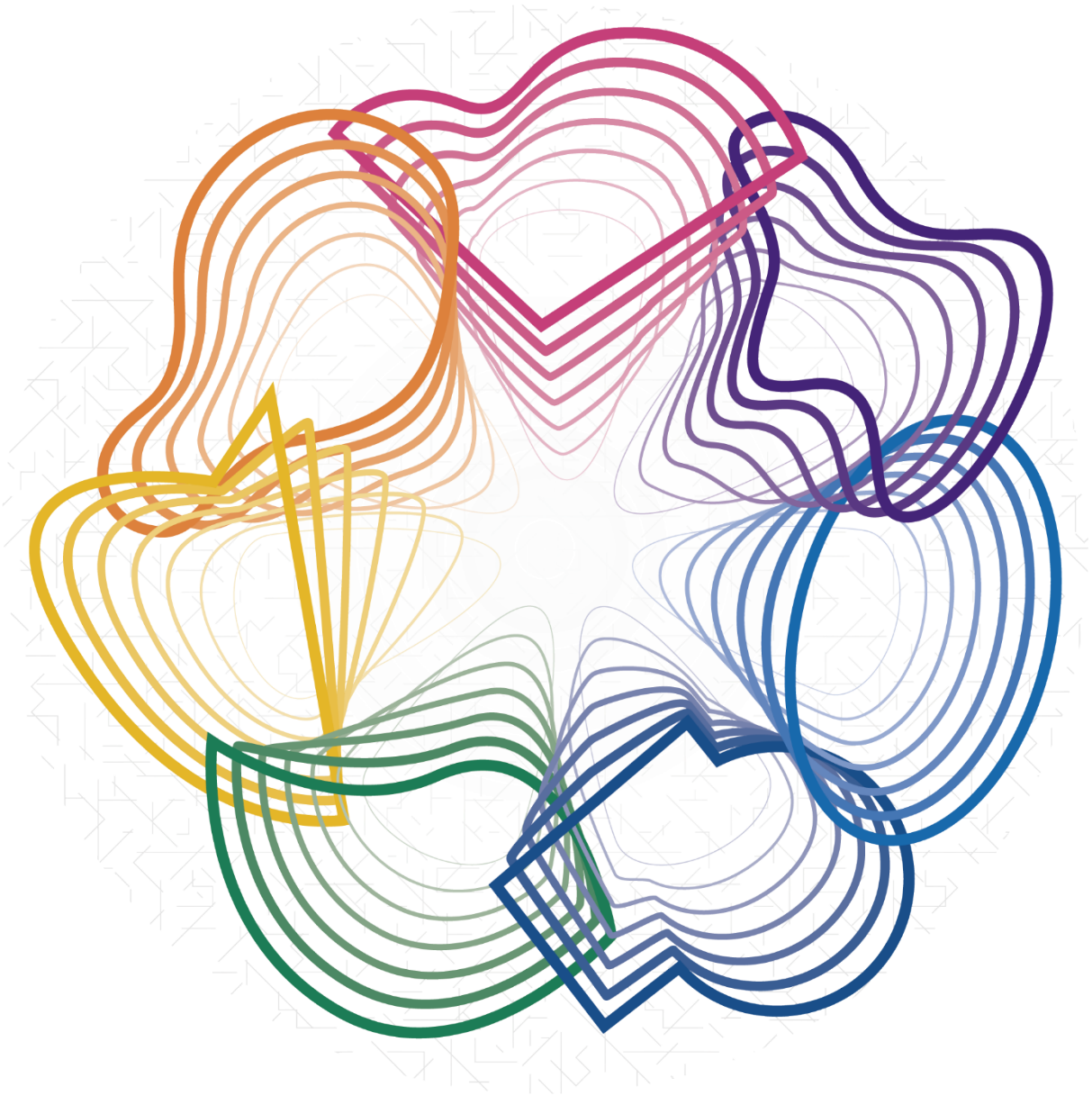
United Nations
Educational, Scientific and
Cultural Organization

Creative Cities Network

APPLICATION FORM 2021

UNESCO CREATIVE CITIES NETWORK
CALL FOR APPLICATIONS
2021



UNESCO CREATIVE CITIES NETWORK

2021 CALL FOR APPLICATIONS

The standard application form is prepared by the Secretariat of the UNESCO Creative Cities Network and shall not be altered in any way. Kindly note, only this standard form will be accepted and considered as eligible.

Please note that word limits are enforced and that it will not be possible to enter additional text once the limit is reached. Use the "Word Count" function to ensure that you do not exceed these limits.

All sections of the Form shall be duly completed. The information provided should not be repeated across different sections unless it is relevant to these sections. ***In case of lack of information for any of the section(s) or field(s) concerned, the applicant city is requested to enter the following phrase "No relevant information to provide****".*

Applicants are also required to submit three photos of the applicant city closely related to the creative field concerned. The form "Cession of Rights and Register of Photos" in the Annex hereto must therefore also be duly completed individually for each of the three respective photos.

NAME OF CITY:

Debrecen

1. COUNTRY:

Magyarország / Hungary

3. CONTACTS

3.1 Mayor of the City

Title (Mr/Ms/Other): Dr

Family name: Papp

First name: László

Address: 20. Piac Street, Debrecen, 4024

Telephone number: +36 52 511 411

Email address: polgarmester@ph.debrecen.hu

3.2 Representative of the Mayor

The representative will facilitate the communication between the Mayor (the Municipality), and the UCCN Secretariat and provide political support to the designated "main executive contact" of the city (see point 3.3).

