numerous long-distance bus lines cross the city. Gödöllő can be accessed from Budapest in different ways: by distance bus from the Stadion bus station, by train from Keleti station, and by local train (HÉV) from Örs Vezér square. The Liszt Ferenc International Airport is in a 25-30 minutes distance from Gödöllő. A non-public airport away from public roads has a grass runway, and a special feature is that it is a central parachute target area.

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

Currently Gödöllő is mainly a one-day destination with the Gödöllő Royal Palace as main touristic supply element. The Palace organized 81 events with 198.000 visitors in 2015, 135 events with 222.000 visitors in 2016, and 115 events with 195.000 visitors up to September 30, 2017.

Accommodation units in Gödöllő: Sisi pansion, B&B, 16 rooms, Erzsébet királyné szálló***, 62 rooms, Nefelejcs panzió, 11 rooms, SZIE student hostel, 1700 beds, Dózsa Apartman, 6 rooms, Hegyesi Vendégház, B&B, 4 rooms, Mater Salvatoris House, 35 rooms, Gesztenyés panzió, B&B, 4 rooms

The accommodation capacity of Gödöllő is not sufficient, however further developments will take place up to 2022. Further capacities are available within a 12 and within a 20 km reach.

A shuttle bus service will be operated throughout the ECoC year.

Upgrading the info-communication infrastructure is also of key importance from the point of view of implementing the Gödöllő 2023 program. Currently the main square, the Royal Palace of Gödöllő and the campus of the St Stephen University is covered by free WIFI, and our plan is to further increase that number. In each of our cultural institutions there is wifi access for the audience.

4.2.4. 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?

Urban transport, and tourism projects:

Project	Decision made/ Decision in progress	(funding) resources
Train flyover phase 2	Decision made	EU funds
Arboretum, development of narrow-gauge train	Decision made	Private investment, with municipal support
Bike road along Rákos brook	Decision made	Public investment
Bike rental system	Decision in progress	Municipal investment
Development of HÉV: connecting HÉV and train, moving HÉV over to other side	Decision made	Public investment
By-pass road	Decision in progress	Public investment
Development of Szent István University	Decision in progress	Public investment
Development of St. Norbertine grammar school, and Premonasterian order	Decision made	Public investment
Capacity development of higher, and lower rated hotel under preparation	Decision in progress	Public and private investment

5. OUTREACH

5.1. 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!

Preparation phase:

- the small city community is already strong, we wish to keep it up, and further encourage it
- discussions with civil organizations, many project suggestions
- survey
- facebook, website
- involving the small region
- involvement of organisations of various parts of the city

See list of NGO partners involved on back inside back-cover page.

Implementation of the year:

- expanding the number of culture consumers: streetart festival
- opening internal yards, motivation of creative communities
- large number of projects based on participation
- interactivity, counting on Gödöllő citizens, and visitors not as passive consumers, but as active participants
- embracing, and mentoring youth,
- projects by NGOs around all four pillars
- voluntary strategy, involvement of volunteers: students, secondary school students
- experience exchanged with, and received from ECoC cities

The tourism of Gödöllő is managed by Touristic Association of Gödöllő.

5.2. 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 and 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.

Youth in focus of the ECoC program in terms of both talent management, and their active involvement in culture consumption. See details in Chapter 3.

Gödöllő's civil life is intensive, social organisations are active, and with a potential of forming communities. They embrace marginalised, disadvantaged, and disabled persons, and elderly people. Programmes offered to these groups are presented in detail in chapter 3.

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

The overall strategy to increase the audience will only be developed in 2019, however, its decisive elements have already been specified:

- on-going feedback
- mobile application
- online community platform
- digital training: digital communication, and marketing
- implementation
- application development for interested people
- printed and virtual guides on thematic routes

- student guides
- accessing new target groups, extending the group of culture consumers
- involving a student jury member for each application
- ensuring virtual participation
- ensuring digital mass-participation
- meeting of audiences, and artists, creators
- workshop for the audience to offer them insight in the process of creation

During the ECoC year we rely on cooperation by the local population for accommodation, i.e. we hope that those interested will provide accommodation to visitors. We will create an overall system including an IT system to be operated by volunteers, and coordinated by the Gödöllő 2023 agency.

In 2023 the yards of commercial accommodation facilities, private owners, citizens may turn into exhibition rooms, flashmob venues in the framework of the open yard program.

Hosting twin cities' groups of secondary school students, accommodation provided by Gödöllő secondary school students.

Audience development in cooperation with educational institutions:

Parents' Academy organised by Damjanich J. Primary School (forums, and lectures on psychology, pedagogy)

Contribution to building social relationships, an initiative lead by Petőfi Sándor Primary School: e.g. children sell grandma's cookie at the marketplace, Hug day: children go to the main square asking people if they can give them a hug, a program of great success, relations with gardening fans, teachers' club where children perform a program

Audience development by adapting, and extending the tools used by the Gödöllő Royal Palace to 2023

- 1.) 12 months – 12 objects: escape game: the list of subjects includes eras of history from baroque to the present day using 12 typical objects using the toolset of museum pedagogy, but relying on the methods of modern escape games
- 2.) Codebreakers' night: for one month related to each of the 4 festivals, in the theme of the four pillars (small city community, generations, communication, lifestyle) It will occupy each building, and the complete floor area of the palace.
- 3.) Interview competition: interviewing inhabitants of Gödöllő (remote past, recent past, present) – based on suggestions – the most professional interviewers will transform into minor aged trustees, and may hold guided tours to peer groups at the exhibition titled The Gödöllő Royal Palace in Hungarian history.

To build up the strategy:

- 2019: surveying the habits of the current culture consumers
- Surveying the needs, and involvement potential of non-culture consumers
- Which are the target groups we wish to involve?
- 2020: creation of audience development strategy
- 2021-24: carrying out the audience development strategy
- 2022-2025: monitoring and evaluation

Gödöllő 2023 voluntary program: We wish to involve a total of about 5000 volunteers in the preparatory efforts, and the delivery of the Gödöllő 2023 program. We will build a core team of volunteers in three age groups involving students, secondary school pupils, civil participants, and members of the public. Volunteers will be involved in each segment of program preparation, and delivery including communication, and promotion: sharing information, administrative tasks, re-

ceiving, and escorting, guiding guests, contributing to technical, and logistic challenges, and tour-guiding just to list a few examples. Building the core team will be undertaken gradually from 2019, however, there are already initiatives in all three target groups, and we have already contacted them now in the application phase (students of the Török Ignác grammar school act as foreign language tour guides helping tourists coming to Gödöllő. The grammar school gives preparatory courses on volunteering each year to students assisted by members of volunteer organisations. Buddy system to help the integration, and general orientation of foreign students at St Stephen University, the volunteer work of NGOs, see ‘Palace’ Friends’ circle – providing escort interpreting services to visitors in Máriabesnyő) Preparation takes place in a systematic training program of volunteers besides continuous evaluation, and feedback of their work. Volunteers are of two types: some will help on a single occasion, while other plan to work on a long term during the entire program.

Relations with education, and participation of schools

Main aspects of participation by educational institutions: The family as the main pillar, generations’ encounter is ensured through the education system: regular meetings with families inside the school system, which means a stable network.

