UNESCO CREATIVE CITIES NETWORK
Membership Monitoring Report
TARTU UNESCO CITY OF LITERATURE 2015-2019

Life is hard in this town, but it’s harder still to write about the town for people who don’t live here. I do. And have survived. Maybe. But I love that town. With unbrushed teeth. Without a condom. Without love, with hatred, with myself. With the river that counts more than me. With alternating seasons that overwhelm me. A couple of days, a couple of girls and the Sky like a skeleton above it all. The face of this town has been perpetuated into my shoulder as stigma, a traffic light into death. A town which in its academic essence has promised to be more than a town, cannot be quite pure. The river flowing right in its middle, must wash something away. Although I don’t understand why it should be us. The riverbanks standing firm as questions. There is always an opportunity in the flow of a river, although time has no mercy. There is no almighty name of God in a flow. But here I am, in this town named Tartu. Heavy is the sky of this town, so heavy that it seems impossible to write prose here.

Hannes Varblane, poet
(Translated by Kersti Unt)
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1. EXECUTIVE SUMMARY

Tartu, widely recognised as the educational and intellectual capital of Estonia, is a city where an in-depth academic approach, traditions and heritage tend not to be in juxtaposition but rather in symbiosis with rebellious thought, youthful openness and spontaneous action. The poetic notion of time moving at a different pace in Tartu, the sometimes slow and dreamy, yet dynamic cultural atmosphere of the city has attracted intellectuals and evoked creative thought for centuries. Literature and the poetic mind have always had a special role in constituting this atmosphere and while being historically a city of cultural diversity, Tartu welcomed the designation as UNESCO City of Literature in 2015 as an opportunity to engage its unique cultural experience, literary heritage as well as the contemporary scene in international exchange of ideas, to learn from and collaborate with cities who value culture and creativity, and also to strengthen the local, as well as international, recognition of the city’s identity as a diverse literary hub.

The application process took several years in Tartu enabling the engagement of all literary organisations and institutions ensuring an infrastructural unity. Shortly after the designation, in early 2016 an agreement was signed between the Tartu City Government and Estonian Literary Society according to which the Society functions as the main coordinator and focal point for Tartu City of Literature. Although the Society is responsible for representing the city in the network, communicating with the partners, launching and coordinating several local and international projects, our view is that the designation and the identity of Tartu City of Literature belongs to the city in the widest sense possible and connects all writers and readers, the municipality, and the various organisations and institutions. The current report aims to reflect this approach by mapping projects and initiatives undertaken not only by the Society as Tartu City of Literature Office but by several actors in the literary field who very often also join forces.

Summarising the experience of the past four years, it can be noted that the literary scene in Tartu has become significantly more vibrant with the average of 30 literary events taking place per month at present - considering the population of the city, a notable number. Although it is not entirely possible to outline the cause and effect relationship and distinguish the causes behind this kind of processes the UCCN membership is clearly one of them.

The stakeholders in the field feel more confident about their activities, there is a stronger nation-wide recognition of the city’s role and identity as an intellectual and cultural hub and a noticeably increased awareness of being included in a world-wide cultural discourse and therefore even more motivation to contribute.

The UCCN and especially the opportunity to work with the friendly and inspiring family of the Cities of Literature has presented a unique opportunity to significantly increase international collaboration in the field. The international projects such as residencies as well as performances and workshops by visiting guests have contributed to the diversity of the local literary scene and have also improved its accessibility, enabling foreigners in the city, especially international students to participate without a language barrier. The membership has also enabled us to introduce our writers and our rich literary heritage to other cultures and cities and although joint projects can sometimes be more challenging for cities representing the smaller languages, this challenge can be turned into an opportunity regarding translations - for Tartu it has become a dynamic driver for a more strategic approach towards translating Estonian literature (and in the UCCN context especially the works of authors from Tartu) into other languages.

Turning challenges into opportunities characterises the current strategic approach of the city on many levels. Already during the application process a committee of the representatives of many literary and educational institutions was summoned to outline the central objectives of Tartu as a City of Literature. These objectives were formulated as follows:

1) Encouraging and developing the reading habit, including educational programmes and the popularisation of reading and literature in a variety of ways
2) Developing the literary scene, extending the cooperation and partnerships between different cultural organisations and institutions; increasing the international reach and cooperation
3) Contributing to the development of creative writing, literary studies and translating
4) Protecting the freedom of speech and creative freedom
5) Supporting the diversity of the literary culture

The short-term City of Literature strategies, both the previous 3-year strategy (2017-2019) as well as the one for 2020-2024 (to be completed in January 2020) build on these five pillars. The strategy 2017-2019 focused on the following areas of action: increasing the
mobility of writers and organizers of literary events; building an environment that supports the diversity, sustainability and openness of the literary sector by finding balance between coordination and spontaneous thought; encouraging the reading habit in children and youth and their engagement in the literary scene; strengthening the connection between literature and the city space to popularise literature and enrich the urban environment; expanding the international reach of the literary scene of Tartu and increasing awareness about Estonian literature.

The main objectives and the City of Literature strategies are closely linked to the long-term strategic approach towards culture on the municipal level. Creativity is strongly integrated in the development strategy Tartu 2030: first created in 2006 and revised in 2015, the vision of the strategy interprets the development of Tartu as a city of intertwined unity of knowledge, entrepreneurship, modern environment, care, and creativity. Culture and creativity have been further strategically highlighted in the governance of the city with the Cultural Strategy for Tartu 2030 (KU30) approved by the City Council in 2018. The vision of KU30 envisages Tartu as a city working towards being an internationally attractive and intellectually inspiring city of exuberant creative industries, being open to new things and combining heritage with modern life, and being an inclusive city that is environmentally aware and has a strong sense of community. This strategic approach is directly linked to the great joint effort of the citizens of Tartu, the bid for the title of European Capital of Culture 2024 that resulted in being awarded the title of Tartu, the bid for the title of European Capital of Literature Subnetwork Annual Meetings in 2018. The vision of KU30 envisions Tartu as a city working towards being an internationally attractive and intellectually inspiring city of exuberant creative industries, being open to new things and combining heritage with modern life, and being an inclusive city that is environmentally aware and has a strong sense of community. This strategic approach is directly linked to the great joint effort of the citizens of Tartu, the bid for the title of European Capital of Culture 2024 that resulted in being awarded the title of Tartu.

