

PILOT CITY WORK PROGRAMME

IZMIR
OCTOBER 2016



culture 21

Agenda 21 for culture

This document presents the work programme designed by the City of Izmir in the context of its participation in the Agenda 21 for culture's [Pilot Cities Europe Programme](#). The work programme has been drafted by a group of local stakeholders, following the results of the initial self-assessment workshop and the [document resulting from it](#), known as 'Radar 1'. Advice has been provided by Jordi Baltà, the expert designed by the Committee on Culture of United Cities and Local Governments (UCLG) and Culture Action Europe to support Izmir in the context of the programme. The Pilot Cities Europe Programme is coordinated by the Committee on Culture of UCLG and Culture Action Europe, in collaboration with the Council of European Municipalities and Regions (CEMR).

The work programme outlines briefly the actions which Izmir plans to implement between mid-2016 and late 2017. Based on the commitments and actions outlined in the [Culture 21 Actions](#) toolkit, it is particularly meant to address the strengths and weaknesses identified in the initial self-assessment. The work programme will be subject to regular monitoring by the City of Izmir, other local stakeholders and the external expert, and changes may be introduced if necessary. The implementation of the work programme will conclude with a final conference, which will allow the city to review and disseminate progress made, and to foresee future steps.

The results of the work programme will be presented in due course in [Izmir's page](#) on the Agenda 21 for culture website.



WORK PROGRAMME



PILOT MEASURES

PILOT MEASURES INCLUDE SPECIFIC PROJECTS DESIGNED TO ADDRESS THE PILOT CITY'S WEAKNESSES AS WELL AS ILLUSTRATIVE PROJECTS WHICH CAN SERVE TO HIGHLIGHT ITS STRENGTHS. THEY CAN BE SMALL-SCALE INITIATIVES WHICH COULD LATER BE REPLICATED AT CITY LEVEL, OR CAN BUILD ON PRE-EXISTING EXPERIENCES.

CULTURE AND EDUCATION

NAME AND/OR SHORT DESCRIPTION OF THE PILOT MEASURE	WHO IS INVOLVED	DATES	MONITORING METHODS (e.g. what information will be collected and how)	OTHER REMARKS
<p>KültürLab: Design and implementation of a pilot educational programme targeting children and youngsters in public cultural institutions</p> <p>STEP 1 Forming of a study group out of the cultural directorates of the local government</p> <p>STEP 2 Collecting all the cultural educational programmes under a coordination unit. Formalising it under an educational pilot programme campaign.</p> <p>STEP 3 Organising a meeting with the public and private cultural organisations to announce and discuss the specifics of the pilot programme</p> <p>STEP 4 Implementation of the programme</p> <p>STEP 5 Evaluating and disseminating the results of the programme via public meeting</p>	<ul style="list-style-type: none">• APIKAM (Izmir Urban Archive and Museum)• Izmir Directorate of Libraries• IzmirMediterranean Academy• Izmir Directorate of Culture and Arts• Ahmed Adnan Saygun Art Center• Izmir Culture Platform Initiative• Kendine Ait Bir Oda/ Art Studio Project• K2 Contemporary Art Center• Arkas Museum• IKSEV (Izmir Foundation for Culture, Arts and Education)	<p>December 2016 - December 2017</p>	<ul style="list-style-type: none">• Participants of the programmes• Press releases• Printed material etc.	<p>The programme could be adopted by the local government.</p>



PILOT MEASURES

CULTURE AND EDUCATION

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<p>A seminar programme for the education of the directors and staff of the cultural institutions that receive public support, adoption of contemporary approaches</p>	<ul style="list-style-type: none"> Izmir Mediterranean Academy Culture departments of the local government Izmir 	<p>March 2017- May 2017</p>	<ul style="list-style-type: none"> Participants to programmes 	<p>The seminar programme will be available to public participation. The lecturers will be invited from institutions, which already has acknowledged programmes.</p>
<p>Feasibility study of a cultural management programme with the local state and private universities</p> <p>Presentation of UNESCO's study on the success and importance of cultural management programmes in universities</p>	<ul style="list-style-type: none"> Izmir Mediterranean Academy Universities Platform 	<p>November 2016</p>	<ul style="list-style-type: none"> Invitations and participants to the presentation. Universities with available cultural management programmes. 	



