



First Monitoring Report SKGT24

September 2020

Bad Ischl-SKGT24 European Capital of Culture

INTRODUCTION *(November 2019 – August 2020)*

It has not even been a full year since we became European Capital of Culture, but in that time we have been part of occurrences we never imagined possible. In some areas we made great progress and are on track with our transition phase timeline. In other areas we wished for more progress, such as Program development. Perhaps one of our greatest successes is that we are all still passionately working for SKGT24, not only as a strong transition team but also as shareholders of the Kulturhauptstadt Bad Ischl – Salzkammergut 2024 GmbH¹.

And then there was COVID-19. This could have possibly killed the Emperor, if it had occurred 120 years ago. Should he have been spared illness or death, would he have shed tears watching Europe and the world suffer, borders close and economies nose-dive or would he have seized opportunities to gain more power? Of course, the Emperor is no longer alive, but European Compassion and Connectivity is now more important than ever.

But let us tell you the story from the beginning, starting after the rush of the title win.

The core bidding team – Stefan Heinisch, Gottfried Hattinger, Petra Kodym, Eva Mair, Lisa Neuhuber, and Heidi Zednik – remains. We took on all tasks of the transition phase. We assumed multiple roles with the goal of creating the SKGT24 company, “bringing in” the last uncertain SKGT municipalities and getting information about SKGT24 out to everyone in the region.

During this phase, the banner city Bad Ischl covered all operating expenses. Ines Schiller replaced Hannes Heide as Mayor of Bad Ischl, although Hannes still has an important involvement as Chair of our Supervisory Board. Adam Sifkovits, Bad Ischl’s General Officer, also assumed a significant role in the transition phase.

Christina Jaritsch joined the team part-time in January 2020 to assist with office logistics and assume the bulk of Public Relations. In February, part of the team went to the Opening of Galway 2020, while others went to Rijeka 2020.

To refocus as a team, we held an intensive conclave in February to create a realistic transition timeline, discuss individual team member roles and assess needs and weaknesses. The Artistic Directory, per Bidbook originally made up of Petra Kodym, Gottfried Hattinger and Heidi Zednik, was broadened to include Lisa Neuhuber and Eva Mair. Stefan Heinisch continued as Interim Managing Director and regional municipal connector.

Multiple meetings in the areas of Outreach and Long Term Strategy were held with schools, VHS (an adult education center), Verein² Zukunft Bildung Salzkammergut, KUPF (Cultural Platform of Upper Austria), Hand.Werk.Haus (Stephaneum), Waldcampus and many cultural initiatives, including museums and galleries.

A SKGT-wide Info Tour was organized, open to everyone, to answer all questions and explain the ECoC and SKGT24 process. The final Bidbook was translated into German by the team, including printing a condensed version named “Essenz”.

Then COVID-19 hit.

All appointments and Info Tours were cancelled, the team switched to home-office and digital meetings. Company by-laws were drafted, the team formed the Verein “Initiative Salzkammergut 2024”³ with the goal of becoming shareholders. Stefan Heinisch and Eva Mair worked closely with Adam Sifkovits who provided a legal perspective, clarifying the process of establishing the GmbH.

We met with attorneys and tax experts to consider all options for company founding. We successfully negotiated the interests of the political, cultural, tourism and economy sectors leading to SKGT24 GmbH shareholders being defined.

In May 2020 there was a gap in funding available to the city of Bad Ischl whilst arrangements were developed to finalize the legal and financial structure of the organization. The majority of the team needed to take unpaid leave from May 1. The remaining 2 staff members were charged with continuing the transition phase until the company could legally be finalized.

There were concerns that misinformation about the project could take hold during this period. Nevertheless, some team members did continue to work informally, especially in the areas of communication with the ECoC family, including participating in the ACoC-ECoC Webinar “Redefining Relations” (June 2020) and Eleusis 2021 “ECoC Digital Thursday” (July 2020).

We were aware we were in the midst of learning enormous world-impacting lessons and had to pay attention. COVID-19 had changed the rules for events. Going digital was not the only answer, though digitally we knew we had to strengthen our own Program. This meant we had to rethink the artistic and the Volunteer Programs, with new safety measures in mind and connect with our ECoC colleagues to share best practice.

Regionally, due to the COVID-19 lockdown, (Hyper)Tourism was turned on its head, SKGT tourist hot-spots were suddenly empty of visitors. For a brief period 2nd home owners were even asked to leave some parts of the region, like in so many other places in Europe. During times of crisis, being forced to turn inwards, it is important to not lose the wholeness of

¹ From this point on abbreviated with SKGT24 GmbH

² The German word Vereine, used throughout our Bidbook, defines all kinds of unions, clubs or associations – spanning culture, sport or other activities.

³ From this point on abbreviated with “Initiative SKGT24”



our European dimension, since that dimension is part of being a Salty Family.

This void also brought short-term relief for the SKGT nature. But once the lockdown eased, (Hyper)Tourism returned in unexpected ways, leaving B145 again solidly grid-locked. Now, more than ever, a FLOW TO RETREAT is necessary.

On July 15, 2020, the team was back to work on the monitoring report.

Hearings for both lead positions, Managing and Artistic Director (as part of the Artistic Directory Board), were held in August, with a formal decision expected by early October. Until then, further developing the Artistic Program is on hold.

September holds 2 more important milestones. We open our new SKGT24 Bad Ischl headquarters and SKGT24 GmbH will legally exist as of September with an ECoC region spanning 23 communities.

So here we are, still in the midst of a pandemic and nothing is the same as it was before. The journey of SALT. WATER is an elemental one, it remains the core of our story and strengthens our connection to Europe even more. People - the Salty Family - along with Places and Program will be our constellation guides for this journey - you will meet them throughout the coming chapters. ■

LONG TERM STRATEGY OUTREACH

Our strategy to change the Cultural Geography of the SKGT is strongly linked with building and supporting our Outreach concept. We therefore combined the 2 ECoC criteria, Long Term Cultural Strategy and Capacity Building, in this section because of the close link between People, Places and the new cultural vision of SKGT24.

In the bidding process we introduced the 1st ever regional cultural strategy **“Cultural Vision 2030 - Culture Makes the Difference”**. It was adopted by 23 municipalities within our 3 LEADER regions.

Since being given the 2024 designation, we have refined and finalized the regional cultural strategy so that it includes preparations for the title year as well as recognizing the opportunities that come with it. The regional cultural strategy's goal is the longer perspective of 2030, making its focus also part of our ECoC legacy.

The strategy consists of 5 priorities. They serve as guiding principles for our unique, salty ECoC-journey:

1. Establishing a broad concept of culture.
2. Releasing the potential of culture for everyone.
3. Making culture accessible and attractive.
4. Finding different solutions to the same old problems.
5. Revitalizing existing spaces.

In tandem with the ongoing implementation of the cultural strategy, SKGT24 is developing an **ECoC Delivery Plan**. This will be structured in 4 strategic phrases:

Transition and Covid Recovery Development Delivery Legacy

The detailed delivery plan will be

finished in autumn 2020 and reflects the milestones set out in Q6.

Creating a new Cultural Geography

Receiving the title created an even more vibrant atmosphere in the SKGT, which we now want to use for nurturing our plans for a new Cultural Geography for regions like ours. Our model is based on the 3 strategic fields of **Places, People and Program**, in which all our actions are rooted.

We want to build up and strengthen the capacities of the Salty Family and make culture more accessible. Enabling local people to play a full part, both in the ECoC 2024 and its legacy, the emerging **SKGT INCLAVE**.

Places, People and Program

While the ECoC title created a spark, lifting cooperation in the region to the next level, we want to aim higher. We will do this by strongly promoting **Places** where culture already takes place or will in the future, keeping the SKGT towns eventful and vibrant; by supporting **People**, our diverse Salty Family, with their different characteristics, interests and needs, and finally by strengthening the **Program** that connects the 2. It is these 3 Ps that are fundamental to the creation of a connected INCLAVE – the main focus of our Long Term and European vision.

Participating municipalities have begun to rethink their community cultural strategies and infrastructure developments – whether small or large. The title win created a pioneering spirit in which future challenges, such as mobility in a rural region and education, are jointly addressed. In order to maintain this momentum, task forces with local stakeholders are being established, with initial concept papers being developed.

It is crucial to bring culture to where people live and spend their time. An important feature of our Legacy and short-term connectivity is for the local cultural scene to be involved. At the same time, one of the challenging aspects of delivering a regional ECoC Program is to share content, capacity development and involvement across a region with different social and political characteristics and interests. Getting this balance right is fundamental to the creation of the exciting vision of the INCLAVE.

Activating Places ...

Developing our Cultural Geography means a more flexible cultural map of the SKGT – built around a series of diverse cultural hubs with their own characteristics. Boosting local cultural activity and connections across the region. Supporting the professionalization of cultural work and making SKGT24 more visible nationally and internationally.

Since winning the title we have developed the idea of a group of **flexible, local centers and the creation of cultural hotspots** which can provide a local focus for cultural delivery and connection. This would also be helpful in gaining **local political buy-in**. Towns across the region expressed wishes to establish and develop their own cultural centers as part of our Program. This could become an example of best practice, especially for other European rural regions. So we are more than happy about the towns' initiatives and excited to support them and see where it will lead.

Other planned activities include:

- A conference on mobility, involving all municipalities and tourism stakeholders is being organized in autumn 2020. Its aim is to develop concrete measures in conjunction with Green Capital of Culture approaches. A guiding principle has

already been established: „Every ECoC event in the year 2024 must be accessible by public transport in a convenient way“. Final measures will ensure access to the region but also guarantee connectivity within the region, which not only allows all people to be mobile (also youth, the elderly, etc.), but creates an incentive to arrive at ECoC events by public transport (e.g. by combined ticket solutions)

- Another task force on building culture, in cooperation with the Upper Austrian forum for architecture (afo), will meet on a regular basis in different places of the region, starting in late 2020. This series offers a discourse format for the most pressing topics related to regional development and architecture.

A number of other planned **infrastructure developments** are described in the final section of this report.

... and supporting the Salty Family

To reach out and pass on our cultural passion to the Salty Family, one of our top priorities after the title-win was to provide the Bidbook contents to a wide range of people. We translated the Bidbook into German and wrote an easy-to-read short version, named „Essenz“. In keeping with our ambition for diverse communication, an audio version is planned (see *Marketing and Communication*, p. 18).

Accessibility and transparency are central values of the INCLAVE. An example is Kultur.Kaleidoskop, a discussion forum in public space, which we - together with the regional radio station Freies Radio Salzburg¹ - organized in 2019. This cooperation will continue this autumn, enabling easily accessible information and low-threshold participation in discussions on all sorts of related ECoC topics.

From now on, Kultur.Kaleidoskop will be a project of the **New Salt Radio** which is part of our media-mix approach (see *Marketing and Commu-*

nication, p. 18). To dismantle economic, social or psychological barriers, it is vital to implement future cultural activities in public and everyday spaces. Additionally, the COVID-19 situation is demonstrating how outdoor and public spaces still make cultural events possible while staying physically distanced.

In this early phase of the build-up years other **Outreach** activities focus mainly on our closer relatives of the Salty Family, people who live in or spend their time in the region. The different Outreach partnerships and concepts presented in the Bidbook - such as the Silver Salzkammergut program, the Culture Buddies, concepts for people with dementia, etc. are in different preparation stages. For the Salty Dogs program a working group of therapy dog teams and cultural institutions has already been established.

Next, we will widen our strategy for international audiences in coordination with our international communication strategy (see p. 18). Starting points are the involvement of numerous European partners in our Program, as well as some Capacity Building cooperation projects that have been set up, such as Libertalia with several partners, or the School of Art & Craft in cooperation with Matera 2019 (see below for both).

Building our Capacity

Our Capacity Building Program is key to delivering our vision. Some projects and actions with longer preparation phases need to start now. The following examples show our progress:

SKGT Culture Schools

We have continued to develop the build-up of our SKGT Culture Schools and their various branches - focusing on linking concepts with solid structures in the fields of culture and education, solidifying a legacy beyond 2024.

SKGT School of Cultural Management

We strengthened our Capacity Building cooperation with KUPF², co-developing 2 formats:

- 1) the BB-Incubator and 2) the SKGT Cultural Management Course.

The BB-Incubator, starts in December 2020, and offers up to 5 workshops for those who submitted Bidbook projects but still need further developmental support. The workshops target topics such as project management and budgeting, as well as raising awareness for ECoC's European dimension, thus fostering networking.

The SKGT Cultural Management Course, which launches in 2022, is a low-threshold course open for people from the SKGT and beyond. By joining forces we lift it to a European level - involving experts from various fields of cultural management and hailing from different European countries.

SKGT School of Cultural Policy

A series of courses has been specifically designed for our local politicians, fostering capacity and knowledge building, particularly in the fields of cultural politics, funding structures, etc. The course will include know-how and expertise from past and present ECoC teams.

A kick-off workshop for the SKGT24 GmbH board members was organized in August 2020. In this workshop, politicians and other stakeholders from the fields of tourism, regional development and culture met with the German cultural advisor Oliver Scheytt, who shared his management experience of Ruhr 2010, as well as his knowledge on cultural politics and its effects. Starting in November 2020 we will offer more workshops with ECoC experts and those from other cultural fields. These will focus intensely on long term development, the role of cultural politics and contemporary cultural work.

¹ from this point on abbreviated with FRS

² KUPF (Kulturplattform 00) is the umbrella organization for more than 150 independent cultural initiatives in Upper Austria.

In the long run, we want to support our cultural management education with academic recognition. This is a shared vision for several of our stakeholders. We are currently negotiating a possible academic cooperation with FH Kufstein, an applied sciences University which includes an innovative program of culture and event management. We also joined forces with the initiative "Zukunft Bildung Salzkammergut", meeting with experts in developing masters programs. These cooperations will be developed further during late 2020/early 2021.

SKGT School of WOW

The Creative Europe Capacity Building project **Libertalia** marks the start of this school branch, with 1st partner meetings in autumn 2020. SKGT24 is 1 of 5 core European partners participating in "Collective Moves: Libertalia Lab and Performance" 2020-21. The partners consist of smaller European cities who are past, present or future ECoCs or whose cultural ecology will benefit from this mobility, capacity building and audience development scheme across all art forms. It is co-funded by Creative Europe-Culture. "Libertalia Co-creation Lab" is a site specific production, a touring mid-scale installation and multidisciplinary performance that engages people and places with the idea of resetting liberty. Moreover, it is a format that supports our Outreach aim, to engage and bring together regional and international audiences.

SKGT School of Art & Craft

Meetings were held with cultural stakeholders in Bad Goisern (Hand.Werk. Haus, Otelo, Stephaneum), Ebensee (Textilwerkstatt Frauenforum Salzkammergut) and Gmunden (Kulturamt) to confirm the seriousness of interest and possible locations. Further location possibilities exist in the Almtal region, along with community and cultural stakeholders interested. Each location will be a natural fit with each community, building on existing

strengths and focuses. Follow-up meetings will continue in autumn 2020.

A decentralized approach, with locations across the SKGT24 region, linked to our model of Cultural Geography, remains viable.

A "build-up" working group of artists, craftspeople, cultural stakeholders and community members is being formed with an initial meeting scheduled for early November 2020. A very active stakeholder group has come together around the historic building of Stephaneum in Bad Goisern. The former school, owned by the catholic church, offers great potential to realize one branch of the SKGT School of Art focussing on traditional crafts. As part of this stakeholder group, we are currently in negotiations with the owner, as well as developing different implementation scenarios of this school branch in Bad Goisern.

Furthermore, we have been asked by the Creative Region Linz and Upper Austria to join the European DeuS³ steering group, bringing in the experience of establishing the School of Art & Craft. Besides the very useful exchange on a European level, this network additionally strengthens our pre-planned cooperation with Matera 2019, also part of this steering group, with a focus on the Open Design School.

SKUL

SKUL follows the long-term aim to implement cultural education in already existing school structures, from preschool to secondary school. The program starts with the secondary school Erzherzog Johann in Bad Aussee. Meetings of stakeholders took place, however, the SKUL concept is not finalized at this point. Due to personnel changes within the Erzherzog Johann School work will continue in September 2020.

Schools

Existing school and educational centers are also an important part of our

Capacity Building. Regional schools want to play an active part in the build-up years and have already contacted us with much enthusiasm. We visited schools in early 2020, presenting our SKGT24 ECoC concept. Due to early, COVID-19 related, spring school shut-downs, our plans for further visits have been moved to autumn/winter 2020.

Universities have also reached out to us. The Technical University of Vienna, Faculty of Architecture organized a semester course on living in a place of Overtourism, inviting our team to be "insider support".

Several centers for adult education (e.g. Volkshochschule, BFI) approached us to cooperate on common Outreach activities, especially for groups more difficult to reach, such as the elderly or people who do not regard themselves as "culture-affine".

These cooperations with education stakeholders not only strengthen our Capacity Building plans, but also our Outreach cooperation network. For example: COVID-19 shed light on the enormous backlog of accessing, creating and managing digital content, especially within the older generations. We now realize that to offer different formats to different target groups is one step too little. Together with the previously mentioned cooperation partners offering support (e.g. in the form of workshops or courses on working with digital content), our Outreach activities will enable the elderly to have the same experience as "digital natives".

welocally

welocally, our future SKGT-spanning digital platform for connecting people, (vacant) places and ideas, based on the idea of sharing, is being further developed. Both the SKGT24 and welocally team continue to explore and submit proposals to potential cooperation partners (e.g. Creative Region Linz & Upper Austria or

³ <http://www.deuscci.eu/>

Chamber of Commerce of Upper Austria), who, together with the we-locally team and us, would create sustainable structures for this project.

OCC (Open Culture Center)

The city of Bad Ischl held several inspections and is currently negotiating with the owner of the potential site of the Open Culture Center. Due to COVID-19, further steps to clarify its feasibility and structural requirements will be resumed in October 2020 and completed by the end of the year. Starting with detailed planning in 2021, the opening of the OCC is planned for the second half of 2023.

Hearing about our concept of revitalizing the neighbourhood around the OCC, a neighbour who adjoins the potential OCC building, contacted us, offering his vacant house for cultural use. This location will also be reviewed by the appropriate Bad Ischl city departments.

Inside Out

The museum refresh program is now part of the SKGT School of Cultural Management. We have identified museums, their needs for Capacity Building and received expressions of interest from some of them. We will finalize the concept by December 2020 and commence planning in 2021. Kick-off is marked for June 2021. Again, this links very neatly to our Cultural Geography.

Team Delivery

In revising our Bidbook projects we discovered once again that the majority of our artistic projects involve Capacity Building elements. To ensure a close link between ECoC and long-term development early on during the build-up process, 3 Artistic Directory team members are involved in developing the Program as

well as planning Capacity Building measures.

Winning the title has activated people, already engaged in other projects in the region, to read the Bidbook and help us connect various elements. The association Zukunft Bildung Salzkammergut, for example, developed an Erasmus+ project idea - The Innovation School - which gives the youth of Tartu, Bodø and the SKGT a common independent platform to explore and work with current European challenges from *their* point of view (project submission October 2020).

We continue to receive an increasing number of requests to cooperate on long-term projects in the fields of regional development, culture, education, building culture, youth, mobility, etc. Our strategy is to review incoming Capacity Building proposals and carefully check them for consistency with our INCLAVE vision and Cultural Geography concept before committing to further co-operation.

Evaluation and Monitoring

The goals for evaluating our ECoC project also reflect on the 3 strategic fields - People, Places, Program - using the ECoC evaluation guidelines. In addition to the guidelines provided by the European Commission we want to create environmental indicators too.

As we want to cover aspects that reflect the importance of measuring the impact on the natural environment (and used the European Green Capital Award as a model) it is essential for our evaluation plans to involve experts for sustainability and biodiversity. Therefore we approached Richard Schachinger (Klimabündnis, climate alliance), who will support us on identifying indicators which are crucial for our aim of being an ecologically sustainable ECoC.

Availability of SKGT baseline data is difficult. We have 2 administrative levels in the SKGT24 region and 23 different modes of collecting municipal data. We are aware of the complex situation of consistent data on local and regional levels. That's why we will invest in awareness raising concerning evaluation in early 2021.

We have established our Evaluation Working Group, identifying research topics which are essential for the process: ecology, gender equality, accessibility, (soft/sustainable) tourism, architecture and building culture, contemporary level of the program, regional social studies and local topics. The partner for ecology is already confirmed (Klimabündnis via Richard Schachinger). Additional partners are Brigitta Schmidt-Lauber and Alexa Färber, both from the Department of European Ethnology, University of Vienna. Starting in 2021, they will continuously do research in the fields of tradition and identity construction, addressing questions such as "what does it mean to be European". This will include regular research projects with students regarding the question of "how does the process of being ECoC change a region". These qualitative insights will be fed into our evaluation reports.

In September 2020 we will create an evaluation profile in cooperation with LIQuA (interdisciplinary, independent, non-academic institute in Linz, Upper Austria). Data collection will be carried out by the cultural institutions and by trained volunteers. In conjunction with LIQuA, as well as scientists, a concept for evaluation and monitoring courses will be created. For example, every "Verein" in the SKGT will have its own evaluation and monitoring ambassador collecting data and submitting it to the Evaluation Working Group. ■

PROGRAM

On our SALT.WATER journey, we once again recognized that we chose our 4 Program Lines well - the recent COVID-19 crisis has made that very clear. Nevertheless, we are continuously adapting the Program, especially IMPACT OF (HYPER)TOURISM and FLOW TO RETREAT with changes based on our SKGT pandemic experiences. Adaptations in organization of events, careful choice of locations and guidelines for artists, partners and visitors now have become even more important. Extra-important because our cultural vision of the INCLAVE means taking care of each other, being compassionate and open. The instinctive tendency during a pandemic, along with an economic crisis, is to build more enclaves, whereas we want to offer a European open, yet safe and compassionate cultural INCLAVE. In this INCLAVE, culture is the healing SALT and the Program is the vivid WATER that delivers passion for culture to the European Salty Family.

"WATER carries Culture" SKGT24 Program development

Activities so far

The Artistic Team translated the final Bidbook into German. INCLAVE creativity led to collective multi-tasking, where members were simultaneously authors, translators, editorial office, picture editors, photographers and interface to production.

The Artistic Team-Tour scheduled for all 23 municipalities had to be cancelled. The goal had been to meet Mayors and Cultural Advisors, artists, cultural workers and associations, as well as research local specialties and possible new locations. This will be reorganized.

The lockdown time was well used for continuing online meetings with our European partners. With the bidding city **Piran 2025** in Slovenia, we have elaborated our common ground as salt mining regions and the socio-

political and cultural effects that emerged from this history. Our relationships with the German bidding cities **Magdeburg**, **Hildesheim** and **Hannover 2025** were intensified, existing cooperations were deepened and new ideas born. Also, the Portuguese cities bidding for ECoC 2027, **Aveiro** and **Coimbra**, already reached out to us. With Aveiro we have explored a strong connection around SALT.WATER. We hoped to intensify networks in Portugal while joining the Coimbra Forum planned for spring 2020, which had to be postponed to 2021. With our colleagues in **Matera 2019**, **Rijeka 2020**, **Novi Sad 2021**, **Kaunas 2022**, **Tartu 2024** and **Bodo 2024**, we not only work on cooperation projects, but highly appreciate the exchange on all sorts of topics and experiences on an almost daily basis.