- Involving schools
- Educational, and school projects
- Child, and youth projects
- Digital competence development
- Talents management
- Safeguarding traditions, thematic groups of festivals
- Core team of volunteers, training of volunteers

Cooperating educational institutions: Primary schools: Gödöllő Damjanich János Primary School , Gödöllői Erkel Ferenc Primary School, Gödöllői Hajós Alfréd Primary School , Gödöllői Petőfi Sándor Primary School , Gödöllő Montágh Imre Primary School, Special vocational school and Skills development special vocational school, Szent Imre Catholic Primary School and Kindergarten, Gödöllő Waldorf Primary School and basic art school, Secondary schools: Török Ignác grammar school, Gödöllő Norbertine grammar school, Madách Imre Vocational Secondary School, vocational school and boarding school, Gödöllő Reformist Líceum’s Grammar School and Boarding school, Other educational institution: Frédéric Chopin Music School

School’s participation per thematic pillar:

1.) Urban communities:

- Safeguarding traditions

Waldorf Primary school: **traditions related to the annual cycle** (e.g. a special Hungarian fertility rite (regölés), carnival, Ascension, St. John’s day, St. Michael’s day, lantern festival, advent and shepherds’ play – specifying one tradition for each month – one school will be the central organiser, but there will be programs in each school wishing to join, Feast of Ascension – should become the festival of dance, St John’s day with fire jumping. Staging a conference titled Thematic groups of festivals, and their potential for child education. Weöres Sándor Educational, Cultural, and Leisure Time Society (Operator of Gödöllő’s Waldorf Kindergarten, and Gödöllő’s Waldorf Primary School and AMI): Family Festival of Michael-day. We have been staging that festival each year since 2012, which, besides the revival of the St Michael day traditions, breathing life in it, and handing it down also provides an example to future generations through the power of the community. The event is delivered through the families of our communities joining forces with one another. An introduction of educational institutions, cultural, and art programs, - first nights of concerts, dances, and songs,

dance house, playhouse, arts&crafts, presentation of traditional crafts, puppet theatre, arts&crafts car-boot sale, exhibition – inviting families, offering a pleasant experience to each age group. Partner in the program: educational institutions of Gödöllő, Frédéric Chopin Music school, NGOs of Gödöllő, other Waldorf schools, House of Arts, the Municipality of the City of Gödöllő, Hungarian Waldorf Association.

Folkdance, and folk music gala at Waldorf

That festival has been staged each year since 2014 offering an opportunity to school folk dance groups to introduce themselves, and meeting guest dancers. We plan to expand this partly by inviting folk dance groups of other schools of Gödöllő, and other cultural institutions, and partly by programs of folk music groups concluded by the dance house.

Waldorf Primary School, folk dance groups of educational institutions of Gödöllő, Túlpart group, Membrán group, Irish Wave group, Gödöllő dance group, Hungarian State Folk Ensemble

- Art education

Fine art, and handicraft exhibiton of artworks by Waldorf pupils. We plan to use exhibited works, and an exhibition of pictures taken at the classes to offer a thematic introduction to the fine art, and craft education of the Waldorf methodology from grade 1 up to grade 12. The program displays pupils' projects, we wish to ask artist-teachers to provide professional consultancy: Ákos Kőhalmi, Zoltán Döbrönte ("Sun travellers") painters group), Gabriella Kovács textile artist. We plan to stage an at least 10-session workshop in toy production using a variety of crafts techniques: knitting, needle-work, sewing, felt, woodwork, clay/ceramics. Cooperating parties: Hungarian Waldorf Association, Göllner Mária Regional Waldorf Grammar School

Damjanich János Primary School: Part of the school's methodology is the integration of disadvantaged children. Groupings: Besnyői botorkálók, also cooperating with Garabonciás, creating, and showing joint projects. In lower grades traditionalist methods – arts&crafts – folk dance program – to motivate disadvantaged children (the school also has a high temperature burning furnace), compiling an exhibition from the projects, relationship with Wageningennel, and Finland.

Frédéric Chopin Music School: Thematic teacher concerts, cooperation with St. Norbertine Grammar School, Erkel Ferenc Primary School, Török Ignác Grammar School

2.) Generations

- Generations in cooperation

Circus camp, circus street theatre. A one-week national circus camp has been held each summer at Gödöllő's Waldorf school for over 10 years attended by just below 100 Waldorf schoolchildren. They take turns trying numerous branches of circus art, and can also have a serious shot at the following areas: juggling, diabolo, poi, acrobatics, tissue, swinging rings, hula hoop, rope dance, unicycle, clown-pantomime. The camp finishes by an open-air show. The performances of the Hungarian Juggling Association, and the In Spiral Circus group may come as an excellent add-on to the programs several artists of which are instructors at the circus camp referred to above. Street theatre performances are held at several locations for two weeks on end. There will be a series of workshop sessions for interested adults, and children. Partner of the program: Hungarian Waldorf Association, Hungarian Juggling Association, In Spiral Circus group. Guests: Csaba Méhes, Róbert Gönczi, István Hornyák, Gergely Geret Kiss, Júlia Kollányi, Zója Drávai, Paar Lennart, Balázs Bosznay Husky, Gergő Tas, Attila Erdélyi, and related artists from the other cultural capital of Europe.

„THE APPLE AND ITS TREE” comprehensive art festival

During its more than 25 years of operation the Gödöllő Waldorf school has had many brilliant art,

and culture talents among its students who, after completing school, continued to cultivate that particular art (e.g. music, dance, fine art, acting, etc.). There were/are many parents, and teachers among them whose art, whose creations are worth exhibiting. From time to time we offer an alumnus, or parent, or a teacher an opportunity of introducing themselves at one of our programs, which we would like to make a standard agenda item in 2023 under a global art festival. That will offer an opportunity of organising an exhibition, music performances, theatre plays, eurythmics, and all other types of art, and cultural activities pursued by former, and current members of our community. The program will be primarily an opportunity for young adults, alumni of the Gödöllő Waldorf school to introduce their creative output, their art. In addition to the arts performances we also plan lectures, conversations, workshops, and artistic sessions. Guest to be invited: among others: Dante actors group, Ágnes Langer violinist, Illés Szabó guitar artist, Réka Szabó violinist, Dorottya Kis record artist, Emese Vidákovich eurythmics artist, Sára Horváth jazz singer, members of the GÖMB creative group who are our alumni: Ákos Kőhalmi, Gabriella Kovács, Zoltán Zsolt Varga, Vera Balla, Anikó Dvorszky, Enikő Szentiványi-Székely.

Erkel Ferenc Primary School **stage talk**, e.g. with Katalin Lestyán, Katalin Szabó on generational differences.

Frédéric Chopin music school: **Thematic teachers' concerts**, cooperation with the Norbertine Grammar School, with the Erkel F. primary music school, Török Ignác Grammar School. Family performances, e.g. mother accompanies her child on an instrument.

- Talents management

H factor is organised by Hajós Alfréd Primary School: the school has been a European talents point, and talents management centre since 2009, and regards it its duty to position talented children for a successful career, and to guide each child in a direction suitable for them: sports association, art groups. The 'H' factor is an evaluation in several rounds that overarches the curriculum of the entire year, and closes it at the end of May in a program titled Day of talent, and families. It embraces each discipline, there are mentors to help the children, and some help children's productions. It is member of the European Talent Support Network, and it seeks relations with European schools from the same network. In 2023 we will extend the program to all primary schools of Gödöllő.

Arizona room program at Damjanich J. Primary School – individual educational support programme.

Petőfi S. Primary School: **Individual mentoring** – success program: inclusion, creating a chance. Nobody goes astray, individual personality development is given great emphasis, and a personal mentor helps the children's development on a custom-tailored manner.

Norbertine Grammar School: the grammar school is an accredited talents management workshop, a reference school: talents management programs are being implemented over the next five years, **individual talent identification** has been done since 2017, further training courses are being staged. International talents conference in 2023 titled Talents in education.

Individual mentor program: Teachers should participate in mentor training, process of individual selection: how should talented children be given access to the program, objectives also include developing the weak point. One teacher takes charge of 3-4 children, contact classes are aimed at acquiring skills. Selecting talents in grades 5, and 9. Interdisciplinary subjects are introduced on an experimental basis in inter-subject groups. Cooperation with, and consulting provided to Milestone Institute concerning further training. In grade 5 emphasis is being placed on **emotional intelligence education** through art subjects, which children learn divided into groups, drama, dance, music, and fine art work together. Organising a conference titled Development of emotional intelligence through art education.