2. GENERAL INFORMATION

2.1 Name of city
TARTU

2.2 Country
ESTONIA

2.3 Creative field of designation
LITERATURE

2.4 Date of Designation
December 12th, 2015

2.5 Date of submission of the current report
December 31st, 2019

2.6 Entity responsible for the report
Estonian Literary Society

2.7 Previous reports submitted and dates
N/A

2.8 Focal points of contact
Focal point for the management of the designation:
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Coordinator, Tartu UNESCO City of Literature
Estonian Literary Society
Vanemuise 19, 51003 Tartu, Estonia
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Main contact person from Tartu City Government:
Kristel Kalda
Head of Culture Service
Department of Culture, Tartu City Government
Raekoga plats 12, 10114 Tartu
Kristel.Kalda@raad.tartu.ee
tartu.ee

3. CONTRIBUTION TO THE NETWORK’S GLOBAL MANAGEMENT:

3.1. Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory):

**UCCN Annual Meetings**

<table>
<thead>
<tr>
<th>City</th>
<th>Year</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ostersund</td>
<td>Sweden</td>
<td>2016</td>
</tr>
<tr>
<td>Enghien-les-Bains</td>
<td>France</td>
<td>2017</td>
</tr>
<tr>
<td>Krakow</td>
<td>Poland</td>
<td>2018</td>
</tr>
<tr>
<td>Fabriano</td>
<td>Italy</td>
<td>2019</td>
</tr>
</tbody>
</table>

3.2 Hosting of a UCCN annual meeting and dates:

- 2017: International Conference: “City and Book: Communities of Literature”
- 2018: Conference: “City and Book: Communities of Literature”
- 2019: Conference: “City and Book: Communities of Literature”

3.3 Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

- 2017: Conference: “City and Book: Communities of Literature”
- 2018: Conference: “City and Book: Communities of Literature”
- 2019: Conference: “City and Book: Communities of Literature”

3.4 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

- 2017: Conference: “City and Book: Communities of Literature”
- 2018: Conference: “City and Book: Communities of Literature”
- 2019: Conference: “City and Book: Communities of Literature”

International conferences in Tartu

One of the biggest regular international literary conferences in Tartu is the biennial conference of the Estonian Association of Comparative Literature (ECLA). During the past four years two conferences have been organised by ECLA in cooperation with the University of Tartu:

- The 12th ECLA international conference Influence and Originality in Literary Creation in 2017
- The 13th ECLA international conference Current State of Literary Theory, Research and Criticism in (Non-“Centric”) National Cultures

In 2017 the 28th European Meeting of Cultural Journals took place in Tartu. This meeting was organized by the European network of cultural journals Eurozine in cooperation with Eurozine partner journal Viikerkaar, the Institute of Social Studies at the University of Tartu and the Estonian cultural organisation SA Kultuurileht. 100 editors and intellectuals from Europe’s leading cultural journals and the public participated in the event focusing, among other topics, the democratic pros and cons of the digital revolution.

Two international conferences of the Estonian Society for Digital Humanities have also been organised in Tartu. In 2017 Wikimedia Estonia, Estonian Society of Digital Humanities, CAA Estonia and several other partners organised a 2-day conference and 1-day graduate school seminar with the title „Open licenses, open content, open data: tools for developing digital humanities”. The event took place under the auspices of the Estonian Presidency of the Council of the EU and part of the conference was held at the Estonian Literary Museum. The 6th Estonian Digital Humanities Conference “Data, humanities & language: tools & applications” was held at the University of Tartu in 2018.

Participation in international conferences and meetings:

- Second UNESCO Creative Cities Beijing Summit (Beijing, China): June 2016

3.5 Financial and/or in-kind support provided to UNESCO’s Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):

The mission and the activities of the UCCN are supported by Tartu via programming as well as via direct and in-kind promotional activities such as communication materials of Tartu City of Literature and promotion of the projects in the context of UCCN. Financial input also includes the costs of participation at UCCN Annual Meetings and the Cities of Literature meetings. In-kind support also includes evaluations of the applications for designation, participation in the subnetwork’s working group Project Cooperation, communication and consultations with prospective cities (for example Viljandi and Leeuwarden who are now members of the UCCN) and contributions to the communication and information materials developed by the Cities of Literature such as the press pack of the subnetwork as well as the Welcome Guide designed for new members.

3.6 Membership of the Steering Group and period:

- 2017, number of applications: 13
- 2019, number of applications: 18

3.7 Participation in the evaluation of applications (number of applications evaluated per year):

- 2017: number of applications: 13
At present there are 8 literature-related tours available, four guides are certified as City of Literature guides. Currently in cooperation with Tartu Folk University launched an introduction of literary Tartu, the City Government Aiming to offer diverse narratives and professional tour guides and guided tours with Training program for City of Literature sustainable urban development bolstering awareness-raising on the UCCP, as well as enhancing the impact of culture and creativity in 5. In line with UCCN objectives 1, 2 and 3 making culture and creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society; strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services; improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality; developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector; integrating culture and creativity into local development strategies, policies and plans; bolstering awareness-raising on the UCCP, as well as enhancing the impact of culture and creativity in sustainable urban development

4.1 LITERATURE AND URBAN SPACE

Jutupeatus / Story Stop
In 2018 the Republic of Estonia celebrated its 100th anniversary. Several people, institutions and organisations contributed to the celebration with a variety of projects and events. Jutupeatus / Story Stop is a gift from Tartu Public Library that partly is based on the library's long experience of connecting literature and places for the database Tartu In Fiction. Story Stop is a nationwide project that has resulted in 100 signboards placed all over the country linking literature and stories with the places they were inspired by. Each story is available in audio and text and is accessible on the webpage via the QR-codes on the signboards.

In line with UCCN objectives 2 and 3

Development of the database Tartu in Fiction

The database Tartu in Fiction compiled by the Tartu Public Library since 2005 is based on the idea of presenting Tartu through fiction. The database contains texts by mostly Estonian writers which describe Tartu, its people, places, historical landmarks and everyday life as well as the spirit of Tartu and its characteristic phenomena such as students, cafes, jackdaws or slum architecture. One can search it by names, book titles or keywords and find whole poems, fragments of prose and poetry, maps and pictures. The aim of the project is to preserve our cultural history, to create ties between mental and physical space and to help a student, researcher or local historian in finding and linking sources and data. A further goal is to introduce Estonian culture in other countries by compiling translated anthologies using the materials in the database. The database, as a valuable source of information and as a phenomenon connecting literary heritage with the urban environment, has inspired several further actions and initiatives including social media campaigns and books (two literary guides to Tartu based on the database were published in 2018) as well as the mobile application TartuFic developed in 2017 in cooperation between Tartu Public Library and the NPO Kohalugu. Implementing projects that expand the outreach of Tartu in Fiction and make the most of its potential will be part strategy of Tartu as UNESCO City of Literature for 2020–2024 as it was also for in for the previous 4 years.