With the Capacity Building project **Libertalia**, we further solidify European partnerships, with SKGT24 being 1 of 5 core European participating partners. (see *Long Term Strategy*)

Cooperation activities also reached beyond Europe. An online conference inviting the **European Capitals of Culture**, the **African Capitals of Culture** as well as arts and cultural initiatives on both continents laid the foundation of what we hope is a long-term African cooperation network. The pilot project **Paschen** is one 1st follow-up action. See *program annex*.

Achievements

(European) Artistic Directory Board Concept: The current Artistic Team analyzed the (E)ADB concept and developed it further to make the working structures and methods clearer. More detail on team structure is found in the next (Management) section.

Programming: The Artistic Team carefully analyzed the Bidbook Program, checked all 42 projects and

identified projects starting early (from 2021), or having long term planning-, organization- and production-phases.

Project Development: We developed a functional system for project development. Some projects were adapted, 2 new projects we would like to integrate in the Program were added, slight changes in some projects were made. *More detail is found below and in the program annex.*

Selecting new projects: We received a large number of project proposals and initiative submissions in different development stages, with differing suitability and quality. Since we are waiting for the legally approved Artistic Directory Board, we are collecting but not reviewing project proposals in detail, however, 2 Program-significant projects have been added. Decisions on new projects will be made starting 2021.

Finally, 23 municipalities of the SKGT region decided to join the SKGT24 ECoC. So we are 23 for 24! We are well aware that the spatial expanse of our rural ECoC region is a challenge. To meet that challenge we will start working on the Artistic Program, the longterm projects and the Capacity Building Program as soon as possible. Our concept of an collectively working Artistic Directory Board fits the regional expansion of our ECoC. With our planned Info Tour throughout the region we will be in direct contact with the regional Salty Family ensuring the entire region is included in ECoC activities.

Regarding the production of artistic and cultural projects, we are striving for a unique, independent Program with as many in-house productions as possible. Due to our limited overall budget, co-productions and productions of and/or with partner institutions are obviously needed. To date there are 2 project categories: SKGT24 productions and co-produc-

tions with cultural stakeholders (supervised / accompanied by our own production unit).

Difficulties

COVID-19 changed our approach to Program work - we are continuously adapting. Fully planned 2020 activities had to be stopped due to the pandemic.

For example, COVID-19 impact will hugely influence our digital planning - as part of individual projects but also new ones. It will also include new pandemic guidelines for participants and audiences, and will affect how artist contracts will be written. This could potentially impact our international projects, as well as our European cooperations, especially during the build-up years.

Early projects, pre-ECOC year projects, projects with long development- or production-phases: Some projects are prepared to start in 2021 (e.g. 4802 - festival for independent film), some projects need to be started as soon as possible. The restart of Program development work will be possible in October 2020. We hope to be able to adhere to our plan for project-starts. If not, the pre-ECOC year projects will be postponed to a later date in 2021 or to 2022.

Main highlights to attract visitors

We checked feasibility and suitability again and are convinced, that at this stage, we adhere to our SALT.WATER Flagships to attract visitors: **Conversations with the Emperor, Atlas of Traditions, Planet Tavern Lab, New Salt Festival, Art your Village, Hallstatt disappears, SALT.WATER, H₂O- No!** Since we still are one of the top tourist regions in Austria, we are trying to attract visitors with exciting cultural experiences. We welcome visitors to be members of the Salty Family and provide a balance of challenging and comforting events.

"The European SALT.WATER Journey - Destination: INCLAVE" Feasibility and European dimension in the Program

As previously mentioned, we are still convinced that our well-considered Program, its structure of 4 Program Lines, representing the regions', as well as Europe's issues and challenges, is suitable as well as feasible. We are aware of possible new circumstances. But we are not alone with these challenges - our European colleagues, the entire European culture scene is in the same SALT.WATER boat. We are all on a new, sometimes surprising journey.

Whilst we believe in the strength of our proposed Program, nevertheless, slight changes in projects have to be made in order to make it even more stringent and feasible. Changes and developments are highlighted in the program annex and our rationale is described below.

The COVID-19 crisis is influencing tourism in the region and makes the Program Line IMPACT OF (HYPER)TOURISM even more interesting and significant. We are now missing international visitors, Asians are not coming to Hallstatt. Instead, masses of Austrians and Germans are making a run on the natural beauties in this rural region. The weekends are notably louder. The current situation shows the close relation to the Program Line FLOW TO RETREAT. COVID-19 restrictions make it even harder to find spaces for retreat. People avoid popular spots, as a result lakes are crowded. SUPs and camper vans are currently out of stock in the whole region; mountaintops are packed with hikers, causing more SKGT people to hike on unmarked paths. At the same time the urge to display oneself on social media is huge. 'Secret' spots are not secret any more. Nature is seriously affected. The urge of flowing to retreat is even stronger now than when we created the Program. We will observe the situation carefully and make appropriate adaptations in the Program.

NEW PROJECTS: (Further descriptions for changes are found in the program annex)

In STRENGTH OF COUNTERCULTURE:

Transformation. The Artistic Team decided that the proposed project is of crucial importance for this special part of the region, where we have much industry, work and affordable housing, but a lack of culture. It is a part of the region with industrial culture and history.

Hidden Worlds Expanding ARTS OF SURVIVAL / Tartu 2024

This project connection was a direct result of the digital ACoC-ECOC conference. Acting as co-advisors, Ferdinand Reisenbichler and Heidi Zednik will assist in "professionalizing outsider art practises and principles". Additionally, Tartu outsider artists will exhibit at DIE GALERIE in Gmunden. Mutual visits are planned for 2020-21.

EXTENDED PROJECTS:

Atlas of Traditions

Additional project elements: **Craft Meets Interfaces and International Craft in Bad Goisern and Traditional Costume and Dance**

A multilayered project, initiated by Barbara Kern and Hand.Werk.Haus., it overlaps, extends and strengthens Marion Friedmann's project *Mapping Material Craft & Design*. The Artistic Team saw it as a natural parallel project, vital also because of its incorporation of historically critical and accurate discourse on Traditional Costume.

Instead of starting the film festival **Perspectives** only in 2024, the concept was adapted to a "warm-up format" starting in 2021, creating a forum and fertile ground for debating regional topics and challenges.

REVISED PROJECTS:

Sons of Sissy - will become a standalone project, the original project will be extended and reworked. It will not be part of **Conversations with the Emperor**.

Hands on SKGT! - was revised into a 2-part project: (1) Hands on CRAFTS! (2) Hands on CULTURE! Each project strain is linked to specific educational structures.

New Salt Festival - revision based on Jury's Feedback.

Hallstatt disappears - an artist will be commissioned for the artistic implementation of the multimedia project.

H₂ Oh- No! will be revised. There will be more separate projects dealing with the different aspects of climate change and nature.

Acta Liquida - Heidi Zednik is stepping out as project artist, but remaining as co-curator.

For **PROJECT DEVELOPMENT** please also see *program annex*.

We believe that our concept of a common European passion for culture and compassion for each other, as described in detail in the final Bidbook, is how the ECoC Program promotes cultural diversity in Europe, intercultural dialogue and greater mutual understanding. With projects like **Conversations with the Emperor, Atlas of Traditions, Paschen, Ceramics between Time and Space, Stories from the Edges of Darkness, Future is Now!, SALT|LAKE|CITY, Behind the Scenes** or **European Youth Games** we are highlighting the common aspects of European cultures, heritage and history. European integration and current European themes are represented in and by every Program Line. Project examples: **Building a Future, Behind the Scenes, Migration Distillation, Hypercritical Mass B145, H₂ Oh- No!, Hallstatt disappears.**

These examples feature European artists, cooperation with operators or cities in different countries including cities holding the title: **Drawing a Thread, Theater of Dreams, Europe in Darkness!?, Planet Tavern Lab, New Salt Festival, Art your Village, What happened to...?, 4802, Perspectives, Unconvention,**

and many more, with more to come. *For complete list see Bidbook pages 66-67, 69 and program annex.*

The aim of our ECOC Program is to attract the interest of a broad European and international audience. As mentioned before, we will provide a balance of challenging and comforting events in all areas of the SKGT region.

Local artists and cultural organisations of course are also involved in the upcoming conception and implementation of the cultural Program.

How the ECOC Program combines local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions? With projects like: **Paschen, Sons of Sissy, Planet Tavern Lab, Hello Dance Fans, Theater of Dreams, European Music Club, Atlas of Traditions** and more projects to come. *See Bidbook pages 60-61 and program annex.*

The wide range and diversity of activities in our ECoC Program is reflected in our broad concept of culture. Our Program contains sport projects as well as new culinary formats, provenance research to push along restitution, music, dance, theater, visual arts, film or science among others.

Cultural and artistic content and the overall artistic quality will be met through our Artistic Directory Board concept and is already ensured with artists, curators and cultural workers who form the ECoC Artistic Team.

Although there was not much time to make huge steps in development we made quite some progress including plans on how Culture will become the New SALT in our ECoC region. With the BB-Incubator and other Capacity Building projects, as well as Outreach ideas like a SKGT24 Culture Radio Show on FRS and the milestones you will find at the end of the report, the SALT.WATER journey continues.

Selection Panel Program recommendations

Involvement of the young Austrian Jewish community and need to establish partnerships with more institutions throughout Europe - We are aware of the need to address this. Team member Lisa Neuhuber has a good network of institutions and partners. Further meetings are planned in September to make more concrete collaboration and partnership plans.

The projects are deeply rooted in local communities, which may lead to the risk of downplaying the need of wider exchange - INCLAVE also means exchange on a European and International level. We are developing the Program with this in mind and are looking forward to an exciting exchange with Europe and beyond.

The highly relevant main topics and Program strands require beyond the well-rooted local participation and involvement of a wider population in order to build up a wide range of meaningful projects for the wider European audience - With the limited resources we had available so far, we developed our National, European and International partnerships and connections further, in order to not just make the locals happy, but share the passion with a wider European audience in the near future. This will be a key feature of future work.

An open communication approach is required to cooperate with the wide range of Program partners in a professional and transparent manner - Eva Mair is responsible for European and International relations. Other Artistic Team members are additional contact-persons for particular project cooperations.

High budget projects require special attention of the team and potential plan B should be elaborated - One of the 1st actions of the future Artistic Directory Board will be a full Program budget review regarding adequacy and alternatives. Some of the criti-

cised budgets have already been reviewed by the project teams.

Partnerships with other ECoCs are already in place, the full potential of these collaborations is not yet fully

explored.. general focus on the closer EU neighbours and the German-speaking countries. Yet, the topics covered in the bid-book are important for the whole of Europe and allow for a much wider partnership strategy -

Part of our Program development includes expanding partnerships with other ECoCs; some have already started, as described previously. We are in contact with our closer EU neighbours. ■



CAPACITY TO DELIVER MANAGEMENT

We have grouped the answers to these 2 criteria together to demonstrate the synergy and connections between them.



The picture shows the regional, political and cultural capacity of SKGT24.

© Land OÖ/Max Mayrhofer

Political support

We have broad and continuous support for SKGT24. All 23 municipalities have made legally binding decisions on the participation and financial contribution in the period 2020 to 2025. Moreover, the goals of the long term strategy 2030 have been confirmed.

On January 24, 2020, on behalf of the Upper Austrian Governor, **Thomas Stelzer**, the Styrian Councilor for Culture **Christopher Drexler**, representatives of the participating municipalities, the tourism associations and the project coordinators involved in the SKGT24 project gathered for an initial working meeting to agree on concrete steps for the foundation of SKGT24 GmbH.

After a 1st meeting with the State Secretary for Art and Culture, **Ulrike Lunacek**, in the course of the Rijeka 2020 opening in February, a coordination meeting between the SKGT24 team, Bad Ischl's Mayor Ines Schiller,

Hannes Heide, Chairman of the Supervisory Board, and Ulrike Lunacek's successor, **Andrea Mayer**, is scheduled for the end of September 2020.

Foundation of the SKGT24 GmbH

Our highest priority during the transition phase was to establish the SKGT24 GmbH and to clarify all related legal, corporate and tax issues. In late winter 2020, it became clear to us that - with or without the COVID-19 shutdown - the goal of founding the company by May 1, 2020, as presented in the Bidbook, would not be possible.

We wanted our successful bid to be reflected in the ownership structure of the future management organization, e.g. "the 1st ever regional ECoC delivery body". At the same time, we were aware that we could not represent more than 20 municipalities in the ownership structure of the company with direct voting rights without losing the GmbH's decision-making ability.

It was also crucial to translate the central application phase announcement of „the end of tourism as we know it“ into action: This meant not only promoting or integrating a critical reflection on the regional tourism industry within the Program, but also bringing in the tourism associations as co-owners and co-designers, in addition to their passive financing function.

After coordination with the federal government (Section IV Art & Culture, BMKOES), both federal states, Upper Austria and Styria, decided not to be shareholders within the SKGT24 GmbH, but to bring in their control and supervisory functions through their nomination as Supervisory Board members.

The SKGT24 bidding team, similar to Kaunas 2022, decided to take an active role as shareholders and represent the cultural sector within the governing structure of the SKGT24 GmbH. We founded the association

„Initiative SKGT24“ with the following goals:

- The promotion of art and culture with the aim of a comprehensive development of the cultural sector in the SKGT.
- Further development of the SKGT as an open and, internally as well as externally, well connected cultural region, the INCLAVE.
- Development of sustainable and capacity-building structures for the promotion of art and culture and the regional creative industries
- Solidary consideration and representation of the interests of contemporary artists and cultural workers in the implementation of SKGT24 GmbH, thus creating fair conditions for artists and cultural workers in the development process for the title year 2024 and beyond.

The ownership structure

Banner city

municipality Bad Ischl - 30%

Municipality Gmunden - 7,5%

Regional development association
Gmunden - Traunstein region
(LEADER 1) - 7,5%

Regional development association
Inner Salzkammergut - REGIS
(LEADER 2) - 15%

Regional association Ausseerland -
Salzkammergut (LEADER 3) - 15%

Tourism association Bad Ischl - 5%

Tourism association
Inner Salzkammergut - 10%

(representing further tourism
associations: Ausseerland and
Traunsee-Almtal)

Association Initiative SKGT24 - 5%

Chamber of Commerce of Upper
Austria (WKÖÖ) - 5%

For further details on the foundation
of the SKGT24 GmbH see *annex 2*,
p. 49.

The company's governing bodies

Management of the company: The shareholders have decided to appoint a maximum of 2 managing directors (regulated in the Articles of Association) - 1 acts as Managing Director, 1 as Artistic Director. The cooperation and distribution of competencies between the 2 is regulated by the Rules of Procedure for management that have yet to be adopted by the Supervisory Board.

As a collective lead is not foreseen in Austrian company law, our original idea of the Artistic Directory Board (ADB) has been translated into a structure in which one Artistic Director will be appointed who is then responsible for (legally) appointing the members of the Artistic Directory Board. The Rules of Procedure for the Artistic Director determine the close cooperative work with the Board.

The ADB will be a collective of 5-6 members with expertise in different cultural fields. They are permanently in the region and responsible for Program development and delivery, project development support and curatorial work. To guarantee an outside perspective 2-3 European experts will be regularly invited to co-decide on new projects for the Program, as well as Open Calls, and which commissions will be given to which artists or organizations. The core team of the ADB will also be keen on integrating the European members' advice regarding Program development in general.

The Supervisory Board is the company's controlling body and meets at least 4 times a year. It is responsible for the control of business conduct.

In case of the nominated Supervisory Board members, a certain degree of continuity in the key functions can be positively ascertained in relation to the steering group that supervised the successful application. Former Mayor of Bad Ischl and driving force behind the ECoC application, MEP

Hannes Heide, was elected as Chairman of the Supervisory Board. 1st Deputy is Franz Steinegger, Mayor of Grundlsee and a member of the jury-presentation team. 2nd Deputy is Stefan Krapf, Mayor of Gmunden. For the complete list of 14 Supervisory Board members see *annex 3*, p. 50.

The General Assembly is the highest decision-making body in the company.

Regional Cooperation and Advisory Platform = in short: **Regional Forum** (in establishing, Constitution in October 2020) is a board with advisory functions for the General Assembly, the Supervisory Board and the management. In addition, the Regional Forum structures all network and communication tasks for the best possible cooperation between the SKGT24 GmbH and a region-wide, cross-state environment with the involvement of important additional actors and initiatives that are not reflected in the company's ownership structure, to achieve the company's purpose. The Regional Forum consists of a maximum of 30 members and meets at least once every quarter. The management and at least 1 member of the Supervisory Board must take part in the Regional Forum meetings and report to the Supervisory Board and the General Assembly.

Articles of Association (Notarial act Dr. Goja with signatures of all shareholders) - (see *annex 4*, p. 51 (in German))

Personnel plan 2020 (including "pre-company" status July 15 - December 31)

The contracts of the bidding team were generally limited to April 30, 2020 due to the financing through a LEADER project.

In the period from May 1 to the end of July 2020, only Eva Mair and Stefan Heinisch could be retained as an operational and "mini" core team, via a special decree from the Mayor of

Bad Ischl, Ines Schiller. The other team members unfortunately had no employment during this period, which meant a complete standstill in the area of Program development.

After the founding of the SKGT24 GmbH, on July 15, 2020 Stefan Heinisch was able to reunite the entire team from the application and transition phase for the preparation of the monitoring report. Bridging the employment termination with the municipality of Bad Ischl, Stefan Heinisch has been the sole Managing Director of SKGT24 GmbH since August 1, 2020 (limited until December 31, 2020). In this function, he presented the 2020 personnel and budget plan at the 1st Supervisory Board meeting on August 7, 2020 and had it approved.

Note: The core bidding team (Artistic Team and Management) and our new colleague Christina Jaritsch worked together on the ECoC company-contract (Articles of Association) and on the Rules of Internal Procedure. In our ECoC case, the core team currently covers all tasks and has done so from the beginning - from management to organization to Program work, capacity building, long term activities and office management to organizing the foundation of the ECoC company and finding, renting and building up our future ECoC headquarters.

In September 2020 the team will move into the new SKGT24 headquarters, located in the historic post office in Bad Ischl in the city center.

This improves not only visibility but also the team's work situation since there had been no common office.

For details on the 2020 budget, see *annex 5, p. 79*.

A detailed personnel requirement plan for 2021 to 2024 will take place after filling the 2 most senior management positions and the constitution of the Artistic Directory Board in the 4th quarter of 2020 and will therefore only be presented from the budget year 2021 on. There is a clear intention of all shareholders to continue to employ the core team from the bidding phase in key positions.

For the detailed personnel plan 2020, see *annex 6, p. 80*.

Total income to cover operating expenditure				
Total income in the Budget (in euros)	From the public sector (in euros)	From the public sector (in %)	From the private sector* (in euros)	From the private sector (in %)
€ 30.000.000	€ 28.250.000	94,17%	€ 1.750.000	5,83%

Table 1

Financing plan

The total budget of € 30 million can be kept from today's perspective. All necessary resolutions concerning the region's financing sum of € 8.5 million¹ are in place - see *table 1*.

As part of a general risk assessment for the next few years (also due to the COVID-19 pandemic and its effects), by the end of 2020 the Supervisory Board of SKGT24 GmbH will be presented with a budget estimate of € 27 million with reductions in all business areas. Payment defaults of the tourism industry and a reduction in sponsorship contributions (private sector) are taken into account. At the same time, we are convinced that a total budget of € 30 million can be kept and implemented as planned.

Our main goal by the end of 2020 is to create full financial/financing security, which is to be achieved

through still missing agreements with the state of Upper Austria (€ 8.56 million) and BMK/OES/federal government (€ 10 million). Without these agreements, we have no security for the planning of the Program, personnel and communication. The 3 legal bodies (2 states, federal government) are currently coordinating funding agreements that are as identical as possible and a central accounting office. We are in constant contact with those responsible, next steps are planned for September 2020.

Since September 2019, the state of Styria has already had a government resolution on the debt share in the amount of € 1.44 million. An application for funding was submitted to the Office of the Styrian Provincial Government (Department 9 Culture, Europe, Sport) on August 6, 2020.

The table below describes the status quo with regard to the individual financing components for the budget share of the banner city Bad Ischl and the SKGT24 region in the amount of € 4.5 million (excluding Melina-Mercouri-Prize) over the total period of 6 years from 2020 to 2025 - see *table 2*.

Banner city Bad Ischl: € 1.5 million confirmed and resolved by the Municipal Council and Supervisory Board TVB Bad Ischl

22 cities and municipalities SKGT24 region: € 1.5 million all confirmed and resolved by the Municipal Councils

3 regional tourism associations and STMG: € 1.5 million

The 3 TVB's share a total of € 1.0 million of investment. Financing agreement with SKGT24 GmbH in preparation.

¹ excluding Melina Mercouri Prize, including other EU co-financing and contributions from private sector sponsoring

Timetable for Budget Income

	2020	2021	2022	2023	2024	2025	Total	Status
EU (with exception of Melina Mercouri Prize)	0,00 €	50.000,00 €	200.000,00 €	700.000,00 €	1.000.000,00 €	300.000,00 €	2.250.000,00 €	planned
National Government	0,00 €	500.000,00 €	2.000.000,00 €	3.000.000,00 €	4.500.000,00 €	0,00 €	10.000.000,00 €	planned
City (SKGT24 Region) including Melina Mercouri Prize	560.556,00 €	772.777,36 €	666.666,66 €	916.666,66 €	2.416.666,66 €	666.666,66 €	6.000.000,00 €	secured and available
Region (Upper Austria)	0,00 €	500.000,00 €	1.000.000,00 €	3.000.000,00 €	4.000.000,00 €	60.000,00 €	8.560.000,00 €	planned
Region (Styria)*	240.000,00 €	240.000,00 €	240.000,00 €	240.000,00 €	240.000,00 €	240.000,00 €	1.440.000,00 €	secured
Sponsors	0,00 €	0,00 €	150.000,00 €	250.000,00 €	600.000,00 €	0,00 €	1.000.000,00 €	planned
Other	0,00 €	0,00 €	0,00 €	250.000,00 €	500.000,00 €	0,00 €	750.000,00 €	planned
Yearly Income	800.556,00 €	2.062.777,36 €	4.256.666,66 €	8.356.666,66 €	13.256.666,66 €	1.266.666,66 €	30.000.000,00 €	

*Amount on account per year according to government decree from September 2019

Timetable for Operating Expenditure

	Program expenditure	in %	Promotion & Marketing	in %	Wages, Overheads and administration	in %	Sum
2020	0,00 €	0,00%	100.000,00 €	2,50%	350.000,00 €	7,00%	450.000,00 €
2021	300.000,00 €	1,43%	300.000,00 €	7,50%	500.000,00 €	10,00%	1.100.000,00 €
2022	1.500.000,00 €	7,14%	450.000,00 €	11,25%	700.000,00 €	14,00%	2.650.000,00 €
2023	5.000.000,00 €	23,81%	1.000.000,00 €	25,00%	1.500.000,00 €	30,00%	7.500.000,00 €
2024	14.000.000,00 €	66,67%	2.000.000,00 €	50,00%	1.750.000,00 €	35,00%	17.750.000,00 €
2025	200.000,00 €	0,95%	150.000,00 €	3,75%	200.000,00 €	4,00%	550.000,00 €
Sum	21.000.000,00 €	100,00%	4.000.000,00 €	100,00%	5.000.000,00 €	100,00%	30.000.000,00 €

Table 2

The remainder (€ 500,000) will be assessed by means of marketing and sales services from „Salzkammergut Tourismus Marketing GmbH“ free of charge for the ECoC budget and brought in as an „in-kind“ service. The related discussions are still ongoing.