- Social awareness raising at school

Petőfi S. Primary School: Mentoring school - sharing good teaching practices, giving demo lessons. Petőfi school provides mentoring e.g. in Nógrád county, Heves county, Christmas donations are collected for children in Nógrád, a film is made showing children receiving the gifts that will be shown to children of Petőfi school - social awareness raising.

Török Ignác Grammar School's social awareness raising program: week of equal opportunity - in cooperation with Budapest social home, and Montágh School.

Erkel Ferenc Primary School: Hősök tere - general subject of exclusion, inclusion, communication: they organise teacher training based on an Italian program that we will extend to youth under the ECC program, we organise lectures with the involvement of volunteers.

3.) Communication in the digital age

EURYTHMICS Festival: Eurythmics, a special art of movement – developed around the same time as Waldorf pedagogy, and shares the same roots; it represents the laws of speech, and music through movement of the entire body. It has three branches: art, therapeutic, and pedagogical eurythmics. These subjects are taught in Waldorf kindergartens, and schools involving numerous schools, and just below 200 schoolchildren countrywide. And at the end of the day Artemisz Euritmia theatre group operating in Hungary will perform a show. A eurythmics workshop of several sessions for children, and adults. Work with literary texts develops youth's skills of linguistic expression through eurythmics. Partners in the program: Hungarian Waldorf schools, foreign and domestic eurythmics training. Witten-annen eurythmics training/Germany, Hungarian eurythmics movement art group, House of Arts Gödöllő, Waldorf Pedagogical Institution Solymár. Guests: childrens groups, eurythmics teachers, eurythmics therapists – Margit Kolinger, Györgyi Horváth, Mária Seily, Yvonne Szentmártoni, Eurythmics training: Witten-Annem/Germany, Artemisz Euritmia Színpad.

To what extent should virtual reality be part of our daily lives – debate, plus organising a conference coordinated by the Waldorf school.

Organised by Erkel Ferenc Primary School, **Hungarian Spring Festival**, involving the twin cities, and the Tuning Fork (Hangvilla) program organised by the Association of Hungarian Choirs, and Orchestras (KÓTA), where not only voice, but all other sounds, experiments related to sound will appear

Frédéric Chopin Music School: Chamber music organised for adult groups. National competition for children each 3 years, the venue of the **national folk music competition** will be Gödöllő in 2023 with support from the Ministry of Human Resources with about 250-300 participants. There will be 40-50 folk music teachers participating for whom we will organise a conference. Parallel programs will also be available: master courses, further training involving the Guitar department, the piano department, a course for the cither, and the harp department. The music school organises thematic teacher concerts, in cooperation with the Norbertine Grammar School, the Erkel F. Primary School, and Török Ignác Grammar School.

The effect of the digital, and virtual world is too strong; it is important to drag children back to reality. That may be well managed through music education because a musical instrument is a tangible object, and playing the instrument really well requires many years of practice. The ease of access to the digital world, just a click away, must be counterbalanced. The music school holds interactive concerts for children upward of 4 years of age.

Costume concert – music itself is no longer enough to satisfy young persons' need for stimulus, and information. We must approach them through pop music, involving the Jazz department.

Each summer a **music, and related arts camp** is held, 8 days in the music school where many

branches of art come together (music, dance, drama, arts&crafts), children play the music, it is important for them to focus on each other. A concert of key importance: the music school's orchestras take the stage together – shaping a communal form of existence. Young talents program: a possibility for children of outstanding talent to perform accompanied by a symphonic orchestra.

Török Ignác Grammar School: methodological further training by adapting experience acquired under the Erasmus program using **smart phones, internet for educational purposes**, as part of the subject *problem solving systems, and robot technology*. What shall we teach at secondary school, and at university under these subjects? Re-working training to suit the secondary school age group, and using it in 2023.

4.-5.) Sustainable lifestyle, and eco-city

- Eco-pedagogy

School garden – garden cultivation

The Gödöllő Waldorf School – as the only one in Gödöllő – has had a 1000 sq m ecologically cultivated school garden for 10 years forming organic part of the school. Children learn the biology of the garden while they produce vegetables, fruit, and flowers themselves. 2017 saw the school's herd expand by several animals (sheep, goats). Looking after them children come into even closer contact with the natural environment in an increasingly 'virtual' world. The Waldorf School operates free of chemicals, on an ecological basis, and their education along these lines greatly contribute to the achievement of an ecological, nature-conscious mentality already in childhood. Staging a 3-day further training event / workshop for Waldorf teachers, and for interested teachers of Gödöllő, and the region offering theoretical knowledge as well as demos, and practical sessions. Partners: Hungarian Waldorf Association, School Gardens Foundation, Biodynamic public benefit association. Guests: Mihály Mezei, chairman of Biodynamic public benefit association, Matthew Hayes, founder of Zsámbok Biogarden, Virág Póth, and Péter Póth, bio farmers of 2014, founders, and operators of Csenderes Biodynamic farm.

The Gödöllő Montágh Imre Primary School, vocational school, and skills development school has always strived to develop the skills, and psychic potential of mentally damaged pupils in full consideration of their individual special educational needs. All in all it may be said that children's health status, and rate of mental damage is deteriorating. From the Montágh School children can move on to the Gödöllő Nefelejcs day care where collective programs are regularly organised. The objective of the Montágh School is to become an eco-school, and an advocate of healthy lifestyle. Nutrition is of central importance given the fact that **we are what we eat**. There is a large amount of poison fed to our body resulting in more serious diseases. It is necessary to call the public's attention to that problem through functions, stage talks, by handing down habits of healthy nutrition, involving partner schools, and the joint preparation of healthy meals together with partner schools.

The **school garden** of the Hajós Alfréd Primary School: they have an area on a brookside available where a communal garden, a pond, a walkway, and a bungalow was created, and fruit trees were planted for the children. Cooperation with the School gardens foundation

Török Ignác Grammar School: international funding applications, projects in cooperation with Wageningen, and Augsburg. Subject: water, and environmental protection.

6. MANAGEMENT

A./ Finance

- City budget for culture:

6.1. 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)?

Year	City budget for culture (EUR)	City budget for culture (% of the city's total budget)
2013	1.309.174	9.96
2014	1.149.835	7.82
2015	2.190.755	8.51
2016	2.138.848	14.7
2017	2.111.397	14.6

6.2. 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.

The local government plans to set aside funds within its own budget to finance the ECoC year as from 2019 that would be on top of its current budget expenditure. That fund would accrue over the years prior to the title year, and would be used in 2023. Decision by the local government would be made following awarding of the title.

6.3. 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)? Decision on the breakdown, and specific amounts will be made following awarding the title.

Year	City ECoC budget (EUR)	City ECoC budget (% of the city's total budget)
2017		
2018		
2019		
2020		
2021		
2022		
2023		

- Operating budget for the title year

Income to cover operating expenditure:

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

Total income to cover operating expenditure (EUR)	From public sector (EUR)	From public sector (%)	From private sector (EUR)	From private sector (%)
26.000.000	23.140.000	89%	2.860.000	11%

Income from the public sector:

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

Income from the public sector to cover operating expenditure	EUR	%
National government	18.200.000	70
City	2.080.000	8
Region	0	0
EU (except Melina Mercouri Prize)	2.600.000	10
Other	260.000	1
Total	23.140.000	89

6.6. 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 Ministry of Human Resources has provided the following information to applicant cities:

At the time the application is prepared the government has not yet decided on its contribution to operating or capital expenditure specified in the applicant cities' budgets.