Title (Mr/Ms/Other): Dr

Family name: Puskás

First name: István

Institution/function: Deputy Mayor

Status/type of institution: Municipal Government

Address: 20. Piac Street, Debrecen, 4024

Telephone number: +36 52 511 574

Email address: puskas.istvan@debrecen.hu

Other important information: English language, Italian language

3.3 Main executive contact

The main executive contact will be the Focal Point of the city for all communication and coordination concerning the UNESCO Creative Cities Network. In case of the city's designation, this person should be officially designated by the Mayor or competent municipal authorities (see point 10.4).

Title (Mr/Ms/Other): Mr

Family name: Kovács

First name: Béla Lóránt

Institution/function: Director

Status/type of institution: *Méliusz Juhász Péter Library*

Address: 19/D Bem Square, Debrecen, 4026

Telephone number: +36 52 502 470

Email address: kovacs.bela.lorant@gmail.com

Other important information: English language

3.4 Main communication contact

The main communication contact of the city will be responsible for supporting the city's communication efforts alongside the main executive contact, in communicating and disseminating information on its activities in the framework of the Network, as well as those provided by UNESCO (for example, it could be the chief communication officer of the city).

Title (Mr/Ms/Other): Ms

Family name: Papp

First name: Franciska Andrea

Institution/function: Cultural Desk Officer

Status/type of institution: Municipal Government

Address: 11. Kálvin Square, Debrecen, 4026

Telephone number: +36 52 511 705

Email address: papp.franciska@ph.debrecen.hu

Other important information: English language

3.5 Alternative contact

The alternative contact will provide support and backup to the main executive contact.

Title (Mr/Ms/Other): Ms

Family name: Vranyecz

First name: Tünde Gyöngyi

Institution/function: Deputy Director

Status/type of institution: *Méliusz Juhász Péter Library*

Address: 19/D Bem Square, Debrecen, 4026

Telephone number: +36 52 502 470

Email address: vranyecztunde@gmail.com

Other important information: Romanian language, English language

4. CREATIVE FIELD:

Please choose only one between: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music [Click on the drop-down menu]

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5. GENERAL PRESENTATION OF THE CITY:

*Presentation of the main geographical, demographic, cultural, social and economic characteristics of the city; mode of governance, principal culture-related facilities and infrastructure, international connections, etc. (**1500 characters maximum with spaces**).*

Second only to Budapest in size and significance, Debrecen is situated in Hajdú Bihar County, Eastern Hungary. Relying on its quintessentially Central European traditions and assets the city functions as an engine of development in the region, conveying innovation, technology, economy and culture to the neighbouring towns. Its European and intercontinental relations are bolstered by ongoing twinning practices with nineteen sister cities.

The scope of the network of cultural institutions transcends current administrative borders, with some of the cultural services reaching county or even regional levels. Together with the citizens of Debrecen (200,000), the population of our agglomeration is approximately 300,000.

Regarding maintenance, the network of cultural services available in our city is multi-tiered and includes the state, the municipal government, the churches, NGOs and private individuals. The most important actor for providing public services in the field of culture is the network of institutions owned by the municipality and subsidized by the state. The University of Debrecen is the second largest university in Hungary with high innovation capacity. The 20% of the students are from 117 countries, who lend a multicultural atmosphere to the city. In addition to the cosmopolitan and urban features of the city's culture, the presence of sacral and folk elements in culture and education is also significant.

6. MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY – USING CREATIVITY AS A DRIVER FOR ACTION:

*Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, applicant cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying opportunities and challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development and mitigate and resolve the challenges they face (**1200 characters maximum with spaces**).*

Thanks to the economic development of the recent past, Debrecen has become an attractive target for industrial investment. Our long-term vision involves becoming and remaining the leading settlement in the region. In the course of the past five years, foreign investments of at

least EUR 2 billion have landed in Debrecen, as a result of which 6500 new jobs have or will have been created. All of this will definitely influence the total infrastructure of the city as well as its overall services sector and culture. For this reason, a large-scale green urban development project has been put into focus. However, in order to provide the necessary conditions for a livable and inclusive city, it is essential to develop the creative industries and the cultural sector. It is also required to undertake projects that facilitate a more democratic access to culture, which expedites social convergence and the elimination of discrimination as well as the strengthening of community cohesion and the preservation of mental health, that is, the improvement of the overall quality of life. In order to achieve these goals, we call upon literature to help in the ways described in our application.

7. GLOBAL DEVELOPMENT STRATEGIES AND POLICIES:

*Presentation of the city's main and global development vision, strategies and policies, particularly those in line with the international development agendas, such as the United Nations' 2030 Agenda for Sustainable Development, African Union's Agenda 2063, etc. (**1000 characters maximum with spaces**).*

The vision of developing our city is summed up in the document titled Debrecen2030. Its motto is We are Debrecen Together. Our chief objective is to create a strong community and a sustainable and receptive city. Among the several elements of the strategy, the one described in chapter five, Healthcare in Focus, is in accordance with the 3rd goal of Agenda 2030. Strong communities are characterised by good health and well-being. We can also contribute to mental health and welfare with the instruments and institutions of literature. We wish to demonstrate the good practices available in the field of literature for establishing strong communities, inclusive and sustainable cities and mental well-being. We expect to involve the multitudes of international students, including those from African countries, too, in these processes. In fact, we intend to support the African Union's Agenda 2063 in unison and partnership with them.

8. EXPECTED IMPACT OF THE DESIGNATION AND THE MEMBERSHIP ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:

*Presentation of the main reasons behind the decision to submit an application to the UNESCO Creative Cities Network and the expected medium and long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation (**1200 characters maximum with spaces**).*

In Debrecen, following economic recovery and the generation of new jobs, the support of healthcare and the development of the social safety net, after boosting community and professional sports and putting the spotlight on nature conservation, a new and very important step will be taken. Priority will be given to enhancing the carrying capacity of the city, primarily in social and urban planning. To ensure the success of such human development, we will also be using the resources of culture, literature and other creative fields in the upcoming years. These

resources stimulate the economy in a sustainable fashion, thus contributing to the health and increasing welfare of citizens.