In line with UCCN objectives 1, 2, and 3

Video-mapping literary Tartu

Inspired by similar experience of other Cities of Literature, especially that of the project Storymap in Dublin, Estonian Literary Society as Tartu City of Literature Office started recording literary videos in the urban space in 2015. First focused on writers reading their texts with specific places as motifs or sources of inspiration in the respective environments the project later also involved readings of older literary works as well as writers and cultural historians talking about writers and literary places. During four years 24 video clips have been recorded and although planned as a separate web platform initially the project will be connected to Tartu in Fiction database in early 2020 via Youtube links so that the videos will be integrated into the rich collection already available. The project will continue in 2020 with 10 new videos planned to record during one year and English subtitles added to a selection of existing and new videos.

In line with UCCN objectives 1, 2 and 3

Photo exhibition Tartu Writers on the wall of the Estonian Literary Museum

Since early 2019 photos of 38 local writers are exhibited on the wall of the Estonian Literary Museum. The concept - wall exhibitions of photos where people look out of the windows and are visible to passersby, was created by the photographer of the Literary Museum, Alar Madisson over a decade ago and several such exhibitions either of cultural figures or academics enrich the public space of Tartu. The new exhibition is the first one to focus specifically on writers, including the three who have been awarded the City Writer scholarship so far. The exhibition will remain on the wall for seven years and might also be expanded in the near future.

In line with UCCN objectives 1, 2 and 3

Bus Poetry

In 2015 Estonian Literary Society launched the Bus Poetry project that introduces poetry on stickers in Tartu city buses. Bus Poetry places literary works in the everyday urban space, aiming to promote literature and reading as well as to make the everyday environment more meaningful and the public transport experience more attractive thus also encouraging the sustainable means of transport. Poems are displayed on stickers in the interior of city buses, the selection of authors and texts alternating regularly. Each selection features 10 different poems by different authors, the texts are selected by the Estonian Literary Society while the authors can also propose texts. Bus Poetry introduces the richness of Estonian poetry as well as texts in translation. In 2017 the selection was dedicated to the UNESCO Cities of Literature introducing texts from 12 partner cities, 3 Cities of Literature were also included in the 2019 selection and the project will continue to involve the UCCN in the future. The project has received a warm welcome among the citizens and feedback has been very positive.

In line with UCCN objectives 1, 2 and 3

Tartu City of Literature Map

In 2017 a bilingual map of the literary Tartu was published as a result of collaboration between the Department of Culture of Tartu City Government and Estonian Literary Society. The map includes references to the main literary landmarks, museums, libraries and bookshops as well as a brief introduction of Tartu as a City of Literature and the UCCN. The map also includes some Tartu-themed reading recommendations. The map is available free of charge at the main cultural venues as well as online.

In line with UCCN objectives 2, 3 and 6

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

These initiatives are in line with SDGs 4; 5; 11; 13; 16

Numbers below the descriptions of initiatives refer to their link to the following objectives of the UCCN

1. making culture and creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society;
2. strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services;
3. improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality;
4. developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector;
5. integrating culture and creativity into local development strategies, policies and plans;
6. bolstering awareness-raising on the UCCP, as well as enhancing the impact of culture and creativity in sustainable urban development

Training program for City of Literature tour guides and guided tours with certified City of Literature guides

Aiming to offer diverse narratives and professional introduction of literary Tartu, the City Government in cooperation with Tartu Folk University launched a new program for tour guides in 2017 offering training to become a certified city of literature guide. Currently four guides are certified as City of Literature guides. At present there are 8 literature-related tours available, some of those also for international groups (in German, English or Swedish).
In line with UCCN objectives 1, 2, 3 and 6, Prima Vista is a festival of the city, it has the face of the city. It is organised by the best professionals in Tartu and with great dedication. I have seen it myself how it gets very busy already at Christmas time so that everything could be ready by spring.”

Kristiina Ehin, writer

City of Literature Reading Recommendation

Launched very recently, in November 2019, the new campaign promoting reading is an initiative by the Department of Culture of Tartu City Government. Every month more and less known people in the city share their most recent inspiring reading experience and explain why they’d recommend the book to others. The recommendations are published on the city’s website and shared in social media. The first recommendation was given by the current City Writer, Vahur Afanasjev, in December, the Mayor of Tartu, Urmus Klaas shared his recommendation.

In line with UCCN objectives 1, 3, and 6.

Celebration of the World Poetry Day - a poetry tour in the city

In 2018 the UNESCO Cities of Literature, inspired by the experience of Granada City of Literature, launched the joint celebration of World Poetry Day on March 21st. Each city has had its own unique approach to the celebration and in Tartu a poetry tour in the city takes place - consecutive poetry readings at cafés and bars as well as in Tartu Public Library from noon until evening. The concept is in a way a ‘poetry route’ – the schedule and the order of the readings is related with logical movement routes in the city. Two or three poets perform at every venue and the audience as well as the performers themselves are encouraged to come along from one place to the next. In addition to writers, poetry is performed by high school students at an event at Tartu Public Library organised in cooperation with the Association of Estonian Language Teachers. The WPD celebration has contributed to raising awareness about the Poetry Day itself as well as the UCCN, and taking the events to cafés and bars has helped to integrate the private sector more into the literary scene of Tartu.

In line with UCCN objectives 1, 2 and 3.

Tartu is a festival of Tartu, it has the face of the city. It is organised by the best professionals in Tartu and with great dedication. I have seen it myself how it gets very busy already at Christmas time so that everything could be ready by spring.”

Kristiina Ehin, writer

Tartu International Literary Festival Prima Vista

Prima Vista, the biggest literary event in Tartu, is an international festival taking place annually. Initiated in 2004 as a joint venture of Tartu University Library, Tartu Public Library, Tartu Department of the Estonian Writers Union and Estonian Literary Society, Prima Vista has become a week-long cultural programme focused on literature but also involving other fields of art. The varied and creative programming makes it one of the most diverse festivals in Estonia. The aim of the festival is to promote literature, to enrich the cultural life in Estonia and also to introduce foreign literatures in order to support the building of cultural bridges between different cultural communities.