The applicant city shall realistically assess to what extent it will require government subsidies for its operations and capital expenditure, these sums shall be mentioned in the application.

After the managing authority of the selection committee for the European Capital of Cultural 2023 has nominated the city for the title, the winning application will request the Government to submit a proposal on the government contribution to the operation and capital expenditures.

6.7. What strategy shall be applied to acquire financial support from EU programmes/funds to cover the operational expenditure?

Both the Municipality and the cultural partners have great experience and knowledge in the application for EU and national funding, this will be an advantage in acquiring funding. We will build on existing capacities. Funding planned to be involved are e.g. Creative Europe, Europe for Citizens, FP7, Erasmus+, transnational and cross-border programmes, etc., but we shall map up in detail and involve non-EU funds, as well. In 2019 a detailed action plan will be made as part of the application, in cooperation with the cultural partners, the university, the education institutions and NGOs. Wherever possible, we will give preference to consortium applications. In case of EU and other funding applications, we will consider the time scale and scheduling because the application, the evaluation and the implementation have strict time plans. Our goal is to involve funding both during the preparation and during the years of the awarded title through tender procedures. The operational director of the Gödöllő 2023 Agency and subordinated application managers will coordinate the application activity and the submission, with the involvement and participation of the partners.

Sources from the private sector:

6.8. What strategy shall be applied to acquire funding from the private sector to cover the operational expenditure? What plan do you intend to develop to involve donors?

In line with their size and performance, the Gödöllő sites of multinational companies are decisive actors of the local economy. The large companies operate typically in medical technology, pharmaceutical industry. These industry activities require major investments and the added value generated through production is high; the companies have long-term business policies in e.g. logistics or other

services. The high foreign exposure of the local economy is both safety against the internal funding and capital market risks and lead to a dependence on the decisions of foreign capital owners. Gödöllő is very competitive and has a high ability to attract capital in the region and the city has vested interest in maintaining the partnership with foreign capitals and makes use of opportunities to attract capital. Due to the excellent strategic location (the eastern gate of Budapest and its agglomerations), Gödöllő will remain attractive for investments and economic activities and their extension, among others also with the completion of the M0 eastern segment and the M31.

The per capita industry tax revenue from the companies in Gödöllő proves an extremely high economic performance also in comparison to Budapest.

Within the economic structure of the city, approximately a dozen of major enterprises produce half of the local economic revenue. It is important for the city, however, to have smaller enterprises as well; compared to their capital strength and profit generation, these are larger employers and broaden the scale of economic activities. The strong local economic concentration, however, was only on the territory of the former Ganz Factory, the economic activity of this area has decreased by now. Economic integration means on the one hand local capital from Gödöllő and it includes the development of a potential regional economic cluster, as well; otherwise independent, but cooperating companies may externally appear and act as a large corporation. On the longer term, there seem to be two breakthrough points for strengthening the companies with local resources: tourism and the Szent István University (SZIE) their integration linked to the infrastructure and social capital of the university.

The Gödöllő Business Park is located at the crossing of the M31 highway (the link between M0-M3) and the highway No. 3. It was opened in 2006 under the name “Gödöllő Innovation and Logistic Park”. In the territory of the Gödöllő Business Park there were 34 enterprises in 2017, occupying one-third of the total area. Nineteen companies are located in the Service Centre of the Business Park, this is 80%. The companies seated in the Business Park perform different business activities, e.g. they are active in the chemical industry, food industry, trade, machine industry and printing. The Gödöllő Business Park conducts important research and development activities as well, against that background there is an established cooperation with the higher education and research institutes from Gödöllő and vicinity. Certain companies of the Industry Park have a cooperation agreement with the Szent István University, the Agricultural Engineering Institute, the Association of the Cooperation of Research Centre Managers and the Innostart National Business and Innovation Centre Foundation.

Why is the sponsoring of the Gödöllő 2023 programme attractive?

- high profile project targeting at a broad audience: national / international participants in great number and high-level communication access
- well-organised high quality programme
- media interest
- possibility to appear in the media as donors
- outstanding project of special importance in the area

After the awarding of the title, a detailed sponsoring strategy and business plan will be prepared. In sponsoring, we cooperate with the University, the Palace and with the cultural partners. We will also cooperate with the Chamber of Commerce and the Turizmus Zrt.

On the basis of the negotiations with the companies, we will develop different sponsoring packages: Main donors and premium partners can be supporters who provide sponsoring throughout the whole annual programme of the ECoC, these companies will be granted media surfaces as well.

Gödöllő 2023 Business Club will provide for an ongoing contact between the corporate sector and the Gödöllő 2023 Agency.

Partners will be companies that join the partnership programme and will support the implementation of the ECoC year through sponsoring with a minimum 2023 euro per year starting in 2019. The

amounts will be collected in a separate earmarked fund.

The economic possibilities of Hungarian municipalities are limited; their financial resources are bound to the activities and have small elbowroom for funding additional activities. Gödöllő is a small town, and this determines its municipal budget as well. Therefore, we will give preference to diverse instruments and community responsibility during the funding. Open list of possible instruments:

- core training in cooperation with enterprises through their contribution of 1% of industry tax from 2019
- HUF 200 included in the tickets from January 2019 (e.g. MUZA, Palace, Museum)
- sales: mascot and souvenirs, publications
- revenues from the tickets to the events in 2023 (app. 50% of the events are free of charge, 50% will require for tickets for entrance)
- rental fees for locations of events
- starting with 2019, rental fees for cultural events will be increased for enterprises by 2% with the purpose of contribution to the funding
- individual sponsoring through the Gödöllő 2023 website: HUF 2,023 sponsoring
- crowd funding: community financing

The above sums will be collected in a separate ECoC fund; the donors will be informed on the use of the fund in a transparent and ongoing traceable manner.

We will organise a sponsoring training for our cultural partners and include them and their capacities into funding.

- Operation costs:

6.9. Give a breakdown of operation costs according to the following table.

Breakdown of the operations costs.

P r o - gramme expen- diture (EUR)	P r o - gramme expendi- ture (%)	Promo- tion and mar- keting (EUR)	Promo- tion and market- ing (%)	Wages, overheads and ad- minis- tration (EUR)	Wages, overheads and ad- ministra- tion (%)	O ther (please specify) (EUR)	O ther (please specify) (%)	Total of the op- erating expendi- ture
16.900.000	65	3.380.000	13	5.720.000	22	0	0	26.000.000

- Costs-related to capital expenditure:

6.10. What is the breakdown of revenues coming from the public sector in connection with the capital costs related to the year the title is granted for?

The following data will be available in an ongoing form, in the preliminary application period we do not have all necessary information as we are in the preparation and negotiation phase.

Planned infrastructure de- velopments	Source coming from	Total (net) HUF
Investment library yard	municipality	6 million
GIM-house yard: Atelier de- velopment	municipality	15 million
Main sqaure with mobiles stage, mobile stand	municipality	262 million
Museum reception area	municipality	5 million
Bezsilla-villa	state	200 million

Reconstruction of the water tower (double spiral staircase leading the glass pavilion (20-30 m ²), used as an observatory, zodiac reliefs in the garden, sun dial, not working in original function)	state, managed by the university	250 million
Roof garden with banks and trees on the roof of the Coop store	municipality	under planning
Tram depo	private funding	250 million
Former Várkapitányi lak (barracks of the guards) restoration of listed monument	municipality, NKA	under planning
Reconstruction of Alsópark with a bed reconstruction of Rákospatak and building nature trail	Development programme supported by the local municipality and approved by the Municipal Assembly of Pest County Planned funding: Central budget and municipal funding External partner: Pwst County Municipality Implementation time scale: 2018-19	under planning
Frédéric Chopin Musical AMI extension	Klebersberg Kúnó Institute	100 million
Arboretum park stage	Pilisi Parkerdő	3 million
Gödöllő-Isaszeg lakes (Malomtavak) and vicinity, tourism investment	Development programme supported by the local municipality and approved by the Municipal Assembly of Pest County External partner: Pilisi Parkerdő, HáGK, SZIE, Méhészeti Múzeum, PM Önkormányzat	under planning
Bicycle route along Rákospatak	state and municipality's own contribution	under planning
Gödöllő Royal Palace: Palace building, complex rehabilitation and development of the wings 7. (Music) and 8. (Orangerie). Rehabilitation of the marble stalls of the Palace. Rehabilitation of the Palace Park	state funding	4.5 billion

Revenues from the public sector to cover capital costs	In Euros	%
national government		
city		
region		
EU (without the Melina Mercouri Prize)		
other		
Total		

6.11. Have the public finance authorities (city, region, state) were devoted or made financial commitments to cover operating expenditure? If not, when will they do so?