Co-financing through various EU programs: € 2.25 million (- € 0.75 million)

- LEADER share € 1 million
- Share of other EU programs € 1.25 million (Estimated project financing volume)

Sponsoring private sector & foundations: € 1.75 million (+ € 0.75 million)

not yet confirmed

> **TOTAL (excluding Melina Mercouri Prize) € 4.5 million** (from Banner city, 22 cities and municipalities, 3 regional tourism associations) + € 2.25 million EU co-financing (LEADER and other EU programs) + € 1.75 million contributions from private sector sponsoring) = **€ 8.5 million**

> **TOTAL (including Melina Mercouri Prize) € 10 million**

EU funding (- € 0.75 Mio.)

LEADER: Since the SKGT24 region grew from 17 to 23 municipalities, we are now within the scope of 5 LEADER regions (adding REGATTA and Traun4tler Alpenvorland).

At the same time, the fact that there is still no decision on the multiannual financial framework at EU level is a challenge for the LEADER program. After consulting our LEADER managers, the situation is as follows:

- 2021-22: 2 transition years, interim financing according to the existing "rules" of the old period (2014-20)

- From 2021 on: elaboration of the new local development strategy (LES)
- Submission of the new LES by 2022 and definition of the new LEADER regions by the federal and state governments
- Beginning 2023 and on: Submission of new projects

The funding volume from the LEADER program was corrected to a total of € 1 million.

Other EU funding programs

In general, our understanding of “in-claving” also means that SKGT24 will be the door opener, initiating and encouraging institutions, municipalities, cultural operators and all kinds of project partners to engage in European programs. The SKGT24 preparatory phase falls within the transition of 2 funding periods (2014-2020 and 2021-2027). The 1st half year after nomination as ECoC 2024, was dedicated to establishing an organizational structure. Due to that fact, and COVID-19 handling, the schedule for last calls within the period 2014-2020 was too tight to participate in with solidly developed projects.

In preparation for the period 2021-2027, we are initiating and deepening cooperation with past, ongoing and upcoming ECoC cities and networks. As a result, we will be ready for 1st calls in the following programs: Creative Europe, Erasmus+, Horizon Europe, COSME and Europe for Citizen, Interreg Central Europe/Danube Transnational/Alpine Space and Urbact. All of these programs build capacity, learning and foster innovation:

- SKGT24 intensified cooperation with **Interreg Central Europe project InduCCI.com**. The project deals with the potential of transformation of industrial cities and regions into creative and cultural cities. SKGT24, as part of the focus group, contributed with the required experience of rural cultural re-

gions and broadened the network to 8 other regions and future ECoC cities. SKGT24 will integrate the outcomes and learnings into its long-term strategy for revitalisation of unused industrial and cultural heritage.

- SKGT24 is nominated as associated partner in the **COSME TraCEs** project led by Materahub. The consortium develops a thematic product of transformative tourism across European Capitals of Culture, meant to boost tourism beyond and after the one-year event. The product's aim is to open a new means of distribution for cultural heritage in past Capitals (herein represented by Ruhr/Gelsenkirchen 2010, Košice 2013, San Sebastián 2016) whereas supporting present and future ECoC (Matera 2019 and Rijeka 2020) to invest in long-term tourism development and synergic thinking between tourism and CCIs.
- SKGT24 is cooperating with the **Erasmus+ Skills Alliance Project DeUS- European Open Design School for Sustainable Regional Development** through project partner Creative Region Linz & Upper Austria, responsible for Creative Industries throughout Upper Austria. SKGT24 project manager Eva Mair is a member of the advisory board.
- Libertalia: SKGT24 is 1 of 5 core European partners participating in this **Creative Europe** project called “Collective Moves: Libertalia Lab and Performance” 2020-21. This project will be implemented under the umbrella of School of WOW (see page 6).

As soon as operational programs are implemented, SKGT24 will regularly start monitoring **ESF / ERDF** funding for 2021-2027.

The EU programs we plan to take part in from 2021 onwards are included in *annex 7, p. 81*.

Private sector funding (+ € 0,75 Mio.)

Talks with potential sponsors (industrial companies in the region) plan-

ned for the 1st half of 2020, including the development of a sponsoring concept for SMEs under the leadership of the Upper Austrian Chamber of Commerce, had to be postponed due to COVID-19 (autumn / winter 2020).

The SKGT24 GmbH management, together with experts, will work out a sponsoring strategy. All of this is taking into account the economic development of the next 2 years.

We prioritize sponsoring partners with a strong regional or thematic reference (Salinen AG, Salzwelten GmbH, Laakirchen Papier / UPM, Fronius International, Grüne Erde, Eggenberger Bier, Gmundner Milch) and major national sponsors from the fields of (mobile) communication, insurance and mobility (ÖBB, Stern & Hafferl, selected car manufacturers).

Additionally, we will continue to investigate possible in-kind services (e.g. services in the area of corporate communication, provision of personnel, or in-house support for participation in the SKGT24 Volunteers Program).

Audit arrangements (financial management ECoC)

According to the Articles of Association, the SKGT24 GmbH voluntarily undertakes an audit and grants the “Regional Courts of Audit” insight into the financial management of the SKGT24 GmbH to examine the principles of economy and expediency - (see *XI./5. of the Articles of Association - annex 4, p. 57*).

MARKETING AND COMMUNICATION

In the Bidbook we established our model of 4 periods of ECoC communication (see *graphic below*) which guide us through the build-up years until we reach the peak in 2024. We

are now at the beginning of this 1st phase. In early 2020, we developed and deepened our strategy to strengthen bonds with people who had already joined SKGT24 and to in-

vite those who are not yet connected to the project.

Since the SKGT is a not-yet-digital region (meaning, information often works better, when provided in a

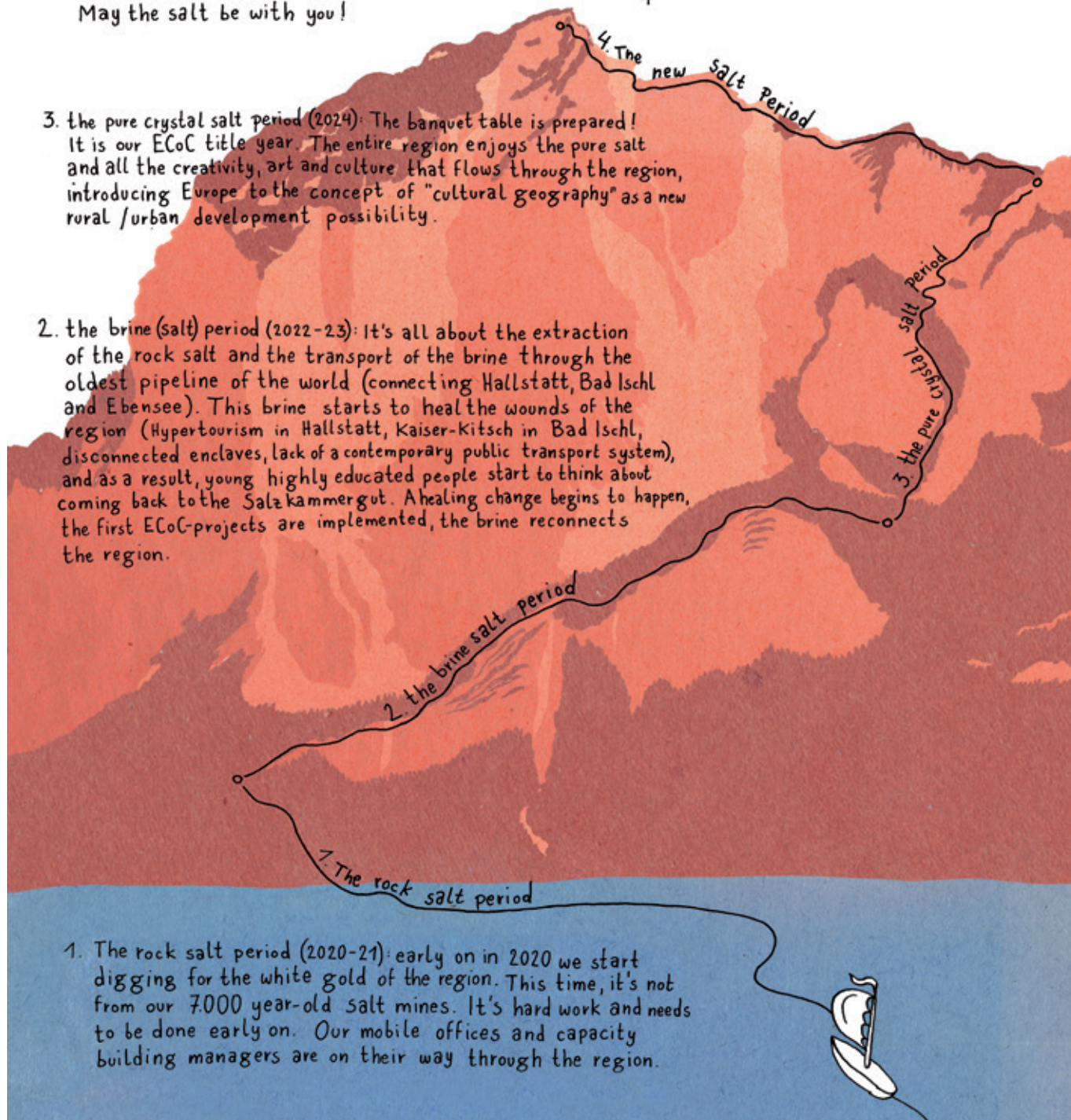
Our four periods of ECoC communication

4. the new salt period (2025 and beyond): The beginning of the legacy, the inauguration of the Inclave, the connected, contemporary Salzkammergut. Further development and implementation of strategy 2030 and other key projects and initiatives. Transformation from Salt.Water to New Salt = Culture is completed. May the salt be with you!

3. the pure crystal salt period (2024): The banquet table is prepared! It is our ECoC title year. The entire region enjoys the pure salt and all the creativity, art and culture that flows through the region, introducing Europe to the concept of "cultural geography" as a new rural /urban development possibility.

2. the brine (salt) period (2022-23): It's all about the extraction of the rock salt and the transport of the brine through the oldest pipeline of the world (connecting Hallstatt, Bad Ischl and Ebensee). This brine starts to heal the wounds of the region (Hypertourism in Hallstatt, Kaiser-Kitsch in Bad Ischl, disconnected enclaves, lack of a contemporary public transport system), and as a result, young, highly educated people start to think about coming back to the Salzkammergut. A healing change begins to happen, the first ECoC-projects are implemented, the brine reconnects the region.

1. The rock salt period (2020-21): early on in 2020 we start digging for the white gold of the region. This time, it's not from our 7.000 year-old salt mines. It's hard work and needs to be done early on. Our mobile offices and capacity building managers are on their way through the region.



haptic way), media-mix is relevant when it comes to barrier-free information. As transparency and process insights are important values for our communication, we diversify media to diversify our audience (e.g. printed letters / newsletter, free-download publications / printed publications / audio streams etc.)

One of the early build-up year goals is to professionalize our online communication, including English content for our European and international SKGT24 friends. In March 2020 we launched the **Salty Newsletter**.

Our Instagram account - being key to reaching people under the age of 35 - shows our visits to other ECoCs and gives "behind the scenes" insights. Facebook we use as a platform to multiply content of work in progress or local cultural activities. Next, we will add a mix of social media channels to reach younger people and children as well (e.g. TikTok).

Due to COVID-19 measures, set by the Austrian government, we had to cancel the entire Info Tour for spring 2020 (see annex 8, p. 86). This led to an unexpected content-leak. In order to compensate for the regional thirst for information, in March 2020, we launched the "Essenz", a short version of the Bidbook, both printed and online. The intent of this short "Essenz" was to connect with and to invite people to become members of the Salty Family. Our next step will be to share short audio stories from the "Essenz" via social media. This helps create Program accessibility.

Our consequent bottom-up approach is also important in our regional communication strategy. We want all kinds of people to connect with SKGT24, not just people who are already culture-connected. In early 2020 we translated our Bidbook into German. It is currently available online, with printed versions being available autumn 2020.

The **SKGT24 Growing Editorial Plan** includes low-threshold access to in-

formation, audience diversification on regional and European levels, and accessibility of content in a diverse media-mix.

We want to be visible in local mail-boxes. We continued to collect regional data essential for our diverse media-mix. For example: Each SKGT municipality has its own printed magazine, which is sent to all households, informing people about local news and developments. Since editorial plans are not regionally harmonized, we collected local editorial data and copy deadlines, with the goal of placing information specifically targeted within each regional "Gemeindezeitung" (municipal magazine).

In order to build up communication bonds to a European level, we host our bilingual website continuously to make sure that all available information about SKGT24 is up to date. We will relaunch our website towards the end of 2020, which is fully budgeted.

To create a distinctive Bad Ischl-SKGT24 brand we had an **open call for a new logo**. The process was framed legally with federal procurement law - quite a task for the reduced team with only 2 people to organize the open call with 109 submissions. An independent jury (Supervisory Board members, Representatives of the SKGT24 GmbH shareholders and 6 experts in graphics, arts and brand development) chose the winning draft by Ekke Wolf (typic, Vienna). The winning logo is now being further developed for branding and other application uses by regional graphic designers.

To supplement the communication strategy, we will also release the **New Salt Podcast** starting with 4 episodes in 2020. In order to depict the variety of people in our process, there will be interviews with artists, cultural workers, tourism managers etc. We think that the dialogue between people from diverse backgrounds can generate new ways which will

show us the way towards 2024. We will launch weekly Podcasts, with lower frequency in the build-up years, all the way to 2024.

The New Salt Podcast will be accompanied by a visual format, the **New Salt Stream** - this will show SKGT places beyond classical touristic marketing strategies. We want to show the SKGT like we see it - edgy, full of cultural power and contradictions and without any transfiguring kitsch. The **New Salt Radio** is the format for public radio stations and includes, for example, a media cooperation with FRS and Freies Radio B138, for the Almtal region.

Autumn 2020 we will also restart our "open office" days - people can visit us on a weekly basis. This was a very popular open-door format in the last 2 years. The ADB will adopt a similar format with regular open-office times. To encourage open communication and show our seriousness to the bottom-up approach, a **mobile SKGT24 office** concept will be solidified in 2020.

INFRASTRUCTURE PROJECTS LINKED TO THE PROGRAM OF SKGT24

The SKGT24 office sent a query to all 23 municipalities and 4 tourism associations regarding planned infrastructure projects directly or indirectly relevant to SKGT24. Our goals were to:

(1) obtain information of planned infrastructure projects in the fields of tourism, mobility, education (schools) and design concepts in public spaces.

(2) promote or support those investments with direct or indirect links to SKGT24 at an early stage.

(3) create a comprehensive, region-wide structural investment plan, which - accompanied by SKGT24 GmbH - is used as a central instrument by the respective owners or project developers.

It is important to note that SKGT24 GmbH only has an advisory function in this context. Implementation is not our direct responsibility. In the Long Term Strategy section we indicate the potential development of a number of cultural places across the region and this may require some further refurbishment of venues.

	Project description	Location	Estimated budget	Implementation
Infrastructure developed directly for ECoC 2024	Open Culture Center (OCC), Café Casino + neighbourhood	Bad Ischl	€ 1 Mio.	by 2023
Refurbishment of existing cultural infrastructure (relevant to the Program)	Refurbishment of Lehartheater	Bad Ischl	€ 7,5 Mio.	by 2023
	Roofing of Seeschloss Orth	Gmunden	€ 2,3 Mio.	by 2022
	Refurbishment of Stadttheater	Gmunden	€ 0,5 Mio. (+ € 0,2 Mio.)	by 2022

OCC Bad Ischl (developed directly for ECoC 2024)
(see chapter Long Term Strategy, p. 7)

Refurbishment Lehartheater Bad Ischl

Starting in early 2020, the owners have been in regular contact with the

Federal Monuments Office (Bundesdenkmalamt) regarding refurbishment. At present, diagnostic findings are being obtained for the areas of structural statics, building physics, acoustics and building technical services. A 1st rough draft is expected by November 2020, followed by a financing concept no later than Q1/2021.

Roofing Seeschloss Orth, Refurbishment Stadttheater Gmunden

Both projects are part of the mid-term financial planning of the municipality Gmunden. Detailed concepts are currently being developed. The investment sum for the municipal theater was increased by € 0.2 million to include energy optimization. ■

MILESTONES

The table below sets out the key milestones as we currently see them.

The various milestone sections are color-coded as follows:

People / Capacity Building is about creating the Salty Family which will bring the INCLAVE alive.

Places / Capacity Building is about where culture will take place - in sleeping beauties, revitalized spaces, in our museums and galleries, our natural environment or the already existing cultural hubs of our Cultural Geography.

Program is our vehicle for bringing People and Places together. It is an Artistic Program that will comfort the disturbed and disturb the comfortable.

Management / Finances is about political and financial support, about organizational structure and contingency planning.

Communication / Marketing is about strategies and methods that will ensure SKGT24 work transparency. It will make People, both within and outside the SKGT, curious about the project and encourage the Salty Family to grow.

Other important milestones including Evaluation and Monitoring, Regional cultural strategy "Cultural Vision 2030", EU Monitoring Report

2020/Q1-Q2 (January-June)

Review of Bidbook projects	Start of review process based on final Bidbook: Artistic Program, Capacity Building projects (interrupted due to COVID-19).
Program development	Start of Program development (according to limited resources).
Kick-off meeting with key politicians of the federal states and the region	1st working meeting with Governor of Upper Austria, Styrian Director for Culture, Europe and Sports as well as numerous regional political and tourism stakeholders.
Foundation of "Initiative SKGT24"	In April 2020, the bidding team founded the association "Initiative SKGT24" in order to become SKGT24 GmbH shareholders.
Call for Managing Director and Artistic Director	Open call published for lead positions Managing Director and Artistic Director.
Constitution of SKGT24 region	By the end of June, the accession process for SKGT municipalities to become part of the SKGT24 region was finalized. 23 municipalities are now participating.
Publishing of German Bidbook and Essenz	To widen our reach, the original Bidbook was translated to German and published online. A short German version, the "Essenz" (20 pages), was published both in printed and digital form.
Call for new SKGT24 logo	Graphic Designers (Europe-wide) were invited to tender for a new SKGT24 logo.
Finalization of Vision 2030	During summer 2020, we finalized our regional cultural strategy "Cultural Vision 2030 - Culture Makes the Difference" which includes SKGT24 legacy planning.

2020/Q3-Q4 (July-December)

Workshop with Supervisory Board	1st Capacity Building workshop with Supervisory Board, moderated by Cultural Advisor and Ruhr 2010 Managing Director Oliver Scheytt.
Salty Dogs kick-off	Initial meeting of Salty Dogs stakeholders involving therapy dog association CaniCus, and possible core dog therapy teams. This Capacity Building project has a long build-up phase, due to the long therapy team learning phase.
LIBERTALIA (Creative Europe) kick-off	LIBERTALIA - 1st partner meeting planned for October, contingent on no September COVID-19 lock-down.
Reorganization of SKUL concept	Due to personnel changes, a reorganization of SKUL working group takes place.
SKGT School of Art & Craft kick-off	1st meeting of artists, artisans, cultural and regional stakeholders, resulting in creation of an active working group (November).
Open Culture Center site decision	By the end of 2020, the feasibility and structural requirements of the Cafe Casino as a suitable location for the OCC will be clarified.
Task forces on mobility & building culture start	In October and November, 2 working groups will start with kick-off events.
Review of Bidbook Programs	Re-start of review process based on final Bidbook: Artistic Program, Capacity Building projects.
ADB constitution	Constitution of the Artistic Directory Board is confirmed.
ADB SKGT tour	Scheduled for all 23 municipalities. Goal: to meet Mayors, Cultural Advisors, artists, cultural workers, associations, as well as research local specialities and possible new locations.
BB-Incubator kick-off	In cooperation with KUPF, we will finalize the BB-Incubator workshop program to support the Bidbook project initiators with the development of their projects. A 1st kick-off event to present the concept and plan takes place in December.
New SKGT24 headquarters	September 2020, we move into our new SKGT24 headquarters in Bad Ischl.
Founding of SKGT24 GmbH	The Supervisory Board, chaired by MEP Hannes Heide, held its 1st constituting meeting on August 7. In September 2020, the company SKGT24 GmbH was fully established.
Decision on Directors' positions	Managing Director and Artistic Director appointments will be approved by the Supervisory Board in October.
Personnel planning	Definition of personnel planning after assignment of management positions and constitution of Artistic Directory Board, contracts for the core team.
Constitution of Regional Forum	The 1st and constituting meeting of the Regional Cooperation and Advisory Platform (= Regional Forum) takes place.
Decision of SKGT Logo & Corporate Design	Decision of a new logo is made. Overall Corporate Design concept is further developed.
SKGT-wide Info Tour	Due to COVID-19 measures, our spring Info Tour was postponed to October 2020.
Start of Kultur.Kaleidoskop - New Salt Radio	Start of new Kultur.Kaleidoskop series, including New Salt Radio.
Launch of new website	Re-launch of online presence with new website, the main information platform for ECoC 2024. Increase traffic using our digital communication tools.
Delivery of EU monitoring report	Delivery of the 1st progress report and video presentation for the (online) monitoring meeting with the EU jury.
Evaluation and Monitoring: foundation of Evaluation Working Group (EWG)	An interdisciplinary Evaluation Working Group (EWG) is formed, concrete research projects are designed, research partners are coordinated.

2021/Q1 (January–March)

Major Outreach kick off	Initial meetings for Outreach activities: Silver Salzkammergut, Culture Buddy, Dementia network.
Start of SKGT School of Art & Craft planning	Concept planning: working group goals, timelines and working methods. Follow up meetings with individual stakeholders.
BB-Incubator workshops begin	Project development workshops in cooperation with KUPF for Bidbook project initiators, producers, participants, partners and ECoC colleagues and partners.
Conclave complete ADB	European experts are contacted and invited to join the ADB for selection of further projects.
Start of projects with long development and/or production phases	Development and/or productions start, e.g., Film production “Behind the Scenes”, “Theater of Dreams” theater productions, “Planet Tavern Lab” tavern locations and culinary concepts.
Establishment of sponsoring strategy for private sector funding	Development of a sponsoring concept under the leadership of the Upper Austrian Chamber of Commerce with a strong regional and thematic reference.
Lehartheatre refurbishment	Financing plan agreed.
Implementation of overall communication strategy	Creation of an overall communication strategy for all target groups, markets and all media formats.
Launch of platform “SKGT 365 – location based storytelling”	Production of digital content by local artists (e.g. sample chapters of new novels, short videos of theatre productions, teaser songs from new music albums) and distribution of that content via QR-Code and NFC-stickers, iBeacons in the public space of the SKGT region.
Increase of national media partnerships	Increase visibility of ECoC brand through national media partnerships..
Finalize and implement social media editorial plan	Social media channels are coordinated as part of social media editorial plan.
Launch of New Salt Podcast	New Salt Podcast gives People involved in the arts, culture and tourism a voice depicting the diversity of people living in our ECoC region.
Independence and continuity of Evaluation Working Group (EWG)	EWG is working independently, communication bonds are working, EWG is continuously informing SKGT24 on research progress and evaluation data.