Presenting leading and emerging authors from Estonia and abroad and currently attracting an audience of about 10,000 people of all walks of life and age groups, the festival promotes literary practices as the centre for amalgamation of arts and as a powerful medium for mobilizing community initiatives. The festival’s traditions include an annual main theme as a source of inspiration for the organizers and guests, a rotating choice of partner city, and a patron (a co-curating Estonian author contributing to the program), projects to inspire new stories and poems, book donation campaigns to improve the access to books for disadvantaged social groups (prison libraries, day centres for the elderly etc), an information search game for youth, a book fair and an open air library called Park Library. Over the past four years the festival has expanded its local network of partners and strengthened its international cooperation, including creative writing workshops mentored by international guests, collaboration with the guests of Tartu City of Literature residency program as well as guest authors from UNESCO Cities of Literature (for example Christine Dowyer-Hickey from Dublin and Leanne Moden from Nottingham).

Prima Vista received the EFFE quality label for 2015–2016 and 2019–2020.

In line with UCCN objectives 1, 2, 3, 4, and 6.

The Program of Tartu Literature House

Since the UCCN designation Tartu Literature House, a literary centre owned jointly by Tartu Department of the Estonian Writers’ Union and the Estonian Literary Society, has become noticeably more vibrant with both the owners as well as several other organisations based in the house contributing to the diverse public program the house offers all year round. Founded in late 2015, only a few weeks before Tartu was designated UNESCO City of Literature, the independent bookshop Utopia (Utopia) has played a significant role in enriching the events program in the house by hosting salons and discussion nights both on more general topics as well as with a focus on specific authors and books as well as monthly literary quiz nights. The bookshop has also become one of the key partners in many long-term projects. At the same time the regular Literary Tuesdays, a program run by Tartu Department of the
In line with UCCN objectives 1, 2, 3, 4 and 6

4.3 IMPROVING THE STATUS OF WRITERS, SUPPORTING AND ACKNOWLEDGING CREATIVE WORK IN THE FIELD

The City Writer Grant

Founded in 2016 by Tartu City Government in cooperation with Tartu Cultural Endowment, the one-year Tartu City Writer Grant is awarded to a writer engaged in the writing of fiction or nonfiction, who stimulates literary life in Tartu and helps to shape the city’s reputation as an internationally recognised, literary friendly city. In order to apply for the Grant, one has to submit a vision of the role of Tartu City Writer to Tartu Cultural Endowment, which the applicant must be ready to perform after receiving the grant, and to provide an overview of their previous creative activities as well as future plans. The three grantees selected so far have been very vocal and active in the cultural (and not just cultural) scene of the city, each in their own style.

The first city writer, the renowned poet Kristiina Ehin, had a number of readings as well as talks during 2017 not only at cultural events but also at business and local government events giving a good example of how writers can be included in the society in a much more comprehensive way. The city writer in 2018, the children’s author Mika Keränen decided to concentrate on schools meeting with school children all over the city as well as in the neighbouring regions. The current city writer, poet and prose author Vahur Afanassjev has a monthly column in the biggest local newspaper and he also focuses on bringing literary and other sectors closer such as creative technology and IT.

Since 2018 the Department of Culture of Tartu City Government coordinates video shoots with the City Writer at the end of every year to summarize their experience.

In line with UCCN objectives 1, 2 and 6

4.4 INITIATIVES RELATED TO LITERARY EDUCATION AND ENCOURAGING THE READING HABIT OF CHILDREN AND YOUTH

Writers To Schools

Since 2015 the City Government offers support to the schools of Tartu to invite writers to perform. Every year each municipal school can use the support measure to invite one writer, literary critic or translator. The program is coordinated by the City Government in cooperation with Tartu Department of the Estonian Writers Union who acts as an advisory party for schools and teachers to help them select the performers and get in touch with the writers.

In line with UCCN objectives 1 and 3

Book as a gift

In 2017 the City Government initiated a new tradition - every year the city gives a free book - that of the same year’s winner of Tartu Children’s Literature Award - to all students of the age group that corresponds to the main target audience of the book. The books are distributed during Tartu Festival of Children’s and Youth Literature, some of them given to the students personally by the Mayor during the opening ceremony of the festival.

In line with UCCN objectives 1 and 3

Estonian Writers Union, continues to be at the core of the Literature House programming, offering different types of literary events weekly. During other weekdays also several workshops and book presentations take place. Except for working meetings and some workshops that require pre-registration, all events at Tartu Literature House are open to the public and free of charge. With investment by the owners as well as Tartu City Government the conditions in the house have also noticeably improved and will continue to do so to support the concept of Tartu Literature House as a creative hub open to everyday where traditions and innovative ideas can meet and develop.

In line with UCCN objectives 1, 2, 3, 4 and 6

TarSlämm Poetry Slam Competition

The tradition of regular poetry slam competitions began around 2012 in Tartu, initiated and promoted by the poet Jaan Malin. The scene has been constantly evolving ever since and hosting the European Poetry Slam Championship in November 2015 significantly contributed to the experience of local organisers and performers. Currently organised by NPO Lavaluule TarSlämm has become the biggest poetry slam venue in Estonia with poetry slam nights taking place from autumn to spring at the restaurant-club Lavaluule TarSlämm. The finale is organised during the LiteJev has a monthly column in the biggest local newspaper and he also focuses on bringing literary and other sectors closer such as creative technology and IT.

Since 2018 the Department of Culture of Tartu City Government coordinates video shoots with the City Writer at the end of every year to summarize their experience.

In line with UCCN objectives 1, 2 and 6

Literary Awards

Several nationwide literary awards and competitions are either founded by local organisations, funded by the municipality or announced in Tartu, such as the Betti-Alver Debut prize awarded by Tartu Department of Estonian Writers Union, the Gustav Suits Poetry award funded by Tartu Cultural Endowment and the First Step debut award funded by the literary festival Prima Vista. A new annual award for children’s/youth literature was announced in 2015 by Tartu City Government given every year to an author of an outstanding book for children or youth. Since 2017 the winner of the award is also one of the guests of honour at Tartu Children’s and Youth Literature Festival. Although not founded in or by Tartu, several other literary awards have been established over the past 4 years that have connections to Tartu - for example the annual Ants Oras Literary Criticism Award founded in 2015 by the editors of Estonian cultural magazines and papers, is traditionally announced in Tartu.

