Suceava European Capital of Culture
2021

Inspire. Imagine. Feel

- BID BOOK -
Suceava European Cultural Capital Association


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Introduction – General considerations

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

The motivation of the city of Suceava to take part in the competition is twofold. Firstly, because it wants to share the beauty, history, spirituality of these ancient lands together with the hospitality of our people to our European friends and the rest of the world. Suceava was once capital of the Principality of Moldavia, a mighty fortress of prosperity, but has since been forgotten and could once again be reborn through culture. Suceava deserves to be, once again, on the European map. We strongly believe that our stories, legends, myths and symbols are worth rediscovering and reimagining, and, together with those of others, can be used to create a meaningful, dynamic and diverse cultural program for 2021. Because the fundamental values behind the folklores and heritages of countries or regions have strong common points throughout European civilizations, yet are diverse through flavors and details, we are certain that our proposal can promote and cherish diversity, open everyone to dialogue and understanding while providing an entertaining experience with a lasting impression. Additionally, we want to let culture fill the crevasse between the two halves of the historical region of Bucovina, and in extenso, Romania, part of the European Union and Ukraine. We want our bid to be an invitation to dialogue and joint programs that can provide a testament that cultures unifies and strengthens the bond between peoples.

Secondly, we want to decrease the gap between the current cultural offer of the town and the expectations and desires of our citizens and visitors. This is a complex process that involves developing infrastructure, creating sustainable mechanisms that generate culture, and educating the public while adapting to their particular needs. Historically Suceava was once a prosperous capital, the pinnacle of culture, science, spirituality in these lands, but it was then downgraded to a commercial town, a transit city a crossroad between the east and the west. In time, Suceava started to rise once more, through the spirit of the people it started to educate and rebuild itself. More often than not, people have a very narrow angle of judging the appearance, the cultural life and general atmosphere of a city, just by looking at what it is now, not at the dynamics on a larger time-scale. Suceava has been constantly improving its infrastructure, and cultural offer, and it is no wonder why it has produced many brilliant minds over the years. But in this age people demand more and this rhythm is not fulfilling the expectations, because of complex issues such as budgetary constraints, economic factors, population migration and others. The fact that this area is lagging behind in economic development in Romania and in Europe should provide an additional argument to our bid, as it is the policy of the European Union itself to reduce this disparity through its programs.

Suceava has come a long way, yet there are still points in its agenda that have yet to be resolved: key infrastructures that will serve stringent needs of the population (including), the capitalization of untapped resources that are slowly degrading and fading away, and setting up a cultural life of the city that is self-sustainable and value adding, not subsidy dependent. Because everything is interconnected, institutions need infrastructure to work and deliver, and infrastructures need usage by a public to justify the investment, while the public has its own demands and most importantly a need for immediacy. Without some essential cultural musts, such as a satisfying theater, musical diversity and an aesthetical environment for everyday life, the citizens of Suceava and its metropolitan area, risk losing their higher purpose. Notwithstanding the apparent sync between the problems of Suceava as a city and the clear path towards the solution, without a powerful catalyst such as a title of this importance it might take decades to reach at the same point. Even so, given the comparative lack of resources, what is being done in Suceava, culturally, provides much more value for money than any other candidate, and a denser, more fulfilling experience. So the desire to apply has the assurance that it has the cultural demand, and that it can be done.
Suceava wants to apply because the conditions presented in the guide specifically state that this is a forward looking program that is not based on existing cultural life and is not business as usual. In this sense, we consider that we are an ideal candidate because such a program would truly be above and beyond anything Suceava has ever done culturally, a complete overhaul of the city with a long and lasting impact on its history. Of course, Suceava has the heritage necessary to be used as raw resources, and Bucovina provides an unparalleled setting for what is envisioned, but these are resources and not necessarily the main selling points. Instead, we plan to leverage the particular character of our heritage, our brilliant way of successfully integrating multiple ethnicities that have managed to preserve their cultural identities to tap other European and international cultures, make bridges through common points and cherish features that are diverse. We want the chance to invite everyone to share and develop European, if not international cultural values in a space with a specific individuality.

Apart from the two major motivations behind our proposal, as depicted above, we want to reaffirm and emphasize that we want to be in the European family and participate in its life, its cultural development. Suceava can become the European Capital of Culture and deliver a program worthy of this title, but also needs such a booster for the development of the city, for the morale of the citizens and for uplifting the entire region. Above all else it is a challenge for every citizen that was born here or lives here to make a commitment and show that where there is will, there is a way.

In short we can summaries our answer with the following short answers:

- Because we need such a program that we think was designed for candidates like us.
- Because we can deliver an outstanding program with the help of European partners.
- Because Suceava can prove what such a program is designed for, and what it can do to a place and its people.
- Because we want to share the beauty of what we have, invite others to share their own and use these resources to build and invent a cultural offering that excites, intrigues, immerses and invites everyone.

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

Yes, if awarded the title, the city of Suceava wants to involve the region of Bucovina, more specifically Southern Bucovina, which corresponds to most of the territory of the Suceava County. Throughout this application all references to Bucovina will apply to the Romanian territory, unless stated otherwise. This historical region, first part of the Principality of Moldavia and then and administrative division of the Habsburg Monarchy, split now between Romania and Ukraine is unmistakably different from other parts of Romania. There are several reasons why Suceava wants to involve Bucovina.

One important consideration is the fact that this region provides an ideal setting for the artistic program we envisage. For our proposal to work, we need the resources from the entire region, including incredible scenery, deep spirituality, values and symbols that only a well preserved area such as Bucovina can provide.

Another reason is that we want to address the division of Bukovina through cultural dialogue. Suceava, both the city and the county, already have friendship agreements with Ukrainian counterparts that provide the framework for cooperation. Our initial intention was to officially apply together with the full region of Bucovina, and our counterparts embraced this idea. Authorities can, and will pledge to cooperate regarding visas, simplification of traffic and joint technical capabilities. However, guaranteeing that all the criteria of the application, especially the capacity to deliver would be met, is a more complicated issue. Instead we prefer to submit a solid commitment that we will leverage this wonderful opportunity to invite our friends to the program. Steps have already been taken in this regard, as we have received proposals for joint programs that are included in the cultural and artistic content.
Another reason is that we want to address the bridging of Bukovina through cultural dialogue. Suceava, both the city and the county, already have friendship agreements with Ukrainian counterparts that provide the framework for cooperation.

Also important is the very solid experience of multi-ethnicity in this area, and seamless cohabitation of Romanians, Ukrainians, Polish, Russians and others, which can be a powerful tool to address the European dimension of the bid. How better to promote better understanding between people with different heritage than by the power of example?

Apart from the reasons depicted above, there are also technical and managerial reasons. Because Suceava is not a large city, even with the recent initiative to form a metropolitan area that includes several small towns, adding the entire region of Bucovina will provide a buffer for infrastructure so the project avoids bottlenecks. The distances between Suceava and accommodation equipped towns is very accessible and easy to manage. Also, we believe the concept of Bucovina has expanded to reflect a cultural reality of the region. The towns and regions from the county that were not historically included in the region (about 30%) are now gateways toward what is a pole of cultural inclusion.

For the reasons stated above, we consider that it is essential for Suceava to bid for the title of Cultural Capital together with Bucovina.

- Explain briefly the overall cultural profile of your city.

The cultural life in Suceava is characterized by an uneven distribution of events which can lead to the impression that this scene suffers in continuity. It would be unreasonable to assume that the dynamics of the cultural profile should be even throughout the year, but rather than natural ups and down in the activity, there is a larger than usual gap between what are perceived short bursts of activity. Surprisingly, when viewed as a whole, the cultural life is actually dynamic and has a variety of events for different arts, from large festivals to smaller actions such as book launches, exhibitions or small concerts. Larger cities have always put the profile of ones such as Suceava in a cone of shadow, but given the relative size of Suceava, the underground scene is particularly well developed.

An interesting trait of the cultural profile of Suceava is the high proportion of folklore especially traditional, music, dancing and various crafts. The quality of these has always been a strong point, especially with contributions of the local ethnic groups such as Polish or Ukrainian. While the demand for such a cultural offer shows no sign of regressing, on the contrary it remains strong, the residents of Suceava also express the need to diversify and innovate.

The local authorities regularly support the cultural institutions in their desire to promote quality and diverse events, but the infrastructure development needs and limited resources have always made it difficult to balance a budget to please everyone. This is why many events take place in open spaces, and why many locations, including parking lots, commercial spaces or even restaurants occasionally become cultural venues. Of course the recent developments in Suceava such as the inauguration a brand new theater and the imminent launch of movie theatres might significantly change the dynamics of the cultural profile in just months after the drafting of this application.

Another point that cannot be ignored when describing the cultural profile of Suceava is the lower average income compared to other, more developed regions of Romania. This had several consequences in the cultural life. One of the most important is the way in which budgets were allocated for culture, more specifically how cultural and event managers had to sacrifice the marketing budget, in order to maintain the quality level of what was offered. The reduced visibility affected the total outcome which then made it even more difficult to finance future activities. The
fact that for large, free events the attendance has been consistently above expectations and with yearly growth, only confirms this hypothesis. What is certain regarding the cultural life of Suceava is that there is clearly excess demand while the supply is underfunded and desynced with some of the expectations of the public.

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

The backbone of our concept is finding what drove our imagination when we were children and transforming it in a meaningful, complex yet approachable experience that brings together people through the sheer power of what is common throughout and across civilizations.

Under the slogan „Inspire Imagine Feel“, the program proposed by Suceava is structured in three layers. The first one implies collecting and organizing stories, legends, myths and tales from the area of Bucovina and from other parts of the world, from children fairy tales to the wisdom of past generations that shaped our identities. While this is a fascinating activity in itself, it is actually the first stage for the content creation part of program, and because of this should already gain the involvement of artists, both local and international. After all this lore is gathered, a process that should start right after the title is awarded is using it all to generate content that will then be implemented into individual projects and artistic offerings. All the content will provide not only inspiration for art, but storylines, scripts, visual settings, props, characters, dialogue lines, used for plays, movies, paintings, sculptures, festivals, parties and other activities that will be included. Putting together such fundamental and raw cultural elements that defined our childhood, from different parts of the world will provide unique opportunities to explore common points and differences, although we suspect that more interesting findings will result from this endeavor. We can only speculate what kind of ideas will artists and cultural thinkers come up with when they will include characters and various elements from different cultures and fuse them in one artistic vision. For instance, it is not hard to imagine a celebration of the dragon, as a mythical creature across the globe, each culture with its own visual representation and moral alignment starting from the Romanian „Balaur“ to the Chinese Dragon and coming back to the Greek Basilisk or the European Wyvern. This comparative mythology deserves more than just books or pamphlets, but spectacle and excitement.

With technology that is becoming available, it will be possible to create deep interactive experiences using these themes like never before. So our favorite childhood stories can be reimagined in a futuristic way, or maybe put in video games by talented developers. Here comes the third layer, the delivery. At this stage, the program we propose is one of interaction that sets cultural consumer above the spectator level. It is certainly not an easy task, but the artistic flexibility mentioned earlier allows for a balanced mix between contemplation, relaxation and action and excitement. But the participant to the cultural event will have choice. Our desire is that dancing, acting, laughing, eating, in other words the general involvement of the participant, will all come natural as a result of the setting and the agenda.

An important aspect regarding the concept of the cultural program is the inclusion of projects that don’t fit to the theme of the imaginary described so far, at least at a first glance. We believe that the cultural program must include a comprehensive and complete offering that caters to a wide variety of target audience. So our agenda will include a wide range of music, including classical, jazz and blues, dance, photography and sculpture and many other. To seamlessly integrate everything in the artistic vision, the cultural managers will leverage the synergies between arts and will pool resources for a better effect.

Another important component of the concept is balance. In designing the program, we anticipated a pattern of participation that follows the Pareto principle. According to this rule, 20%
of the programs will generate 80% of the attendance. Our bid proposes a mechanism of “cultural dosage”, where we will avoid the overload with events that can surely lead to fatigue and waste of resources. A successful concept is not just a matter of artistic content, but more importantly one of management.

Being granted with the title “European Capital of Culture 2021” we will have new opportunities to access innovations related to the cultural and creative sector in order to transform it into an income generating activity. We want to reinvent the way things are done now on Suceava scenes and to approach the almost forgotten myths, fairy tales and universal themes that can be transposed in various ways and delivered towards a much more numerous audience. Romania has an abundancy of fascinating fantasy stories that were transmitted from generation to generation through spoken language and then collected, adapted and published by various Romanian authors starting with the 1860. All this Romanian stories have deep life related philosophy embedded in the actions they describe: the battle between good and evil, soul immortality, transformation / evolution of the human being in the course of his life.

The richest European country in the mythology is Greece and fortunately in 2021 there will be a Greek City that will also be awarded as European Capital of Culture, so what better way to unite in a common action than a synergy of myths and stories that have common features, facts, heroes and positive moral impact on audience.

The missing link in Suceava’s cultural life is a bridge towards the universal culture and common symbolism found in all the European Countries. Each European state has its own legendary heroes that are waiting to be revived. They will appeal to the preferences on a large audience form 7-8 to 70-80 years old population all over Europe.

2021 could be the start of the myths and legends revival where Romania and Greece will present towards the whole world their most durable legacies that as a paradox do not stand in stone walls but in the collective imagination of fascinating fantasy stories that were transmitted from generation to generation through spoken language.

1. Contribution to the long-term strategy

- Describe the cultural strategy that is in place in your city at the time of the application, as well as the city’s plans to strengthen the capacity of the cultural and creative sectors, including through the development of long term links between these sectors and the economic and social sectors in your city. What are the plans for sustaining the cultural activities beyond the year of the title?

The City of Suceava always had an ambitious cultural agenda as stated by the numerous International events taking place in the city and surrounding areas. To consolidate all the efforts in the sector, the city developed the Cultural and Creative Strategy of Suceava designed to cover the next 10 years - from 2015 to 2025. The mission of this document is to facilitate the rebirth of the City and giving it a new perspective from cultural, economic and social point of view, putting a strong emphasis on using tools to rethink ad redesign the cultural approach in a sustainable way. The scope of the strategy is to involve all the stakeholders and provide them with useful tools to develop programs, get financing, and provide a dynamic offering for the citizens and the visitors of the city. The foundation of the document has three pillars of analysis, which simplified can be summarized in the following three questions:

Where are we at this point in time?
What is the direction in which we are heading?
How will we get there?
The strategic view presented in the document clearly establishes that the approach to develop the cultural sector should follow an institutionalized approach, and that the cultural dimension is a unifying one that must not be overshadowed by political factors, by ambitions or disagreements. The proposal is not a quick fix for the current situation, but rather a long term approach that involves everyone and capitalizes all available assets. For a true cultural revival of the city, it is necessary to review and overhaul the way in which the cultural sector works. More specifically from a subsidy dependent one to a self-sustaining value adding one. To achieve this the focus should be bridging the gap between the demand and offer of culture, which are now desynchronized. City of Suceava realized that needs to create a prolific ecosystem for the Cultural and Creative Industry in order to generate value not only for the community, but for the entire world. Just imagine a new world famous artist arising from Suceava’s stages, art incubators that act as talent accelerators.

The structure of the strategy covers the following topics:

- An analysis of the trends and evolutions of the cultural sector;
- The mission, values, and the objectives of the strategy;
- The current cultural profile, including both the history and heritage and contemporary life;
- A review of the main cultural infrastructures and the development needs;
- The main cultural and artistic segments (music, theatre, visual arts, etc.) and for each, an outline regarding initiatives, programs and priorities;
- The involvement of citizens in the cultural life, as well as the role of minorities;
- Developing the link between the business sector and culture;
- Educational innovation as a catalyst for culture;
- Management criteria and guidelines for the strategy, including cultural governance, financing, evaluation techniques and best practices.

Additionally, the strategy has a dedicated chapter regarding the opportunity to bid for the title of European Capital of Culture.

The general strategic objective of Suceava for the cultural sector until 2025 is the noticeable and significant quality of the citizens and visitors through a diverse and dynamic cultural life. The details are provided by 9 specific objectives:

1. Development of the cultural and creative infrastructure of the City through modernization, expansion and construction of new objectives that will serve to the housing of cultural and creative related activities.
2. The extended communication and collaboration between: local and county authorities, education institutions including the University of Suceava, civil society, local businesses with the purpose of developing a rich and sustainable cultural agenda of the City.
3. Strengthening the institutional capacity of public authorities and organizations for cultural self-sustaining development. This approach involves reducing the dependence of cultural institutions on a subsidized system and helps them turn around towards profit oriented entities.
4. Consolidation of the cultural and historical heritage (both tangible and intangible) through actions of restoration, preservation, protection, in order to ensure the access of future generations to local legacies.
5. Unlocking the potential of existing cultural heritage, including in particular the relationship with the cultural Bucovina actions and initiatives that highlight the values and beauty of this region.
6. Promoting educational innovation as a key pillar in the construction and transmission of culture. This objective involves widening the scope of the educational institutions and increase their involvement in the cultural life of the city.
7. Identifying and exploiting financing opportunities for the cultural sector, including but not limited to the national grant funding, structural, European or other international sources,
grants and private competitions, donations, preferential loans or using the tools provided by the capital market.

8. Exploring local cultural identity in a context of multiculturalism, with a strong European dimension, openness to dialogue and generation of stable connections with foreign partners in any category, from municipalities or government institutions to non-governmental organizations, universities, institutes and individuals preoccupied by the cultural and creative dimension.

9. The submission of Suceava application to the title 'European Capital of Culture 2021 “is a corollary objective and an accelerating factor of achieving other specific strategic objectives of the city and of the community as a whole.

The strategy provides ample description and is backed by examples for each cultural and creative sector and provides solutions to strengthen the capacity. This is done with a mix of policies that include the involvement of the civil society and the citizens, developing attractive cultural programs, intelligently using available infrastructures and pooling resources for greater added value, developing the international dimension. This last point is especially useful and achievable given the existing framework of cooperation between Suceava and other municipalities as well as between other institutions, most notably the University “Ștefan cel Mare” of Suceava, and numerous partners in Europe and beyond.

Specific measures to strengthen this sector include developing new physical infrastructures and reconditioning existing ones, the reconversion of existing spaces. Apart from the subject of culture, the strategy also touches on the issue of how to provide a visual environment for the city and identifies key areas where the image of the city could be greatly improved. For each artistic sector the strategy includes specific projects and initiatives that will use the infrastructure. Additionally, it touches on innovating in the educational sector, providing ways to facilitate the expansion of the area of competence of education institutions.

The management section provides more in depth indications for all relevant stakeholders, defining the role of each, and how to utilize cooperation to deliver and get the job done. A very important point of the strategy is a review of sources for financing that facilitate achieving the operational goals of each institution and cultural manager.

One of the critical points in the strategy is the long term link between businesses and the cultural sector. The strategy provides references and gives examples of how culture should be a value adding sector, and that cultural life needs a foundation of businesses that sustain the growth and development. It gives specific examples on how to use the patrimony and other assets, pool them with the goods and services provided by entrepreneurs to generate a sector that is no longer dependent on subsidies. The document targets specific criteria such as how to pool natural, human, and financial resources to generate income in the sector, what specific areas in Suceava have the potential to become a place of leisure and culture for its citizens, with activities and events, not just static sightseeing attraction.

After being awarded European Capital of Culture 2021 of the European Union - the strategy is to bring Suceava City on to the next level by leveraging the growth in quality and diversity of the Cultural and Creative offer. If the transition from subsidized sector to a value adding, income generating one is successful, further investing in this area will be an obvious and feasible choice. In the context of the prolific tourism of the Bucovina area, Suceava too can strengthen its position as a cultural nexus and a destination itself for every traveler, all while providing a continually improving cultural scene with quality services.

The strategy has a gradual approach in terms of developing the existing international cultural and creative events, with an incentive to develop new ones related to the digital transformation of life in all its aspects including culture and creativity. E.g. we would like to start the first international fairy tale festival broadcasted live in kindergartens and schools all over Europe, as a tribute for receiving the award as European Capital of Culture 2021. This event should take place each year and should be self-sustaining in terms of both capital expenditure and operational expenditure in the
next years 2022, 2023 and more years to come under the strong brand of “Suceava - European Capital of Culture 2021”.

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

  The purpose of the strategy is to provide a framework for developing the cultural sector for a period of 10 years. Unlike other cities, we approached the drafting of the strategic document to be used regardless of the result of a competition such as European Capital of Culture, and not as a formality just to answer this particular criteria of the bid. However, the opportunity presented by this action of the European Union is just too significant to ignore, thus one of the 9 specific objectives of Suceava is to make the necessary arrangements to submit a bid. This objective is then addressed in more detail in a dedicated subchapter: “Development directions of the cultural and creative sector”.

  This subchapter briefly presents the arguments in favor of the candidacy of Suceava, the dynamics of the cultural sector and how it would provide positive change, as well as how to address each of the criteria of the call. For each point it underlines some key advantages and assets that should be leveraged to increase the chances of a successful bid. Among the points touched in this subchapter are the following:

  - Underlining the fact that the potential of the local heritage is not fully utilized;
  - The demand for cultural activities is strong, but the cultural offer has to keep up and the infrastructure must allow action;
  - Culture is one of the ways to reduce economic disparities between the region and other places in Romania and in Europe, as shown in numerous studies;
  - Local artists can be involved to make such an event a success;
  - Political support and local and regional commitment can be easily obtained if the benefits of this endeavor are presented accurately;
  - The positioning in the region of Bucovina is a comparative advantage.

  The conclusion of the strategy is that successful participation in this action will act as a powerful catalyst for the process of revitalizing the cultural life in Suceava, and will allow the realization of more than just the high priority objectives of the strategy.

  - **If your city is awarded with the title of European Capital of Culture, what do you think it would be the long-term cultural, social and economic impact on the city (including in terms of urban development)?**

    The City will definitely receive a new momentum and a kick-start towards ambitious goals that will shape both the landscape and the economy. Suceava will regain essential infrastructures that haven't made it on the priorities list such as a park and a polyvalent hall. All the developments will lead to a socio-cultural vibrating life, a deeper inclusion of the local work force in to new generated activities and a better conservation of the local cultural heritage.

    Innovative companies involved in cultural and creative areas will be supported, generating a business model for sustainable community development through culture and creativity. The new face of the City will be dominated by its historical legacy combined with a “green” and a digital/internet of things driven evolution.

    Taking everything into account, this award would be a powerful catalyst that would enable the realization of the vision set out by the cultural strategy as well as a much needed boost to the economy of the region.

    From a cultural stand point, the strategy presents a number of actions, recommendations and targets. While all are achievable in time, the document presents a list of priorities that can be accomplished gradually, depending on various factors such as access to financing and overall
economic environment. With such a title, more could be done in a shorter time span and with a much better use of resources, as many proposals benefit from synergies with other ones. Additionally, it would significantly boost the diversity of cultural flavors and would educate the cultural appetite of the citizens. Such a program would ensure the cultural long term sustainability of the city, and through international cooperation would open the city to diversity and European exposure.

From a social stand point, such an event would have an even greater impact especially towards the youth segment. In the last years the entire population of Suceava has been declining, and a lot of this decline is attributed to the exodus of high school and university graduates. The main three points that determine the relocation of youth are:

1. Quality of education. Young people will always seek the best possible opportunity for their education. In many cases, graduates will seek jobs and will settle in the same city where they last finished school. The fact that Suceava has a successful university is a big advantage, but there is also great competition between higher education institutions.