PILOT MEASURES

CULTURE AND ECONOMY

NAME AND/OR SHORT DESCRIPTION OF THE PILOT MEASURE	WHO IS INVOLVED	DATES	MONITORING METHODS (e.g. what information will be collected and how)	OTHER REMARKS
<p>Good Design Izmir</p> <p>Setting up a framework of a mechanism in order to bring together innovative projects and creative producers with the investors, by including public and private resources, awarding successful projects selected by an independent committee</p> <p>STEP 1 Creating possibilities for bringing innovative projects and creative producers with the investors together and establishing a work team</p> <p>STEP 2 Organising an annual design festival</p>	<ul style="list-style-type: none"> • Izmir Mediterranean Academy • Association of Industrial Designers • Chamber of interior designers • Izmir Directorate of Research and Development • Aegean Clothing Manufacturer's Association • Izmir Chamber of Architects • Izmir Foundation for Culture • Arts and Education, KETA • Design and Design History Community • Design Departments of Universities 	<p>September 2016 – November 2016</p> <p>September 2017- November 2017</p>	<ul style="list-style-type: none"> • List of participants • Press releases • Social media • Posters • Other printed media 	<p>The festival is planned to be a sustainable event, emphasizing the importance of design and its relation with the urban economic development.</p> <p>The conceptional frame of the next Izmir International Fair will be design. It will provide a space to discuss the role of fairs and creative sectors in general.</p>



PILOT MEASURES

CULTURE AND SOCIAL INCLUSION

NAME AND/OR SHORT DESCRIPTION OF THE PILOT MEASURE	WHO IS INVOLVED	DATES	MONITORING METHODS (e.g. what information will be collected and how)	OTHER REMARKS
<p>BASMANE DESIGN PROJECT</p> <p>STEP 1 Establishing a pilot campaign to raise social awareness towards the migrant population in Basmane District.</p> <p>Basmane Design Project aims the visibility of migrant communities (from eastern Turkey, Syria ad African Countries) living in the district and help their social integration and inclusion by creating a new visual language and pattern that can connect the historical market district Kemeralti and Basmane.</p> <p>STEP 2 A work group including social workers, designers and historians will be established.</p> <p>STEP 3 The project will include renovation in the district and organisation of cultural events including music and gastronomy.</p>	<ul style="list-style-type: none">• Izmir Mediterranean Academy• Izmir Metropolitan Municipality• Nesne-emt	September 2016 - December 2017	<ul style="list-style-type: none">• Members of the working team	



PILOT MEASURES

CULTURE AND SOCIAL INCLUSION

NAME AND/OR SHORT DESCRIPTION OF THE PILOT MEASURE	WHO IS INVOLVED	DATES	MONITORING METHODS (e.g. what information will be collected and how)	OTHER REMARKS
<p>Establishing an awareness programme to facilitate tolerance and cultural integration of migrant communities.</p> <p>Preparing posters and children's books about the different migrant communities and their cultural diversity in Izmir, emphasizing mutual understanding and cohabitation.</p> <p>Utilising gastronomy as a tool to emphasize cultural diversity. Organising exhibitions, talks and workshops about various cultural cuisines in Izmir.</p>	<ul style="list-style-type: none">• Izmir Mediterranean Academy• APIKAM (City Archive Museum)	2017	<ul style="list-style-type: none">• Posters• Publications• Events	



PILOT MEASURES

OTHER AREAS

NAME AND/OR SHORT DESCRIPTION OF THE PILOT MEASURE	WHO IS INVOLVED	DATES	MONITORING METHODS (e.g. what information will be collected and how)	OTHER REMARKS
<p>Preparing a special edition of the Platform periodical, dedicated to mapping cultural organisations.</p> <p>Presenting the map on a digital database</p>	<ul style="list-style-type: none">• Members of Izmir Culture platform Initiation• Izmir Mediterranean Academy• IZKA	<p>July 2016- November 2016</p>	<ul style="list-style-type: none">• Printed issue of Pla+form Periodical• An online application available for updating• Printed material presenting the cultural map application.	



PEER-LEARNING ACTIVITIES

TWO PEER-LEARNING ACTIVITIES WILL BE CONDUCTED IN THE FRAMEWORK OF THE WORK PROGRAMME, ALIGNED WITH THE STRENGTHS AND WEAKNESSES IDENTIFIED IN THE INITIAL SELF-ASSESSMENT.

HOSTING OF A PILOT CITY; NAME OF CITY TO BE HOSTED	THEMES TO BE ADDRESSED	WHO WILL BE INVOLVED	DATES	OTHER REMARKS
TO BE CONFIRMED				
VISIT TO ANOTHER PILOT CITY; NAME OF CITY TO BE VISITED	THEMES TO BE ADDRESSED	WHO WILL BE INVOLVED	DATES	OTHER REMARKS
LISBON	<ul style="list-style-type: none">• Culture and Economy• Culture and Education• Culture, Equality and Social Inclusion	<ul style="list-style-type: none">• Pilot Cities team in Lisbon• Other cultural stakeholders in Lisbon• Pilot Cities team from Izmir	April 2017	

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