Several writing competitions are organised for children, youth as well as adults every year, focused not only on poetry and fiction but also other genres of writing; notably, competitions of literary reviews such as the review competition Ulakass (Stray Cat) for schoolchildren and the review competition for youth organised for the first time in 2019 by the youth literary magazine Värske Rõhk. Some competitions are experimental - in 2019 the international interdisciplinary festival Crazy Tartu announced yet another writing competition, a rather extraordinary one thus matching the name and profile of the festival – the writing competition called S502 Characters invites participants to send fictional texts or essays of the length of exactly S502 characters, the additional challenge being the requirement that all works have to be submitted in handwriting. The competition, while at first giving an impression of absurd rules, aims to highlight two very necessary skills – the skill to stay within specific limits while phrasing one’s thoughts and ideas, and the ability to write by hand – something that is quickly decreasing in the context of contemporary technology. The first results will be announced in November 2020.

In line with UCCN objectives 1 and 3

In line with UCCN objective 2

In line with UCCN objectives 1, 2, 3, and 4

In line with UCCN objectives 1, 2, 3, and 4

In line with UCCN objectives 1, 2, 3, and 4

In line with UCCN objectives 1, 2, 3, and 4

In line with UCCN objectives 1, 2, 3, and 4
5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

These initiatives are in line with SDGs 4; 5; 11; 13; 16; 17 in line with UCCN objectives 1, 2, 4 and 6

5.1 Tartu City of Literature International Residency Program

Launched in 2017, the program is open to all writers and translators (translating from Estonian to other languages) from across the world, who meet the criteria. Since 2018 two residents per year are hosted - one in spring and one in autumn. The program offers a 2-month stay at the house of the former Karl Ristikivi Museum, a scholarship and compensation of travel costs, an opportunity to visit places and perform at venues in other cities and a contact person who is responsible for making arrangements for performances, meetings and tours and helps to make contacts in the local literary scene. In spring the resident is invited to participate and perform at Tartu International Literary Festival Prima Vista; in autumn the central partner festival of the program is the Interdisciplinary Festival Crazy Tartu. From 2017-2019 Tartu has hosted 5 residents: Andrej Tomažin from Slovenia, Darran Anderson from Ireland, Gabi Csutak from Hungary, Ron Whitehead from USA, and Andy Willoughby from UK.

The number of applications for every call has been steadily growing since 2018 (number of applications per call: 2017 - 19; 2018 I - 18; 2018 II - 21; 2019 I - 23; 2019 II - 32) and there have been applicants from all continents of the world. Although the program is not designed exclusively for Cities of Literature or UCCN in general, the impact of spreading the information about calls can be seen in the percentage of applicants either from or closely connected to UNESCO Cities of Literature - the average of 30% per each call. Among them are also two of the selected residents - Andrej Tomažin from Lviv City of Literature and Darran Anderson who has lived long-term in Edinburgh City of Literature.

In addition to performances, meetings with the public connections made between the residents and the local literary sector, the impact of the program includes two books currently in the translation process to be published in Estonia (a poetry collection by Andrej Tomažin and a bilingual poetry book by Ron Whitehead) and a new type of event practised by the literary festival Prima Vista - a 24-hour collaborative arts program Insomniacathon introduced and first produced in Tartu by Ron Whitehead. Tartu City of Literature Residency Program continues to aim at forging long-lasting relationships with the guests of the program, enhancing translation opportunities, and being open to innovative ideas the residencies can bring forth.

The Tartu City of Literature Writer’s Residency was a wonderful opportunity to be able to work in an inspiring space at the Ristikivi Museum whilst also gathering new material from the rich cultural life and resources of the city. I was able to work on my next collection, connect deeply to the Estonian literary tradition and also develop the performing and teaching aspects of my practice"

Andy Willoughby

writer-in-residence in Tartu in Autumn 2019

5.2 Bus Poetry International

The project Bus Poetry launched by the Estonian Literary Society in 2015 became a platform for introducing works by writers from UNESCO Cities of Literature during 2017-2018. Each city was asked to propose a poem (maximum 20 lines) by a writer related to their city and arrange a license agreement with the author. The translations into Estonian were made by Estonian translators (all translations from the original language). With 12 cities participating, the citizens of Tartu had the opportunity to read the works of the following authors:

Husam Al-Sarray
Baghdad (translated by Amar Annus)

Joan Oliver/Pere Quart
Barcelona (translated by Jüri Talvet)

Kerrie O’ Brien
Dublin (translated by Kersti Unt)

Wiebke Hartmann
Heidelberg (translated by Maarja Kangro)

Anna Świrszczyńska
Krakow (translated by Hendrik Lindepuu)

Nataša Velikonja
Ljubljana (translated by Rauno Alliksaar)

Bohdan Ihor Antonych
Lviv (translated by Maarja Kangro)

Lisa Gorton
Melbourne (translated by Kersti Unt)

Bragi Olafsson
Reykjavik (translated by Lemme-Linda Saakas)

Ari Yasan
Ulyanovsk (translated by Kersti Unt)

Viktor Špaček
Prague (translated by Rauno Alliksaar)

Diane Brown
Dunedin (translated by Kersti Unt)

In 2018 three more poems from the Cities of Literature were included in a new selection, written by:

Alan Spence
Edinburgh (translated by Kersti Unt)

Bridie Squires and Georgina Wilding
Nottingham (translated by Kersti Unt)

AHN Keum-ja
Bucheon (translated by Kersti Unt)

In line with UCCN objectives 1, 2, 4 and 6

In 2016 a new MA-level course The Phenomenological Tartu at the University of Tartu was developed at the University of Tartu to introduce the various possibilities for researching the sense of place using the methods of various disciplines based on the example of Tartu. The course deals with the history and story of place as they apply to Tartu and the University of Tartu, through the learning of various fields of activity. Widely demonstrating how various disciplines can be used to examine the same subject, the course is taught by lecturers from different departments and includes also a cartography workshop conducted by a specialist from the biggest Estonian map publisher Regio, a Tartu City of Literature tour with the focal point coordinator as well as analyses of the several cultural and fictional layers of the history of Tartu. By now the course has been taught twice and 62 students have participated altogether.