2. Job opportunities. Another important point for the life of a young adult is the opportunity to find and secure a well-paying job that is relevant to their education. This is why the educational effort should be tuned to the economy of the region.

3. Cultural life. Apart from learning and working, how a person spends the rest of his or her time is critical in choosing a place to settle.

The event will address the first two indirectly, through higher quality cultural education and a boost to the local and regional economy, and the third directly through a dynamic and diverse cultural life. This has the potential not only to stop the decline in population but to reverse it and recall people that left Suceava because one or more of these three criteria were not met.

Economically speaking, the event itself will be income generating, and a good boost to local tourism. But the real target is transforming the cultural sector through transition from subsidy towards added value and income generation. With such a vision, Suceava can become a cultural landmark in the North East region of Romania which already shows a significant vacuum in this sense. People from this part of the country will no longer be obliged to travel to other cities in the south or the west of the country for a good jazz festival, a concert or some other quality offering.

How exactly will this be possible? Through intelligent infrastructure management and cultural and artistic programs design, the sector itself will behave exactly like a traditional business sector, which would also boost local tourism and other local businesses.

The urban development of the city will also greatly benefit, because the city is like an empty canvas for art. The cultural programs themselves involve adding art to urban development, and the strategy has a dedicated subchapter that tackles the issue of how should a city evolve to provide a good environment for a rich cultural life. Apart from city planning, and general architectural principles, the strategy also provides insight on the harmonious inclusion of green spaces, plants as well as the design of open spaces with multiple uses: leisure and culture.

To conclude, we regard both the strategy as a whole, and the European Capital of Culture action as long term projects with profound implications for the city, and not just a quick fix for the current problems of Suceava.

- **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?**

For the purpose of the evaluation of the event, its implementation and the impact on the city we intend to create a joint task force that include the representatives of the local authorities, representatives of the civil society and key people in the management of the event as well as central government representatives, from relevant cultural institutions and /or ministries. Each member of the task force will provide key insights in different fields. At least the following issues should be covered by experts in their particular field: logistics, public attendance and level of satisfaction,
Besides the task force described above, the city of Suceava plans to contract an independent evaluation of the impact of the title “European Capital of Culture 2021” in Suceava cultural, social and economic evolution. For this there will be a tender in order to establish a private company that has the knowhow and tools to carry out this task. The timing of the evaluation should be positioned in at least 5 defining moments: 4 years before 2021, 2 years before 2021, on 2021, 1 year after 2021, and 3 years after 2021

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

  Yes, all the objectives and milestones will be based on the specific objectives in the strategy, to which we will add a quantifiable dimension. For instance, the development of essential infrastructures is one of the most important milestones for the success of the project.

  Then, in preparation for the main event in 2021, we intend to set objectives regarding cultural events that prepare the atmosphere, consolidate the management team, the international partnerships and provide a useful test run to allow the fine tuning of the final event. While most of the activities will be in 2021, the program will be thought out to start in 2017 and progress in intensity until the main event.

  Another set of milestones will be designated concerning financing, especially private funding and sponsorships. To encourage everyone to donate, reaching certain thresholds will unlock certain features of the program. This will influence directly the way in which the more involved the public is, the better is their experience.

  Regarding the evaluation for the year of the title, we consider that it is a critical part of the success of the project. We plan on doing intermediate monthly reports and / or after significant events (the flagship events). We consider this necessary not only to determine the way in which the objectives are met, but to actively take management decisions to enhance the overall experience or to correct possible errors.

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

  For economic data we will use the studies and surveys carried out by the National Institute for Statistics. For the cultural components, we will use and process the studies carried out by the “National Institute for Cultural Research and Training” entity subordinated to the Ministry of Culture www.culturaldata.ro, if they will be available. This institution make studies and surveys related to the “Cultural Vitality of the Cities in Romania”. Two have already been made for 2008 and 2010, together with the “Cultural Consumption Barometer 2014” – culture between global and local. If these studies will not be available, then the working groups that will do the evaluation will use the respective methodology.

- **What sort of information will you track and monitor?**

  Each year, the Association “Suceava European Cultural Capital 2021” will be involved in tracking and reporting progress for the following objectives:

  1. Cultural Infrastructure development;
  2. Local non-consumers of culture attracted to events;
  3. Number of full time, part time and occasional employees involved in cultural events;
  4. Number of small and medium enterprises founded to deliver products and services related to cultural and creative events taking place in 2015-2025;
5. Budgets allocated to culture and creativity projects and trends in financing; Here we will also track the financing mix and the fundraising success rate;
6. Evolution of the amounts collected as taxes from the local economy;
7. Creative Industries development;
8. NGO’s related to culture and creativity evolution;
9. Increase in the number of tourists;
10. Number of new editions of events that were launched in 2021.

- **How will you define ”success”?**

In just a few words, success will be reached when the locals and the tourists will declare out loud their satisfaction towards Suceava’s vibe - to that positive feeling you get by being in a certain place in a certain time. Such a feeling generated by a mix of ingredients a European Capital of Culture should have.

A secondary definition to success for our purposes is also the efficient collaboration between stakeholders, the longevity of initiatives that were possible only through this event and the way in which cultural resources are used.

If this project is successful, than it will act as a catalyst for a major change in the city, visually, culturally, will provide residency for artists that come from multiple cultures and in the end will build confidence in each citizen.

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

The time frame for evaluation will also depend on who will do the evaluation. For the management team, self-assessments will be done regularly, once every three - four months in the first years, and more often as we approach to the title year. For 2021 there will be a mixed methodology, apart from reporting and regular evaluating methodology, the management team will have at their disposal more tools to help them in the management process. Thus instant evaluation tools will be available through checklists and red flags systems that are shared between experts. This form of evaluation is relevant especially to operations, but will provide useful data that will be consolidated and included in the overall evaluation.

For evaluating the overall impact of the event, we thing the evaluation should be carried out in at least in 5 defining moments: 4 years before 2021, 2 years before 2021, on 2021, 1 year after 2021, and 3 years after 2021.

2. **European dimension**

- **Provide details on the scope and quality of activities:**
  - *to promote Europe’s cultural diversity, intercultural dialogue and a better understanding between European citizens;*

The events will take place in Suceava European Capital of Culture 2021 will be a tribute to European cultural diversity, intercultural dialogue and a better mutual understanding between citizens. Over the time Suceava itself was an example of cultural diversity. Ukrainians, Polish, Italians, Armenians and other minorities live in harmony with the majority of the Romanian population in an ongoing intercultural dialogue and mutual understanding, which is well known beyond the borders of Romania.

The successful intercultural dialog and mutual understanding between a mix of cultures is part of the local brand that will be boosted by promoting cultural programs that take place before, during and after the events in 2021 in what we want to accomplish: a long lasting new generation of cultural events which will delight, amaze and stimulate all the European Union citizens. To support
this daring objective, the challenge is to find common points of culture, heritage and European history that will appeal to all ages. It will be easy to promote and create an ecosystem that will be able to support the "end to end” approach to cultural and creative events and to have a positive long term impact on: improving the quality of life of European citizens, regional development, new jobs, small and medium enterprises evolution, innovation and higher education, security.

- **which reveal common aspects of European culture, heritage and history, European integration and current European issues;**

The above mentioned change is transformed into a great opportunity through cultural and creative events which will relate to stories, myths, legends, symbolism and fairy tales. What better way to discover similar aspects of European cultures, heritage and history, except through their own stories? Each culture has a range of social and moral values embedded in the consciousness of its members from an early age, thanks to stories that have a central hero / protagonist, a representative of society's values that is overwhelmed by the challenges and threats which affects his own existence. In most stories the protagonist is accompanied by reliable allies who support his actions to the detriment of a common goal - the common good, peace, harmony and continuity.

From this point of view, we consider that the most common aspects of European culture, heritage and history are reflected in their stories, so we will concentrate on identifying a new concept in 2021 that will be focused on the legacy of intangible assets which will be brought to life using the latest technology: German, Polish, Greek, Bulgarian, Czechs, Croatian, Italian, French, Spanish, Portuguese, English, Irish, Belgian, Dutch, Hollanaise, Maltese, Hungarian, Austrian, Estonian, Lithuanian, Swedish, Finnish, Romanian - stories, myths, legends, symbolism, fairy tales, novels that are not translated into an official language of the European Union and are not analyzed from a comparative perspective of a global event type to compare the world of European heroes with the Asian, American, African, Australian and Russian ones. European Union is a hero sustained by other 28 heroes looking for the common goal with all the other heroes - global wealth in peace, lack disparities and a healthy environment for all.

- **Featuring European artists, which refers at the cooperation with operators and cities in different countries, and transnational partnerships.**

**Name some European and international artists, operators and cities with which cooperation is envisaged and specify the type of exchanges in question.**

**Name the transnational partnerships your city has already established or plans to establish**
In 2021, the city of Suceava will turn into a stage of the future and will be visible in every corner of the world - events will be transmitted live or on digital copies, but also in central squares of the former cities of European Capitals of Culture (please see the image above):

We intend to begin a series of agreements with municipalities, non-governmental organizations, local artists and storytellers from all 64 former cities of European Capitals of Culture in order to show the continuity of the event and to be able to offer cultural products of creative events in 2021 in Romania to the local audience.

We also plan to have a very close collaboration with:

The Greek city that will receive the other prize for being the European Capital of Culture, due to the very long tradition between Romania and Greece, but also because of similarities existing in the mythology. Myth is an extremely complex cultural reality that can be analyzed and interpreted from different perspectives.

Between 2016-2020 we will organize small-scale events in cooperation with other states former European Capitals of Culture to highlight our ability to attract more and more international artists, operators and cities in a common agenda in relation to creative cultural events.

Apart from this, we have already started a strategic partnership with the city of Barcelona, initially trough a non-governmental agreement, and subsequent at the level of municipalities, which we will consider the artistic mentor of Suceava in profound redefinition of the city.

Adjacent to the activities and actions that were mentioned in Suceava’s program for 2021 to connect the cultural life from local level with that existing in other European capitals, it is considered necessary to emphasize issues that have contributed and continue to contribute at the sustainable development of ties between EU cities. Thus, one primordial cultural aspect of development is represented by the academia and the action taken by it to each Member State of the European Union. A priority on cultural agenda is to maintain existing collaborations and develop new partnerships between universities in Europe.

“Ștefan cel Mare” University of Suceava has signed partnership agreements with universities on all continents. In our project, we can organize events under the cooperation agreement between the University "Ștefan cel Mare” Suceava, Romania and the National University "Yuri Fedkovici” in Chernivtsi (Ukraine), but also through partnerships concluded between the University "Ștefan cel Mare” and the universities in cities that have held the title of European Capital of Culture (over 20).

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

The program Suceava European Capital of Culture emphasizes the value of the Bucovina Region, already known as a place of relaxation and recreation that incites the preoccupations of any cultural consumer. The purpose of our program is to arouse public curiosity even more by the events that we will organize, so the name of Bucovina becomes attractive for all the people despite their age.

Our programs will attract young people, children, whose imagination will experience the fairy tales and myths through the plays, animations or even games. The seniors will also be attracted by the cultural landscape and the silence given by this spiritual scenery. Young people will enjoy the dance festivals, mild or traditional music, and best quality theatre with national and international actors, magic and workshop where they will able to show their abilities. Beside the cultural and spiritual depth the public will have access to handmade souvenirs created by using region’s traditional raw material as certain clothing and decorative items, but also sweets and natural beverages.

Other type of art that is well-known abroad includes the culinary art. We will carry on with the traditional natural food squares which are organized on holidays’ threshold and to add to the gastronomic activities some contents between members that belong to different civilizations, with different recipes and ingredients which will emphasize the multiculturalism in the space of Suceava.
Briefly, regardless of age and passions, will be emotionally involved in at least one activity developed in Suceava, leaving this region having the most beautiful thoughts, multiple joys and the permanent desire of coming back here.

We want to display events that will be appealing to all European citizens with the age between 8 to 80 years old by emphasizing immaterial heritage of the stories, myths, legends, symbolism and fairy tales specific to each member state with the goal of showing the common themes and the moral values promoted. For example in the Berlin “Alexanderplatz” square 30.000 spectators will watch on a giant screen the broadcast of a screen play staged in Suceava, with Romanian actors, made after the German famous fairy tale of “The brave little tailor” collected and adapted by the Grimm brothers. This event will be also transmitted to all the other former European capitals of culture but also in other cultural cities across Europe.

In order to highlight the events in Suceava European Capital of Culture 2021, will be taken into consideration organizing some concerts of world’s famous pop-rock bands that has never had a concert in countries like Romania, Bulgaria, Ukraine, Hungary and many young people from 16-50 years old are great fans and will love to see them live. This will be an important component of the events that will be organized in Suceava.

- To what extent do you plan to develop links between your cultural programme and the cultural programme of other cities holding the European Capital of Culture title?

The main goal of the "European Capital of Culture" project is to bring together different cultures and civilizations, cities and people, in order to increase the level awareness of European belonging.

The relationship between different cultural worlds can only be achieved by humans through organizing events of common interest. Through the relationships created with a European capital, Suceava will benefit from an experience both in cultural management and the status as a partner in the development of their projects, too.

Nationally, Suceava aims to widen its cultural area, taking into consideration the fact that an important partner is Sibiu, which was the first and the only one European capital, representing Romania. Given the experience gained by organizing such a tremendous program, Sibiu is a fine example for Suceava within the strategy phase. Given the partnership established between Sibiu Jazz Festival Foundation and Suceava European Capital of Culture Association, we can achieve the major Jazz Festival of its kind in Moldova through the Suceava Jazz Festival project. Following this cooperation agreement is connecting Suceava’s audience with the latest trends of jazz music and positioning Suceava as a landmark on the festival map of Romania. For four days Sibiu Jazz Festival Foundation will ensure the artistic program with both national and international artists sharing their cultural experiences and maintaining a multicultural artistic environment.

On an international level we will establish partnerships, especially with Greece due to the powerful unifying theme of mythology. Myth is an extremely complex cultural reality which can be approached and interpreted in multiple and complementary perspectives. By networking with the Greece European Capital of Culture, it’s possible to make a comparison of the mythology of those two cities and highlighting some existing connections through various artistic events. Unlike other ancient people, the Greeks by their magnificent art, glorified the humanity. A specific example of Greek art is the art of pottery found in the Suceava region. Its specificity is given by the traditional design of each area, and in this domain the program proposes some exhibitions with parts of those two cultures in order to maintain close European people and to improve mutual understanding between civilizations. Not only Greece is in our attention when we talk about ceramics, but also the Festival of creative techniques in pottery, given the fact that we intend to invite in Bucovina, at Marginea, ceramists artists of cities that have held or will hold the title of European Capital of Culture and ceramists from other regions, which will combine traditional art with modern art, creating original works by correlating the legends and myths of each countries, works that will remain.
Once becoming a partner, Greece will share its experience in evoking arts, and in this way Suceava will have an opportunity in cultural revival and conservation. Greek presence in our country has a history of almost 3,000 years. Over time, culture brought widespread influences on social, cultural, economic and political life. We will put together events that will bond the two capitals cities, providing both the opportunity to present specific customs and traditions, and as an amazing exchange of experiences.

Using the latest technology to connect and communicate, events will be transmitted partially live, so that European citizens can witness certain parts of the cultural program of 2021. The event that will have a major impact on European public will have to integrate European artists, in all disciplines, whose works of art created in this period shall remain in heritage of Suceava and Bucovina. The creations of these artists will be inspired by their vision formed by the cultural program proposed for 2021.

The existence of reflection Centers in Bucovina will provide optimal conditions for philosophers from all over the world, who seek spaces of silence, in order to start a dialogue with the universe or with their higher self, in the beautiful mountains of Bucovina. With few centers like this world-wide, with special places designed for reflection, Bucovina will start offering, starting the 2021 year of culture, the chance of receiving philosophers of any nationality or religion in the reflection centers projected here.

There will be other type of cooperation with member states in order to identify and present myths, legends, stories that are specific to the geographical and spiritual area, and their interconnection with Romanian texts, by the artistic vision on the cultural program of Suceava 2021. The partnership with La Casa Amarilla Barcelona, for the Demystifying Bucovina project, shall also bring an exceptional European dimension for the Suceava and Bucovina region. The final scope of this project is to also address Romanians that live abroad, as well as disprove common misconceptions about Romania in general and Bucovina in particular.

The “Relaxation Week”, “The Dragon feast”, ”Art Excellency”, ”The European scientific and cultural dialogue”, ”The Creative Techniques festival in pottery art”, ”International Music Festival Blues Con-Fusion”, GBOB = Global Battle of the Bands, The European Salon of the Humor Salon” are some of the events that will highlight the importance of the relationship with other European capital of culture


3. Cultural and artistic content

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

The geographic space of Bucovina carries a special aura in the files of ancient tradition, with distinction from other Romanian cultural spaces. In its core, it has the revelation of humanity over the great mysteries of the world.
The legends, the popular stories and fairy tales, the symbols, texts from folklore, proverbs and words of wisdom that originate from this space, the musical folklore and staged choreography, as well as the ethnographic motives that pass through time all these stories, each in different shapes and colors, all give an instant „available” reply to the invitation to build a unique artistic vision for Bucovina, in the framework of this competition for the title of European Capital of Culture 2021.

And because the artistic vision of Suceava manages to reach to the sky, to caress it with the palms, the Universe conspired to select in 2021 two European Capitals of Culture from **Romania** and **Greece**. There are no coincidences in this! Regardless of the winner from Greece, the land of gods and mythology, it will have an exceptional partner in Bucovina. Here, where the gates of fantasy are opened to allow all who visit the European Capital of Culture in 2021 to rediscover the inner peace of the stories and legends of our childhood. Suceava will be the gateway for the Light of Bucovina to rise and shine and settle overt the world, as a delight for the senses for each of those willing to embark on such a spiritual adventure.

„Perhaps the closest to flawless art was developed during the childhood of humanity, when the primitive man forgot the domestic worries, and worked cheerfully. Children poses this primordial happiness”, said Constantin Brâncuși. And Suceava, together with Bucovina can offer to the world the possibility to relive this primordial joy.

In Bucovina the mythology and history have always been intertwined just like twins. Considering that many people from these lands are descendants from free Dacians, who fostered a religion that banned writing, and the most important laws had to be learned by heart and sung, the legend, the ballad, and in general, the folklore of Bucovina, represent the oldest and most relevant chronicle of the land.

One of the most expressive paradoxes is the endurance of famous medieval churches that held up Christian tradition and true biblical legends in which we can identify all the major themes and mythology motives of the world.

It will be difficult to find a great legend of the world without a correspondent in the belief and ritual system of Bucovina. Moreover, the tradition has manifested itself and perpetuated in such a great measure that it managed to ordain, in an eternal ritual, the calendar of the main traditional trades. It imposed irrevocable rules, grandiose and original and with deep symbolic meanings of a few celebrations: weddings, baby showers and sponsorships, as well as celebrations of the winter solstice and the vernal equinox: Christmas, New Year, Epiphany and Easter.

From this starting point, the inestimable intangible heritage, we built a bright vision for the cultural year of 2021, in which the Romanian space surrounding Suceava becomes the imaginary center of the world. It is a place where untold tales from long ago, or maybe forgotten myths, legends, will arise from the lands of Europe, from every crevice, mountain or valley, from the wisdom of the elder and will gather in Bucovina. We count on this fascinating land to unleash “the amazement”, “the fantasy” and “the miracle”, and will set free tens and tens of voices that have been waiting. Waiting for too long, forgotten, to shout, to say or to whisper.

“There was once upon a time...”, “As the story goes”, “It was believed”, “The legend says”, will be heard to all people of Europe, and beyond.

Bucovina will reveal itself to Europe while Europe will in turn, reveal itself to Bucovina. They will chat and story tell, will depict, will dramatize, will rehearse, will improvise, will stage, interpret, will seek, will write in books, sing, dance, compose, paint, sculpt, savor, drink and maybe even over party (because this is the way to do it in Bucovina).

Actors, directors, designers, writers, poets, playwrights, composers, musicians, painters, sculptors, photographers, dancers, choreographers, will all deeply inhale the fresh air, will be inspired and inspire. They will imagine new worlds as well as new possibilities in their own, existing worlds. They will imagine new relationships, new realities and feelings, images and textures, colors, gestures, sounds, touches and smells.

It is easy to explain why we chose the story and all derivatives as the foundation for the artistic vision. The strategy is surprisingly simple: give the artist his favorite tools to create and the correct
setting the art consumer will be surprised and amazed. The beauty of this vision is the versatility of the material being worked with.

For once, it is heavily based on the world of the imaginary. This gives the opportunity to take raw concepts, raw symbols from European lore, and enrich them through vision and innovation. And in certain key points, the spectator will create his own story, will fill the gaps with the power of his own imagination. Thus we can ensure that the delivery will have the desired effect.

Another point in the strategy behind the artistic vision is diversity and how it leads to mutual understanding. A childhood story that is similar in two places thousands of miles away, is a bridge between people more powerful than anything else. The exploration of the myths together with the juxtapose between them will lead to many artistic discoveries. Additionally, technology and experimentation will add a completely new dimension to ancient ideas and values.

The final layer of the strategy behind the program and the vision behind it is the delivery. Arguably the most important part in the end is consumer satisfaction. The beauty of mythology is that it can be peaceful, quiet, and an invitation to reflection and recollection, but can also be thrilling, engaging, and sometimes even violent. The chosen theme is in no way a limiting factor for the variety and style of events, on the contrary it enhances any proposal the artists want to make. This includes events that might seem far from the idea of myth, but even contemporary jazz sessions need the right décor, and a rock festival works wonders with a medieval feel.

What we propose, in the end is find those experiences that are not only entertaining and accessible, but also rich in content and spiritually fulfilling.

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

The cultural program of the events which will celebrate the exceptional year 2021 in Bucovina, will include 4 sections, which will focus, will revolve around these 4 great themes:

- Fairy Tale
- Myth
- Folk Deities
- Legend

The events will involve the city of Suceava and the localities that are part of its metropolitan area, namely: Adâncata, Ipotişti, Mitocu Dragomirnei, Moara, Pătrăuţi, Bosanci, also Fălătceni, Gura Humorului, Rădăuţi, Siret, Câmpulung Moldovenesc and Vatra Dornei.

We'll make sure that the people of all ages and social categories, also people with disabilities and minorities are involved.

The extraordinary benefits of volunteering at the personal and community development level will be promoted, years before, so the events will be really supported by the inhabitants of cities and towns from the program, towards the benefit and the joy of all participants.