2021/Q2 (April-June)

Inside Out program kick-off	1st kick-off workshop with all participating museums is held.
Open call for new artistic projects	A targeted thematic Program development call will invite new European and national artists to submit projects.
Last risk management adjustment	Last adjustment in the area of risk management (possibility of reduced operational budget).
Expansion of New Salt Radio broadcasting	New Salt Radio is available regionally via FRS and by cooperation with regional radio stations, such as the Radio B138 (broadcasted in the North-Eastern and Eastern part of the SKGT) and worldwide via online streaming.
Re-launch Mobile Office	Re-establishing the Mobile Office to tour SKGT-wide with full nomadic power.
Involve Vereine in communication strategy	Increase communication by harnessing and working with the vast network of the approx. 700 Vereine of SKGT.

2021/Q3 (July-September)

Finalization of financing and partner concept for welocally	The funding and partnership concept for welocally , our future SKGT-spanning digital platform for connecting People, Places and ideas, is finalized.
1st "Build Up" projects start	4802 - festival for independent film, Perspectives.
Branding and media partnership	Branding and media partnerships for SKGT24 long term positioning.

2021/Q4 (October-December)

Start Libertalia Bad Ischl	Libertalia partner meeting in Bad Ischl. Start development of Bad Ischl based thematic and site-specific performance.
Decision making on Open Call	The full ADB chooses further projects and events from Open Call submissions.
Finalization personnel planning	Final phase of personnel planning, e.g. 2024 Volunteers Program, expansion of core team, establishment of personnel structure in Program Lines (artistic production).
Finalization communication strategy at European level	Bring communication strategy to a European level (interlink local, regional, national and international information).

2022/Q1-2 (January–June)

Launch of SKGT Cultural Management Course	Start of the 1st SKGT Cultural Management Course workshops.
Launch of School of Art & Craft pilots	Small pilot school branches are launched in targeted SKGT locations.
Launch pilot project Salty Dogs	Teams are matched with regional cultural institutions to initiate pilot projects.
Performance LIBERTALIA	Early May LIBERTALIA performance in Bad Ischl.
Finish Bidbook project development	Complete development of Bidbook projects including funding partners etc.
Production team comes in	Production team established; they assume project responsibility and planning.
Acquisition and integration of new private sector sponsors	Integration of the 1st main sponsors into the marketing and communication activities of the SKGT24 GmbH.
Start publication of New Salt Magazine. Start media cooperations with main national newspapers	New Salt Magazine is a haptic format showing our SKGT24 vision. We cooperate with national newspapers for content placement and distribution.

PROGRAM PROJECT LIST

THE OPENING PHASE

PRE-OPENINGS

SALT.WATER.MEGA.MARCH - OPENING CEREMONY

Short description

In the week prior to the official main opening in Bad Ischl, a series of small aperitif-openings take place in every municipality across the SKGT.

In January/February Bad Ischl hosts the main opening event. Marching bands from all over Europe, Austria and beyond march in to meet in the city's center. They are all dressed in illuminating costumes. IN/ORchestra follows with an inclusive concert.

Local artists and cultural institutions are commissioned to create a framing multimedia program with visuals, dance and performance.

Indication of European relevance (European dimension)

Marching bands from across Europe, European cultural-musical expression

Connection to overall vision/ themes

Power of Tradition, European/ International Exchange- (Com)Passion for music, Integration / Salty Family / all ages & abilities

Level of development

Heidi Zednik is in regular contact with ItchyO (US), Tim Steiner (UK) and Ondamarela (PT).

Tim Steiner, who was contacted by Festival der Regionen, a bi-annual regional art festival and will take place in Bad Ischl in 2021, suggested the build-up phase be a well-thought out cooperative project between FdR and SKGT24, with his main commitment to the SKGT24 Program. This cooperation would strengthen the involvement of the independent artistic scene early on.

In March 2020 the SKGT24 team met with Martin Grubinger who expressed his interest as advisor for IN/ORchestra.

NEW - SKGT24 is 1 of 5 LIBERTALIA partners, a Creative Europe funded project (2020-22) and a significant capacity building project for SKGT SCHOOL OF WOW, which will play a strong role in THE OPENING CEREMONIES.

Timetable

2021- (FdR cooperation, if suitable)

2022- connect with regional schools, music schools, inclusive institutions and all people interested

2023- IN/ORchestra build up

Budget

Estimated Budget (pre-opening / Opening): € 300.000.-

Partners

Sichtwechsel / Alfred Rauch (AT), Anja Baum (AT), ItchyO (US), Tim Steiner (UK), Ondamarela (PT), Martin Grubinger (AT), National and International Marching Bands

POWER OF TRADITION

CONVERSATIONS WITH THE EMPEROR (Flagship)

Short description

Challenges the omnipresent romanticised sell-out of the imperial Sisi/Franzl myth with monthly Conversations about different aspects of the Habsburg Empire. Part of it will be Balkan Routes, a youth exchange project about the Timișoara Thrust.

Indication of European relevance (European dimension)

Raises awareness for shared European history, debates also contemporary notions on topics like nationalism

Connection to overall vision/ themes

POWER OF TRADITION, Habsburgian past

Level of development

Preparation phase: Lisa Neuhuber is in contact with Hans Fuchs, planning for Balkan Routes started in July 2020.

Sons of Sissy was excluded, since it will be a project on its own

Timetable

2022- finalization of concept and cooperation agreements

2023- start of project production

Budget

200.000 € (Bidbook)

Partners

Graham Boxer (UK), Hans Fuchs (AT), Pieter Judson (NL/IT), Michael Kurz (AT), Hannes Leidinger (AT), Simon Mayer (AT), Verena Metzenrath (AT), Johannes Mittendorfer (AT), Karin Moser (AT), Annemarie Steidl (AT), Veszprem 2023 (HU), Novi Sad 2021 (RS), Gödöllő (HU), Opatija (HR), Sarajevo (BA)

DRAWING A THREAD**Short description**

Frauenforum Salzkammergut (FFS, local women's association) will open a center for textile arts, thus revitalizing a former weaving factory in Ebensee by 2023. The center will be a lively, international place for contemporary textile arts and culture, with courses and exhibitions. The project also includes an A.I.R. program with other European cities which are rich in textiles.

Indication of European relevance (European dimension)

A.I.R. programs with European cities sharing a textile history (e.g. Narva, Prato) – reflecting the systemic change in the textile sector in Europe and beyond and the impact on worker's lives – searching for the impact on "textile DNA" of European regions and which impact this DNA has got on the flourishing of textile arts and crafts

Connection to overall vision/ themes

POWER OF TRADITION, INCLAVE, Reflection of gendered labour market – transition of the textile industry and impacts on the fabric production – changing working conditions for tailors – fast fashion and the negative impact on ecological sustainability and biodiversity

Level of development

The FFS board decided to maintain the project idealistically and financially (via co-funding). Furthermore, FFS founded the initiative "Textilkammergut" which is dedicated to bring people with textile DNA together. In October 2020 FFS opens a (tiny) textile studio in Ebensee where regional textile people can organize or attend workshops, lectures and more. People can rent sewing stations (e.g.) and work with a large pool of reused fabrics. The goal of this pre-ECOC-project is to interweave textile artists, enthusiasts, hobbyists, fabric producers etc. to build a regional network which will grow to a European network by 2024. When Drawing a Thread will start to unfold from 2023 on, there will already be a strong network to implement the project concept.

Timetable

2020- apply for funds (Textilkammergut), open textile studio in the center of Ebensee (visibility), community building measures

2021- visit Narva and Prato and spot the textile people and places there, further community building measures, fundraising

2023- open a center for textile arts in the former weaving factory

2024- A.I.R.

Budget

€ 60.000,- (Bidbook)

Partners

Narva 2024, City of Prato, Italy (not yet confirmed), Modeschule Ebensee (school for fashion), Textiles Zentrum Haslach (textile center in Haslach, Upper Austria, not yet confirmed), Nähküche Linz, Nirmi (regional textile start-up) [*Modeschule Ebensee as partner = capacity building (youth) plus school of Art and Craft/ Textiles]

THEATER OF DREAMS**Short description**

General: Long-time theater project fosters and strengthens performing arts in the SKGT. It consists of many parts, starting in 2020, with a big theater festival in 2024. The project revives existing theater spaces, such as the historic Léhar Theater, establishes new destinations, and uses mobile theater wagons for street theater and workshops in the entire region. Theater of Dreams creates a new vital and exciting theater culture. All theatrical venues will give easy access for local artists and groups either for free or with better conditions to enhance the revitalization.

Indication of European relevance (European dimension)

Brings professionals from Europe and abroad together with actors, writers, directors, dancers and laymen from the region.

Connection to overall vision/themes

POWER OF TRADITION, Salty Family, INCLAVE

- National Youth Ensemble

Starting at the end of 2020 – begin building the regional Youth Ensemble by finding people passionate to explore all sectors of the theatre institution. It will be led by professionals within each sector where the kids have the chance to explore all sectors (Technic , Management, Stage Design, Costume Design, Lighting, Marketing, Acting, Music, Singing, Dancing, Directing, Writing, even Accounting...)

Writers Welcome

2021 – 2024 Funding program for Dramatics and Literature; Creative Summer retreat (should happen yearly) for young dramatics and authors as well as people passionate about writing. It will be mentored by established authors who work with them on texts as well as publishers; Juli- September 2024 Dramatist in Residence: established international Dramatist will receive a scholarship to spend 3 months in the Salzkammergut and to write about it; Young Dramatist Competition Autumn 2024: Open call where 10 talents will be invited to be part of the competition; 10 short plays will then be performed in a scratch night by actors and directors.

- Chillop (Salt and Water Opera)

Susanne Wolf (DE) and Ruben Zahra (MT) will collaborate to create an opera for people of all ages using local professionals as well as children (national youth ensemble) as performers. The opera is designed to work as a touring opera across Europe afterwards, where Ruben Zahra and his team will work in one week long workshops with both professionals from the region as well as local children to create the production which will combine animation with on stage performance. A Local orchestra will be included for the music component. The libretto will be based on the Salzkammergut (saga motif + fairytale material on the basis that captures the history of salt mining).

Level of development

Arrangements have been made with all those involved; schedules have been drawn up. Just waiting for the starting signal from the GmbH.

Timetable

National Youth Ensemble: From as soon as possible to 2024 and further on.

Writers Welcome- starts 2020 with invitation of authors.

Chillop (Salt and Water Opera)- Research early 2021; start of production 2021.

- White Horse Inn 2.0**Short description**

A contemporary reinterpretation of the famous 19th century operetta. Sichtwechsel (AT), an umbrella organization promoting artists of various abilities, catapults the operetta into the 21st century.

Indication of European relevance (European dimension)

European theater tradition, inclusion (EU values)

Connection to overall vision/ themes

POWER OF TRADITION, European/ International Exchange- (Com)Passion for music, Integration, Salty Family, all ages & abilities

Level of development

Heidi Zednik has been in contact with Alfred Rauch.

Timetable

2021-2024

Partners

Alfred Rauch & Anja Baum / Sichtwechsel (AT)

- King Lear inclusive adaptation**Short description**

A targetedly inclusive production, adaptation of King Lear using music, dance, theater and acrobatics. The performance takes place in a circus tent and travels across the SKGT, as well as to other ECoC cities. A youth theater company, based in the Lehartheater, is established as part of the project.

Indication of European relevance (European dimension)

European theater tradition, inclusion (EU values)

Connection to overall vision/ themes

POWER OF TRADITION, European/ International Exchange- (Com)Passion for music, Integration, Salty Family, all ages & abilities, youth

Level of development**Timetable**

2021-2024

Partners

Theater Ecce Salzburg (AT), National Youth Theater (UK), Landestheater Salzburg (AT), Leharfestival Bad Ischl (AT)

- EUROPArete and other elements

will be reviewed and developed further

Budget

600.000,- (total Theater of Dreams- Bidbook)

EUROPEAN MUSIC CLUB

Short description

Consists of 2 connected parts, both produced by Freies Radio Salzkammergut (FRS):

(1) the concert series "European Music Club" takes place in small, fine settings and is broadcast live. The other, (2) a radio show, airs live before or after concerts, in all the different languages of the musicians and the people from our region who speak their languages.

Indication of European relevance (European dimension)

Raises awareness for language and intercultural dialogue

Connection to overall vision/ themes

POWER OF TRADITION, music, language, intercultural dialogue

Level of development

Preparation phase, FRS will confirm partners until end of 2020

Timetable

2022- finalization of curation and project partners

2023- start of project preparation

Budget

140.000 € (Bidbook)

Partners

Need to be confirmed yet by FRS

EUROPE, IN DARKNESS!?

Short description

Is a 4-day literature festival curated by Austrian writer Lydia Haider. It addresses European issues of nationalism, both past and present.

Indication of European relevance (European dimension)

Explores notions of a.o. nationalism, tolerance and liberty

Connection to overall vision/ themes

POWER OF TRADITION, literature

Level of development

preparation phase

Timetable

2022- finalization of concept

2023- start of project preparation

Budget

60.000€ (Bidbook)

Partners

Literatur Famulus (AT), Berlin (BE), Bodø 2024 (NO), Hildesheim 2025 (DE), Magdeburg 2025 (DE)

ATLAS OF TRADITIONS (Flagship):

Short description

A database, a manuscript and a platform for traditional events and projects, combining tradition and contemporary art forms, including connecting to regional schools.

NEW I. Craft meets interfaces and international craft in Bad Goisern (working title) Short description

A 2 part project with presentation focus on public spaces:

(1) to make visible, via exchange and cooperation, different and interdisciplinary interfaces (e.g. craft meets performance artist, craft meets university)

(2) The craft sector explores parallels and divergences at European level. Promotion of exchange and networking at European level, for example through the exchange of apprentices.

NEW II. Traditional Costume and Dance (working title)

Short description

Is an investigation and verbal-dancerial presentation of the apparently regional costume on its international roots and worldwide parallels

NEW Hands on SKGT! is now a 2 part project -

(1) Hands on CRAFTS! targets middle schools of higher education, since they have little exposure to hands-on crafts.

(2) Hands on CULTURE! focuses on the middle trade schools. Contact with schools in Altmünster and Gmunden have been established.

Indication of European relevance (European dimension)

Raises awareness for shared European heritage and cultural practices

Connection to overall vision/ themes

POWER OF TRADITION, crafts, Integration, Salty Family, all ages & abilities, Education & Schools, youth

Level of development

Preparation phase, Lisa Nehuber will have a kick-off meeting with Brigitta Schmidt-Lauber, Wolfgang Müllegger in September.

Heidi Zednik is in regular email correspondence with Natalia Weiss, who has submitted detailed project information with build-up timelines and project variations which the Artistic Directory will review in Fall 2020

Barbara Kern and Marion Friedmann communicated early on with each other to assure parallel project cohesiveness. A very positive meeting between Heidi Zednik, Marion and Barbara was held in August to discuss project crossovers and commonalities.

Timetable

2020- finalization of concepts and cooperation agreements

2021- start of: Water is the New Soil!, Manuscript of Traditions (N.Weiss), Hands on SKGT!, Craft meets interfaces and international craft in Bad Goisern, Traditional Costume and Dance

2022- start of research project with Department of European Ethnology of the University of Vienna (Brigitta Schmidt-Lauber). workshops Manuscripts of Traditions (N.Weiss)

2023- workshops / finalize book / print projects Manuscripts of Traditions (N.Weiss)

2024-25- exhibitions

Budget

800.000 € (Bidbook- without new elements)

Partners

Marion Friedmann (AT), Wolfgang Müllegger (AT), Marie Gruber (AT), XiBIT (AT), Department of European Ethnology of the University of Vienna (Brigitta Schmidt-Lauber (AT)), Natalia Weiss (AT) and Ana Mendes (UK/SE), Hand. Werk.Haus, New Design University (St. Pölten), Kunsthalle Krems, Werkraum Bregenzerwald (Dornbirn Bregenzerwald), Textiles Zentrum Haslach, Tartu 2024, Bodø 2024, Doris Kirschhofer, Kunsthau Krems, Schauspielhaus St. Pölten, various dance companies, NMS Altmünster, AHS Gmunden

PASCHEN

***PASCHEN 3.0**

Short description

An experiment in music and overcoming outdated gender roles through art.

Two counter poles of music meet each other: (1) the traditional Paschen, which is a special kind of interlocking clapping, common in the „Inneres SKGT“ and a male only performed tradition, and (2) new music created by female composers.

In 2024, on a quarterly basis, a set of Paschen 3.0 shows take place, each in a different community and area of the SKGT.

Indication of European relevance (European dimension)

Rhythmic clapping traditions and new forms are common throughout Europe and all around the world. Cultural diversity in Europe, intercultural dialogue, common aspects of European cultures, heritage and history.

Connection to overall vision/ themes

POWER OF TRADITION and European/ International Exchange- (Com)Passion for music. INCLAVE- means that women are important for arts and culture and we show it.

Level of development

Petra Kodym (Idea, Concept) and Michaela Schausberger (Artistic Director) are in constant exchange, developing the project further. M.Schausberger is in exchange with the 2 fellow-composers.

Timetable

2021- when the legal basis is given, make contracts with composers. Composers and artistic project director are starting their work.

2022-2023- composition, concept for performance, production details are in place

2024- delivery

Budget

PASCHEN total € 50.000,- (Bidbook)

Partners

Tirolerhäusl Schützenmusi Ebensee

PLANET PASCHEN*Short description**

A major international concert, an exchange of international rhythmic clapping traditions, in the SKGT mountains. Paschen or rhythmic hand clapping is an archaic form of music. Groups from different countries and continents come together for this concert and share their specific clapping traditions. Planet Paschen concert is held in July, high up on the impressive Dachstein mountain massif.

Indication of European relevance (European dimension)

Rhythmic clapping traditions and new forms are common throughout Europe and all around the world. This concert shows the variety of international clapping. Cultural diversity in Europe, intercultural dialogue, common aspects of European/ International cultures, heritage and history.

Connection to overall vision/ themes

POWER OF TRADITION, European/ International Exchange- (Com)Passion for music

INCLAVE- open up region to Europe, World. Showing common traditions.

Level of development/ progress

NEW

- Ideas for cooperation with African Capitals of Culture / Cultural workers and artists from Africa (ECoC / ACoC Co-operations. Petra Kodym and Michaela Schausberger are in exchange. There will be an online-Meeting with artists/ institutions in August/ September 2020)

- Live-Stream/ Online Video Service for everyone that is not able to attend

- plans: musicians, specialists in music from all over Europe, America, Asia participate

Timetable

2020- cooperation talks with African artists

2021- project development- contact Asian and American artists/ institutions, make cooperations. Develop concept further

2022-2023- project development, production

2024- delivery

Budget

PASCHEN total € 50.000,- (Bidbook)

Partners

Progress: new partners from Africa through ECoC/ ACoC exchange

- plans: musicians, specialists in music from all over Europe, America, Asia participate

CERAMICS BETWEEN TIME AND SPACE**Short description**

Links the historical cultural tradition of ceramics with contemporary practices and strengthens existing European and international networks. It includes regular public special events, regional school projects and the involvement of all local/regional cultural associations.

Indication of European relevance (European dimension)

European traditions of craft, European co-operations / exchanges

Connection to overall vision/ themes

POWER OF TRADITION, School of Art & Craft, Salty Family,

Level of development

NEW "Ceramic Conversations" was initiated in March 2020, but was interrupted due to COVID-19. The series will restart in early 2021. The annual European Ceramic Market 2020 in Gmunden has been adapted to meet COVID-19 guidelines. A Ceramic Discussion Forum will be created in conjunction with the 2021 Ceramic Symposium. The Ceramic Prize will now be awarded in 2023.

Timetable

2021- Ceramic Conversations resumes, start Ceramic Discussion Forum, Ceramic Symposium

2023- Ceramic Prize selection, Europe-wide traveling exhibition of Ceramic Symposium works

2024- Award Ceramic Prize during European Ceramic Market, Ceramic Symposium

2025- Europe-wide traveling exhibition of Ceramic Symposium works

Budget

€ 100.000.- (Bidbook)

Partners

Danmarks Keramikmuseum Grimmerhus, Middelfart Keramion, Frechen, Dir. Gudrun Schmidt-Esters, Keramikmuseum Westerwald, Höhr-Grenzhausen, Dir. Monika Gass, Europäisches Industriemuseum für Porzellan und technische Keramik, Selb-Plößberg, Dir. Wilhelm Siemen, Galleria Norsu (Helsinki), Museo Internazionale delle Ceramiche MIC Faenza, Dir. Claudia Casali, CODA Museum, Apeldoorn, Ars Electronica Center (Linz), Museum für angewandte Kunst MAK, (Wien), Museo Nacional de Ceramica y de las Artes Suntuarias „Gonzalez Marti“ (Valencia), Museum der dekorativen Künste (Prag)

BUILDING A FUTURE

Short description

Salzkammergut Architecture Week is a 7-day event of lectures, public discussions, seminars, exhibitions, workshops and excursions on the built environment of the SKGT. The annual event, starting in 2022, invites regional as well as international stakeholders to co-create an open and critical format on the most pressing questions of regional development and architecture.

Indication of European relevance (European dimension)

Creates a European exchange platform on regional but not solely region-specific topics (land sealing, gentrification, fading building culture);

Connection to overall vision/ themes

POWER OF TRADITION, raising awareness of sustainable development of the region's built environment

Level of development

preparation phase, coordination of co-curators and partners

Timetable

2021- finalizing overall concept, allocation of responsibilities of all involved stakeholders

2022- research projects start & small kick-off event

2023- 1st edition of Building a Future, incl. LandLuft University

2024- 2nd edition of Building a Future, incl. LandLuft University

Budget

€ 400.000 (Bidbook)

Partners

afo - architecture forum of upper austria, LandLuft / LandLuft University (an Austrian association promoting building culture in rural areas), ICOMOS

HELLO DANCE FANS!

Short description

Community dance project that creates encounters across language, physical, social and cultural barriers.

Indication of European relevance (European dimension)

promoting cultural diversity in Europe, intercultural dialogue and greater mutual understanding

Connection to overall vision/ themes

POWER OF TRADITION, balancing traditional with contemporary forms; format to involve different members of the Salty Family

Level of development

preparation phase, communication with curators/producers

Timetable

2020- selecting new curator(s) familiar with community dance

2021- finalizing concept, contacting further trainers, selecting locations

2024- classes in February (4 weeks)

Budget

€ 100.000 (Bidbook)

Partners

Moving Dance Company Bad Ischl, Age Company, Ich bin o.k. (all AT), Community Dance Academy (IT)

PLANET TAVERN LAB (Flagship)

Short description

This is a cross-cultural and European rethinking and resurrection of Tavern culture.