Free literary training seminars for kindergarten teachers

In order to improve the literary knowledge of kindergarten teachers an annual training seminar takes place since 2015; every kindergarten in the city can send one person free of charge each year. The training aims to support and advise the teachers in their work on teaching children to read. The training is organised by the Cultural Department of Tartu City Government and the Estonian Children’s Literature Centre.

In line with UCCN objectives 1 and 3

The course Phenomenological Tartu at the University of Tartu

The Tartu City of Literature Writer’s Residency was a wonderful opportunity to be able to work in an inspiring space at the Ristikivi Museum whilst also gathering new material from the rich cultural life and resources of the city. I was able to work on my next collection, connect deeply to the Estonian literary tradition and also develop the performing and teaching aspects of my practice”

Andy Willoughby

writer-in-residence in Tartu in Autumn 2019

In line with UCCN objectives 1, 2, 4 and 6

In line with UCCN objectives 1, 2, 4 and 6
The mobility project Drop the Mic – Nordic-Baltic Poetry Slam Network was initiated in 2016 by Reykjavík, Krakow and Tartu Cities of Literature with the participation of Heidelberg City of Literature and a poetry slam organization in Copenhagen, Denmark. The first stage of the project ran from September 2016 – September 2017, aimed to engage the overlapping worlds of songwriting and poetry in an effort to advance participative literary arts; integrate communities; increase social and cultural understanding; engage youth and build a strong international community of poets and event organizers; and create a sustainable Nordic-Baltic network for knowledge exchange & mentorship via slam poetry. Five meetings took place in different cities and there were five participants altogether from Tartu. The second phase began in 2018 with the newly designated Lillehammer City of Literature as the fifth partner in addition to Tartu, Reykjavík, Krakow, and Heidelberg. This phase has been planned as a 3-year program and with a more comprehensive profile compared to the first one - the program engages very different styles of poetry and verbal performance and encourages the interdisciplinary interplay of poetry with spoken word, slam, rap and hip-hop, and songwriting. So far emerging authors from Tartu, Reykjavík, and Lillehammer, two from each city per meeting, have participated in 4 meetings - one in Tartu, one in Krakow and two in Reykjavík; the meeting in Tartu resulted in a performance of the participants at the literature festival Prima Vista. Both stages of the project have been supported by the Nordic Culture Point.

5.3 Drop the Mic

"Drop the Mic has been an motivating experience supporting both personal creative development and collaboration of the participants. It has offered international collaboration and performance experience and helped to connect with creative professionals in different cultures." 

Kaisa Kuslapuu participant in the programme since 2018

5.4 Cities of Literature - The Sound of Future: a multimedia presentation at Tartu International Literary Festival Prima Vista 2018

In 2018 Tartu International Literary Festival Prima Vista invited UNESCO Cities of Literature to be featured in the multimedia presentation The Sound of The Future that was part of the opening ceremony of the festival (the title matching the main theme of Prima Vista 2018). The partners were asked to send either a short video clip of a writer or literary figure reading a passage/poem related to the theme, or a future-themed quote by an author from the respective city in writing or video; and photo materials about their current or completed projects. The presentation was integrated into the opening ceremony of the festival and sound design by Berk Vaher, member of the board of Tartu International Literary Festival Prima Vista. The opening show was broadcast live on University of Tartu Television and the materials have been preserved for possible future development into a separate Cities of Literature presentation. The participation helped to grow local awareness about the UCCN and the individual Cities of Literature and also contributed to the interpretation of the Network’s activities in the context of future.

In line with UCCN objectives 1, 2 and 6

5.5 Participation in the joint projects and campaigns of UCCN

Over the past four years Tartu City of Literature has participated in several joint projects initiated by other Cities of Literature, including the following initiatives.

Inspired by Granada City of Literature, the Cities of Literature have jointly celebrated World Poetry Day since 2018. The cities organise different events and share each other’s information and photos in social media during the day, a joint international press release describing the events in each city is also issued prior to the event.

Reykjavík City of Literature organised exhibitions Reykjavík Reads in 2016 and Read the World in 2017. Reykjavík in its rich cultural history has introduced authors and texts from Cities of Literature. Tartu participated in both with poems and introductions of local poets Timo Maran and Hannes Varblane.

Initiated by Melbourne City of Literature the project Slam-O-Vision, a spoken word version of Eurovision took place for the first time in 2019. Poets from 8 Cities of Literature competed via videos that were uploaded on a dedicated website, the participating cities give their votes by the end of August and the inaugural Slam-O-Vision Champion - Babs Gons from Utrecht - was revealed on Friday, September 6th during Melbourne Writers Festival. Tartu was represented by Maris Pedaja, the winner of Tartu Poetry Slam „TärSlämm” 2019. Her poem that entered the competition, „Skin and Fleas” was part of the international project „Borderlines”.

In 2018, Tartu had the opportunity to be a partner of the project ReVision - a program of workshops that were run by the Critical Poetics Research Group at Nottingham Trent University in collaboration with Nottingham UNESCO City of Literature. In November 2018, Joanne Dixon from Nottingham Trent University delivered a research-led creative-critical writing workshop in Tartu. The workshop reached a variety of writers, aged from 18 to 65, and included participants whose first languages were Estonian, Hungarian and Finnish. It included reading and discussion of short works of literature, philosophy and critical texts, consideration of art and other objects, and creative writing exercises. The workshop was followed by an online mentoring course that in turn resulted in a new publication Writing the Contemporary Poets: Poetry Records from UNESCO Cities of Literature (Trent Editions, 2019) where two authors from Tartu workshop were featured - an emerging author Piret Pöldver and the Hungarian writer Gabi Csomak who was the writer-in-residence in Tartu at the time. The workshop took place during the international festival Crazy Tartu and as a poet, Joanne Dixon also performed at the festival.

Tartu has had the honour to participate in two international delegate programs organised by our partner cities. In December 2018 Krakow City of Literature organised the delegate program Connect, which brought together cultural managers to Krakow for a week of exchange, learning and networking. Tartu was represented by Berk Vaher, the director of Tartu Department of the Estonian Writers Union. In September 2019 Melbourne City of Literature in collaboration with Melbourne Writers Festival hosted an international meeting of literary programmers where Tartu was represented by Annika Aas, the chair of the board of Tartu International Literary Festival Prima Vista.