I. The first event will be the Parade of the characters from fairytales, myth and legend, from European Union.

On the streets of Suceava, and then on the streets of the other cities from Bucovina: Gura Humorului, Rădăuţi, Siret, Vatra Dornei, Câmpulung Moldovenesc, there will be rivers of: characters from the Romanian fairytale (Fairies, Ilene Cosâncene, Hags, Crones and Scorpions, Holy Friday, Enchanted Horse, Monsters, Dragons with seven heads, Prince Charming, Frost, Glutton, Thirsty, The wag and all of his friends, Ivan Turbică, St. Peter, Scaraoschi, The old woman’s daughter and the old man’s daughter, The two star headed young boys, The sturdy challenger, Greuceanu, Ogres, The Bad Mother of the Forest, etc.), rivers of Romanian animals met in the fairytales: (bears, bison, bees, hedgehogs, foxes, snakes and so on), rivers of objects character (little purse with two pennies, turbinca, the golden apples, maybe a bowl of "drain", etc.) and "rivers" made up of characters, fantastic animals and miraculous objects from fairytales from the EU countries.
In the end, after some time, the myth characters. „From here” / from Romania, there will be wondering on the streets: the sheep from Ewe, Manole Master, Dochia, The Flying Man and Zamolxis. What will be the proposals from the other countries? We’ll see.

Fairies, Pentecost, Paparude, Fates, Dragobete, Caloian, Solomonarii etc. divinities of Romanian folklore will come then, in the procession, followed by those of other countries.

The Heroes of historical legends of Bucovina will end this parade: Stephan the Great, Daniil the Hermit, Lady’s Rocks and Woman’s Stones, together with their peers from other European countries.

Preparation for this fantastic Parade will begin one year before the date of the event. An international call will be made, proposals will be sent, sketches, there will be organized meetings and workshops. For building this event there will be working together: scenographers, painters, actors, puppeteers, actors, puppeteers. There will be a directorial concept that will ensure its consistency. For the interpretation / assuming the characters during the Parade, we’ll work with volunteers (local people) of all ages.

Besides all the other characters, there will be designed by skilled scenographers, also the three presences: Suceava, Bucovina and Europe.

There will be written an extraordinary hymn for this special event, which will be sung throughout the Parade by all the participants and also by the people from the towns, who will come in the streets impressed by what they see. Suceava City Orchestra (now just at the “dream” level, but until then already with some experience) will perform an extraordinary concert - Adapted excerpts from "The Nutcracker", "Sleeping Beauty" by Tchaikovsky etc. . .

The same Parade of the characters from fairytale, myth and legend, from the European Union countries, will end cultural program „Suceava European Capital of Culture 2021”.

II. Further, the cultural year will be divided into four periods (unequal) called Season, each of them being dedicated, mainly, to one of the 4 themes.

The Fairytale’s Season, The Myth’s Season, The Fairies’ Season (for the time dedicated to the folk deities) and The Legend’s Season.

II.1. Specific activities / events that will celebrate the year for the section Fairytale

The Fairytale’s Season

Each country from European Union, but also each ethnic group from Bucovina will propose a representative fairytale / emblematic for the spirituality of that country, which will be dramatized, staged in the country of origin (addressing either to adult audience, either to adolescents or children) and presented to the public in 2021. The proposals for the fairytales will be made one year before, in order to have enough time to stage the productions, to view them by the jury specially chosen and to make the final selection. Having the example of our great folklore collectors, Petre Ispirescu, Ovidiu Bărlea, Simion Florea Marian (born in Bucovina), we’ll initiate in every country from European Union, the formation of groups of “hunters of fairytales, riddles, proverbs, sayings, mourning and popular anecdotes”, who will scour the villages and forgotten areas of the world, encouraging their people,” to remember “.

Fairytales, riddles, proverbs, sayings, howling and anecdotes, thus “found” will be recorded in language “true-born” and will be transcribed in a novel collection, printed by one of the local printers in Bucovina, both in the language of the country of origin, and in translation: Romanian, French and English. Three will be chosen from the representative fairytales from the countries of European Union and they will be dramatized and staged by 3 different directors, from different countries, so we’ll have surprisingly directorial vision, unusual, for the same fairytale.

Starting from the existing fairytales, people will be encouraged to imagine “the story behind the fairy tale” of what happened before, between and after what has been written in the tale. We’ll encourage the writing of new fairytales, with lots of courage and imagination, without fear of ridicule.
The fairytales will be read in the bookstores from Suceava and from the other towns involved, but not for being a subject for a critical judgment, on the contrary, to rejoice, to amuse, to meditate.

For the parents living away, working somewhere in Europe, we’ll send them books with stories and CD-s and they will be encouraged to record themselves reading, with joy, fairytales, which the little ones, left at home in Bucovina, can listen before going to bed.

II.2. Specific activities / events that will celebrate the year for the section Myth

The Myth’s Season

The second section will be devoted to myth and will consider presenting theater performance based on texts that contain topics related to myths; for example, the Romanian drama "Master Manole" and "Zamolxe, pagan mystery" Lucian Blaga.

The selection of plays intended to be staged, will be selected a year before, in order to have the time required for staging productions, a special jury will decide on the final selection.

The play "Manole the Craftsmen", written by Lucian Blaga, is taking inspiration from the creator’s myth, and will be staged by three different directors from three different cultures and countries of the European Union, resulting in performances with original visions.

II.3. Specific activities / events that will celebrate “the year” for the section of folk deities;

The Fairies’ Season

Each country in the European Union and each of the ethnic groups in Bucovina, will present folk rituals and dances. In this “cultural season” Romania will be represented by: Ielele, Rusalile, Paparudele, Ursitoarele, Dragobetele, Caloianul, Solomonarii, etc. The Meadows of Bucovina forests will be the scene of such rituals and fantastic dances, coordinated by choreographers from all over Europe.

II.4. Specific activities / events that will celebrate “the year” for the legends section.

The Legend’s Season

The fourth section will have in sight the heros of the legends in Bucovina: e.g. Ștefan ce Mare, Daniil Sihastru, Pietrele Doamnei, Pietrele Muierilor and their siblings in the European corresponding legends. All the productions listed above, belonging to other countries, would be subtitled in Romanian and English. At many events, public access will be free.

During the years 2020-2021 the City Hall together with local companies will plan the regional cultural tourism in order to give free access and transport for at least one cultural event to the inhabitants of the regions next to Suceava.

In every one of the four cultural seasons in the central square of Suceava will be organized a foto exhibition related to the cultural events taking place in that period.

Bus stops will be customized by artists and designers, according to the 4 Cultural Seasons.

The advertising panels in the city will be replaced with quotes from the events that will be staged in that particular cultural season.

The abundancy in cultural events that will take place in Suceava will require the conversion of spaces like: abandoned industrial building, bookstores, library rooms, Burdujeni Train Station, Citadel, clubs and bars, markets, community centers, all will become “scenes”.

Among the events that will take place in Suceava and in Bucovina through “Suceava European Capital of Culture 2021” and will embrace the proposed vision, we also mention:

1. **Demystifying Bucovina** – a project made in partnership with La Casa Amarilla in Barcelona. Place: Suceava (including metropolitan area) and Bucovina. The project aims to promote artistic and cultural richness of Bucovina, the Romanian way of being and thinking through art. Events will consist of various artistic interventions (movies, documentaries, painting, photographs, literary texts, poetry, dance, etc.) during the year 2020 and the final exhibition with conferences and
various other actions will take place in Suceava in 2021, and later in Barcelona, highlighting the relevance of a region that has tremendous human capital.

2. **Suceava Jazz Festival.** – Project made in partnership with the Sibiu Jazz Festival. An opportunity to connect with a former European Capital of Culture. Place: Suceava. The festival aims to connect viewers from Suceava to the newest currents of jazz music and to positioning of Suceava as a landmark on the festival map of Romania, given that there is currently no representative jazz festival in Moldova. Suceava Jazz Festival aims to facilitate intercultural dialogue and maintaining a multicultural artistic environment, making it a festival of contemporary culture model without barriers, uncompromising sound, movement without constraints, freedom of expression, maximum delight; a truthful expression of art without borders. An event will be held over a period of 4 days and will include 12 concerts, 4 concert jam session and 1 photographic exhibition. The event will be attended by approximately 60 artists from the country and abroad. During the project, the “Anca Parghel” prize will be awarded. Anca Parghel was a legendary figure in the world of jazz with world recognition.

3. **Independent game developer fair.** This is one of the flagship events that will start in 2020 with a contest set out for independent game developers to create a video game from stories submitted by the European public. In 2021, Suceava will host a three day fair dedicated to the discovery, development and recognition of independent artists and developers from around the world. The mission is to encourage, promote and cultivate innovation and artistry in interactive media and to champion those efforts. It will include game launches, prizes, game previews, technology showcases and games competitions, speed runs, and many other. It will be the pinnacle in digital art recognition in Romania. Location: Polyvalent hall of Suceava.


5. The establishment of a network in Bucovina of **residence for artists** from Europe, of all disciplines, whose works of art created during that resident to remain in the heritage of Bucovina. The creations of these resident artists will be inspired by the vision of the cultural program proposed for 2021. Partners: the Writers Union of Romania, the Union of Artists of Romania, La Casa Amarilla from Barcelona. Numerous professional organizations of artists in Europe will be contacted.

6. **The Music Fusion Street Festival** is an international music event held on the streets of Suceava, in expected and unexpected places. The festival’s program is composed of many musical genres such as Jazz, Blues, Reggae, Pop, Rock, Folk, Swing, Flamenco, Salsa, Hip-Hop and many more. Besides this, the festival offers side events before as well as after the festival. An intercultural event. Music is a universal language that is not only an artistic and cultural tradition worldwide, but it strengthens as well ethical values such as respect, socialization and citizens participations. The festival is for all audiences, without distinction of any kind. The partners are: La Casa Amarilla from Barcelona.

7. **The chill out week** - Relaxation is the most effective method by which the individual escapes from the stress encountered in everyday life. People see different clichés relaxation in music, long walks, meeting friends etc. To meet all these ways to relax, we will organize a week of relaxation where public open spaces will house a relaxation party. This event will run for a week, where Monday to Friday, every afternoon, will fit a particular space, outdoors, where for 3 hours will be created moments of relaxation with background music broadcast by renowned discovering at least the following genres: Bossa nova, Reggae, Up-tempo Smooth Jazz, Soft Rock, Downtempo Lounge, New Age Jazz, Ambient, Balearic Chill out, Liquid Drum and Base, Future Garage, Deep Chill-house and others. The weekend will culminate in a weekend ”chill out party” where well known artists will be invited. The event will be broadcast live on local radio stations or online for those unable to arrive at the places. This event aimed at both people who need a moment of relaxation after the daily program and youth after classes. It is a musical journey of discovery and an opportunity to fuse
other fields such as fashion, the art of wine tasting, and interior design. Partners: national radio stations and online.

8. **Celebration of the dragon** – The Dragon has different meanings in world mythologies. On the Asian continent, China, Japan or India, it is seen as a symbol of power, fulfills desires, and lives in waters or underground, or it can be a master of weather and water. In Europe, dragons are associated with negative characters are full of venom or leave streaks of fire behind when flying. Romanian Dragons received two names „zmeu” and dragon. „Zmei” (plural of „zmeu”) are represented by dragons flying and breathing fire, while regular dragons are marine creatures with heads and fins of fish. In American fantasy, dragons present the appearance of the feathered serpent, the symbol of death and resurrection, while in the African mythology, the dragon appears with two heads, one in front and the other at the end of the tail, thus forming a circle, which gives the advantage to roll. Because of the power and wide spread of this symbol this event is intended to be a spectacle that also brings the significance of the dragon in each culture. During this two day event will be attended by representatives of the Chinese Embassy who will be contacted for the detailed organization of the program. The festival will include education seminars for Chinese culture conducted with the help of the Office of Asian studies at the university. Additionally, for the event the following actions will be organized: kite play, aerial dragons, lanterns, magic shows and illusion, exhibition of origami, fireworks, theatrical scenes that capture the Romanian tale the dragon (dragon / dragon) will be defeated by the forces of good, culinary fairs. Partners: Chinese Embassy in Romania.

9. **Music trivia itinerary course**, in all Suceava County, organized by the Musical Society, a consistent academic level course, running for a year with support multimedia video projections, audio, piano (portable, electric, in rooms that do not have a player piano). Partners: Musical Society, National University of Music Bucharest.

10. **Excellence in Art** - project initiated and organized together with Rotary Suceava Bucovina, Rotaract, Lions Club and Leo Bucovina. We only mention two major international events: Autumn Symphonies - extraordinary concerts, symphony and opera, with the participation of renowned orchestras and artists from Europe and The "Matei Văsniec" Days - international theater festival with the participation of theater companies from all over world, both events taking place in the open air, on the esplanade of the House of Culture Suceava, Suceava County Council or before the Fortress of Suceava, in parks and other unconventional spaces.

11. **Centers for Reflection in Bucovina for philosophers**, not only from Europe but worldwide, would provide optimal conditions for philosophers everywhere seeking space full of silence, to enter into dialogue with the world or with their higher selves in the mountains full beauty of Bucovina. Partners: Writers Union of Romania, Bukovina Society of Writers, "Stephen the Great" University of Suceava.


13. **Events held in partnership with the Chernovtsy region**, on traditional culture, shows, fairs of artisans, street festivals, European and motocross world championship, tourism events, international folklore festival, poetry and humor. Running: throughout the year 2021. Partners: City Hall of Chernivtsi and the region of Chernivtsi.

14. **Creative Techniques in Pottery Festival** - a project that invites to the town of Marginea in, Bucovina, ceramists from former or future European capitals of culture and artists of pottery from
other continents who, through intercultural dialogue to create, workshops in "live" original works in line with the artistic vision of the proposed program for 2021. Partners: Bucovina Cultural Center, the National Center for Preservation and Promotion of Traditional Culture, the Center for Art Preservation and Promotion of Traditional Romanian Culture in Chernivtsi.

15. **Community Theatre.** - Project in partnership with the Municipal Theatre "Matei Vişniec" from Suceava which offers to all people in rural areas in Bucovina the chance to see theater, performance, Dance Theater, theater-forum, made as close to the heart of Bucovina community. (Unconventional spaces, industrial areas, rural Bucovina) Performances will match the cultural year 2021.

16. **European Film Caravan** - Coverage: Bucovina. Period: July 2021 Partners: Filmmakers Union of Romania, the National Centre of Cinematography, MDV Studio. Filmmakers Unions will be contacted from European countries.

17. **Festival of chamber music from Gura Humorului** (chamber recitals (one each day) whose protagonists will be personalities of the musical world whose value is widely recognized nationally and internationally. Organizing concerts in unconventional in Gura Humor, eg salt mine in Cacica and pre-concert outdoor (located in front of concert halls). Partners: Cultural Association "Golden Lira" Suceava Gura Humorului City Hall, represented by Mr. Marius Ursaciuc - mayor; local Cultural Center represented by Mr. Director Mihai Mardare, Hotel Best Western, represented by Doina Prosciu Sales Manager.

18. **International Music Festival "Blues Con-Fusion"** - is a festival especially dedicated to blues, and genres derivative thereof, from a festival in-memoriam to the personality of one of the most famous blues musicians in Romania (Fani Adumitroaie - d. 2001). Concerts, starting from 2015 are performed outdoors, and the phenomenon is bound to increase year by year. Invited artists are mostly from abroad. Among the best known bands of the moment will perform both big stage recitals and in non-formal spaces (parks, terraces) to promote music among all listeners. The public will become more diverse from all over the country and abroad, and will covers all age groups. For 2021 we plan to bring in a competition with high reputation among musicians and the European public (participants from 20 countries, including Romania, which has already won a prize in February 2013) at the festival, as well as the "European Blues Challenge" final.

19. **The Emerald Castle** – The land of Kids -The project dedicated to children aged 4-7 years, respectively 7 to 12 years, but also to adults aims, through age-appropriate games, to develop the capacities and abilities of children to discover themselves to experience and explore different worlds and branches of sciences. The link between past and future, through modern technologies that the children will meet in the castle of emerald, will help easier to look to the future. Development: all of 2021. Partners: Architects of Romania, the Ministry of Education and Culture of Romania, the Union of Professional Artists from Romania, General Directorate for Child Protection and Welfare.


21. **520 years of recognition by the Ecumenical Patriarchate Metropolitan of Moldova:** international symposium to be attended by theologians, historians, diplomats, etc. Date: July 26, 2021. Place of event: Suceava. Partners: Cultural Association "Saint Metropolitan Dosoftei", the Archdiocese of Suceava and Rădăuți.

22. **Meetings with the public with Nobel laureate for literature in 2014, Patrick Modiano,** book launches, conferences, internships documentation. Partners: Romanian Cultural Institute, the Writers Union of Romania, Bucovina Society of Writers.

23. **Sound and light shows** across all the major cities in Suceava county. Building mapping, and competition in Suceava. Partners: ON Media Group, Go 2 productions.

24. **Bucovina Personalities** - routes through which the public to discover the personalities in Suceava (memorial houses, museums, monuments): Fălticeni (Ion Irimescu Lovinescu etc.), Malini (Nicolae Labis), Udești (Haralambos Mihăescu Eusebius Camilar, Magda Isanos etc. ) Stupca (Porumbescu) Putna (Mihai Eminescu, Zoe Dumitrescu Bușulenga), Wah (Lucian Blaga, Ion Luca etc.), Radauti (Matthew Vișniec), Gura Humorului (Olga Kobileanska), Chernivtsi (Paul Celan etc.) There are just a few of the tour stops. The project also plans to develop audio-guide for the sites, in
multiple languages. All these places will be adapted to the artistic vision of the project. Partners: Writers Union of Romania, Bukovina Society of Writers.

25. **Specific events for the ethnic groups of Bucovina**, as well joint events with Ukrainian partners. Running: throughout the year 2021 in Suceava and Chernivtsi region. Partners: Municipalities in the county of Suceava City Hall Chernivtsi and Chernivtsi region.

26. **At the Contemporary Art Gallery in Suceava** (which will be built by 2020): **Competitions of fine art for artists, arts students, including those who left Suceava. National Biennial of fine art. "Summer Academy" - annual art camp along with renowned artists, amateurs and meritorious students. Each edition has a theme and the opening theme will be presented by a guest (teacher, philosopher) of the edition. Experimental theater performances. Art history courses through alternative methods (workshops, screenings) with invited professors in the country. Workshops painting and graphic artists in the country or abroad. Permanent art courses. Cultural evenings: literature, film, visual arts. Editing a magazine solely on the arts (visual arts, literature, dance) and artistic events (awards, major events in the country and local). Street workout.

27. **Information center for youth / youth center**: A building for youth (newly built or renovated) - with green space available in which to undertake cultural, artistic activities and educational courses for the cultural development of the youth. Activities will be mainly in the field of dance. Contests, workshops, demonstrations. Separate weeks will be devoted to the following activities: Experience exchanges between professional and amateur dancers; -Integration in the community by involving young people in dance classes and exchange between dancers; - Dance classes for beginners; - Professional dance performances; - Organizing a mobile caravan that crosses the region and supports dance everywhere in Bucovina, in urban and rural areas.

28. **GBOB = Global Battle of the Bands** supports and promotes original music performed live, especially by younger emerging bands. GBOB is the largest competition of its kind in the world, held annually in over 30 countries on 5 continents. Romania won three awards at the World Finals (2 second place awards and 1 mention) in 2008, 2010 and 2012. This year six semifinals were held in Romania (by region and genre). Public participation in 2014 was about 9,000 people worldwide. Calendar, agreed with the organizers GBOB is as follows: - 2016 - 2019 semifinal Moldova will be held in Suceava (Estimated budget 15.000 euro); - 2020 - the final will be held in Suceava Romania (budget estimate – 100.000 euro); - 2021 - GBOB World Finals will be held in Suceava (estimated budget - 200,000 euro).

29. **The European Salon of the Humor Salons** – an event of synergy between many arts (caricature, Photography, novels, poetry – short funny rhymes, theatre, film, stand-up comedy, music), held in unexpected places, with a participation of European artists. Here can be added also the International Salon of Painting and Graphics „People and places in Europe”, with a permanent exchange between European associations of fine art artists, and the awards for the best works of the present time. Partners: U.A.P.R., Cultural Centre Bucovina. Also **The Press caricature annual European contest Festival ("Charlie Hebdo" Trophy)**. Partnership C.C.B. and the Federation of European Cartoonists Organizations (FECO).

30. **CROSSROADS** - a series of artistic activities held in city intersections, on a stretch of 14 weeks in 14 different places, in order to bring art closer to all citizens of the city. Every time another place, an event that combines several artistic genres together with participants from all areas of Europe.

31. **Ecology bus in Bucovina** - a project in which a group of volunteers travel for a month through the villages of Bucovina, with screenings and stories about how to protect nature, how we define a healthy life and secrets to arrive 100 years about what organic agriculture, bio – tourism, etc. Joint project with photography shoots in nature and rural landscape. Partners: Greenpeace Romania.

Triennial of Textile Arts (tapestry, embroidery, decorative panels, textile miniature), works on the theme of vision. Partners: Artists Professional Union of Romania.

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

Cultural and artistic events that will take place in 2021 will create cultural «complicity» and synergies, will unlock, will potentiate, will release and will reveal new creative potential. It's almost a certainty that many international guests who will visit will be inspired by the beauty of the local heritage of Bucovina and it will find its echo in both the simple beauty of life every day, and (for artists) in new innovative and experimental cultural expressions.

But besides all the above, we propose to go even further through the involvement of local tailor workshops and manufacturing plants for clothing, to support the launching of new lines of fashion, with dresses, skirts and shirts inspired by the characters of fairy tales, myth and legend. All will be presented during the cultural program. Drawings and templates will be prepared a year before, with a contest for fashion designers, graphic artists and local painters, but also designer specialists in costumes and theatre props so that the market launch of these products are possible at least 3 months before the opening of the cultural year.

We also intend to launch a new series of furniture items carved and / or painted using the same themes. Sculptors, painters and graphic designers will be invited to fully contribute to this endeavor. A line of furniture with protagonists from stories and local or European fairy tales can be very interesting.

Suceava has at its roots, a significant cultural weight given the existing heritage and traditional art forms which, combined with modern technology, will provide a innovative, experimental and original complex image of the existing space. Through the Suceava European Capital of Culture 2021 program, we want to professionally merge cultural events, using modern techniques of presentation and promotion with the help of local and international specialists.

Existing local heritage is a true "raw material" for technology lovers, for digital, experimental and innovative arts, a resource that continues through which specialists in different fields can showcase their talent. Through graphics and special effects, existing cultural richness will acquire more value, and will gain in attractiveness both on a local and national level. In this regard, experts in photography, graphics and art in motion must be stimulated and encouraged to build on the tangible and intangible heritage of Suceava in national and international competitions.

Creating a relationship between traditional art and digital art will have a major impact on public awareness about the cultural richness of Suceava in a European context, relationship maintained and enhanced by the hosted large-scale events.

Modern technology makes it easier to transmit information to the receiver. This is a major point in promoting local culture to the cultural consumer captivated by traditional art with modern rendering techniques. Here we can also capture the transmission mode of cultural and artistic events or promote existing cultural heritage through technology so that information more accessible, but also timely and qualitative.

Opening the event to inventors, robotics specialists or other branches of science can generate fusions art, where the cultural consumer is surprised and captured both modern art and local tradition. A lover of traditions and customs that is pleasantly surprised can and will generate a quality verbal promotion, implicitly increasing the scale of future events.

In conclusion, the merger between science, technology and the arts will be a priority during the program of Suceava - European Capital of Culture, homogenizing technology lovers with cultural lovers, and thus constructing a viable and affordable education for future generations.