Indication of European relevance (European dimension)

European Tavern culture

Connection to overall vision/ themes

POWER OF TRADITION, Salty Family

Level of development

Heidi Zednik is in regular communication with the Kunstwerkstatt Lebenshilfe. In March 2020 she had a lengthy skype conversation with Arpad Dobriban about his role in the Magdeburg project and how it might integrate with the SKGT24 Program.

Sugar Tavern Lab / Magdeburg

Arpad Dobriban is Magdeburg's designated artist/chef for this project.

Salty Family Lab

The Kunstwerkstatt Gmunden, an integrated adult artist studio, is extremely interested in being part of one the Salty Family TAVERN LABS.

Timetable

2021- NEW A professional restaurateur will be brought in to coordinate this flagship project.

2022- 4 selected Tavern teams initiate the revitalization of SKGT pub culture, 2024+

Budget

€ 1.500.000.- (Bidbook)

Partners

Salzburger Tourism Schools, Bad Hofgastein/Doris Höhenwarter (AT), Mozarteum Salzburg (AT), Bodø 2024 (NO), Tartu 2024 (EE), Magdeburg 2025 (DE), Lebenshilfe OÖ (AT)

STRENGTH OF COUNTERCULTURE

NEW SALT FESTIVAL (Flagship)

Short description

Festival for Electronic & Alternative Music, Performance and Digital Arts. It swipes away the monarchy dust that settles on the city of Bad Ischl in August and turns the city into the counterculture hub of Austria, while also creating a format for European exchange.

Indication of European relevance (European dimension)

Creating and fostering European counterculture networks; locating the SKGT as a hub on the European counterculture / subculture map.

Connection to overall vision/ themes

Strength of Counterculture / breaking with clichés, giving counterculture full visibility; experimenting with culture formats that are not yet established in the SKGT region.

Level of development

Revision of concept based on jury's feedback - changes made:

- budget reduced by more than 25%, shifting the focus (program-wise) from bigger/well-known acts to a more specialized "boutique festival" kind of event.
- saving some budget for additional series of smaller events before/after the festival in order to meet sustainability aims
- strengthening educative-explorative, process-oriented workshop format (e.g. Yuri Landman, musician and inventor of music instruments working together with students of the HTBLA Hallstatt), outcomes/performances as part of the festival program
- including A.I.R. program (via open call), with the aim to set a focus on the region in advance, promotes networking of international, national and local artists and art initiatives, activates locations in Bad Ischl and surroundings

Timetable

2021- Finalizing overall concept incl. cooperation partners, location scouting, detailed budget;

2022- Finalizing workshop program, overall team search (e.g. production)

2022-2023- focus on marketing & promotion strategies to create an impact on (European) audience and journalists

2022-2024- Festival booking

2023- Start of smaller event series; Focusing on technical realization / production possibilities of the festival; focusing on sustainability and sponsoring and cooperation partners for the future

2024- New Salt Festival (September) + continuing smaller event series

Budget

€ 750.000.- (Bidbook)

new: € 550.000

Partners

Ars Electronica Festival, Elevate Festival, potentially Yourope

ROUTES OF RESISTANCE

Short description

is a cultural hiking project, exploring the routes of anti-Nazi partisans.

Indication of European relevance (European dimension)

raises awareness for complex ns-histories and their european dimension, encourages reflection on present time

Connection to overall vision/themes

STRENGTH OF COUNTERCULTURE

Level of development

no changes since BB, in contact with partners to finalize concept

Timetable

2023- start of project preparation

2024- start of project

Budget

€ 30.000,- (Bidbook)

Partners

Juliane Leitner, Christian Topf

ART YOUR VILLAGE (Flagship)

Short description

A region-wide project in which international or national artists or collectives work individually with the participating SKGT municipalities with the aim of exploring local identities and to develop a project in close cooperation with the local cultural/artistic forces (individuals, associations, etc.). The individual process-oriented works will be shown or performed over a longer period of time in public spaces, buildings, etc., depending on their character.

Indication of European relevance (European dimension)

Exchange and cooperation between local cultural/artistic forces and national/international artists.

Connection to overall vision/ themes

STRENGTH OF COUNTERCULTURE, contribution to a lively cultural geography

Level of development

So far there are commitments from Dirk Schlichting (DE), Willi Dorner (AT), Rimini Protokoll (CH/DE), Iris Andraschek/Hubert Lobnig (AT), Kampolerta (AT), Antoine Turillon (F) / Hannes Zebedin (SLO), Philipp Furtenbach (AT), Resanita/Anita Fuchs (AT), Seraphina Lenz (DE), Fabian Faltin (AT), Book & Heden (NOR). Also in mind: Dellbrügge/De Moll (DE/USA), Tracing Spaces (AT), Pawel Althamer (PL), Ants Urbanism (AT).

Timetable

long-term project: start of project spring 2021- research places, persons, associations / establish contacts

actions 2024 during the whole year

Budget

approx. € 690.000,- (still being evaluated)

Partners

All participating SKGT municipalities

WHAT HAPPENED TO...?

Short description

Research of the history of "arianized" objects in SKGT museums and establishment of provenance research in rural regions. Starting in 2022 historians will confer with SKGT museums about potential stolen objects. Workshops - interlinked to the SKGT School of Cultural management's Inside Out program - will offer a contemporary, european perspective on issues like research, archive management and how to deal with these objects. In 2024 museums will implement the results of the projects. Show me what you got! is part of the project and open to the public making free consultations for owners of potential stolen objects.

Indication of European relevance (European dimension)

Awareness for provenance research in rural regions, make complex object histories with often European dimensions and its wider context visible.

Connection to overall vision/ themes

Strength of Counterculture, dealing with Europe's NS-past

Level of development

Preparation phase, Lisa Neuhuber will have kick-off meeting with Austrian Commission for Provenance Research/ Art History Museum Vienna in mid September 2020

Timetable

2020- finalization of concept and cooperation agreements
 2022- start first phase of project (research)
 2023- second phase (capacity building workshops)
 2024- third phase (implementation and Show me what you got!)

Budget

€ 150.000,- (Bidbook)

Partners

Austrian Commission for Provenance Research, Art History Museum Vienna, German Lost Art Foundation, Johannes Kepler University Linz (Birgit Kirchmayr)

4802 – festival for independent film (Title: “Real Reels” in final Bidbook)**Short description**

European student filmmakers festival, that offers young filmmakers the opportunity of finding a broader audience.

Indication of European relevance (European dimension)

Cooperation/ Exchange with Ida-Viru Film Fund and Estonian Black Nights Film Festival (EE). Making young European film visible to an European audience, strengthen European film scene. European cultural exchange.

Connection to overall vision/ themes

STRENGTH OF COUNTERCULTURE, Independent Arts scene, INCLAVE- open up region to Europe

Level of development/ progress

- a young project team of 4 was established: Maximilian Ulrich, Sandra Vucic, Adriana Zohner, Peter Fichtinger
- project team is founding an association for project delivery
- the festival has been expanded and takes place on 2 sites: Kino Ebensee, local arthouse cinema AND a longtime vacancy, the former directors villa of a traditional industry- Soda production, and the garden are used for film-screening, as meeting-places, for discussions, events. It also is the festival center. An exhibition-situation will be established, so that a number of films can be screened at the same time and the audience can walk along, from one film to the next.
- the 2 festival locations are fixed, meetings with owner/ rental-contract details were discussed and are appropriate 3-4 languages,
- the project team got connected (by the SKGT24 artistic-team) with Vladimir Vukovic (architect, project- Life Factory)
- the project-team is working on a detailed budget
- an ideal date for the first 4802-festival in 2021 - July (outdoor screenings) or August is worked on

Timetable

1st “pilot” festival- 2021
 2022- festival organisation with better capacity
 2023- festival organisation with even better capacity
 2024- big festival with best capacity

Budget

€ 70.000,- (Bidbook)

Partners

Cooperation/ Exchange with Ida-Viru Film Fund and Estonian Black Nights Film Festival (EE), Filmakademie Wien (AT)

STORIES FROM THE EDGES OF DARKNESS**Short description**

is an artistic oral history project about personal stories in times of National Socialism. Through 24 characters, artistically designed as 3D busts and installed all over the region, stories of perpetrators, victims, by-standers and resistance fighters are told.

Indication of European relevance (European dimension)

raises awareness for complex histories and their European dimension, encourages reflection on present time

Connection to overall vision/ themes

STRENGTH OF COUNTERCULTURE, dealing with Europe's NS-past

Level of development

preparation phase, Lisa Neuhuber will have a kick-off meeting with curator Wolfgang Schmutz (AT) and project partners in September 2020. Verena Schatz has submitted design ideas for the busts. An accompanying pedagogical offer for different target groups (schools and adults) will be conceptualized and implemented in 2024

Timetable

2021- start of research phase

2022- 2023- design process and production of bust

2024- implementation of busts and pedagogical offer

Budget

170.000 € (Bidbook)

Partners

Ebensee Memorial Museum, Archive of Mauthausen Memorial, XiBIT (all AT)

FUTURE IS NOW!**Short description**

A dialogical street art project with a broad participatory aspect taking place at the interface between education, arts and politics.

Indication of European relevance (European dimension)

Topics affecting Europe such as gentrification, overtourism, climate change, traffic growth or rural exodus

Connection to overall vision/ themes

STRENGTH OF COUNTERCULTURE, public space

Level of development

Curator Mario Friedwagner met with another potential cooperation partner Mural Harbour, further meetings are envisioned for Autumn 2020.

Timetable

2020- finalization of concept

2023- start of project organisation

Budget

€ 145.000,- (Bidbook)

Partners

Mario Friedwagner (AT), Mafia Tabak (AT), Alice Pasquini (IT), Hera and Akut (DE), Ernest Zaccarevic (MY)

LIFE FACTORY**Short description**

A participative life residency project in an abandoned factory aiming to raise awareness for alternative forms of living in rural areas.

Indication of European relevance (European dimension)

Rethinking of economic, social and ecological consequences of housing in European rural regions;

Connection to overall vision/ themes

Strength of Counterculture; demonstrating ways of handling industrial heritage and exploring alternative forms of living in rural areas;

Level of development

Negotiations with the owner of Solvay factory in Ebensee; simultaneously exploring further location scenarios for more independence of the project.

Timetable

2021- finalizing concept

2022- adaptation work and preparation of rooms

2023- staging of life (documented)

2024- life performances, exhibition

Budget

€ 300.000,- (Bidbook)

Partners

Local building constructors, local craftsmen (builders, carpenters, gardeners)

PERSPECTIVES**Short description**

A nomadic open air pop up film festival, activating public space, related to the most pressing topics within the region: from mobility to vacancy, land sealing to rural-urban migration, tourism, etc. The screening nights, free of charge, are followed by open discussions with the filmmakers, planners, other guests and the audience.

Indication of European relevance (European dimension)

Raising importance of building culture, sustainable economies, as well as the role of common spaces and natural resorts within a European region. The project embeds regional topics in a wider European context and connects filmmakers, a diverse set of audiences, and planners within the EU and beyond.

Connection to overall vision/ themes

Strength of Counterculture; European discourse forum debating topics of our long-term strategy

Level of development

Concept phase

changes:

adapting concept to “warm-up” format; starting earlier in the build-up-years (from 2021 onwards), creating a forum and fertile ground for debating regional topics and challenges;

Timetable

2021- finalizing concept, first screenings in summer

2022- screenings in summer

2023- screenings in summer + local film workshops (with schools/education centers)

2024- screenings in summer, presentation of outcomes of film workshops

Budget

€ 50.000,- (Bidbook)

Partners

wonderland (platform for European architecture) & movies in wonderland, CycleCinemaClub;

UNCONVENTION**Short description**

Underground- and counterculture are the stars of this un-convention, an international counterculture symposium with discussion-formats, guerrilla art actions, workshops and concerts.

Indication of European relevance (European dimension)

Promote Europe's independent culture scene, emphasizing the importance of critical minds for Europe.

Connection to overall vision/ themes

SALT.WATER Counterculture coming out of the long history of SALT mining. STRENGTH OF COUNTERCULTURE. Workers movement, workers rights <—> culture movement, cultural workers rights.

Level of development/ progress

Concept phase

Timetable

Early 2021- Assemble all stakeholders from the regional, but also people from the national independent culture scene to develop project further. More European and International cooperations.

2022-2023- Project development- concretize discussion formats, workshop formats, concerts, artistic actions. Location plan. Production plan.

2024- Delivery

Budget

€ 60.000,- (Bidbook)

Partners

Steinar Aas (NO), Ove D Jakobsen (NO), Narva 2024 (EE)

potential partners: Elefsina 2021 (GR) and more

NEW TARTU 2024 COOPERATION: HIDDEN WORLDS EXPANDING - ARTS OF SURVIVAL**Short description**

Hidden Worlds Expanding is a major exhibition of outsider art to be held simultaneously in 3 cities of Estonia – Tartu, Viljandi and Pärnu. It is also a research project aiming to catalogue the works, tell the stories and show the value of the artists.

Indication of European relevance (European dimension)

ECoC cooperation

Connection to overall vision/ themes

STRENGTH OF COUNTERCULTURE, Salty Family, European exchange

Level of development

Mari Vallikivi (Director of Kondas Centre, Coordinator Hidden Worlds Expanding) contacted Heidi Zednik who then linked Ferdinand Reisenbichler (Kunstwerkstatt Lebenshilfe, Gmunden) to their project as advisor for “professionalizing outsider art practises and principles” and artistic cooperations, for example Tartu outsider artists will exhibit at

DIE GALERIE in Gmunden. Mutual visits are planned for 2020-21.

Timetable

2020-21 Mutual visits

The timetable will follow Tartu's project timetable. Tartu outsider artists can exhibit at DIE GALERIE from 2021 on.

Partners

Tartu 2024, Lebenshilfe OÖ/Kunstwerkstatt Gmunden (AT), Kunstforum Salzkammergut (AT)

NEW TRANSFORMATION

Short description

Kulturverein Kunstfabrik 4.0- Verein zur Vermittlung von zeitgenössischer Kunst und Entwicklung, a cultural association in Laakirchen proposes the **Transformation** of an abandoned industrial building in 4 cultural-activity-steps:

Transformation 1.0- Preparing the ground: create awareness through street art, attract interest through artistic action

Transformation 2.0- reWork and reForm: artists reuse industrial scrap, artists in residence working in boiler house, photo exhibition about industrial history

Transformation 3.0- conVert and modIfy: artists are invited to work with the industrial products of the region- paper, cardboard, beer crates, baby food (package). The newly formed work is shown in an exhibition.

Transformation 4.0- Future: What will mankind do, if we run out of labour, for example because artificial intelligence is doing most of the work? A symposium, a video exhibition, a visual arts exhibition and communication-islands are dealing with this question.

Indication of European relevance (European dimension)

Revitalisation, sustainability, promote European cultural exchange

Connection to overall vision/ themes

STRENGTH OF COUNTERCULTURE, industrial heritage, workers movement, Culture is the New SALT

Level of development

The location is defined, the building has been provided by the owner, development steps are clear, project team is constantly working on development

Timetable

2020- development

2021- Transformation 1.0

2022- Transformation 2.0

2023- Transformation 3.0

2024- Transformation 4.0

Partners

Sonja Aigner, Friederike Reiter, Elfriede Sonnberger, Elisabeth Stumpfvoll

IMPACT OF (HYPER)TOURISM

HALLSTATT DISAPPEARS (Flagship)

Short description

Digital multimedia project and major tourism conference. The aim is to challenge tourism Disneyfication. For 3 days, European philosophers, artists, scientists, city/regional developers and specialists in sustainable tourism management, as well as affected inhabitants, publicly discuss questions of (over)tourism, sustainable forms of tourism. The German performance group LIGNA creates 2 participative performances and the multimedia art piece "Hallstatt disappears" is shown.

Indication of European relevance (European dimension)

Rethinking tourism models, tourists are interested guests, tourists are Salty Family, people with culture. Cultural workers and artists are tourists as well. Will we have over tourism after the pandemic? -Yes, we will

Connection to overall vision/ themes

IMPACT OF (HYPER)TOURISM, Overtourism vs. No-Tourism (due to Covid19). INCLAVE is for tourists too. Tourists as part of the Salty Family.

Level of development

Meetings with Ars Electronica Solutions Director/ Team, who will do the technical/ digital work. Details on technical implementation.

NEW / CHANGE the artistic implementation of the multimedia project in cooperation with AES will be commissioned to an artist. Either via open-call or via Ars Electronica Festival.

Timetable

2021- Open Call or cooperation with Ars Electronica Festival for artistic implementation of multimedia artwork, find more partners

2021-2022- Find/ create optimal locations in Hallstatt for (panel) discussions, meetings, workshops

2021-2023- Invite Speakers (Scientists, Philosophers, Artists, engaged Citizens/ Associations) and Artists and together develop the conference further

2024- delivery

Budget

Total budget: € 565.000,- (Bidbook)

Partners

Ars Electronica Solutions, Linz (AT)

SURF THE SKGT COUCH!

Short description

An all-year residence exchange program for locals and visitors in 2024.

Indication of European relevance (European dimension)

Connects people from different places and countries, intercultural exchange, raises awareness for tourism

Connection to overall vision/ themes

IMPACT OF (HYPER)TOURISM

Level of development

Preparation phase; coordination meetings are planned for beginning of 2021

Timetable

2021- finalization of project preparation

2022- build up of digital platform

2023- launch of platform and project

Budget

€ 25.000,- (Bidbook)

Partners

welocally (AT)

REMOTE SKGT

Short description

A performance format by the artist group Rimini Protokoll, in which a group of up to 50 people equipped with headphones sets off for the city. They are guided by an artificial voice as known from navigation systems. How can we make decisions together? Who do we follow when we are guided by a computer program? - Fifty people observe each other, make individual decisions and yet are always part of a group. On the way, artificial head recordings and film compositions set the urban landscape to music. The journey through the city feels more and more like a collective film.

Indication of European relevance (European dimension)

Artistic view from outside on the touristic situation in the Salzkammergut.

Connection to overall vision/ themes

IMPACT OF (HYPER)TOURISM, true and fictional stories about Bad Ischl and Gmunden.

Level of development

Commitment from Rimini Protocol (DE) has been received.

Timetable

First visits of artists to explore the location in 2023

text and production in 2024

performances (each about 20 days) in Bad Ischl and Gmunden in May and June 2024

Budget

€ 80.000,- (under evaluation)

Partners

local guides

ART NOMADIC

Short description

A 2-part project. (1) Nomadic A.I.R. is a nomadic A.I.R. program. Small movable studios are installed in unusual locations throughout the SKGT. (2) Park Lots of Art is a guerilla art project taking art into SKGT parking lots.

Indication of European relevance (European dimension)

European and International artists are chosen per Open Call and by invitation. The nomadic European shared history and current situation of travelers. Environmental issues. Integration, Salty Family, Mobility

Connection to overall vision/ themes

IMPACT OF (HYPER)TOURISM, environmental issues

Level of development

Heidi Zednik met with Ferdinand Reisenbichler to discuss project status (August 2020). The rapid increase of campervans due to the pandemic as well as the explosion of people fleeing to nature makes this project very timely.

Timetable

2021- research cooperation partnerships for mobile studios, Open Call artists, coordinate with Tartu 2024 and Bodø 2024

2022- construction/alterations of mobile studios, planning route/locations of mobile studios and parking lots/spaces

2023- 1st phase mobile studios, 1st phase Park Lots of Art, finalise projects Tartu 2024 and Bodø 2024

2024- mobile studios SKGT-wide, cooperation projects Tartu 2024 and Bodø 2024

Budget

€ 450.000.- (Bidbook)

Partners

Tartu 2024 (Containers of Art), Bodø (European Cabins of Culture), Lebenshilfe OÖ/Kunstwerkstatt Gmunden (AT), Daniel Beerstecher (AT)

SKGT DAILY

Short description

A major photo exhibition created by SKGT residents at the Bad Ischl Photo Museum depicting everyday life in stark contrast to the beautiful and picturesque imagery of tourism advertising

Indication of European relevance (European dimension)

Raises awareness for overtourism, challenges simplistic views of the SKGT

Connection to overall vision/ themes

IMPACT OF (HYPER)TOURISM

Level of development

Preparation phase; partners are confirmed, coordination meetings will start in 2021

Timetable

2022- finalization of project preparation

2023- launch of project

Budget

€ 75.000.- (Bidbook)

Partners

Yvonne Oswald, Photomuseum Bad Ischl

HYPER CRITICAL MASS B145

Short description

A participatory community project that takes protecting our climate (literally) to the streets. The project celebrates a car-free B145, the main artery road connecting the region from north to south, and opens it for different forms of community actions related to the topics of mobility, climate and environment. Part of the framework-program is, among others, Gregor Eisenmann (DE) and the Reparaturchor (AT).

Indication of European relevance (European dimension)

Heavy traffic, pollution, climate change, impact of overtourism (addressed through several forms: action, visual arts, music)

Connection to overall vision/ themes

IMPACT OF (HYPER)TOURISM; community project that gets the Salty Family on their bikes for joint action

Level of development

concept/planning phase; priority is coordination with Salzkammergut Trophy, which started reviewing dates and

possible pilot actions; plannings for concerts, performances will follow.

Heidi Zednik is in touch with Gregor Eisenmann.

Timetable

2021- finalize concept, contact cooperation partners (incl. artists, choir director, etc.)

2021-22- development phase for cooperation partners (music program, new pieces)

2022-23- finalizing program/cooperation partners

2023- pilot actions

2024- Hyper Critical Mass B145

Budget

€ 90.000,- (Bidbook)

Partners

Salzkammergut Trophy (AT), Gregor Eisenmann (DE), CycleCinemaClub (AT), chorus lacus felix-gmunden (AT), choirs (with an environmental mission) from Bodø, Tartu, Piran (has very similar problems with tourism)

NO VIEW POINT

Short description

Interdisciplinary literature-visual arts project that challenges the human greed for scenic beauty. 4 of the most beautiful and overcrowded SKGT viewpoints become No View Points. A tarp mounted on a fence bears a literary text – written by renowned authors - describing what visitors would see, if they were able to see. Take your time instead of Instagram drive-through.

Indication of European relevance (European dimension)

Overtourism, Crowded nature gems, Nature conservancy, Instagrammability, Stressed-out society

Connection to overall vision/ themes

IMPACT OF (HYPER)TOURISM, INCLAVE

Level of development

Curator fixed, timetable clear, SKGT24 production (own production), waiting for legal basis to make contracts and start.

Timetable

2020- Legal basis for project development - Artistic Directory - is needed. Curator is being updated.

2021- 3 days- Curator and Artistic Team Member visit/ research all locations. Curator delivers 1 concept for each location, each writer.

- writers to be asked to participate: Arno Geiger, Christoph Ransmayr, Wolf Haas, Eva Menasse, Teresa Präauer, Anna Weidenholzer.

2021-2022- writers visit locations, Short residencies, literary texts are produced, texts are copyedited, texts are handed over to translators

2023- production team is set up, production for each location is planned. all items/ permissions needed for production are in place, clarified

2024- delivery

Budget

€ 63.000,- (Bidbook)

Partners

Heike Gfrereis (DE)

A.I.R. TO BREATHE

Short description

A.I.R. program for artists from the countries most tourists visit the region around Hallstatt- China, Japan, Korea- that are working in or with nature. A different, artistic examination of 2 cultures- Asian and European- and a slow and deep artistic reflection of the region, opposite to the “4 hours in the SKGT” tourism is initiated by A.I.R. to breathe.