If Debrecen is granted the designation, it will represent a cultural community in the Creative Cities Network that rather than functioning as a language island in the middle of Europe acts as a mediator between neighbouring societies and even more distant cultures.

9. PREPARATION PROCESS FOR THE APPLICATION:

*The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network (**1200 characters maximum with spaces**).*

The preparation of the application has been a joint effort of *Méliusz Library*, the *Debrecen House of Literature*, the *Csokonai Theatre*, the *University of Debrecen* and the *Reformed College*. The network of institutions permeates the society of our city, involving other partners and external connections. A separate task force has been set up to handle data collection and creative communication. In the course of social involvement, the teams contacted several dozens of local actors (NGOs, companies, institutions of education, authors, creators and researchers) and held ongoing consultations with them. The news of the application was also covered by the media, and a series of dissemination events were organised. The ideas formulated by the actors will be supported and facilitated in the future by the municipality in a sustainable fashion through creative platforms beyond the already existing forms (e.g.: tenders, scholarships and other subsidies) through arranging creative platforms. These hubs will encourage new cooperation in order to build individual communities, facilitate their visibility and reinforce their connections within and outside the city.

10. COMPARATIVE ASSETS OF THE APPLICANT CITY MADE AVAILABLE TO THE NETWORK:

*In the following fields, applicant cities are invited to present their main cultural assets – particularly those in the creative field concerned – that may be highlighted and tapped into locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are strongly advised to avoid presenting lists and to provide succinct and relevant information supported with data and examples, so that the city's cultural and creative assets can be assessed properly (**1000 characters maximum with spaces for each field**).*

10.1 Role and foundations of the creative field concerned in the city's history and development

Ever since Debrecen joined the international network of Reformation in the 16th century, culture and crafts have been the driving force behind the city's development. The education system has been steadily expanding, libraries have multiplied and the printing industry and other creative activities have strengthened. Thanks to this long-term planning approach, we have now 7000 international students from 120 countries enrolled at our two excellent universities, both of which have significant libraries. The creative field in Debrecen is present through numerous innovative enterprise, such as the 460-year-old *Alföldi Printing House*. Several figures of literature are connected to Debrecen or its immediate surroundings, including the author of our national anthem (*Ferenc Kölcsey*) and major representatives of the literature of the Enlightenment and national Romanticism (*Mihály Csokonai Vitéz, Sándor Petőfi, János Arany*).

10.2 Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned. The information can be supported using: data, statistics, and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

The sector not only boasts a glorious past but it also has an illustrious present and a promising future. The company *Alföldi Printing House* is where 80% of all Hungarian literary works are printed. There are three major libraries in our city (*University and National Library, Méliusz Library* and *Library of Reformed College*), as well as over sixty businesses dealing in publishing and printing books. The number of employees in this field is close to 500, and a further 50 individuals pay their taxes as employers or self-employed entrepreneurs. About 250 people work in Debrecen in this field for companies that have their registered seats in the capital city, where they also pay their taxes as employees of a national network or a major corporation. There are several dozens of bookshops and second-hand book vendors in the city, which employ circa 60 people. Thus, literature provides a livelihood for at least a thousand individuals in Debrecen.

10.3 Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

The periodical and publisher *Alföld*, which is over seventy years old and is operated by a foundation, plays a prominent part in the literary scene of our city. The literary past of Debrecen is preserved and displayed through two institutions: the collections of the *Debrecen House of Literature* and the *Library, Museum and Archives of the Reformed College*. *Méliusz Library* is the second largest public library in Hungary, which also caters for the library-related needs of the neighbouring minor settlements around Debrecen. The *University and National Library* disseminates scientific and cultural knowledge, serving as a supporting partner and a scene of inspiration for the communities of the university and the city as well as for national culture.

10.4 Major fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals and practitioners in the creative field concerned (creators, producers, marketers, promoters, etc.)

The *Alföld Foundation* has been organising the prestigious *Literary Days of Debrecen*: roundtable sessions, book launches, and the presentation of the *Alföld Prize*.

Ady Endre Grammar School hosted an international conference on the occasion of the 10th anniversary of launching the programme to popularise reading called *Read more!*.

A conference entitled *"Cultural Wellness or Professional Workshop?"* (2016) was held in the *Debrecen House of Literature*, focusing on the relationship between academic research and museum entertainment.

The editorial board *kulter.hu* has hosted *KULTOK* conferences for several years now on issues in contemporary literature.

Conferences on Hungarian and world literature were organised by the University of Debrecen in cooperation with municipal institutions: *The Attitude to Political Economy in 19th Century Literature*, 2021; *Urban Identity and Local Memory*, 2018; *Remembering the Reformation*, 2017; *Gender, Translocality and City*, 2016.

10.5 Major festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at the general audience at the local, national and/or international level.

The *Poetry Festival of Debrecen* is an event to celebrate poetry at literary evenings in April every year, whitbook launches and various other activities such as the W*indow Poetry* event, tram poetry and concerts.

For several decades the *Debrecen Book Festival* has provided writers, readers, representatives of the book industry and the customers with the opportunity to meet at a lively book fair with colourful cultural events involving institutions, NGOs, local literary circles and workshops.

The series *Field of Dignity*, introduced in Debrecen and Hajdú-Bihar County in 2007, promoted dissemination of the principle of hospice and the palliative approach. In this framework, *Hospice House* issues the call *Field of Dignity Literary Award* every year for pupils or students to write poetry, tales, short stories and essays. All secondary schools in the city have joined the initiative since, and several hundred pieces are received each year after the sensitivity training sessions.