See previous sub-chapters.

6.12. What strategy shall be applied to acquire financial support from EU programmes/funds to cover the operating expenditure?

See previous sub-chapters.

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

The infrastructure investments planned for Gödöllő will be implemented before the ECoC year and will be implemented irrespective of the ECoC title.

B./ Organisational structure

6.14. What kind of governance and delivery structure is envisaged for the implementation of the European Capital of Culture year? How will this structure be organised at management level? Please make clear who will be the person(s) having the final responsibility for global leadership of the project? How will you ensure that this structure has the staff with the appropriate skills and experience to plan, manage and deliver the cultural programme for the year of the title? These two questions above could be answered by enclosing in particular diagrams, the statutes of the organisation, its staff numbers and the curricula vitae of those primarily responsible. How will you make sure that there is an appropriate cooperation between the local authorities and this structure including the artistic team? According to which criteria and under which arrangements have the general director and the artistic director been chosen – or will be chosen? What are – or will be – their respective profiles? When will they take up the appointment? What will be their respective fields of action?

After the final decision, Gödöllő will register the Gödöllő 2023 Agency for the preparation and implementation of the European Capital of Culture programme. For the implementation of the European Capital of Culture programme, we will set up a transparent structure supporting the implementation in line with the organigram.

The Gödöllő 2023 Agency to be established shall be

- politically independent,
- transparent,
- accountable,
- non-profit oriented,
- providing an appropriate management, and
- an organisation with well-defined decision-making competences.

The work of the General Director will be supported by a Board of 5 persons. The General Director and the Art Director will be mandated for the application period and these positions will be opened for application after the title is awarded. During the application period, the Cultural Consultation Body (3 persons) help the development of the cultural-artistic programme: Anna Istók, teacher of literature, Erzsébet Sz. Jánosi fine artist and Balázs Kovács, Director of House of Arts.

After the title is awarded, the members of the Cultural Consultation Body will be selected from national and foreign experts in the area of culture and arts, who are acknowledged experts and artists of their area through an open competition. The basic principle for the operation of the Consultation Body will be a balance among the genres. The Cultural Consultation Body will have no decision-making competences, but their proposals will help the work of the Director and the development and implementation of high quality programmes.

Next to the Cultural Consultation Body, we will set up a Cultural Round-Table, with members representing all art ensembles, institutions in Gödöllő. They will be key actors in the development of the programme and will make programme proposals in relation to their own institution or ensemble. The Consultation Body will assess the programmes on the basis of international standards, artistic quality and the balance of the genres.

The Forum of Partners comprises of representatives of our main partners in the ECoC programme. The three main pillars of the city of Gödöllő are the community of the small town, the Gödöllő Royal Palace and the St Stephen University. The City decided to involve the sub-region into the preparation and implementation of the ECoC programme. Representatives of the City, the Palace, the University and the sub-region will help the ECoC programme and to achieve its goals as consultants without decision-making competences: they will strengthen the cooperation of the three core pillars of the City and contribute to achieving the goals while the City and its environment become a closely cooperating unit.

The establishment of a monitoring and evaluation group - through open competition - will guarantee the monitoring and the evaluation of the preparation and the implementation of the programme and provide continuously feedback to the programme management.

The actual management and control will be the responsibility of the General Director and the Artistic Director, the Operational Director and the Communication Director, who will closely cooperate with him.

25% of the persons employed by the Agency will be international.

The competences required for every position have been defined for managers, these are: at least 15 years experience, for staff at least 5 years experience.

Required competences:

- experience in cultural area
- experience in coordination and management
- experience in the implementation of complex projects, planning, implementation and management skills
- international experience
- good communication skills, motivation skills
- good negotiation skills
- strategic vision
- knowledge of the European Capital of Culture programmes

The above two questions can only be answered when we attach the regulations on organisation and the staff numbers and the CVs of the persons with primary responsibility.

6.15. How will you make sure that there is an appropriate cooperation between the local authorities and the structure (including the artistic team)?

The Municipality of Gödöllő will establish the Gödöllő 2023 Agency in form of a foundation, and its Assembly will nominate the members of the Board. The cooperation mechanism will be the same as the cooperation procedures and traditions between the Municipality and the cultural institutions maintained by the Municipality.

Organigram of Gödöllő 2023 Agency

Advisory Groups:

- Cultural Advisory Group
- Youth Advisory Group
- Advisory Group of Partners: Town of Gödöllő, Gödöllő Royal Palace, Szent István University

Independent Evaluation and Monitoring Panel

Gödöllő 2023 Board		
	CEO	
Artistic Director	Operative Director	Communication Director
Programme coordinators	HR manager	Communication manager
Event managers	Financial manager	Press officer
Audience development officer	Project manager	Publication officer
Twin city coordinator	Monitoring coordinator	Digital media manager
International coordinator	Volunteer coordinator	
	Business partner coordinator	
	Tendering manager	

C./ Contingency planning

6.16. Have you carried out/planned a risk assessment exercise?

We made a detailed risk analysis as part of the preparation for the application, which was reviewed repeatedly and updated first in the preparation for the 2nd round, then in 2019-2021 twice a year, in 2022-2023 four times a year. We listed the risk types (cultural, institutional, management, legal, political, economic, social and technical), and the risks within the different types, the probability of their occurrence and the impact. We developed specific measures for the different risk factors. The results are described in Chapter 6.18.

6.17. What are the main strengths and weaknesses of your project?

To assess the strengths and the weaknesses, we made a SWOT analysis, on the complete preparation and implementation of the Gödöllő 2023 programme, the cultural life of the city and its environment both the institutional and non-institutional aspects, the organisational framework possibilities and the implementation environment.