Indication of European relevance (European dimension)

Raising awareness for nature, beauty, culture, international cultural exchange, questions of tourism models (Over-tourism / Sustainable tourism)

Connection to overall vision/ themes

INCLAVE, SALT.WATER, IMPACT OF (HYPER)TOURISM

Level of development

In progress

CHANGE: We expect that there will be no Hallstatt AIR cooperation, because there will be no Hallstatt AIR project, as far as we can tell by now. That means more development time for residency spaces and budget review.

Timetable

early 2021: Research/ define residency spaces, studio- apartment spaces. Develop revitalisation concept for each residency space.

2022- Revitalisation work on residency spaces. Calls for artists in Japan, China, Korea.

2023- Guest artists fixed, residency spaces available

2024- Residencies start

Budget

€ 425.000,- (Bidbook)

Partners

Alexandra Grimmer (CN/AT), Mikiko Sato Gallery (DE/JP), Japanfest (JP)

Manuela Seethaler- Hallstatt AIR (AT)

SKGT FOR SALE

Short description

Major exhibition project, which brings back masterpieces of art originally created in the SKGT. The critical focus of the exhibition is on imperialism and capitalism and their influence on the creation of art. It showcases masterpieces created in SKGT by artists who followed the money, just as artists still (have to) do.

Indication of European relevance (European dimension)

Art and economy, social situation and art production, Imperialism, Capitalism, European cultural heritage and history

Connection to overall vision/ themes

IMPACT OF (HYPER)TOURISM on arts/ culture

Level of development

Meeting with curator Patricia Spiegelfeld

- a co-curator will be engaged

- curator and co-curator are developing a concept, choose artworks, think about loans from museums and budget for loans

Timetable

Early 2021: Curators contracts are made, curators revise budget, project development on exhibition concept

2021- loan contracts with museums, project development also for framework program

2022-2023- project development

2024- delivery

Budget

€ 250.000,- (Bidbook)

Partners

K-Hof Museen Gmunden (AT)

FLOW TO RETREAT

SALT.WATER (Flagship)

Short description

The vital elements salt and water have always been and still are determining factors in the entire region. An art exhibition with objects, photographic works, installations on various topics related to salt and water is intended; also metaphorically seen as “salt of life” and with reference to our motto “Culture is the new SALT”. The exhibition will be shown in a larger hall, but can also take place in several rooms and public places or in some of the many lakes in the SKGT. It is composed of historical documents, existing works, mainly commissioned works to artists or groups.

Indication of European relevance (European dimension)

Participation of International, National and local artists.

Connection to overall vision/ themes

FLOW TO RETREAT, SALT.WATER- compact synopsis on the central theme of the SKGT ECoC

Level of development

So far there have been commitments from: Motoi Yamamoto (JP), Urban Mäder (CH), Philipp Furtenbach (AT),

Christine Bieler (DE), Anya Gallaccio (UK), Josef Ramaseder (AT), Norbert W. Hinterberger (DE/AT), Leo Schatzl (AT), Stefanie Zoche (Haubitz-Zoche, DE), Tea Mäkipää (FIN). Also being considered are: Sigalit Landau (IL), Julius Popp (DE), Lucy+Jorge Orta (ARG/FR), Julian Charrière (CH/D), Leandro Erlich (ARG), Christian Partos (S) and many others. Contributions from artists of the Salzkammergut are sought/appointed.

Timetable

2021- project start, explore spaces and other artistic contributions

2022-23- artists in SKGT for site visits

2024- Exhibition/ installations

Budget

€ 345.000,- (under evaluation)

Partners

Artists

BRINED TO THE POINT OF HAPPINESS

Short description

An interdisciplinary project reviving the tradition of the ancient Romans, to come together in spas to discuss, exchange and relax. Brine, the perfect balance of Salt and Water, is also a life balance that brings happiness.

Indication of European relevance (European dimension)

Celebrating debate culture and compassion

Connection to overall vision/ themes

FLOW TO RETREAT, SALT.WATER

Level of development

Concept phase

Timetable

2021- finalizing concept, invite further cooperation partners, selecting locations;

2023- inviting individual speakers

2024- spa discussion sessions (winter)

Budget

€ 155.000,- (Bidbook)

Partners

Roland Gruber, Evelyn & Ike Ikrath, Doris Höhenwarter, Andrea von Goetz, Simone Seymer, Christa Hassfurther (all AT), Hildesheim 2025 (DE)

FROM JERICHO TO SALZKAMMERGUT

Short description

This project explores and re-discovers the different layers that we, Jericho and SKGT, share and finds a point where these 2 places meet. Mythology, religion, traditions, legends etc. explored and presented.

Indication of European relevance (European dimension)

NEW several European artist will be invited to participate

Connection to overall vision/ themes

FLOW TO RETREAT, Migration, Salty Family, INCLAVE

Level of development

The artist is reviewing the film budget with Maximilian Rosenberger (AT). The exhibition will now follow a residency of invited artists, replacing the exchange of different methods

Timetable

2020- project development, details on participating artists

2021-2022- project development, detailed plans for locations, framework program, start film production

2023- production details fixed

2024- delivery

Budget

€ 120.000.- (Bidbook)

Partners

Maximilian Rosenberger (AT), Benji Boyadjian (PS/FI), Johnny Andonia (PS), Randa Madah (PS/SY), Shada Safadi (PS/SY), Fatimah abu Romi (PS/IL) and Bashar Alhorub (PS). Additional Austrian and alestinian artists will join the project

SALT | LAKE | CITY**Short description**

A.I.R. program for visual artists and writers from a range of European SALT.WATER regions. Artists are encouraged to respond to the concept of SALT.WATER, especially in terms of the impact of former or present SALT industries and WATER resources in their home regions and cities. In the 2 month residencies they are invited to create utopias of how a cultural INCLAVE could be.

Indication of European relevance (European dimension)

Highlighting the common aspects of European cultures, heritage and history; cultural exchange

Connection to overall vision/ themes

SALT.WATER, INCLAVE, Culture is the new SALT, Cultural Geography, revitalisation of old building, use of abandoned spaces

Level of development

Concept phase, Piran 2027 is very interested in cooperation, there have been talks with Aveiro

Timetable

Early 2021- locations research, plan for each location (is renovation needed, etc.)

2021-2022- project development, adaptation works on studio locations, artists are selected

2023- artists are invited, project development

2024- delivery, A.I.R. program starts

Budget

Estimated € 460.000,- (Bidbook)

Partners

Confirmed: Bodø (NO), Hildesheim/ Bad Salzdetfurth (DE)

Very likely partners: Piran (SI), Aveiro (PT)

Possible partners: Leeuwarden (NL), Tuzla (BA) and more

BEHIND THE SCENES**Short description**

A film project making the often invisible multinational workers who keep the engine of the tourism region SKGT running visible.

Indication of European relevance (European dimension)

addressing the interlinked topics of migration and work;

Connection to overall vision/ themes

FLOW TO RETREAT, giving voices to those members of the Salty Family who are less heard and seen in public life

Level of development

concept phase

Timetable

2021- finalizing concept (filmmaker together with REKI), contacting potential performers

2021-2023- shooting

2024- premiere at SKGT cinemas (Lehartheater, Kino Ebensee, Stadtkino Gmunden, etc.)+ screenings beyond the region

Budget

€ 80.000,- (Bidbook)

Partners

REKI (regional competence center for integration and diversity), Zauner Café and Cake shop and other regional businesses

ANALOG**Short description**

In our digitized world, we explore profound artistic strategies to decelerate tempos and present grounded counter-models - a haptic cosmos opposing the virtual. This cosmos manifests itself in an exhibition of artistic works of craftsmanship, or in intimate performances and actions with audience participation, partly in public space.

Indication of European relevance (European dimension)

Participation of international, national and local artists, regional communities.

Connection to overall vision/ themes:

FLOW TO RETREAT, performative formats and installations

Level of development

So far there are commitments from: Kate McIntosh (UK/BE), Jacob Dahlgren (S), LIGNA (DE), TinTin Patrone (D/PH), Katrina Neiburga (LIT), Benjamin Verdonck (BE), Daniel Beerstecher (DE). Further planned are contributions from: Sebastian Schmieg (DE), Lotte van den Berg (NL), Mette Edvardsen (NOR), Eva Mayer-Keller (DE), Pascale Marthine Tayou (Cameroon/BE), Upper Bleistein (DE), Alfredo Barsuglia (AT), David Klopp (DE). Furthermore, an analog workshop with Fabian Knöbl (AT) is planned.

Timetable

Research and preliminary coordination and communication from 2021
events and exhibition in autumn 2024

Budget

€ 170.000,- (under evaluation)

Partners

Artists and regional communities

EUROPEAN YOUTH GAMES**Short description**

A sports project that connects the youth of Europe. During 6 days in summer, sports competitions in various Olympic disciplines are held in the south of the SKGT. By inviting various sport clubs across Europe, the project not only connects sports enthusiasts of different abilities, but also strengthens the concept of the European municipality partnerships that many of the SKGT municipalities hold.

Indication of European relevance (European dimension)

Sporting spirit means friendship, respect, fairness and solidarity - values that are in danger in today's Europe. By cultivating European friendships, we call them into full consciousness, especially among the people who will shape the Europe of tomorrow.

Connection to overall vision/ themes

FLOW TO RETREAT, Bringing the INCLAVE to life through European partnerships and friendships; growing the Salty Family through fostering relationships with some distant members.

Level of development

Specification of participating municipalities and sports clubs; exploration of suitable locations, respectively specification of EYG disciplines; enquiring accommodation options for participants; inquiring professional athletes as partners/sponsors.

Timetable

2021- participating municipalities, disciplines, locations, partner clubs and date finalized

2021- contacting partner municipalities, involving European partner clubs in planning

2023- registration for EYG

2024- 6 days of 2nd or 3rd week of July, hosting of the European Youth Games

Budget

€ 300.000,- (Bidbook)

Partners

Sports clubs of partner municipalities of hosting SKGT municipalities, Austrian Sports Resort as "homebase" (BSFZ Obertraun), regional sports clubs;

FLOW DOWN**Short description**

2 stages act as sound laboratories and cultural spaces on water. They provide performance spaces for music, readings, plays but also simply for being.

Indication of European relevance (European dimension)

European musicians / writers / performers

Connection to overall vision/ themes

FLOW TO RETREAT

Level of development

The musical curator Christian Kapun is currently working on a timeline and plan. He has initiated contact with musicians. Per his suggestion the stages have been reduced to 2.

Timetable

2021- selection stage locations and feasibility studies, design concepts architects

2022- final selection musicians/artists/performers, finalization stage designs

2023- construction stages, finalization technical installations, 1st concerts/performances

2024- full program concerts/performances May-September

Budget

€ 110.000.- (Bidbook)

Partners

Christian Kapun, Architects Lugmayr & Schwarzgruber, European and regional musicians

BRINE!

Short description

A collaborative multi-media performance and musical event on Lake Traunsee. It tells the story of SALT.WATER. and involves everyone from community members to musical associations and regional schools.

Indication of European relevance (European dimension)

community building, European exchange

Connection to overall vision/ themes

FLOW TO RETREAT, SALT.WATER

Level of development

Heidi Zednik is in regular contact with Tim Steiner (UK) and Ondamarela (PT).

John Wassell (Walk the Plank) visited October 2019, Eva Mair and Heidi Zednik toured various possible performance/viewing points on Lake Traunsee. The original location of Traunkirchen harbor is unsuitable, others now being recommended:

Bräuwiese (Traunkirchen), Altmünster Esplanade and Gmunden Esplanade. The suggestion is also to consider expanding to include other lakes, such as Hallstatt, one of the sources of SALT.

Timetable

2021- SKGT visits Tim Steiner (UK), Ondamarela (PT), John Wassell, finalization BRINE! location(s), contact/meet all cooperation partners

2022- build-up/development of all participatory project components, story/music concept development, LIBERATLIA on site SKGT

2023- story/music finalized, performance development /finalization, School of WOW involved

2024- performance

Budget

€ 500.000.- (Bidbook)

Partners

Tim Steiner (UK), Ondamarela (PT), Walk the Plank (UK), School of WOW, Traunsee boating associations, Stummer Boote, ferry boat companies Loidl/Eder, Peer, musical associations, musicians, regional music schools

LAKE

Short description

An inclusive underwater performance project, viewed either underwater (divers), from the lake surface (snorkelling audience) or from the shore (screening).

Indication of European relevance (European dimension)

Using water as a connector between different people, celebrating values of equality and solidarity

Connection to overall vision/ themes

FLOW TO RETREAT; embracing the power of water in an artistic, educational, social and human dimension; IN-CLAVE; Salty Family; WATER

Level of development

Concept phase

Timetable

2021- finalizing concept

2022/23- auditioning participants & rehearsals

2024- performances

Budget

€ 360.000.- (Bidbook)

Partners

DK-BEL (FR), regional diving schools (AT)

MIGRATION DISTILLATION

Short description

Migration Distillation is a 2-fold project: MIGRATION, the pilot program for river clean-up, involves schools in the clean-up and repurposing of trash into art. DISTILLATION, is the artistic exhibition/documentation of the river Traun.

Indication of European relevance (European dimension)

Environmental impact, Traun connects to the Danube/Danube flows through Europe

Connection to overall vision/ themes

FLOW TO RETREAT, Salty Family, Environmental issues, WATER

Level of development

NEW Zukunftsbüro Scharnstein is interested in hosting an Alm river branch of MIGRATION as part of the "Initiative Scharnstein spart Müll" (Scharnstein saves Trash) in cooperation with the children's art studio Kinderatelier Scharnstein.

Timetable

2021- cooperation concepts with Scharnstein, contact regional schools, select and match artists with schools

2022- start DISTILLATION collection/documentation, finalize pilot program concept with schools

2023- start pilot program with schools

2024- river clean-up programs, exhibitions

2025- exhibitions

Budget

€ 95.000.- (Bidbook)

Partners

Scharnstein, Kinderatelier Scharnstein, Regine Pots, Donna E. Price

H₂ OH- NO! (Flagship):

H₂ OH- NO! CONFERENCE

Short description

An interdisciplinary scientific and artistic conference about all aspects of WATER. The conference takes place at the spring source of the river Traun and at the base of the melting Dachstein glacier.

Indication of European relevance (European dimension)

Nature preservancy, climate change, WATER quality, WATER scarcity (a problem the SKGT does not have), international scientific exchange

Connection to overall vision/ themes

FLOW TO RETREAT, SALT.WATER, WATER as key and connector to all life

Level of development

Concept phase

Timetable

early 2021- close cooperation with curator Martin Neuhuber, planning speakers list, elaborate interdisciplinary content- arts and science

2022-2023- development and production planning

2024- delivery

Budget

€ 200.000,- including film program + Greetings from the Dachstein (Bidbook)

Partners

Tartu 2024 (EE), Narva 2024 (EE), Matthias Pointinger (AT)

possible partners: Slovenian Stakeholders/ possibly Piran 2027 (SI), Felix M. Hediger (DE), Hans Jörg Schenner (AT), Prof. Gerald Pollack (US), Katrin Hornek (AT)

H₂ Oh- No! Exhibition

Short description

What do we do with nature, what does nature do with us ... science confronts us with apocalyptic visions of climate change, overexploitation, extinction of species, natural disasters. The project "H₂Oh-No!" asks artists about how they deal with the topic "water" and develops a variety of strategies and actions in the form of forceful statements and exhibitions.

Indication of European relevance (European dimension)

Global relevance, but also with a special view to the situation in the SKGT

Connection to overall vision/ themes

FLOW TO RETREAT, connection to environmental problems

Level of development

For artistic contributions to the overall project there are commitments from: Uku Sepsivart (EE), Böhler & Arendt (DE), Katrin Hornek (AT), Kirsten Johannsen (DE). Invited is Julian Charrière (CH/DE).

Timetable

Research locations, further contributions, preliminary talks from 2021
performances and exhibition in spring 2024

Budget

115.000,- (under evaluation)

Partners

Experts for water science

H₂ Oh- Yes! Biodiversity**Short description**

An interactive educational, sensorial and artistic project about biodiversity. The motto of this project is also the core motto of the Alpengarten and focuses on the beautiful, nearly ideal world of the SKGT: retreat of the species - retreat to the species, retreat of variety - retreat to variety.

Indication of European relevance (European dimension)

Preserve biodiversity in Europe, nature, climate change

Connection to overall vision/ themes

FLOW TO RETREAT, INCLAVE also means biological diversity and a good environment for everyone

Level of development

Concept phase

Timetable

2021- co-work with project initiators from Alpengarten starts, project development

2022-2023- project development, specification of workshop- and event program

2024- delivery

Budget

€ 36.000,- (Bidbook)

Partners

Artists: Anne Duk Hee Jordan (DE), Tea Mäkipää (FI/ DE)

WATER SOUND FLOWS**Short description**

This project links themes of transport and communication to the waterscapes of SKGT.

Indication of European relevance (European dimension)

Natural resources, WATER

Connection to overall vision/ themes

FLOW TO RETREAT, environmental issues, WATER

Level of development

Thomas Grill is reviewing budget

Timetable

2022-23- finalization of locations, performance routes, finalization sound-transport objects

2024- April-May / July-September SKGT sound performances

Budget

Estimated increase of € 8000 = 68.000,-

Partners

Félix Blume (FR), Till Bovermann (DE), Angélica Castelló (MX/AT), Klaus Filip (AT), Katharina Hauke (DE), Martin Howse (UK/DE), Katharina Klement (AT), Wolfgang Musil (AT), Burkhard Stangl (AT), Martin Kunze (AT) students of electroacoustic, experimental and improvised music (University of Music and Performing Arts, Vienna), Anton Bruckner University (Linz)

acta liquida**Short description**

Both an artistic discourse between 2 artists and a discussion forum about environmental changes and its effects on the local fish culture.

Indication of European relevance (European dimension)

Environmental impact

Connection to overall vision/ themes

FLOW TO RETREAT, WATER

Level of development

NEW Heidi Zednik is stepping out as artist; she will remain involved as project curator. A revised project plan is in process.

Timetable

2020- project revision

2021- research, contact all partners, finalization project concept

2022-23- cooperation finalization with partners, work production

2024- exhibitions/presentations, panel discussions, fish-feast/festival

Budget

65.000.- (Bidbook)

Partners

Monika & Gerlinde Trawöger, Verein Rettet den Traunsee / NEW Franz Linschinger ,SKGT fisherwomen and fishermen (all AT)

GMBH FOUNDATION

Foundation of Kulturhauptstadt Bad Ischl - Salzkammergut 2024 GmbH (short: SKGT24 GmbH)

February, March 2020: Coordination meetings and preparation of a 1st draft of the Articles of Association

April 16, 2020: 1st meeting of future company shareholders (without WKOÖ), decision for a non-profit status of the GmbH = gGmbH

April 24, 2020: 2nd shareholder meeting in a smaller group, ascertainment of contract details

April 30, 2020: Resolution of the Articles of Association in the municipal council of the banner city Bad Ischl

May, June 2020: Resolutions passed in the competent bodies of the other 8 shareholders

June 26, 2020: Notarial act Dr. Goja, foundation of the company, signing the Articles of Association by all owner's representatives

August 7, 2020: 1st constituent meeting of the Supervisory Board, Election of the Chairman and his 2 deputies and approval of the budget and personnel plan 2020

August 10, 2020: Commercial register application to the responsible regional court Wels

September 2020: entry in the company register (start of business activities), subsequent move to new ECoC SKGT24 headquarters in Bad Ischl, Auböckplatz 4.

SUPERVISORY BOARD

Supervisory Board

14 Supervisory Board members in total:

(**bold** = supervisory board members active in the 2018-19 application phase steering group)

1. Hannes Heide (Chairman), City of Bad Ischl, MEP

2. Adam Sifkovits, General officer, City of Bad Ischl

3. Patrick Schnabl, Director for Culture, Europe and Sports of the federal state of Styria

4. Roland Pichlbauer, Upper Austrian Interims-Councilor for Culture

(From the 2nd Supervisory Board meeting in October 2020, he will be followed by the new Upper Austrian Councilor for Culture, Margot Nazzal, who has been confirmed August 1, 2020)

5. Kathrin Kneissel, Federal Ministry for Arts, Culture, Public service and Sport, Section IV Art & Culture

6. Wolfgang Kuzmits, Federal Ministry for Arts, Culture, Public service and Sport, Section IV Art & Culture

7. Stefan Krapf, (2nd deputy) Mayor of Gmunden

8. Rudolf Raffelsberger, Mayor of Scharnstein/Almtal

9. Alexander Scheutz, Mayor of Hallstatt

10. Franz Steinegger, (1st deputy) Mayor of Grundlsee

11. Angelika Loidl, Hotel Villa Seilern****s, Bad Ischl

12. Herbert Hierzegger, Hotel Hierzegger Tauplitzalm, Bad Mitterndorf

13. Catrin Neumüller, Senior Advisor, The Innovation in Politics Institute GmbH, Vienna

14. Robert Oberfrank, Chamber of Commerce Upper Austria

GESELLSCHAFTSVERTRAG

I. Firma und Sitz

1. Die Firma der Gesellschaft lautet:

Kulturhauptstadt Bad Ischl - Salzkammergut 2024 GmbH

2. Der Sitz der Gesellschaft ist in Bad Ischl.

II. Gegenstand und Zweck des Unternehmens, ideelle und materielle Mittel zur Erzielung des Gesellschaftszwecks

1. Gegenstand und gemeinnütziger Zweck

1.1. Die Gesellschaft ist nicht auf Gewinn ausgerichtet und übt ihre Tätigkeit überwiegend im Inland aus. Sie verfolgt ausschließlich und unmittelbar gemeinnützige Zwecke im Sinne der §§ 34 ff BAO.

1.2. Dieser gemeinnützige Geschäftszweck bzw. Unternehmensgegenstand besteht in der Förderung von Kunst, Kultur und Umweltschutz und Völkerverständigung in der Region Salzkammergut im Rahmen der Vorbereitung und Durchführung des Kulturhauptstadtprogrammes „Kulturhauptstadt Europas in Österreich 2024“.

1.3. Die Gesellschaft ist zu allen Geschäften und Maßnahmen berechtigt, um den gemeinnützigen Gesellschaftszweck zu erreichen. Die Mittel der Gesellschaft müssen ausschließlich und unmittelbar für die genannten gemeinnützigen Zwecke verwendet werden. Die Gesellschaft darf keine Personen durch Verwaltungsausgaben, die dem Zwecke der Gesellschaft fremd sind, oder durch unverhältnismäßig hohe Vergütungen begünstigen.