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

All local artists (born in Suceava and Bucovina / or who became residents here "by adoption", more or less known, in the country or abroad) and all cultural organizations will be contacted and will be invited to present their offers and to engage actively and courageously in the development and implementation of the cultural program. It will encourage, within the available budget, payments with respect and decency towards them. The artists in this way will feel grateful, honored, encouraged, supported and want in their town!

We dare to believe that in this simple way (contacting each), we are able to send a clear message: "Bucovina loves, encourages and supports creativity in all its forms ".

A dynamic cultural life involves cooperation and communication between departments and with the public authorities cultural operators, civil society, business and not least with local artists and organizations. By the end we identify the needs of communities in which they operate and can plan and implement sustainable actions in partnership with all relevant stakeholders locally.

The Suceava European Cultural Capital Association together with economic sector representatives, administrative, private, cultural and educational organizations have already signed agreements that are already in place to implement the cultural program for 2021. Communication between the association and other organizations will help streamline the information and knowledge transfer through the whole territory of the region, both through formal meetings for consultation and responsibility delegations for certain tasks and by providing data, information, documents related to the project.

During the project development, the lead partner (The Suceava European Cultural Capital Association) is obliged to inform all other stakeholders on the state of progress, taking all necessary arrangements for organizing events including promoting and arranging spaces where the volunteer teams can be established. The actions taken by the project partners will align professional standards of ethics involved in the events under the proposed program. Each organization will participate in the program by placing stalls promoting specific form it is through the joint creation of radio or TV broadcasts or providing volunteers so that actions taken achieve high quality standards.

Additionally, the existing heritage and infrastructure that will be developed through this program will also need artists to help define the visual aspect of the proposed unconventional spaces for events.

There are some important voices from the world of art, a very valuable resource, personalities who live in Bucovina or have been born here, who will cooperate to the implementation of the project Suceava European Capital of Culture 2021. Please find here the list with some of them:

**Literature:**

Matei Vișniec – writer and journalist – Suceava’s Citizen of Honour
Carmen Veronica Steiciuc – writer
Norman Manea – writer – Suceava’s Citizen of Honour
Emil Brumaru - writer
Alex Ștefănescu – literary critic – Suceava’s Citizen of Honour
Vasile Andru – writer
Nichita Danilov – writer
Lucian Dan Teodorovici – writer
Margareta Labiș - professor Suceava’s Citizen of Honour
Mircea A. Diaconu – literary critic

Elena Brândușa Steiciuc – literary translator
Constantin Arcu - writer
Alexandru Ovidiu Vintilă – writer
Isabel Vintilă – literary critic
Constantin Hrehor - writer
Angela Furtună – writer
Sabina Finaru – literary critic
Gina Puica – literary critic
Arthur Suciu – writer
Doru Mihai Mateiiciuc – writer
Viorica Petrovici – writer
Mihaela Grâdinaru – writer
Liviu Popescu – writer
Doina Cernica – writer
Niadi Cernica - writer
Liviu Dorin Clement – writer
Elena Maria Cușnir – writer
Rodica Mureșan – literary critic
Nicolae Cârlan – literary critic
Cezar Straton - writer Ion Paranici – writer
Ioan Iețcu – writer - Suceava’s Citizen of Honour
Mihai Iacobescu – History Professor, writer.

**Fine Art:**
Lucia Pușcașu – painter
Mihai Pânzaru PIM - illustrator – Suceava’s Citizen of Honour
Pusa Păslaru (Pusa Păslaru-Ionescu) – painter
Alexandra Stela Juduc – painter
Sorin Baciu – painter
Lucian Minecan – painter
Dumitru Rusu – painter
Camelia Rusu Sadovei – painter
Cristina Hreamăță – painter
Doina Vianora Catargiu – painter
Viorica Moruz – painter
Ana-Maria Ovadiuc – painter
Nucu Beța – sculptor
Vasile Anghel Simițiu – painter
Ovidiu Ambrozie Bortă BOA - illustrator
Constantin Severin – painter
Ioan Bodnar – painter
Radu Bercea – painter
Iulian Asimionesei – painter
Gabrel Baban – painter
Cătălin Alexandru Chifan – painter
Oana Ruxandra Hrișcă – painter
Niculai Moroșan – painter
Ioan Rareș Ursache – sculptor

**Photography:**
Sorin Onișor - photographer
Pedro Palamariu – photographer
Gabi Marian – photographer
Victor Traian Rusu – photographer
Oti Boinge anu – photographer
Liviu Rotariu – photographer
Valentin Moscaliu – photographer
Cătălin Câmpian – photographer
Dorin Sveduneac – photographer

**Film:**
Radu Ignătescu - regizor film
Radu Baran – video grapher

**Music:**
Leonard Boga (Leonard Nicolae Boga) – conductor
Ionuț Țanță – trumpet
Cristian Rangu – singer / songwriter
Daniel Dragomirescu – folk music player
Sorin Uros Delaclit – tenor and artist
Emil Havriliiuc – musician – Suceava’s Citizen of Honour
Sever Dumitrache – prof. conductor
Viorel Leancă- conductor
George Sîrbu – musician
Constanța Cristescu – musicolog
Valentin Tablan – conductor of choire
Constantin Irimia – songwriter
Vasile Purice – singer
Emil Forfotă – conductor
Ovidiu Foca – conductor
Cristian Munteanu – singer
Oana Botezat - singer

**Traditional music:**

**Theater:**
Alexandru Arșinel – actor
Vladimir Găită – actor – Suceava’s Citizen of Honour
Tamara Buciu ceanu Botez – actor – Suceava’s Citizen of Honour
Stelian Nistor - actor
Anamaria Olaș – actor
Geanina Herghel i giu (Voroniuc Iuliana–Geanina) – artistic director

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On the institutional side, the Association has already made significant steps to involve as many cultural organizations and institutions as possible, each with an important contribution to the total. Partnerships already shown below in a structured form.

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Name of the partner institution</th>
<th>The purpose of the partnership agreement</th>
<th>Register Nr. / date of the agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cultural Center of Bucovina</td>
<td>Access to qualified personnel for implementation of projects in the cultural program. Involving local artists, promote them, create a profile for their cultural life of the city.</td>
<td>7 / 05.10.2015</td>
</tr>
<tr>
<td>2.</td>
<td>Archbishopric of Suceava and Râdăuți</td>
<td>Management of the actions on the spiritual side, creating a museum of religions. Organizing pilgrimages in the area of Bucovina. Cooperation in matters of spirituality of the region with all the other partners.</td>
<td>9 / 05.10.2015</td>
</tr>
<tr>
<td>3.</td>
<td>Order of Architects in Romania</td>
<td>Assisting efforts to develop the city’s infrastructure, creating a vision for reforming the visual identity of Suceava.</td>
<td>11 / 05.10.2015</td>
</tr>
<tr>
<td>4.</td>
<td>Library of Bucovina I.G. Sbiera</td>
<td>Participation in literary events and develop educational segment. Involving local artists, national and international, promoting them, create a profile for their cultural life of the city.</td>
<td>3 / 05.10.2015</td>
</tr>
<tr>
<td>5.</td>
<td>Museum of Bucovina</td>
<td>Access to all facilities coordinated by the museum, including the Fortress of Suceava. Institutional capacity to implement events.</td>
<td>13 / 05.10.2015</td>
</tr>
<tr>
<td>6.</td>
<td>Department for Culture and Heritage Suceava</td>
<td>Access to material wealth segment in various events, technical and legal assistance on development programs, facilitating the issuance of necessary permits.</td>
<td>15 / 05.10.2015</td>
</tr>
<tr>
<td>7.</td>
<td>Trade Register</td>
<td>To facilitate the development of economic infrastructure and facilitate steps taken by the economic agents;</td>
<td>17 / 05.10.2015</td>
</tr>
<tr>
<td>8.</td>
<td>Children’s Palace Suceava</td>
<td>Involving children in artistic events imagined for 4-14 years age segment. Identifying and promoting talent among these young people. Developing and managing educational component in culture.</td>
<td>19 / 05.10.2015</td>
</tr>
<tr>
<td>9.</td>
<td>Child protection</td>
<td>The involvement of people with disabilities in both the events of 2021 and in the specially created for this segment of the population.</td>
<td>21 / 05.10.2015</td>
</tr>
<tr>
<td>10.</td>
<td>Writers Society from Bucovina</td>
<td>Managing literary events and residences for literary and philosophical reflection. Access to local writers. The involvement of national and international writers, promoting them, creating a profile for them in the context of the action.</td>
<td>23 / 05.10.2015</td>
</tr>
<tr>
<td>11.</td>
<td>Bukovina Cultural Foundation</td>
<td>Involving local artists in events, promote them, create a profile for their cultural life of the city.</td>
<td>25 / 05.10.2015</td>
</tr>
<tr>
<td>12.</td>
<td>Ana Foundation</td>
<td>Partners for youth related activities and special events.</td>
<td>27 / 05.10.2015</td>
</tr>
<tr>
<td>13.</td>
<td>Juventus Association</td>
<td>Partners for youth related activities and special events.</td>
<td>29 / 05.10.2015</td>
</tr>
<tr>
<td>14.</td>
<td>Chamber of Commerce and Industry Suceava</td>
<td>Attracting sponsors and support from the local business community, nationally and internationally.</td>
<td>31 / 05.10.2015</td>
</tr>
<tr>
<td>15.</td>
<td>Medical College Suceava</td>
<td>Promoting events and attracting intellectual elite in support and management approach.</td>
<td>33 / 05.10.2015</td>
</tr>
<tr>
<td>No.</td>
<td>Organization</td>
<td>Description</td>
<td>Date</td>
</tr>
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</tr>
<tr>
<td>16</td>
<td>Union of Polish People in Romania &quot;Dom Polski&quot;</td>
<td>Increasing cultural dialogue and protecting the identity of Bucovina by understanding cultural diversity. Activities with a specific theme.</td>
<td>35/05.10.2015</td>
</tr>
<tr>
<td>17</td>
<td>German Democratic Forum Suceava</td>
<td>Increasing cultural dialogue and protecting the identity of Bucovina by understanding cultural diversity. Activities with a specific theme.</td>
<td>37/05.10.2015</td>
</tr>
<tr>
<td>18</td>
<td>Hebrew community in Suceava</td>
<td>Increasing cultural dialogue and protecting the identity of Bucovina by understanding cultural diversity. Activities with a specific theme.</td>
<td>39/05.10.2015</td>
</tr>
<tr>
<td>19</td>
<td>The Democratic Union of Hungarians in Romania Suceava branch</td>
<td>Increasing cultural dialogue and protecting the identity of Bucovina by understanding cultural diversity. Activities with a specific theme.</td>
<td>41/05.10.2015</td>
</tr>
<tr>
<td>20</td>
<td>Arts and Humanity Association</td>
<td>Managing events in the sphere of arts and residences for artists. Involving local artists both national and international, promoting them, create a profile for their cultural life of the city.</td>
<td>43/05.10.2015</td>
</tr>
<tr>
<td>21</td>
<td>Young Entrepreneurs Suceava</td>
<td>Involvement of businesses and young entrepreneurs.</td>
<td>45/05.10.2015</td>
</tr>
<tr>
<td>22</td>
<td>ROTARY Club Suceava Bucovina</td>
<td>Support for large events in the program Suceava 2021.</td>
<td>47/05.10.2015</td>
</tr>
<tr>
<td>23</td>
<td>ROTARACT Club Suceava</td>
<td>Support for large events in the program Suceava 2021.</td>
<td>49/05.10.2015</td>
</tr>
<tr>
<td>24</td>
<td>LIONS Club Suceava</td>
<td>Support for large events in the program Suceava 2021.</td>
<td>51/05.10.2015</td>
</tr>
<tr>
<td>25</td>
<td>LEO Club Suceava Bucovina</td>
<td>Support for large events in the program Suceava 2021.</td>
<td>53/05.10.2015</td>
</tr>
<tr>
<td>26</td>
<td>Youth Can Do It</td>
<td>Management of cultural - artistic / educational courses and cultural development of youth. Attracting artists in dance nationally and internationally.</td>
<td>55/05.10.2015</td>
</tr>
<tr>
<td>27</td>
<td>Educational Cultural Cooperation Association Suceava</td>
<td>Catalyst among all audiences who want to contribute directly to achieving cultural program by the Order of volunteers.</td>
<td>57/05.10.2015</td>
</tr>
<tr>
<td>28</td>
<td>“Travel”-Travel Club</td>
<td>Providing tours in Bucovina and not only for disadvantaged children in orphanages and elderly people.</td>
<td>59/05.10.2015</td>
</tr>
<tr>
<td>29</td>
<td>SEVA Association</td>
<td>Promoting events and attracting intellectual elite in support and management approach.</td>
<td>61/05.10.2015</td>
</tr>
<tr>
<td>30</td>
<td>Golden Lira Cultural Association</td>
<td>Partners for activities in the field of classical music</td>
<td>63/05.10.2015</td>
</tr>
<tr>
<td>31</td>
<td>Sibiu Jazz Festival Foundation</td>
<td>Managing events related to the International Jazz Festival</td>
<td>65/05.10.2015</td>
</tr>
<tr>
<td>32</td>
<td>Association of Italians in Romania R.O.A.S.I.T.</td>
<td>Increasing cultural dialogue and protecting the identity of Bucovina by understanding cultural diversity. Activities with a specific theme.</td>
<td>67/05.10.2015</td>
</tr>
</tbody>
</table>

4. Capacity to deliver

- Please confirm and evidence that you have broad and strong political support and a sustainable commitment from the relevant local, regional and national public authorities.
Few times has the scene in Suceava manifested this form of political consensus to promote a single idea. The importance of the cultural sector for the lives of citizens has surpassed any debate and is now on the common agenda of the city and region, with strong support from all political forces. Moreover, we can confirm that local and regional authorities have made repeated long-term commitments to the unconditional support of this project. Every decision by public institutions representatives for each of these statements are backed by official documents of proof. Below we present the main steps and documents proving, beyond any doubt, that Suceava has extensive and solid political support and a lasting commitment by local and regional public authorities.

At the inception of the idea, The Local Council of the City of Suceava issued a decision, in order to start the procedure of drafting the necessary documentation for the submission of the bid of city of Suceava at the selection procedure for the title of European Capital of Culture 2021.

With the assistance of an independent team of consultants, and based on the Cultural and Creative Development Strategy Suceava for 2015 - 2025, in the council of the Municipality of Suceava meeting a decision was signed for the association of Suceava City and the European Cultural Capital Association with the purpose to manage and provide program implementation of the Suceava - European Capital of Culture 2021. Similar decision was made for the association of the City of Suceava with the Regional Council of Suceava to provide financial support and extensive and solid political backing, according to the call for submission, as well as the sustainable ownership and commitment on implementation Suceava European Capital of Culture 2021 project. Furthermore the council undertakes to promote, participate actively, to ensure cooperation with areas such as theater, music, fine arts, ethnographic and organizing joint exhibitions in this field, ensuring support for spatial deployment events included in the program, but not least participate with cash funds amounting to 10 million euros.

Copies of the Local Council decision together with the partnership agreement are annexed in this bid book.

Given the advantages of the region of Bucovina “a thesaurus of beauty and humanity” we have considered an absolute necessity to be in partnership with the whole Suceava County, and with the help of the County Council, whose support and cooperation met all expectations.

At the Suceava County Council meeting, the councilor approved the association of Suceava County through the Suceava County Council with the City of Suceava, in order to get a solid and extended financial and political support, according to the stipulations from the call, as well as the durable commitment for the implementation of the Program of Suceava European Capital of Culture 2021. We attach the Partnership Contract between the local and regional authorities to the bid book. According to this association, the County Council will actively participate and support the Local Council in the development of the program in good conditions, contributing with an amount of two million euros during the period 2017-2022.

Besides the support of the local authorities can be mentioned the support given by the most important political parties that have a great impact on the local community in building a more beautiful cultural city, contributing to the consolidation of culture and the Bucovina traditions. The declaration of the parties representatives confirm the belief that the political environment shouldn’t have a negative impact in the cultural life, on the contrary, it has to support it by providing volunteers or any others instruments that are necessary for the development of the Suceava European Capital of Culture program. The major political parties such as the National Liberal Party, The Social Democratic Party, People’s Movement Party have expressed their support for the Suceava - European Capital of Culture 2021 initiative through official letters that will be attached to the bid book.

The efficient and coherent involvement of the political scene with the local and regional authorities will guarantee a long term success on the cultural area, Suceava with Bucovina becoming the most compact and sustainable brand on the market of European culture.

It is very important to also mention the constructive dialogue between the representatives from Suceava County Council and Chernivtsi Regional State Administration, in order to submitting the bid book for the Title of European Capital of Culture 2021 for Suceava city together with
Bucovina. Both Regions answered positively to the collaboration on cultural level for this project, and, if Suceava is selected in the first phase on the short list, official documents of collaboration will be signed between the two Regions in order to implement the cultural programme proposed for 2021. This is why, in the cultural program we introduced extensive events which will take place during the whole cultural year 2021 in Chernivtsi. The existence of some fellowships and cooperation frameworks, both at City Halls in Suceava and Chernivtsi level, and at Suceava County Council and Chernivtsi Regional State Administration level, demonstrates that the criteria for administrative support required for this project is met.

- **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:**
  - **Please briefly explain how will the European Capital of Culture will make use of and develop the city's cultural infrastructure**

Regarding the cultural infrastructure, all the efforts are focused on three directions, as it is depicted in the strategy: conservation and initiation of existing cultural infrastructure resources, the modernization of technologically and morally outdated infrastructure resources and development or construction of new infrastructure components.

**Examples of the development of existing cultural infrastructure**

- **a. The Seat Fortress of Suceava** (had a rehabilitation program in the years 2011-2015) is open to receive tourists and visitors becoming host of numerous cultural activities. We consider necessary the restoration of part of the Fortress to allow integration of local businesses and to support thereby Suceava’s economic development. Areas nearby Fortress become very important in this regard. They can be developed by creating a plateau in front of the Fortress for the organization of small or big events, arranging parking for visitors, expanding the Village Museum, creating a residence zone for plastic and visual art by arranging a street or a neighborhood dedicated to this cause.

- **b. House of Culture Suceava**

  The House of Culture is one of the most important cultural building from Suceava, able to offer over 700 seats for spectators and to host cultural events like shows, concerts, conferences. Apart for its size and the excellent visibility from the central market we believe that there is a great need of building improvements such as: provision of specialized sound and light installations for an improved events quality, arrangement of technical spaces for overhead video and Internet broadcast or screen projection, interior refurbishment and renovation and rehabilitation of worn areas.

- **c. Area designed for public activities inside Bucovina Village Museum**

  Placed nearby the Fortress of Suceava, the museum highlights the architectural folk heritage, reflecting the organization and complex activity of a village, envisioned as a synthesis. To continue these conservation operations, we propose the arrangement of an area for public activities, the construction of stage two of the Conservation and Restoration Laboratory of the museum, equipped with exhibition spaces, stands for public, a hall for museum pedagogy. The restoration and preservation activities will be pursued through the glass areas of the museum. We also want the arrangement of parking spaces to allow public access to the plateau of the Fortress of Suceava through Laboratory building and the Bucovina Village Museum.

- **d. Arrangement of the second perimeter of the Bucovina Village Museum**

  The infrastructure of second perimeter requires rehabilitation regarding the arrangement of alleys, access to clean water and sanitation, placement of outdoor lighting fixtures, installation of burglar and fire systems. In addition to these urgent needs, we propose building an amphitheater for cultural activities, with versatile uses, allowing the enhancement of this area, especially in social and cultural activities.

- **e. Facilities for cultural activities in the defense ditch of the Fortress**
The prominence of the defense ditch of the Fortress limits the space around, thus we want to restore the counterscarp and grout the enclosure walls. The access to the plateau of the Fortress will be arranged, the outdoor lighting will be integrated, and specific performances equipment: i.e. stage, sound equipment, chairs, 4 LED screens will be provided. Also, there will be built 2 groups of toilets.

f. Șcheia - Zamca Citadel Park arrangement

Șcheia Citadel, also known as the West Citadel of Suceava, has been deprived of access roads to the ruins. We want to change this by arranging access roads to the Citadel, which is one of the most important religious buildings of the city. It will be provided public lighting and also information signs will be placed to mark the Citadel. The end result will be a park that will connect two monuments with histories of hundreds of years old and open air events infrastructure.

g. Finalizing Bucovina Cultural Centre and highlighting a renovating program for Dragoș Vodă Street and Armenian Street. The building will operate as cinema, theatre and exhibition space. In addition to exhibition space, the cinema and theatre will have a minimum capacity of 300 seats.

h. Second terminal at the Suceava airport

Bucovina Economic Centre will be transformed into an international airport terminal. The pavilion exhibition area of 4,500 sq. m will be arranged as a departures terminal and at the ground floor will be located airline counters, check-in area and security filter. On the first floor there will also be arranged an area with duty free shops, cafes and restaurants, while on second floor will be located administrative offices. Two of the eight pavilions of the industrial park will be designed as arrivals terminal and other two pavilions as cargo terminal. The implementation of the airport upgrade project is 94% complete and will end on October 25, 2015.

Examples of proposed cultural infrastructure development:

a. Building a Polyvalent Hall with a capacity of at least 4,500 spectators to allow for a wide range of actions and events, trade fairs and commercial activities to take place. The main criteria in the project are: a strong architectural identity and surrounding land revaluation, compliance with energy efficiency and implementation of modern technologies to reduce operating costs and environmental impact. Participation in ECAC 2021 could accelerate the implementation of the project. The steps taken so far include the identification of a location of approx. 12 hectares of land, out of Suceava to Fălticeni, an area with a great development potential.

b. The establishment of a Museum of Art - Bucovina Museum holds a very important art collection, so there can be organised a permanent exhibition that reflects the artistic creation of the area and contribute directly to increasing the cultural offer of the municipality. The need for such institutions is doubled by the need to encourage the contemporary art and to complement the existing cultural, traditional and folk heritage.

c. Developing of a recreational area on the river Suceava - Suceava River runs through the city, but it is not capitalized in terms of urban planning. Depending on the availability of spaces and land, this area can be arranged as a recreational park area, bicycle track, playgrounds for children and creative space for artists. There is an opportunity to arrange a space for urban art, to create an outdoor amphitheatre, for theatre acts, film screenings and exhibitions.

d. Establishment and organisation of the Bucovina Village Museum in Horodnic

Horodnic village is documented since the late fourteenth century. Here was built the first nuns convent from Moldova. Due to the historical load we want to establish here the Bucovina Village Museum. The first step will be to conduct a feasibility study and a technical project. After this first step the perimeter will be set up (fence enclosure, the location of households, water, sewerage and lighting). It will also be arranged a space for campus, for administrative activities and security.

- What are the city's assets in terms of accessibility (regional, national and international transport)?
National, county and municipal roads recently modernized

Suceava national roads sections comprises in its area of activity 329,639 km of national roads. The main road transport routes are: the European Road E85 Bucharest – Suceava – Cernăuți and the European Road E58 Halmeu – Suceava - Sculeni. Recently most of the local, county and national roads were upgraded and rehabilitated, particularly those located on tourist routes, consistent financial efforts being made by local authorities from the state budget. There are still needed significant investments of time and resources in improving roads. Recently, numerous public roads were upgraded using personal funds, funding from the Solidarity Fund of the European Union through Phare CBC Programme and the Regional Operational Programme. Among these countless public roads upgrades are included: modernization of DJ 178 E, Botoșana - Cacica, km 0 + 000-6 + 000; modernization of DJ 178 B, Rădăuți - Satu Mare, km 0 + 000-1 + 500, modernization of DJ 291 A, Siret - Frătăuții Noi, km 38 + 000-39 + 450, modernization of DJ 174, Vatra Dornei - Şaru Dornei - Panaci, km 0 + 000-22 + 000, asphalt of DC 70 KM 0 + 650-3 + 080, Suceava – Ipotești, asphalt of DC 17 Cacica (DN 2E) - Salina Cacica km 0 + 000-2 + 000, Cacica. Local public transport - TPL - ensures and facilitates the possibility of moving in a relatively short time to all points of public interest in the city and immediate surrounding area.