Strengths

- As a location of the EU Hungarian Presidency 2011 Gödöllő already has proven itself.
- Professionalism in the area of arts: music, folk dance, fine arts, literature
- Nationally acknowledged cultural institutions
- Strong, mutually responsible community in the small town, high quality activity of NGOs
- Cultural heritage playing an important role among the major turning points of the Hungarian history: Gödöllő Royal Palace
- University campus, the share of foreign students increased, campus of the agricultural-economic higher education institute - Szent István University

Important cultural heritage: Artists residence, scouts traditions, Máriabesnyő pilgrimage
 Large green areas, parks, forests in and around the city
 Location and organiser of national events and competitions
 Important talent management activity in the education institutions
 Vicinity to Budapest, excellent accessibility on road by public transport, vicinity of Liszt Ferenc Airport
 Local and sub-regional political stability
 Well-established cultural infrastructure, only the sub-regional upgrading is required
 Well-developed and well-organised cultural sector, strong coordination among the cultural partners
 High share of one-day tourism
 Cultural visits from Budapest to Gödöllő

Weaknesses

High dependence of cultural institutions from the municipality's support
 Limited possibilities of the municipality's budget fund culture
 Limited financial possibilities of artistic ensembles, which are not funded by the Municipality
 Poor cooperation with the creative sector and economic actors
 In spite of the cultural attraction of Gödöllő, the share of longer stays (several days) is very low
 Insufficient share of accommodation for visitors
 Low quality of support services for cultural and tourism events
 Limited cultural offer for young generation (over 15 and over 20)
 Lack of specific management and strategic planning skills of partners

Opportunities

Improve the tourism attraction through a strengthened cooperation among the Municipality, the Palace and the University
 A stronger involvement of the Szent István University into the urban life of Gödöllő
 Improvement of the cultural, eco and conference tourism
 More harmonised programming of the cultural sector
 Extend the scope of culture consumers, including the increased attraction from Budapest

Threats

Funding difficulties - uncertain state subsidies
 Uncertain access to EU funding
 The developments in the economic environment
 Raise the interest of economic partners for the ECoC project
 Uncertainty around the state-owned infrastructure where the reconstruction requires state funding

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

The following measures are planned for risk management:

We will organise capacity development trainings for the cultural and civil actors during the preparatory period on the development of specific management and strategic planning skills. Volunteers, all the three generations, will receive preparatory and capacity building training.

To manage the funding difficulties, we will develop a detailed business and sponsoring plan and offer a broad range of cooperation possibilities for the economic actors. The Gödöllő 2023 Agency will employ a business partner coordinator for the personal contacts with the business partners.

During the years of preparation, we will make a detailed assessment of the needs of the young generation (over 15, over 20), their cultural habits with engagement marketing tools and guarantee for them an attractive offer, which can at the same time encourage them to remain in Gödöllő.

Infrastructural projects: ongoing monitoring of the scheduled implementation of the approved projects. In case of planned projects: preparation of a detailed road map during 2019. In connection with

the development requirements of state-owned areas, we will contact and negotiate with the Inter-Portfolio Committee in connection with the ECoC application and its feasibility.

Development of creative tourism programme packages within the frame of the ECoC project, the long-term sustainability of certain programme elements within the frame of ECoC (e.g. the Road of legends), including programme packages to stimulate overnight stays in Gödöllő. Stimulate the quality improvement in supporting services and in the improvement of accommodation capacities.

Political environment: Hungary will have parliamentary elections in 2022 and municipal elections in the autumn of 2023. Special attention has to be paid for the continuity and stability of the implementation of the ECoC programme.

D./ Marketing and communication

6.19. Could your artistic programme be summed up by a slogan?

Engage & Share - commitment and involvement in a vivid, pulsing cultural small town, a small town respecting its traditions in everyday life and modernising them to open for the future.

Engage & Share - committed to support and mentor young talents and involvement in their artistic expression

Engage & Share - commitment for and participation in the life of strong, mutually responsible small town community

Engage & Share - committed to share the cultural values of Gödöllő and extend the scope of the active consumers of culture. Community approach experiencing the joint creative process.

Engage

- extend the scope of the consumers of culture in the City and environment
- actively involve citizens into the consumption and the production of culture
- strengthen the cooperation with the Palace and the University
- strengthen the communication with the sub-region
- extend the cultural attraction to the citizens of Budapest

Share

- share the small town community model of Gödöllő
- share our model to support talents
- make cultural resources of our traditional small town accessible to everybody

Engage & Share - make culture belong to everybody: Transfer and share the rich cultural heritage of Gödöllő with the citizens by involving them into the process. Instead of passive absorption, they will become active and interactive participants in culture because culture should not be accessible only by a privileged group. Commitment means that people participate in the projection of culture, the artist of the street, amateur artists, creative citizens. Share of the so-called high culture, re-interpreting it and making it consumable: everybody has access to culture at his own level.

Cultural resources of a small town with great traditions will be made accessible to everybody: for young people through new digital communication channels, for everyday people through the diversity, an extension of the genres of cultures e.g. pop culture, street art, slam poetry, etc.

This way we will share our past values with future generations. If people feel ownership of these values, we can establish a real love brand: I love Gödöllő! (Gödöllő like VHS series) The love brand is built from bottom up, and commits the “consumer” emotionally. The goal is not to increase the number of consumers of culture, but to turn it into a form of self-expression, search for experience as well; so that culture contributes to the improvement of the life quality.

Vivid cultural life, commitment for the talent management programmes of the education institutions, support of talents in Gödöllő, mentoring their life path - be it cultural, artistic or a scientific path. Young talents who develop with the help of such support will join the sharing process, artists, film-makers,

researchers, etc. living abroad or known nationwide will transfer and shared the cultural values, the reputation of Gödöllő to the world and make known the cultural heritage of the small town worldwide.

6.20. 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.

The strategy – Engagement marketing

“...all distances will be yours in the marble...”

The marketing strategy of the Gödöllő 2023 is based on engagement marketing in line with our main goals. The development of Szeretem Gödöllőt! [I love Gödöllő!] Gödöllő Like - brand will be started after the awarding of the ECoC title and strengthened and completed during 2023.

The Gödöllő Like brand is personalised by the character of little Balázs whose sculpture was raised in 2015 on the birthday of Attila József, the Day of Poetry, on the Main Square of Gödöllő (Apolka Erős, sculptor, awarded with Munkácsy Prize). The sculpture of the little Balázs holds the whole universe in form of a marble with his arms raised to the sun, the Gödöllő 2023 Europe Capital of Culture year will be personalised by the mascot of little Balázs, which will become a marble when turned inside out. Little Balázs was born in Gödöllő and his uncle, Ferenc Ottó, composer, asked his friend Attila József to write a poem for the first birthday of the boy.

Through the creative and active extension of the consumers of culture and through a more efficient support to our talents, we intend to decrease the distance described in the poem and present through the crystal ball, the marble to Gödöllő, Hungary and Europe, the culture our city can offer together with our messages and models. The marble will symbolise the talents and the process in which the miraculous world of art can become understandable through popular works.

Little Balázs will invite everybody to experience personally or virtually the cultural miracle of Gödöllő and to think, create and experience jointly the music, poetry, dance, theatre and drama and in many other arts.

The small figure of Balázs that can be turned inside out will be the brand and image element of the ECoC year. Engagement marketing for us means that we will personalise the cultural and artistic programme of Gödöllő within the frame of the Gödöllő 2023 programme and develop personal contacts with the participants.

Main goals of the Gödöllő 2023 communication strategy:

- high quality support to the preparation for the ECoC year and for its implementation through communication tools
- high quality support to the implementation of Gödöllő 2023 goals with the tools of communication
- broadest possible international/national involvement and active personal and digital participation
- reach out with the ECoC year programme to broad groups in Gödöllő and vicinity, including Budapest and involve them through active participation into the creative implementation

To achieve our goals, we create a digital engagement marketing platform, which will provide ongoing contact with the target groups, we can follow them, register their individual needs and contact them, invite them to the different events accordingly, involve them into the creative and participatory processes. The digital platform will help the consumers of culture to find their way among the rich offer, to identify their personal preferences and to match the programmes to the needs of the target groups.

The digital platform will work with creative tools and collect facts and data continuously, it will assess the needs and match the programmes accordingly - we will use all possibilities of engagement marketing to time and the distance between the reaction of supply and demand. The social media surfaces will be linked to our digital platform and thus increase the possibilities of involvement and personalised contacts.

Other communication tools:

The City of Gödöllő launched an on-line social forum for city dwellers and all interested parties. They can share information on the city e.g. in relation to transportation, public services and cultural programmes. This online group reaches out to 13000 people a week. The social forum is interactive and the city dwellers help each other with information in their daily life. We started to build up the Gödöllő 2023 online community already in the application period, our goal is to reach 5,000 persons by 2019 and increase the number continuously up to 50,000 persons in 2023.