1.4. Des Weiteren ist die Gesellschaft berechtigt, sich an anderen Rechtsträgern zu beteiligen.

2. Mittel zur Erzielung des gemeinnützigen Zwecks

2.1. Ideelle Mittel:

Als ideelle Mittel zur Erzielung des gemeinnützigen Gesellschaftszweckes dienen:

- Die Entwicklung bzw. Auswahl des Kulturhauptstadtprogrammes 2024 in den Jahren 2020 bis 2025 (Schwerpunkt 2024) samt aller damit in Zusammenhang stehender Aktivitäten;
- Die Durchführung bzw. Abwicklung/Realisierung der im Kulturhauptstadtprogramm 2024 festgelegten kulturellen Veranstaltungen (Schwerpunkt 2024);
- Die Durchführung bzw. Abwicklung/Realisierung sonstiger kultureller und künstlerischer Veranstaltungen im Salzkammergut;

- Öffentlichkeits-, Bildungs- und Informationsarbeit in Zusammenhang mit Kunst und Kultur im Salzkammergut, insbesondere im Hinblick auf das Projekt Kulturhauptstadt 2024;-----
- Die Erstellung und Verteilung von Informationsmaterial betreffend Kunst und Kultur im Salzkammergut, insbesondere im Hinblick auf das Projekt Kulturhauptstadt 2024;-
- Die Erstellung einer Homepage betreffend Kunst und Kultur im Salzkammergut, insbesondere im Hinblick auf das Projekt Kulturhauptstadt 2024;-----
- Die Durchführung bzw. Abwicklung/Realisierung eines Programms zum Kapazitätenaufbau in den Bereichen Kulturmanagement, Kulturvermittlung, Museums- und Veranstaltungswesen und damit jegliche Initiativen zur Belebung der Museumslandschaft im Salzkammergut;-----
- Die Durchführung bzw. Abwicklung/Realisierung von Kursen, Schulungen, Workshops etc. in verschiedenen Kunst- und Handwerkstechniken-----
- Die Durchführung bzw. Abwicklung/Realisierung von Veranstaltungen und Workshops, die zur Schaffung eines regionalen (sozio)kulturellen Leitbildes bzw. Konzepts führen;
- Die Durchführung bzw. Abwicklung/Realisierung von Veranstaltungen und Workshops, die zur Schaffung eines nachhaltigen, regionalen und umweltverträglichen Mobilitätskonzeptes führen;-----
- Die Entwicklung, der Aufbau und die Schaffung eines regionsweiten Ticketsystems für das Kulturhauptstadtprogramm und sonstiger themenverwandter Formate und Veranstaltungen;-----
- Der Aufbau und die Realisierung einer digitalen Vernetzungsplattform für Kunst- und Kulturschaffende;-----
- Die Durchführung und Realisierung von Vernetzungstreffen ehemaliger und zukünftiger Kulturhauptstädte Europas „ECOC Family Meetings“;-----
- Der Aufbau und die Zurverfügungstellung bzw. Bereitstellung eines internationalen kulturellen Netzwerks mit besonderem Fokus auf Europa;-----
- Die Vermittlung von Kontakten und Kooperationen zwischen internationalen und regionalen Kultur- und Kunstschaaffenden;-----
- Der Aufbau und die Zurverfügungstellung bzw. Bereitstellung eines kulturellen Netzwerks im Salzkammergut; ua Maßnahmen und Beteiligungsformate im Bereich „Community Building“.-----

2.2. Materielle Mittel:-----

Als materielle Mittel zur Erzielung des gemeinnützigen Gesellschaftszweckes dienen:-----

- Die bezahlten Stammeinlagen;-----
- Öffentliche Mittel, Subventionen und Förderungen aller Art;-----
- Spenden privater und öffentlicher (natürlicher und juristischer) Personen, Einrichtungen und Institutionen; dazu zählen auch Sach- und Dienstleistungsspenden der genannten Personen/Einrichtungen/Institutionen (z.B. unentgeltliches Tätigwerden von Bauhöfen von Gemeinden, Feuerwehren etc.);-----
- Einnahmen aus unentbehrlichen Hilfsbetrieben iSd § 45 Abs 2 BAO, insbesondere aus den unter Pkt. III.1. genannten wirtschaftlichen Geschäftsbetrieben (z.B. Einnahmen aus bzw. in Zusammenhang mit der Durchführung kultureller/künstlerischer Veranstaltungen);-----
- Erträge aus der Durchführung von Veranstaltungen sowie aus Unternehmungen und Betrieben der Gesellschaft, soweit diese keine unentbehrlichen Hilfsbetriebe iSd § 45 Abs 2 BAO darstellen;-----

- Erträge aus Sammlungen, Vermächtnissen und sonstigen Zuwendungen;-----
- Erträge aus der Vermögensverwaltung;-----
- Einnahmen aus Kursbeiträgen der „SKGT Schulen für Kultur“;-----
- Einnahmen aus der Vermarktung und dem Vertrieb von Merchandise-Produkten in Zusammenhang mit dem Projekt Kulturhauptstadt Europas 2024;-----
- Einnahmen aus Crowdfunding-Kampagnen (Fundraising) sowie Zuwendungen aus dem privatwirtschaftlichen Sektor. -----

III. Dauer der Gesellschaft

1. Die Gesellschaft ist befristet bis 31.12.2025.-----
2. Das Geschäftsjahr entspricht dem Kalenderjahr. Das erste Geschäftsjahr beginnt mit dem Tag der Eintragung der Gesellschaft im Firmenbuch und endet am darauffolgenden 31.12.-----

IV. Stammkapital und Stammeinlagen

1. Das Stammkapital der Gesellschaft beträgt € 35.000,- (fünfunddreißigtausend) und wird von den Gesellschaftern zur Hälfte bar einbezahlt.-----
2. Es wird von den Gesellschaftern in folgender Weise übernommen:-----
 - a) **Stadtgemeinde Bad Ischl**, 4820 Bad Ischl, Pfarrgasse 11, übernimmt eine Stammeinlage von € 10.500,- (zehntausendfünfhundert) und leistet daraufhin eine bare Einlage von € 5.250,- (fünftausendzweihundertfünfzig). -----
Das entspricht einer Beteiligung von **30 %**. -----
 - b) **Stadtgemeinde Gmunden**, 4810 Gmunden, Rathausplatz 1, übernimmt eine Stammeinlage von € 2.625,- (zweitausendsechshundertfünfundzwanzig) und -- leistet daraufhin eine bare Einlage von € 1.312,50,- (tausenddreihundertzwölffkommafünfzig). -----
Das entspricht einer Beteiligung von **7,5 %**. -----
 - c) **Verein zur regionalen Entwicklung Gmunden – “TRAUNSTEINREGION”**, ZVR-Zahl: 831733447, 4810 Gmunden, Krottenseestraße 47, übernimmt eine Stammeinlage von € 2.625,- (zweitausendsechshundertfünfundzwanzig) und leistet daraufhin eine bare Einlage von € 1.312,50,- (tausenddreihundertzwölffkommafünfzig). -----
Das entspricht einer Beteiligung von **7,5 %**. -----
 - d) **Verein Regionalentwicklung Inneres Salzkammergut (Kurzbez.: REGIS)**, ZVR-Zahl: 346259792, 4830 Hallstatt, Salzbergstraße 21, übernimmt eine Stammeinlage von € 5.250,- (fünftausendzweihundertfünfzig) und leistet daraufhin eine bare Einlage von € 2.625,- (zweitausendsechshundertfünfundzwanzig). -----
Das entspricht einer Beteiligung von **15 %**. -----
 - e) **Regionalverein Ausseerland - Salzkammergut, Verein zur Förderung und Realisierung von Regionalprojekten im Steirischen Salzkammergut**, ZVR-Zahl: 280389828, 8990 Bad Aussee, Bahnhofstraße 95, übernimmt eine Stammeinlage von € 5.250,-

(fünftausendzweihundertfünfzig) und leistet daraufhin eine bare Einlage von € 2.625,- (zweitausendsechshundertfünfundzwanzig). -----
Das entspricht einer Beteiligung von 15 %. -----

f) **Tourismusverband Bad Ischl**, 4820 Bad Ischl, Auböckplatz 5, übernimmt eine Stammeinlage von € 1.750,- (tausendsiebenhundertfünfzig) und leistet daraufhin eine bare Einlage von € 875,- (achthundertfünfundsiebzig). -----
Das entspricht einer Beteiligung von 5 %. -----

g) **Tourismusverband Inneres Salzkammergut**, 4822 Bad Goisern, Kirchengasse 4, übernimmt eine Stammeinlage von € 3.500,- (dreitausendfünfhundert) und leistet daraufhin eine bare Einlage von € 1.750,- (tausendsiebenhundertfünfzig). -----
Das entspricht einer Beteiligung von 10 %. -----

h) **Initiative Salzkammergut 2024**, ZVR-Zahl: 1168073664, 4802 Ebensee, Plankauweg 17, übernimmt eine Stammeinlage von € 1.750,- (eintausendsiebenhundertfünfzig) und leistet daraufhin eine bare Einlage von € 875,- (achthundertfünfundsiebzig). -----
Das entspricht einer Beteiligung von 5 %. -----

i) **Wirtschaftskammer Oberösterreich**, 4020 Linz, Hessenplatz 3, übernimmt eine Stammeinlage von € 1.750,- (eintausendsiebenhundertfünfzig) und leistet daraufhin eine bare Einlage von € 875,- (achthundertfünfundsiebzig). -----
Das entspricht einer Beteiligung von 5 %. -----

V. Organe der Gesellschaft -----

Die Organe der Gesellschaft sind: -----

1. Die Geschäftsführung -----

2. Der Aufsichtsrat -----

3. Die Generalversammlung und -----

4. Das Regionalforum -----

VI. Geschäftsführung und Vertretung -----

1. Die Gesellschaft hat eine/n oder zwei Geschäftsführer/innen. Sollten zwei Geschäftsführer bestellt werden, hat einer als künstlerischer Geschäftsführer (Intendant) und ein weiterer Geschäftsführer als kaufmännischer Geschäftsführer zu fungieren. -----

2. Die Gesellschaft wird, wenn nur ein Geschäftsführer bestellt wird, durch diesen vertreten. Sind zwei Geschäftsführer bestellt, so wird die Gesellschaft durch die zwei Geschäftsführer gemeinsam oder durch einen Geschäftsführer gemeinsam mit einem Prokuristen vertreten. Die Generalversammlung kann, auch wenn mehrere Geschäftsführer bestellt sind, einzelnen Geschäftsführern selbständige Vertretungsbefugnis erteilen. -----

3. Die Firma der Gesellschaft wird derart gezeichnet, dass der/die Zeichnende dem Firmenwortlaut seiner/ihrer Unterschrift beisetzt. Prokuristen zeichnen mit einem die Prokura andeutenden Zusatz. -----
4. Die Geschäftsführer/innen beziehen für ihre Dienstleistungen zu Lasten des Gehalts-/Lohnkontos der Gesellschaft ein Gehalt, dessen Höhe jeweils von der Generalversammlung in dem von dieser zu beschließenden Dienstvertrag festgesetzt wird. Die Gesamtausstattung eines Geschäftsführers darf keinesfalls gegen das Verbot unverhältnismäßig hoher Vergütungen im Sinne des § 39 Z 4 BAO verstoßen. -----

VII. Abgrenzung der Befugnisse der Geschäftsführung-----

1. Die Geschäftsführung hat das Unternehmen mit der Sorgfalt eines ordentlichen Unternehmers zu leiten. Sie ist gebunden an den Gesellschaftsvertrag, die Geschäftsordnung für die Geschäftsführung, sowie an die Beschlüsse des Aufsichtsrates und der Generalversammlung. -----
2. Die Geschäftsführung bedarf der Genehmigung des Aufsichtsrates in folgenden Fällen: ----
- a) die Erlassung einer Geschäftsordnung für die Geschäftsführung; -----
 - b) die Erstellung von jährlichen und mittelfristigen Wirtschafts-, Investitions- und Personalplänen; -----
 - c) Erwerb und Veräußerung von Beteiligungen sowie Erwerb, Veräußerung und Stilllegung von Unternehmen und Betrieben; -----
 - d) Erwerb, Veräußerung und Belastung von Liegenschaften; -----
 - e) Investitionen außerhalb des Wirtschaftsplanes, soweit die Anschaffungskosten im Einzelfall den Betrag oder den Wert von € 10.000,- oder insgesamt pro Geschäftsjahr den Betrag von € 100.000,- übersteigen. -----
 - f) die Aufnahme von Darlehen und Krediten mit Ausnahme von Maßnahmen der kurzfristigen Liquiditätsvorsorge, sofern der Betrag von € 10.000,- im Einzelfall überschritten wird; -----
 - g) die Gewährung von Darlehen und Krediten, Förderungen, Zuschüssen und Naturalleistungen, sowie der Abschluss von Finanzierungsvereinbarungen. -----
 - h) die Bestellung und Abberufung von Prokuristen/innen -----
 - i) die Anstellung von Arbeitnehmern (sofern es im Personalplan des Geschäftsjahres nicht vorgesehen ist.) -----
 - j) die Festlegung allgemeiner Grundsätze der Geschäftspolitik -----
 - k) Abschluss, Änderung und Auflösung von Betriebsvereinbarungen -----
 - l) Abschluss und Änderung von Konsulentenverträgen und Werkverträgen aller Art, sofern diese nicht im Wirtschaftsplan enthalten sind und die Wertgrenze von € 10.000,- übersteigen. -----

VIII. Aufsichtsrat-----

1. Die Gesellschaft hat einen Aufsichtsrat der aus 14 Mitgliedern besteht, welche wie folgt gemäß § 30c GmbHG entsendet werden:-----
- a) Gesellschafter Stadtgemeinde Bad Ischl:-----

Ein Aufsichtsratsmitglied als Aufsichtsratsvorsitzende/r sowie 5 weitere Aufsichtsratsmitglieder. -----

b) alle anderen Gesellschafter je ein Aufsichtsratsmitglied -----

2. Die Mitglieder des Aufsichtsrates können jederzeit von dem Gesellschafter bzw. der Körperschaft die sie entsandt hat, abberufen werden. Scheidet ein Aufsichtsratsmitglied aus, so ist ein Nachfolger zu entsenden. Jedes Mitglied des Aufsichtsrates kann sein Amt unter Einhaltung einer 1-monatigen Frist durch schriftliche Erklärung gegenüber dem/der Vorsitzenden des Aufsichtsrates oder gegenüber der Geschäftsführung niederlegen. Die Gesellschaft kann im Einvernehmen mit dem Ausscheidenden auf die Frist verzichten. -----
3. Der Aufsichtsrat kann sich eine Geschäftsordnung geben. -----
Darin sind die näheren Bestimmungen zur Vorsitzführung, Einberufung und Beschlussfassung des Aufsichtsrates zu regeln. -----
4. Ein Aufsichtsratsmitglied kann ein Anderes schriftlich mit seiner Vertretung mit Stimmrecht bei einer einzelnen Sitzung betrauen. Ein so vertretenes Mitglied ist bei der Feststellung der Beschlussfähigkeit einer Sitzung nicht mitzuzählen. Das Recht den Vorsitz zu führen, kann nicht übertragen werden. -----
5. Die Sitzungen des Aufsichtsrates haben am Sitz der Gesellschaft stattzufinden. Sie werden nach Bedarf, jedoch mindestens 4-mal im Geschäftsjahr (vierteljährlich) vom Vorsitzenden, bei dessen Verhinderung von seinem Stellvertreter, einberufen. -----
6. Jedes Aufsichtsratsmitglied oder die Geschäftsführer können unter Angabe des Zweckes und der Gründe verlangen, dass der Vorsitzende des Aufsichtsrates unverzüglich den Aufsichtsrat einberuft. Die Sitzung muss binnen zwei Wochen nach der Einberufung stattfinden. Wird einem von mindestens zwei Aufsichtsratsmitgliedern oder von den Geschäftsführern geäußerten Verlangen nicht entsprochen, so können die Antragsteller unter Mitteilung des Sachverhaltes selbst den Aufsichtsrat einberufen (§ 30i GmbHG). -----
7. Der Aufsichtsrat ist beschlussfähig, wenn mindestens 6 Mitglieder anwesend sind. Die Beschlüsse werden mit einfacher Stimmenmehrheit gefasst, bei Stimmengleichheit entscheidet die Stimme des Vorsitzenden. Über die Sitzung und Beschlussfassung ist ein Protokoll zu führen, welches vom Vorsitzenden zu unterfertigen ist. -----
8. Die Geschäftsführung nimmt an den Sitzungen des Aufsichtsrates teil, soweit der Aufsichtsrat nichts anderes bestimmt. Der Aufsichtsrat kann auch anderen Personen die Teilnahme an den Sitzungen des Aufsichtsrates gestatten. -----
9. Die Mitglieder des Aufsichtsrates sind ehrenamtlich, dh unentgeltlich, tätig. -----
10. Die Beschlussfassung auf schriftlichem Wege ist zulässig, wenn dies der Vorsitzende anordnet und kein Mitglied dem widerspricht. -----
11. Die Bildung von Ausschüssen ist zulässig. -----
12. Der Aufsichtsrat hat die Geschäftsführung der Gesellschaft in allen Zweigen der Verwaltung zu überwachen und sich zu diesem Zweck vom Gang der Angelegenheiten der

Gesellschaft zu informieren. Er kann jederzeit über die Angelegenheiten der Gesellschaft Berichterstattung von den Geschäftsführern verlangen, in die Bücher der Gesellschaft Einsicht nehmen sowie den Bestand der Gesellschaftskasse und die Bestände an Wertpapieren untersuchen. Er hat den Jahresabschluss, die Vorschläge zur Gewinnverteilung und den Lagebericht zu prüfen und darüber der Generalversammlung zu berichten.

IX. Generalversammlung

1. Die nach dem Gesetz oder diesem Gesellschaftsvertrag den Gesellschaftern vorbehaltenen Beschlüsse werden in der Generalversammlung gefasst. Gesellschafterbeschlüsse können, soweit sie nicht laut Gesetz einer notariell beurkundeten Generalversammlung bedürfen, nach Maßgabe von § 34 Abs 1 GmbHG auch auf schriftlichem Wege gefasst werden.
2. Die Generalversammlung wird durch den/die Geschäftsführer einberufen und findet am Sitz der Gesellschaft statt. Den Vorsitz in der Generalversammlung führt der/die Vorsitzende des Aufsichtsrates oder im Falle seiner/ihrer Verhinderung der/die Stellvertreter/in.
3. Generalversammlungsbeschlüsse werden, soweit der Gesellschaftsvertrag oder das Gesetz nichts anderes bestimmen, mit einfacher Mehrheit der abgegebenen Stimmen gefasst. Je zehn Euro einer übernommenen Stammeinlage gewähren eine Stimme, wobei Bruchteile unter zehn Euro nicht gezählt werden. Jedem Gesellschafter muss aber mindestens eine Stimme zustehen.
4. Beschlüsse über die Erhöhung des Stammkapitals setzen Einstimmigkeit voraus. Ein Gesellschafter kann ohne seine Zustimmung nicht zur Übernahme einer Kapitalerhöhung oder zu weiteren Nachschüssen gezwungen werden.
5. Zum Wirkungskreis der Generalversammlung gehört, unbeschadet der gesetzlichen Bestimmungen, außer den in diesem Vertrag genannten Aufgaben die Beschlussfassung über all jene Gegenstände, die der Aufsichtsrat oder der/die Geschäftsführer der Generalversammlung zur Beschlussfassung vorlegen.
6. Weiters beschließt die Generalversammlung insbesondere über:
 - a) die Bestellung und die Abberufung der Geschäftsführer/innen sowie der Abschluss und die Beendigung der Dienstverträge der Geschäftsführer/innen;
 - b) die Feststellung des Jahresabschlusses, die Verwendung des Ergebnisses (unter Beachtung der Bestimmungen des Pkt. XI. 3. dieses Vertrages) und den Vortrag oder die Abdeckung des Verlustes;
 - c) die Änderung des Gesellschaftsvertrages;
 - d) die Auflösung der Gesellschaft und die Bestellung sowie Abberufung der Liquidatoren und deren Vertretungsbefugnis.
7. Die Generalversammlung kann weitere Arten von Geschäften bestimmen, die ihrer Zustimmung bedürfen. Sie kann dabei auch festlegen, mit welcher Mehrheit die Zustimmung zu erteilen ist.

X. Regionalforum

1. Das Regionalforum ist ein Beirat mit beratender Funktion und besteht aus 20 bis 30 Mitgliedern.
2. Jeder Gesellschafter hat das Entsendungsrecht für 2 Mitglieder. Die restlichen Mitglieder werden von der Generalversammlung nominiert und können von dieser jederzeit wieder abberufen werden.
3. Das Regionalforum berät die Geschäftsführung, den Aufsichtsrat und die Generalversammlung.
4. Neben der Beratungstätigkeit beschäftigt sich das Regionalforum mit Netzwerkaufbau und Kommunikationstätigkeit zur bestmöglichen Kooperation der Gesellschaft mit einem regionsweiten, bundesländerübergreifenden Umfeld und unter Miteinbeziehung wichtigen Akteuren und Initiativen, die nicht in der Eigentümerstruktur der Gesellschaft abgebildet, jedoch für das Erreichen des Gesellschaftszwecks von maßgeblicher Bedeutung sind. Dazu gehören insbesondere Vertreter aus den Bereichen Kunst & Kultur, Kreativwirtschaft, Medien, Kommunales, Regional- und Raumentwicklung sowie Bildungseinrichtungen.
5. Das Regionalforum wählt aus seiner Mitte eine/n Vorsitzende/n und zwei Stellvertreter/innen und beschließt eine Geschäftsordnung.
6. Die Mitglieder des Regionalforums üben Ihre Tätigkeit ehrenamtlich (unentgeltlich) und ohne Kostenvergütung aus.