Several collaborative projects have been linked to the UCCN. At UCCN Annual Meetings Cities of Literature were introduced at an exhibition GéoPoétique during the UCCN Annual Meeting in Enghien-les-Bains. Tartu was represented at the exhibition by a quote from the renowned local author Mehis Heinsaar. In 2018 Heidelberg City of Literature and Fabriano City of Crafts and Folk Art collaborated to produce a specially bound and printed anthology celebrating literature and its vital place in culture. 51 poets from the 28 Cities of Literature are featured in this unique book. All texts have been written or printed on handmade, folio-sized paper from Fabriano UNESCO City of Crafts and Folk Art. The paper was sent from Fabriano via Heidelberg to all UNESCO Cities of Literature worldwide and, after being filled with literary works, was sent all the way back to Fabriano where the book has been bound. The book was gifted to the Mayors of Krakow and Katowice by the mayor of Tartu and Fabriano at a special presentation during the XII annual meeting of the UNESCO Creative Cities Network. From Tartu, poets Hasso Krull and Maarja Partna wrote a literary piece of art in Estonian on the back of the paper for the anthology. During the Krakow and Katowice meeting, Krakow City of Literature also coordinated the project Multipoetry that involved poetry projections in Krakow city center. Tartu was represented with an excerpt from a poem by the poet Indrek Hiv. During the 2019 annual meeting in Fabriano, the Cities of Literature pavilion was designed using photo and video materials from the cities; the input from Tartu consisted photos of highlight events, a video of Tartu Poetry Slam competition and a video of Tartu City Writer 2018, Miia Keränen.

Tartu has also taken part in several online campaigns of the Cities of Literature such as the Summer Reading List social media campaign (2016-2018), recommendations of Children's books during the World literacy Day and other book promotion activities.

In line with UCCN objectives 1, 2, 3, 4 and 6
6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS:

6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

1 City of Literature blog and podcasts

Project description: In December 2019 Tartu City of Literature launched a dedicated blog that publishes information, essays, interviews and other texts related to the local literary scene, authors, works, and the activities of the network. Special attention will be given to interdisciplinary art and events. Additionally, a series of audio podcasts will be recorded—interviews with local or visiting authors (for example the guests of residency programs), critics, translators, literary scholars.

Objectives: The blog and the podcasts aim to reflect the current literary processes as well as discuss global challenges, including the ways to achieve the SDGs, in the context of creativity, humanities and critical thinking. The project will provide feedback to event organisers, while literary festivals and other major events have several strategies to gain media coverage prior to the events there is a noticeable lack of professional feedback which the blog will help to compensate via event reviews and posts of impressions. By offering diverse quality content the project also helps to reach different target audiences, including the young generation as well as education professionals as the audio materials, for example, can also be used in teaching. One of the challenges for many UCCN cities is raising public awareness of the network, its mission and the activities of the members. We believe that addition to public campaigns and media communication awareness can be increased by offering quality content while highlighting Tartu as a City of Literature and the mission of the UCCN.

Stakeholders: The project will be implemented by Estonian Literary Society in partnership with several other organisations such as Tartu Department of the Estonian Writers Union, bookshop Utopopia, literary festival Prima Vista, local writers, critics, translators, scholars, and publishers. The existing partnership with the Department of Cultural Research of the University of Tartu that presents Estonian Literary Society as one of the main centres of apprenticeship for the students of literature will be developed further by engaging the students in conducting interviews and writing texts for the blog.

2 Our Favourite Quotes

Project description: Brining literary works into the public space to promote writers and reading as well as to make the everyday urban space more meaningful and thought-provoking is an important part of Tartu’s strategy as a City of Literature. In addition to the Bus Poetry a new project will be launched in 2020 - Our Favourite Quotes is a simple initiative that includes displaying quotes from literary works on LED-technology light pads that will be put on the windows of various buildings in the city. The core idea of this project is inclusiveness - using a contact form on the City of Literature website everyone can suggest the quotes they think should be written on the pads and the coordinators will select from these suggestions. The quotes will be replaced every 3 months and a calligrapher will be included in the project to write the texts on the tabs. A project manager will be hired whose tasks also include managing the suggestions for quotes and contacting the authors to reach an agreement on publishing the quotes.

Objectives: In addition to promoting literature and contributing to the dynamism of the urban space the project also aims to increase the inclusion of the citizens in the cultural scene. The opportunity to participate also helps to make people more aware of the city’s identity as a City of Literature.

Stakeholders: Estonian Literary Society will be the coordinator of the project, all citizens who potentially contribute projects suggesting quotes can be seen as stakeholders as well as the authors whose quotes will be displayed.

3 Celebrating International Literacy Day

Project description: The Project Cooperation working group of the Cities of Literature has developed a strategy for collaborative projects outlining main areas of action, including joint celebration of international days related to literature. International Literacy Day will be jointly celebrated in the Cities of Literature starting from 2020 and as with World Poetry Day celebration, each city will choose its own way organising it. While Estonia ranks among the highest in the world for basic literacy, there are other types of literacy that can still be seen as a challenge, including media literacy, critical literacy, and information literacy. Socially vulnerable groups also need attention. Starting from 2020 Tartu plans to celebrate the International Literacy Day with several projects aimed at different target audiences; these projects include readings at day centres for the elderly and the children’s hospital as well as literary salons that focus on storytelling skills, media literacy, digital literacy and information literacy. Local schools will also be engaged with the Association of Estonian Language Teachers as one of the key partners.

Objectives: Celebrating International Literacy Day will highlight the importance of literacy; the aim of the literacy-related projects is to increase the awareness of the various types of literacy and improve people’s skills.

Stakeholders: the projects will be implemented by different stakeholders - the Department of Culture of the City Government will look for ways to collaborate with social institutions, Estonian Literary Society and Tartu Department of the Estonian Writers Union will organise events at Tartu Literary House and the Association of Estonian Language Teachers will coordinate Literacy Day celebrations at schools.

Objectives: Expansion of the international collaboration is one of the key objectives in Tartu City of Literature strategy for 2020-2024. UCCN membership as well as the forthcoming European Capital of Culture year 2024 are a context where special attention needs to be paid to supporting mobility and providing opportunities for exchange of ideas and experience. Development of the residency/mobility programs aims to have a noticeable impact on the following areas of action included in the UCCN Mission Statement: - sharing experiences, knowledge and best practices; - professional and artistic exchange programmes and networks.