Among the most important targets for road infrastructure investment are included five roads that are currently receiving funding from the County Council for further works. The roads mentioned are: Vatra Moldoviței – Argel, Râșca - Slătioara, Rădăuți - Frătăuții Noi, Probota – the limit of Iași County and the concrete bridge over Siret River that connects Zamostea (from Suceava County) to Talpa (from Botoșani County).

The longest distance covered by railway lines in the country

Suceava County’s rail network is 526 km long, 248 km of it being electrified. Suceava North and Vatra Dornei are the boundaries of Suceava County. Suceava County holds 6.1% of the length of electrified national railways, ranking first at the country level.

The narrow-gauge railway line from Moldova was used until 2001 for timber transport. Currently the line is 10.5 km and is used for tourism purposes. The only train running on this railway line is a steam locomotive Mocăniţa Huţulea Moldoviţa. This steam train is an element that attracts the tourists from Suceava in rural areas.

Modernised airlines – the most important development project of the region’s logistics

‘Ștefan cel Mare’ Airport was established in 1932 and was opened to commercial traffic approx. 30 years later. It is located in Salcea city, at approx. 12 km east from the centre of Suceava and 30.5 kilometres west from Botoșani and it is subordinated to the Suceava County Council. Since 12 January 2014 the airport (movement area) was closed for modernization activities. Currently, the modernization activities are still in progress, expected to be finalised on 25 October 2015. Suceava County Council argues that this will be one of the most modern airports in the country, with the latest flight control technology. The current terminal (with an area of approx. 1,000 square meters) will be used for domestic, charter and VIP flights and Bucovina Suceava Economic Centre will be transformed into an international airport terminal.

Suceava also has an airport in Floreni, near Vatra Dornei, and four heliports in Putna, Suceviţa, Moldoviţa and Voroneţ.

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

Accommodation capacity created in compliance with international standards

Suceava County is one of the most important and richest tourist regions in the country, thanks to the attractions of national and international interest (including the monasteries of Bucovina - Voroneţ, Moldoviţa, Suceviţa, Humor, Putna appointed by UNESCO in the list of the universal art monuments, the Pomme D’or Prize awarded by The Federation of International
Journalists and Travel Writers), to national and international cultural festivals, to museums (Ciprian Porumbescu Memorial House, Wood Art Museum), other tourist attractions (the black pottery centre in Marginea, Cacica Salina, Dornelor Depression, Ponoarele Natural Reservation) and also to a story landscaping. The welcoming nature of locals is another factor that attracts a large number of tourists every year from Romania and abroad. Suceava City has 31 accommodation units (hotels and guesthouses) that are available both in the city and in close proximity of the city according to the latest records from www.booking.com. Suceava County has over 300 accommodation establishments at this moment (hotels and guesthouses, plus chalets and villas, rural guesthouses, rural locations, tourist stops) according to data from the National Institute of Statistics - Suceava County Statistics Department. Existing tourist accommodation capacity in terms of beds number in Suceava County is over 20,000. This number does not include the new accommodation capacities that will be available once numerous undergoing projects will be completed.

Accommodation Units have benefited from a modernization programme (Institution in charge: County Police Inspectorate, Local Mayors, County Council, County Board of Education, public-private partnerships) that includes:

- Appropriate road signs for sightseeing and accommodation establishments;
- Developing parking areas for camping and temporary waste storage sites;
- Modernization of utility networks within school camps;
- Lower air pollution in the county due to the closure or retrofitting of some pollutants.

It is obvious that all accommodation establishments in the region have an important role if there are large flows of tourists during the implementation of the cultural program and after. This aspect becomes even more important considering that it is very easy and attractive to use tourist accommodation establishments from towns / villages situated at no more than 30 - 50 km from the city, like Gura Humorului, Câmpulung Moldovenesc Marginea, Moldovița, Vama or Putna, where most of the attractions of national and international interest, historical monuments are located and also extensive accommodation facilities.

5. Outreach

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

The public at large, especially the local population and the civil society are critical for the success of such an undertaking, whether we speak of the candidature or the implementation of the project that is the organization of the cultural events which will follow.

Since Suceava decided to candidate later than other towns, cooperation with civil society became even more important in designing the concept of the application and giving the final touch to the technical parameters. The late decision could have constituted a disadvantage, but fortunately local civil society made a remarkable common effort to contribute to this project. The small size of the town also made it possible for us to disseminate information faster, especially among the young people.

The civil society was directly involved both in fulfilling the legal aspects of constituting the structures which will implement the project, if we will win the title and in selecting the team who is writing the application. The inter-institutional team consulted all cultural institutions, all local NGOs and specialists in various cultural areas, as well as national and international specialists.

Also the team consulted the general public to identify their main cultural needs and to inform the public concerning the exact meaning of this undertaking. They consulted representatives of all age groups, all social strata, etc. in an attempt to gather a greater variety of opinions. However there are a few target groups which were of particular interest to the project team: young people (children
and students of all ages), volunteers, underprivileged citizens, minorities, disabled persons and old age pensioners.

The dialogue with the public was initiated on the internet by creating a site: suceva2021.ro and an official Facebook page: https://www.facebook.com/suceava2021. These two channels of communication worked wonders, the Facebook page reaching 1,000 likes on the first day and 5,000 guests on the second day. Both platforms enabled citizens to express their opinions and make suggestions for activities and projects that might be of interest. They proved to be excellent channels of communication between the public and the project team. The local media also showed the advantages and disadvantages Suceava faces by applying for the title.

In a second phase the local community will be targeted through an information and awareness raising campaign and will use publicity instruments.

There are two main directions in which the general public is and will be involved in the project:
- In preparing the CEAC 2021 candidature
- In implementing the cultural activities following the candidature

a. Public involvement in preparing the candidature

1. Active participation of citizens (not just as simply beneficiaries) is critical for the success of such a project. Thus we involved in the project team members of all public groups such as school students, university students, volunteers, young professionals, representatives of Suceava Local Council. Even if the local administration hired a specialized consultancy firm, given the partnerships agreements of the Suceava European Cultural Capital Association, The Town hall and the Suceava Regional Council, the expert team received valuable help from the local administration. This enabled them to have an in-depth dialogue with the public, through the contact page of the suceva2021.ro website and of the Facebook page which gave the project team an image of what the public desires and expects from such a project. The information thus obtained also helped the team set the priorities regarding categories of cultural programs and activities, giving the general outline of the artistic vision.

2. The team that prepared the application made sure that the young contributed, by making them aware of the importance of this opportunity that Suceava aspires to. Moreover, the sharing of the general idea was necessary as well as asking their opinion about the project from the beginning of the application for CEAC. In our opinion, the teenagers’ approach in structuring and planning a major event in 6 years implies a perspective of the demographical dynamic of the culture consumers. Today’s students will have graduated by 2021 and the students will be businessmen, leaders, spokesmen of organizations. Therefore, the contribution of educational institutions from the city represented a very important factor in the course of the project. For this project we benefited from the help of all the high schools from Suceava. Right from the beginning of this task, we settled, during a meeting with the principals of the educational institutions, a few criteria of collaboration and we obtained a warranty that the schools will be actively involved in the development of this project. For instance a considerable number of high school students answered a questionnaire designed and checked by their teachers with questions such as:

- If Suceava were to become European Culture Capital in 2021 at what activities would you like to take part in?
- How could you contribute to their implementation and how can you get involved in the general organization of the event?

Checked by the teachers, these questionnaires lead to interesting conclusions. Firstly the idea was taken very seriously, being considered important for the future of this community. Secondly the high scholars showed enthusiasm for the project and for a varied series of events that are usually of less interest to teenagers. Generally speaking the project team received excellent suggestions as well as the certitude that the youngsters are willing to get involved in the cultural life of their city.
3. Another important step the team has taken was to initiate a wide series of meetings between representatives of local authorities and local cultural organizations such as the Cultural-Educational Cooperation Association, Bucovina Cultural Center, Bucovina Public Library „I. G. Sbiera”, Bucovina Museum, The Society of Bucovina Writers, The Suceava Branch of the Romanian Artists, etc., meetings in which all parties express their ideas and try to set a calendar for various events.

b. Public involvement in the implementation of the cultural program:

As for implementing the cultural program with the slogan: "Inspire. Imagine. Feel”, the project team considers the involvement of these groups as being essential:

1. The youth:

a. The young people (children, high scholars, university students) are a very important target group for the cultural program since Suceava is the place of their initial formation; a rich and rewarding cultural life will hopefully prevent anti-social acts and also the migration of young people towards other areas of the country. We hope they will stay in Suceava and become productive members of the local community, contributing to the economic welfare of the city/region. CEAC 2021 could offer young people a multitude of activities that can contribute to their spiritual development and that can develop their creativity towards designing new cultural events. The president of “Ștefan cel Mare” University, Prof. Univ. Valentin Popa, PhD, assures us that the whole academic community in Suceava will be supporting all the events and that Alma Mater Sucevensis will be directly involved in all the cultural activities take will take place in our county.

b. 2021 becomes a landmark year for acquiring new information and knowledge about European identity and citizenship which must reflect first and foremost in the educational curricula of schools and of the local university, and this is where they become key partners in our undertaking.

c. The Public Library “I. G. Sbiera” – with which we have the partnership no. 3 from 05.10.2015 – will support us in designing activities that aim to integrate the various national minorities in Suceava, to offer young people information regarding the ethnic and religious history of this community, the existing ethnical differences and the possibility to share with the other co-habiting ethnic groups. Also they will invite local, national and international artists, will promote them, making them visible in the cultural life of this town.

2. The Volunteers:

a. Volunteering is another essential segment of implementing this programme. The Volunteer Order of the Cultural-Educational Cooperation Association, with which we have a partnership (no. 57 of 05.10.2015) will link all the public categories which wish to contribute to this program. The Volunteer Order and the volunteers from the Tourism Club will organize tours of the region for under privileged persons, orphan children and elderly people.

b. We will create meeting opportunities, spaces and contexts for interaction to build cooperation among citizens, artists, NGOs and volunteers. We will create a calendar for common activities of the volunteers and all other parties involved.

3. Under privileged persons

Nowadays children will be the 2021’s teenagers/adults, that’s why it is very important that the cultural program implementation becomes reality. We consider that the implication of young people through new ideas and visions regarding a vast amount of activities, not just cultural ones, is very important. In this way, we will try to facilitate, with the help of some partnerships that are already established with profile institutions (Cultural-Educational Cooperation Association Suceava) their access - whether they are children, youngsters with different needs or disabilities or which come from less privileged families, minorities or single (under age) mothers to educational and cultural program.
Creation and recreation programs for target groups between the disabled children, single
mothers or young people from less privileged families.

Giving access to educational program to children and people with all kinds of needs
implicating them in discussions, talks, public meetings and at the same time in the decision making
processes in matters that could directly affect their interests.

4. Refugees

This category is particularly relevant in the current European context and for the realization
and implementation of this project may become a source of cultural richness by increasing the
multicultural aspect. As the community of Rădăuți, 37 km away from Suceava, turned into a refugee
center, their involvement in cultural life is an essential element to alleviate the difficulties that these
people are found.

- Explain your overall strategy for expanding audiences, especially links with
the education and participation of schools

In order to have an audience, you need to have content in cultural events, a delivery
infrastructure and a promoting system. On all the three aspects, city of Suceava has found a way to
have the strongest offer especially in terms of a broad audience, links with the educational values
and participation of schools.

The broad audience is brought by an appealing content for the cultural events consumers of
the European Union, and is within our strategy to create events related to common elements of the
European culture we found in: the stories, the myths and the fairy tales of each European nation. In
these respect we will stage stories, myths and fairy tales specific to each European Country. We want
to show the audience how some talented young actors will play on the local stages fairy tales
belonging to the Grimm Brothers, Hans Christian Andersen and to less known authors like I.G.
Sbirea (born on 01.11.1836 in Suceava). There will be at least one play for each European nation
that will be staged in English language and the approach will be towards a general audience from 8
to 80 years old persons.

The infrastructure needed to deliver the cultural events in Suceava has two dimensions: the
first dimension is the tangible infrastructure – that consists in the existing objectives and future ones
that will be constructed to accommodate the increase in cultural and creative events starting with
2021. The existing and the future infrastructure is structured in the table ending this point of the
application.

Second dimension is the virtual infrastructure – that consist in the internet/communications
infrastructure needed to broadcast the events taking place in Suceava towards the European
audience. This audience will watch the cultural content facilitated by broadband internet connection
either in schools, high-schools, universities, either on theaters, cinemas, special arranged squares
that will project the events on large screens, in accordance to the partnerships we will sign with all
the other former European Capitals of Culture, but also with other interested Cities that want to
deliver quality cultural content to their citizens.

In the preparation phase of this application, we have consulted a large communications
company that assured us of their support for the live broadcast, embracing our idea as a feasible one
in terms of cost / benefit ratio.

We have appealing content and an enormous amount of possible viewers, an innovative
delivery system and all we need are matching promotion activities. In these respect we will use the
segmentation of the audience and we will focus to deliver messages appealing to each segment. For
example the school children will be attracted by the fun aspect of the staged fairy tale, high school
students will be attracted by the courage of the heroes in myths and will have the chance to learn
valuable lessons and to admire the characters. University students will find deeper philosophical
meanings and rediscover moral values. This cultural events will be attended in large groups in
schools, high-schools or universities and will be a chance for networking, debate and deeper

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assimilation of moral values like: courage, self-sacrifice, ambition and siblings wellbeing. We will contact each school, high school and university in the former European Union Capitals of Culture.

At the moment of writing this application, the local population was correctly informed and involved in the actions necessary to apply for the title European Capital of Culture 2021. Drafting this application has already become a way of increasing the awareness of the event not only in Suceava but also in Romania and other countries that we reached out for help in our endeavor to transform the City to be worthy of the title European Capital of Culture 2021.

The publicity/promotion of the events and live streams will be made through alternative channels (e.g. e-mail, Facebook, Google Add Words) and using local partners in the former Capitals of Culture and other cities across the European Union.

<table>
<thead>
<tr>
<th>REARRANGING EXISTING CULTURAL INFRASTRUCTURE</th>
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</thead>
<tbody>
<tr>
<td>Opportunities:</td>
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<tr>
<td>Centrul Cultural Bucovina</td>
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<tr>
<td>Cetatea de Scaun</td>
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<table>
<thead>
<tr>
<th>NEW CULTURAL INFRASTRUCTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities</td>
</tr>
<tr>
<td>Curtea Domnească / Royal Court</td>
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<tr>
<td>Suceava River Reabilitation</td>
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</tbody>
</table>

6. Management

a. Finance

• The city budget for culture

- What was the annual city’s budget for culture over the last 5 years (except for current expenses candidacy for European Capital of Culture)?

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual budget for culture (Euro)</th>
<th>Annual budget for culture (% of the total annual budget for the city)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1,612,384</td>
<td>2.65</td>
</tr>
<tr>
<td>2012</td>
<td>2,278,399</td>
<td>2.94</td>
</tr>
<tr>
<td>2013</td>
<td>799,561</td>
<td>1.22</td>
</tr>
</tbody>
</table>
Local authorities will allocate 10 million euro for project implementation representing the co-financing for the activities that will take place between 2017 and 2021. Since this project involves significant financial resources, the Local Council will assume the increase of the budget allocated to culture. However, increasing the budget for culture during 2017-2021 will have the same rhythm as the amount allocated for cultural activities for the period 2011-2015, during which there were significant increases. Thus it can be seen that the budget for culture in 2015 increased by 122% compared to 2014, the growth trend being maintained in the range registered in 2011-2015. Given these considerations, it is justified the Town Hall’s commitment to implement a series of increases thereafter.

Local authorities will consider the allocation of resources from the local budget for culture for funding the project. Considering this aspects, the municipality is considering maintaining the budget for cultural activities, others than the project activities summarizing around 2.500.000 euro plus a number of resources related to the project.

During the period between the year of application submission and the year of obtaining the title, Suceava’s City Hall proposed budget for culture is:

<table>
<thead>
<tr>
<th>Reference period</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total budget (euro) of which:</td>
<td>2.750.000</td>
<td>2.900.000</td>
<td>3.050.000</td>
<td>3.300.000</td>
<td>10.500.000</td>
</tr>
<tr>
<td>- Cultural activities except CEAC action</td>
<td>2.400.000</td>
<td>2.450.000</td>
<td>2.500.000</td>
<td>2.500.000</td>
<td>2.650.000</td>
</tr>
<tr>
<td>- Specific cultural activities CEAC</td>
<td>250.000</td>
<td>400.000</td>
<td>550.000</td>
<td>800.000</td>
<td>8.000.000</td>
</tr>
</tbody>
</table>

- What amount of the annual general budget do local authorities intend to spend for culture after the year for which it is awarded the title of European Capital of Culture (in euro and in % of the overall annual budget)?

The city will continue with the activities proposed for its cultural development increasing the budgetary allocations. After the year of implementation of the project there will be allocated at least 3.2% of the total annual budget, representing about 2.850.000 Euro for cultural development. These calculations are based on the growth trend of the budget projections from recent years and also on a larger share of the cultural sector as a priority for Suceava.

This gradual increase of the budget for culture will ensure the continuity of the development of cultural life in the city and a commitment from local government in this regard.
- Please explain the general operating budget (i.e. the funds specially reserved for covering operating expenses). The budget should cover the preparation phase, the year for which it is awarded the title, the evaluation and the regulations for further activities. Please fill in the next table.

<table>
<thead>
<tr>
<th>Total incomes for covering operating expenses (euros)</th>
<th>From public sector (euros)</th>
<th>From public sector (%)</th>
<th>From private sector (euros)</th>
<th>From private sector (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.000.000</td>
<td>24.000.000</td>
<td>96%</td>
<td>1.000.000</td>
<td>4%</td>
</tr>
</tbody>
</table>

The total estimate operating budget is 25.000.000 Euro, 76% being allocated for cultural programme, 14% for marketing and advertising expenses, 8.4% for administrative expenses and 1.6% contingency.

Expenses with cultural and artistic programmes, estimated to be around 10 mil Euro, include events organisation, expenses for show infrastructure (stage, sound systems, fireworks and other temporary facilities), expenses for artists/participants and other expenses needed for delivering the proposed programme. There are also included here the social and educational programmes, namely the achievement of the artistic workshops and schools and also the organization of competitions, awards for artistic creation.

The expenses for advertising and marketing are around 3.500.000 Euro and include the entire marketing and public relations strategy, brand development and expenses with the advertising production and distribution. Also, this chapter comprises the expenses with the communication between project partners for ensuring the coordination of marketing efforts and strategy for attracting sponsors. Additionally, this segment of the budget will cover a commercial component, like souvenirs, promotional materials or awards.

The administrative expenses include the salaries for implementation team, transport and accommodation expenses, general costs with rents, utilities, supplies, computing, costs resulting from the research effort, costs for independent experts and other services to third parties, legal costs and other administrative expenses necessary for the functioning of the association.

In addition to the above categories of expenditure, we have provided 400.000 Euro for contingency expenses, in order to respond to unplanned events that may arise during project implementation.

Incomes from public sector:
- How are divided the incomes from public sector to cover the operating expenses? Please fill in the next table.

<table>
<thead>
<tr>
<th>Incomes from public sector to cover the operating expenses</th>
<th>Euros</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>10.000.000</td>
<td>41.67%</td>
</tr>
<tr>
<td>Municipality</td>
<td>10.000.000</td>
<td>41.67%</td>
</tr>
<tr>
<td>Regional Administration (County Council)</td>
<td>2.000.000</td>
<td>8.33%</td>
</tr>
<tr>
<td>UE (excepting the Melina Mercouri Award)</td>
<td>2.000.000</td>
<td>8.33%</td>
</tr>
<tr>
<td>Others</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>24.000.000</td>
<td>100%</td>
</tr>
</tbody>
</table>

The majority of incomes will come from public sector, from the municipal budget, from Romanian Government, from County budget and from European Union. European Union funding will be drawn on projects basis, depending on the opportunities that are available within this budgetary exercise.
Have the public finance authorities (municipality, regional authorities and central authorities) voted or assumed any financial commitments for covering the operating expenses? If not, when they intend to do it?

At the moment we have a firm financing commitment from local authorities, who have established by local council decision to allocate 10 million Euro from the local budget. The County Council have also allocated 2.000.000 Euro for this initiative. Both the county and the city council voted unanimously to support the project. We estimate to receive around 10.000.000 Euros from the Government if Suceava is awarded with the title of “European Capital of Culture”. Also, we hope to attract 2 million Euro, based on projects.

What is your fundraising strategy to benefit of the financial support from European Union funds/programs in order to cover operating expenses?

The Strategy is based on continuously checking the calls for projects funded through European Union’s Operational Programs. Once identified an operational program, we will proceed to the writing and submission of a project in accordance with the requirements of the funding body.

The first financing lines that we pursue are managed by (EACEA) - Education, Audiovisual and Culture Executive Agency.

As the Applicants Guides, the documentation for the call and other information regarding the financing lines of operating expenses through EU funds become available, we will have a clearer picture of how we can meet the proposed target of 2.000.000 Euro.

Incomes from private sector:

What is the fundraising strategy to benefit of the financial support from private sponsors? What is your plan for involving sponsors in the event?

The success of the event depends on the sponsors’ involvement, on their financial contribution to the overall effort and also on attracting the support of economic environment for running the event with an availability of services and quality products and an appropriate amount for visitors and participants. Often, sponsors become opinion makers and their strong support contributes to the overall marketing effort. The organizers consider building a strategy through which sponsors’ participation to be an attractive proposition and not just a fundraising activity. Thus, sponsors will become partners.

To make the sponsorship process easier, we will make all the tools available to all individuals and businesses. The effort will be focused in the following areas:

- fundraising from individuals;
- fundraising from businesses;
- developing complex partnerships with private sector.

a. Fundraising from individuals

Romanian Fiscal Code offers taxpayers a mechanism to divert 2% of income tax to a Non-Governmental Organization, i.e. associations and foundations. According to the Ministry of Public Finance of Romania, the application of this method is reduced as complexity. The whole operation is reduced to filling out the forms (Statement no 230 for income from wages and Statement no 200 for other types of income) and submitting them to the local financial authorities.

Marketing strategy will be efficient if encourages all the citizens of Romania, not only the ones from Suceava, to contribute to the success of the event. The option offered by tax law of diverting 2%, contribute to a more transparent fiscal climate and also to keeping locally the funds from taxpayers and solving some of the local community problems. The community will have the opportunity to bring a significant contribution to improve local life by supporting this cause.
Although the employees’ number has fluctuated in a downtrend, it can be said that this segment represents a great opportunity to supplement funding and that an advertising campaign to encourage people to redirect 2% of their income tax to the Association Suceava European Capital of Culture is recommended. The contribution of local community members to the budget allocated for funding cultural activities proposed in the project will reflect to some extent their interest to improve the cultural life of Suceava, becoming an important indicator in the overall assessment of the project.