XI. Rechnungslegung, Gewinnverwendung, Abschlussprüfer, Einsichtsrecht

1. Die Geschäftsführung hat innerhalb der ersten fünf Monate eines jeden Geschäftsjahres einen Jahresabschluss für das vergangene Geschäftsjahr (Bilanz, Gewinn- und Verlustrechnung, Anhang) samt Lagebericht aufzustellen und diesen Abschluss samt Bericht und den Bericht des Abschlussprüfers jedem Gesellschafter und dem Aufsichtsrat zuzusenden. Die Generalversammlung beschließt innerhalb der gesetzlichen Fristen über den Jahresabschluss, die jährliche Gewinnverwendung einschließlich der Bildung und Auflösung von Rücklagen und Gewinn- und Verlustvorträgen, die Entlastung der Geschäftsführung sowie über die Bestellung des Abschlussprüfers.
2. Im Übrigen gelten für die Erstellung, Prüfung, Genehmigung und Veröffentlichung des Jahresabschlusses sowie des Lageberichtes die Bestimmungen des GmbH-Gesetzes sowie des UGB in der jeweils geltenden Fassung.
3. Die Verwendung eines etwaigen Bilanzgewinns bleibt einer gesonderten Beschlussfassung der Generalversammlung von Jahr zu Jahr vorbehalten. Eine Ausschüttung des Bilanzgewinns an die Gesellschafter ist jedoch jedenfalls untersagt.
4. Jeder Gesellschafter ist berechtigt, über die ihm durch § 22 Abs. 2 GmbHG eingeräumten Informationsrechte hinaus, sich über die laufende wirtschaftliche Entwicklung der

Gesellschaft zu unterrichten und zu diesem Zweck in deren Bücher und Schriften selbst oder durch beauftragte Dritte Einsicht zu nehmen. -----

5. Die Gesellschaft räumt - auch wenn dazu keine unmittelbare gesetzliche Verpflichtung besteht - den für die Prüfung und / oder Aufsicht über die Gemeinde zuständigen Organen des Landes OÖ. und Stmk. das Recht ein, die finanzielle Gebarung der Gesellschaft, insbesondere die Einhaltung der Grundsätze der Sparsamkeit, Wirtschaftlichkeit und Zweckmäßigkeit zu prüfen, und zu diesem Zwecke Einsicht in die geschäftlichen Aufzeichnungen, Geschäftspapiere und sonstige Bezug habenden Dokumente zu nehmen und verpflichtet sich, diesen Organen auf deren Verlangen entsprechende Aufklärungen und Informationen zu erteilen. -----

XII. Geschäftsanteile -----

1. Die Geschäftsanteile bestimmen sich nach der Höhe der übernommenen Stammeinlage. -----
2. Die Geschäftsanteile sind teilbar und übertragbar. Die Teilung, Belastung und Übertragung von Geschäftsanteilen oder Teilen derselben bedarf der Zustimmung durch die Gesellschaft, die die Generalversammlung mit $\frac{3}{4}$ (dreiviertel) Mehrheit erteilt. Der Veräußerungspreis hat sich bei jeglicher Veräußerung nach Pkt. XV.4. dieses Vertrages zu bemessen. -----
3. Jeder Gesellschafter ist verpflichtet, im Fall der beabsichtigten Abtretung seines Geschäftsanteiles diesen den übrigen Gesellschaftern unter Bekanntgabe der Vertragsbedingungen und insbesondere des Abtretungspreises, der sich nach Pkt. XV. 4. dieses Vertrages bemisst, zum Erwerb anzubieten. Dieses Vorkaufsrecht steht den jeweils anderen Gesellschaftern, sofern diese nichts anderes vereinbaren, anteilig im Verhältnis ihrer bisherigen Beteiligung am Stammkapital zu; wenn einer der anderen Gesellschafter von seinem Vorkaufsrecht nicht Gebrauch macht, wächst dieses dem verbleibenden anderen Gesellschaftern anteilig im obigen Verhältnis zu. -----
4. Das Vorkaufsrecht wird für den Verkauf und für alle anderen Veräußerungsarten eingeräumt (nachfolgend zusammen kurz „Übertragung“ genannt). -----
5. Bei der beabsichtigten Übertragung hat der veräußerungswillige Gesellschafter den vorkaufsberechtigten Gesellschaftern eine notariell beglaubigte Kopie des vollständigen und, abgesehen von der Nichtausübung des Vorkaufsrechts verbindlichen und bedingungslosen Anbots eines Dritten zu übersenden. -----
6. Den vorkaufsberechtigten Gesellschaftern steht die Annahme des Angebotes binnen 14 Tagen nach Zugang des Anbots zu. -----
7. Der Kaufpreis ist Zug um Zug gegen Übertragung der Beteiligung fällig. -----
8. Nach Abschluss des Verfahrens zur Ausübung des Vorkaufsrechts hat der abgabewillige Gesellschafter, wenn das Vorkaufsrecht ausgeübt wird, den Geschäftsanteil/Teil des Geschäftsanteils binnen 14 (vierzehn) Tagen mit Notariatsakt an die ausübenden Gesellschafter zu übertragen. Die restliche Beteiligung des abgabewilligen Gesellschafters -----

unterliegt dann weiterhin dem Vorkaufsrecht. Wenn das Vorkaufsrecht nicht ausgeübt wird, kann der abgabewillige Gesellschafter den abzutretenden Geschäftsanteil/Teil eines Geschäftsanteils an den Dritten übertragen sofern die Zustimmung der Generalversammlung hiezu gem. Pkt. XII.2. erteilt wurde. -----

XIII. Gründungskosten -----

Die mit der Errichtung und Eintragung der Gesellschaft im Firmenbuch verbundenen Kosten und Abgaben werden bis zu einem Höchstbetrag von € 7.000,- (Euro siebentausend) netto von der Gesellschaft getragen und sind nach Maßgabe ihrer tatsächlichen Inanspruchnahme in die erste Jahresrechnung als Ausgabe aufzunehmen. -----

XIV. Bekanntmachungen -----

Bekanntmachungen der Gesellschaft an die Gesellschafter, sowie von Gesellschaftern an die Gesellschaft und zwischen den Gesellschaftern werden durch eingeschriebenen Brief an die der Gesellschaft zuletzt bekannt gegebenen Anschrift oder Telefax vorgenommen. Wenn nicht zwingend in diesem Gesellschaftsvertrag oder gesetzlich eine strengere Form oder ein Nachweis des Zugangs der Benachrichtigung vorgesehen ist, kann auch eine Benachrichtigung durch E-Mail (auch ohne sichere elektronische Signatur und ohne PDF-Anhang) erfolgen. Für diese Zwecke werden die Gesellschafter und die Gesellschaft für Benachrichtigungen wechselseitig Emailadressen bekannt geben. -----

XV. Auflösung der Gesellschaft -----

1. Ein Auflösungsbeschluss bedarf der Zustimmung der Generalversammlung mit einer Mehrheit von 3/4 (dreiviertel) der abgegebenen Stimmen. -----
2. Mit Ablauf der Befristung gilt die Gesellschaft als aufgelöst. -----
3. Die Auflösung hat die Liquidation zur Folge. Liquidatoren der Gesellschaft sind die Geschäftsführer oder jene Personen, die von der Generalversammlung mit der Liquidation betraut werden. -----
4. Bei Auflösung/Liquidation der Gesellschaft oder bei Ausscheiden eines Gesellschafters erhalten die Gesellschafter bzw. der ausscheidende Gesellschafter nicht mehr als die eingezahlte Stammeinlage bzw. den gemeinen Wert ihrer Sacheinlage im Zeitpunkt der Einlage. -----
5. Im Falle der Auflösung/Liquidation der Gesellschaft sowie bei Wegfall des bisherigen begünstigten Gesellschaftszwecks ist das nach Befriedigung sämtlicher Gesellschaftsgläubiger und Ausbezahlung der Gesellschafter gem. Pkt. XV.4. verbleibende Restvermögen für gemeinnützige, mildtätige oder kirchliche Zwecke im Sinne der §§ 34ff BAO zu verwenden. Soweit möglich und erlaubt, soll es dabei Institutionen zufallen, die gleiche oder ähnliche Zwecke wie die Gesellschaft verfolgen. -----

6. Für die Auflösung der Gesellschaft gelten die gesetzlichen Bestimmungen. -----

XVI. Schlussbestimmungen-----

1. Wenn eine Bestimmung dieses Gesellschaftsvertrags unzulässig, unwirksam oder undurchsetzbar ist oder wird, so haben die Gesellschafter diese Bestimmung durch eine erlaubte, wirksame und durchsetzbare Bestimmung zu ersetzen, die dem Zweck der zu ersetzenden Bestimmung möglichst nahe kommt, oder den Vertrag sonst seinem jetzigen wirtschaftlichen Gehalt entsprechend bzw. möglichst nahe kommend anzupassen. Das gilt sinngemäß auch für ergänzungsbedürftige Lücken.
2. Als ausschließlicher Gerichtsstand für alle Streitigkeiten aus oder im Zusammenhang mit dem Gesellschaftsvertrag und dem Gesellschaftsverhältnis wird die Zuständigkeit des die Handelsgerichtsbarkeit am Sitz der Gesellschaft ausübenden Gerichts vereinbart. -----
3. Soweit durch diesen Gesellschaftsvertrag, dessen allfällige Abänderungen oder Nachträge oder durch Generalversammlungsbeschlüsse nichts anderes bestimmt ist, gelten die Bestimmungen des Gesetzes über die Gesellschaft mit beschränkter Haftung in der jeweils geltenden Fassung und subsidiär alle übrigen anwendbaren Gesetze. -----

XVII. Durchführungsvollmacht-----

Alle Gesellschafter ermächtigen und bevollmächtigen Rechtsanwalt Dr. Peter Mair, geb. 18.09.1959 und Rechtsanwalt Dr. Thomas C. Mair, geb. 19.01.1974, beide Kurhausstraße 9, 4820 Bad Ischl, im Zuge der Eintragung dieser Gesellschaft im Firmenbuch des Landes- als Handelsgericht Wels notwendige Änderungen des Gesellschaftsvertrags zu beschließen sowie Ergänzungen und Abänderungen in der hierfür notwendigen Form (auch als Notariatsakt) zu verfassen sowie diesbezügliche Eingaben zu unterfertigen und überdies alles vorzukehren, was zur ehesten Eintragung der Gesellschaft erforderlich ist. -----

XVIII. Wirksamkeit-----

1. Festgehalten wird, dass dieser Gesellschaftsvertrag von den Gesellschaftern in folgenden Sitzungen des Gemeinderates bzw. Mitgliederversammlungen oder sonstigen zuständigen Organen beschlossen wurde: -----
 - a) Stadtgemeinde Bad Ischl, GR-Beschluss vom 30. April / 18. Juni 2020-----
 - b) Stadtgemeinde Gmunden, GR-Beschluss vom 25. Juni 2020-----
 - c) Verein zur regionalen Entwicklung Gmunden – “TRAUNSTEINREGION“, Beschluss MV vom 25. Mai 2020-----
 - d) Verein Regionalentwicklung Inneres Salzkammergut (Kurzbez.: REGIS), Beschluss ao. GV vom 04. Juni 2020 -----
 - e) Regionalverein Ausseerland - Salzkammergut, Verein zur Förderung und Realisierung von Regionalprojekten im Steirischen Salzkammergut, Beschluss MV vom 11. Mai 2020-----
 - f) Tourismusverband Bad Ischl, Beschluss-AR vom 20. Mai / 09. Juni 2020-----
 - g) Tourismusverband Inneres Salzkammergut, Beschluss AR vom 17. Juni 2020 -----

h) Initiative Salzkammergut 2024, Beschluss GV vom 30. April 2020-----

i) Wirtschaftskammer Oberösterreich, Präsidialbeschluss vom 12. Mai 2020-----

2. Dieser Gesellschaftsvertrag bedarf weiters der aufsichtsbehördlichen Genehmigung gemäß den einschlägigen Landesgesetzlichen Vorschriften (§ 69 Oö. Gemeindeordnung 1990 idgF) und wird erst mit der Erteilung derselben rechtswirksam. -----

Bad Ischl, am 26.06.2020

Schilösch

Stadtgemeinde Bad Ischl, als Gesellschafterin



M.H.I.

Stadtgemeinde Gmunden, als Gesellschafterin



[Signature]

Verein zur regionalen Entwicklung Gmunden – "TRAUNSTEINREGION", als Gesellschafter (ZVR-Zahl 831733447)

[Signature]

Verein Regionalentwicklung Inneres Salzkammergut (Kurzbez.: REGIS), als Gesellschafter (ZVR-Zahl 346259792)

[Signature]

[Signature]

Regionalverein Ausseerland – Salzkammergut, Verein zur Förderung und Realisierung von Regionalprojekten im Steirischen Salzkammergut, als Gesellschafter (ZVR-Zahl 280389828)

[Signature]

Tourismusverband Bad Ischl, als Gesellschafter

[Signature]

Tourismusverband Inneres Salzkammergut, als Gesellschafter

Christina Deutsch
Initiative Salzkammergut 2024, als Gesellschafterin (ZVR-Zahl 1168073664)

Robert Oberfrank

Wirtschaftskammer Oberösterreich, als Gesellschafterin (vertreten durch Robert Oberfrank)



unterfertigt gem. § 54 NO

Gabriele Goja

öffentliche Notarin

2020 BUDGET

The 2020 budget reflects the following priorities and areas of activities (see table below):

Budget estimation 2020 (August 1 to December 31, 2020)	Total costs by area excl. VAT
EXPENDITURES	
1 Personnel costs total	€ 183.153,33
2 External consulting	€ 34.540,00
3 Marketing & Communication	€ 76.170,00
4a Office & business equipment (running costs)	€ 12.385,10
4b Office & business equipment (one-time costs, acquisition)	€ 38.556,50
5 General costs, overheads, insurance, administration	€ 13.346,34
TOTAL	€ 358.151,27
INCOMES	
1 Financial contributions banner city & SKGT region	€ 443.890,66
2 Financial contributions federal states (OÖ, STMK)	€ 0,00
3 Financial contribution national government/Ministry of culture and arts	€ 0,00
BMKOES - Section Art & Culture (IV)	
TOTEL	€ 443.890,66
Preliminary operating result	€ 85.739,39

Note: The pre-financing of the transition phase, after winning the title, respectively the founding phase of the SKGT24 GmbH, was covered by the municipality of Bad Ischl. In the 1st quarter of 2020, however, the other municipalities of the SKGT24 ECoC region already made payments on account. As part of an accounting clearing in October 2020, the advance payments are compared with the financial contributions to be made by the municipality of Bad Ischl for 2020 and a balance is determined.

In the budget year 2020, no payments on account are planned by the states of Upper Austria and Styria or the federal government. Sufficient liquidity is ensured.

PERSONNEL PLAN 2020

Personnel plan 2020: 15 Juli (“pre-company” status) to 31 Dezember 2020

(all contracts are limited to the end of 2020)

Employees:

Managing Director (including mobility and sponsoring concept, marketing, tourism organizations)	Stefan Heinisch*
Program Development (Artistic Directory), Outreach, European & International Relations, Capacity Building	Eva Mair
Program Development (Artistic Directory), Artistic Content, Outreach, Capacity Building	Heidi Zednik (part-time)
Program Development (Artistic Directory), Artistic Content, Outreach, Capacity Building	Lisa Neuhuber (part-time)
Public Relations, Communication & Evaluation, Audience Development	Christina Jaritsch (part-time)
Office Organization & Management Assistance	New appointments as of September 2020

External support, freelancers, experts:

Program Development (Artistic Directory), Artistic Content	Petra Kodym*
Program Development (Artistic Directory), Artistic Content (Senior Advisor)	Gottfried Hattinger
Program Development, other external support (specific Artistic Content)	i.a. Sonja Zobel for Theater Production

** Stefan Heinisch (Managing Director) and Petra Kodym (Artistic Director) applied, as bidding team members, in the context of the public tender for the Capital of Culture SKGT24 GmbH management positions. The tender was issued on June 20. At the time of final editing for this evaluation report, the selection process is still in progress (end of August 2020).*

The position of Marketing and Communication (head of the main division) will be filled in the 1st half of 2021 and will initially be split between Stefan Heinisch (Management) and Christina Jaritsch (Public Relations).

EU FUNDING

Potentials EU Projects (Status August 2020)

2021/2022

In the preparatory phase SKGT24 is planning to take part in following programs:

- SKGT24 builds up cooperation along Interreg Central Europe/ Alpine Space and Danube region to be prepared for the 1st Calls expected in 2021/2022.
 - SKGT will initialize the **Conversations with the Emperor** project, dealing with the manifold European connections the imperial family held together with cities and regions with which we share a habsburgian past like Novi Sad, Banja Luka, Veszprem and Bad Ischl's twin cities Gödöllő, Opatia and Sarajevo within the new **Interreg DANUBE TRANSNATIONAL** program.
 - The Planet **Tavern Lab** project will be applied in the **Interreg Danube Transnational** program to work on the common issue of dying taverns in especially rural regions across the Danube region. The loss of taverns means not just loss of jobs but also spaces to meet, create and get inspired.
 - Atlas of Traditions: research and Mapping Material Culture and Craft, concepts for residencies and collaborative workshops, piloting of artisan-designer collaboration, recommendation for preservation of crafts

- SKGT24 will be part of the Narva2024 Accelerator for Sustainable Development Goals within our **"Resources and Energy"** programme — a **think tank** of experts from cities around Europe, who have succeeded in green innovations and circular economy, but also in accessibility equality and inclusion. This project is suitable for an application within the Interreg Europe Program integrating parts of the **H₂O-H-NO Project** within.
- **SKGT Cultural Management School** will be applied in the strands of Erasmus+ program to analyse good practice, to develop, test and multiply the curriculum.
- SKGT24 is dealing in various projects with the artistic reflection and procession with its national socialistic history- a common European history. The Project **Europe in Darkness** will be implemented and taught together with European partners in the strand of **Creative Europe Small Cooperation Program**. This program will also apply for the project **What happened to?** dealing with the restitution of Anyanised artefacts in rural regions on European Level.
- **Salt | Lake | City** (combined with SALT.WATER) will be applied in the **Creative Europe Small Cooperation** strand together with partners from other European Salt, Lake and/or City regions, just to name a few – Leeuwarden (NL), Aveiro (Prt), Hildesheim (DEU), Bodo (NOR)
- European Youth Games will be applied in the Erasmus+ strand SPORT.

2023

- **Routes of Resistance** aims to be awarded and certified as Culture Route of the Council of Europe promoting the European shared culture, history and memory. Being awarded the title **Cultural Route of the Council of Europe** opens the way to a larger visibility, network of cultural stakeholders and funding.

- **4802 - festival for independent film** in cooperation with the Filmakademie Wien, the Black Nights Film Festival (Tallinn, Estonia) and the Ida-Viru Film Fund (Estonia) will apply for the succession program **of Creative Europe Media**
- **Hallstatt Disappears** will be applied in the actual Horizon Europe which will proceed on focusing on transformation processes. The innovative approach to the European problem of Hypertourism seen under artistic perspectives aimed to create mutual understanding, dialogue and civic participation.

General

Creative Europe Program 2021-2027 will integrate i-portunatus mobility initiative in its permanent program, therefore SKGT24 will apply with various Artist in Residency projects like A.I.R to Breathe or Salt | Lake | City

PROJECT	PROGRAM	SUGGESTED project activities	PARTNER	PROJECT VOLUME TOTAL	FUNDING SKGT2024	SUBMISSION
CAPACITY BUILDING						
School of Art and Craft	Erasmus+ KA3	School of WOW - testing Open Design School Approach Matera 2019	<ul style="list-style-type: none"> - Matera 2019 - Libertia Team - Creative Region 		Value 30k (no cash contribution)	ongoing
Cultural Management School	Erasmus+ 2021-2027 successor KA2 Adult/ vocational Training	<ul style="list-style-type: none"> - Curriculum development - piloting - Certification and validation 	Strategic partnership from 3-4 member states	400 k	50k	2021/2022 Implementation 2022-2024
Transformation of industrial heritage into Cultural Hot spots (e.g. Life Factory)	Interreg Bay-Aut Priority: Integrated territorial development to ensure the quality of life	<ul style="list-style-type: none"> - Revitalization of inner Cities (and industrial heritage) in Bay-AT - Concept for cultural use of vacant buildings 	City in Bavaria	1 Mio	500 k	2022 Implementation 2022-2025
POWER OF TRADITION						
Conversations with the Emperor	Interreg Danube Region	- Analysis of historic past	Vesprem Novisad	2 Mio	200 k	First Call approx. 2022

	Strand: Foster sustainable use of natural and cultural heritage and resources	<ul style="list-style-type: none"> - Development of pilot actions - Piloting - Recommendation for k.u.k. cultural heritage 	Gödölla Opatija Sarajewo Approx. 8-12 partner			Implementation 2023-2025
Europe in darkness!? + (What happened to...)	Creative Europe Small/ Large scale Cooperation Project	<ul style="list-style-type: none"> - Open Call for writers - Implementation Literature Festival - Development of new audience (Children and young people) - Development of a network what happened to 	Berlin Bodo Hildesheim Magdeburg Approx 3-4 partner (small cooperation)	200k/2 Mio	60 k/300k	2 possible scenarios: 2021 large cooperation 2022 small cooperation Implementation 2022-2025 large cooperation 2023-2024 small cooperation
Planet Tavern Lab	Interreg Danube Region Strand: Foster sustainable use of natural and cultural heritage and resources	<ul style="list-style-type: none"> - Analysis of cultural revitalisation concepts for tavern - Development of Concepts for Art, Culture, Youngsters, Salty Family Lab 	Tartu, Magdeburg	200k	60k	First Call approx. 2021 Implementation 2022-2025
Atlas of Traditions	Interreg Central Europe Alpine Spaces Cultural and Creative Industries	<ul style="list-style-type: none"> - Research and Mapping Material Culture and Craft - Concepts for residencies and collaborative workshops - Piloting of artisan-designer collaboration - Recommendation for preservation of crafts 	Approx. 8-12 in Program Area	2 Mio	200 k	First Call approx. 2021 Implementation 2022-2025

STRENGTH OF COUNTERCULTURE						
New Salt Festival	Creative Europe 2021-2027	<ul style="list-style-type: none"> - Create a Network of Electronic and Alternative Music - International exchange of experience and know-how, peer learning 	2 partner countries	200 k	60 k	2021 Implementation 2022-2024
Routes of Resistance	European Cultural routes successor program	Cultural Routes certification by the Council of Europe in the Alpine Region.	No fixed partner limit	Visibility Network Small scale funding 10k	10k	2023 Implementation 2024
4802 - festival for independent film	Creative Europe Media successor	Festival itself, Funding depends on number of European Films shown	No partners needed	19-75k	19-75k (funding depends on quota of European films shown)	2023 Implementation 2024-2025
IMPACT OF HYPERTOURISM						
Hallstatt Disappears	<ul style="list-style-type: none"> - INTERREG Europe (preferred) - Creative Europe - Horizon Europe 	Overtourism Artistic Intervention for Overtourism Challenges Discourse on Overtourism	Creative Europe: 3 Interreg/ H2020 8-12 Partner	200k-4 Mio	50k-300 k	2023
COWORKATION Incl. Surf the SKGT Couch	Interreg Alpine Space	<ul style="list-style-type: none"> - Research for Potential of Co-workation - unused building strategy - Piloting e.g. Surf Couch SKGT - Recommendation for municipalities for co-workation 	8-9 Partner	2,5 Mio.	300 k	2022
FLOW TO RETREAT						
Salt Lake City	Creative Europe Small Cooperation Program	Development of Mobility scheme	-Hildesheim -Bodo-Aveiro -Leeuwarden -Tuzla Min. 3 partners	200	60k	2021 Implementation 2022-2024

H ₂ OH-NO	Interreg Europe/ Central Europe	further concretization necessary, very broad potential, tbd	2 Mio	250k	2022
European Youth Games	Erasmus+ Sport	Collaborative Partnership for development of an integrative Sports festival e.g. during the European week of Sports	400k	70k	2022 Implementation 2023-2024
		Usov Röttingen Plaisir Gödollö Min 5 partner		2,41 Mio.	Total project financing volume
				1,25 Mio. (cautious valuation)	Estimated project financing volume (excl. EU-LEADER program)

INFO-TOUR 2020



Infotour

Salzkammergut 2024 Kulturhauptstadt Europas

6 Termine · 6 Orte

Grünau im Almtal

Mo., 23. März · 18.30 Uhr
Pfarrsaal

Vorchdorf

Mi., 25. März · 18.30 Uhr
Altes Sudhaus
Brauerei Schloss

Bad Ischl

Fr., 27. März · 18.30 Uhr
Trinkhalle

Bad Aussee

Di., 31. März · 18.30 Uhr
Kur- und Congress

Gosau

Mi., 1. April · 18.30 Uhr
Kulturzentrum

Ebensee

Mo., 20. April · 18.30 Uhr
Trauungssaal der Gemeinde

Alle Termine **VOR** dem 5. 4. 2020
aufgrund des Coronavirus
VERSCHOBEN

Moderation: Michaela Binder

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Kultur
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Neue Salz

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