The Gödöllői Szolgálat, a weekly paper of the Municipality, has a circulation of 17,000 copies and provides regular information on the preparatory activities of the Gödöllő 2023 programme already now; this media surface offers ongoing connection to the population in Gödöllő and environment, the sub-region. In the preparatory phase, we distributed 5,000 brochures on the Gödöllő ECoC programme concept, and explained why the city intends to receive the ECoC title. Citizens returned 3,500 questionnaires, the leaders of the town organised twenty information events for the general public on the preparatory processes of the ECoC. Interviews were broadcasted on Bonum TV, RTL Klub, MTI, together with coverages on internet portals: nepszava.hu, orientpress.hu, 444.hu, hvg.hu.

Digital communication is an important element of the Gödöllő 2023 media strategy; we planned development and the approval of digital strategy in 2019.

During the preparation of the ECoC year and in the ECoC year itself we will launch the international competitions, mainly on on-line surfaces, establish partnerships with international organisations and make the programmes of the ECoC year accessible to everybody through live on-line coverages.

We will develop applications during 2019-2021 to support

- the logistic organisation of ECoC year
- the active participation in the programmes
- the access to information
- the involvement of the young digital age group
- to internationalise the ECoC programme

During the implementation of the communication strategy, we will pay special attention to cultural diversity and the multi-lingual environment, where information, the news and the events will be absorbed. Therefore, the communication strategy will be broken down to local, national and international levels, with the use of the relevant tools. We will also make use of the traditional tools of the media, but minimise them - the main emphasis will be on digital and social media, respectively, the operation of the ambassador programme. To sustain international attention, we will organise programmes for journalists between January 2022 and March 2024. We will request the acknowledged artists and young talents to cooperate and transfer our ideas, messages and promote the events with their respected target groups.

Communication partners

- past and future ECoC city networks
- existing European cultural organisations and their networks
- European institutions
- Hungarian diaspora
- network of twin cities
- Hungarian embassies, the network of Hungarian Cultural Institutes
- Cultural institutions present in Hungary, e.g. the Goethe Institute, the French Institute, the Slovak Cultural Institute, etc.
- Partnerships of the cultural institutions abroad
- Communication partnership between 2020-2024 with the ECoC cities, development of a detailed strategy during 2019.
- Szent István University and its partner universities

Research programme with the Communication Department of the St Stephen University: development of digital communication habits, development of the social media, application developments. The research programme will be prepared in 2019.

Green House - The basis of the Gödöllő 2023 Agency, at the same time its communication centre will be located in the Green House to be developed specifically for the Gödöllő ECoC goals during 2020-21.

Activities of the communication centre: ongoing PR events, ongoing information on the preparation of the ECoC programme between 2019-2022, creative communities – active communities to implement the programme after 2019 – this will offer the possibility to extend the community basis between 2019-2022 and set up an engagement marketing platform, film shows on weekly basis - live and digital on the programmes and community-civic initiatives of other ECoC cities as best practices. This can also serve the involvement of the population and to enrich the programmes, agora function in the Green House Café - mini exhibitions, environmental awareness raising programmes, brainstorming workshops, round-table discussions, setting up basic group of volunteers, their preparation and the involvement into the preparation, implementation of the programme and its communication

Main target groups of communication: population of Gödöllő and its sub-region, the young digital generation, consumers of high quality culture, future consumers of culture

A team of communication experts will be set up with the participation of editors, journalists, photographers and VHS experts and digital media experts, to contribute to the high quality implementation of the marketing and communication strategy of Gödöllő 2023 with special emphasis of multi-culturalism and multi-lingualism.

Gödöllő has already proven – in 2011 Gödöllő was the central location of the Hungarian EU Presidency's programmes. The City has already proven with its appropriate infrastructure and organisation skills, appropriate capacities and skills that it is capable of organising a half-year-round series of protocol events, for great numbers of international participants. Gödöllő is regularly the host of national and international events, conferences, e.g. National Improvisation Festival - Hungarian - Chinese business conference, 2013, bi-annually the World Conference of Hungarian Mayors (last in 2016), Dutch - Hungarian twin cities conference (2011). Between 2019-2022 we will invite other international annual conferences in support of the technical-logistic preparation for the year 2023.

The cultural institutions of Gödöllő have also proven: The Gödöllő City Library and Information Centre, the House of Arts, the GIM-ház, Gödöllői City Museum, Levendula Gallery are nationally known and acknowledged institutions. They are a strong basis for the Gödöllő 2023 programme.

The detailed marketing and communication strategy and action plan will be prepared in 2019. Communication activities will start from early 2022 with building the brand and the image, and informing the target groups and potential audience about our programmes.

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

The presence and the strength of active and creative communities are decisive in the life of Gödöllő. This is a positive feature and needs to be mobilised for the benefit of the Gödöllő 2023 programme. The Green House Café offers a worthy location and possibilities to citizens to make contacts. From 2019, the programme series will provide an appropriate framework for the community initiatives in the area of social cooperation and active citizenship. The emerging good practices can be transferred to our partners through the channels we outlined above: through digital platforms and the digital media. We are convinced that once citizens are personally contacted and involved, they will feel ownership of the programmes and commit themselves to share their experiences within their own communities.

We will create a basic team of voluntaries with different generations - through cooperation with the Gödöllő secondary schools, with their students, with the University students through the cooperation with the Szent István University and through the NGOs of Gödöllő with the citizens who have not

joined the initiatives. The programmes of the Green House Café target at all the three age groups and will be supported with the voluntary involvement into the education and best practices programme.

The volunteers of the Gödöllő 2023 ambassador programme commit themselves to promote the goals and the programmes of the Gödöllő 2023 programmes through their own channels and to transfer the information and the possibilities to their communities.

We will initiate the contacts with the Open Air Museum of Ethnography – the Museum Education and Methodology Centre, the NMI Cultural Institute and the National Széchényi Library consortium with the Acting Communities – by initiating active community engagement. We organised for the first time the Week of Communities programme series in 2017. From 2019 Gödöllő will join the programme series through its NGOs in order to promote the community values of Gödöllő to introduce and possibly adapt best practices of other NGOs and to strengthen the audience development.

6.22. How does the City plan to highlight that the European Capital of Culture is an action of the European Union?

- The logo of the European Union will be displayed on all communication and media services, invitations and printed documents
- we will inform the participants everywhere that the programme, the publication, the event was implemented within the frame of the European Capital of Culture programme
- the EU flag and the Hungarian flag will appear both continuously in all cultural institutions during the 2023 ECoC year
- we will send out protocol invitations to the representatives of European institutions at the opening and closing ceremonies
- on 9 May, the Day of Europe, we will organise a symposium and cultural events with participants from European institutions on the issues of European dimension, European involvement and European identity
- on the anniversary of Melina Mercouri we will organise a discussion forum and additional cultural events on the experiences, benefits and best practices of the European Capital of Culture
- on the 200th anniversary of the national anthem, we will launch a competition on the re-interpretation of the national anthem, on the meaning of national identities and national symbols and their importance; we will organise a symposium and cultural events and invite representatives of European institutions

Additional information

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

Gödöllő is a small cultural jewel-box in a wonderful natural environment just 30 kms away from the capital. Gödöllő attracts and engages its citizens and visitors from Hungary and from whole Europe with its high level artistic performance and its capability for sharing it.

Gödöllő has a strong, cooperative, inclusive community. Gödöllő has a strong, cooperative, and engaged cultural sector involving all cultural and artistic actors of the town. Gödöllő offers an organic development based on its traditions and ready for renewal accepting the challenges of our age. Gödöllő develops its urban and cultural infrastructure organically, according to the continuously increasing demand. Gödöllő is proud of being a small, culturally impressive town.