The provision of 2% has a positive meaning for the project as it encourages interaction between taxpayers and cultural non-governmental organizations. In this way citizens will become a serious partner for the entire cultural sector, contributing to long-term sustainability.

b. Fundraising from businesses

Business sector is an important part of the local community as their work reflects on the society the level of development. Regarding businesses involvement in supporting the work of NGOs, economic entities can direct funds to support associations / foundations activities. This has a major impact on the social problems from a double perspective: motivates employees to redirect 2% of their income tax and organizations to direct 20% of their tax revenues, but not more than 0.3% of their turnover.

A business that encourages employees to direct 2% of tax income is regarded as an active and socially responsible member of the community. Supporting employees towards fundraising contributes to promote the company, develops a closer relationship with the community and improve the company’s image among the other members of the local community.

At the same time, companies can choose who is the recipient of the amounts and Association strategy will be to attract businesses financial support through this instrument, that does not affect in any way the operations or financial condition of the company.

In terms of attracting sponsorship for the project, we want to offer companies a sponsorship proposal accompanied by a benefit. In addition to ad exposure, we will establish sponsorship thresholds and depending on the value of sponsorship, companies will receive letters and diplomas of gratitude from the implementation team, promotional materials with Suceava 2021 brand, invitations to events and performances, invitations to a diverse range of cocktail events and - for premium sponsors - networking events with artists, including a gala dinner.

The events that will take place during this five years involve a high level of integrity, all actions being financially justified. Thus every amount of money will have a precise direction and it will be used for a certain activity, and the collaboration with each partner and sponsor will be transparent into the activity. The aim of this component is the accumulation of a large number of sponsors and partners for promoting the artistic, cultural and social activities. Sponsorships are an important part of cultural events held throughout the years, being the most common way of financing the NGOs. We want the future to be characterized by an intensive cooperation between the private sector and the Association Suceava European Capital of Culture and other cultural organizations, in order to provide competent cultural services to local community members.

The sponsorship campaign phase will take place during the event preparation period and during the year in which will be awarded the title of European Capital of Culture 2021. The team responsible for the proper project implementation will have further discussions with business representatives. Partnerships parameters will be established depending on the events scale and on contribution amount.

c. Developing complex partnerships together with the private sector

In addition to the two components of the fund raising through sponsorship strategy, there is another option based on another type of interaction with different business organizations, respectively complex collaboration contracts with strategic partners. This strategic partners will contribute with critical components in terms of organizing and event conduct. In this category we mention suppliers of event infrastructure, communication suppliers or
media partners. Because this partners will have a much wider exposure in organizing the event, some of them being involved all year long, they will have their own marketing budgets: We will describe below some of the strategic partnership we are considering.

a. Communications infrastructure

It is absolutely necessary the involvement of a strategic partner that will supply communications services and high speed internet before and after the title year. The services we have in sight are: installing wireless hot spots all over town, dedicated internet lines for broadcasting online the events, back-up communication and support systems for events that need internet connection in their organizations and other activities.

Potential partners for this contracts are companies like Telekom Romania or RCS&RDS, with the last one existing an official correspondence stating their intention to participate in such an event.

b. IT Infrastructure

For some events, and we refer here especially to those with a digital component, it is needed an integrator partner of IT solutions. This company provides complete solutions in order to meet technological specifications, having itself partnerships with large corporations in the field (Asus, Kingston HyperX, Samsung, TP – Link, Logitech). Taking in consideration the fact that these international brands will have a strategic visibility during the events, will allocate themselves budgets for marketing in order to promote their brands.

The first steps in this way have been made with the Maguay Company, a Romanian IT systems integrator capable of supplying the necessary infrastructure to every event with a technological component.

c. Media and Communication

The contracts with the media partners enter in this same category because they will not act as much as a marketing channel but will be directly interested in their positioning next to the brand European Capital of Culture.

d. Logistic Services

Another strategic partnership can be realized together with transport operators especially with aerial companies to issue special packages for flights towards Suceava airport.

e. Catering services

Similar packages can be realized with large companies that will supply catering services – soft drinks producers and restaurants;

For the support granted to the cultural events, these sponsors will benefit from preferential advertising exposure and if this thing does not overcame the general objectives of the event and general quality of public experience, exclusive partnerships might be concluded.

- **Operational Expenses:**

- Please complete the table below that shows the breakdown of operating expenses.

The breakdown of operating expenses:

<table>
<thead>
<tr>
<th>Program expenses (Euro)</th>
<th>Program expenses (%)</th>
<th>Promotion and marketing expenses (Euro)</th>
<th>Promotion and marketing expenses (%)</th>
<th>Wages, overheads and administrative expenses (Euro)</th>
<th>Wages, overheads and administrative expenses (%)</th>
<th>Other (contingency) (Euro)</th>
<th>Other (contingency) (%)</th>
<th>Total operating expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>19,000.000</td>
<td>76%</td>
<td>3,500.000</td>
<td>14%</td>
<td>2,100,000</td>
<td>8,4%</td>
<td>400,000</td>
<td>1.6%</td>
<td>25,000.000</td>
</tr>
</tbody>
</table>
**Budget for capital expenditures:**

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

<table>
<thead>
<tr>
<th>Revenue from the public sector to cover capital expenditures</th>
<th>€</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>15,250,000</td>
<td>32.98%</td>
</tr>
<tr>
<td>City</td>
<td>6,510,000</td>
<td>14.50%</td>
</tr>
<tr>
<td>Region</td>
<td>3,110,000</td>
<td>6.93%</td>
</tr>
<tr>
<td>EU (cu except the Price Melina Mercouri)</td>
<td>20,000,000</td>
<td>44.57%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>44,870,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

The amounts in the table above would cover capital investments in essential infrastructure in order to achieve the objectives of the proposed program as follows:
- Building a polyvalent hall: Euro 20,000,000 estimated budget
- Restoring royal court in Suceava: Euro 5,000,000 estimated budget
- Building terminal 2 of the "Stephen the Great" airport: estimated budget 2,000,000 Euro
- Suceava Art Museum: 2,000,000 Euro
- Event infrastructure in the defense ditch of the city fortress: estimated cost 2,500,000 Euro
- Establishing the infrastructure needed to organize events in the surroundings of Suceava Fortress
- Building phase II of the restoration and conservation laboratory of the Bucovina Village Museum estimated budget 4,000,000 Euro
- Building II perimeter of the Bucovina Village Museum estimated budget 5,000,000 Euro
- Rehabilitation and Modernization of Şipote Park: 1,500,000 Euro
- Refurbishment of Şcheia fortress and park
- Zamca Monastery: 270,000 Euro
- Establishment and organization of the Bucovina Village Museum Horodnic 600,000 Euro

For some of the above mentioned projects there are expectations in terms of European Union financing grants, but for the other ones there is a need for alternative sources of finance. Please note that the finalization of legislation on public - private partnership could offer other financing options for specific objectives.

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

The authorities responsible for public finances at local and regional level have not yet made financial commitments to cover capital expenditures.

Efforts on these financial commitments will be taking place as soon as sufficient information is available on the sectoral operational programs or structural funds for the year 2014-2020.

Also, for certain projects, that will not have financial resources allocated trough European Grants, the acceptance in the next phase of the application to the European Capital of Culture title is mandatory.

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

Our strategy consists in the submission of applications in the call for projects that are about to be opened, considering the specificity of the proposed objectives. For our capital investment needs the Regional Operational Programme 2014-2020 will provide financing axes with a high potential. Other European Union financial programs are relevant to our objectives including the Cross-Border Cooperation due to common programs with Ukrainian regions;
b. Organisational structure

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

Suceava European Capital of Culture 2021 is a complex project, that needs a proper management team not only in the year of the title, but since the title is awarded in 2016, in order to reach the objectives of the cultural strategy.

The magnitude of this project involves the work of a large number of experienced personnel. Based on these considerations, it is very important to establish an operational structure in order to attract the most appropriate specialists in areas related to the activities that they will be conducted during the 2021 previous years. In order to implement “Suceava European Capital of Culture 2021” strategy, has been considered important to involve the most important cultural figures and culture related organizations at the local level. In this respect was founded: “Suceava European Cultural Capital Association”.

Taking into consideration that the activities which will be carried out are very complex in terms of the resources involved and the impact on society, it was necessary to have a partnership between the Association Suceava European Capital of Culture, Suceava City Hall and Suceava County Council, whose representatives will be involved in all actions that will be initiated.

Suceava European Cultural Capital Association was founded based on the following objectives:
- preparing the program of Suceava European Capital of Culture events calendar before, during and after 2021;
- planning activities within this event;
- organizing activities to promote the events in the media;
- attracting financial, logistical and political support from all stakeholders;
- fundraising for organizing events under the brand: “Suceava European Capital of Culture 2021”;

The proposed governance of this association is two-tier system, presented in the organization chart below:
2. How will this structure be organized at management level? Please make clear who will be the person(s) having the final responsibility for global leadership of the project?

According to the configured organizational chart, in terms of management, we refer to three types of management that will be appointed to lead the initiated activities:

• Superior Management: Board of Directors;
• Executive Management: General Director;
• Middle Management: Artistic Director, Marketing Director, Financial Director.

The Board of Directors consists of representatives members of the city hall (the mayor), of the county council (county board chairman), members of the association “Suceava European Cultural Capital” and representatives of “Stefan cel Mare” University of Suceava and Suceava Chamber of Commerce and Industry. The General Director, Artistic Director and Financial Director shall be appointed by the Board.

The General Director is in charge with the management of the project and he must take into account the proposed strategy in order to achieve the objectives set by the Board of Directors and the proper performance of its activities by following the allocated budget.

The general manager coordinates the activity of the Artistic Director, Marketing Director and Financial Director;

The Artistic Director will inform the artistic coordinators regarding the objectives that need to be achieved and also how the events will take place. There will be a permanent connection between the coordinators and the Artistic Director, who will supervise how the events are executed and will inform the General Director of all achievements that will be registered.

The Artistic Director will manage all the activities carried out by the program coordinators:

The Film & Theater coordinator is in charge with all the aspects including organization, promotion and delivering of the movie screenings and the events related to plays that will be put on stages.

The Dance & Music coordinator is in charge with all the aspects including organization, promotion and delivering of musical and dance events no matter of their type.

The Photography & Plastic Arts coordinator is in charge with all the aspects including organization, promotion and delivering of the events related to visual arts;

The Literature coordinator is in charge with all the aspects including organization, promotion and delivering of the events related to literature;

The Digital & Unconventional Arts coordinator is in charge with all the aspects including organization, promotion and delivering of new art forms that are expected to evolve in the next 6 years.

The Marketing director will coordinate all the activities related to promotion, project visibility, communication, partnerships, public relations and the media exposure.

The Marketing Director coordinates the activity of:

The Visibility and Advertising Coordinator who is in charge with all activities related to attracting the audience in the cultural events and increasing the awareness of the cultural programs;

The PR Coordinator will be the “face” of the events taking place in the title year;

The Partners Coordinator in charge with the strategic partnerships with local and multinational companies that will cross-sell and cross-promote their brands with “Suceava European Capital of Culture 2021” brand.

The Media Coordinator will be in charge with broadcasting coverage in the former European Capitals of Culture and will be responsible for the partnerships with the other countries.

The Operational and Financial Director allocates financial resources in accordance with the budget for each activity and also has the mission to raise money from different sources to finance the cultural events.

The Financial Director coordinates the activity of:

The Expert Accountant in charge with the financial registrations in accordance with the local rules and regulations, processing the payments, managing the relationship with the banks.
The Purchase Coordinator in charge of issuing tenders documentations and solve all the procurement issues related to the cultural events.
The Legal Advisor will advise on legal issues related to contracts, author rights and other relevant aspects;
The Coordinator of Logistic and Infrastructure in charge with all logistical and infrastructure issues;
The Fund Raising Coordinator in charge to “unlock” the resources need for the cultural events and to manage the private donations workflow.

- 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?

The complexity of the activities that will take place requires the commitment of people adequately qualified to face the challenges of the title year. So a significant attention will be given to the recruiting of the personnel trough at least one specialized recruiting company.

The managers, who will deal with a certain area, will be experts in that field, having a significant experience in such projects. It is obvious that the objectives will be achieved only through key people who will be involved in the activities.
The selection base for the appropriate candidates will be a mixed one and will also include other countries from the European Union.
For the time being, there is an interim team to support the activities until the relevant management and employees will be found.

- How will you make sure that there is an appropriate cooperation between the local authorities and this structure including the artistic team?

The management structure of the project involves all stakeholders including the local authorities and in order to have the proper collaboration, there will be drafted procedures and working instructions;

An important role in a successful development of the cooperation between local authorities and proposed structure is the general manager who will mediate the activities carried out under the directions of artistic activities, marketing and finance.

There are assumed cooperation agreements between local authorities and the cultural association “Suceava Capitula Culturala Europeana” to ensure appropriate development of the events proposed by the strategy. The local press already published articles related to the commitment of the involved stakeholders.

- 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?

The Board of Directors will have to appoint the two key positions: General Director and Artistic Director.
Both of this positions will be recruited using an independent head hunting company, insuring not only the transparency of the process, but access to a European pool of well experienced professionals in this sensitive sector of activity;
The most suitable persons for both leadership positions will be selected by the Board of Directors General Assembly after testing and interviewing candidates from a short list of five finalists selected by the head hunting company. This process will be started as soon as the title is awarded to Suceava and all the positions will be filled in as soon as possible, due to the complexity of the projects that need to be handled.

The General Director profile is a former executive and board member of a prestigious multinational company, capable in obtaining outstanding results starting from scratch. We are
looking for a visionary leader capable of transforming the environment surrounding him, looking for a personal challenge, motivated by positive social impact his actions have and willing to leave a legacy for the next generations. Is willing to relocate in Suceava.

The Artistic Director profile is an experienced organizer of cultural events appealing to multicultural audience, has management experience and track record in working with various artist, has a technology oriented vision, is motivated by achieving results, accepts long term commitments and is opened to artistically innovation having broad knowledge on stories, myths, legends and fairy tales. Is willing to relocate in Suceava.

c. Contingency planning
- Have you carried out/planned a risk assessment exercise?

Given the fact that a project like this one implies a significant volume of resources of all kinds it was taken into account an analysis in order to identify some specific obstacles that could interfere with the successful implementation of the project. This analysis aimed to highlight the factors that influence the conduct of activities. So it was taken into account certain issues related to the strengths of the project and a number of opportunities that could be exploited to improve the level of local culture. Also it aimed identifying some issues that indicate a less favorable number of elements, but also a number of factors that would have a negative impact on achieving the objectives.

A major risk that might affect the cultural events in 2021 is the failure to complete the infrastructure objectives in time. Project managers will draw up contingency plans for each event and will evaluate the following risks:
- Operational risk
- Liquidity risk
- Reputational risk

- What are the main strengths and weaknesses of your project?

Some issues regarding the strengths of the proposed project covers the following:

- The cooperation between the local administrative authorities and the representative cultural institutions – in this direction there are already signed some partnership agreements between the Association Suceava European Capital of Culture and each important entity (through this are reduced some organizational risks because for each activity is named a person with certain competences which allows to be identified any possible problem that could occur during the events);
- The organizational team will be formed by specialists from the given domains (the involvement of appropriate trained human resources ensures the progress of the principle of effectiveness in terms of the use of financial resources, but also in terms of how to achieve their tasks);
- The significant contribution brought towards cultural development of the city (the project aims the creation of an infrastructure conducive to carry out actions in the area of culture: multipurpose hall building, a number of improvements to the building that is representative to the city culture; the projects ensures the basis on long term culture development and the framework for the specific activities);
- The project contributes to the cultural development at local level, increasing the individuals interest for culture, contributing in establishing a model of cultural development for others similar cities as surface, number of inhabitants and economic growth.
- The projects itself proposes certain changes with a positive impact on long term which shows the interest of the local authorities for city’s continuing development, from cultural point of view (the strategy Suceava European Capital of Culture is the basis of local vision on culture);
- The innovative approach of the proposed activities through the project is a strength because allows to highlight certain differences between this strategy and others presented by certain cities;
• The originality and personalization of the initiatives by taking into account the local activities contributes at increasing the impact of the project on the cultural development of the region;
• The diversity of the activities and events that will take place is a strong element in the proposed strategy;
• A wide interest in creating a favorable environment for the development of culture and cultural development of the individual spirit, culture being the element that distinguishes or alike a civilization;
• Suceava and Bucovina are a symbol of Romania’s History, this project supports the cultural development in the region that those belong, but also to substantiate their position in terms of representativeness for Romanian culture as a whole;
• The professionalism of the management team, of all the members that are involved in the implementation will reflect increasing confidence and enthusiasm of the local community about its cultural development;
• Regarding the organization of events will be ensured a favorable environment for the smooth running of all the events and will be taking into consideration providing emergency medical services and security for participants in events;
• The access to the region can be achieved through the airport Salcea, airport that's being upgraded, and the work shall be completed by the year 2021;

Some aspects regarding the weaknesses include:

- The lack of experience in organizing such a tremendous event;
- The lack of an infrastructure which would allow the implementing of the project in an efficient way;
- The reduced level of local cultural activities;
- The reduced level of popularity of the area;
- The lack of a correlation between tourism and culture;
- The community reluctance the regarding the acceptance of cultural innovations;
- A reduced number of cultural institutions at local level;
- A reduced appetite for culture, which could be increased by implementing this strategy.
- By the achieved analysis in terms of identifying potential factors that could affect the project, we have identified a number of elements that denote a positive impact on local cultural development. So we can mention the following opportunities:
  - Long term culture development in Suceava and Bucovina;
  - An increased number of tourists;
  - The economic development of the area;
  - Increasing the interest in culture at local level;
  - Improving the image of the region regarding the cultural identity;

Given the fact that the activities are conducted in an open area, there is a certain possibility that there can exist some factors called threats, which can affect the efficiency of the activities:

- One of the major problems of such tremendous event is given by the lack of financial resources;
- The development of infrastructure could not facilitate the proper execution of events, given that its amendments on the structure have not been finalized;
- In connection with the issues mentioned may be mentioned that the number of participants might be reduced, which does not allow to achieve the desired performance;
- Failure in complying with the terms set about dates of the events due to natural factors.

- **How are you planning to overcome weaknesses, including with the use of risk mitigation and planning tools, contingency planning etc.**
In order to mitigate the identified weaknesses we’ll consider the merits of the project capitalization issues. So it’ll be taken into account the maximization of the resources assigned, in order to lessen the negative effects of these factors. Given that there is no experience of local authorities in terms of cultural development, we’ll consider attracting skilled human resources with experience in the field who will have an important role in achieving the objectives. In terms of infrastructure, will take required steps to improve a number of aspects through the project, making significant changes in the existing structure. Given that it has been found a low level of cultural activity in present, we’ll consider conducting events that promote culture through the project. This will significantly change the position they occupy in cultural activities.

Through the activities which are going to happen, we aim to increase the interest in culture at the local community level. Thus a significant role in mitigating the impact of these external factors will hold the project implementation. Through the activities to be organized, we hope to grow the appetite of the community members for culture.

Although the number of institutions active in the field of culture are somehow reduced, it will be considered maximizing their effort in terms of involvement in the events. It is very important in this regard the interest shown by every member of the local community and their involvement in the events. The attention of the implementation team will focus on the strengths and initiate the necessary steps towards mitigation impact of any identified weaknesses. The budget provides the sum of 400,000 euros to cover contingent situations unforeseen circumstances. If these amounts will not be used will be allocated to social cultural activities.

d. Marketing and communication

- Could your artistic programme be summed up by a slogan?

Yes, the slogan for the cultural and artistic program for Suceava is “Inspire. Imagine. Feel”. The choice for these three particular words, in this combination, has several layers of meaning and purpose, all of which encompass the design, structure as well as the vision and atmosphere of the proposed artistic programme.

Although the message is very straightforward at a first glance, there is more depth to the words themselves, each corresponding to the pillars of the proposals: the environment, the content, the process and the involvement. The slogan is an invitation, it reaches to everyone with concepts that are easy to relate to, and in a positive and meaningful way. To emphasize how just three words build the artistic vision and program, we can simply describe the definition of each as it appears in the Explanatory Dictionary of the Romanian Language:

To inspire (verb) is to stir a thought, a feeling to someone; to give rise to artistic creation momentum; to take ideas, suggestions from somewhere or someone, to guide oneself after someone or something. The proposed program, or more specifically, the beautiful setting of the very well preserved region of Bucovina will provide the inspiration through the tales, the myths, the legends, fairy tales and symbols of these lands as well as other lands throughout Europe and the world. It is a fortunate coincidence that the same word in Romanian is used to express the act of inhaling air in one’s lungs, an essential function of the human body. Through the forests of Bucovina there is a freshness and specific subtle scent that cannot be found elsewhere and words are not enough to describe.

To imagine (verb) is to fabricate, depict, concoct or envision in one’s imagination. Image (noun) is a sensory reflection of an object in the human mind, as sensations, perceptions or representations. The symbols, myths and tales will be the raw fabric of all activities, and all participants will unify the culture of each through imagination.

To feel (verb) is to have, through the sensory organs, the sensation of an object, an action, a quality; it is the perception of something that excites; to present sensitivity, to be self-aware; to have an emotional state, to be impressed moved by something. With the content defined earlier, the public will be engaged in activity, will live through experiences both as spectators and as actors. The cultural
program will give life to the myths and animate the legends, it will be an interactive and dynamic experience.

The deliberate order of the words suggest the process behind the cultural program, from conception to execution and delivery as well as the engaging nature of each activity. The visitors will play, sing, act, dance, eat, listen, and laugh, not just spectate. The slogan is and invitation to do all of this as well as a teaser to the taste of the theme and to the unifying dimension of the imaginary.

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

Achieving the objectives proposed by this project can be realized through the cooperation between the involved institutions and the public, which represent after all the direct beneficiaries of the proposed events. Thus one of the most important strategies is considering marketing and communication component.

The project promoters are aware of the importance of the component of information and communication, not only on this project but of all development activities with significant impact on human communities. Thus, aspects of advertising will be handled by the marketing director through communication, visibility, PR and media.

The marketing strategy thus envisages the following lines of action:

- Increasing projects visibility;
- Efficient communication between the stakeholders regarding the way that each event will evolve;
- To disseminate information through media;
- Maintain permanent contact with the beneficiaries of the project.

The marketing strategy regards increasing the level of interactivity between the organizers, more precisely the persons involved in the implementation of the projects and the audience of the events. The established strategy can be achieved by the following objectives:

- To make the project events known and also the activities that will take place;
- Involving citizens in terms of participation at the events (either as spectators or as volunteers involved in organizing events);
- The promotion of Suceava and Bucovina region in terms of cultural tourism;
- Promoting Suceava candidacy for the title European Capital of Culture;
- Promoting the obtained title (assuming that the title will be obtained).

It will consider the operation in two directions regarding the communications that will be performed: informing the public towards potential and possible partners in the events and the actions they entail.