10.6 Main curriculum mechanisms, courses and programmes aimed at promoting culture and creativity, as well as arts education in the creative field concerned across different educational levels

The teaching of literature in Debrecen is the basic task of numerous institutions and organisations. Built into public education, it is also a mission of school and public libraries. *Studio Alföld* is a unique literary workshop for gifted and talented people. For decades it has provided Hungary with authors, critics and literary historians. The *Csokonai Youth Programme* has helda dialogue with students since 2014, interpreting social problems in the language of the theatre by processing literary texts. More than 9000 young people have taken part in the programme so far through regular visits to at least 60 schools taking plays to classrooms and giving drama classes. Several institutions and NGOs advertise poem and folk tale recitation contests, which are traditionally highly regarded in our city. The *Debrecen House of Literature* has introduced a series in which teenagers get involved in the literary life of Debrecen through gamification.

10.7 Lifelong learning, tertiary education, vocational schools, training centres, residencies and other complementary education institutions specialised in the creative field concerned

In the programmes of *Debrecen Reformed Theological University* primary school teachers and youth workers can also take courses on drama and literature therapy.

At the *University of Debrecen*, the *Faculty of Humanities* offers 23 full-time BA majors, including Hungarian language and literature as well as several other cultures and literatures and specialisations in translating and interpreting. The *Faculty of Medicine* and the *Faculty of Public Health* have altogether close to 5000 students.

The *Vocational Training Centre of Debrecen* has had approx. 200 students in the course of the past few years learning to become printing press technicians, desktop publishing technicians, bookbinders, print operation specialists and printing machine operators, who completed their apprenticeship requirements at the companies *Alföldi Printing House*, *Kartonpack* and other enterprises located in Debrecen.

10.8 Research centres, specialized institutes and programmes that focus on research and development in the creative field concerned

The traditions of literary and linguistic research in our city date back to the 16th century. Contemporary research efforts are conducted in the special boards of the *Debrecen Academic Committee* and in the academic schools of the *University of Debrecen*. At the university there are BA, MA and PhD courses and research groups for library and information science and for literary and linguistic studies. Debrecen supports research activities and publications that focus on the authors or the literary history of the city. The awards for these are delivered on the day of the city, which is the same date as the *Day of Poetry in Hungary* (11 April). The *Foundation for the Culture of Debrecen*, which was established by the municipality, offers regular literary research scholarships for presenting local values and preserving cultural heritage in different innovative ways. The *Alföld Foundation* supports the publication of literary monographs and study collections.

10.9 Recognized infrastructure for the creation, production and dissemination of activities, goods and services in the creative field concerned, at the professional level (for example, centres for professionals, cultural enterprise incubators, chambers of commerce with specific programmes for cultural goods and services, etc.)

Local institutions of higher education and NGOs offer a wide range of opportunities, services and activities for professionals who work and conduct research in the creative field concerned. The *University and National Library*, the *Library of the Reformed College* and *Méliusz Library* are not only research centres but host institutions for professional functions (meetings, conferences, workshops, etc.) too.

The *Debrecen House of Literature* preserves and protects documents related to literary history in Debrecen in order to keep track of them and to make them accessible for academic research. This rich collection, which is unique outside the capital, contains manuscripts and the estates of writers and poets as well as other paraphernalia of literary life.

Alföld Foundation hosts roundtable discussions on a variety of cultural subjects, initiates literary awards, and also acts as a professional network centres.

10.10 Main facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (such as youth, women, vulnerable groups, etc.)

The majority of literary events and functions in and around Debrecen (including meet the author series, book fairs and festivals) are hosted by *Méliusz Library*. Its services are available to several tens of thousands of readers and visitors at as many as fourteen branch locations in addition to the central site. Apart from the individual users, reading groups, poetry clubs and amateur creative groups are also affiliated with this institution. The library offers a broad range of events and activities with the intention of protecting health and mental well-being. Special attention is paid to providing services to patrons with visual and hearing impairment and to sensitise society to their difficulties. A separate service package has also been created to cater

for the cultural needs of patients treated at the dialysis centre. The *University and National Library* organises charity book donations for the *Pediatric and Oncology Department*.

10.11 Present a maximum of three major programmes or projects developed by the city in the past three years to promote wider participation in cultural life in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

The *Field of Dignity* is a sensitivity and awareness raising programme for primary and secondary school students, covering ten months every year, during which period specialists talk to the children about death and passing. It is concluded with a literary contest, when hundreds of children submit entries in three categories: poetry, short story and fairy. Topics include the processing of loss, the matter of dignity at the end of life and breaking down the taboo of death. The programme aims to facilitate children's becoming sympathetic, caring and acting adults.

The *Living Library* projects to promote acceptance and equal opportunities through direct encounters and personal experiences. Volunteers here talk briefly about their life in face to face conversations in order to eliminate prejudices against the groups they represent. They may come from countries of different cultures and religions or may be individuals suffering from addiction problems.

10.12 Present a maximum of three major programmes or projects developed in the past three years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between different actors, including the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

The literary events and activities, book launches and meet the author events are implemented jointly by several cultural institutions and NGOs in close cooperation with one another.

The traditional book-week programme series *Debrecen Book Festival* is held every June for publishers, book sellers and antiquarians. At the presentations of new publications, the authors, actors, artists and local historians in the city receive special attention, and the students and professors of the *University of Debrecen* are also constant visitors. Other fields of arts are also present as well as representatives of the book industry and the instructors of the trade.

Our city joined *EUNIC's European Literature Night*, which has attracted more than a thousand visitors annually since 2019.