6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network
Stakeholders: Estonian Literary Society as the City of Literature focal point will coordinate the resi-
dency and mobility projects in cooperation with sev-
eral partners, including Tartu Department of the Esto-
nian Writers Union, literary festival Prima Vista, and the
Department of Culture of Tartu City Government.

Beneficiaries: writers, translators, members of
UNESCO Cities of Literature subnetwork.

Expected results: a vibrant international literary
scene with various mobility opportunities for both
local and foreign writers, translators and other literary
professionals; partnerships between organisations
and cities; increased local audience participating in
international literary events (readings, workshops,
discussions).

In line with UCCN objectives 1, 2, 3, 4, 5 and 6

2 A Journey Through 7 Cities - The
UNCCN collaborative artwork

Project description: Tartu City of Literature wishes
to initiate a new collaborative project with a working
title A Journey Through 7 Cities. The idea of the pro-
ject is that the creation of a interdisciplinary artwork
based on the principle similar to that of a chain
poem: a poem from a City of Literature will be sent
to a city of another cluster, then from there to a city
from its sister cities in the Cities of Literature network
in 2021; pre-coordination, including finding the first partner
cities, will take place in 2020. The project will also be
linked to the SDGs with each chain focusing on one of
them thematically.

Objectives: The objectives include contributing to
the global culture by inspiring new works of art;
strengthening the connections between cities in the
UCCN as well as increasing public awareness of
the network; offering the creators in each cluster an
opportunity to link their work to international collabo-
ration, and highlighting the SDGs and the role of
creativity in achieving them.

Stakeholders: focal points, possible partner organi-
sations and the creative professionals from UCCN
cities.

Beneficiaries: the general public, creative profes-
sionals, the UCCN, all organisations working in line
with the SDGs and the objectives of the UCCN and
wishing to use the results of the project in their work.

Expected results: new works of art representing the
value of creativity and interdisciplinary collaboration,
stronger links between UCCN cities of different clus-
ters and artists of different fields, greater awareness
of the network, its mission and the SDGs.

In line with UCCN objectives 1, 2, 4 and 6

3 Bring Your Own Utopia/Dystopia -
a project within the framework of
Tartu European Capital of Culture

Project description: To explore the creative poten-
tial of utopias and dystopias, Tartu invites authors
from its sister cities in the Cities of Literature network
to think about landmarks and spaces in their city that
can be perceived as utopian or dystopian. Tartu will
coordinate short-term residencies (2-4 weeks) to the
writers to enable the integration of the experience of
one’s own city in their perception of Tartu and deve-
lop partnerships with local authors/musicians/design-
ners/photographers etc to create installations and/or
texts/ multimedia performances. The project will start
in 2021 and as Tartu is hoping to host the Cities of
Literature Annual Meeting (declaration of interest has
been recognised in the sub-group) in 2024, it would
coincide with exhibiting the results of the programme.

Objectives: examining the creative potential of utopi-
ass and dystopias and their cultural connections with
the urban space, creating connections and collabo-
rations opportunities for artists and artists of other
fields, strengthening cooperation between Tartu
City of Literature, increasing awareness of the network
and the mission of the UCCN.

In line with UCCN objectives 1, 2, 4 and 6

6.3 Estimated annual budget for implementing the proposed action plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>Annual support from the budget of the City of Tartu</th>
<th>Annual support from the Estonian Cultural Indowndowment</th>
<th>Total annual budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office administration (staff, travels, PR)</td>
<td>€ 20 000</td>
<td>€ 20 000</td>
<td>€ 40 000</td>
</tr>
</tbody>
</table>
| Programme (annual large-scale projects and reg-
    ular event programmes, including the new ones
described in the action plan, the sum indicates
    only the projects implemented within the City of
    Literature Office budget) | € 25 000 | € 25 000 | € 50 000 |
| Maintenance and development of Tartu Literature
    House as a creative hub (including investments
    from the municipal budget) | € 8000 | € 8000 | € 16 000 |
| Activities related to the City of Literature desig-
    nation of the Department of Culture of Tartu City
    Government | € 20 000 | € 20 000 | € 40 000 |

TOTAL | € 78 000 | € 20 000 | € 98 000 |

6.4 Plan for communication and awareness

The plan for communication and awareness includes
the traditional ways to communicate with the general
public - press releases, promotional campaigns for
projects, interviews, radio broadcasts. However, as the
4-year experience in the network has shown, a
more dynamic approach has to be implemented to
increase public awareness about the city’s identity
as a City of Literature and the UCCN. Inclusion and
quality content are seen as one of the key factors
in this approach - it is not enough for the citizens to
be presented the fact that Tartu is a City of Litera-
ture, people need to feel involved in it and engage
this identity via literary content. Therefore initiatives
offering diverse literary materials such as the blog and
podcasts as well as projects engaging the audience
such as Our Favourite Quotes have a significant role
in the awareness-raising strategy.

In 2020 Tartu City of Literature will launch a new
website that will be developed based on the promo-
tional needs of the City of Literature brand and the
key initiatives: the website aims to function as the
primary channel for getting information about the
literary events as well as about collaboration and
mobility opportunities; it will also build interaction
via the contact forms dedicated to specific projects
such as the initiative Our Favourite Quote.

Special attention will be paid to the social media
channels. The City of Literature Facebook page is
constantly building audience, other types of social
media however have not been that much covered
so far. In 2019 Tartu City of Literature created a
Youtube channel where videos related to sever-
als City of Literature projects are collected; these
videos will also be linked to the database Tartu In
Fiction. To reach young audience a City of Literature
Instagram account will be created and developed,
focus on project-related campaigns.
Appendix

Statistics about the cultural and creative sector in Tartu

The Cultural and Creative Cities Monitor by the EU Commission
Tartu ranks 2nd among 22 European cities of a population between 50 000 and 100 000 inhabitants.

Data collected by Tartu Centre for Creative Industries (TCCI)

Founded on May 14th, 2009 by Tartu City Council, TCCI operates as the coordinator of creative industries in Tartu and South Estonia by providing creative industries related information and training, legal and economic consulting for creative entrepreneurs, as well as business incubation (+ pre- and post-incubation) services.

Number of enterprises in business incubator 2009–2019: 128

The total sales revenue of TCCI-supported creative enterprises during 2011–2018 according to the economic reports: € 8 000 000

Growth of sales revenue of the most successful enterprises incubated in the TCCI: 600–700%

Average number of employees per creative enterprise: 4

December 2019