It is difficult to determine, at this time, the methods and techniques that will be used for dissemination of the information in the context of technological progress that is registered permanently.

So it will be considered strengthening the strategy using traditional methods, so that at the level of 2021 will be taken into consideration using appropriate innovative means of that period to materialize the strategy of marketing.

From time point of view it aims to structure the component of information and marketing as follows: items related to the period before obtaining the title (whereby the focus is on aspects of the applications and objectives) elements which form the strategy for the period when the title is owned (referring to events taking place) and after obtaining the title of European Capital of Culture.

The Suceava European Capital of Culture strategy is part of the city's cultural strategy for the period 2015-2025, which shows the interest of local authorities in developing the culture. This highlights that the marketing strategy will take into account the entire period, the parties initiated the necessary steps to promote the project and proposed events.
The actions involved in communication and marketing direction are transparent and present a high degree of openness of the initiators regarding this strategy in terms of instruments proposed to help developing the cultural identity of the city Suceava.

The taken measures taken since this stage (eg the fact that the site can be visited already, moreover, there is a section dedicated to proposals), show interest to get feedback from the public. It is hoped that this initiative will be carried out in collaboration with its direct beneficiaries. Culture is defined by the people through their rituals and habits and by what they are different from others. This requires regular contact with the public and getting their feed-back about everything which is done by the project.

Efficient communication is essential to ensure the success of the "Suceava - European Capital of Culture", therefore the principles of communication, awareness and information to be considered in this project will FOLLOWING:

- **Transparency:** information will be transmitted having relevance on price formation on cultural events, the market value, the information disseminated to the costs involved for the management and certain publications;
- **Relevance:** the center of communication and information will be put in the forefront of the needs of target groups;
- **Clarity:** messages or information will make public aspects of the management of the events;
- **Simplicity:** during all processes of communication, written and verbal, will use a clear and accessible language. Particular attention will be given in the communication with the target audience of the project.

In order to implement the strategy for information and awareness both local and national, but also at EU level, will use the following communication tools:

- Television;
- Posters;
- Radio;
- Press;
- Internet

Regarding the Internet component it is one of the most efficient methods in order to disseminate the information, being an important element in the activity of each individual. The official website used to promote the strategy Suceava European Capital of Culture 2021 is an important tool for providing information on the program of cultural events, news about the conduct of events (eg number of participants, photos from events) on sponsors and partners. On the site there is a section for proposals, through which visitors can offer a number of recommendations on actions that can be carried out, thus engaging the public in the early stage of organizing the events.

Given that this project addresses to the local community, meaning that the direct beneficiaries of this will be the local community in the largest share, to which will be joined by others, the information and public awareness represents the key components that can support both the city’s development strategy, and also the promotion of sustainable development.

Being a project that will run on the one hand in the city Suceava, but includes on the other hand Bucovina space, the message underlying this complex project will be sent to the following target types:

- Large public-Suceava city residents
- Teachers, students
- Public and Private Institutions
- Mass-Media
- Civil society
- Newspapers

Prior to the first stage of the information campaign and awareness training stage will be carried out stage of preparation of all necessary materials: video and audio spots, posters, advertorials newspaper, and website.

The main objective is to raise awareness of the public, emphasizing the need for urban regeneration of the city, city marketing not being a strong characteristic of the administrative system, but with the opportunity of promoting this complex project we discover the opportunities that we can offer.
Information and awareness campaign will begin in 2017, January, for a period of 7 months, with the following:

- Upgrading the website in order to attract a larger number of users
- The distribution of posters to ensure visibility of the project and to inform the target audience about the objectives, expected results of the project and its benefits.
- A large number of video broadcasts of TV channels selected spot. Broadcasts will be according to the media plan, which will be established one month before the start of the campaign.
- A large number of audio spot broadcast on radio channels selected. Broadcasts will be according to the media plan, which will be established one month before the start of the campaign.
- Numerous occurrences of selected advertorial press publications.

With this campaign we want to prioritize three important aspects: sustainable cultural development, serving a wide audience, adapting to external and internal environment. Because of the events planned over 5 years, we believe that we will increase the cultural tourism potential of the city Suceava and the Bukovina area, visitors having the chance to participate in multicultural events carefully prepared.

Communication strategy:

- Visibility of the city in terms of tourism and advertising agencies
- Promoting the city, artistic and creative community of the European Union with the support of cultural organizations and associations
- Partnerships that will support cultural events before 2021.
- Press conferences and public presentations to a small part of the preparation of the big event.
- Promotion of the city with the help by local institutions, national and European.

The distribution of the budget allocated to promotion and marketing

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td></td>
<td>155,000 €</td>
<td>200,000 €</td>
<td>300,000 €</td>
<td>700,000 €</td>
<td>2,145,000 €</td>
</tr>
</tbody>
</table>

14% of the total budget

The budget will be distributed in the following actions: website creation, website management, posters, video spot production, video spot broadcast, radio spot production, radio spot broadcast, advertorials publication.

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

This issue will be examined by the communication and relationship from the Suceava Capital of Culture Association, by developing a communication policy that will establish and maintain a relationship of mutual trust with multiple audiences. From this perspective, the department of public relations and communication is an essential resource for our project.

This will be reviewed by the PR of Suceava Capital of Culture Association, by developing a communication policy to establish and maintain a relationship of mutual trust with multiple audiences. From this perspective, the department of public relations and communication is an essential resource for our project.

Past experiences have shown that Suceava is an organizer of large events, attended by a large number of spectators - about 5,000. The thirst for culture and new hovers over the city, European Capital of Culture title is like water that will appease the desire.

For this step we want to create a bridge between stakeholders, partners, sponsors and citizens of the city to break the barriers created over the years through the prism of this event.

Communication is a project in itself to mobilize citizens of the city, is an art which will have to be rediscovered by Suceava, is a dynamic process which is in constant transformation. The society exists because of communication, it means community and is seen as a process involving the members of a society.
Communication Strategy 2015-2020:

The messages that we will transmit will have a dynamic character, any intercellular started having a certain evolution – changes and changes people involved in the process. This project will give the city a new image, minorities being embedded in this.

The title Capital of European Culture offers the opportunity to place us in the European culture and to build new social relations in online environment. This aspect will propel and transform the visibility of the cultural life in Suceava city.

The course for the promotion and generating support of citizens for Suceava is already underway. The first step is to capture the attention of citizens and attract the necessary support from them. The logo is the result of the first call for Suceava European Capital of Culture application.

Another important objective will be presenting the events that will take place and encouraging citizens in this process and to assume the role of communicators. This was carried out by Suceava City Development Strategy, the official website, official Facebook page, where people can post ideas, pictures, events proposals etc.

The year that will culminate in terms of events will be 2021, and their promotion will be ensured by decorating the buildings with the message Suceava 2021- Inspire Imagine Feel, creating posters, TV spots, radio spots.

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

Through the media, promoting events and actions carried out, we’ll always promote a text that will highlight the fact that this project is an European Union action. We will use visual identity elements such as the logo of the European Union, which is not just a symbol, but represents unity and identity in a wider sense. The circle of gold stars represents solidarity and harmony between the peoples of Europe. The number of stars is unrelated to its membership. There are 12 stars because the number 12 is traditionally seen as a symbol of perfection, integrity and unity.

More Information

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

There are several differences between our application and that of the other competing cities that make Suceava’s bid special. The most significant of them is the effect the title will have on the city, on all levels. This achievement is the equivalent of a cultural rebirth, a profound and meaningful change for the people that live here, an overhaul at an infrastructure level. For other cities, no matter how grandiose it was thought and executed, this action would still be just one point on the agenda for 2021. Beyond any doubt, for Suceava, this action would be one of the most significant events in the history of the city. To use a metaphor, if the title would be a painting, Suceava would be the ideal, uncluttered canvas.

The second important differentiation point is that the artistic concept leverages the most fundamental values of an individual, the symbols embedded deep in the identity and ancestral memory of each place in Europe, the wisdom behind every story heard as a child. Mapping all these abundant and diverse resources across Europe, with the help and guidance of open minded, experienced albeit, unexpected international partners such as the City of Barcelona, and bringing them together, will allow the delivery of a program that will unify, fascinate and energize everyone who will be part of it.

Thirdly, Bucovina, the setting chosen for delivering the vision of the application could not be a more appropriate one, given the inspirational fabric, awe inspiring scenery and well preserved
values of these lands. Apart from the chance to provide residency here to artists from all over the world, historical Bucovina is now divided between Romania and Ukraine. What better chance to open dialogue and strengthen friendships between nations and peoples than through culture?

While Suceava did not assault its residents with an amalgam of events and incomplete messages in preparation for this event, it drafted a strategic view towards the cultural future of the city. We surely are the underdog of the competition, but nowhere else in Romania is there such an opportunity to display what the title of European “Capital of Culture” can do to a place and to a community.

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

Please find attached to this bid-book the following documents:

- The Curriculum Vitae of the two Project Responsible for the Application Part;
- The Decision regarding the approval of the association between Suceava City Hall and the Association Suceava European Cultural Capital in order to manage and implement the program SUCEAVA - European Capital of Culture 2021 (copy)
- The Contract of association between The Suceava City Hall and the Association Suceava European Cultural Capital in order to manage and implement the program SUCEAVA - European Capital of Culture 2021 (copy)
- The Contract of association between The Suceava City Hall through The Local Council and The Suceava County through The Suceava County Council, regarding the extended and solid political and financial support, in accordance with the Call for submission of applications for the Union Action “EUROPEAN CAPITAL OF CULTURE” for the year 2021 in Romania, also the assuming of a lasting commitment on the implementation of the program SUCEAVA - European Capital of Culture 2021 (copy)
- Letters of support from political parties: the Social Democratic Party - County Organization, National Liberal Party Suceava, Suceava People's Movement Party. (copy)
- Cooperation Agreement between the Association Suceava European Cultural Capital and The Cultural Association La Casa Amarilla from Barcelona. (copy)
- Partnership Agreement between the Association Suceava European Cultural Capital and Sibiu Jazz Festival Foundation. (copy)

At the end of the bid-book there will be the Annex 2 – Declaration of Honour by the Applicant City.
Team coordinator CVs

Surname: Radu
Name: Bores
Date of Birth: 17.04.1987
Citizenship: Romanian
Contact: radu.bores@gmail.com, +40 745 167 868

STUDIES

2011 – Present: PHD Certificate – “Applications of Financial Instruments in Critical Infrastructure Protection” "Ștefan cel Mare” University of Suceava, Romania
2006 – 2009: Bachelor in Economics, Academy of Economic Studies, Bucharest, Romania
Faculty of International Economic Relations – Dissertation paper on “Market transactions: short selling”
Concentration: mathematics – informatics – intensive English
2002 – 2005 “Ștefan cel Mare” National College
Concentration: mathematics – informatics – intensive English

EDUCATIONAL ACHIEVEMENTS

- “EVS – a response to young people’s needs!” Youth in action training course - Sanski Most (Bosnia - Herzegovina), 08/11/2008 – 15/11/2008
- Professional Certificate in English
- Professional Certificate in Informatics
- Cambridge Certificate in Advanced English
- Ministry of Education and Research Diploma for Second (2nd) place in English National Contest
- Certificate of Participation in “Ambassadors of Europe” project
- Certificate of Participation and Graduation of „Kernels Of Our Future – fostering leaders by educating the successor generation” – International Summer School - Chania, Greece 2006

PROFESSIONAL EXPERIENCE

March 2015 – Present
Position: Manager
GENESIS MANAGEMENT CONSULTING SRL

October 2011 – July 2014
Position: Tutor (Investment Strategies, International Economics, Regional Economic Integration)
Ștefan cel Mare” University of Suceava

May 2011 – June 2011
Position: Intern
Bucharest Stock Exchange

2010 – Present
Position: Administrator
SC Nord Swine Prod SRL

October 2007 – June 2011
Position: Manager
EURISC Foundation – Institute for Risk Security and Communication Management
Position  Head of International Relations
April 2007 – September 2007  ICT Europa
Position  Sales Partner

PROFESSIONAL ACHIEVEMENTS

❖ CNFPA (National Council for Adult Vocational Training) Trainer Authorization – May 2010
❖ NATO Summit in Strasbourg/Kehl – part of the Romanian Youth Delegation April 2009
❖ “Aliante 2008” – Project Director and National Coordinator for Romania

*Part of the coordinating team for:
❖ “2008 Young Atlanticist Summit” – Bucharest, 2 – 4 April *

FOREIGN LANGUAGES

English  Fluent
French  Intermediate

PARTICIPATION AT NATIONAL AND INTERNATIONAL EVENTS

❖ The 81st Lions Clubs International Convention, July 2008, Bangkok Thailand;
❖ The 53rd Lions Europa Forum, 17 – 20 October, 2007;
❖ “ASEAN at 40: Potential, Performance and Prospects” – October 10, 2007 – Bucharest;
❖ „EU and NATO acting together in South Eastern Europe – The Role of the NGOs networks” – International Conference In Bucharest, 28 – 30 June 2007;
❖ “The Democratic Control of Security” – November 2006 – Bucharest;
❖ “Drafting a Regional Security Strategy from the Perspective of the Civil Society” – October 2006 – Bucharest.
Surname: Steiciuc
Name: Carmen-Veronica
Date of Birth: 25.10.1968
Citizenship: Romanian
Contact: carme_steiciuc@yahoo.com, +40 745 77 32 90

STUDIES

2006 – 2007: Management project, Euroed Association, Bucharest
Project Manager for Romania and Europe

National authorized guide in english

4-20 septembrie 1997: Study Tour in social assistance in Ayrshire, Scotland, CCFC
translator for Canada throughout the period
Social assistant

1994 – 1997: Sociology, Social TEMPUS program, "Al. I. Cuza University - University"
Stefan cel Mare " - USTL Lille France (with specialization in England,
February-May 1997, the " University of Central England " in Birmingham)
Sociologist, social assistant

1989 – 1994 Faculty of Electrical Engineering, Automation and Computer Engineering
Department, University "Stefan cel Mare"
Engineer in automation and computers

1983 – 1987 "Stefan cel Mare" Suceava National College, Chemistry-Biology Department
Biochemist

PROFESSIONAL ACHIEVEMENTS

- 56 social assistance projects during 1990-1997 in collaboration with the Christian Children’s
Fund of Canada;
- 2 Romania - Ukraine border cultural projects;
- 77 literary projects (36 projects is the director and other 41 projects coordinator / partner /
member of the jury);
- 30 projects editorial (7 as an author, a co-author and editor of 22 books), all these books
published between 1995-2015
- Director / coordinator of the 113 events and theatrical performances staged tournaments after
songs by playwright Matei Vișniec Bukovina;
- Producer of a theater in 2012.

PROFESSIONAL EXPERIENCE

1990 -1997 – Christian Childrens Fund of Canada, Administrative Assistant
2006 – 2008 –Centre for Preserving, and Promoting the Traditional Culture Suceava Referent I
(literature)
2008 – present – Cultural Centre Bucovina – Artistic Consultant
PERSONAL ACHIEVEMENTS (WRITER)

- Owner of more than 50 national and international awards in poetry contests.
- In June 2009 he was resident literary writer Marguerite Yourcenar Villa, departmental Centre of European writers in residence Saint-Jans-Cappel, Nord Department, France, following a competition held in Paris in 2008.
- In March 2014 he received the residence of the La Napoule Art Foundation at Chateau de la Napoule, Mandelieu, France, following a competition held in the United States in November 2013.

MEMBER IN PROFESSIONAL ASSOCIATIONS:
Union of Writers from Romania – Board of Directors Committee at USR Bacău.
The Society of Writers from Bucovina – President
Bucovina Literară Review – Director
The International Association of Writers and Artists LITERART XXI, New York, USA
The Title of Poeta Mantellata at Association Poesia Attiva from Torino, Italy.

FOREIGN LANGUAGES

<table>
<thead>
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Director / coordinator / partner / member of the jury in literary or theatre projects:
- Days "Matei Vişniec" 2013, 2014, 2015 (initiator and coordinator of the theatrical event organized by the Rotary Club Suceava Bucovina) (total 35 performances)
- "National Congress of poetry" (every two years), in partnership with Hyperion in Botosani, an event in which 100 writers are invited Romanian brand in the country and the diaspora. (partner) 2011 2013 2015.
- "Personalities citizens of Fălticeni" - essay competition, Fălticeni, 2009; (jury member)
- Festival "Our Romanian Language" in Chernivtsi, Ukraine, takes place in September. 2011 2012 2013 2014 2015 (partner)
- The international theater festival for students and youth, Suceava, April 2013 2014 2015 (jury member)
MUNICIPIUL SUCEAVA
B-dul 1 Mai nr. 5A, cod: 720224
www.primariasv.ro, primsv@primariasv.ro
Tel: 0230-212696, Fax: 0230-520593

Hotărâre
privind aprobarea asocierii Municipiului Suceava cu Asociația „Suceava Capitală Culturală Europeană” în scopul gestionării și implementării PROGRAMULUI SUCEAVA – CAPITALĂ EUROPEANĂ A CULTURII 2021

Consiliul Local al municipiului Suceava;

Având în vedere Expunerea de motive a Primarului municipiului Suceava înregistrată cu nr. din data de 28.885/02.10.2015, Raportul Direcției de buget, contabilitate și fiscalitate și al Serviciului contencios administrativ, juridic înregistrat cu nr.28.886 din data de 02.10.2015 și Raportul comisiei economico-financiară, juridică, disciplinară;

În temeiul Deciziei nr. 445/2014/UE din 16.04.2014 de instituire a unei acțiuni a Uniunii în favoarea evenimentului „Capitale Europene ale Culturii” pentru anii 2020 – 2033 și de abrogare a Deciziei nr. 1622/2006/CE;

În conformitate cu prevederile art. 36 alin. (2) lit e) , alin. (7) lit. a) art. 45 alin. 2 lit. f) și art. 49 din Legea nr. 215/2001 a administrației publice locale (republicată), cu modificările și completările ulterioare;

HOTĂRĂȘTE


(2) Se aprobă Contractul de asociere prezentat la anexa hotărârii.

(3) Se împuternicește Primarul municipiului Suceava – Ion Lungu să semneze contractul de asociere dintre Municipiul Suceava și Asociația „Suceava Capitală Culturală Europeană”.

Art. 2 Primarul municipiului Suceava, prin aparatul de specialitate, va duce la îndeplinire prevederile prezentei hotărâri.

PRESEDINTE DE SEDINȚA
MONACU VASILE

CONTRASEMNEAZĂ
SECRETAR MUNICIPIU
JR. GUTAC IOAN

Nr. 268 Din 8 octombrie 2015
Anexa nr. 1 la H.C.L. nr. 268 din 8.10.2015

CONTRACT DE ASOCIERE

nr. 29630 din data de 09.12.2015

Art. 1. Părțile
(1) Municipiul Suceava, cu sediul în mun. Suceava, B-dul 1 Mai nr. 5A, jud. Suceava, cod 720224, C.F. 4244792, reprezentat prin Ion Lungu – Primar,
și
(2) Asociația „Suceava Capitală Culturală Europeană”, cu sediul în incinta Stațiunii de Cercetare Dezvoltare Agricolă Suceava din municipiul Suceava, B-dul 1 Decembrie 1918 nr. 15, județul Suceava, reprezentată prin Steiciuc Carmen-Veronica – Președinte,
au convenit următoarele:

Art. 2. Scopul și obiectul contractului de asocieri
Prin semnarea prezentului contract de asociere, părțile își exprimă acordul de colaborare în scopul gestionării și implementării PROGRAMULUI SUCEAVA – CAPITALĂ EUROPEANĂ A CULTURII 2021.

Art. 3. Durata contractului
(1) Contractul de asociere intră în vigoare la data semnării de către toate părțile.
(2) Părțile se obligă să deruleze prezentul contract pe perioada de pregătire a candidaturii municipiului Suceava la selecția privind desemnarea TITLULUI de SUCEAVA CAPITALĂ EUROPEANĂ A CULTURII 2021.
(3) În cazul atribuirii Municipiului Suceava a TITLULUI de CAPITALĂ EUROPEANĂ A CULTURII, părțile se obligă să deruleze prezentul contract până în data de 31.12.2022.

Art. 4. Drepturile și obligațiile asociatilor
(1) Drepturile și obligațiile asociatului Municipiul Suceava
a) Să colaboreze cu asociatul și să sprijine derularea în bune condiții a activității pe toată durata derulării contractului;
b) Să pună la dispoziția Asociației „Suceava Capitală Culturală Europeană” cadrul necesar desfășurării activității descrise în prezentul contract;
c) Să comunice asociatului orice eveniment intervenit în derularea activității desfășurate conform prezentului contract;
d) Să asigure cooperarea în domenii ca: teatru, muzică, arte plastice, etnografie și organizarea de
expozitii comune in aceste domenii, de tabere de creație, de festivaluri, etc.
e) Să participe activ la desfășurarea evenimentului în zona Municipiului Suceava;
f) Să sprijine programele artistice din cadrul evenimentului;
g) Să sprijine realizarea în comun a unor emisiuni radio, TV, precum și a unor schimburi de
informații în presa scrisa, în vederea informării asupra acțiunilor si evenimentelor ce vor avea loc în
Municipiul Suceava.
h) Să susțină promovarea evenimentului;
i) Să asigure suport pentru amenajarea spațiului de desfășurare a evenimentului;
j) Să participe cu fondurile bănești necesare aducerii la îndeplinire a activităților pentru care s-a
angajat prin prezentul contract, respectiv cu suma de 10.000.000 euro conform apelului de
candidatura în perioada 2017-2022.

(2) Drepturile și obligațiile asociațului Asociația „Suceava Capitală Culturală Europeană”
a) Să pregătească programul și să planifice evenimentele manifestării SUCEAVA CAPITALĂ
EUROPEANĂ A CULTURII 2021;
b) Să asigure managementul PROGRAMULUI SUCEAVA CAPITALĂ EUROPEANĂ A CULTURII 2021;
c) Să organizeze acțiuni pentru promovarea evenimentului în mass-media;
d) Să asigure punerea în practică a măsurilor necesare pentru derularea PROGRAMULUI
SUCEAVA CAPITALĂ EUROPEANĂ A CULTURII 2021, prin organizarea de simpozioane,
festivaluri, înteceri sportive etc.;
e) Să asigure derularea PROGRAMULUI SUCEAVA CAPITALĂ EUROPEANĂ A CULTURII
2021 prin atragerea de sprijin din partea tuturor factorilor interesați în promovarea imaginii
municipiului Suceava;
f) Să informeze asociațul cu privire la stadiul implementării PROGRAMULUI;
g) Să prezinte asociațului documentele justificative privind utilizarea fondurilor alocate de către
aceasta;
h) Să colaboreze cu asociațul și să sprijine derularea în bune condiții a activității pe toată durata
derulării contractului;
i) Să comunice asociațului orice eveniment intervenit în derularea activității desfășurate conform
prezentului contract;

Art. 5. Răspunderea asociaților
Asociații sunt răspunzătoare, unul față de celălalt, pentru prejudiciile cauzate prin
neimplementarea/indeplinirea necorespunzătoare a activităților desfășurate în vederea aducerii la indeplinire a obiectului contractului.

Art. 6. Notificari
Orice comunicare între asociați în legatura cu prezentul contract se va face în scris.