In 2020, Debrecen launched a new literary festival (*Térey Book Fest*) in the memory of the late *János Térey* (1970-2019), who represented the city of Debrecen in his poetry.

10.13 Role and impact of the main professional, industrial or sectoral, and non-governmental civil society organizations that are active in the city in the creative field concerned

There are more than 1600 civil society organisations in Debrecen, out of which 200 are regularly active in the field of culture. They play a part in community building (through reading groups or poetry clubs) and they embrace bottom-up initiatives. For example, *Artistic Space Association* has a bookcase installed on public premises which is sustained by the community organised around it. As for significance, *Alföld Foundation* stands out. Regarding industrial partners, the *Alföldi Printing House* (*Green Printing House of the Year*, 2019) is the most notable, whose corporate social responsibility finds expression in cherishing the traditions of the printing industry, supporting cultural events and participating in specialised training.

The libraries in the city provide services which reach 35,000 people, who borrow 700,000 documents per year. These institutions host and organise over 1500 free literary programmes, with tens of thousands of visitors.

10.14 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to improve the status of creators and professionals and to support creative work, particularly in the creative field concerned

Every year, Debrecen establishes a number of funds, and provides awards, prizes and grants to support fiction and nonfiction writers in our region. Thus, the authors are motivated to publish their works and an incentive is also offered for conducting theoretical and practical research in this field. Opportunities are made available for founding and maintaining literary, cultural and artistic periodicals as well as for covering the cost of operating online portals introducing contemporary literature.

Some of these prizes and grants, such as the *Csokonai Prize*, the *Kölcsey Ferenc Grant* and *Self-Employed Artists' Scholarship* are awarded to the authors directly. Applications for subsidies from the *Cultural Fund* may be submitted annually directly to the municipality. Furthermore, other foundations, such as *The Foundation for the Culture of Debrecen,* also support literary professionals. Local artists have received grants up to EUR 186,000 in the past 5 years.

10.15 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

Debrecen submitted an application for the title of *European Capital of Culture* in 2018. In our Bid Book and at the coordinating meetings, we set a number of guidelines for the field concerned. Simultaneously, we reviewed our cultural strategy, which discussed literature and its institutions in separate chapters. Even before this point, discussion forums had been established, e.g., for holding major events. For the involvement of the stakeholders and for informing the citizens, we also introduced a new system related to the ECoC candidation, which we used efficiently when preparing the present application, too, as we have been in touch with over thirty institutions, NGOs and creative people online, even during the pandemic. Our city facilitates the

strengthening of cooperation between culture and economy in local and international contexts, a mediator for which is *Debrecen's Urban and Economic Development Centre (EDC)*.

10.16 Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

This year, Debrecen has joined the project *Europe at Home*, which invited a literary author and a photographer from each participating city to introduce their homes through instances of the social isolation caused by the pandemic.

As a reaction to pandemic-related hazards and restrictions, *Méliusz Library* worked out a system for borrowing and returning books without face-to-face physical encounters. The *Book Vending Machine Project* has been presented to member cities in the *Eurocities* network as a good practice.

In order to expand the already existing cultural cooperations with one of Debrecen's sister cities, Oradea, a declaration of intent has been established this year between the two main literary magazines, *Alföld Literary Magazine* and *New Várad Literary Magazine*.

In the *TRANS/MISSION* project, the *Csokonai Theatre* has been cooperating with the theatres of five Eastern European cities, including the City of Literature Lviv, since 2017.

10.17 Major programmes or projects implemented in the last three years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

The past three years have seen active systematic collaboration between literature and other creative fields.

The *Fairy Point*, a programme of *Vojtina Puppet Theatre*, has built bridges between literature, arts and crafts and folk arts for kids ever since 2018. To ease the inconvenience of isolation during the recent restrictions, the programme series was continued in the form of online handicraft workshops in 2020.

The *University and National Library* with the *Faculty of Child Education and Special Education* jointly launched the *Book Apothecary* project in 2020. The special selection of books primarily facilitates the preservation of university students' mental hygiene.

Magdafest is supposed to commemorate the Debrecen-born writer *Magda Szabó,* who is the most translated 20th-century author of Hungary. The festival focuses on women's issues, lives of women and female creatives. For a week, the audience can enjoy literary, theatrical, musical, fine arts, dance and film events.

10.18 Main international cooperation initiatives and/or partnerships developed in the past three years involving at least two of the seven creative fields covered by the Network (crosscutting and/or trans-sectoral projects)

Among prolific international partnership and cooperation initiatives, the most notable one for the past 40 years has been the cultural and diplomatic connection between Debrecen and Toyama, Japan. So far, almost 2500 artists from Toyama and Debrecen have had the chance to present their art in the partner countries. As of 2019, new joint programmes, art camps, workshops, exhibitions, theatre and puppet theatre productions as well as book donations indicate that the relationship is as alive as ever. Plans for the 2020s are specified in a cooperation agreement. This year has seen a haiku competition and a calligraphy exhibition, samples of which were published in a volume.

Since 2018, the *Museum of Oradea City* (Romania) and the *Debrecen House of Literature* have launched several initiatives combining multiple fields of culture (handicraft, music, literature).

10.19 Main facilities and infrastructure made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past three years aimed at promoting the creative fields covered by the Network, other than the selected creative field in the application

The founders of the artistic association *Design ONLY* held their first fair in Debrecen in 2018 with the aim of coordinating the work and supporting the shared efforts of designers in and around the city. The current members of the association regularly invite and involve musicians and other representatives of the cultural scene into their joint activities in addition to practitioners of arts and crafts.

The *Tanner House - House of Craftsmen* of Debrecen was renovated and remodelled last autumn. Through the modification and adaptation of the old units, open workshops were created where visitors now can see the masters of various crafts at work. They can even try their own hand at certain individual crafts. Currently the choices include soap making, embroidery, pottery, cheese making, tanning, felt application, felt making and lacemaking.