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

Gödöllő is happy to meet the challenge of meeting the requirements of a European Capital of Culture, it works on its EcoC programme with full commitment, the programme is backed by the strong support of all partners. Gödöllő says thank you to everybody, who contributed to the preparation of the bidbook.

ANNEX 2

DECLARATION OF HONOUR BY THE APPLICANT CITY

The undersigned Dr. György Gémesi:
representing the following legal person:

full official name: Local Government of the City of Gödöllő

official legal form: Local government

full official address: 2100 Gödöllő, Szabadság tér 7.

VAT registration number: 15731261-2-13

– certify that the applicant city is not in one of the following situations which would exclude it from receiving Union prizes:

a) is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

b) has been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata;

c) has been guilty of grave professional misconduct proven by any means which the Commission can justify including by decisions of the European Investment Bank and international organisations;

d) is not in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, with those of the country of the authorising officer responsible and those of the country where the action is to be implemented;

e) has been the subject of a judgement which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such activity is detrimental to the Union's financial interests;

f) is subject to an administrative penalty for being guilty of misrepresenting the information required as a condition of participation in a procurement procedure or another grant award procedure or failing to supply this information, or having been declared to be in serious breach of its obligations under contracts or agreements covered by the Union's budget.

– declare that the applicant city:

g) has no conflict of interests in connection with the prize; a conflict of interests could arise in particular as a result of economic interests, political or national affinity, family, emotional life or any other shared interest;

h) will inform the Commission, without delay, of any situation considered a conflict of interests or which could give rise to a conflict of interests;

i) has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, where such advantage constitutes an illegal practice or involves corruption, either directly or indirectly, inasmuch as it is an incentive or reward relating to the award of the prize;

j) provided accurate, sincere and complete information within the context of this prize award procedure.

– I declare that the applicant city is fully eligible in accordance with the criteria set out in the specific call for submission of applications.

– I acknowledge that according to Article 131 of the Financial Regulation of 25 October 2012 on the financial rules applicable to the general budget of the Union (Official Journal L 298 of 26.10.2012, p. 1) and Article 145 of its Rules of Application (Official Journal L 362, 31.12.2012, p.1) applicants found guilty of misrepresentation may be subject to administrative and financial penalties under certain conditions.

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

Last name, first name: Dr. Gémesi György

Title or position in the city: Mayor

Signature [and official stamp] of the applicant:

Date: Gödöllő, 19 December, 2017.

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

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

- the Commission Decision 2008/969 of 16.12.2008 on the Early Warning System (for more information see the Privacy Statement on http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm), or

- the Commission Regulation 2008/1302 of 17.12.2008 on the Central Exclusion Database (for more information see the Privacy Statement on

http://ec.europa.eu/budget/explained/management/protecting/protect_en.cfm#BDCE)

Balázs Kovács, Artistic Director of the Gödöllő 2023 programme preparation phase

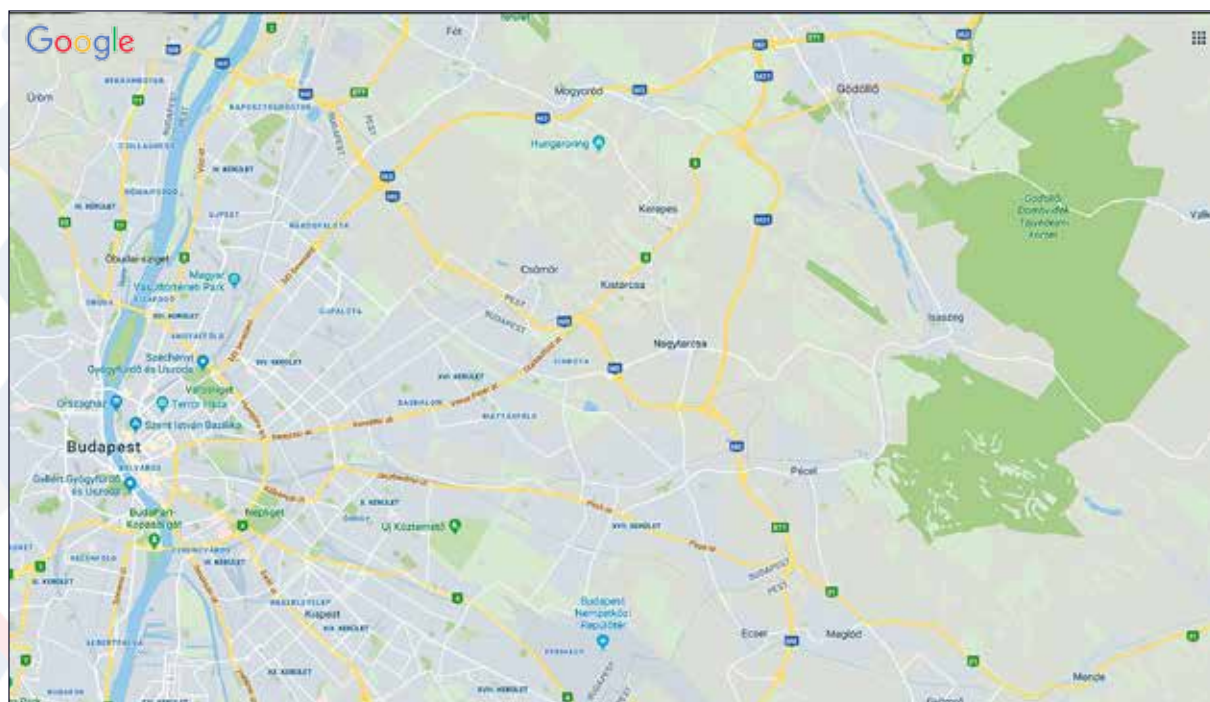
Balázs Kovács has been the managing director of House of Arts and Cultural Center Gödöllő since 2007. He has been dedicated to the art scene (including the Hungarian Radio Symphony Orchestra, Budapest Festival Orchestra, BM Danube Symphony Orchestra, Óbuda Danubia Orchestra, Madách Theater), and to the education (Frédéric Chopin Music School Gödöllő, Bartók Béla Music School – Vác) apart from event organising and management tasks, he is also an artistic manager in different co-productions (e.g. Orient - musical theatre performance, Jenő Rejtő: The Blonde Cyclone - musical action comedy, Ron Hutchinson: Moonlight and Magnolias - comedy) He is a project initiator, organiser and executive of festivals and outstanding events. He has been elected to the member of different committees: MTVA grand curatorial, Ministry of Education and Culture committees, cultural committee of the Association of Hungarian Local Governments - expert, and the presidential member of the Hungarian Arts Festival Association. In 2017 he won the Black Walnut Award of the Pest County Public Education Association as an acknowledgement for his outstanding performance in public education in Pest County.

Csaba L. Péterfi, General Director of the Gödöllő 2023 programme preparation phase

Csaba L. Péterfi is the head of Cabinet of the Mayor's Office, and Communication Director. He is chief responsible for cultural activities at the Local Government of Gödöllő.

Previously he worked for the Hungarian Democratic Forum (Political Party) Communication Department. He has also experience at national media, at RTL Klub as second editor. His organisational experience includes working in Brussels for the Committee of the Regions (Mayor György Gémesi as member of the COR) with responsibility for communication. During the 2011 EU Presidency he worked for the Hungarian EU Presidency for communication.

Other organisational experiences: he still works for the Hungarian Kynologie Association for Euro and World Dog Show communication. He worked for 15 years for the Hungarian Equestrian Federation as deputy press chief for World, and Euro Driving Cup, also World Cup.



EDITED BY:

LOCAL GOVERNMENT OF GÖDÖLLŐ

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EUROPEAN CAPITAL
OF CULTURE