Art. 7. Încetarea contractului de asocieri
(1) Contractul de asocieri încetează prin expirarea perioadei pentru care a fost încheiat.
(2) Contractul de asocieri încetează prin acordul de voință al părților.

Art. 8. Legea aplicabilă
Prezentului contract i se va aplica și va fi interpretat în conformitate cu legislația românescă.

Art. 9. Amendamente la contractul de asocieri
Pe durata prezentului contract, părțile vor avea dreptul să convină în scris asupra modificării anumitor clauze, prin act adițional, oricând interesele lor cer acest lucru.

Art. 10. Litigii
(1) Orice neînțelegeri care pot lua naștere din sau în legătură cu prezentul contract vor fi soluționate pe calea negocierilor între părți.
(2) În situația în care părțile nu ajung la un acord de soluționare a neînțelegerilor acestea vor fi soluționate de instanțele competente.

Prezentul contract de asocieri a fost semnat la , astăzi, în , în exemplare originale, câte unul pentru fiecare parte.

Asociață „Suceava Capitală Culturală Europeană”,
prin Președinte,

STEICIUC CARMEN VERONICA

Municipiul Suceava,
prin Primar,
ION LUNGU

Asociat,
ARTICLE 1. PARTIES

(1) MUNICIPIUL SUCEAVA PRIN CONSILIUL LOCAL AL MUNICIPIULUI SUCEAVA, cu sediul în mun. Suceava, B-dul 1 Mai nr. 5 A, jud. Suceava, cod 720224, C.F. 4244792, reprezentat prin ION LUNGU – PRIMAR,

și

(2) JUDEȚUL SUCEAVA PRIN CONSILIUL JUDEȚEAN SUCEAVA, cu sediul în mun. Suceava, str. Ștefan cel Mare nr. 36, jud. Suceava, telefon 0230/210148, cod fiscal 4244512, cont RO11TREZ59124510220XXXX, deschis la Tresoreria municipiului Suceava, cod poștal nr. 720076, prin reprezentantul său legal CĂTĂLIN-IOAN NECHIFOR – în calitate de PREȘEDINTE,

au convenit următoarele:

ARTICLE 2. OBJECTIVE AND PURPOSE OF THE AGREEMENT

In the context of the present Agreement, the parties agree to work together in the field of cultural sustainability and political extensibility and quality, in accordance with the provisions of the Guide for candidacy and the following developments PROGRAMULUI SUCEAVA – CAPITALĂ EUROPEANĂ A CULTURII ÎN ANUL 2021.

ARTICLE 3. DURATION OF THE AGREEMENT

(1) The agreement for association enters into force on the date of signature for the benefit of both parties.

(2) The parties agree to carry out the present contract during the period planned for the preparation of the candidacy Municipiului Suceava for the selection privind desemnarea TITLULUI DE SUCEAVA- CAPITALĂ EUROPEANĂ A CULTURII 2021.

(3) In case of attribution of Municipiului Suceava a TITLULUI DE CAPITALĂ EUROPEANĂ A CULTURII 2021, the parties agree to carry out the present contract until the date of 31.12.2022.
(1) Drepturile și obligațiile Municipiul Suceava

a) Să colaboreze cu asociatul și să sprijine derularea în bune condiții a activității pe toată durata derulării contractului;
b) Să comunice asociatului orice eveniment intervenit în derularea activității desfășurate conform prezentului contract;
c) Să asigure cooperarea în domenii ca: teatru, muzică, arte plastice, etnografie și organizarea de expoziții comune în aceste domenii, de tabere de creație, de festivaluri, etc.
d) Să participe activ la desfășurarea evenimentului în zona Municipiului Suceava;
e) Să sprijine programele artistice din cadrul evenimentului;
f) Să sprijine realizarea în comun a unor emisiuni radio, TV, precum și a unor schimburri de informații în presa scrisă, în vederea informării asupra acțiunilor și evenimentelor ce vor avea loc în Municipiul Suceava.
g) Să susțină promovarea evenimentului;
h) Să asigure suport pentru amenajarea spațiului de desfășurare a evenimentului;

(2) Drepturile și obligațiile Județului Suceava

a) Să colaboreze cu asociatul și să sprijine derularea în bune condiții a activității pe toată durata derulării contractului;
b) Să ducă la îndeplinire activitatea pentru care s-a angajat prin prezentul contract;
c) Să participe cu fonduri băneși în valoare de 2.000.000 euro, în perioada 2017 - 2022 pentru activitățile din cadrul programului. Activitățile și modul de decontare a fondurilor vor fi stabilite ulterior, în cazul atribuirii Municipiului Suceava a TITLULUI DE CAPITALĂ EUROPEANĂ A CULTURII 2021;
d) Să comunice asociatului orice eveniment intervenit în derularea activității desfășurate conform contractului;
e) Să sprijine realizarea în comun a unor emisiuni radio, TV, precum și a unor schimburri de informații în presa scrisă în vederea informării reciproc acești acțiunilor și evenimentelor ce vor avea loc în Municipiul Suceava;
f) Să faciliteze accesul la informațiile de interes comun legate de desfășurarea proiectului derulat în asociere.

Art. 5. Răspunderea asociaților
Asociații sunt răspunzători, unul față de celălalt, pentru prejudiciile cauzațe prin neimplementarea/îndeplinirea necorespunzătoare a activităților desfășurate în vederea aducerii la îndeplinire a obiectului contractului.

Art. 6. Notificari
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Art. 8. Legea aplicabilă
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Art. 9. Amendamente la contractul de asociere
Pe durata prezentului contract, părțile vor avea dreptul să convină în scris asupra modificării anumitor clauze, prin act adițional, oricând interesele lor cer acest lucru.

Art. 10. Litigii
(1) Orice neînțelegeri care pot lua naștere din sau în legătură cu prezentul contract vor fi soluționate pe calea negocierilor între părți.
(2) În situația în care părțile nu ajung la un acord de soluționare a neînțelegerilor acestea vor fi soluționate de instanțele competente.

Prezentul contract de asociere a fost semnat la Suceava astăzi, 09.10.2015 în 2 (două) exemplare originale, câte unul pentru fiecare parte.

Asociat,  
Municipiul Suceava,  
prin Primar,

ION LUNGU

Asociat,  
Județul Suceava,  
prin Președinte,

CATALIN IOAN NECHIFOR
Scrisoare de susținere a inițiativei
„Suceava – Capitală Europeană a Culturii 2021”

Partidul Social Democrat – Organizația Județeană Suceava susține că necesitatea dezvoltării sectorului cultural nu ar trebui să constituie un subiect de dispută politică. Dimpotrivă, accesul la cultura este un drept al cetățenilor iar Partidul Social Democrat se angajează ca în activitățile sale să identifice, să propună și să utilizeze instrumente și acțiuni care încurajzează viața culturală a orașului Suceava și a Județului Suceava.

Din acest punct de vedere, partidul nostru consideră, dincolo de orice dubiu, că inițiativa „Suceava – Capitală Europeană a Culturii 2021” este benefică pentru oraș și pentru regiune. Recunoaștem caracterul nepărtinit al acestei acțiuni în numele orașului și faptul că acest proiect nu trebuie afectat de schimbări în plan politic. Ne angajăm de asemenea să devenim un partener în implementarea proiectului, la care să furnizăm sprijin prin idei, oameni și energie.

Această scrisoare a fost redactată la data de 25 Septembrie 2015, in limba Română și Engleză.

Letter of Support for the „Suceava – European Capital of Culture 2021”
initiative

The Social Democratic Party –Suceava County Organization maintains that the need to develop the cultural sector should not be a subject of political dispute. On the contrary, access to culture is a right of the citizens and the Social Democratic Party commits to identify, propose and use, in all its undertakings, tools and actions that encourage the cultural life of the city of Suceava and the County of Suceava.

From this point of view, our party believes, beyond any doubt, that the “Suceava - European Capital of Culture 2021” initiative is beneficial for the city and for the region. We recognize the non-partisan character of this action, and that this project should not be affected by political change. We also commit ourselves to become a partner in the implementation of the project, through ideas, people and energy.

This letter was written on September 25, 2015, in Romanian and English.

Semnături / Signatures:

Cătălin Nechifor
Președinte Organizația Județeană
PSD Suceava

Dr. Tiberius Brădățan
Consilier Local, Prim vicepreședinte
Organizația Municipală PSD Suceava

Senator Ovidiu Donțu
Președinte Organizația Municipală
PSD Suceava

Cornel Grosar
Consilier local, Vicepreședinte Organizația Municipală PSD Suceava
Scrioare de susținere din partea Partidului Național Liberal Suceava

Letter of support from the National Liberal Party Suceava

Partidul Național Liberal Suceava susține și sprijină cu idei și resursă umană proiectul de depunere a candidaturii municipiului reședință de județ pentru titlul de Capitală Europeană a Culturii în anul 2021, angajându-se să fie un partener serios în realizarea acestui demers.

The National Liberal Party Suceava encourages and supports the candidacy of the county capital for the European Capital of Culture 2021 title with ideas and human resources, pledging to be a reliable partner in this endeavor.

Considerăm că viitorul proiect trebuie să fie cunoscut și susținut de către fiecare sucovean și milităm pentru dreptul la o cultură instituționalizată, cu viziune pe termen lung, a tuturor cetățenilor.

We strongly believe that the future of this project must be known and supported by each citizen of Suceava, and we fight for the right to a institutionalized, long term vision approach to culture for every citizen.

Implementarea acestui proiect, lansat și susținut de personalități ale zonei, dorit de sucoveieni, de reprezentanți ai entităților, de oameni de bun-simț care își iubesc locul în care s-au născut și trăiesc, este benefică pentru comunitate, putând determina: întărirea instituțiilor de cultură, redarea către sucoveenii a mândriei de a trăi într-un oraș cu o istorie importantă, cu o cultură bine definită și cu un viitor cultural și economic prosper, formarea și perfecționarea managerilor culturali.

The implementation of this project, launched and supported by local figures, wanted by the citizens of Suceava, but representatives of ethnic groups, by people with common sense that love the place where they were born and where they live, is beneficial to the community and can lead to: strengthening the institutions of culture, regaining the feeling of pride towards a city with significant history, a well-defined culture and a prosperous economic and cultural future, the training and perfecting of cultural managers.

Exprimăm necesitatea implicării în acest proiect a tuturor partenerilor internaționali relevanți, a fraților noștri din partea de Nord a Bucovinei (Ucraina) și din Republica Moldova. De aceea, sloganul trebuie să conțină, în opinia noastră, cuvântul Bucovina.

We express the need to involve all relevant international partners, our brothers from the North of Bucovina (Ukraine) and from Moldova. Therefore, in our opinion, the slogan must have the word Bukovina.

Deoarece considerăm că activitățile din mediul politic nu ar trebui să afecteze în mod negativ viața culturală, exprimăm angajamentul partidului pe termen lung față de inițiativa candidaturii Sucevei și a Bucovinei pentru titlul de Capitală Europeană a Culturii 2021.

Because we believe that the activities of the political environment should not adversely affect the cultural life, the party expresses its long term commitment for the candidacy for the title of European Capital of Culture in 2021 initiative together with Bukovina.

Prof. univ. DHC Sanda-Maria ARDELEANU
Deputat PNL Colegiul nr.1 Suceava
Coordonator echipa tehnică PNL pentru depunerea candidaturii Sucevei la titlul de Capitală Europeană a Culturii în anul 2021
PNL Deputy college no.1 Suceava
Coordinator of the PNL technical team for the candidacy for the title of European Capital of Culture in 2021 of Suceava.

Daniel PROROCIUC
Consilier local PNL al municipiului Suceava
Coordonator echipa tehnică PNL pentru depunerea candidaturii Sucevei la titlul de Capitală Europeană a Culturii în anul 2021
PNL Local Councilor of Suceava
Coordinator of the PNL technical team for the candidacy for the title of European Capital of Culture in 2021 of Suceava.
Scrisoare de susținere din partea Partidului Mișcarea Populară Suceava

Partidul Mișcarea Populară este un partid modern, care susține cultura și care dorește să încurajeze inițiative culturale la nivel local, regional și național. Considerăm că proiectul de depunere a candidaturii municipiului Suceava pentru titlu de Capitală Europeană a Culturii în 2021 este o realizare importantă și ne bucurăm să fim parteneri în acest demers.

Implementarea acestui proiect reprezintă o oportunitate unică de a schimba în bine orașul și trebuie, în opinia noastră, să beneficieze de susținere politică extinsă.

Credem că viitorul proiect reprezintă o șansă de a valorifica potențialul turistic și cultural al zonei și va aduce multiple beneficii pe plan economic și social, și de aceea ne exprimăm angajamentul partidului de a susține acest proiect.

Constantin Munteanu  
Președinte Organizația Municipală PMP

Letter of support on behalf of the People's Movement Party Suceava

The People's Movement Party is a modern party, which supports culture and wants to encourage cultural initiatives at a local, regional as well as national level. We consider that the candidacy of Suceava for the title of European Capital of Culture 2021 is an important achievement and we are happy to be partners in this endeavor.

The implementation of this project is a unique opportunity to change the city in the right direction and should, in our opinion, benefit from extensive political support.

We think that this future project is a genuine chance to add value to the touristic and cultural potential of the region and will provide numerous social and economic benefits, that is why we express the full commitment of the party in supporting the project.

Popovici Corneliu  
Președinte Organizația Județeană PMP

President of the Municipal Organization

President of the County Organization
A COOPERATION AGREEMENT BETWEEN THE SUCEAVA EUROPEAN CULTURAL CAPITAL ASSOCIATION AND THE NON-PROFIT CULTURAL ASSOCIATION LA CASA AMARILLA,

On the one side, Carmen Veronica Steiciuc, ID number SV934145, intervening in his capacity as President of the Suceava European Cultural Capital Association, company ID number 35065410 with fiscal domicile in the city of Suceava

and on the other side

Mr. Germán Alberto Casetti, ID number 266133139-Z in his capacity as President of the Non-Profit cultural association La Casa Amarilla, Company ID number G-64495023 with fiscal domicile in the city of Barcelona, Spain, declare that:

Both parties mutually recognize their capacity to carry out this cooperation agreement and to that end state their awareness of the importance and social value of collaborative processes between entities, they expressed their common desire to collaborate and cooperate in projects and activities and to share part of their resources and capabilities, so as to exploit the synergies arising from the exchange of knowledge, experiences and resources of each of the organizations, with the common goal of jointly developing their objectives, programs and projects.

Therefore, both parties agree to formalize this cooperation agreement, in order to provide a formal framework for the process of cooperation between them, governed by the following points:

FIRST. Overall aim of the collaboration.

The overall aim of this cooperation agreement is the realization and development jointly of programs, projects and activities, carried out by both entities, for the project of Suceava European Capital of Culture for the year of 2021, as well as for the preparation beforehand.

The Foundation La Casa Amarilla will act as a general advisor over the development of the cultural program. Additionally, the foundation will be project leaders for two cultural initiatives during the program.

For the purpose of this agreement, Barcelona will act as an artistic mentor for the cultural development of Suceava, and will pursue the involvement of Spanish and other international artists in the participation at the event.

The Suceava European Cultural Capital Association will provide the necessary infrastructure, resources and support to implement the scope of this agreement.

SECOND. Commitments of the parties.

Both organizations commit to jointly perform all actions and activities previously agreed to allow the organization and successful development of programs and projects in accordance with the technical and human needs required.

Both parties will take the necessary steps to obtain and secure adequate support from their respective municipalities and / or regions for the scope of this partnership.
THIRD. Dissemination of the collaboration.

Given the value and uniqueness of this collaborative process, it is important to have the maximum possible dissemination and, for this reason, both parties undertake to carry out joint dissemination activities, according to their means, in their channels and common communication mechanisms. In addition, they specifically undertake to record the logo and name of the other entity on all material used for the diffusion of the joint activities that will eventually occur.

FOURTH. Monitoring of the cooperation agreement.

The designated interlocutors in this agreement will maintain a fluid and constant communication both face to face and virtually, as well as attend meetings as may be agreed, in order to keep track of the cooperation agreement, and to study and analyze the proposals and improvements of the same that may arise.

FIFTH. Validity of the cooperation agreement.

The validity of this cooperation agreement extends from 06.30.2015 until 31.05.2022. From that date, it is understood that this mutual cooperation agreement is terminated and must be reviewed, updated and renewed by the existing trustees at that time.

SIXTH. Termination of the cooperation agreement.

This cooperation agreement may be terminated without cause, in advance without involving the right of either party to compensation, having notified in writing, no less than 30 days in advance.

The parties can, but are not obligated to, terminate the agreement in the scenario Suceava is not awarded the title of European Capital of Culture.

For the record, as proof of consent, sign this cooperation agreement, in duplicate on this day 06.10.2015.

Carmen Veronica Steiciuc
President
Suceava European Cultural Capital Association

Germán Alberto Casetti
President
La Casa Amarilla
**Art. 1. Părțile**

1. Asociația Suceava Capitala Culturală Europeană cu sediul în municipiul Suceava, în incinta Stațiunii de Cercetare Dezvoltarea Agricolă Suceava, B-dul 1 Decembrie 1918, nr. 15, județul Suceava, C.I.F 35065410, reprezentată prin Carmen Veronica Steciuc, în calitate de partener 1

și

2. Fundația Sibiu Jazz Festival, cu sediul în Sibiu, str. Cămpului, nr.16, județul Sibiu, cod 550126, telefon: 0269 219810, CF 26177520 reprezentată prin Simona Adina Maxim, director executiv, în calitate de partener 2

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**Art. 2. Scopul contractului de asociere**

Prin semnarea prezentului contract de asocieri, părțile își exprimă acordul de colaborare pentru realizarea evenimentului „Suceava Jazz Festival” în cadrul acțiunii Suceava Capitală Europeană a Culturii 2021. Evenimentul se va organiza atât în anul 2020 cât și în anul 2021. Desfășurarea activităților din prezentul acord este condiționată de acordarea titlului de Suceava, însă părțile pot decide realizarea evenimentului indiferent de rezultatul competiției CEAC.

Festivalul urmărește acordarea spectatorului sucevean la cele mai noi curente ale muzicii de jazz și poziționarea orașului Suceava ca un punct de reper pe harta festivaliera a României, având în vedere că în prezent nu exista în Moldova un festival de jazz reprezentativ.

Suceava Jazz Festival are ca scop facilitarea dialogului intercultural și menținerea unui mediu artistic multicultural. Festivalul fiind astfel un model contemporan de cultura fară bariere, sunet fara compromis, mistere fara constrangeri, libertate de exprimare, incantare maxima; o expresie veridica a artei fara frontiere.

Objectiile acestui demers includ:
- Rădăcirea nivelului calitativ al vieții culturale sucevene.
- Creșterea numărului vizitatorilor/turisților în orașul Suceava.
- Divertisment musical, artistic, educațional, de înaltă ținută calitativă.
- Atragerea și educarea publicului către o altă profundă recepționare a artei contemporane.
- Intensificarea schimburilor artistice cu mediul internațional în vederea promovării unui cadru firesc de dezvoltare și afirmare a culturii românești.
- Dinamizarea mediului artistic românesc.

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**Art.1. Parties**

1. The Suceava European Capital of Culture Association located in Suceava, address 1 December 1918 Blvd. nr. 15, Suceava County, C.I.F. 35065410, represented by Carmen Veronica Steciuc, as partner 1

and

2. Sibiu Jazz Festival Foundation, located in Sibiu, Câmpului Street, nr.16, Sibiu County, zip code 550126, phone: 0269 219810, CF 26177520 represented by Simona Adina Maxim, executive director, as partner 2

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**Art. 2. The scope of the contract**

By signing this partnership agreement, the parties expressed willingness to collaborate in order to achieve the “Suceava Jazz Festival” event part of Suceava European Capital of Culture 2021 the action. The event will be organized in 2020 and 2021. Conduct of activities of this Agreement is conditioned by the awarding of the title to Suceava, but the parties may decide to carry the event regardless of the outcome of the ECOC competition.

The festival aims to connect viewers from Suceava to the newest currents of jazz music and to positioning of Suceava as a landmark on the festival map of Romania, given that there is currently no representative jazz festival in Moldova.

Suceava Jazz Festival aims to facilitate intercultural dialogue and maintaining a multicultural artistic environment, making it a festival of contemporary culture model without barriers, uncompromising sound, movement without constraints, freedom of expression, maximum delight; a truthful expression of art without borders.

The aims include:
- Improved quality of cultural life in Suceava.
- Increasing the number of visitors / tourists in the city of Suceava.
- Musical, artistic, educational, entertainment of high-class quality.
- Attracting and educating the public by a reception at the core of contemporary art.
- Increase of international artistic environment in order to promote a natural framework for development and affirmation of Romanian culture.
- Improvement of the Romanian artistic environment.
Art. 3. Event specifications

An event will be held over a period of 4 days and will include 12 concerts, 4 concert jam session and 1 photographic exhibition. The event will be attended by approximately 60 artists from the country and abroad.

Art. 4. Duration of the agreement

In case of awarding the title of European Capital of Culture, the parties undertake to carry out this agreement until the date of 31.12.2021, with the possibility of extension.

Art. 5. Partner roles

Partner 1 - Lead Partner, monitors and manages the overall running of the event. Provides the infrastructure needed to run the event, adequate publicity and media coverage. Financial and human resources.

Partner 2 - ensures the artistic program, contacting and engaging artists, event logistics, the technical advice, and support in promotion.

Art. 6. Final Provisions

The termination will be by the expiry of the period for which it was concluded, unless the parties have renegotiated the extension of, or through control of the parties.

Details on administrative, financial and technical will be established through an addendum to this agreement, which sets out in detail the conduct of the event, the rights and obligations of the parties.

This Agreement shall be construed in accordance with Romanian law.
ANNEX 2

DECLARATION OF HONOUR BY THE APPLICANT CITY

The undersigned: ION LUNGU

representing the following legal person: Municipality of Suceava
   full official name: Municipality of Suceava
   official legal form: Town Hall
   full official address: Suceava, Avenue 1 Mai, no. 5A, Suceava County
   VAT registration number: 4244792

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

a) is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
b) has been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata;
c) has been guilty of grave professional misconduct proven by any means which the Commission can justify including by decisions of the European Investment Bank and international organisations;
d) is not in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, with those of the country of the authorising officer responsible and those of the country where the action is to be implemented;
e) has been the subject of a judgement which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such activity is detrimental to the Union’s financial interests;
f) is subject to an administrative penalty for being guilty of misrepresenting the information required as a condition of participation in a procurement procedure or another grant award procedure or failing to supply this information, or having been declared to be in serious breach of its obligations under contracts or agreements covered by the Union’s budget.

➢ declare that the applicant city:

g) have no conflict of interests in connection with the prize; a conflict of interests could arise in particular as a result of economic interests, political or national affinity, family, emotional life or any other shared interest;
h) will inform the Commission, without delay, of any situation considered a conflict of interests or which could give rise to a conflict of interests;
i) have not granted and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, where such
advantage constitutes an illegal practice or involves corruption, either directly or indirectly, inasmuch as it is an incentive or reward relating to the award of the prize; j) provided accurate, sincere and complete information within the context of this prize award procedure.

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

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

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

Last name, first name: LUNGU, ION

Title or position in the city: Mayor

Signature [and official stamp] of the applicant:

Date: 08.10.2015

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