10.20 Provide detailed information of the city's overall proceeds and expenditures over the last five years, showing amounts devoted to and generated from the creative field concerned

The overall budget for Debrecen in 2017 was EUR 220 million. The 2018 figure was EUR 240 million, which increased to EUR 490 million in 2019 and dropped to EUR 450 million in 2020. Last year's drop was caused by the pandemic; however, the budget was still kept in balance. The cultural expenditures and revenues of the city during the past five years have been in balance, too. This figure in 2016 was EUR 13 million, in 2017, more than EUR 18 million, in 2018, close to EUR 18 million, and in 2019, over EUR 22 million. The effects of the coronavirus

pandemic could also be felt in the cultural sector in 2020, which is why the revenue and expenditure figures decreased by almost 10%, to somewhat more than EUR 20 million. The negative influence of the pandemic (loss of revenue accruing from own resources, etc.) is expected this year, too, but the municipality will do its best to keep this sector operational despite the adverse economic impact.

11. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

In this section, the applicant cities are invited to present an appropriate medium-term (four-year) action plan describing the main initiatives that the city commits to implement and achieve the Network's objectives: using creativity as a driver of sustainable development at the local and international levels.

The proposed initiatives must correspond to the objectives and the areas of action specified in the Mission Statement of the Creative Cities Network[1]. Applicant cities are requested to have a thorough understanding of this document before filling in this section. The action plan and its proposed initiatives should be realistic, coherent and feasible, and in line with the United Nations 2030 Agenda for Sustainable Development. It is recommended to describe the main planned initiatives in a meaningful manner rather than multiple theoretical lists of actions. In case of designation, the city will be expected to implement this action plan and to report on its implementation of the plan via the compulsory quadrennial Membership Monitoring Report (in other words, in case of designation following the 2021 Call for Applications, the city shall submit its first report in 2025).

11.1 Presentation of a maximum of three major initiatives, programmes or projects aimed at achieving the objectives of the Network locally (city level) by enhancing the role of culture and creativity in the sustainable development of the city

*It is recommended that two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, objectives, outreach and stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (**3500 characters maximum with spaces**).*

Our objective is to launch projects that promote health, inclusivity and equal opportunities while regularly addressing the widest possible audience in the city and in the surrounding region.

Narrating city, narrated lives

Characteristically, Debrecen's past lives on not primarily through buildings, but rather through texts. These texts are continuously archived by the institutions authorised to do so as well as by the community. Telling stories may assist in developing a dialogue between what is our own and what is alien to us, it facilitates the mutual sharing of happiness and joy, and it can also heal traumas.

'The city of literary translators and creative writers': this ambitious project sets the goal of virtually marking the homes and schools of authors related to Debrecen, by using either the texts from world literature that they translated or their own texts that somebody else translated into a foreign language.

[1] https://en.unesco.org/creative-cities/sites/default/files/uccn_mission_statement_en.pdf

In both academic and popularising workshops involving foreign partners, we intend to process and discuss the role of literature in the memory of the city on the one hand, while examining the interaction between urban spaces and examples of urban mythology on the other.

The path of the book

The Municipal Government aims to assist the cooperation and innovative initiatives of different actors in the book industry and publishing sector. The joint efforts of these will contribute to a new way of experiencing communities and to fully embracing social responsibility. We will help disadvantaged groups, whose members either have less access to culture or do not receive their share from the healing power of literature, to make their voices heard. We expect to offer our dissemination practices developed in the project to the members of the Network so that they can adjust these ideas to their own circumstances.

‘Friends of books’: this title, to be issued by the Municipal Government, may be awarded to communities and companies in the state, private and civil sectors who facilitate the survival and dissemination of books, reading and literature.

‘Text/Image’: this is a creative innovation marrying the handicraft traditions of typography, book illustration and bookbinding in Debrecen in unison with the representatives of the different sectors.

Literary medicine

The culture of reading and communal or individual contact with literature have been proven to have a therapeutic effect: literature brings consolation in times of loss or solitude, it acts as a medication for disappointment and exasperation, and it gives hope in times of extreme hardship. Culture and literature heal by directly contributing to the health and well-being of citizens. In Debrecen, following the direct healthcare developments and improvements in patient care of the past few years, the upcoming years will be devoted to reinforcing the openness of our city and increasing its integrative role by utilising the potential resources inherent in culture, literature and other creative fields.

‘The book of nature’: we plan to launch a series of events in nature-arts and gastro-literature in order to facilitate the creative revival of the centuries-old connection between botany and book culture in Debrecen.

‘Healing messages’: the application of innovative methods to ensure access to culture in the fields of literature, fine arts and music.

11.2 Presentation of a maximum of three major initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities of the Network

*The presentation of the proposed initiatives should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, as well as actions involving cities in developing countries to strengthen North-South and South-South cooperation, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented (**3500 characters maximum with spaces**).*

Literature can exert a healing effect on interpersonal relations as well as facilitate the transition between languages and cultures. Our objective is to further develop the traditional educationally and culturally integrative function of Debrecen in the Central European region and to extend it in the direction of Africa. The first goal of the African Union's Agenda 2063 is to achieve a High Standard of Living, Quality of Life and Well Being for All Citizens. Our responsibility is to support this goal with our African partners through the implementation of our programmes.

Trans/Scription

The theatre and drama pedagogy programmes and the contemporary theatre and puppet theatre performances of our project, based on the basic principles of Agenda 2030, will aid the convergence of different cultures. Apart from promoting literature and performative arts, our project also integrates a number of other creative fields, including fine arts, applied arts, dance and music. In cooperation with the theatres and the arts universities in the region, we plan to launch a festival programme that takes place at a different location each year. An independent workshop will be responsible for translating and staging the dramatic pieces written. We will host an international festival of fairground puppet heroes and heroines. The stage productions are expected to help marginalised groups and individuals to get access to cultural goods. Our aim is to involve as many Creative Cities in the project as possible and to make the resultants good practices adaptable.

Poetry Therapy

This programme assists in making doctor-patient relationships more intimate and mitigating the sense of alienation. It improves the chances of intercultural understanding between African medical students at the *University of Debrecen* and the patients treated by them here. It also makes it easier for the African students to feel at home in our city by enabling them to present their culture to us and to help them get a better understanding of our culture at the same time. The methods applied in our project and the experiences gathered through them may well be adapted by the African students in their home countries or at other future locations of employment. Thus, we put African Union's Agenda 2063 and the basic principles of Agenda 2030 into actual practice according to the above.

Search light

This initiative, in accordance with the African Union's Agenda 2063 and the insights of postcolonialism, offers project possibilities and methods that require relatively few resources for cultural development in African regions that are still far away from the Network at present. It makes it possible for them to adapt good practices that may facilitate reconciliation between communities that are in conflict with each other. Based on our city diplomacy and resident programmes, we undertake the task of assisting African cities to get involved in the Creative Cities Network with the help of our experience gained through preparing and implementing this application.

11.3 Estimated budget for implementing the proposed action plan

*It is recommended to present the estimated overall annual budget for implementing the proposed action plan over a period of 4 years, as well as the respective percentages that will be earmarked to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any existing funding or envisaged funding opportunities with national, regional and international funding agencies such as development banks and institutions, in order to complement the budget from the Municipality itself. Alternative and innovative fundraising mechanisms may be presented (**1000 characters maximum with spaces**).*

The evaluation will not be made on the basis of the size of the proposed budget but in terms of its feasibility, coherence, achievability and sustainability in relation to the proposed action plan.

To implement the proposed action plan, the city intends to use primarily its own resources; however, the involvement of NGOs and local entrepreneurs will most probably mobilise further resources. Our objective is to increase funds directly used for literary purposes by 40% in the first year. In the second year, we expect to reach 50%, following which we plan to increase expenditure by 2 to 3% annually. Our goal here is not only to finance the programmes. As highlighted in Section 10.20, the coronavirus pandemic has affected, and afflicted, the entire spectrum of the cultural sector. It is our wish to contribute to the revitalisation of this sector through increasing the resources pigeonholed for it.

11.4 Intended structure for the implementation and management of the action plan

Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. It is recommended that the person in charge of this team or entity will also be the focal point of the city in case of designation. Brief presentation of the organizational structure and the planned working arrangements of the entity, as well as the details of the potential partners to implement the action plan along

*with the names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions, may also be provided (**1500 characters maximum with spaces**).*

The proposed action plan will be implemented by the management consisting of the city's representatives and the partners participating in the preparation of the application. Town Hall will be the organisational unit responsible for coordination and internal and external connections. During the course of implementation, Town Hall is expected to be assisted by numerous institutional partners and NGOs. As for institutional partners, the members will be *Méliusz Library* (the Director, together with the Deputy Mayor for Culture, will be designated to be in charge of the programme and, in the event of designation, the chief contact person), *Csokonai Theatre* and *Vojtina Puppet Theatre*, the *Debrecen House of Literature*, the *University of Debrecen and the Reformed College*. The management will work together with a number of institutional partners. Specific partners will participate in several projects, thus strengthening the construction of the network and the creative field. According to our plans, quite a few NGOs and economic entities will also be committed to the cause. Among them, key roles will be played by *Alföld Foundation* (periodical publications, hosting academic and artistic events), *Alföldi Printing House* (creative industrial cooperations), and various educational institutions, such as the *School Board* and *Vocational Training Centre of Debrecen* (educational programmes).

11.5 Intended plan for communication and awareness-raising

*Presentation of a comprehensive communication and awareness-raising strategy and plan for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of this plan (**1500 characters maximum with spaces**).*

The communication network of the city and the institutions joining the project as partners ensure reaching a wide audience, which is especially important for recognizing the culture of African persons residing in our city. The cooperating partners include print and online periodicals known and acclaimed nationwide. A principal partner for communication within the city will be *Médiacentrum*, providing regular presence and appearance on its various surfaces (local television and online portals) and assisting in accessing national public media. These latter surfaces are suitable for popularising the programmes serving the welfare and mental health of the community and for introducing the other members of the Network to the audience. The website and social media pages prepared for the application are active and regularly updated channels. Disseminators of the values of the Network will be the management, the cultural partners responsible for the programmes and activities, and the economic entities involved in the project. As a result of their joint work, an inclusive community sharing the same values will be established. Special attention will be paid to contacting and communicating with young people via their favoured channels. This complex communication network will ensure the proper

introduction of the members of the Network, the presentation of the cooperative efforts, and the mediation of the objectives of Agenda 2030.

12. SUBMISSION OF THE MEMBERSHIP MONITORING REPORT

☒ By checking the box, the city if designated commits to provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and its impact. The first such report will be expected in 2025 for cities designated following the current Call for Applications.

13. PARTICIPATION IN THE ANNUAL CONFERENCES OF THE NETWORK

☒ By checking the box, the city if designated commits to ensure the participation of a delegation from the city, including at least one representative, ideally together with the Mayor, in the Annual Conferences of the UNESCO Creative Cities Network and shall be responsible for covering any travel, accommodation and other subsistence costs incurred. In the event that more than one representative attend (not including the Mayor), it is recommended that the aforementioned city focal point should be included.

14. PROVIDING INFORMATION TO THE SECRETARIAT

☒ By checking the box, the city if designated commits to provide regular up-to-date key information related to the implementation of the city's membership, notably any change in the contact details including the Mayor, the focal point and other contact persons (see sections 3.1, 3.2, 3.3, 3.4)

15. DISSEMINATION OF INFORMATION PROVIDED BY UNESCO

☒ By checking the box, the city if designated commits to regularly disseminate information as well as communication materials shared by UNESCO through the city's communication and social media platforms. The main communication contact alongside the main executive contact (please refer to Section 3.4) shall be responsible for undertaking this task and keeping the UNESCO Secretariat informed in this regard.

16. COMMUNICATION MATERIALS

In order to prepare communication materials about your city in the event of its designation, please complete the following fields. This information will be used on the UNESCO website and in other communication materials of the UNESCO Creative Cities Network.

*Therefore, please kindly note that the city is **fully responsible for the quality and accuracy of the submitted communication materials**. In order to facilitate the preparation of these materials, you may refer to the UCCN website where a city page for each current member is presented.*

16.1 Brief and pertinent presentation of the cultural assets and creative industries of the city in the creative field concerned, avoiding the exclusive promotion of city branding or tourism. Data, statistics and other indicators in the field of cultural and creativity, especially in the creative field concerned, are highly recommended (***1500 characters maximum with spaces***).

Debrecen, the second largest city in Hungary, has 200,000 inhabitants and an additional 100,000 people residing in its vicinity. Its age-old literary traditions function as bridges between the religious and cultural communities existing side by side. The creative field has a diverse institutional system, active NGO connections and ties with several important industrial actors, providing livelihood for close to 1000 creative people. There are quite a few publishers and printing companies in the city. The most notable is the 460-year-old *Alföldi Printing House*, with 400 employees and a turnover of EUR 26 million. The three major libraries of the city share 7,000,000 documents and 35,000 patrons, with both regional and national services. The readers can also access various bookshops and second-hand sellers. The three-tier educational network goes back 500 years and it is deeply embedded in a substantial national and international network. The current university programmes include the research of Hungarian and foreign literatures at the highest professional level. Citizens enjoy an active literary life in their readers' and authors' groups, such as *Alföld Foundation*, the publisher of the septuagenarian periodical *Alföld*. We wish to revitalise our community stricken by the pandemic with the help of literature, by strengthening its mental health. We aspire to build fresh and cross-continental cultural relations in cooperation with the African communities residing in our city.

16.2 Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan ***(800 characters maximum, presented in bullet points)***

In order to strengthen the cohesion between Network members,

- the cultural institutions and NGOs connected to and involved in the application agree to convey the values championed by UNESCO to the citizens in and around Debrecen;
- we shall implement programmes that facilitate the preservation of mental health and prompt healing;
- we shall make Debrecen more inclusive and safe, ensuring greater balance and contentment in our communities.

In order to support UNESCO's Africa objectives,

- we shall develop practices that are easy to share and sustain;
- we shall offer a variety of methods and project opportunities to African cities, thus assisting them in joining the Creative Cities Network.

16.3 A maximum of two URL links to websites related to the creative field concerned and the contents of the application. Social media handles for the city if any including Facebook, Instagram, Twitter may also be provided.

https://www.debrecen.hu/en

http://debrecenliterature.hu/

16.4 List of the city's membership in other UNESCO's cities networks (such as UNESCO Global Network of Learning Cities, International Coalition of Inclusive and Sustainable Cities, and Megacities Alliance for Water and Climate), as well as other major international and inter-regional cities networks or platforms.

EUROCITIES

CARPATHIAN EUROREGION

CULTURE NEXT

EUROPEAN CITIES OF THE REFORMATION

EUNIC - EU NATIONAL INSTITUTES FOR CULTURE

COVENANT OF MAYORS FOR CLIMATE & ENERGY EUROPE

Name: Dr. László Papp **Mayor of the city of: Debrecen**

Date: 25 June 2021 **Signature[2]:**

[2] The Mayor of the city should sign the present Application Form with his/her digital signature. In case the digital signature is not available, please send a separate scanned copy of the page 2 (where personal information about the mayor appears) and this page, both signed in ink.

UNESCO CREATIVE CITIES NETWORK
2021 CALL FOR APPLICATIONS

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Identifier (for instance file name)	**Brief informative caption** (no more than 40 words in English or French)	**Date**	**Credit** ('© ----------, year')	**Photographer** (if not mentioned in the credit)
Alföldi Printing House	A printer is working on a modern machine at the Alföldi Printing House	13/04/2021		János Miskolczi

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Name:	János Miskolczi	Date:	25 June 2021
Address:	38. Sáfrány Street, Debrecen, 4002	Signature:	

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Identifier (for instance file name)	**Brief informative caption** (no more than 40 words in English or French)	**Date**	**Credit** ('© ----------, year')	**Photographer** (if not mentioned in the credit)
Library of the Reformed College	Library of the Reformed College	13/01/2021		János Miskolczi

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Name:	János Miskolczi	Date:	25 June 2021
Address:	38. Sáfrány Street, Debrecen, 4002	Signature:	

UNESCO CREATIVE CITIES NETWORK
2021 CALL FOR APPLICATIONS

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Identifier (for instance file name)	**Brief informative caption** (no more than 40 words in English or French)	**Date**	**Credit** ('© ----------, year')	**Photographer** (if not mentioned in the credit)
Poetry Festival of Debrecen	A workshop for amateur authors at the Poetry Festival of Debrecen	07/06/2018		János Miskolczi

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Name:	János Miskolczi	Date:	25 June 2021
Address:	38. Sáfrány Street, Debrecen, 4002	Signature:	